

Advertising & Selling

FORTNIGHTLY



Photograph by J. W. Pondelicek for Quaker Oats

SEPTEMBER 9, 1925

15 CENTS A COPY

In this issue:

“What Price Installment Selling?” By DE LESLIE JONES; “The Verdict Would Be ‘Guilty’” By D. N. MOSESSOHN; “Winter and a Coal Strike” By FLOYD W. PARSONS; “The Hares and Tortoises of Advertising” By G. LYNN SUMNER; “Replying to Mr. Edison” By EARNEST ELMO CALKINS

Singing Youth

The joy of youth and beauty—freedom and adventure—are reflected in many radiant features published in The Chicago Daily News.

The rising generation of Chicago and its suburbs reads The Daily News for such features, as older readers read it for the features that appeal to them, in full confidence that they will find what is most pleasing and profitable to their individual tastes and needs.

The strength of The Daily News is in its popularity in Chicago homes. This is due largely to its all round reader interest—it has the best possible features for every member of the family.

The Daily News has been aptly called “the department store of Chicago newspapers”—because it closely approximates department store service to its readers—in the charm and variety of its news and editorial features, and the comprehensiveness of its advertising. Its “shop news” is the most complete in Chicago, rendering a most valuable service to the buyers of Chicago, young and old alike.

The responsiveness of Daily News readers to advertising is shown by the fact that The Daily News publishes a greater volume of display advertising than any other Chicago daily newspaper.

THE CHICAGO DAILY NEWS

First in Chicago

Note—Report for the first seven months of 1925

TOTAL DISPLAY ADVERTISING LINEAGE:

The Chicago Daily News 8,937,325 lines
The next Chicago daily paper 7,189,239 lines

"Coordinating Advertising with Sales"

*Address delivered before the
1925 Convention of Associated
Advertising Clubs of the World*

By

ARTHUR W. SULLIVAN

Vice-President

Joseph Richards Company, Inc., New York

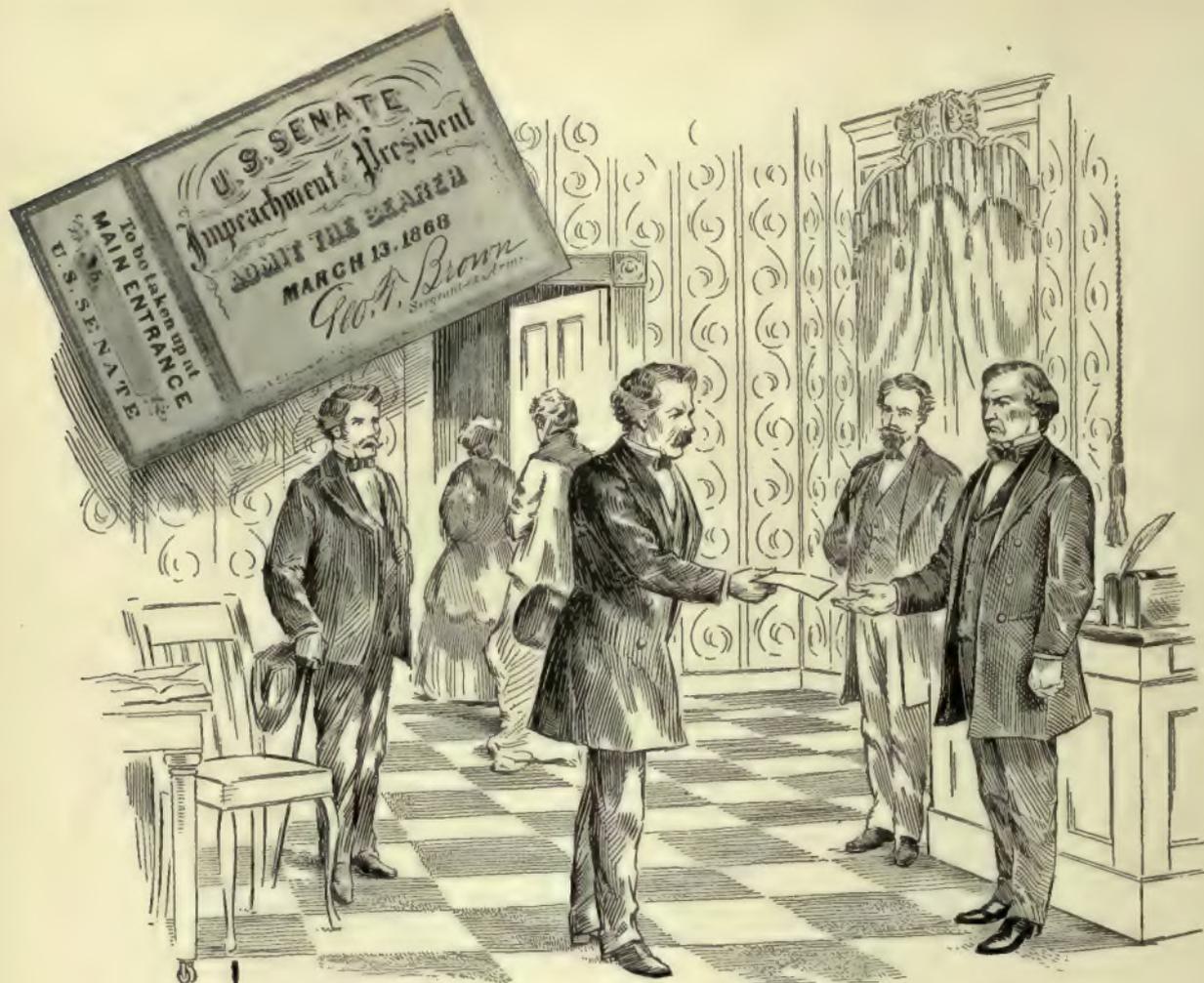
MR. Sullivan's address is notable for the ideal of advertising agency service which it establishes and develops. And this ideal, as presented in his address, represents the policy of the Joseph Richards Company, Inc., in its relationship to its clients; a policy which is helping to build sound, profitable sales and advertising programs. In response to numerous requests for reprints of Mr. Sullivan's address, we have published it in booklet form. Any interested business executive may obtain a copy by writing us.

JOSEPH RICHARDS COMPANY, INC.

253 PARK AVENUE · NEW YORK

An advertising agency established 1874

Member American Association of Advertising Agencies



Andrew Johnson

was impeached in 1868 and retained his tenure of the Presidency of the United States by an uncomfortably narrow margin. One year after that long ago and almost forgotten event, The Indianapolis News was born—a little four-page daily in the little Indiana town that was destined to become the Hoosier metropolis and the largest inland city, not on navigable water, in the two Americas.

The Indianapolis News of 1869 was quaint and rural, but it had vitality, veracity, character and ambition, and it has kept pace every day since with the growth of its community. Since 1869, it has been a habit of The Indianapolis News to be first in Indiana in circulation, in advertising volume*, and overwhelmingly first in results for advertisers.

*In 1923 and again in 1924 The Indianapolis News carried more advertising than all other Indianapolis newspapers combined—in less than half as many issues. *Proof of results!*

The INDIANAPOLIS NEWS

DAN A. CARROLL,
110 East 42d St., New York.

FRANK T. CARROLL
Advertising Manager

J. E. LUTZ,
The Tower Bldg., Chicago

Page 5—The News Digest

G. H. Mitchell

Pen and ink artist, has become associated with Huckins-Smith, Inc., advertising artists, New York.

"Motor Camper and Tourist"

Has purchased the subscription lists of *The New York Motorist* in conjunction with which it will hereafter be published under the name of *Motor Camper & Tourist Combined With The New York Motorist*. R. W. De Mott, business manager of the Experimenter Publishing Company, will be editor of the combined publication.

J. E. Wilson

Who retired recently as vice-president of Wilson Brothers, wholesale men's furnishing company, Chicago, ended his life on September 4 at his home in Evanston, Ill., following a nervous breakdown.

Fox and Mackenzie

Philadelphia, will direct advertising for the Stockham Pipe & Fittings Company of Birmingham, Ala.

The Power, Alexander & Jenkins Company

Detroit, will direct advertising for John G. Monihan, manufacturer of the Monihan Sedan Cruiser, and for the Orotone Battery Company, builders of a new radio battery.

C. C. Rosewater

Until recently vice-president and general manager of the Omaha, Neb., *Bee*, has been appointed director of publication of "Success," New York.

A. W. Brownell

Has been appointed business manager of the *Commercial Car Journal* and *Motor Transport*, both published by the Chilton-Class Journal Company.

New York State Newspaper Advertising Managers Association

Is to establish a bureau to disseminate advertising ideas, new forms and methods, and general information of interest to newspaper advertising managers.

Business Publishers International Corporation

New York, announces the appointment of Orme Fetterly, identified for many years with the selling of export advertising in the Chicago district, as Western representative; and E. P. Day, who has been representing *El Automovil Americano* and *The American Automobile* (Overseas Edition) in Chicago, as representative in the Michigan and western Ohio territories.



The Thumbnail Business Review

By Floyd W. Parsons

THE most important happenings in recent days are the progress made toward a settlement of the debt controversy between England and France, and the actual closing down of the anthracite mines in Pennsylvania. The importance of both of these developments has not been recognized by the public at large. If we have come to an end of the dickering over national debts in Europe, the result will be felt favorably throughout the world. On the other hand, the feeling that the strike of the coal miners is a matter of small concern is a silly as well as a dangerous notion. It is a two to one wager that if the miners are defeated in this present fight, the victory will be won at a heavy cost after many months of worry and suffering. Our greatest hope should be that the present trouble will develop into a finish fight so that we may know for once and all where the country stands with respect to its fuel supply and the future of its most basic industry.

¶ In practically every other avenue of business, the outlook continues favorable. Business failures in August were the smallest in more than a year. Steel mill operations increase, and car loadings during the third week in August set a record for the year. The present enormous volume of traffic is being handled without any transportation difficulties, which is a most encouraging fact. The credit situation is in sound shape due to the absence of the speculative spirit in practically all markets. Money is plentiful and there are no alarming evidences of general inflation.

¶ The crop situation is promising, especially from the standpoint of money return to the farmers. Wheat prices are on a profitable level for growers and the corn crop will be at least normal if it escapes an early frost.

Casey & Lewis

Nashville, Tenn., advertising agency, have purchased the organization and entire business of the Wilson Advertising Agency, same city.

The Lawrence Fertig Company, Inc.

New York, will direct advertising for Terri, Inc., same city, manufacturers of vanity cases; and for the Mac-Stone Stucco Company, Brooklyn, N. Y.

Geo. Sellier

Director of publicity in Belgium for Lever Brothers, manufacturers of Sunlight Soap, and president of the *Chambre Syndicale Belge De La Publicite*, died recently in Brussels, Belgium.

Richard Webster

Recently director of research, advertising department, *The Literary Digest*, has become associated with Reimers & Osborn, Inc., New York advertising agency, as vice-president.

George S. Dyer

Formerly with Yost, Gratiot & Company, St. Louis, is now associated with the New York office of the Lyddon & Hanford Company in charge of plans and copy.

N. W. Ayer & Son

Philadelphia, will direct advertising for the Victor Talking Machine Company, Camden, N. J.

George Batten Company, Inc.

New York, will direct advertising for the "Amory Browne Fabrics" line of draperies for Amory Browne & Company, Boston, Mass.

Midland Advertising Agency

Cincinnati, will direct advertising for the Churngold Corporation and for the Effarssee Radio Company, both of Cincinnati.

Fourth Annual Convention of N. I. A. A.

Has announced the names of the following speakers who will appear before the convention: C. K. Woodbridge, president, Dictaphone Corporation and president, Associated Advertising Clubs of the World; Bruce Barton, president, Barton, Durstine & Osborn; F. J. Petura, general purchasing engineer, Henry L. Doherty Company; A. M. Staehle, Department of Publicity, Westinghouse Electric and Manufacturing Company; E. P. Blanchard, advertising manager, Bullard Machine Tool Company; Walter Drey, vice-president, *Forbes Magazine*; Allan Brown, advertising manager, Bakelite Company; E. J. Mehren, vice-president, McGraw-Hill Company, Inc., and editor of *Engineering News-Record*; Captain M. F. Behar, advertising manager, C. F. Tagliabue Manufacturing Company; G. A. Richardson, manager, Technical Publicity Department, Bethlehem Steel Company; A. W. Diller, The Blackman Company.

[ADDITIONAL NEWS ON OTHER PAGES]



Board Room of The William Wrigley Company
Courtesy American Walnut Association

IT WAS THE ONE THING LACKING!

The sales manager said: "I want each of you salesmen to interview the superintendent and works manager in addition to the purchasing department." *Nothing was said about the higher executives.*

The advertising manager said: "Our advertising will be aimed at the engineer and superintendent, even the worker in the plant in some instances." *Nothing was said about the higher executives.*

The general manager said: "We'll take our chance on the final approval if you men will convince the group that recommends." *No plan was made for carrying the campaign direct to the men higher up.*

And that year as usual, after weeks of expensive sales effort, thousands of vice-presidents asked the disturbing question—"Are they the right people to buy from?" Thousands of treasurers did their part in cancelling weeks of expensive sales effort by saying, "Isn't the price out of line?" And thousands of buying conferences brought the answer "No" to waiting salesmen when it might just as well have been "Yes."

The final approval wasn't very important until it was the one thing lacking. Then its importance was out of all proportion to the added cost of a campaign laid directly before the men higher up.

More than 50,000 Presidents of Corporations read *Nation's Business*
 More than 22,000 Vice-Presidents of Corporations read *Nation's Business*
 More than 21,000 Secretaries of Corporations read *Nation's Business*
 More than 10,000 Treasurers of Corporations read *Nation's Business*
 More than 15,000 General Managers of Corporations read *Nation's Business*
 More than 169,000 Major Executives in 117,162 Corporations read *Nation's Business*

You will find of interest a detailed analysis of our 200,000 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

MORE THAN 200,000 CIRCULATION. MEMBER A. B. C.

30,000 People Saw The News' Better Home Show in Two Days

BIRMINGHAM has a Hollywood, too! It is a new subdivision over on Red Mountain. The Nelson Real Estate Company announced Hollywood to the public on Sunday, August 16th, with a ten-page section in The Birmingham News.

30,000 Birmingham people visited Hollywood within two days. Motor cars were parked all over adjacent territory while interested spectators visited these beautiful homes. Traffic officers were called to help handle the crowds.

That's the kind of response advertising in the Birmingham News receives. People have confidence in undertakings that the News backs. They all know that if they get The News "in behind" any movement it will be a success.

In the words of Chesterfield, "Such popularity must be deserved."

Net Paid Circulation

75,000 Daily

85,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

FASHION percolates downward. For many years, the Sweeneys of the Fair Isle wore the local sweaters unhonoured and unsung.

The Prince of Wales wore a Fair Isle sweater once, and promptly they were the mode on two continents.

So great is the power of a leader.

The Condé Nast Group have the leaders in every community. What they wear, what they do, what they select for their homes, immediately becomes the mode for the rest of the community.

These leaders read our magazines for news of luxury merchandise. Editorial and advertising pages alike. Use the leverage of their approval to make your merchandise the mode.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations



THE Union Trust Company—the first trust company in Detroit—was also the first to use a full page newspaper advertisement.

It was the privilege of the Campbell-Ewald Company to counsel with the Union Trust Company in the preparation of that first advertising message—and of all the many that have followed.

Today the great majority of Detroiters are intimately familiar with the seven services of a Trust Company—services that were little known and less understood such a few years ago.

Because of the broad-gauged educational nature of Union Trust Company advertising, all trust companies have benefitted therefrom. But the predominant position of the Union Trust Company in the financial life of Detroit is today outstanding proof of the logic and wisdom of its advertising policy.

The Campbell-Ewald organization of 197 people, owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you.

CAMPBELL - EWALD COMPANY

Advertising

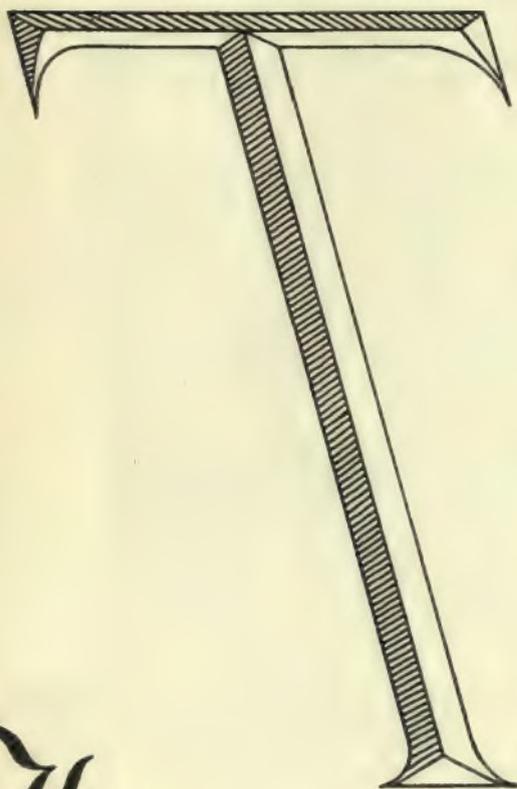
General Offices: DETROIT, MICHIGAN

H. T. EWALD, Pres.
 E. ST. ELMO LEWIS, Vice-Pres.
 GUY C. BROWN, Vice-Pres. and Sec'y
 J. FRED WOODRUFF, Treas. and Gen. Mgr.



NEW YORK
 CHICAGO
 CINCINNATI
 LOS ANGELES
 SAN FRANCISCO
 TORONTO

Advertising Well Directed



his is a
 DELINEATOR House
 Built by a
 DELINEATOR Reader
 From a
 DELINEATOR House Plan
 Designed by
 DONN BARBER for—

The
DELINEATOR

Founder of Better Homes in America

CHICAGO

NEW YORK

SAN FRANCISCO

Buffalo the Wonder City of America

83% in Buffalo Read the News

The Success of the News is due to the fact that more than four out of every five families in Buffalo insist upon having and reading it daily.

That is why advertisers get such splendid results—why local retailers make such large investments in the News for their own advertising.

83% of the English reading people in Buffalo read the NEWS. The NEWS is all you need to cover Buffalo.

Greatest Circulation in New York State Outside of New York City

BUFFALO EVENING NEWS

A.B.C. Mar. 31, 1925
129,777

EDWARD H. BUTLER, Editor and Publisher
KELLY-SMITH COMPANY, National Representatives

Present Average
135,236

Marbridge Bldg., New York, N. Y.

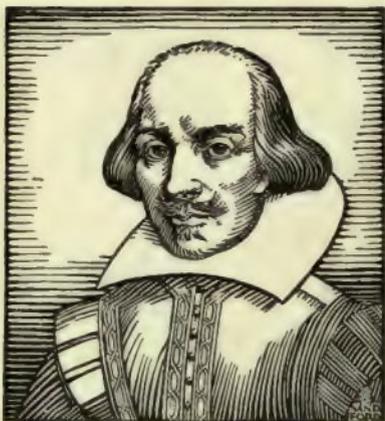
Lytton Bldg., Chicago, Ill.

THE INTERRUPTING IDEA

NUMBER THIRTY

NEW YORK

SEPTEMBER 1925



SHAKESPEARE

*"That which we would do,
We should do when we would;
For, this world changes."* —HAMLET

The Incoming and Outgoing Classes

EACH year, 2,500,000 newly born Americans begin consuming.

400,000 somewhat older Americans are graduated from high schools.

1,250,000 brides begin housekeeping.

1,250,000 young husbands begin spending their pay-envelopes in a different way.

2,000,000 families move into new homes or apartments.

§

ON THE other hand, every year, 1,400,000 Americans die.

An equal amount probably lose their productive capacity.

§

EVERY advertiser's market is constantly dropping off at the top.

It is being constantly renewed from the bottom.

His annual loss of possible prospects is not less than 10 per cent, and it may run up to 50 per cent.

Thus, in a few years, his market may have become entirely new; it may have moved beyond the influence of advertising done a few years back.

§

ADVERTISERS, in these competitive days, realize the danger in stopping their publicity.

But many are not aware of that other great danger—letting their advertising grow tired.

Their copy grows briefer and briefer, their insertions fewer and fewer, their story grows less and less. All this, on the theory that the public is "fed up", that everything has been said.

And yet, every year, there's another incoming class to be sold—and another outgoing class that is lost!

§

IN 1893, Knox's Sparkling Gelatine ran its first advertisements in the Ladies' Home Journal.

In 1900, Knox's Gelatine began in the Woman's Home Companion.

In 1909-10, McCall's, Pictorial Review, and Delineator were added to the list.

When, in 1917, the account came to Federal, Federal did not elect to do something commandingly new, on the theory that, after 24 years advertising, people must know all about Knox's Gelatine. Instead, Federal proceeded, as if no one had ever discovered its possibilities, with the results that the business has shown a most satisfactory increase each year.

Each year, the same a-b-c questions have been coming in from the same sort of women. Each year, the same sort of letters have been requesting the cook-book. Each year, Mrs. Knox has been replying with the same interested, friendly letters. And today, this volume of consumer correspondence has grown greater than ever before, aggregating thousands and thousands of pieces a year.

§

AND so, no advertiser should permit himself to pass with the passing generation.

He must constantly rise again with the rising generation.

His job, like the school-teacher's, begins anew, every semester.

His aim must be to keep his advertising from growing tired, from accepting his own sophisticated state of mind as typical of his market.

Federal has the knack of keeping the big, fundamental story ever fresh and vital. Knack? It is more than a knack. It is the result of continuous hard work and constant renewal of inspiration. These are what Federal puts into every account.

§

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

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



Photo by J. W. Pondelicek for Pepsodent.

IT is really the engraver who makes possible the exact portrayal of life. The photographer cannot prevent certain photographic distortions in his plate which only a competent engraver can correct.

If you have an engraver who does work of this nature well, you may rest assured of his all-around ability. If you have not, we should be glad to have ourselves and our engraver-craftsmen given a trial.

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

“The leading authority of this industry says * * ”

This phrase is frequently seen in the press today in connection with some important *Electrical World* announcement from the electrical industry.

Editors of 70 leading daily newspapers published in populous cities have requested *Electrical World* to give them *weekly* news from the central station and electrical manufacturing fields.

Recognizing that facts can come only from authoritative sources, these newspapers are depending upon *Electrical World* for authentic information — just as 432 other newspapers are depending upon

McGraw-Hill for news of the entire industrial field. In the past year 906 columns of newspaper space have been used in quoting McGraw-Hill publications.

A publication that can be quoted in this manner week in and week out most assuredly offers to advertisers a very desirable atmosphere for increasing the prestige of their products.

The electrical industry looks to the editorial and advertising pages of *Electrical World* with the same confidence that newspapers look to it in getting facts for public information.

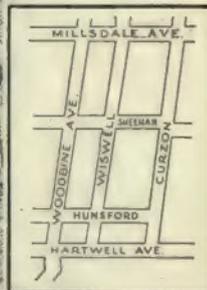


*Sales Data on Any Type of Electrical Equipment
Furnished on Request*

A. B. C. **ELECTRICAL WORLD** A. B. P.

Tenth Avenue at 36th Street, New York, N. Y.

—a McGraw-Hill publication



In this section of Hartwell are 139 residence buildings. Here, 86 Enquirers are delivered every morning.

Mrs. Hartwell

...and her country home in the city

Everything is spacious out where Mrs. Hartwell lives. Lawns are sweeping plots of velvet, framing roomy homes whose ample verandas beckon hospitably. There's plenty of room to breathe and be happy.

And Mrs. Hartwell seems to have absorbed the spacious happiness of her surroundings. She is always entertaining—Community Chest campaigns and charity drives never fail to enlist her aid. Yet she has time for her garden, and for a sparkling game of tennis on the courts near her home.

Nor is she ever too busy to read her Daily Enquirer. Any summer morning you'll see her, comfortably ensconced in a big porch chair, noting the news in her favorite paper. In the winter she reads it in front of the big open fireplace before she takes the bus for the city on her daily shopping tour.

As you have guessed, Mrs. Hartwell is not one woman, but many. In this community are 639 residence buildings. Here, 401 Daily Enquirers are delivered. A compact little market, with a multitude of wants and the means to supply them. A market, too, reached every morning of the week by one great newspaper—The Daily Enquirer.



8 A.M.



N. B.

This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

Aug. 3, 1925.

The New York Times:

Only a few months have elapsed since our advertisements of Art Furniture began to appear in the Magazine Section of The New York Times, but in that time we have had many inquiries and find that not only is the Magazine Section read in the immediate vicinity, but inquiries have come from California and Florida, as well as other distant points.

Upon checking up the requests that we have had through advertising in other newspapers and periodicals, you will doubtless be interested to know that The New York Times Magazine Section heads the list. The results have been most encouraging.

BARTON, PRICE & WILLSON, Inc.

Charles M. Willson,
46 E. 57th St., New York.

July 28, 1925.

The New York Times:

A 210-line advertisement which appeared in The New York Times Magazine Section on Sunday, March 22, had produced 135 inquiries up to May 31. Not only was this a most creditable showing for newspaper copy, but the enrollments resulting therefrom up to this time have been very satisfactory. A notable feature concerning this advertisement is that it is continuing to pull three months after its appearance. The life of the average newspaper advertisement, even though space in the Sunday magazine sections is used, is usually much shorter.

In transmitting this information to you, we feel that due recognition should be given to N. W. Ayer & Son, who are responsible for the high productivity of the copy, and who so wisely included The New York Times in our newspaper list.

ROY L. MANKER, President
Palmer Institute of Authorship
Hollywood, Cal.

August 3, 1925.
The New York Times:

Here are some of the facts on keyed advertisements in The New York Times Sunday Magazine: "Komfy Cushions" received more inquiries and more sales than from any other publication they have

M. Hensoldt & Sons received 111 inquiries from an advertisement on "Hensoldt Binoculars," equalling the return from the best outdoor magazine published which they used at the same time.

R. L. LEGRAND,
LeGrand Advertising Agency,
150 Nassau Street, New York

August 3, 1925.

The New York Times:

For the past two months we have been using the Magazine Section of The New York Times to advertise our portable shower baths. The cost of a portable shower bath is \$7.75.

The first day this advertisement appeared we received instantaneous response and sold many more shower sets than we had any idea could be sold through advertising. Many of the sales were made directly over the counter and numerous orders received from out of town.

We are very well satisfied with this medium of advertising and thank you for your cooperation.

CHAMBERS HARDWARE & TOOL CO.
107 Chamoers St., New York
Irving Marcus, Pres.

Four Answers to the question—

"Does the Magazine Section of The New York Times Sunday Edition bring results to advertisers?"

THE NEW YORK TIMES Magazine Section combines the timeliness of a newspaper with the high literary quality of the best magazines. It is kept in substantial homes many weeks after publication, giving unusually long life to the advertisements.

The proof of the influence of the Magazine Section lies in the extent and the quality of its circulation. It is read both by those who make the news and those who want it.

APPROXIMATELY 600,000 persons—a group marked by its intelligence and solidity—buy The New York Times every Sunday. They can be reached through an advertisement in the Magazine Section, which is an integral and widely read part of the Sunday edition. Of these, 400,000 are in New York City and within a radius of 150 miles.

The rate for advertising in the Magazine Section of The New York Times is \$1.00 an agate line—one-sixth of a cent a line for each 1,000 circulation.

Advertising & Selling

FORTNIGHTLY

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© Brown Bros.

I NSTALLMENT selling has grown to such proportions and become so vital a part of our present-day economic system that few have paused to give a thought to the serious consequences which are beginning to threaten. For certain purposes—such as building and furnishing a house, buying by easy stages some valuable and permanent commodity which will long outlast its payments, etc.—this method of doing business may be said to justify its existence. But an apparent mania for partial payments has set in. Sanity has been thrown by the board by frenzied purchasers, drunk with the power to live beyond their incomes. How the consequences may be moral as well as financial is outlined here by De Leslie Jones.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, *General Manager*

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:
F. K. KRETSCHMAR
TODD BARTON

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.; Superior 1817

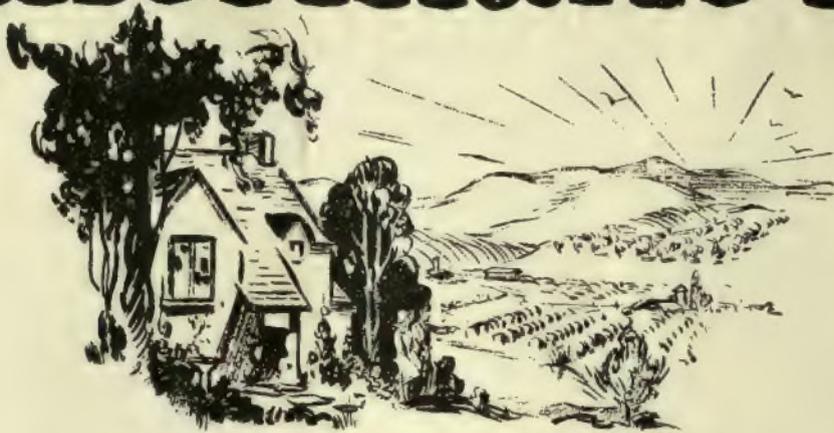
LONDON:
66 and 67 Shoe Lane, E. C. 4:
Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925

Member Audit Bureau of Circulations and Associated Business Papers, Inc.

Copyright, 1925

Californians Inc.



Enthusiasm — Plus

IF any one should ask who are the best boosters in the United States, nine people out of ten would rightly answer, "The people of California."

Californians know the business value of enthusiasm. But they know more than that! For boosting is good business *only* when it is accompanied by a keen understanding of—and faithful adherence to—the basic principles of economic development.

An outstanding example of the keen business insight that has made California so successful is the national advertising now running over the signature of Californians Inc.

This campaign is supported and financed by the people of San Francisco, but it *advertises* all of California, particularly central and northern California, on the sound economic principle that the growth of a city is bound up in the growth and prosperity of its tributary territory.

The success of the advertising is demonstrated by a steady growth in the number of tourist-visitors, thousands of new settlers and an exceptional record of prosperity.

The McCann Company is justly proud of its share in planning and conducting this campaign for California development.

The advertising of Californians Inc. is handled by The H. K. McCann Company in conjunction with the Honig-Cooper Company of San Francisco.



THE H. K. McCANN COMPANY
Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

SEPTEMBER 9, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors: Robert R. Updegraff Marsh K. Powers Charles Austin Bates
Floyd W. Parsons Kenneth M. Goode G. Lynn Sumner R. Bigelow Lockwood
John Lee Mahin James M. Campbell Frank Hough, *Associate Editor*

What Price Installment Selling?

By De Leslie Jones

RETAILERS and trade unions have added their voices to those of the bankers, and the fog horn of warning concerning the installment selling situation now sounds a full blast of alarm.

A business man of my acquaintance was asked by his secretary not long ago for an advance on her next week's salary. Thinking the young woman needed it for some emergency, he gave it to her. The following week she appeared in a new fur coat, and shortly afterward again asked for an advance. Upon questioning her he learned that she had bought a fur coat for a large sum (twice the price of a coat which his wife owned) and had mortgaged herself for months to pay for it. Thereupon he did some thinking on the subject, both in connection with his own business and with business in general.

A careful study discloses the fact that installment buying is now a national

habit on a scale to take one's breath away. Here is a close-up of the situation in the rough:

Ten per cent of the population buys for cash; 30 per cent buys on charge account; 60 per cent buys on installment. Illuminating figures!

But this is only the diagram of the country as a whole, on all types of purchases. When you focus your eyes a little more narrowly you learn that installment selling is growing with great leaps and bounds on a broad variety of commodities.

Ninety-five per cent of automobiles are sold on installments;

Ninety-five per cent of pianos, ditto;

Ninety-five per cent of phonographs, ditto;

Eighty per cent of radio sets, ditto;

Seventy-five per cent of electric washers, kitchen cabinets, etc., vacuum cleaners, ditto.

These are but the outstanding items—the well known ones. The list goes down a perfectly appalling line, seemingly endless.

Price apparently has little to do with the mania. Years ago when the installment idea first came into vogue, the purchase of a house and furniture to fill it was considered the only logical province of "time payments."



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IN addition to automobiles, house furnishing, radios, etc., frequently the very clothes we wear are purchased on the installment plan. The system is colossal, as is the waste that it automatically involves. So many Americans have mortgaged their futures that the system has become a distinct menace

The goods bought would last for years; therefore the cost could be distributed over a period of years. But today the installment mania has destroyed all measures of logic and proportion. It is no longer confined to basic equipment, but applied to everything.

The system is colossal. And so is the waste. Researches indicate that the total of installment sales for 1925 will be in excess of eight billions of dollars. This is something like 23 per cent of the total sum spent yearly at retail. It is claimed that the loans of automobile financing companies yield a 22 per cent margin. Certainly it is widely recognized that prices on installment goods are put up at least 10 per cent for time payments. Taking this figure as a fair general average, one has \$800,000,000 as the total annual cost which America pays, over and above normal cost of merchandise, for the privilege of living beyond its income and paying on time. Such a stupendous sum represents almost as much as we spend on our schools, and would completely endow a series of large universities in every State in the United States to give a college education free to every high school graduate.

There is no particular use in fulminating against installment buying on mere theoretical grounds. It is a very practical business question, affecting the sellers of merchandise very definitely. The woman who has mortgaged herself to buy an expensive fur coat is "killed" as a prospect for most other normal merchandise. She is going to be "hard up" for a long time. So is the man who has too little sense to know he can't afford a high priced car. Both he and his family are going to cut out a number of purchases—or lose the car. Recently I was told of a man who went to pieces nervously, became incapacitated for business, and had a domestic smash-up besides, because of his own and his family's habit of "pyramiding" installment obligations.

What happens from an economic point of view when an orgy of installment selling is encouraged is the self-same inflation which we have had in business and of which we are now so wary. But in addition to that it has other angles even

more vicious. The business world is organized so that responsibility is more fixed and credit more closely studied. Business men usually meet their obligations, and bankruptcy frauds are studied very closely. Individuals, on the other hand, are not so responsible. There is an appalling number—as any credit financing company can testify—of people who simply disappear when unable to meet their installment credit obliga-

Pay as You Go and Keep Business Sound

THE man who buys at Macy's and pays cash for what he buys, benefits in two ways at least, over those who do not. First, he incurs no debt in the buying; second, he pays less than he would pay elsewhere.

The evils of the so-called "easy payment" plan are now attracting an unusual amount of critical attention on the part of public officials, economists and writers. They are concerned because the welfare of the nation, which depends upon the welfare of its citizens, is seriously involved. If many of our citizens become hopelessly entangled in debt, our national prosperity becomes imperilled.

Two interesting statements, reflecting upon the "easy payment" plan of buying, are reprinted below:

"Probably the instalment plan of sale deserves neither wholesale condemnation nor wholesale commendation. As a means of getting luxuries, it is wholly evil. . . . It cannot be really and permanently advantageous to business that people should be persuaded into buying what they cannot afford."

—President Lynch, of the
International Typographical Union

"One of the outstanding phenomena in American life today is the growth of installment plan banks. . . . I heard of a workman the other day who got in financial trouble and friends looking over his affairs to pull him out found that with an income of \$60 a week he actually had definite payments coming due of \$72 for house, automobile, furniture, etc.

—Statement by Edward A. Filene,
merchant of Boston, in N. Y. Times

Macy's sells nothing on the instalment plan, and has no charge accounts. Its customers spend only what they can afford. Not one of them is ever in debt to Macy's.

The Macy method of doing business—to buy for cash and sell for cash—is above all criticism. When you buy at Macy's, you buy soundly, sanely, most economically. You know that you own what you have bought; that there will be no distressing instalments to meet; and that you have paid at least six per cent less than you would have paid anywhere else in the city.

Copyright 1925, R. H. Macy & Co., Inc., 36th St. and Broadway, New York City

tions. They become "fugitives from justice" in actuality, and the effect on the morals, and of such a situation may be guessed. Nor are such families confined to the ignorant or the lower classes. There is a surprisingly large number of people of supposed standing and position whose sudden choice of a distant city to live in is directly traceable to a hopeless installment debt involvement. The house in which they live, their furniture, piano, phonograph and automobile are taken from them, shearing them of their local place in society. The result is that they go to California or Florida (favorite places) to "start all over again."

It is not uncommon for wage earners making \$40 to \$50 per week to be called upon to pay \$25 to \$40 against it on installment purchases. Harry W. Shaffer, addressing a gathering of merchants not long ago, said he heard of a case of a man earning \$60 a week whose installment commitments called for \$72 per week! A labor union official has found instances of families being undernourished in the effort to keep up payments on clothing, auto, and radio installment purchases. He points out very significantly the discouragement and loss of ambition which result from the weight of the burden which has been loaded on and the consequent lessening of the workman's value to his employer.

A number of people who have discussed this subject harp on the "ethics" of installment selling, claiming that it is unethical to sell people on time to such a widespread extent. This is rather beside the mark. Installment selling as a method is entirely ethical, and is even economically sound for certain kinds of goods. The difficulty lies in the *intemperance* of buyers on installment. Once they taste the strong drink of possessing goods which they can't afford to pay for in cash, it becomes a habit forming drug for them. They buy a houseful of furniture "on time," then a car, then a phonograph, then a radio, then a washing machine, then jewelry, then clothing, and then everything and anything. Perspective on income and budget levels is entirely lost, and the old-time trickiness of the toper, dissimulation, dodging, lying, bluff, become necessary to keep the impossible structure from tumbling for a time.

The constructive suggestion naturally arises that applicants for installment purchase be quizzed, and a limit placed on installment purchase, based on the conditions uncovered. This is, in fact, already practiced by the best of the credit clothing store chains, who won't sell unless the local manager judges the case from broad angles after personal contact and inquiry. But the fatal flaw is that people will misrepresent their incomes and the other installment obligations they owe.

"We Used to Be"—Or—"We Are!"

By Charles P. Pelham

CRY baby or king? When you were in your youthful days and "Micky" came strutting across the railroad tracks which separated "Chicken Hill" from "Chestnut Highlands," stopped abruptly at your sand castle, defiantly put his foot smack in it, spit on his hands and also upon your demolished playhouse, blew smoke in your face from his vile stogie—*What did you do?*

Were you cry baby or king?

Did you haul off and knock him in the slats or did you run home to mother and with tearful eyes tell her between sobs what "a mean 'ittle boy 'amed Micky went 'en done to my booful sand tastle."

Mr. Bruce Barton stated the other day in an article addressed to graduating college men and women that he has met a good many so-called big business men in his day and that it is surprising how few are brilliant. In fact, Mr. Barton could have said, and he did imply, that even the most successful ones were, by and large, pretty dumb.

He said that they got where they are by being two things: first, always honest, and, second, always persistent, or rather, willing to keep everlastingly at the job.

Well, I think Mr. Barton is right, at least about the evident shortage of glittering cerebrum among so

many of our leading conference captains. As proof of it—how many Bruce Bartons are there in comparison to the host of manufacturers who seem to get all fussed as soon as the first squall of competition hits their placid bay of sales?

In 1861 this country had a war with itself. Everybody has forgotten it, except my father, whose rebel toes were stepped on by Gen. W. T. Sherman.

Then Walter Page grew up and started telling the folks in his own State (North Carolina) about "the forgotten man." Like Mr. Barton, he gently informed them they were dumb, but that if they woke up, built schools and realized how much the South had on the country of the beak-nosed Yank, they could kick him in the pants again and pay the fine in the police courts with their wealth instead of in war with their "galant sons."

Well, the Southern folks didn't believe Walter at first, but eventually he got them sore enough, so a few said, "We'll show that high hat *what we can do when we want to!*"

And so somebody in the land of mammy songs started a cotton mill. It was a low calling for a Southern gentleman, this Yankee manufacturing job, but it was better than Confederate bills and cow peas—for it was soon discovered that all the South had lost was the war.

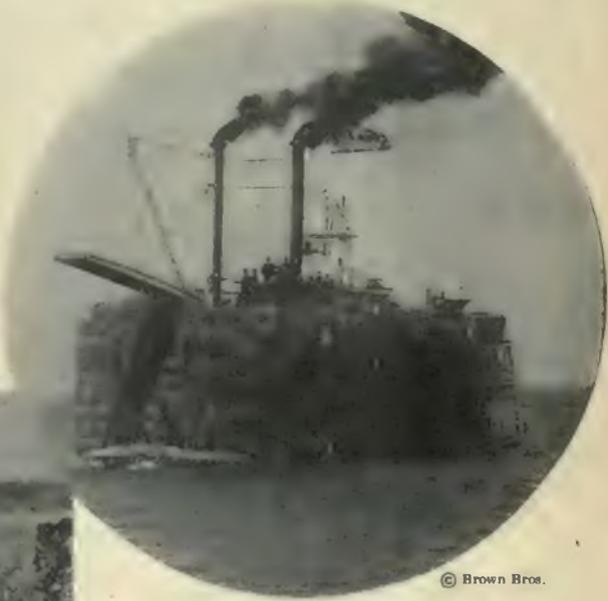
They had the best climate and still have

—they could and can live cheaper because of climate conditions—less fuel, food, cheaper houses

—they could pay lower wages and get away with it because living was and is cheaper

—they could run cotton mills at a lower cost because hydro-electric power is furnished by God and the Southern Power Co. instead of being made as in New England with high priced Pinchot coal.

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THE climate of the South makes all living conditions cheaper than those in New England, and thus reduces the cost of labor. Land and land taxes are cheap, and cotton grows practically in the back yards of the mills themselves. These advantages give the Southern manufacturer a huge advantage at the start over his northern competitor but not such an advantage as to make the latter's case hopeless

The Charge Against the Department Store

The Verdict Would Be "Guilty"

By David N. Mosessohn

I AM sure that a jury trial of the indictment against the department store as it was so ably presented in ADVERTISING AND SELLING FORTNIGHTLY of July 29 would result in a verdict of guilty. On practically every count the defendant would either have to plead guilty or put up a mighty strong defense to convince any jury of intelligent business men that the indictment was not founded on facts which could be substantiated.

My personal experience with the operations of department stores is confined more or less to the department which handles women's ready-to-wear garments, but inasmuch as this department probably does more business in the average store than any other two departments, you can readily appreciate that the relationship existing between this department and the manufacturers of apparel for women is quite significant and a real factor to be considered in any discussion of the subject. I want to go on record as saying that not all department stores or all department store buyers are of the type which has brought upon this class of stores the stigma which attaches to their name, but the evils practiced in the name of business are so widespread and far reaching that they have become a serious menace.

As a matter of fact, there are many manufacturers in the garment field who would prefer not to deal with department stores, not only because they have permitted themselves to become a part of this system of daily evils, but because they have traded down to such an extent that high grade merchandise has no real place in their stocks. In their effort to compete with chain stores and specialty shops of the better grade they have stood by and permitted their buyers to barter in the wholesale market for merchandise which the better grades of specialty stores would not carry in stock. Their greediness for jobs, their use of power to beat down the manufacturer who may not have the backbone to stand up and say "No," their pernicious practice of unjustly



MR. MOSESSOHN, Executive Chairman of the Associated Dress Industries of America, takes his pen in hand to push vigorously the indictment brought against the department stores in the FORTNIGHTLY of July 29. In our last issue Mr. W. D. Baker of the Rieser Company sprang to the defense of the department stores and laid the blame for the conditions cited upon the methods of certain manufacturers. Vituperation, such as it has been, does not threaten to tread upon anyone's toes, and the FORTNIGHTLY, acting as an open forum, hopes to encourage further stimulating discussion in the same vein upon this controversial subject

returning merchandise for no sound reason, their demands for shipments of goods today for tomorrow's turnover, and scores of other practices which are decidedly unbusinesslike, unethical and detrimental to the interests of merchandising generally, have placed the department store in a very undesirable position in the minds of many manufacturers who have respect for themselves and for the merchandise in which they make heavy capital investment.

Referring to Question 1 in your article, covering the keenness of the

department store buyer for jobs, distress merchandise and close-outs, his lack of desire to cooperate and his apparent aversion to learning how cooperation would work for his benefit, my experience as executive chairman of the great dress industry, doing a business annually of about eight hundred millions, is that too great a proportion of the garment stocks in department stores is made up of these jobs, and it is a matter of record that some groups of stores, represented in New York through a central office, have been guilty of heeding the formal instructions of the New York office to hold off buying until such time as the manufacturers might find themselves so overstocked that the stores could buy their needs at their own price—distress merchandise made distress by this deliberate attempt. Naturally, this merchandise, by the time it is actually shipped to these stores, is old. Styles change, and garments which hang on the racks of the wholesaler for any length of time become obsolete, especially where there is a degree of novelty in the garments, such as a prevailing color or new style tendency.

Count No. 2 in your indictment is only too true. In most instances the average department store buyer has no regard for anybody or anything except the possibility of getting merchandise at a price below what anybody else pays for it. The discourtesy of the average buyer to the salesmen who call is a subject which has been written about for a number of years. He has turned down opportunities which he has never known about because he would not lend an ear to suggestion, to new line, to cooperation. His store has suffered. Other buyers have listened and learned.

In the garment business, as in other lines, department stores have been developing a system of rapid turnover to increase sales on a small stock investment. I am referring now to your Count No. 3, in regard to making it possible for manufacturers to work on their season's production with some degree of equal distribution of effort and with

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Selling Through the Senses

By R. Bigelow Lockwood

A RETAIL dealer in electrical appliances recently tried an experiment to increase portable lamp sales.

During his vacation he attended a small moving picture house maintained for the entertainment of the guests of the inn at which he was staying. The pictures shown on the screen were good standard productions, but the show was given without music. Not even a tin-pan piano stirred the emotions, and the illuminated story was unfolded in dead silence, broken only by the shuffling of the audience. The mental effect was unusual. Something was missing and, while the story held his interest, the picture failed to grip him. The emotional appeal was not complete, as only one of his senses was stimulated—that of vision.

Upon his return to business he began to connect this impression with his lamp department. Wandering among the soft lights of his

Having demonstrated to his satisfaction that music was yielding an added channel of approach to his customers, he began to experiment with types of records. It was found that records featuring chamber music, played on stringed instru-

senses to make selling less difficult.

Again, drawing another example from the portable lamp show room, a large manufacturer who also conducted a retail business found it highly profitable to engage the services of a beautiful young Japanese



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THIS dealer in electric fans and radios (above) takes advantage of the summer heat wave to attract business. The wide awning, the comfortable chairs, the electric fan invite the sweltering passer-by, while a radio set close at hand intrigues his or her ear. The culinary lady on the left is employed by a dealer in electric cooking appliances. There is nothing "faked" about her demonstrations, as the prospective customer may prove by actually sampling her handiwork. In this way the sales appeal is not only to the eye and the sense of smell, but also very directly to the sense of taste itself



forest of shaded domestic lamps, the idea came to him that he could enhance their beauty, and thus strengthen the sales appeal, by coupling music to the common appeal through the eye. The department was rearranged and a large cabinet victrola was hidden behind a screen of palms. That he had stumbled upon a basic principle in selling was proved by an immediate increase in his lamp business.

ments, held a stronger appeal than brass; also that plaintive selections holding an undercurrent of wistful, haunting melody placed his customers in a more-receptive buying frame of mind. As a result of careful experimenting he finally standardized on six records which seemed to have the power of blending in tone with the beauty of his fairyland of lighted bulbs and softly colored shades.

Is this carrying psychology too far as applied to selling? Not at all. It is only opening up another avenue of appeal and enlisting the aid of another one of the five human

girl. Dressed in her native costume, this girl was extremely valuable when it came to placing customers in a receptive frame of mind. Her part in the sales transaction was simply to wander about among the lamps, the bright coloring of her costume and her own unusual personality blending with the soft lighting. At the entrance of a customer, it was also her duty to glide up and delicately pin a fresh rose upon the coat or dress of the prospective buyer. As in the case of the music, the association with the product was strong. In both cases, imagination was stimulated, harsh

outside influences were softened and the lamps took on a new touch of beauty which was ultimately translated into terms of sale.

At least one prominent radio dealer in New York City is employing this principle to assist in the sale of sets. His showroom is richly furnished and lends an air of quality to the product, but the unusual note is found in a charming young lady who acts as "hostess." When a customer enters, this hostess is seen seated in a chair, placed beneath a lamp, reading a magazine. Incidentally, the magazines she reads are carefully chosen and represent the extreme of quality and good taste. What she reads outside, in her leisure hours, is her own con-

cern, but during the hours of her employment she must confine her taste to the class of literature selected.

As soon as a customer enters, she puts down her book, carelessly exposing the title, and comes forward with a polite word of greeting. Her job is not to sell sets, but merely to be present, greet the customer and introduce the salesman. Careful tabulations on the effect of this innovation has proved that the appeal is particularly strong with women customers, who evidently are impressed by the hostess idea transplanted into modern business.

In the subsequent action of the salesman, a very vital principle in selling is closely adhered to. "Let the

customer work it himself," is a practice which is responsible for the easy sale of many an expensive set. Experience has proved that when a customer is urged to manipulate the dials and bring in the station, the desire to own the set is stronger than when the salesman does it. In short, the prospective buyer takes a real interest in the transaction.

During some of the recent warm days which have made existence so unpleasant, a Brooklyn electrical dealer hit upon a novel sales idea for stimulating the sale of electric fans. Once again new channels of approach were added to the customary appeal. The store fronted directly on the street, and a radio

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Aiming Advertising at Obstacle Number One

A CERTAIN advertising agent who has made a notable record in getting tangible results from decidedly limited appropriations once gave the recipe for his success in these words: "I find out what constitutes the first serious obstacle in the advertiser's sales-process and then concentrate my advertising fire on that obstacle."

Very much the same formula is evidently behind some recent advertising of *Pictorial Review*.

In the locality in which the advertisement here reproduced appeared, activities of fake subscription agents in recent years had created a considerable amount of publicity harmful to legitimate efforts in this type of circulation-getting. Of even greater potential harm were descriptions of atrocities and thefts ascribed to criminals employing door-to-door selling as a screen for their activities. Instead of asking its subscription force to go out unassisted in the face of such detrimental newspaper stories and word-of-mouth reports, the magazine carried its message directly to

Women of Columbus --- Meet These College Boys!



DON CARPENTER
Ohio University, Athens



HAROLD EISNAUGLE
Ohio State University, Columbus



EVERETT GERON
Wittenberg College, Springfield



W. LLOYD HOWELL
Ohio State University, Columbus



W. H. WESTENBARGER
Wittenberg College, Springfield

Here Are Ten Wideawake, Ambitious College Boys

That have been offered their board, room and tuition "back to school," when each accrues 550 points for *Pictorial Review*

These boys are highly recommended and every courtesy extended them will be greatly appreciated.

E. H. Spahn, S. H. Williams of Ohio University, also working with this team.

Pictorial Review Patterns on
Sale in Columbus at

The Dunn-Jaft Co.



F. P. MULBERRY
Kenyon College, Gambier



KENNETH NELSON
Ohio University, Athens



JOE FARLEY
Ohio University, Athens



EUGENE TILTON
Ohio University, Athens



KENNETH AGERTBE
Ohio University, Athens

in their advertising. Others have furnished the proper credentials in documentary form.

The publication in question, however, has taken one further step in the logical sequence—it publishes newspaper advertisements containing photographs of its individual salesmen. Each likeness is sufficiently large to serve as indisputable identification. The copy further explains that these salesmen are youths working their way through college, the specific college being stated in each instance.

One value of this method of furnishing "passports" which the other methods do not possess lies in the fact that badges, buttons and documents can conceivably be lost or stolen and be used by impostors. Armed with

the evidence of a duplicate proof or

Gas, central station and telephone companies have long utilized numbered badges as credentials for men who need to enter customers' homes. Companies selling merchandise from door to door have supplied their salespeople with company buttons and have then featured the button

tear-sheet of this advertisement, a salesman should certainly find it an easy matter to convince even the most doubting that subscription money tendered him will reach its proper destination and that the promised magazine will be forthcoming on schedule time.

Winter and a Coal Strike

By Floyd W. Parsons

ALMOST everyone, from the President down, has expressed the thought that a coal strike this fall is a matter of small importance. We are told that the problem will be dealt with effectively, so there is no need for anyone to worry.

This is the same brand of talk that we have heard on the eve of every coal strike for a generation. The whole history of coal mining in America has been but little more than the story of a never-ending series of labor disputes. The settlement of practically every controversy has brought higher coal prices and no permanent cure for the chronic evil. The miners' union has become stronger and stronger, until now the leaders of the workmen have confidence in their power to force acceptance of their demands in the face of government disapproval and a lack of public sympathy and support.

The people of the United States deserve all that has happened to them, and the worst of their discomforts and worries in matters relating to coal have not yet been realized. The idea that it will be an easy matter to whip the miners into line is a fallacy of the first order. The miners are fighters who stick to the last ditch. Never have they had a leader the equal of John Lewis. He is cold, unemotional and shrewd. He is a dictator in every sense of the word, and a student of human psychology. Few men having such a lack of early educational advantages possess his powers of clear thinking and ready expression. He is young and virile and while not beloved by his followers as was John Mitchell, he is the type that holds them through the force of his strong will. Few men in the ranks of the coal operators can hold their own with Lewis in heated debate, whether the subject be merely mining coal or some important phase of world economics.

Let no one believe that the fight

of the miners is hopeless. Their hourly rate of pay is considerably more than the wages of workers on the railroads and in most lines of manufacturing. The public infers from this that the arguments for a lowered scale of pay are sound and unanswerable. The truth is that the miners are fighting as much for the



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preservation of their union as for the preservation of their present wages.

We are told that the present time is not opportune for a strike from the standpoint of the workers. In answer to this I would say that the miners have won some of their greatest victories when the existing situation was very much less favorable to them than are conditions today.

THERE was more coal in storage in 1922 when the bituminous strike occurred than there is on hand at the present time. It is also a fact that due to the men working only part-time for many months before the strike started, they entered on this fight with practically no surplus savings upon which they could draw. Notwithstanding this, Lewis held a half million men in line in spite of the strenuous efforts made by the operators to cause secessions from the miners' ranks. In the end the union succeed-

ed in getting most of its demands.

I believe that in an emergency we could mine a billion tons of coal annually here in the United States, which is nearly double what we now consume. It is also true that 50 per cent of our miners in the soft-coal regions do not belong to the union. But nevertheless a coal strike right now can develop into a serious matter, bringing on great suffering and distress during the winter.

There is no more legislative machinery at hand today to prevent or stop a coal strike than there has been in the past. The President of the United States has no authority to prevent a stoppage of coal production. In case of dire fuel distress, it is possible that Congress might pass an emergency law, but so far such action has never been taken except in time of war.

The facts surrounding this present controversy provide no grounds for optimism. The public has always backed down and the settlement has been left to politicians. Some say that this time such a thing will not happen. If that is so, we may expect a fight that will encompass both the anthracite and the bituminous industries. The union may be defeated in the end, and perhaps that might be the best thing that could happen, but long before the miners are whipped, the pinch of a fuel shortage will be felt from one end of the country to the other.

I have been in the coal business for a great many years and have a fairly close acquaintance with the leaders of the opposing factions. I am pessimistic concerning the courage of the public to sit tight and see a fight to a finish. My experience has taught me that many mine owners look upon a strike as a means to enlarge their profits. Through the carrying on of conflict, the wastes of an inefficient industry are made to fall on the shoulders of the public.

I see no basis for any assumption

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Shades of Letter Writers From My Consular Days

By Dirk P. De Young

Former United States Vice-Consul at Amsterdam, Netherlands

MANY of my consular experiences have "drunk the deep Lethean flood," but shades of the letter-writers still dance in my memory. Those of my compatriots who called on me in person were generally typical of dress and address, but those who sought us out by mail came in more than fifty-seven varieties.

The Latin Quarter in Paris, Greenwich Village, the Bowery—none of these approaches the Bohemian atmosphere of a mailbag, especially one of Uncle Samuel's letter-pouches bound overseas, with about one in every ten of the enclosures sponging a free ride, with postage due to be collected from the foreign addressee. I say "one out of every ten" because I believe in evolution. Before the war, when I was in the foreign service, it was three out of every ten, but there must have been some improvement in mailing methods since then. Even letter writers should record a progress of the species.

In order to make sure that the shades of these letter-writers have not changed their hue in my mind as I recall their methods, I went over some of my clippings, covering that age in which I worked for my government in foreign lands. As Kenneth M. Goode recently wrote in this magazine, I am like all other grown-up children who like to see their own names in print. Like Herodotus, therefore, I have a fairly good chronicle of my wanderings and experiences. The following appeared as an editorial in the *New York Sun*, April 12, 1913:

"Mr. D. P. De Young,

our vice-consul at Amsterdam, betrays symptoms of having come near the end of his patience with respect to inconsiderate correspondents. For many years our consuls have been trying to get the American business man to write letters to foreign firms with which they hoped to build up foreign trade that shall be explicit enough in detail, and also courteous enough in form, to invite a continuance of the correspondence. But, as far as we recall, this is the first time a consul has turned, publicly, upon the slipshod and stupid letter-writer who makes unfair demands upon the consul's time and patience.

"Vice-Consul De Young's complaint, in a recent issue of the *Daily Consular and Trade Reports*, is so moderately expressed that it may glance off the hardened cheek of the offender for whom it is intended. Says he" (quoting one of my official reports to Washington):

"American business men who correspond with American consular officials would get better results and facilitate the consul's work enormously if they would throw out

a suggestion or two as to some of the peculiarities and technicalities of the trade or subject in which they are interested. In the many letters that come to this office, information is requested on a prodigious variety of topics. No person could possibly be an expert in all of them. Thus a line or two in the inquirer's letter setting forth the fundamental principles of the trade or industry in a certain article would probably shed enough light on the matter to make work easier and the answer more intelligent. The correspondence at most of the consulates is so heavy, ordinarily, that when letters on a sundry variety of technical and unintelligible matters are received in any number, answers must perforce be less satisfactory, unless great pains are taken by the writer to illuminate things with some explanatory remarks which put the reader in the way of comprehending at once what is desired and what lines of investigation to pursue."

To add to my conviction that I still have the right slant on the average correspondent, even though the shades of him go back for a dozen years, the editorial writer of the *Sun* goes on:

"It is a famous tradition

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The Hares and Tortoises of Advertising

An Advertising Man Neglects the Perennial Problem of the Volume of Advertising Returns in Order to Discuss Their Velocity

By G. Lynn Sumner

IN the magazine section of a Sunday newspaper I noticed recently a very attractive advertisement. The following Wednesday evening I chanced to meet the advertiser on his way home from business. I congratulated him on that particular piece of copy and asked him how it was pulling. "Good," he came right back. "We had 450 orders up to and including to-

day's business, and that means it will produce 900 altogether."

"How do you figure that?" I asked.

"Simple enough. That particular medium always doubles Wednesday."

I was glad to find one more direct return advertiser who had worked out his "good old law of averages" on expectancy of return, for such a basis is absolutely essential to the intelligent testing of periodical advertising before making a large investment in new copy or on a new proposition.

"Doubling Wednesday" meant in this case that the number of inquiries or orders received on Monday, Tuesday and Wednesday from a Sunday advertisement would have doubled when all the returns were in. In other words, just about one-half the total returns would be received within the first three days. The other half would come in in a diminishing quantity over the next ten days or two weeks.

Direct mail advertisers seeking inquiries or orders through the cir-

Rate of Response on Seven Classes of Media

Percentage of Total Inquiries Received Within

	10 Days	30 Days	90 Days	6 Months	1 Year
Sunday Newspapers (Magazine Section)	81.4	94.8	98.7	99.3	99.8
General Weeklies	44.2	74.1	89.7	84.8	99.0
Fiction Weeklies	23.2	51.8	79.4	90.0	97.4
General Monthlies	10.2	45.6	78.7	90.9	97.9
Fiction Monthlies	11.5	42.3	76.1	89.7	98.0
Women's Magazines	17.6	60.3	91.8	95.8	98.5
Fashion Quarterlies	3.2	14.9	66.7	89.8	98.2

THIS table indicates in a general way the velocity of response which is brought about by various types of advertising media. The total volume is not indicated here and may mean something entirely different to the individual advertiser, but here at least is the order in which he may expect his returns to come in following the original advertising insertion

cularizing of lists have long recognized the importance of knowing the rate of return in estimating the ultimate total response from mailings. They have computed tables which show the percentage of total orders which will be received in ten days, twenty days, and so on. In this way they are able to forecast at the end of ten days, for example, the total amount of business which will result. In a good season this enables them to follow a successful test with a large mailing as soon as the ten day point predicts a favorable return.

But the application of this same principle to periodical advertising does not seem to be as extensively recognized or used. And one reason for this undoubtedly is the complicating factor of the varying "life" of various types of media.

Granting that "doubling Wednesday" is a typical expectancy of return from the magazine section of a Sunday newspaper, what is the rate of response from an advertisement in a general weekly, a news weekly,

a fiction weekly, a fiction monthly, a review monthly, a woman's magazine, a fashion quarterly? To what extent does the frequency of issue or the editorial content of a publication alter the rate of response to its advertising?

The value of a medium and the equity of its line rate is usually judged by the volume and character of its circulation. I believe that alto-

gether too little consideration is given to its "life." After all, what the advertiser seeks is "attention." It is not vitally important, therefore, that he include among the factors of value the period over which his advertising copy has a chance for attention, the period through which the issue containing it lives?

It is true that intensity of interest varies somewhat in proportion to frequency of issue. For example, a daily newspaper lives but a few hours. During that brief period it attracts a great deal of attention. An advertisement appearing in that issue must claim attention, arouse interest, make its impression, prompt a response quickly or its chance is gone forever. A daily newspaper is rarely re-read by the same person.

A monthly magazine has a theoretical life of thirty days. During that time it is read more leisurely and casually than a newspaper. One article or story may be read one evening, another article or story two or three weeks later. A single issue may be gone through several

[CONTINUED ON PAGE 62]

Replying to Mr. Edison

By *Earnest Elmo Calkins*

IN a recent number of ADVERTISING AND SELLING FORTNIGHTLY young Mr. Charles Edison has the temerity to question the truth of our national slogan, "It Pays to Advertise," and to inquire naively whether it always pays. Of course not. Most slogans are half truths, and this is no exception. It is foolish to offer or to accept so broad a generalization as that advertising pays. You might just as well say business pays. Advertising pays when it is done right, and business pays when it is done right, and not otherwise. It is equally false to assert that advertising pays or that advertising does not pay. The fact remains that advertising is a success though individual campaigns may fail, just as selling is a success, though not all salesmen are successful.

Mr. Edison's contention is that we should all stop discussing the best way to advertise this or that, and devote ourselves to discussing the basic question, *does advertising pay?* He admits that he has become confused by the counter and contradictory claims of solicitors, each presenting the claims of a different kind of advertising, boosting his own kind, and knocking all the others. I assume that by "kinds of advertising" he means such mediums as electric signs, painted bulletins, street car cards, posters, newspapers or magazines. I cannot believe that the representatives of agencies approach him, if they do approach him, in any such way. I cannot imagine a representative of the George Batten agency asserting that his kind of advertising is better than the J. Walter Thompson kind. So he must be talking about the sellers of space, which is not advertising at all, but merely one of the tools by which advertising is done. As for the agencies, they all use the same kind of advertising, the difference between them being the way they use it. Of the same materials some men build palaces, others hovels. What Mr. Edison needs is an advertising adviser to steer him among the different kinds of advertising, to tell him what mediums to use, and how to use them. Perhaps he already has such an adviser, but



Earnest Elmo Calkins

like many another advertiser, has not listened to him, but is trying by himself to thresh out old straw that has already been separated into grain and chaff.

Mr. Edison's conclusions are admittedly based on a survey of his own (or his father's) business, and so his attitude toward advertising must be viewed in the light of that concern's advertising history. As its history is so interwoven with that of the distinguished head of the business, it seems fair to devote a few moments to an examination of what I may call the Edison legend.

THIS legend, created and fostered by eager newspaper men, trade paper editors, and success magazines, is that Thomas A. Edison, besides being an illustrious inventor, is also a hard-headed business man, knowing all there is to know about production, distribution, merchandising, selling and advertising. He is also an authority on sociology, economics, politics and education. Reporters have interviewed him on every subject under the sun, and quoted his opinions at length, because they know that any subject, from poured houses for workmen to questionnaires for college graduates, with Edison's name at-

tached to it, is good copy. And while not the best advertising, this publicity is nevertheless good advertising for the Wizard of Menlo Park. It showed that he was still on the job.

But its natural effect on Mr. Edison has been to make him believe that he can run his own business just as ably as he can run his own laboratory. And the probability is that over a long term of years the kind of advertising the various Edison interests have had is what Mr. Edison dictated, and he is some little dictator. My impression is not entirely based on an outside viewpoint. My firm handled the Edison advertising for eight years, and during that time I had opportunity to observe Mr. Edison's attitude toward advertising, and all the processes of business. I admire the man, but not as a business man. He is a great inventor. At least, he has been, and he may be yet. He has a creative mind. The creative mind is as far removed from the selling mind as Bagdad from Detroit. The qualities that make a man an inventor prevent him from being a seller. Few inventors have been able to market their own products.

As an instance of Mr. Edison's attitude toward his own work, consider the following story, which reflects nothing but credit on Mr. Edison. His sales force and advertising agency were busy selling the storage battery invented by him. A new factory had been erected to manufacture it, a large stock was on hand, and quantities had been sold to various dealers, largely in the automobile trades. But Mr. Edison was hard at work on a newer and better storage battery, which would displace his present one. That was all right, as long as he kept it to himself, but he was already lost in his new creative work, oblivious of the sales situation, and gave out an interview in which he said that his new battery when ready would be so superior to the old one that when it was ready no one would continue to use the old one. What that did to the sales can be easily imagined.

Even if he had the training and experience that makes a successful manufacturer and advertiser, Mr.

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THE · EDITORIAL · PAGE

A Mark of Competition

IN an article on the German business situation, in *German Trade Reports and Opportunities* we encounter this statement which is freighted with significance:

"The fact that American goods are meeting with favor in Germany is because the American label is looked upon as a Mark of Distinction, and it is likewise evident from the foregoing that, because German goods are not meeting with the same favor abroad, is because the label 'Made in Germany' is looked upon as a Mark of Competition."



Advertising Shacks

IN a recent editorial-advertisement *Women's Wear* likened a publication's white space to real estate and made the point that some business men still make a practice of buying expensive advertising "lots" and then proceeding to erect advertising shacks on them.

This is only too true. We see these advertising shacks in all classes of media—newspapers, magazines, business papers, farm publications; on the boards and in the street cars; and even in reference advertising media.

Partly it is laziness; partly it is due to the business man's sublime faith that "it pays to advertise," and therefore all you need to do is advertise to make it pay, no matter what you say.

The trouble is, too many advertisers think of advertising as a problem of filling so many inches or agate lines of white space with words and pictures, whereas actually the problem is one of filling so many thousands or millions of people's minds with some idea or urge that will result favorably for the advertiser.



A Contributed Editorial

A THOUGHTFUL reader of this publication who is as well known in advertising circles that his initials would instantly establish his identity, contributes this editorial which we are glad to print as being refreshing in viewpoint and thought provoking as well:

WANTED: ADVERTISING SALESMEN

The publications pay advertising agencies 15 per cent, but if you can find an advertising agency man who admits that he is selling advertising, even indirectly, you will have to make a long and patient search. The agencies sell merchandising service, and they usually insist, particularly during their solicitation, that they have no interest in the size of the appropriation. Publishers' representatives usually say pretty much the same thing. Nobody seems to be frankly selling advertising these days.

If I were in the advertising agency business I would say to prospective clients whose business I was soliciting: "My business is to sell advertising, and if you do business with me you can expect me to be trying to sell you advertising and trying to sell you all you can stand."

Of course I should add, as would any other good salesman, "We will not be foolish enough to sell you more advertising than you can employ profitably in your business. But there will not be any hocus-pocus about our relation. We will try to do a constructive job of selling advertising and we will expect you to do just as constructive a job of buying. That means that we will expect you to put up constructive resistance—make us prove our case every time."

I believe such a solicitation would stand out!



Bran—\$1000 Per Ton

IT was stated recently by an authority that until a few years ago bran sold at \$20 per ton, while now, in package form, and nationally advertised, it brings better than \$1,000 per ton.

There are three interesting points of view on this fact. The first is the narrow viewpoint of the profit-seeking business man, which might be expressed: "See what you can do with advertising." The second is the equally narrow viewpoint of the socialist type of mind, which might be expressed: "See how advertising increases the price of a commodity." The third is the broad social viewpoint, based on an understanding of human nature, which appreciates that until this humble waste product was attractively packaged and made universally available, and its benefits were made known to the public through advertising, people generally were doing without an item of diet which contributes definitely to the health of the individual, the nation was wasting grain wealth on a very big scale, and the grain farmers of America were being denied a full return for their labor and investment.

Is not the rectifying of such a condition worth while? And is not advertising usefully serving the public as well as the farmer and the advertiser in so doing?



Primary Advertising of a Product

IN a recent lecture at Columbia University, Gilbert S. Kinney of J. Walter Thompson Company brought out forcefully the importance of the package as an advertising medium when he spoke of it as "the primary advertising of the product."

"It is very surprising," said Mr. Kinney, "that until recently manufacturers would spend half a million or a million dollars in publications to present arguments for their product and yet neglect the opportunity for package argument."

While the shelves of the retail stores in most lines present a very different appearance than they did ten years ago when package design was given little thought, there is, nevertheless, still much room for improvement in the packaging of many products. Not only could they be made more attractive and given more display value, but they could be given greater selling force by treating them as Mr. Kinney suggests, as "the primary advertising of the product."

Mr. Erwin and Mr. Myers Talk Things Over

Being Two Letters Addressed to the Editor, Presenting Two Different Viewpoints Concerning the Same Advertisement

For the Negative

By G. L. Erwin, Jr.

Kearney & Trecker Corporation
Milwaukee, Wis.

WE have all been told the make of watch Hudson Maxim carries, and what kind of breakfast food Mr. Wrigley, Jr., thrives on, but it certainly is news to learn that Miss Yvonne Grey is now demonstrating U. S. Portable Drills.

We're accustomed to seeing Mr. Durant dining in Thompson's, and we are quite disappointed if our favorite movie star sticks to one dentifrice for more than a week—but to find a chorus girl in the *American Machinist*, we must admit is quite a jolt.

I suppose next week Will Rogers will stop "rolling his own" long enough to praise Roebbing ropes, and Al Jolson will say that if Dyan-shine is good for the complexion, certainly it can't hurt your shoes.

Confidentially, do you suppose we could persuade Attorney Darrow to leave the Zoo, hitch his suspenders to a pair of overalls, and put in a good word for a milling machine?

—Or should we make an offer to Miss America?

For the Affirmative

By Willard G. Myers

Myers-Beeson-Golden, Inc.
New York

I SUSPECT that if Calvin Coolidge used a U. S. Drill in the odd jobs he used to do around the old farmhouse, we might be tempted to

tell the world about it. A man as careful to get the most for his money as Mr. Coolidge would be a strong endorsement of the value of our product and his prominence in the public eye wouldn't hurt either.

That would be a pretty good ex-

across the groaning chair-arm.

But, honest, Yvonne Grey doesn't use a U. S. Drill—that is, not in the sense that it would constitute a testimonial.

Seriously though, this was our problem—I should say Mr. Wight's problem, for it was his idea. U. S. Electrical Drills are a remarkably light weight, powerful drill. Fatigue in handling a heavy, high speed drill is a real factor in industrial work. The question was how to emphasize the remarkable difference between the light weight U. S. Drill and heavier drills.

I seriously believe Mr. Wight has accomplished this by showing that even so ethereal a creature as a show girl can handle one of these powerful drills without difficulty.

As for the choice of girl—well, what man, whether he be purchasing a gent or mechanic, doesn't know of Mr. Ziegfeld's collection?

Certainly, as Mr. Erwin points out, it is a shock to find a chorus girl in the late John Hill's pet publication, but it was our desire to shock "in a nice way," as Walter Catlett would say, some of these machinists to the idea that U. S. Drills are easy to handle. In fact, we propose to use the

charming Yvonne as a trade character to more firmly tie up the idea of light weight and ease of operation with U. S. Drills.

Incidentally, Mr. Wight, who has handled U. S. Drill advertising for the last three years, at one time wrote a lot of good copy for Kearney & Trecker (at least they said it was good copy).

They Make Light Work of Heavy Jobs

**UNITED STATES
Portable Electric
DRILLS**

THE GOOD MECHANIC KNOWS

Gentle and easy to handle has proved and won in the field. Can be driven successfully by any woman. Shows like the operation of a showgirl. Model 14.

Any U. S. Drill answers in that department on any job anywhere. In the drill that has revolutionized "shop houses" in thousands of garages, factories, meat working plants, and in building contractors and maintenance jobs everywhere. It's the drill for you and your own.

COMPLETE STOCKS CARRIED IN ALL SERVICE STATIONS

Dallas	Denver
Des Moines	Kansas City
Los Angeles	Minneapolis
New York	Philadelphia
Pittsburg	Rome
St. Louis	St. Paul
Chicago	Cleveland
San Francisco	

THE UNITED STATES ELECTRICAL TOOL CO. CINCINNATI, OHIO, U. S. A.
Oldest Builder of Portable Electric Drills in the World

ample of testimonial advertising and testimonial advertising has always sold goods. I suspect that Hudson Maxim has sold some Elgin Watches, Mr. Wrigley Jr. has probably inspired a lot of young business men to ask their wives about Cream of Wheat, and I know I felt better about Thompson's after seeing Messrs. Durant and Dort smiling

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.
R. P. Bagg
W. R. Baker, jr.
Frank Baldwin
Bruce Barton
Robert Barton
G. Kane Campbell
H. G. Canda
A. D. Chiquoine, jr.
E. H. Coffey, jr.
Francis Corcoran
Margaret Crane
Thoreau Cronyn
Webster David
C. L. Davis
Rowland Davis
W. J. Delany
W. J. Donlan
Ernest Donohue
B. C. Duffy
Roy S. Durstine
G. G. Flory
R. C. Gellert
B. E. Giffen
Geo. F. Gouge
Gilson B. Gray
Mabel P. Hanford

Chester E. Haring
F. W. Hatch
Clara S. Hawkins
P. M. Hollister
F. G. Hubbard
Matthew Hufnagel
S. P. Irvin
Henry S. Jones
Charles D. Kaiser
Dorothy Kenney
R. N. King
D. P. Kingston
Charles J. Lumb
Robert D. MacMillen
Wm. C. Magee
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Leslie S. Pearl
Harford Powel, jr.
T. Arnold Rau
Winfield Shiras
Irene Smith
John C. Sterling
J. Burton Stevens
William M. Strong
Charles Wadsworth
D. B. Wheeler
C. S. Woolley



NEW YORK
383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

Member American Association of Advertising Agencies
Member Audit Bureau of Circulations
Member National Outdoor Advertising Bureau

Written by Our Readers

Extracts from letters, critical and complimentary,
that reach our editorial desk.

Premature "Successes"

YOUR policy in not publishing information concerning advertising campaigns too early is a wise one since it is always easy to write a glowing account of a new campaign. Those interested in preparing the campaign naturally speak very enthusiastically about the results they hope to obtain. I know that some of the campaigns about which I have read turned out very differently than was expected, and believe the best time to discuss a campaign is after it has been in operation for a period long enough accurately to set forth the results. There are many circumstances that are encountered in business which make it impossible to judge too early as to the results.

GEORGE J. KIRKGASSER, *President*,
George J. Kirkgasser & Co.,
Chicago

Yesterday's Flounders

MR. J. George Frederick would have seen the possibilities of the fish industry from a new angle if he could have sailed with us into Stonington, Conn., harbor one fine afternoon last month.

At the end of a modern pier was a sign reading "ICE, GASOLINE, BARRELS, FISHERMEN'S SUPPLIES." Of these our sloop needed only ice, but we tied up near some power trawlers that had just come in and there received "An Object Lesson of the Flounder" that certainly showed a tremendous advance in handling "since the time of Alexander Hamilton," needing only the right kind of advertising to have the fish we saw snapped up at top prices as soon as they touched the market, which would be only a few hours later.

These trawlers were unloading *that day's catch* of the most beautiful flounders, you ever saw, all packed in crushed ice, onto a waiting motor truck, and that motor truck would deliver its load in New York in the wee sma' hours of the *next morning*.

After unloading, each trawler took on a ton or two of ice that was chuted into its hold from a power ice crusher on the pier. Also a lot of barrels and a supply of gasoline, and early the next morning would go out to fishing ground around Block Island and by three o'clock the next afternoon would discharge another cargo of iced and barreled fish to be taken *the same day* to market.

If only they could be dated and labeled and if only the public could be told where these fish would be on sale, what a treat would be in store for fish lovers of New York. But, alas, after all the expense and care in producing, as far as we could learn, these wonderful fresh fish are turned into the commission houses and probably have to take their place alongside fish that has been handled in the way Mr. Frederick describes.

HAL D. CHAPMAN,
Porter-Langtry Company,
New York

Fixing the Identity

MRS. OVERMAN holds up Tiffany advertising as something worthwhile, and states that it is successful advertising, because "it expresses the intense conservatism and absolute self-confidence of the house." If I took the case of Tiffany from my own reaction I would judge from their advertising that that company were a collection of cold-blooded, stiff-necked Johnnies, to whom I am sure I wouldn't be interested in turning over my hard-earned cash. That's the kind of Identity their advertising Fixes on them for me.

I wonder if Tiffany advertising ever produced by sales, either directly or indirectly, one-tenth of one per cent of the money which they have expended on it? No wonder there are many imitators of the Tiffany style who quit! It must take a long bank-roll to suffer it indefinitely. Could anyone tell us if those imitators of the Tiffany style lost any business in succeeding years through abandoning the perpendicular caps and small caps?

F. F. LISIECKI, *President*,
Frank F. Lisiecki Press,
New York

Scientific Advertising Study

I READ with considerable interest G. Lynn Sumner's article dealing with multiple advertising insertions in ADVERTISING AND SELLING FORTNIGHTLY of August 12.

I certainly believe that there is still a vast amount of work to be done in the study of advertising returns in a scientific way. The days of buying space because you think a publication ought to be good for you and then not following the campaign through are fast disappearing. I find many pub-

lications that grumble about our method of checking them up.

HARLOW P. ROBERTS, *Advertising Mgr.*,
The Pepsodent Company,
Chicago, Ill.

Not an Indictment

REFERRING to Charles Edison's article, I must say that, while I agree with most of his conclusions, I do not agree with his premise. I question if the generality, "It Pays to Advertise," has ever been as much discounted as now, both on the part of the buying public and of thinking advertisers.

At meetings of the Association of National Advertisers Mr. Edison would hear no glorification of advertising as a panacea for business ills. He would hear, rather, an insistent demand for more facts of experience about it and less theorizing. He would find a group of men properly concerned because, generally speaking, advertising costs have been going up faster than advertising efficiency; a group not obsessed with any idea of advertising as an end in itself, but viewing it solely as a means of selling and distribution, useful only when correctly applied.

Look over your own reports of A. N. A. meetings.
P. L. THOMPSON, *Publicity Manager*,
Western Electric Company, Inc.,
New York City.

Information Wanted

I HAVE had a number of requests from lumber dealers in our territory who are interested in the matter of cost of doing a lumber business. Can you refer us to any dependable work, reports or other sources of information that we may pass on to those inquiring? One concern particularly is interested in knowing the cost of doing business weekly or monthly and asked for the best plan of bookkeeping which will bring out these facts.

L. J. HOENIG, *Sales Manager*,
Nebraska Cement Company,
Omaha, Neb.

To Reach the Embryo Advertiser

WHY should not the American Association of Advertising Agencies publish a campaign in the larger newspapers, at least in the industrial centers, directed to the manufacturer who has never advertised, but who believes he will someday? Such advertising might well point out that if a business will call in the counsel of an agency, large or small, the advice it gets will be the best available. Some businesses today are literally fearful of the advertising agency. This is an unsound condition that advertising can help remedy. To urge such a manufacturer to ask the advice of an advertising agent would bring to light many new and logical advertisers and would help the manufacturer to decide his own personal problems.

JOHN C. STEPHAN,
East Cleveland, Ohio.



Consider First the Railway Men Who Can Specify Your Products

WHEN you plan your railway advertising campaign, consider first the railway men who can specify and influence the purchases of your products. Then investigate the publications that reach these men most intimately and effectively.

The five departmental publications of the *Railway Service Unit* select the railway men you want to reach, for each one is devoted exclusively to one of the five branches of railway service. Our Research Department will gladly cooperate with you in determining your railway market and the particular railway officials who influence the purchases of your products.

NATIONAL
A For You
D Who Sell
V Technical
E Products
R **N I A A**
T Convention
I Hotel Chateaufort
S Atlantic City
E Oct. 19-20-21
R **INDUSTRIAL**
S **A S S O C I A T I O N**

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street New York, N. Y.

608 S. Dearborn St., Chicago Mandeville
 6007 Euclid Ave., Cleveland Washington, D. C.
 San Francisco London

The Railway Service Unit

*Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer,
 Railway Engineering and Maintenance, Railway Signaling*

A.B.C.

A.B.P.

The Advertising Writer Who Is Bigger Than His Ad

By George L. Dyer

I ASKED an attorney the other day why a certain New York lawyer was so uniformly successful.

"I'll tell you," he replied. "It's because he is always bigger than his case."

Copy is a matter of extreme importance. It is so very important that it requires a broad man to prepare it. He should be "bigger than his case."

It is for this breadth of understanding and grasp of business conditions that I contend. An advertising writer should be bigger than his ad. Not, perhaps, to begin with; but he should not be content until he is master of it, till he can walk all around his proposition, go all over it and through it.

To be a good advertising man is to be a good deal more than that term is popularly supposed to imply. However, it is not necessary to go to work in a shoe shop in order to handle shoe advertising successfully. There was a man who tried that once, and by the time he had learned the business he was as little fitted to advertise it as the head of the firm or the intelligent factory foreman. A sure way to lose receptivity and to kill initiative is to become saturated with the technicalities of the trade.

The advertising man must think along broad lines. He must not lose his sense of the relation of his concern to the world. That is something the proprietors and managers themselves can never gage. He should get out and away from business and mix with people; then come back and see his proposition in a new light.

When a man makes only a part of a thing, he doesn't exercise the creative faculties. It is no longer

GEOERGE LEWIS DYER. Born in Muscatine, Iowa, on October 9th, 1869. As a boy was taken to Joliet, Ill., where he was educated in public schools and worked in his father's store. It was there that his native genius laid the foundation for his penetrating knowledge of people and of merchandise. About 1890 moved to Chicago, became Advertising Manager for *The Fair*, later developed an advertising service bureau, and about 1893 joined Hart, Schaffner & Marx as Advertising Manager, where he created the art of modern clothing advertising. Joined Kirschbaum, Philadelphia, about 1902. In 1907 formed the Arnold & Dyer Agency with Clarence K. Arnold. At Arnold's death, in 1909, the firm became The George L. Dyer Company, and in 1910 concentrated its staff and work in its New York office. Died June 24, 1921, when his interest in the company was taken over by a group of men who had been associated with him in business

a question of mind, but of manual dexterity. He loses his initiative. He depends more and more on others to do his thinking for him.

The so-called advertising "expert" is often a writer of advertising and nothing else. The smaller and narrower he grows the more arrogant he becomes and the busier he is. He is peculiarly subject to the disease George Ade has defined as "Enlargienseis of the Coco."

IT is fortunate if he is a general writer. Usually he is still further specialized as a booklet writer, a display writer, a writer of reading notices, etc.

For all their pride of copy, the majority of men who write choppy, disconnected sentences for display announcements are incapable of turning out an interesting or readable article for a newspaper or magazine.

Give such a man as I have described the advertising responsibility of a business enterprise, and he gets into a corner and writes copy. He cannot give any of his time to special representatives or business men who call to see him and who would keep him in touch with the general field and broaden

his horizon as a result.

He is too busy making buttonholes to understand the tailoring of the suit.

It would seem that advertising has progressed more in other directions than in the preparation of copy. Advertisers, at least some of them, have learned how to follow up inquiries; how to buy space; how to nurse their investment; how to work special territory; to reorganize their business in conformity with their publicity; to work their sales department in harmony with their advertising. They are beginning to understand the

moral effect of advertising on an industry. They are learning that "the best way to improve a business is to write about it."

Looking backward we realize that we have traveled a long way, but, all in all, our advancement is not such as to make us self-satisfied. A man should be judged, not by his achievement alone, but by the relation his achievement bears to his opportunity. The same is true of a business. The old advertiser did not have as hard a competition for the eye of the reader. He was in no danger of being swallowed up by the volume of advertising or obliterated by the strength of the copy next to his. There is everything today to stimulate individuality. The very life of the announcement depends upon it. The price of space has increased enormously. Interest in advertising is widespread and yet we find business men encountering the same old stumbling blocks and pitfalls.

One coming fresh to the advertising problem today must surely benefit by the experience of those who have gone before. But each man is inclined to think his business a peculiar one. It may be suggested that the busy merchant or

[CONTINUED ON PAGE 46]

IN FRONT of the DECIMAL POINT

Gain in advertising lineage of 135 daily newspapers, published in thirty large cities in the United States for the first six months of 1925, is reported by the New York Evening Post Statistical Department as

**2,434,536 Lines, or
Three-Tenths of One Per Cent**
compared with the corresponding period in 1924.

Gain in Advertising lineage of *The Christian Science Monitor*, for the same period, was

**578,062 Lines, or
28.6 Per Cent**

This gain is due in part to increasing appreciation of the value of this International Daily Newspaper as an advertising medium, and in part to the Monitor's new plan of Regional Advertising at Regional Rates.

The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC EDITIONS

Regional Rates and Circulation Figures on Request

ADVERTISING OFFICES

Boston

New York

Philadelphia

Chicago

Cleveland

Detroit

Kansas City

Los Angeles

San Francisco

Seattle

Portland

London

Paris

Florence

"BUY WHAT YOU CAN USE"

Why Some Foreign Language Advertising Campaigns Fail

By Louis Brewer

RUNNING a retail store in the heart of the foreign colony on the upper East Side of Manhattan gave me an unusual opportunity to observe the effects of the various advertising campaigns published in the immigrant press on my customers. Naturally, I used the only gage a practical merchant recognizes in judging the effectiveness of an advertising campaign—the jingle of the cash register. The results of my observation concerning the purchasing habits of the different alien races may be valuable for manufacturers who desire their products to find their way into the spacious cloth bag of the immigrant housewife.

Despite the popular notion of many sales managers that a retailer is a man who is "too dumb to make a living in any other way," the man behind the counter, if at all observing, is the first person to "feel" or "sense" that an advertising campaign is a dud. I devoted many hours attempting to find out why my American customers responded readily to so many well conducted campaigns having a slogan as their basis, while the same advertisements printed in the numerous foreign language publications were not resultful.

Many foreign language advertising campaigns failed because of poor translation. Most foreign tongues are not as rich as the English. Yes, words have their equivalents, but stringing equivalents together is no true translation at all, though it may result in what is sometimes called a "good literal translation," which signifies about what we mean when we say that a foreigner expresses himself in fairly clear but broken English. Breezy advertising English is



© Brown Bros.

CERTAIN portions of the New York East Side contain as high as 327,000 souls per square mile, against 35 for the same area as a general average for the country. But this market cannot be reached by breezy, idiomatic advertising English which, when translated into some other language, may mean something different than originally intended by its producers

highly idiomatic, and when translated into a foreign tongue by translators who translate words instead of translating ideas sounds ludicrous—too much for the sense of humor of even an immigrant.

TO be more specific, the Hecker Flour people ran a series of advertisements in the Hungarian papers using an unhappy phrase, which translated into English means "Thirsty Flour." Now, this may be an admirable slogan for American consumption, but its version in Hungarian—ye gods, how they laughed! Why this phrase should call forth "wise-cracks" about the Volstead act is beyond me. But it did, and I doubt if it made a single sale for Hecker's in my store.

I'll never forget the look of bewilderment on the part of one of my Hungarian customers when I told her that Mazola is not raisins packed in tin cans—all because "Mazsola" means raisins in Hungarian. Reason? Simple enough.

The Mazola people ran a quarter page advertisement featuring the Indian girl and a faithful reproduction of the can, with hardly any copy to accompany same. They simply overlooked the fact that when an advertiser wishes to dig himself in the foreign language field his copy should be largely informative. Entirely different conditions obtain in the American field where the advertiser is faced with the problem of how he can eclipse competing similar brands. In the foreign field his audience, the chances are, is not using any brand.

The so-called "Weeks" designated to make a drive on certain products were looked upon with contempt. (We had everything from "Shine Your Shoes Week" to "Wash Your Neck Week"). I recall, while putting up the California Walnut Growers' poster for "Walnut Week" a fiery Checho-Slav housewife yelled at me: "Meester, tell dem to go de hell mit deir valnuts! Ve eet valnuts ven ve vant to, not ven dey tell me." Moral: Copy to be resultful, in cases of this kind, should be suggestive.

I wonder how many sales managers who write articles with such funny titles as "Are Retailers People?" or something equally as complimentary, know that to be a successful retailer on Avenue B one must be well versed in ethnology and also be familiar with the dietary laws as laid down by Moses. It may spell tragedy to offer to a newly arrived orthodox Jewish immigrant a package of Uneeda Biscuit. Quite a few of them will interpret the "Inerseal" trademark as a cross—something to be avoided. Naturally, "Sunshine Crackers" offer a solution out of this difficulty. Here, too,

[CONTINUED ON PAGE 74]

Is It Wise?



Course you can get along without TRUE STORY or any other magazine—that is to say, if you feel you can get along without covering your entire market.

But is it wise?

Each new customer you make should be worth at least five more customers to you because if it weren't for repeat orders and word-of-mouth recommendation, you couldn't afford to advertise at all.

You have something the public wants because the public buys it in great and ever increasing volume.

The public wants TRUE STORY, too, because in six years it has built itself up from only a name to a place in 2,000,000 homes where it finds at least 8,000,000 readers.

For the most part, TRUE STORY is unduplicated by any other magazine and

through it you can reach new customers and cover your whole market, no matter how many other publications you may be using.

And if these customers you secure through TRUE STORY stay with you as long as they stay with us; if they give you as much word-of-mouth recommendation as they give us, you will have added a powerful force in your business.

True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

“The Terewth”

Being the Cogitations of a Layman Upon the Veracity of Advertising in General

THERE was a meeting the other day of an extraordinary body called the Naked Truth Advertisement Society, or some such name. It was connected with that curious cant recently started about the “ideal” of advertisement; and how it is highly truthful. Beyond that I do not profess to know, or care, very much about the Naked Truth Advertisement movement. Most of us entertain a philosophic doubt about whether modern advertisement displays very much truth, whatever it may display in the way of nakedness.

Like most men born in my time, I have always been in the habit of accepting advertising as a joke. I am even still prepared to accept it as a joke. But it is too much of a joke to be asked to accept it as a religion. There is nothing intrinsically immoral about advertisement. A man has a right to paint his name over his shop; a man has a right to pay for permission to paint on his neighbor's paling a broad arrow pointing to his shop. As in everything else, what is wrong in the present condition is the proportion. We live in a society in which the figures that used to be secondary have become primary—the trader, the traveler, the tout, the pedlar. It is like a garden in which the toadstools have grown taller than the trees. There may be a miser in every village; but there is not a millionaire on top of every village. There may be a town crier calling out private as well as public announcements; but the town crier is the servant of the town and not of the tradesmen. With us the secondary thing has nearly swallowed the primary; the town crier can be mainly a trade crier or the advertisements be more important than the news. Even so, any number of entirely honorable men advertise, because they use the machinery of their civilization; just as they pay wages even though they may dislike the wage system. They accept it, as

WE reprint this article from the English publication, “Publicity,” which in turn reprints it with permission from G. K. Chesterton's journal, “G. K.'s Weekly,” April, 1925. It conveys the point of view of the outsider; the literary man, if you please, and for that reason if no other should prove of genuine interest to the advertising man who is keenly aware of his profession and who takes a pride in the standing and accomplishments of that profession. The inside viewpoint is prone to prove warping in the long run if not varied occasionally, and the FORTNIGHTLY feels that an article of this kind may have a refreshing and stimulating effect, for, underlying the writer's sarcasm, is a great deal of truth and a note of warning

I say, as a joke; but we must always be joking about it, or it gets beyond a joke. A continuous stream of satire must be directed against this social extravagance, which already occupies more than its normal place in society. We must make a guy of the advertiser, as men have made a guy of the dandy or the flunky or the pretentious upstart. We must be always laughing at Autolycus the pedlar and watching him to see whether he becomes Autolycus the thief.

INSTEAD of that, we find the whole business surrounded by a sort of solemn optimism. If we really wish to know what is the superstition of our time, it would be enough to have noticed the Oriental prostrations and flatteries with which a great part of the journalistic world received the advertising convention some time ago, and will now probably receive the adherents of the Naked Truth. People may speak evil of almost any other dignities in any other form; from the old tradition that cried “To Hell with the Pope,” to the new one that is more likely to cry “To Hell with the Parliament.” Anybody may say with the old colonel that the army is going to the dogs, or with the young Conchie that it ought to go to the dogs. The weary journalist thinks equally little of repealing the Habeas Corpus Act or of scrapping the British navy. He is allowed to announce the abandonment of patriotism and rather encouraged to

announce the abandonment of religion. But he is always expected to be “optimistic” about the world of advertisement; to lay flattering unction to the soul of the oil king and look always on the sunny side of Port Sunlight. He is not content to say that an advertisement is tolerable, he must say that it is true. Now are we really to accept all this nonsense, as the newspapers do, and carefully refrain from laughing at something that is only tolerable

when it is laughable? Let us control our mirth and refer gravely to the documents.

The advertisers tell us that the essence of all their advertising is truth. It is always the highest satisfaction of our immortal souls to seek and to find the truth, and I will therefore proceed to seek it in this fashion, and to note briefly the truths that I find. Starting with the solemn proclamation of “Truth in Advertising” inside the first advertisement page of *Punch* (it is by Sir Charles Higham, and is a prose lyric in praise of a particular motor tire, which is presented as permanently encircling the flag of England), I pass on to the following pages exactly as they come. The next page is headed in large letters “The Cabinet You Will Eventually Buy.” This is a truth of the prophetic or inspired order, implying the sort of divine foreknowledge which some have even felt to be a little inconsistent with free will. However, it is of some personal interest to me to know the cabinet that I shall eventually buy, even if I have no immediate intention of buying a cabinet at all. I feel it almost a duty as well as a doom to buy it “eventually”; lest I cause the prophet to stumble upon his favorite point of truth. The next page is entirely occupied by “The sweetest, most sanitary and scientific tooth brush you ever put into your mouth.” I have not put any very wide and varied multiplicity of tooth brushes in my mouth, having the old

[CONTINUED ON PAGE 78]

"Here's The Market"

for those who sell the metal trades



IN these twelve states there are 22,900 metal trades plants which represent 73.9% of the total in the country. Obviously the bulk of the metal trades market is concentrated in this area. Likewise, and of direct bearing in regard to selling this market, is the fact that 70.5% of the circulation of *The Iron Age* is in these same twelve states.



MEMBER A.B.C.
MEMBER A.B.P.

Finding Sales Ability in Unexpected Places

By B. J. Williams

THERE is no market place for salesmen where they are on exhibition and sale and where they may be purchased by anyone having the price. I have a friend in New York who is the president of one of the large publishing houses. Some years ago one of their magazines was not doing very well—in fact, was “slipping.” The opinion was almost unanimous in the organization that the trouble lay with the editor, and finally it was decided to replace him. My friend, the president, was instructed to “get an editor.” In speaking to me about it he said: “They think I can go out and get an editor just as I would a bushel of potatoes.” Some sales managers and those in authority over them think that salesmen can be secured in the same way.

I have employed men of many nationalities, of many types, of varied experience, of extended education—and of no education. Big, fine looking fellows and little runts. Men of thorough business training and of no training at all, but who, like Topsy, “just grewed,” and out of it all there are only two things of which I am absolutely certain. The first is that no fixed rule may safely be followed in the selection of salesmen from groups or classes. And the second is that first class selling ability may be found almost anywhere and in the most unexpected individuals and places.

I have had failures in men of all types, even in men of broad training and large experience. Then I have had the most wonderful success with men of little or no education, training or experience, drawn from nearly every walk of life; such as constables, farmers, porters, blacksmiths, locomotive and other engineers, firemen, butchers, college professors, army cooks, drug clerks, actors, sailors, miners, cab drivers, cigar makers, preachers, time clerks, Pullman conductors, motormen, office boys, painters, house-to-house canvassers, lawyers, professional athletes, roofers, etc. And I have had men from practically all of



B. J. Williams

Director of Sales
The Paraffine Companies, Inc.

these classes functioning successfully in one organization at one time.

I went into selling without any preconceived ideas of how it should be done or the qualifications necessary and with practically no knowledge of business or business methods. What I know of selling—both personal and executive—if I know anything—is the result of many years of actual selling on the road and behind the desk.

The first big mistake made by the average sales manager in employing salesmen is that he does not determine definitely what are the fundamental qualities necessary to successful salesmanship, and does not then see that the men he employs possess these qualities.

As I see it, the thing that is basic in successful selling is character. My own theory is that before one can make a salesman he must have a *real* man as a basis. I would not personally spend any time trying to develop as a salesman a man without character, for to my mind, character is the big fundamental in salesmanship.

You will note that I use the term

“develop.” because salesmen are *not* made over night any more than doctors, lawyers, and first class mechanics are turned out in a day.

I don't know how you feel about it, but I think that psychology as applied to salesmanship is the bunk, and that these fakirs who advertise to make salesmen who will be able to command salaries of four or five hundred dollars per month following a short course of instruction based on psychology, are the biggest grafters in the country today. I would like to warn you against encouraging your salesmen or other employees to pay out their good money for this sort of instruction for it does not have behind it either practical selling experience or the support of genuine psychologists.

I have no use for “master” salesmen or “scientific” salesmen or “supersalesmen.” I have never known a legitimate business on staple lines that was permanently successful to be built up by strong-arm methods. How many concerns have you known to be built up along these lines? Or, to bring it down to your own institution, what type of salesmen have contributed most to the permanent upbuilding of your business? Were they the psychologists or the strong-arm artists? Or were they the honest, industrious, dependable men of character you have had in your organizations? Men with a natural aptitude for selling and who knew the line and whose moral sense would not permit them to take advantage of the company in the interest of a customer, nor on the other hand, to take advantage of a customer in the interest of the company; men who were honest and sincere and truthful in all their dealings and who were loyal to their company—to the individual who directed their work and was responsible for them—then to their customers, and last but not least, to themselves.

Now, where do I get good salesmen? First let me tell you where I do *not* get them. There are three principal places where I do not get

Saunders "Drive-It-Yourself" Plan Cuts Sales Cost in Central States

1. Multiplies man-power. No added payroll or car investment
2. Covers cities and trade areas quicker, oftener, more thoroughly
3. Combines cheap rail fare with vigor of motorized selling

ADMITTEDLY, expenses of personal sales cars are higher than traveling by rail. If results are not proportionately higher, the fault may be yours. There is a happy medium in motorized selling!

At almost every important distributing point in the Central States are Saunders System sales cars for your salesman's use when a car will be an "asset." Arriving by rail, he may go directly to the Saunders System station—lose no time at hotels—get a clean, new car, and drive off bright and early. He can do the work of two to four men not having this convenience, and adds nothing to your salary expense or capital investment in company-owned cars. He drives up to a store, stops quickly, jumps out, enters briskly, and without hinting hurry, creates an impression of business. Before many trips, buyers are ready with orders when your salesman appears. More time and opportunity is then left for real additional selling. Industrial Salesmen, in a single day, can cover many isolated plants otherwise unprofitable to develop to the buying stage.

Saunders Drive-It-Yourself System rents both gear-shift and Ford Coupes, Sedans and Touring Cars on a mileage basis. Your man can arrange to have a car from Monday A. M. to Saturday 6 P. M. and if he drives only one mile, he pays for only one mile. No hour charge or mileage guarantee. Standard insurance protects you against liability, property damage, fire, theft and collision above \$15 damage.

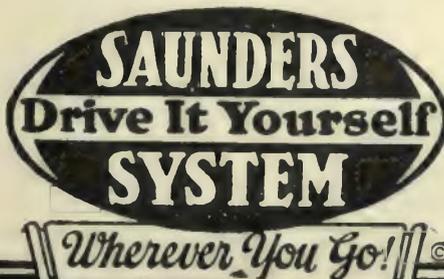
Supplemented by cheaper rail rates, this service nets you the lowest possible traveling expense and preserves the real advantages of motorized selling.

May we send you—FREE—Traveler's Identification Cards accredited at all Saunders System stations without cash deposit? Ask for our manual "Motor Car Advantages Unscrambled."

SAUNDERS DRIVE-IT-YOURSELF CO., Inc.

Executive Offices: 317 Saunders Bldg., KANSAS CITY, MO.

"TEN YEARS
OF PRACTICAL OPERATION"



Eastern Dist.
Baltimore (2)
Richmond, Va.
Washington, D.C. (3)

Alabama
Birmingham (4)
Bessemer
Mobile
Montgomery (2)
Tuscaloosa (2)

Colorado
Colorado Springs
Denver (2)
Pueblo

Georgia
Atlanta (2)
Athens
Augusta
Columbus
Macon

Illinois
Galesburg
Moline
Peoria (2)
Rockford
Rock Island
Springfield
Decatur

Indiana
Evansville
Indianapolis (2)
New Albany
Terre Haute
Vincennes

Iowa
Cedar Rapids
Council Bluffs
Davenport
Des Moines
Sioux City
Waterloo

Kentucky
Louisville (3)

Kansas & Missouri
Kansas City (3)
St. Joseph
St. Louis
Topeka
Wichita

Michigan
Detroit

Nebraska
Lincoln
Omaha (3)

Ohio
Akron
Cincinnati (3)
Cleveland (2)
Columbus (3)

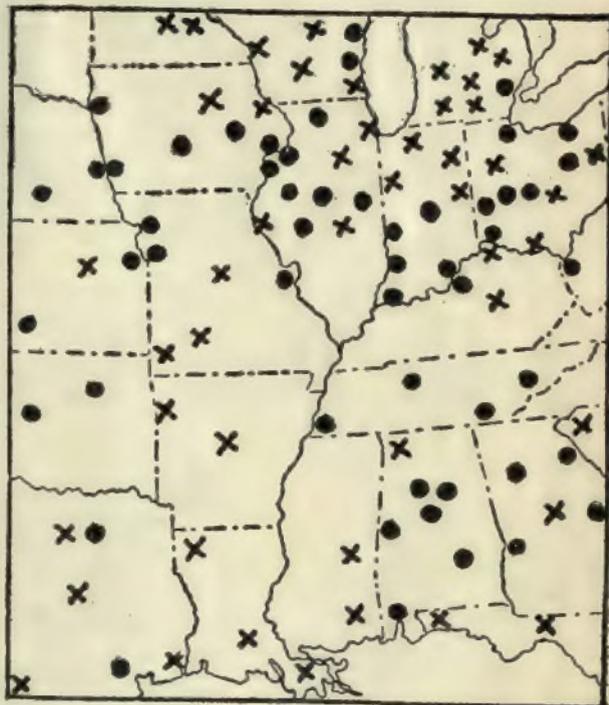
Dayton
Norwood
Springfield
Toledo

Oklahoma
Oklahoma City
Tulsa

Tennessee
Chattanooga (2)
Knoxville
Memphis
Nashville (2)

Texas
Dallas
Houston

Wisconsin
Milwaukee (3)



World's Best Markets in 50 Mile Driving Radii

From Milwaukee to Mobile—Cleveland to Denver—every dominating sales center (except two) is now served by Saunders System. Eastern states and smaller towns in the Central West as shown on the map are also being developed.

Arriving at metropolitan centers, your traveling salesman can work the city trade or industries quickly and thoroughly in a rented car. In a half to three day trip, he can also make all suburban and rural towns within the natural trading zone of each city, driving a 25 to 50 mile radius on planned routes over the best roads. Then he discards the car for rail, arrives with fresh sales vigor at the next trade center and thus covers his territory more thoroughly than by rail alone, more quickly and cheaply than by "driving through."

salesmen: By advertising, through employment agencies and from competitors.

I don't remember ever to have secured a permanently successful high class salesman by advertising, although I did advertise years ago and received hundreds of answers to such advertisements. In my entire career as a sales manager I have probably engaged ten or a dozen salesmen in this way but not one of that number has ever proved to be a first class man and a permanent acquisition. If one required a salesman possessing technical ability of a high order he might be secured by advertising in a trade journal, but the right type of ordinary merchandise salesman is not usually found by advertising in the want or other

columns of the newspapers. As a rule, the first class men have positions or know how to sell themselves.

I have tried employment agencies a few times—those of the better class who claimed to specialize in high class salesmen and men of executive ability—but I have had no better luck than in advertising. After studying the matter carefully I have come to the conclusion that any salesman who does not have initiative and resourcefulness enough to enable him to find some one who needs or can use a salesman and then can sell himself, lacks in the qualities necessary to a salesman's success. I, therefore, always advise salesmen, and particularly young men who wish to become salesmen, never to attempt to get located through an employment

agency. For the same reason I would advise sales managers against the employment of salesmen sent through such channels.

As I see it, there are many reasons why it is not advisable to take men from, or who have been connected with, a competitor in the same line of business. First of all, it is not fair to interfere with or break up another firm's organization and in the very few instances where I have employed salesmen previously associated with a competitor, it has been where they had actually left their employ or stated positively that they were leaving at a certain date whether they came with me or not.

In the second place, it does not follow that, because a man has been suc-

[CONTINUED ON PAGE 66]

John Bull Turns to Advertising

By James M. Campbell

IF France or Germany or Italy or Spain were in the position in which Great Britain now finds herself, one would be warranted in saying, "She's done. Her day is past."

As a matter of fact, a great many Britishers are saying that—or something like it—of their own land.

A million and a quarter unemployed—and being paid for doing nothing! Exports dwindling! Coal fields stagnant! The iron, steel, textile and shipping industries in a deplorable condition! The heaviest burden of taxation borne by any people in the annals of history!

Well may the *Sunday Times* (London) ask, "Who will show us any good?" Well may Britishers, from peer to peasant, regard the future with misgivings. For, beyond a doubt, Britain's outlook is dark—darker than at any time in the last five hundred years.

In this dilemma, John Bull is doing what many another worried business man has done, under similar circumstances—he is considering advertising. His thoughts, I imagine, take some such form as this: "Advertising is the tool which has built many—perhaps most—of the world's largest businesses. Advertising has populated areas which, otherwise, would be barren and unproductive. Advertising has raised war-loans of almost incredible size. Advertising has found markets for the tea of

India, the coffee of Brazil, and the fruit-products of Florida and California. If advertising can do those things for private enterprises, can it not do equally-to-be-desired things for governments?"

It can. It can. Therein, it seems to me, is Britain's surest way out of the difficulties that confront her—not all of them, of course, but the most pressing.

BRTAIN'S greatest need, at the moment, is to find markets for the things she makes. Many of her pre-war customers are bankrupt, or nearly so. Some of them now produce, at home, the goods they once bought from Britain. All, or almost all of them are poorer than they were twenty years ago. The best of them, from Britain's standpoint, are her own Dominions overseas—Canada, Australia, New Zealand, South Africa, etc.

What is now proposed is a "publicity campaign to stimulate the consumption of Empire produce in the United Kingdom." One of the London dailies puts the case in these words:

"Everyone nowadays who thinks at all on such subjects knows that the growth in prosperity of the overseas Dominions is a matter of prime concern to every inhabitant of these islands. The more the Dominions flourish, the more goods they can buy, and the more people

they can receive as settlers. If we can create a wider demand in Great Britain for Canadian cheese or South African fruit, or can solve the difficulty of importing chilled instead of frozen meat from Australia and New Zealand, to that extent we add to their well-being and so increase their capacity to absorb emigrants."

To carry on this campaign, the recommendation of the Imperial Economic Committee is that a fund of £1,000,000 (\$5,000,000, roughly) be appropriated by the British Government. Of this amount, about 65 per cent is to be allocated for the "promotion of trade in Empire produce"—in other words, for advertising; about 15 per cent for "research"; and the remaining 20 per cent for "certain other schemes," one of which is the encouragement of fruit-growing in the tropical portions of the Empire and the other the carriage of pedigree stock from the United Kingdom to the overseas ports of the Empire.

ALL Empire produce is to be identified as such; the superiorities of Empire produce are to be emphasized by the advertising; money is to be provided for coordinated research into the production and preservation of foodstuffs; the overseas portions of the British Empire are to be assisted—there is the story, in a few words.

The Best Roto Buy in Buffalo ~



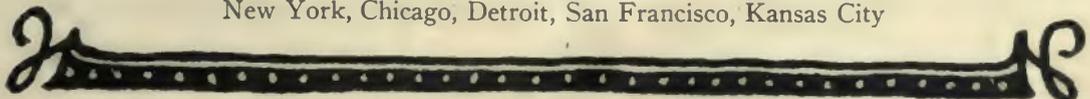
The EASTMAN KODAK CO.

*is only ONE of the many large
national advertisers now using the
ROTO SECTION of the*

BUFFALO SUNDAY TIMES

NORMAN E. MACK, *Editor and Publisher*

National Representatives: Verree and Conklin
New York, Chicago, Detroit, San Francisco, Kansas City



THE 8-pt PAGE

by
Odds Bodkins



I'M glad to learn that the Federal Court has handed down a decision declaring unlawful any representations of direct sale from manufacturer to purchaser unless the advertiser actually owns and operates, or directly and absolutely controls, a factory or mill wherein the merchandise is made.

False factory-to-you advertising stands out in my mind as one of the unfairest forms of unfair competition. In my younger days I was advertising manager of a mail-order concern, which had as its chief competitor a firm which worked the factory-to-you idea to the limit. As a matter of fact, neither that firm nor mine manufactured anything, and as a second matter of fact, my firm's prices were consistently lower than were the competitor's. Yet so loudly did said competitor shout about factory-to-you, and the "one-third saving" it meant to the consumer, that he secured a great deal of business that rightfully should have come to us, but which we lost because we were unwilling to lie in our advertising.

It is all very well to reason that the falseness of such claims will be discovered after a while and the public will turn against the firm using them; but meanwhile, like the wicked, they may "flourish like the green bay tree," to the detriment of their more honorable competitors. So I say, Allah be praised that the Courts have spoken!

—8-pt.—

The following figures on the number of retail store display windows, compiled by A. J. Fischer, and published in the *Radio Retailer* of the Chicago *Herald-Examiner*, interested me as I have never before seen any such statistics on store windows.

It is estimated that there are 800,000 store display windows, divided as follows:

172,842	in groceries.
147,980	in general stores.
46,000	in drug stores.
42,217	in candy stores.
37,116	in cigar stores.
29,445	in shoe stores.
23,009	in jewelry stores.
32,472	in department stores.
37,563	in furniture stores.
20,080	in hardware stores.
18,770	in haberdasheries.
40,531	in garages and auto supply stores.

—8-pt.—

When Walter Painter, of Erwin, Wasey & Company, Chicago, saw the picture of the station platform in the July 15 issue of the FORTNIGHTLY with a baggage truck loaded with crates of animals, he tore out the illustration and wrote me:

"This illustration reminds me of

something I saw last week in a Cincinnati railway station—a collie puppy, crated, with merry eyes peeping through the slats.

"In the center of the express label pasted on the crate by the shipper—the Jefferson Collie Kennels of Wauseon, Ohio—were these words:

I am just a dog but I get hungry and thirsty. Please fill my cup with water, and if you have any bread I'd like to have it. Don't give me meat because it makes me sick. I won't bite and if you will let me out of my box to run around the car and stretch my legs I will love you forever.

"With such a friendly little dog-to-man appeal, I'll gamble that Mister Purp reaches his new owner in tip-top order, wouldn't you?"

Yes, W. P., I would.

—8-pt.—

Seth F. Low, head of Daniel Low & Co., the well-known mail-order jewelry house of Salem, Mass., sends me a batch of newspaper advertisements from London, where he has been sojourning for some weeks.

I am always very much interested in English advertising. The English have a refreshing touch, both in copy and in art. For instance, glance at this illustration from a Cosmos Radio Valve Set advertisement:



And dip into the copy:

LET US STAY AT HOME

There is, of course, a social side to a concert. Friends to whom you want to talk in the interval. Friends who want to talk to you—not in the interval. And this you will miss when the concert is brought into your own house by the Cosmos Radio Valve Set. But you won't miss anything else! *Such purity of musical reproduction is new in wireless, and the most sensitive and exacting musician will listen to it with delight. Voice, violin, whatever it be, in its own color and character; full or-*

chestra in all its tints. And so, while symphony and song and solo flow in through the Cosmos Valve Set, you make your own social side to the concert—alone, or in the company of a few friends who come in night after night for the music.

Rather strong copy, that, for by admitting frankly the things you miss by staying at home this advertiser makes the other side of his argument more convincing.

—8-pt.—

I chuckled over this one from the Spotlight of the advertising club of Portland, Ore.:

"As Sambo was reading the evening paper, he was interrupted by his wife, thusly: 'Listen heah, yo! Ah didn't buy yo dat paper for entertainment. Jest confine yoself to dem want ads, niggah!'"

—8-pt.—

Bugs Baer takes a fling at the "week" idea in his column in the *New York American*, making numerous pertinent and impertinent comments, not the least pertinent of which is this observation: "We are over-weeked. Rubber-Heel and Non-Skid Weeks would have been successful if they hadn't sandwiched Banana Week between them."

—8-pt.—

Recently I discovered where Lydia Pinkham has gone—to college. And now I have stumbled onto an interesting trail of another old friend, Sanatogen. This morning I received a copy of the *Dar-es-Salaam Times*, *Dar-es-Salaam* being somewhere in British Africa, and the *Times* being printed in English but with a distinct Tanganyika flavor, if you follow me. And lo and behold, there, in six inches double column, next to reading, was our familiar friend in his striped (line cut) pajamas struggling through one of his old sleepless nights for the lack of this well-known nerve food!

Directly under the Sanatogen advertisement was one of White Horse Whisky which boasted a good copy line—"Order the best even if you take less."

The Farm Journal Has Always Been Brief

["The brief style is that which ex-
presseth much in little."—B. Jonson]

Expresses much in little! That is what The Farm Journal has been noted for throughout its nearly half century of service to American farmers.

The worthwhile farmer is the busy farmer, and the busy farmer prefers brevity, which is one reason for the special affinity between the worthwhile farmer and The Farm Journal. No doubt, its "brief style" has had much to do with making The Farm Journal the most popular farm paper.

Brevity has meant more than condensing long articles into short ones. The Farm Journal's

practice of delivering "wheat—not chaff" to its readers has meant *more* kernels — because valuable space has not been taken up with worthless husks.

In 1924, The Farm Journal published 2,313 different articles—25% more than any other national monthly farm paper.

Padded articles, to get the "meat" of which requires tiresome, useless reading, have no place in The Farm Journal. The farmer wants not husks, but kernels, and he wants to get them quickly. That's why The Farm Journal is liked best by the most farmers.

The Farm Journal has *always* been a monthly, *always* been brief, *always* had a small page, *always* maintained a low subscription price, *always* sold multiple subscriptions.

The Farm Journal

first in the farm field

The Advertising Writer Who Is Bigger Than His Ad

[CONTINUED FROM PAGE 34]

manufacturer is too close to his work to reason well about it; that he is too much absorbed in himself and the narrow world of his trade to gage public sentiment or know how to appeal to the mass of his fellows. But whatever the shortcomings of other men and other races, the American business man is prepared to undertake all things with equal success and without previous education or special training. The only reason he does not paint his own pictures, design his own house, conduct his own case in court or treat his own influenza is because his time is valuable, his mind is burdened with weighty things, and the doctor or lawyer, with proper coaching, can carry out his ideas almost as well as he could do it himself.

THERE is no denying the fact that intelligent advertising is still the exception or that most of the large users of space go at it blindly, trying first one plan and then another until they chance upon a campaign that makes a hit. They have great general faith in publicity as a "good gamble," but evidently little conception of it as an exact science. They do not yet understand it as a force to be directed with economy and precision. Most of them that stay at it long enough flounder into success but at an expense that is quite unnecessary.

It is remarkable what has been done, what is still being done,—without brains, without taste,—by the sheer force of crude publicity, the brutal paying out of money for space. Better results could often be had for much less money. But some business men and most boards of directors would rather pay for space than for brains; is is more tangible, they understand it better.

It is a step forward, I suppose, that these men have learned to buy space; perhaps some day they will learn how to fill it; how to nurse an appropriation and take full advantage of the investment.

Manufacturers of food products are among the largest users of publicity in all its forms: newspapers, magazines, street cars, outdoor display, sample distribution, premium schemes and store demonstrations.

There is no doubt that the food business in recent years has contributed largely to the volume as well as the progress of advertising; but if, without referring to any of the periodicals, we try to set down a list of the various foods and something that has characterized the publicity of each one, we

realize from our confused ideas that the work is more notable for its extent than for its individuality.

The general impression is one of a rather high standard of mediocrity with a leaning toward engraving-house illustration and what my friend Beaulley of Chicago calls "Steamboat Renaissance."

There is a happy irrelevancy in much of this work; the thought evidently being to separate the picture and the text by as wide a chasm as may be bridged by the reader's imagination.

We are shown waving fields of grain and told how, by a special arrangement with providence, heaven's sunbeams are caught and imprisoned in Mr. Jones' Breakfast Grits.

The chef has been overworked for years. The idea is not bad, as suggesting the preparation of food for the table, but it is usually difficult to tell what is being cooked. He might be frying eggs, for all any one can find to the contrary.

The old Quaker of Quaker Oats is well conceived and, by dint of repetition, has come to be a familiar friend. The recent "smile that won't come off" is too evidently an imitation of the "Sunny Jim" optimism.

I HAVE always questioned the practical selling power of the humorous grotesque in advertising. An appeal to the public's sense of the ridiculous is not the best way to get its money, except on the vaudeville stage.

To make a joke of an advertised article is to cheapen it and at least postpone the serious consideration that must precede a sale. Even those induced to try it lack confidence and ask for it in an apologetic manner.

I believe thoroughly in optimism as a necessary quality in salesmanship; whether over the counter, on the road, or by means of the printing-press. Cheerfulness and bouyancy inspire confidence in the buyer and open the avenues to receptivity. Optimism is one thing and the antics of a clown another.

If the way to a man's heart is through his stomach, the food people are neglecting a great opportunity when they do not appeal directly to the reader's eye and appetite by means of good copy.

Some of the best and sanest work has been done for Shredded Wheat Biscuit in their illustrations of dainty and appetizing dishes prepared from their product. This appeals directly to the palate and suggests new recipes to the housewife.

In many ways the strongest and most

interesting work ever done for a cereal product is the advertising of the Postum Cereal Company—Grape Nuts and Cereal Coffee. It has an insistent note of personality—the priceless quality in advertising. There is character behind every line of it.

A class of advertisers try to reach their goal by indirection. They assume that any subject is of more interest than the facts about the goods they have to sell.

For instance, a man wishes to advertise shoes. He prints a little romance telling how the heroine wins a husband by the grace of her advertised footwear. Then they go to live with the old folks and save enough money on the family shoes to pay off the mortgage on the farm.

To a man in need of a new derby or the woman who wishes to buy gloves nothing is of such vital moment as the printed facts about the required article. The most interesting news in the world is news of the things we desire to buy. It affects us personally. It reaches our vanity, our taste, our sense of luxury, our desire for happiness, and it touches our pocketbook.

Tell the story of your goods believing that it is the most interesting thing in the world. Then perhaps you can make it so.

Don't try to sneak the facts about your business into the public consciousness by a surreptitious hypodermic injection. Come out with them face to face. Tell the people what you've got, why you can serve them, what it costs and ask for their trade.

Advertising is news.

IT will be a great day for advertising when men see it in a large way and stop taking a part of it for the whole. When they understand that the vital parts of advertising are the things that go with it and that advertising is a moral force and not a mechanical toy.

Rule twisting and type sticking and stamp licking and space measuring all have their place and their value. I do not depreciate them when I say that they should not be permitted to obscure the view.

Mechanical details have a great fascination for most minds, especially the mathematical American mind. The average business imagination does not rise much higher than it can travel in a passenger elevator.

An increasing number of men refuse to believe in all but the things they can touch and see, and it is perhaps natural they should dwell upon the material,

The Production Executives
of the Machinery Industries
and Metal Working Industries
read the *advertising* in the
American Machinist



Strength and Breadth

IN addition to the strength and breadth of the Evans-Winter-Hebb staff of merchandising and direct advertising men, the strength and breadth of this organization's clientele should commend to you the value of its services.

Among these clients are included leaders in many different fields. There are manufacturers whose products range from clocks to \$150,000 power shovels; from athletic shoes to fine motor cars; from building stone to pharmaceuticals; from paint to printing paper. There is also a big accident insurance company.

For these clients Evans-Winter-Hebb is executing direct advertising. The problems have varied. And so have the applications of the direct advertising principles, in which this organization, because of specialization, training and experience, is well grounded.

EVANS-WINTER-HEBB *Inc.* Detroit

822 Hancock Avenue West

The Evans-Winter-Hebb organization has within itself complete facilities for the planning and production of direct advertising and other printing: Analysis · Plan · Copy Design · Art · Photo-Engraving · Letterpress and Offset Printing · Binding · Mailing

obvious aspects of the subject and miss the soul in the machine.

Advertisers pay for space, buy cuts and copy, set the wheels in motion and stand by to see them run. If the things desired do not promptly happen it is plainly the fault of the agent or publisher, and they begin to tear things to pieces like a child that wrecks a toy because he lacks the intelligence to make it work.

It may seem that I dwell with tiresome iteration upon this phase of the subject. But there is not a week in the year when some business man does not get me in a corner and pour out his woes—thousands of dollars spent and no adequate results. Best media, good copy perhaps, and replies—but no effect on the business. Selling expenses only increased by the addition of the advertising appropriation. Salesmen squeezing the house and sacrificing everything to their customers. High anticipations, great fun and excitement at first, but the novelty is wearing off.

What shall he do? Discharge his advertising man? Change his agent and quit the publishers? A friend has told him to spend his money in the street cars.

Then follows a long cross-examination as to the general conduct of the business. The man grows reticent and suspicious at deep, researching questions he considers utterly irrelevant. He listens absently and says, "Now to get back to advertising." When he is told that all this is the advertising, he does not comprehend.

A man in an allied line told me the other day that he was conducting a campaign by using all of my literature, worked over for his business. When I said that I considered the best part of my value was in work which he did not see, he was at a loss whether to distrust me or to resent being cheated out of his just dues.

We need less tinkering in advertising and more use of the merchandising brain which builds copy on the well-engineered steel framework of field facts.

Howard Sherman

Formerly with the art staff of the Robert L. Stillson Company, New York, has joined Ben Sweetland, Inc., same city.

Power, Alexander & Jenkins Company

Detroit, will direct advertising for the Covert Gear and Manufacturing Company of Lockport, N. Y., now restored to independent operation by Alvin A. Gloetzner, former Detroit engineering and sales executive; and for the Sherwood Company, Detroit, realtors.

Critchfield & Company

Announce the appointment of Hal G. Trump, formerly treasurer and general manager of Campbell, Trump & Company, as manager of their Detroit office.

“We Used to Be”—or —“We Are!”

[CONTINUED FROM PAGE 21]

—they could build plants in such a way as to take advantage of the mistakes the Yankees had made. They could put in modern machinery, materials handling systems, ventilating and humidifying systems—everything to cut costs

—and instead of working 48 hours per week as is done in Massachusetts, they could and do work from 50 to 60 hours a week in their cotton mills and some even work day and night—105 hours as against a Massachusetts maximum of 48 hours per week—
—and besides all this they found the cotton growing in the back yards of their mills, or if you wish, they could build the mills right on the cotton fields—and of course taxes on a cotton field aren't nearly as high as taxes in the land of antique New England.

And so, after you spend a week or two up and down the rock-bound shore where *some* of our fathers landed years ago; after you have leisurely enjoyed your bath in a tin tub, and your breakfast of scrod at ancient Youngs Hotel, be sure to go out and see as well as you hear how Micky the tar-heel has strutted across the Mason and Dixon line, stopped abruptly by the funny old cotton mills that “have been in our family for generations,” and deliberately “kicked 'em in the slats.”

He hasn't exactly spit on them nor has he blown smoke from a vile stogie in Mr. New England Textile Manufacturer's face (no Southerner would ever do that) but he has befuddled all these dear gentlemen with clouds of competition with which they are most unfamiliar.

Indeed, it is most confusing when some “sand-lapper” from Carolina has the audacity to make sheets as good or a damn sight better than yours for, well, let's say half the cost.

Of course all this is wrong. The South should never have been allowed to do anything but grow Colonels and cotton. But then Walter Page should never have been born, cows should never give anything but discontented milk, beer should never have been anything but “near,” the Kaiser should be recrowned and my rich aunt should never die—and probably won't.

Wherever you go in New England you hear it—“competition of Southern mills”—“the textile industry is shot to pieces”—“buyers used to do that, used to do this”—“twenty years ago we had it all our way”—etc., etc., etc. Cry baby or king? What will they answer—“we used to be or we are?”

And yet!—New England has what the South hasn't got and can't have for at least quite a few years to come. The textile industry and practically every textile manufacturer in New England has—

Over Half a million lines Gain

In the first six
months of 1925,

The Detroit Times
gained

689,220 lines

This tells where we
stand in Detroit.

©1925

The Detroit Times

Evening
235,000

Sunday
280,000

Caxton a.d.a Co-operates



IN a dealer to consumer a.d.a campaign on a product that sells for approximately \$100.00, the manufacturer reports as follows:

"Dealers using this campaign are having extraordinary success. One dealer reports 406 sales in 17 days, while another made 578 sales in three weeks. Other dealers in smaller towns have had proportional success."

In this campaign the manufacturer assumed active control over the sale of his product from the factory, through the dealer and on to the consumer. The result—a speedy increase in sales.

When the manufacturer has complete sales control, he makes all his dealers better merchandisers. With it he knows that his goods are being presented to their best advantage at the point of retail distribution.

Consult your advertising agency or write us direct about Caxton Applied Direct Advertising. Learn how it gives the manufacturer more effective sales control.



THE CAXTON COMPANY

Cleveland

1. *Tradition.* They have been making textiles for generations and generations in New England. They were the first in the land to indulge in "warping" and "woofing."
2. *Experience.* And having woven cloth for generations they should know how to weave—what to weave—when to weave and what to do with it after they weave it.
3. *Craftsmanship.* And having been makers for generations they have developed families of weavers who have the "how to do it" woven into their heads and hands by inheritance.
4. *Distinction.* For New England is the land that has clothed the nation for years—not as growers but as makers, and it does seem logical that it is one thing to grow cotton but quite another to make it into fine cloths.

5-6-7-8-9-10. Fill them in yourself.

When will the textile industry of New England bury its traditions, its inhibitions, its situations, its conditions, and at least throw a little sand on Micky South's competition?

When will they start saying to the American public, collectively, cooperatively or individually: "Here is the home of fine cottons, fine worsteds, fine textiles. We have been making them for over a century and we still are making them and making them better year in and year out, for *we know how!*"

When will they answer *we are!* and stop crying *we used to be!*

American Leipzig Fair Association

New York, has undertaken the project of establishing a permanent national headquarters for the United States at the semi-annual Leipzig Fair. Plans regarding this are being presented to every business likely to be interested in the opportunities afforded by this fair.

Associated Advertising Clubs of the World

Announce the resignation of Carl Hunt, general manager of the Association. He will be succeeded by Earle Pearson, educational director of the Advertising Clubs.

Atwater Kent Manufacturing Company

Announces the resignation of F. W. Kulicke, advertising manager. He has been succeeded by D. W. Bauer, formerly district sales manager. Mr. Kulicke has become associated with the Budd Wheel Company of Philadelphia and Detroit.

Lord & Taylor

New York, is sponsoring an international art competition to mark the centennial of the stores. A number of prizes amounting to \$3,000 will be awarded to the entrant producing the best symbol of the aims and principles of modern retailing.



General Outdoor Adv Co

Blackstone
CIGAR
-extremely MILD

THE VALUE OF AN IDEA

First, the basic idea—sound, original and convincing. Then the different methods of developing this idea into a series of posters rich in variety of color and design, but absolute in continuity of belief-building suggestion. The Blackstone Cigar series is one of the outstanding Poster successes of the year, and its effectiveness has been reflected in a continuous stream of enthusiastic comments from salesmen, dealers, jobbers and smokers.

550 West 57th Street
New York City

General Outdoor Advertising Co.

Branch Offices in 52 cities

Harrison & Loomis Sts.
Chicago, Illinois



Courtesy Nathan Straus & Sons, Inc.



PHOTO-ENGRAVING THE NATION'S SHOP WINDOW

*A word or two by James Wallen
about the way to win a larger and
more responsive audience*

THE advertising sections of the periodicals are the streets of quality town. Every page is a show window, rich with the wares of all the world.

The products of work-bench, loom and potter's wheel all find in this cosmopolitan gallery a display place where millions of buyers leisurely study their splendor and merit.

The makers of china and porcelains are coming to the fore as advertisers in magazines, newspapers and direct mail pieces.

They find an eager audience, because their products are pictorial—lovely to look upon and always arresting.

The potters and importers have discovered that "Your Story In Picture Leaves Nothing Untold." And what is more the tale is told with fidelity and charm.

The American Photo-Engravers Association is composed of men who are earnestly anxious to put their craftsmen to work for you—to have you join the company of those who find photo-engraving the direct route from factory, warehouse and store to home.

A copy of the Association booklet, "The Re-Lighted Lamp of Paul Revere," will be sent you on request, as a token of the photo-engravers' pride in craft.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO

Selling Through the Senses

[CONTINUED FROM PAGE 24]

set, together with an electric fan, were placed on a wicker table beside two comfortable wicker chairs under a spacious awning. Passersby were attracted by the inviting coolness and the mute invitation to rest, with the result that many stopped for a moment or two in order to relax and enjoy the refreshing breeze. Once seated, the combination of music and coolness held them, and it was not long before the entire stock of electric fans was sold.

That the value of increasing sales appeal through putting as many of the customers' senses to work as possible is shown by the novel step recently taken by one concern. It is reported that the company in question has been granted patents for impregnating direct-by-mail advertising literature with the odor of the product being advertised. Thus, a piece of literature advertising a brand of coffee will be impregnated with a true coffee odor, a letter or circular advertising tobacco will have a true tobacco scent, etc. In this manner the sense of smell will be added to the usual appeal.

That this plan has limitations is obvious. It is questionable how it would work out for the manufacturer of Limburger cheese or for a salt herring merchant, but the fact remains that for certain products the sales appeal will reach the potential buyer through his sense of smell as well as through his eyes.

Even the sense of taste has been successfully brought into play by a dealer who wished to increase his sale of electric cooking devices. Despite the fact that his window and counters displayed irons and percolators, this particular line of goods was not moving rapidly enough to satisfy. As an experiment, he engaged a competent cook, laid in a reasonable supply of food stuffs which could be cooked easily, and opened up a culinary department in his window. Steaming hot coffee was served in tiny cups, right from the percolator. Samples of crisp waffles were dispensed from the waffle iron and tempting bits of chicken from the electric range were placed on small triangles of toast from the electric toaster. The goods moved quickly and the increased cost of selling was more than compensated for by the sale of other appliances.

The five senses of sight, hearing, smell, taste and touch are available as sales channels, and often the addition of one will provide a setting for the product, impossible to achieve when ordinary methods of display are followed. Imagination, suggestion, association and atmosphere are all good salesmen, and when it is possible to combine two or more of them the sales appeal is strengthened.

Milwaukee—First City in Diversity of Industry

Franklin Cuts Selling Costs

WHEN the Sanger-Williams Company, Milwaukee distributors of Franklin cars, discontinued their outside sales force in 1922, it became necessary to attract prospective customers in large numbers directly to their show rooms. Concentration of Franklin advertising in *The Milwaukee Journal* solved the problem successfully—

- by making possible lower selling cost.
- by keeping sales at a consistently high point.
- by increasing Franklin business nearly 20% in three years.
- by steadily decreasing the advertising cost per sale.
- by cutting the appropriation formerly necessary when Franklin advertising effort was scattered in various papers.
- by increasing net profits.

The Milwaukee Journal

FIRST—by Merit

Wisconsin—First State in Value of Dairy Products



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of *THE WILLIAM FEATHER MAGAZINE*.

The William Feather Company
605 Caxton Building :: Cleveland, Ohio

If it sells—and sells—
and SELLS—
it's an
**EINSON-FREEMAN
WINDOW DISPLAY**

Specializing
in window and
store display
advertising

[327 E. 29th St.
Lexington 5780
New York City]

Replying to Mr. Edison

[CONTINUED FROM PAGE 28]

Edison would not give the time to it. His heart is in his laboratory. I believe his most prosperous periods have been when he turned the purely business side of his enterprises over to a trusted lieutenant, such as I have understood the late William Maxwell to have been, and for which position I have no doubt young Mr. Edison is in training.

WHILE Edison *pere* has plenty of the imagination that leads to wonderful scientific discoveries, he lacks business imagination, the commercial instinct. It is related that the first typewriter ever made was shown to him for his opinion. He condemned it. No one would ever have the patience to write, punching one letter at a time. This is no reflection on him either. It is absurd to criticize a man for not being something he is not, when he is in his own character so great an asset to humanity. But when the experiences of the Edison businesses are used to establish the fact that advertising does not pay, it is fair to assert that the Edison business when advertised according to Mr. Edison's idea of advertising have not had an opportunity to find out whether the right kind of advertising would pay or not.

One need but read Edison's inspiring life, as written by his friend and legal adviser, Frank L. Dyer, to realize how much he has contributed to the comfort and efficiency of the world, and how little he has profited financially by his discoveries. One after another he threw off revolutionary inventions, with little interest in them after they were successfully solved, selling them for a pittance to secure ready money for the next adventure. Any one of these, in the hands of real business men, would have created a vast fortune, and many of them did—for some one else. Just think what a George Eastman would have done with any one of them! There is something magnificent in this splendid indifference to the merely financial side of his work.

But such a training and such a temperament do not make an advertising man. And it is as an advertising man, among other things, that Mr. Edison has functioned in connection with his various industries, ranging from phonographs to Portland cement. Mr. Edison judges advertising by its effect on himself, a habit only too common to the deaf, as I know only too well. The result is that the Edison businesses have never had the continuous, consistent advertising which alone would prevent the crisis which young Mr. Edison so graphically and feelingly describes.

There is a story that an Indian learned the white man slept on a feather bed and found it exceedingly

comfortable. He resolved to try it for himself, and securing a feather, laid it on a rock and slept on it. His verdict was, "White man heap liar." Too many business men are condemning advertising as a means of distributing and selling goods without ever having tried advertising in any real sense. They have merely advertised and been dissatisfied with results. It does not occur to them that it is not advertising which is on trial but their method of using it. Advertising does not fail, but some advertisers fail.

One statement made in this speech of Mr. Edison's is quite startling; namely, that advertising has broken down the morale of both dealer and traveling salesman, that they no longer make an effort to sell, but are disposed to leave it all to the advertising, and when advertising is withdrawn they have nothing left to talk about. Now it is quite possible that advertising has made it more difficult for either dealer or salesman to sell unadvertised goods. I certainly hope so. It is an end to which we have been working. It is one of the reasons why an advertiser uses advertising at all.

IT would seem that the stocks of goods which Mr. Edison mentions, which have accumulated in the dealer's stores for the last five years and which are there yet, are due to the withdrawal of advertising. In other words, the real moral of the Edison experience is not that advertising does not pay, but that not advertising does not pay. If the dealers were sold more merchandise than they could digest, wasn't that an error of judgment on the part of the sales department? The proposed advertising was overplayed. The fact is this merchandising of advertising to the trade is overdone. It is a confession of weakness. If the advertising to the consumer is adequate and resultful, it isn't really necessary to merchandise it to the trade. It will merchandise itself. The customers coming to the store to buy the advertised goods is all the dealer needs to know. To show the dealer what you are going to do is all right. To enlist his cooperation, to make sure his efforts coincide with yours, is good policy. But to sell him goods because of your proposed advertising is getting the cart before the horse.

Too many advertisers, realizing that their advertising is inadequate, and not strong enough to pull the goods out of the store, try to supplement it by using it to push the goods into the store. And the more they use it in this way, the more inadequate it is to enable the dealer to dispose of the stock he has bought under its compelling influence. The idea of advertising is comparatively simple. Make the con-

agents

Nugents
The Garment Weekly

COATS
SUITS
DRESSES
COSTUMES
FURS
NEGLIGÉES
PETTICOATS
SPORTSWEAR
INFANTS WEAR, Etc.
FABRICS
DISPLAY FORMS
and FIXTURES

25

If Your clients are advertising any of the above—NUGENTS should be used for

MAXIMUM RESULTS

AT

MINIMUM COST

Published by

The Allen Business Papers, Inc.
1225 Broadway New York City

sumer want your goods and buy them in sufficient quantities, and the dealer and jobber will take care of themselves. If you sell the consumer you need sell but once. If you fail to sell the consumer, and instead sell the jobber, and sell the retailer, there is danger that you will sell more than your small consumer demand can absorb.

Interesting and Profitable

MR. Edison's article in your issue of August 26 is both interesting and profitable. There is a whole lot of truth in what he says, which after all is simply this—"It pays to advertise intelligently."

C. M. LEMPERLY,
Director of Sales Development,
The Sherwin-Williams Company,
Cleveland, Ohio.

Advertising Calendar

SEPTEMBER 21-24—Advertising Specialty Association, Chicago, Ill.

SEPTEMBER 22-25—National Better Business Commission, Indianapolis, Ind.

SEPTEMBER 28-30—Directory and Reference Media Department, New York City.

SEPTEMBER 29-30—Sixth annual meeting of the National Publishers Association, Shawnee-on-Deleware, Pa.

OCTOBER 1-4—International Congress of the Business Press, Paris, France.

OCTOBER 2-3—Conference of Advertising Club Executives, Indianapolis, Ind.

OCTOBER 5-6—National Advertising Commission, St. Louis, Mo.

OCTOBER 6-8—Convention of Window Display Advertising Association, Chicago.

OCTOBER 7-8—American Association of Advertising Agencies, New York City.

OCTOBER 12-13—First District Convention of Associated Advertising Clubs, Springfield, Mass.

OCTOBER 13-15—Associated Business Papers, Inc., Chicago, Ill.

OCTOBER 14-16—Financial Advertisers' Association, Columbus, Ohio.

OCTOBER 15-16—Audit Bureau of Circulations, Chicago, Ill.

OCTOBER 19-21—Industrial Advertisers Association Convention, Atlantic City, N. J.

OCTOBER 26-27—Convention of Mail Advertising Service Association International, Boston, Mass.

OCTOBER 26-28 (tentative)—Insurance Advertising Conference, Boston, Mass.

OCTOBER 26-30—Poster Advertising Association, Kansas City, Mo.

OCTOBER 28-30—Convention of the Direct Mail Advertising Association, Boston, Mass.

NOVEMBER 16-18—Annual Meeting, Association of National Advertisers, Inc., Washington, D. C.

NOVEMBER 22-24—Seventh District Convention, Associated Advertising Clubs of the World, Oklahoma City, Okla.

APRIL 12-14, 1926—Fourth District Convention, Associated Advertising Clubs of the World, Orlando, Fla.

JUNE 19-24, 1926—Twenty-second Annual Convention, Associated Advertising Clubs of the World, Philadelphia, Pa.

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



Standing Back of Our Guarantee

EVERY issue of the Dairy Men's League News carries this statement: "Only advertising which can be fully guaranteed is accepted by Dairy Men's League News."

Once in a while though a crook will creep into our columns, only to be summarily ejected as soon as his character is discovered. Meantime, Dairy Men's League News readers are fully protected against possible loss as the following correspondence bears witness:

DAIRYMEN'S LEAGUE HEADQUARTERS

March 20, 1925

Mrs. Chas. Blodgett,
Owego, N. Y.

Dear Mrs. Blodgett:

Enclosed you will find a check for \$65.00 in settlement of your claim against the New York Farm Sales Company.

I am very sorry that you had this trouble with one of our advertisers, but think this proves that the Dairy Men's League News does carry out its guarantee of advertisements.

Very truly yours,

DAIRYMEN'S LEAGUE NEWS

(Signed) F. M. Tibbitts,
Business Manager.

Owego, N. Y., Mar. 23, 1925

Dear Sir:

I can't tell you how pleased I was when I received the check for \$65.00 and I want to thank you personally for it.

I appreciate your kindness in getting it for me and I shall be on the lookout for any more such guys. Again I thank you.

Yours very truly,

(Signed) Mrs. Chas. Blodgett.

Such treatment builds reader confidence which is enhanced by the loyalty our readers feel to the paper which they themselves own and publish.

Published every Friday; last forms close on Monday of the preceding week. Line rate—50c.

A request will bring you Sample Copy and Rate Card.

NEW YORK
120 W. 42nd Street
F. M. Tibbitts, Bus. Mgr.
O. E. Everett, Adv. Mgr.
Phone Wisconsin 6081

DAIRYMEN'S
League
NEWS

CHICAGO:
10 S. La Salle Street
John D. Ross
Phone State 3652

"The Dairy Paper of the New York City Milk-Shed"



Can Your Catalog Compete With This?

SUPPOSE this catalog shown above is your competitor's. If yours is placed beside it and a prospect for the commodity you handle wishes the final assuring glance that usually precedes a sale—which will he reach for?

Your catalog is, in most cases, the sole point of contact between you and the buyer. In the prospect's mind your product is saddled with the impression given by the catalog—that of quality or mediocrity.

Your product deserves a proper display. A Smith-made Art-Leather Cover will dress it up and secure it the recognition it merits.

Send us a copy of your catalog and tell us how many you issue. Without obligation we will put a Smith-made Art-Leather Cover on it and suggest a color and embossing arrangement. Both the low cost and the personality with which this cover will clothe your catalog will surprise you.

Send it to us today so that we can present the complete picture as soon as possible.

During recent months, we have made more than 150,000 Smith-made, Art-Leather Catalog Covers, Salesmen's Portfolios, Display Cases, Window and Counter Signs for:

- Audit Bureau of Circulations
- Brunswick-Balke-Collender Co.
- Butler Brothers
- Devoe & Reynolds Co.
- First National Bank, Chicago
- Hart, Schaffner & Marx
- John A. Hertz Publishing Co.
- B. Kuppenheimer Co.
- La Salle Extension University
- Manfield Tire & Rubber Co.
- Morgan Sash & Door Co.
- National Tailoring Co.
- Peck & Hill Co.
- Joseph T. Reyerson Co.
- Stone & Field Corporation
- United States Military Academy
- Western Printing & Litho. Co.

(*) Indicates number of repeat orders.

THE S. K. SMITH CO.
448 No. Wells St.
Chicago, Ill.

What Price Installment Selling?

[CONTINUED FROM PAGE 20]

A national installment credit clearing house would be a very great help. There are numbers of people even now who have no hesitation in changing their names when they move, but these are a relatively small fraction, and it is certain in my mind that such a national installment credit clearing house is due to come soon. The insurance people have something that functions similarly in regard to insurance risks.

It is just possible that in the familiar American fashion there will be a reaction from the craze for installment buying. Just as there has occurred among merchants a reaction from inflation speculation and over-buying, so it is possible that the indignities, the humiliations, the burdens and the emptiness of living beyond one's income, via the installment plan, may come home suddenly to large numbers of people and bring about a more conservative attitude. This could be hastened if all who sell by installment use judgment and inquiry—for pure business reasons—in granting installment terms.

It is a question which bothers some economists why installment buying should register such rapid advances in a time when wages are at the highest peak in American history, and when a day's labor will buy more than at any time in the world's history.

The answer in all probability lies in the taste of new levels of income which was enjoyed in the after-war inflation period and the new boldness in satisfying desires which has not yet worked itself out of American psychology or toned itself down to fit actual income. Either one of two things must now happen: (1) Prosperity must come and provide earnings equal to desires as expressed in the appetite for installment buying, or (2) a change of heart must be experienced, through either education or compulsion, by the installment buyers.

Campbell-Ewald Company

Detroit, will direct advertising for the Lewis Manufacturing Company, Bay City, Mich., makers of ready cut homes.

George J. Kirkgasser & Company

Chicago, will direct advertising for the Chicago Fuse Manufacturing Company of the same city.

Bauerlein, Inc.

New Orleans, will direct advertising for Dunbar-Dukare Company, same city, packers of Original Dunbar Shrimp.

Benjamin & Kentnor Company

Have been appointed national advertising representatives of the Tampa (Florida) *Telegraph*, published by the Gulf City Publishing Company.

Get in On This

Unusual Opportunity to Make Big Money

You advertising men of vision, judgment and experience—

You who could have bought Gillette Razor stock at 50 cents a share and did not—

You who have seen advertising make vast fortunes for Gillette, Lifesaver Mints, Wrigley and others—

Get in on the ground floor with those now on the inside, and see your investment multiply itself.

I have just sold as a business (to a small New York corporation) the ownership of a patented device of great economic importance in the public welfare, a device which has been thoroughly tried and is actually wanted by the millions.

This device is approved by the Ladies' Home Journal, Good Housekeeping and Modern Priscilla.

It is used by Standard Oil Co., Bell Telephone Co., American Radiator Co., Armour & Co. and other large institutions and sold by the largest dealers.

The thing is wanted and is really needed in nearly every household.

This device is so demonstrably good that it could not be killed by its woeful neglect on the part of its inventor and former owner who scarcely had the inclination to fill orders.

The business is now in competent and widely experienced hands. It will become one of the pre-conspicuous advertising and merchandising successes of the time.

If you have a few thousand or even a few hundred dollars available, be one of the very few men who will be permitted to participate in this remarkable opportunity.

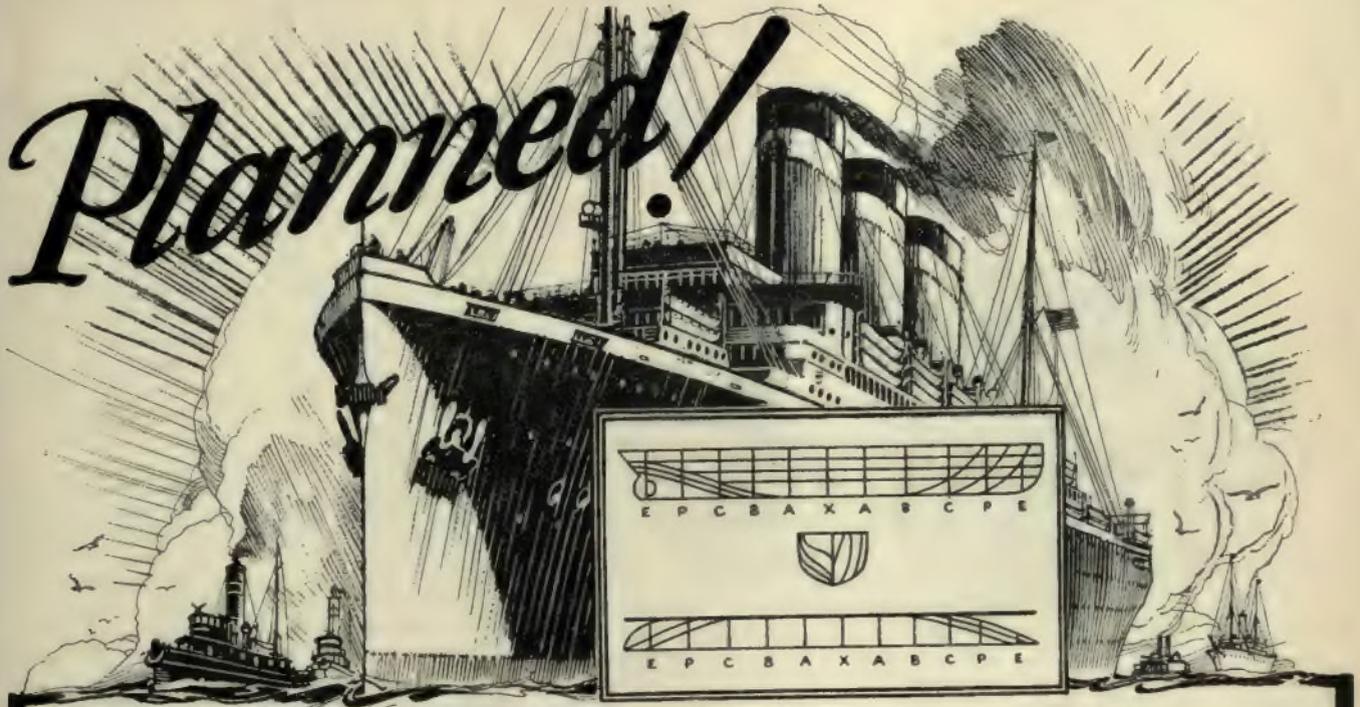
Write me at once and I'll tell you the whole story.

Richard S. Wood

1457 Broadway

New York

Telephone Wisconsin 0140



Planning the Profit and the costs...

THE engineer of today does not stop with planning merely the physical construction of his product. He goes further. He sets up a budget, or financial problem, showing important things such as cost of construction, expenses covering depreciation, upkeep, management. He estimates the total receipts or gross income, against which he estimates maintenance and, finally, net income.

So, "Planned Advertising" does not stop at specifying the physical elements of a campaign. Of course there must be media, for carrying the messages to potential customers. The plan must provide for the messages themselves. It must coordinate the parts to be played by the brand name, the package, the trademark, the advertiser's salesmen, the jobber and his salesmen, the retailer with his sales people, and the consumer.

But above all, the motif which must run through the entire plan is Profit. The plan must not be merely a collection of advertising phrases. Rather it must talk dollars and cents and spell Profit. It is in this way that our plans are built.

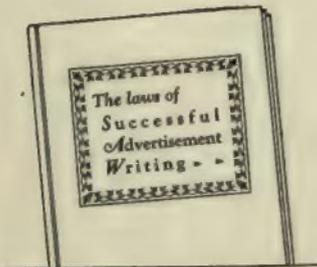
CHARLES W. HOYT COMPANY, INC.
PLANNED ADVERTISING

Reg. U. S. Pat. Off.

Dept. E2, 116 West 32nd Street, New York
BOSTON

SPRINGFIELD, MASS.

(Charter Member A. A. A. A., Member A. B. C., Stockholder National Outdoor Bureau)



**This booklet sent
FREE**

IN THE writing of advertisements, which is an essential part of an advertising plan, there is room for the use of "methods." We write advertisements following principles which years of experience fortified by the records of results have taught us. The booklet "The Laws of Successful Advertisement Writing" explains some of the things which we believe are essential. We will send it free to interested executives.

Telling It to the Boy Scouts



They Got What They Wanted!

These Utah Scouts had no facilities for swimming—and they wanted to swim. Well—the photo shows that they got what they wanted. They constructed a pool with the aid of stretched canvas.

There are many thou-

sands of the 550,000 Boy Scouts reached by Boys' Life who have the same spirit. They always get what they want. It's up to you to make them want your product. Boys' Life will be glad to tell you how it can help.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Ave.
New York, N. Y.

Union Bank Bldg.
Los Angeles, Cal.

37 So. Wabash Ave.
Chicago, Ill.

Letter Writer from Consular Days

[CONTINUED FROM PAGE 26]

that a consul is a superman who knows everything without being told and is able to work miracles for any compatriot who takes the trouble to demand his assistance. It is true that many consuls are surprisingly wise, and that they can often do things which seem miraculous to the uninformed—a large class. But it is to be hoped that some good results may come of Mr. De Young's remonstrance; his complaint is clearly just."

I RECALL a man from Sandusky, Ohio, who had written to the consulate at Amsterdam, embodying a pretty good sized order. He was the maker of a new kind of fly-paper, and wanted to introduce it into the Netherlands. Along with the letter asking for information on the prevalence of flies there, the size of their ticklers, the habits of the local species, and other technical stuff dating back to the origin of the first bug in Holland, he inclosed a lot of circular matter for our use, extolling the death-dealing virtues of the "Bull's Blood" which was concocted into a sticky mixture of his fly-paper. But the whole business had been jammed hastily into an envelope and posted to us with a two-cent stamp. Being over-weight, even for domestic purposes, we were obliged to pay double the shortage for the foreign rate—12 cents for the privilege of opening that epistle.

After I had consulted with the authorities of Holland on the fly problem, I sent him a lengthy reply, at the same time calling his attention to his short-paid letter, and suggesting that while we as representatives of such a great government as the United States could overlook such a small matter it might be harmful to his interests if short-paid mail were addressed to the prospects for his fly-paper, a long list of whom were also inclosed.

In due course of time we got a very courteous reply from this gentleman, thanking us for the information we had supplied, and inclosing the postage we had paid out on his former communication. But the envelope in which all this came was again short of the foreign rate of postage. And what was still worse, this man sent letters and circulars to all of those Hollanders whose names we gave him as interested in the purchase of fly-paper, all with two-cent stamps instead of the five cents necessary.

That is a general recollection I have of letters which came to the consulates I was attached to in Holland and Brazil. As a rule, such mistakes are the work of beginners in export trade, although they are sometimes made by houses of some experience. Yet that is a fault which would rarely show in European exporters. The reason is not far to seek. There are too many "Jacks-of-

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 13,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

VICTOR Portable STEREOPTICON



Has established the world wide standard of Projection Excellence.

ADVERTISING SLIDES
MADE-TO-ORDER.

Victor Animatograph Co.
515 Victor Bldg.,
Davenport,
Iowa.

WRITE FOR
COMPLETE INFORMATION

Envelopes

PLAIN, PRINTED OR LITHOGRAPHED
FOR EVERY PURPOSE

Send for Samples—Prices that are Interesting

HESSE ENVELOPE AND LITHO. CO.

4161 North Kingshighway

ST. LOUIS

Announcing

a new rate for advertising in

COLUMBIA

Effective with the issue of January, 1926, there will be a reduction in COLUMBIA'S advertising rate.

This rate reduction is made possible by economies which have been effected by manufacturing COLUMBIA in our own completely equipped publishing plant at Home Office, New Haven, Conn.

By enabling advertisers to participate in our manufacturing economies, we have established COLUMBIA more than ever as one of the greatest of values among national advertising media.

COLUMBIA'S monthly average circulation for the year ended June 30th, 1925, was 757,540, (A.B.C.). An increase in circulation is anticipated for the year 1926.

New rate card issued September 10th, 1925

COLUMBIA

The Largest Catholic Magazine in the World

*A National Monthly, Published, Printed and
Circulated by the Knights of Columbus*

Member of the Audit Bureau of Circulations

D. J. GILLESPIE, Adv. Director,
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
131 So. LaSalle Street
Chicago, Illinois

The Ten Main Factors in Campaign Illustration

—and how to handle them

1. The creating of an exclusive physical atmosphere.
2. An art technique which shall assist in differentiating the campaign.
3. Possibilities of accumulative interests, due to serialization of theme.
4. Analysis of the popular vogues, fads and fancies of the public.
5. If possible, the advancing of a single selling argument.
6. An eye to pictorial competition, particularly in newspaper space.
7. Meeting the picturized campaigns of competitors.
8. Careful study of seasonal influence.
9. Perfect correlation between text and illustration.
10. Some indication that the advertising illustrations are in harmony with future aims of sales department.

These factors are thoroughly covered in

ILLUSTRATION IN ADVERTISING

By **W. Livingston Larned**
 Vice-President and Art Director in Charge
 of the Ethridge Company
 321 pages, 6 x 9, 212 illustrations, \$4 net,
 postpaid

This book is a fact-packed explanation on the use of art in advertising. It discusses principles, methods, technique, advantages and disadvantages and psychology of practically every illustrative treatment for practically every advertising requirement.

Every important illustrative method is covered. All usual, and many unusual, advertising requirements are considered.

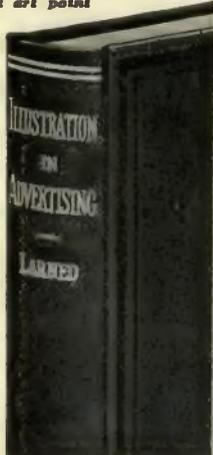
Advertising managers, artists, copy-writers, service executives, commercial photographers, production managers—every one interested in good advertising display and illustration—read Mr. Larned's masterly covering of the entire subject.

Covers every important art point

- Atmosphere
- Action
- Serialization
- Borders and Mortices
- Using White Space
- Outline Technique
- Human Interest
- Woodcut Technique
- Perspective
- Pencil, Crayon and Drybrush
- Mechanical Shading Methods
- Photographic Illustrations
- Pen Drawing
- Humor, History, Heroism
- Use of Black Areas
- And hundreds of others

SEE IT FREE

Every one of the thirty-seven chapters has a thought—a suggestion—an idea—for you. Every one is well worth reading and referring to again and again. We shall be glad to send you copy for 10 days' free examination to your home or your office.



all-trades" in the United States, and too many who go off half-cocked. In other words, there are too many abortive attempts at foreign trade in this country, whereas the foreigner makes more thorough preparation beforehand—at least enough to learn the elemental forms, correct correspondence methods and the proper rate of postage. Such slipshod methods are practically unheard of except among Americans.

But there is still more to say about export letter-writers. Too many of them are careless about addressing their correspondence, ignorant about geography, and, furthermore, use inferior quality of envelopes which do not hold up until the journey's end.

A letter which arrives at its destination in good condition makes the person who gets it feel that the sender knows his business. A heavy stock of paper is not generally used for export correspondence, although good quality is preferred.

The body of these letters, as Kipling would say, is another story almost as long as the one of the locusts which carried one grain of corn after another until the king grew weary of the tale and gave his daughter to the teller of the yarn to make him shut up. They were long and short, lean and fat, horny-handed and pudgy. They would salute us as "Dear Sir," "To the Right Honorable Consul," "To the Council of the United States," "To the American Council, at the Capitol Building," or in any other way to get the thing started, without showing any pains to look up the rules on what a consul's designation really is, or actually how to spell his name. At least a third of those who addressed us, spelled the word "consul" as "council." If such carelessness and ignorance are displayed in addressing their own representatives abroad, what must we conclude when they set out to write to their prospects? Indeed, I have to conclude nothing. I know how they do it. Both in the address on the envelope and in the letter inside, words are thus misused or misspelled frequently, while there is little or no attention paid to the proper designation or salutation.

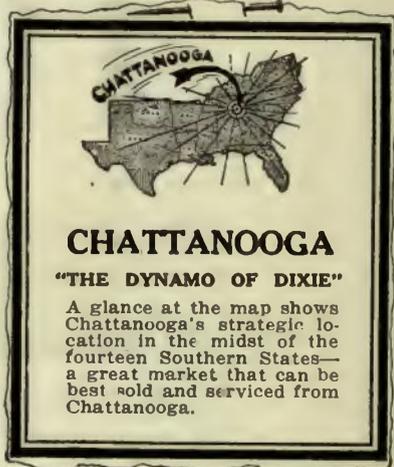
THIS, of course, is no indictment of experienced exporters who know how. It refers to those who don't, yet bushwhack away, getting their experience of the other fellow and at the price of our national exporting reputation.

The big figures we use here at home often sound too amazing to be credited by people abroad. It is, therefore, sometimes best to leave the "millions" and the "billions" out of our correspondence. Write in more modest sums, lest our language appear to be too boastful and offend our foreign neighbors. Those of us who have lived abroad a great deal have observed the foreigners' reactions to many of our typical Americanisms. There is a tendency among people of other nationalities to discount many of our claims. Thus these letters which as we say "make the eagle scream," kick back on

CHATTANOOGA

Logical Southern Business Base

Chattanooga, Tenn., Sept. 9.—Business executives planning new or enlarged developments in the southern territory are urged to closely investigate the numerous advantages of Chattanooga as a location for sales offices, warehouses, assembly plants and factories. Information regarding the opportunities offered in "The Dynamo of Dixie" to any particular line of business or industry will be gladly furnished on request.



CHATTANOOGA

"THE DYNAMO OF DIXIE"

A glance at the map shows Chattanooga's strategic location in the midst of the fourteen Southern States—a great market that can be best sold and serviced from Chattanooga.

Address Chattanooga Clearing House Association, 890 James Building, Chattanooga, Tennessee.

Sweater News
 and
Knitted Outerwear
 May, 1925

Underwear & Hosiery Review
 May, 1925

Tie-up

Your Consumer Campaign with Trade Publicity

for Sample Copies address:

KNIT GOODS PUBLISHING CORP.
 20 Worth Street New York City

KEEP YOUR COPIES!

At the conclusion of each volume an index will be published and mailed to you.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.
 370 Seventh Ave., New York

Send me for 10 days' free examination Larned's ILLUSTRATION IN ADVERTISING, \$4.00.

I agree to remit for the book or to return it, postpaid, within ten days of receipt.

Name

Address

Position

Company

A. F. 9-9-25



How to Write Copy for the Fortnightly

(An Advertisement to Publishers)

THERE is only one reason why a publisher should use the pages of Advertising and Selling Fortnightly—to influence those of its readers (and that's a large number) who control or influence the buying of publication advertising space.

Our subscription files will easily prove that the Fortnightly's pages can present you to that audience—and one friendly to Fortnightly advertisers.

But having presented you, the Fortnightly would whisper a word about copy. There are two ways to

find out how to write copy for the Fortnightly.

First: read the articles appearing in every issue. Note their frankness, their solidity, their freedom from unsupported claims—"applesauce!"

Second: read some of the letters we are receiving every day. They show in unmistakable terms the way in which our readers appreciate "the vigor and freshness of its articles," "its fresh and original viewpoint."

The Fortnightly's is a "live," alert, truth-seeking, tradition-defying and responsive audience.

Write copy that has fire in it!



APLLIANCES purchased through gas companies have a total value of approximately \$45,000,000. This indicates the tremendous influence of the gas company in the merchandising of gas appliances. The important men in every gas company read *Gas Age-Record*. It covers the industry 99.47%. Perhaps your product can be adapted to this rapidly growing field. Why not write us?



Gas Age-Record

9 East 38th Street,
New York

A. B. C. A. B. P.

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record

"The Spokesman of the Gas Industry"

the writer with the wallop of a Missouri mule.

It seems like a strange anomaly that a country which has developed such a high art of advertising and letter writing sales skill as we have should be accused of such barbarities in its international correspondence. But, like murder, the truth will out, and as we learn from the old saw, truth is more strange than fiction. Which may account for the large bulk of poorly devised sales letters sent abroad, and the slipshod method of equipping them for their ambassadorial journeys. But, as I said before, my impressions of American export letter writers were made a decade ago. Consuls have been repeating all the charges which I made against the offenders all these years. Trade commissioners have joined the chorus. Export clubs and advertising agents which specialize in overseas publicity have added their might to the reform movement. Undoubtedly, there has been improvement. Yet, like the road to Tipperary, there is still a long, long way to go.

Onyx Hosiery, Inc.

Announces the resignations of J. H. Emery, president; George E. Beers, vice-president, and E. W. Emery, vice-president and secretary. Paul Guenther, formerly vice-president and treasurer, assumes the presidency and retains the office of treasurer. The board of directors is composed of Paul Guenther, Ralph A. Day, George J. Healey, Vandivere B. Moler, Arthur T. Paquette and Edwin W. Parsil. The New York headquarters personnel, with the exception of the change of officers, will remain as before.

Edward D. Gibbs

Advertising director of the National Cash Register Company, Dayton, Ohio, has been appointed chairman of the Speakers Bureau Committee of the Associated Advertising Clubs of the World.

Arthur F. Conant

Formerly associate director of the Alexander Hamilton Institute, New York, has been appointed assistant advertising manager of *Success*, New York.

Rogers Peet Company

New York, has purchased the entire capital stock of Macullar Parker Company, Boston. The business will be operated hereafter under the Rogers Peet name.

H. R. Carlisle

Formerly associated with the advertising department of Atwater Kent Manufacturing Company, Philadelphia, has been appointed advertising manager of the Welsbach Company, Gloucester, N. J.

Frank A. Eaton

Formerly Sunday rotogravure and daily picture editor of the *New York Herald*, has been appointed manager of the news picture division of Underwood & Underwood, Inc., New York.

RECENTLY PUBLISHED



By J. B. LIPPINCOTT COMPANY, Philadelphia.—“How To Write Advertising,” by Howard Allen Barton. A study of the problems that must be solved in the construction of advertising as it is written today. Outlines the subject from the consideration of the product to be sold to the production of the finished advertisement. A detailed discussion of the technique of presentation and an exhaustive survey of the methods of construction needed in the preparation of advertising copy. Price \$2.50.

By DEPARTMENT OF COMMERCE, Washington, D. C.—“Commercial Survey of the Philadelphia Marketing Area,” by J. Frederic Dewhurst. A survey of the Philadelphia Marketing Area covering market practices and methods, purchasing power and inclination, and other data of essential nature for judgment of the worth of sectional markets. Contains complete statistical summary. Price \$.20.

By H. S. RICH, Chicago.—“The Beverage Blue Book.” A consideration of various subjects related to the beverage industry. Contains a complete index of manufacturers and dealers who supply bottlers with their requirements and a directory of the bottlers of carbonated sodas in the United States and Canada. Also includes lists of cereal beverage manufacturers, trade associations, etc.

By THE DAVIS PRESS, INC., Worcester, Mass.—“Symbolism For Artists,” by Henry Turner Bailey of the Cleveland School of Fine Arts, and Mrs. Ethel Pool of the Trinity Cathedral, Cleveland. Represents a collection of notes made along this line by Mr. Bailey during a lifetime of work in the field of art. Is of especial interest to printers, commercial artists and advertising copy writers interested in the designing of symbolic trademarks or decorations. Price \$5.

By A. W. SHAW COMPANY, Chicago.—“Problems in Sales Management,” by Harry R. Tosdal, Ph.D. A new revised edition, presenting problems drawn for the most part from situations that have actually occurred. Aims to provide material for a study course for advertising managers and sales executives, and adopts case method of instruction used in law courses. 854 pages. Price, \$5.

By BUREAU OF ADVERTISING, American Newspaper Publishers Association, New York.—“Space Rates and Circulations.” Contains a short review of changes in rates and circulation in the magazine and newspaper fields during the past year. Compiled tables by states, provinces and territorial market groups showing costs, distribution and advertising rates in newspapers and in the various types of magazines.

IDEAS WANTED. Manufacturer with sheet metal stamping, also wood working factory, wants new things to make, particularly something with springtime appeal, such as advertising novelties, etc. Box 209, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

///

A salesman to sell space to artists. A man who can approach illustrators; a salesman of unusual courtesy, and faultless approach, plus a knowledge of advertising fundamentals. To the man who can qualify an opportunity will be offered paying a substantial salary and the privilege of building a future for himself on the inside of the organization. Address inquiries to Box 228, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

///

ADVERTISING MANAGER

Forceful copywriter, experienced in all mechanical phases of advertising, seeks position with firm using publication and direct mail. Box 263, Adv. and Selling Fort., 9 East 38th St., New York City.

///

A manufacturer with ample resources and worldwide distribution of its products will purchase outright or manufacture and sell on a royalty basis any desirable articles requiring wood-working, metal stamping or foundry facilities. Especially interested in articles for distribution to the Implement, Hardware and Toy trade. Address Box No. 185, care Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

///

THE little black book in which we check classified returns proves that **THE MARKET PLACE** pulls.

It can be put to hundreds of uses. Help wanted, positions wanted, and business opportunities, of course.

But, thru it one manufacturer found a new product to make. Others have done similarly unusual things.

Try **THE MARKET PLACE** and you will find it well worth the 36 cents a line it costs. Forms close Saturday noon before date of issue.

THE MARKET PLACE
Advertising and Selling Fortnightly
9 East 38th Street New York

Sweetland's Column

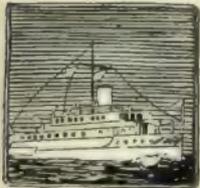
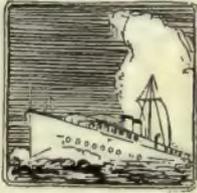
In which will
be told stories
of direct-mail
campaigns he
has created.



Selling Yachts by Mail

A recent mail-campaign in which yachts were actually sold by mail proves the theory that anything that can be sold, can be sold by mail.

Henry J. Gielow, Inc., naval architects and engineers, had a yacht, valued at \$100,000 which they wanted to dispose of quickly. A mailing campaign, consisting of but one piece was mailed to a list of 632 names of wealthy individuals. Fifty-two replies were received. The yacht in question was sold within 9 days from the date of mailing and 19 prospects were developed for specially designed yachts. It is estimated that at least a half million dollars worth of business will result from this campaign which in its entirety cost but \$735.00.



Upon the heels of this triumph came a \$75,000 house boat from the same company, also looking for a buyer.

This time a list of 1800 names were used, and with but one mailing piece, 298 replies were received. The boat was sold within 6 days from the date of mailing and 26 live prospects were developed for other boats. This campaign cost but \$660.00.

We have a few specimens of these mailing pieces on hand which we will gladly mail to those interested.

SWEETLAND ADVERTISING
INCORPORATED
DIRECT MAIL CAMPAIGNS
25 WEST 43RD ST.
NEW YORK

Hares and Tortoises of Advertising

[CONTINUED FROM PAGE 27]

times during the month. Thus an advertisement may have several chances to attract attention. Possibly at no time during its life does the entire issue enjoy the intensity of interest which the newspaper enjoys during its brief dramatic existence, but it works longer and on the average is read by more persons per copy.

A magazine also has an "after life" in the sense that it may be preserved and referred to two, three or four months after it first appears. Character of editorial content largely determines the extent of this "after life." For example, a news weekly is current in interest. It attracts unusual attention during the week of issue and becomes practically obsolete with the appearance of the next number. A fiction weekly has no current character. It is virtually a book of stories, new, no matter how old, to anyone who has not read them.

It was with the purpose of determining the varying "life" of several different classes of media that I made recently a study of the rate of response to keyed advertising run in their pages.

The accompanying chart shows the result of this study. It affords several interesting observations.

Note that the Sunday newspaper, which delivers as a rule half of all its inquiries by Wednesday, was more than 80 per cent through in ten days.

During the first ten days the general weeklies produced 44 per cent of their total inquiries, while the fiction weeklies turned in but 23 per cent. During the first ten days the general weeklies were working twice as fast as the fiction weeklies. But at the end of three months the fiction weeklies were still industriously delivering inquiries and had practically fallen into step with the fiction monthlies. The general and fiction monthlies, however, produced inquiries at approximately the same rate.

An interesting point is the apparent difference in speed of return between the women's magazines and the general monthly publications. The former seem to get more prompt attention from their readers, and women seem to go through their favorite magazine with greater immediate interest and to act more quickly in response to the advertising. At least the women's magazines, even though appearing monthly, produce nearly one-fifth of their inquiries in the first ten days and approximately two-thirds of their inquiry volume within thirty days. Quite possibly this intense early interest arises from the fact that nearly all the leading women's magazines are devoted in

part to fashion, thus introducing a news element that demands—and gets—swift attention.

On the other hand, the accompanying table includes figures on the fashion quarterlies which indicate that they have an unusually long "life." One month after publication they have "just begun to pull," having produced exactly one-sixth of the inquiries that eventually come under the wire. A retarding element here is the fact that they get their distribution more slowly than the monthly women's magazines. They are sold only through stores and news dealers. Apparently their sale is distributed fairly slowly over a month or two. They produce two-thirds of their returns during the second and third months after publication, and 20 per cent of their results more than three months after they appear.

It should be kept in mind that the manner of distribution is bound to have some bearing on the promptness of response. Just as a mailing under first-class postage will bring a quicker return than one under third-class, so a magazine whose circulation is largely by subscription will bring in returns somewhat more rapidly than one selling chiefly over the stands. This is simply because it reaches more of its readers on its publication date.

Now for the word of caution which must qualify every analysis of this kind.

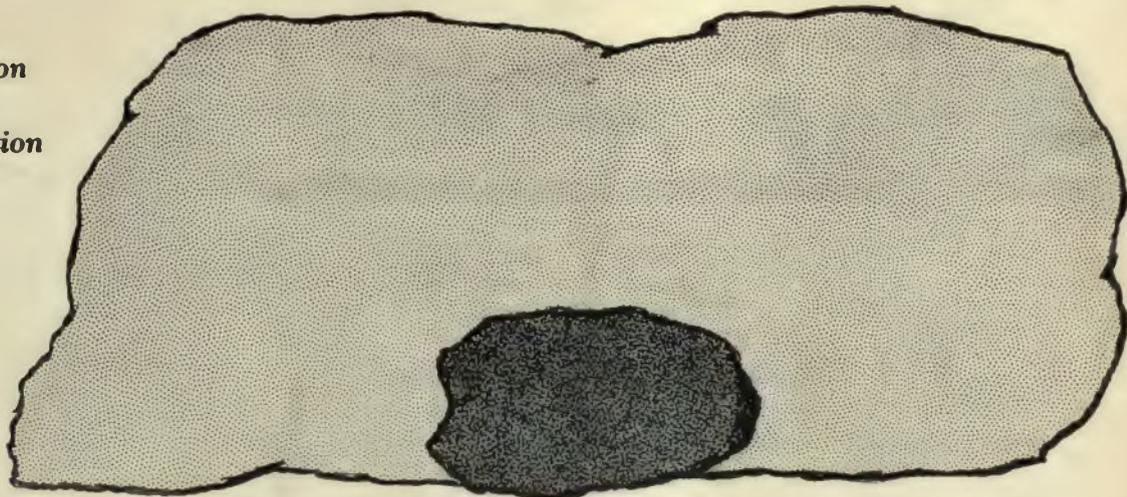
The percentages in the accompanying table have to do only with the length of the period over which each type of medium produces, and with the rate of return during that period. These figures have absolutely no bearing on the relative value of the different classes of periodicals as advertising media.

One class of publication might deliver its inquiries twice as fast as another and yet not produce half as many. Once again, on the other hand, a slow puller might not produce in a year as many inquiries as a weekly would produce in ten days. You see, sometimes the hare wins and sometimes the tortoise.

Furthermore, these figures might not work out in the same way for another advertiser. They were compiled from extensive use of all of these types of media over a long period by the International Correspondence Schools and the Woman's Institute. They might perform very differently for another advertiser, yet I believe that relatively they would run fairly true to this form.

After all the importance of such figures lies in their value in helping you

Ore Production
vs.
Metal Production



This little piece goes to market; the great big chunk stays home

More than 90 percent of the ore that is mined constitutes waste which is thrown away.

For every carload of metal sent to market nine carloads of useless ore are mined and handled and treated. At many copper mines as little as 25 pounds of copper are recovered from a single ton of ore.

Not only must ore be handled many times in the mine but it must be rehandled in the milling, the smelting and the refining operations before the last ounce of marketable metal is extracted.

With a continually growing metal market tempting them on one hand, mining men are confronted on the

other hand with the problem of a decreasing metal yield. The percentage of metal is gradually shrinking, making it necessary to mine and treat an increasing amount of ore to extract a given amount of metal.

Until nature adjusts the ratio of yield, ore must be mined and handled and treated at a lower cost per ton. At best mining is a costly undertaking, demanding each year an investment in equipment and machinery that totals 20 percent of the value of products that are mined.

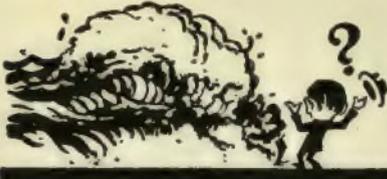
Tremendous expenditures for electrification and higher capacity machinery and more efficient equipment are already under way to solve this growing problem of the industry.

[[Machinery and equipment manufacturers are invited to study the unusual sales possibilities in this industry as related in detail in a new survey made by]]

ENGINEERING AND MINING A. B. C. JOURNAL-PRESS A. B. P.

Tenth Avenue at 36th Street, New York, N. Y.

a McGraw-Hill publication



Like a Tidal Wave

Prosperity is sweeping along the Mississippi Coast. Property values are increasing rapidly; almost daily, new projects and developments are announced. Millions of dollars are being spent on new hotels, homes, roads and other improvements.

The sixty-five mile strip of coast between Waveland and Pascagoula is fast becoming the real "Riviera of America."

Here is a lucrative field for National Advertisers. The buying power of the homes along the Mississippi Coast is greater than the average. The Daily Herald goes into 90% of these homes.

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

Advertising  Typographers

CLOISTER Bold Italic
or **Cooper Black** for
the head? A technical
question in typo-
graphy, the solution
of which decides
whether or not your
advertisement is
effective. Pittsford
knows.

Ben C. Pittsford Company
431 South Dearborn St.
Phone Harrison 7131

**This Letter Sold
\$63,393 in 10 Days!**



LET POSTAGE MAGAZINE tell you how to increase your sales and decrease your selling costs with Direct Mail, back up your salesmen and sell small towns without salesmen.

With one letter a merchant sold \$63,393.00 in 10 days; another sold \$22,896.20 in 30 days.

Send 25c today for latest issue of POSTAGE and copies of these two letters. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of selling ideas.

Postage Magazine

Dept. A-1—18 East 18th Street, New York

**Worth
Reading
Monthly**

**The
POSTER**

**307 So. Green St.
Chicago**

**30¢ a copy
\$3 yearly**

MOVING
?

Be sure to send both your old and your new address one week before date of issue with which the change is to take effect.

to forecast, as soon as possible after the appearance of an advertisement, what it will eventually produce. So should you by chance have three advertisements appear on the same day, one in a weekly news review, one in a fiction monthly, and one in a quarterly magazine, remember that at the end of a week, one will be an old man tottering to his grave, one will be in the full vigor of youth and one will be but a babe in its swaddling clothes.

Some media will work swiftly, intensely; others will work for you steadily, methodically; others leisurely through a long deliberate life.

So, in making up that list you are in exactly the same position as you were back there as a boy on the farm when you were charged with the responsibility of taking a fresh batch of kittens down to the creek. Your general objective was to restrict the increase in feline population, your means to that end was extinction by submersion of certain kittens out of that batch. And your all important vital immediate problem was to know which was which!

Atmosphere in the Foreign Office

THE foreign office of an American firm is one of the most effective means of bringing American office equipment and methods to the attention of visitors, states a writer in a recent issue of *Commerce Reports*. The keen interest of other nationals in the way Americans equip and conduct their foreign offices is proverbial. It pays, therefore, to maintain a distinctly American atmosphere in your branch office abroad.

One becomes convinced of this in noting the observations of a foreign visitor in any American branch office in central Europe, for instance. Not one thing is missed, from file cases to swivel chairs. It is more than probable that the visitor is equally anxious to learn just how business is done inside that office. If, then, your visitor enters an office decorated with the usual foreign furniture, pictures of local interest, and containing no aspect of an American branch doing business in an American way, a valuable advertisement for American office equipment is lost. Your firm may not be in the office equipment line, and it may not be particularly interested in outfitting the foreign branch office with American products, but it will unquestionably add to the prestige and attractiveness of your office if it conveys to your visitors that here is a vital place of American business operating abroad with the satisfactory materials that we use "back home."

Miss Margaret Tuttle

Formerly manager of the Condé Nast Educational Bureau, is now associated with William T. Mullally, Inc., New York advertising agency, in charge of a department dealing exclusively with schools and camps.

"Yes—but my business is different"

The club car was almost empty, so that it was natural that the two business men should fall into conversation, particularly as they were in allied industries.

Mr. Whipple (you know Whipple of the National Products Corporation, don't you?) happened to mention office equipment.

"We put our letterhead on Crane's Bond a couple of years ago. A wonderful sheet. We call it selling expense instead of charging it to the office upkeep."

Whipple shifted his cigar to the other side.

"It really is, you know," he declared, with a sidelong glance.

"Yes," said the other (a fellow by the name of Burnham), "but my business is different. We have only one end in view—economy. It is the order that counts. I agree with you that fine stationery characterizes the house with which one is doing business—"

"Right," said Whipple, jumping in, "and that's just what *your* customers say, too. Of course, it's the order that counts. All your advertising and selling and good will and fine offices and other assets, tangible and intangible, come down finally to orders. It's the same in our line—in all lines. Get that my-business-is-different stuff out of your system right now. And you might ask the man who does your letterheads about an estimate on Crane's Bond."

Then the conductor called "Indianapolis" and Whipple went out to collect his baggage. Burnham was uncomfortable. Suppose Whipple was right—

More and more business men are coming to realize that the casual impression a business makes on the outside world has a dollar-and-cents value. There are businesses whose standing is expressed by a wood pulp paper, or by a rag content paper—or by Crane's Bond, which is made of all new white rags by people who have been making fine paper for just a few months less than a century and a quarter.



Crane's Business Papers

a 3 day

bring a friend along!

college course in "breaking into the dealer's window"



**2nd
annual
Convention**

Extracts from experience on distribution and installation of sales displays.

Novel ideas and modern methods for wooing and winning the dealer's cooperation.

100 exhibits of masterpiece material.

The results of retailers—the progress of producers.

All organized, summarized, for YOU. Speakers of national note. Entertainment of exceptional excellence. Of course you're coming.

And BRING ALONG A FRIEND!

WINDOW DISPLAY Advertising Association

Edgewater Beach Hotel - Chicago

October 6, 7, 8

Wire Your Reservations Now to C. E. Johnson, 119 W. Jackson Blvd., Chicago

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

THE JOHN IGELSTROEM COMPANY
Mason, Ohio Good Salesmen Wanted

National Miller

Established 1898

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.
630 W. JACKSON BLVD., CHICAGO

CATCH THE EYE!

Live your house organs, bulletins, folders, cards, etc., with eye-grIPPING cuts—get artwork at cost of plates alone. Send 10c today for *Selling Aid* plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Aid, 808 S. Wabash Ave., Chicago

A TAYLOR THERMOMETER
ADVERTISES 24 HOURS EVERY DAY
Agents whose clients' products are in keeping with thermometer advertising recommend Taylor Outdoor or Indoor Advertising Thermometers. All year round publicity, because of universal human interest in temperature.
Write for catalog and quantity prices.

Taylor Brothers Company

CHICAGO, ILL. U.S.A. N-38
(Division of Taylor Instrument Companies)

Sales Ability in Unexpected Places

[CONTINUED FROM PAGE 42]

Successful with one firm, he will be equally successful with a competitor on a similar line of merchandise. Indeed, he rarely is. May I tell you a secret? With possibly a single exception we have never yet had a man who had previously sold paint make a success with us, and the result is that we now "roll our own." I do not mean this as in any sense a reflection on the men themselves, but most men who have had their training in sales work with one firm or who have spent years in the service of one company, find it difficult to adjust themselves to new policies, new methods, new lines, and a new personnel. In two instances, many years ago, I engaged salesmen because of their "standing and pull" with the trade and because of the business they claimed to control—but never again. I have yet to find the first salesman who can take his customers with him, notwithstanding that many honest, intelligent salesmen sincerely believe that they stand so well with their customers that the business is theirs personally instead of the firm's and can be switched from one firm to another as they may elect.

Again—and this is a very important point to keep in mind—the fact that a salesman was formerly connected with another firm in the same line of business for a term of years—even ten or a dozen—does not necessarily mean that he is all right. The very fact that he is out of a position after serving one firm so long should arouse your suspicions and make you doubly careful, because high class firms do not dismiss old employees without just cause and salesmen as a rule do not voluntarily leave concerns with whom they have been associated for years except to take better positions elsewhere. Instead, therefore, of accepting his term of service with the other firm as a guarantee of his ability and reliability, I should rather regard his leaving as warranting close investigation. The worst feature in a case of this kind is that even where dismissed for cause, as drinking, gambling or willful and repeated neglect of business the firm he was formerly with usually still think kindly of him and are anxious to help him, with the result that in answer to your inquiries about him they say all the good they can and as little of the bad as possible, hoping he has learned his lesson and will retrieve himself in the new place if given an opportunity.

Where and how, then, do I get salesmen? First of all, no matter how busy I may be or whether or not there is an opening, I give every man seeking a position a hearing. I endeavor to get a more or less complete line on his record. Then if I think he would fit into our organization I ask him to write me a letter referring to our interview



WESTVACO FOLDING ENAMEL

Exactness of reproduction is the artist's objective; a true reproduction of the artist's work is the mission of WESTVACO FOLDING ENAMEL. That it fulfills its mission is proved by an ever growing popularity.

The Mill Price List

- *Velvo Enamel*
- Marquette Enamel*
- Sterling Enamel*
- Westmont Enamel*
- Westvaco Folding Enamel*
- Pinnacle Extra Strong*
- Embossing Enamel*
- Westvaco Ideal Litha*
- Westvaco Satin White*
- Translucent*
- Westvaco Coated Post Card*
- Clear Spring Super*
- Clear Spring English Finish*
- Clear Spring Text*
- Westvaco Super*
- Westvaco N.F.*
- Westvaco Eggshell*
- Minero Bond*
- Origa Writing*
- Westvaco Mimeograph*
- Westvaco Index Bristol*
- Westvaco Post Card*



The Mill Price List

Distributors of

Westvaco Mill Brand Papers

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER CO.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

Manufactured by
West Virginia Pulp & Paper Company

and giving me complete data regarding himself, listing every firm he has been with since leaving school, the position held, the territory covered and line handled, the name of the man under whose direction he worked, his reason for leaving, and his remuneration. Such letters are filed in what is known as the "live application file" and are taken up when we need a man. In this way we have a list of prospects on hand at all times. If the applicant, after an extended interview, does not impress me favorably I tell him that we have no openings—if that is the case—or that I do not think he has just the kind of ability we require.

Then, salesmen on the outside become acquainted with our men and conceive the idea that they would like to be associated with us. Our salesmen are recruited for the most part through these two channels.

There is one other source of supply. Young men who are taken into the office as office boys or in other capacities, and young college men who are employed as service salesmen or junior salesmen. These young fellows are carefully watched and trained, and eventually, if they qualify, are given an opportunity to try their wings as regular salesmen. In the employment of these young men as much care is exercised in determining their potential sales ability as in the case of regular salesmen. For instance, in the case of office boys, we will not engage them unless they are interested in sales work and are ambitious to become salesmen. We inquire closely as to the money they earned during their school days and vacation periods and, other things being equal, the preference is given boys who have had newspaper routes and sold the *Saturday Evening Post*, for this sort of work develops responsibility and in most cases indicates an aptitude for selling.

Maas & Sonneborn, Inc.

A new export selling organization, will be located in the Fisk Building, Broadway and Fifty-Seventh St., New York City, after Sept. 1, 1925. They will act as export sales managers for a limited number of non-competitive automotive accounts.

Business Publishers International Corporation

Has been recently established by McGraw-Hill Company, Inc., and the United Publishers Corporation to meet the demand for specialized business publications in the fields of overseas trade and industry. Three publications already in existence, *Ingenieria Internacional* (McGraw-Hill), *The American Automobile (Overseas Edition)* and *El Automovil Americano* (United Publishers Corporation), form the nucleus of the new company.

H. E. Warner

Until recently Western manager of *Keith's Magazine* and *Dental Items of Interest*, has resigned his position and will move to St. Petersburg, Fla.



The telephone door

More people enter our homes and offices by telephone than in person. Through the telephone door, traveling by wire, comes a stream of people from the outside world on social and business missions. Important agreements or appointments are made, yet the callers remain but a few seconds or minutes and with a "good-bye" are gone. We go out through our telephone doors constantly to ask or give information, buy or sell things, make personal calls and on dozens of other errands.

None of the relations of life is more dependent upon co-operation and mutual consideration than these daily millions of telephone journeys. It is the telephone company's part to furnish the means of calling and to place courteous and intelligent employees at the service of the public. Good service is then assured when there is a full measure of co-operation between users.

Only by mutual care and consideration can everyone enjoy the full pleasures and benefits of calling. Telephone courtesy is for the good of all who use the telephone door.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

To
Reach

Lumber Manufacturers,
Woodworking Plants
and Building Material
Dealers use the

American Lumberman

A. B. C. Est. 1873 CHICAGO, ILL.

Copy and Layouts
Prepared for Advertisers
Agencies and Publishers
Astor Advertising Service
16 WEST 34TH STREET.
PHONE PENNSYLVANIA 0875



LUMBER is generally associated with building activity. Yet—, one of the larger users of lumber in the United States is the furniture manufacturer.

This industry is willing to pay good prices for the right kind of lumber. It not only uses Walnut, Mahogany, Oak, Maple, Birch, Gum and like woods in cabinet making—but it also consumes millions of feet of other woods for crating construction work and such items.

Advertisers in the *Furniture Manufacturer and Artisan* obtain noticeable results from their investment—enough so that they renew year after year. Sometimes they are not backward about saying nice things about this business paper.

What they say will interest you. Just ask us. We'll tell you.

The Furniture
Manufacturer & Artisan
GRAND RAPIDS, MICHIGAN
A. B. C. A. B. P.

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 telegraph.

Write or Phone

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

The Verdict Would Be "Guilty"

[CONTINUED FROM PAGE 22]

regard to the movement of the goods by the retailer. The rapid turnover fever naturally carries with it a certain degree of necessity for hand-to-mouth buying, which, logically executed, is considered good business. But this immediate delivery, last minute buying, has been so murderously overdone that the entire market is upset. All semblance of stability has been extracted—but needless to say, not painlessly. It is now necessary for the stockhouses in the garment business to carry huge stocks of garments, perishable merchandise, in order to satisfy the whims of these department store buyers, who in turn are controlled in this connection by merchandise men. The wholesaler carries the entire burden. He is between the retailer on one hand and the mill on the other. He must purchase his piece-goods reasonably in advance because fabrics cannot be made up at a moment's notice. He must make the goods into garments to meet the daily wants of the retailer. His line is a speculation at best. It is difficult to prejudice the acceptance of any style or styles which the wholesaler may create. He can operate only on a general assumption that a certain style trend will be good for a season about to come. This might be remedied if the department stores, the buyers of merchandise in large quantities, would give the wholesalers three or four or five weeks in which to make up their orders, thus permitting the manufacturers to budget their purchases of raw materials on at least a monthly basis.

PRODUCTION could thereby be paged with a greater degree of certainty, and there would be much less of the element of speculation in stocks of made up goods, and naturally a great deal less distress merchandise resulting from wrongly guessing what the retailer might want. As a consequence there would be much less waste and a reduction of overhead which would be passed on to the retailer and the consumer in the shape of lower prices. Someone has to pay for waste: usually it is the consumer.

The question of graft and bribery, referred to in your Count No. 5, is pertinent. It is a matter of grave consequence, a deterrent to decent business operation and a profit loss to those manufacturers who prefer to do business strictly upon the merit of their merchandise. It is an admitted fact in the garment manufacturing industry that wholesalers and their salesmen spend little time with their fam-

ilies, and that the time they would otherwise enjoy at home is usually given to some buyer or buyers at the lively restaurants and the theaters. Stories of downright graft can be picked up at random.

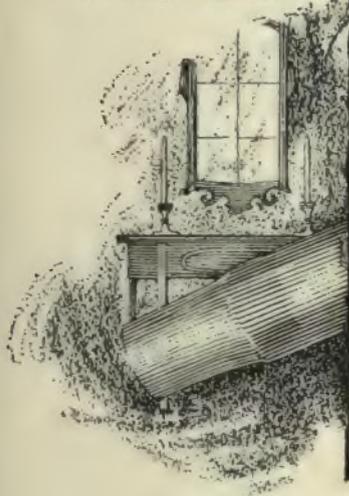
Gifts to influence business are handed out galore. In many cases the manufacturer is to blame for these practices, but in more instances it is a known fact that if the gifts are not forthcoming business will ebb from the "thoughtless" wholesaler and flow to the wholesaler with the more generous and liberal hand.

I WOULD like to mention in this expression from me that there is gradually seeping into the minds of the department store heads a serious consideration of some of the problems which you discussed in your article and which I have touched upon. Not only are they looking into the question of their relationship with the wholesalers with whom their stores are doing business, but they are looking within their own organizations for the germ which is actually stigmatizing them in the business world and actually defecting business into other channels.

I had occasion in June to address a convention of the Texas Retail Dry Goods Association in San Antonio. The officers of the Texas association assigned to me the subject, "A Better Understanding of the Other Fellow's Problems," leading up to the development of a closer and more cooperative relationship between the retailer and the manufacturer based upon a knowledge of what the other has to contend with. The spirit of open-mindedness on the part of the Texas department store officials was a delight to perceive, and I am sure, from responses which I have had from all over the country from retailers and retail associations that the thought is being taken up by others in a serious way. There is a desire to cooperate.

When this has been accomplished, I am sure that the practices of many of the department store buyers will be subjected to a house-cleaning. I honestly feel that within the next five years changes will take place in department store operation which will make doing business with these concerns more desirable from every standpoint. I believe it is incumbent upon our wholesalers' and retailers' associations, our business papers, and our leading merchants, to show the way toward a higher ethical plane of business relationship which will permeate through the buying staffs of our big stores.

**Cantine's
ASHOKAN
COATED PAPER**



Mr. James Brennan, of the Will & Baumer Candle Co., and the Mason Printing Corporation, both of Syracuse, N. Y., were joint winners of the Martin Cantine Prize-Honor Contest for June. Note the remarkable detail in this reproduction. Printed on Cantine's Ashokan. \$200.00 prizes awarded monthly. Enter samples of your next job on Cantine's papers.

THE cost of coated paper in any printed job is inconsequential in comparison to that of illustration, printing, labor and postage. For each dollar spent for quality in these elements you can get Cantine's Coated Paper for but a fraction of a cent more. Its effectiveness lends an added intrinsic value to every other dollar you spend. Put your next job on Cantine's Coated Papers.

Let us send you a sample book together with the name of a nearby jobber. Address The Martin Cantine Company, Saugerties, N. Y., Dept. 178. Manufacturers of fine coated papers exclusively since 1888.

Cantine's

**COATED
PAPERS**

CANFOLD
SUPERIOR FOLDING
AND PRINTING QUALITY

ASHOKAN
NO. 1 ENAMEL BOOK

ESOPUS
REGULAR
NO. 2 ENAMEL BOOK

VELVETONE
SEMI-DULL - Easy to Print

LITHO C.I.S
COATED ONE SIDE

DOES a paper continue to carry more than double the paid lineage of the next journal in its field unless it's a pretty good advertising medium? We are talking about Oral Hygiene for reaching dentists



PITTSBURGH, PA.

CHICAGO: W. B. CONANT, Peoples Gas Bldg., Harrison 8448.

NEW YORK: STUART M. STANLEY, 53 Park Place, Barclay 8547.

ST. LOUIS: A. D. MCKINNEY, Syndicate Trust Bldg., Olive 43.

LOS ANGELES: E. G. LENZNER, 922 Chapman Bldg., Vandike 5238.

In
SOUTH BEND
It's the
NEWS-TIMES

Our local advertising rates are 10% higher than the second paper.

We lead in local advertising.

Member of A.B.C.

Represented by

Lorenzen & Thompson, Inc.
New York

Chicago

San Francisco

In Sharper Focus

C. H. Stoddart

A MOST remarkable celebration will be held in Chicago September 21—the dinner to be given to C. H. Stoddart, marking the fiftieth anniversary of his entrance into the advertising profession.

Charles Henry Stoddart—better known to all the advertising profession as “C. H.” or “Charlie”—was born in the Catskills at Delhi, N. Y., and went to New York City in 1873. In September, 1875, he became advertising representative of the *Sunday*



School Times and *Baptist Teacher*, two of the leading religious publications. After two or three years, he gave these up and took over the representation of some mail order papers, or, as they were then known, “chromo publications.” Later he conducted an advertising agency in New York, placing the account of the Biglow & Main, publishers of the Moody and Sankey Gospel Hymns, and also the early advertising of Warner Brothers corsets.

In 1882, Mr. Stoddart became associated with Frank A. Munsey, at the inception of *The Argosy*. He has been with the Munsey Company continuously since, and has seen the advertising business develop from the stage when an advertising representative was looked upon with just as much favor as the peddler or beggar is today.

Mr. Stoddart has been prominent and active in all advertising organizations—the Advertising Council of the Association of Commerce, the A. A. C. of W., the National Advertising Golfer's Association, the Agate Club, the Atlas Club, and for twenty years vice-president of the Off-the-Street Club, the Chicago charity supported by the advertising interests.

Fifty years is a long time to look back upon, but Mr. Stoddart can do so with great pride and pleasure. He can view fifty years of accomplishments and firm friendships. At the

halfway point—twenty-five years ago—his friends gave him a dinner at which there were 127 present. The dinner celebrating his “golden anniversary” will surpass anything of its kind in the history of the advertising business.

L. A. McQueen By Himself

I WAS born in Wisconsin (which by the way does not mean that I am a red) and after finishing a four-year course in Agricultural Chemistry at the State University there, I entered the employ of the B. F. Goodrich Rubber Company as a “Better Letters Expert.”

In 1922 I was made Advertising Manager and still hold down this position, which is ample proof that a course in chemistry qualifies one eminently for an advertising position.

You can see from the picture that my “orange grove” in Akron (laugh you sons of Sunkist) is my chief hobby. My five-year-old daughter is probably the most important thing in my life (providing Friend Wife doesn't read



this), and my greatest ambition is to be a wonderful orator like all the other advertising men I know.

My outstanding weakness is falling asleep during solicitations.

Nothing clever or original about me. I have done some writing on the subject of Better Letters, Advertising and the Relation of Intercommunicating Oscillographs to Mah Jong.

I am a Deacon in one of Akron's leading churches, play bridge for money and drink coffee.

The turning point in my life was on New Year's day of this year, when I resolved to stop asking for color pages at black and white rates.



WE TAKE PLEASURE IN ANNOUNC-
ING THE ADDITION OF TOD'D
BARTON TO THE EASTERN
SALES STAFF OF ADVERTISING
AND SELLING FORTNIGHTLY.

THE BOOK-CADILLAC HOTEL — DETROIT



Unlimited Luxury at Limited Cost

1200 Rooms with Bath \$4 and up
475 Rooms at \$4 and \$5 Sample Rooms, \$5 and \$8

Guests of the Book-Cadillac pay no premium for the superlative comforts and service they enjoy at Detroit's finest hotel.

Exceptional facilities both in number of guest rooms and in the wide variety of restaurants allow an unusual combination of quality and low price.

Special Luncheon Served Daily in English Grill and Blue Room \$1.25

Dinner De Luxe in Blue Room and English Grill \$2 (Except Sunday)

Venetian Room à la Carte

The

Book-Cadillac

HOTEL COMPANY - DETROIT

ROY CARRUTHERS, President

WASHINGTON BOULEVARD AT MICHIGAN AVENUE

Addressed to the Newspaper Advertiser

OF great value to the writer, artist or user of newspaper advertising, and extremely interesting even to the advertising layman is the new volume issued by the Bureau of Advertising, entitled "The Progress of Newspaper Advertising." Inspired by the praise and general comment excited by their 1924 publication, "The Right Way to Use Newspaper Space," the bureau offers this latest contribution as a further chapter devoted to the improvement in appearance and effectiveness of the advertising sections of the daily papers.

Chapters deal with such imminent subjects as the applied effectiveness of



Certainly, anyone can buy fine ginger and pure sugar and sparkling crystals of fruit juices. And, there's quite a lot of good, pure water in the world that doesn't belong to us. Anyone can get that, too! But let this thought sink in: Nobody can put these things together in the Clicquot Club way—nobody but Clicquot Club. It's an art, for the full-pint bottles of Clicquot Club Ginger Ale (Regular or Pale Dry) contain a priceless ingredient that can't be bought—forty years of knowing how to make good drinks. Regular Clicquot Club is full of zest and vigor. Pale Dry Clicquot Club is extremely mild and subtle. Believe us—it's a gift! The Clicquot Club Company, Millis, Massachusetts, U. S. A.

different sizes and types of insertions, taste trends, simplicity and "printability," practical technique for portraits, the drawing of buildings, what travel advertising can teach the manufacturer, timeliness, etc. Each discussion is illustrated by actual advertisements which have appeared at one time or another, and an effort is made to point out the wrong method of procedure as well as the right. Thus, while we are treated to the usual number of shining examples (all very well chosen, by the way), we are also given something with which to contrast them.

Of particular interest are the chapters on "printability" and practical portrait technique, two subjects which are all too frequently neglected or taken for granted if we are to judge by examples which come to hand almost every day of the year. These chapters may be said to typify the principle of the whole volume: Simple application of good sense to the problems of what gives promise of becoming in time something of an art in itself.

Free Mailing Lists
Will help you increase sales
Send for FREE catalog giving counts
and prices on thousands of classified
names of your best prospective customers—
National, State and Local—Individuals,
Professions, Business Concerns.
99% Guaranteed
by refund of 5¢ each

ROSS-Gould Co. 377 N. 10th St. St. Louis

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

BOOKBINDING MAGAZINE

reaches 5000 Binderies
18 W. 34TH ST. NEW YORK

IN VIENNA the Best Known Advertising Representative

with several offices thruout the territory,
is willing to take the general representation
for daily and trade papers, etc., in
German Austria.

Robert Wurz Wien VI, Barnabiltengasse 4,
DEUTSCH OESTERREICH



A group of textile men

Who Are the Best Judges of an Industrial Paper?

WHAT publication is the best advertising medium in any particular industrial field? Who are the best judges?

Are the—

Executives in the Industry?

Some claim they are. These men know the industry and its needs. They also know what periodical is best meeting these needs.

Or should the credit be given to the—

Advertisers to the Industry?

Certainly it must be admitted that the men who advertise to the executives of an industry are in a strategic position to pass judgment on the relative worth of the periodicals serving that industry. They have had an opportunity to test **RESULTS**.

Regardless of which group has the stronger claim it cannot be denied that the very best judges are those who are in both groups—those who are both executives *in* the industry and advertisers *to* the industry.

This rare combination exists in the textile industry. Spinners of cotton yarn own and control huge mills. They sell their product to Weavers and Knitters who own and control other huge mills. The spinners use advertising. Where do they place it?

Cotton yarn mills operating 6,201,674 spindles, or 62% of the total number of all sale

cotton yarn spindles in the country advertise in Textile World either directly or through their sales agents. Woolen, worsted and silk yarn mills also use its advertising pages in about the same proportion. The majority of those not advertising have their entire product regularly contracted for by a few large customers.

The overwhelming choice of the yarn manufacturers in the selection of Textile World (in which they use twice the number of pages that they use in the next four papers combined) is expert testimony from the most competent judges.

Additional facts about the textile industry and Textile World are given in "How to Sell Textile Mills." If you haven't already received a copy, you are welcome to one.



Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

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

"There is much talk," said the architect, "among the architectural journals as to which is the *best*." Amid a chaos of claims, however, I notice one solid incontrovertible **FACT**—The Architectural Record has by far the largest number of architect subscribers. Rather significant, don't you think?

Ask us for the latest statistics on building activity—and for data on the circulation and service of The Architectural Record.

(Net Paid 6 months ending June, 1925—11660)

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

Member A. B. C.

Member A. B. P., Inc.

"No man's judgment is better than his information, and no manager is entitled to exercise his judgment—affecting as it does, the interest of his entire organization, until he has before him the facts necessary before proceeding toward the planning and execution of the program for which he is responsible."

—Fowler Manning, Director of Sales, The Hoover Company.

The Famous Bourse Fact-Getting Organization

After 17 years of experience The Business Bourse is America's leading business fact-finding machinery and service, headed by J. George Frederick. Note these superb facilities:

- 220 local, resident investigators, from coast to coast, to get questionnaire answers from dealers, jobbers, housewives, auto owners; at low cost per questionnaire. (Write for samples and prices.)
- 389 industries now covered; 60 to 150 typewritten page up-to-date reports available at \$150.00 each; detailed fact and figure on merchandising situation.
- 120 special researches available at low cost, on general merchandising problems, such as price maintenance, house-to-house selling method, selling direct to retailers, sales finance, etc.
- superb facilities for confidential, individual researches, and counsel by J. George Frederick, for 20 years one of the country's best known merchandising and sales specialists.
- the largest business data files available today.

The Business Bourse

15 West 37th Street, New York City

Foreign Language Campaigns

[CONTINUED FROM PAGE 36]

Mrs. Cohen will refuse a box of Babbitt's Cleanser unless it has a "Kosher" label. It certainly requires an elastic imagination to see what can be Kosher or Unkosher about a scouring powder!

Mrs. Konta, an ardent believer in Communism, just dotes on red pepper, the favorite condiment of her native land. But woe unto the grocer who attempts to sell her this spice packed in a box bearing the Royal Hungarian Coat of Arms.

It is a pity that so many advertisers who are successful in the English language newspapers suddenly seem to become bereft of all ordinary business judgment when they enter the uncharted sea of foreign language field. When you consider that there are sections on the East Side of New York containing 327,000 souls to the square mile, and that the population per mile for the United States as a whole is only 35 per square mile, there is a market here worth cultivating. If the remainder of the city should be as densely populated as this East Side district, New York would contain almost as many persons as there are in the United States. The World Almanac shows that only 2 per cent of the residents of this district are native born of native parents. Talk about going overseas to conquer alien trade! Here is a market, right under our nose, that is entirely out of proportion to accepted and prevailing ideas, and is just as much of a prize worthy of capture as any faraway market across the ocean to which only distance lends enchantment.

John P. Ahrens, Jr.

For the past two years with the Western office of the *Cosmopolitan Magazine* and prior to that time Western manager of *The American Boy*, has been appointed Western advertising manager of *The American Legion Weekly* with headquarters in Chicago.

Lawrence-Emerson Agency

Is the new name of L. D. Cram and associates, Muskegon, Mich., advertising agency, which has been taken over by Lawrence Dornbos and Emerson Bouwens.

Calkins & Holden, Inc.

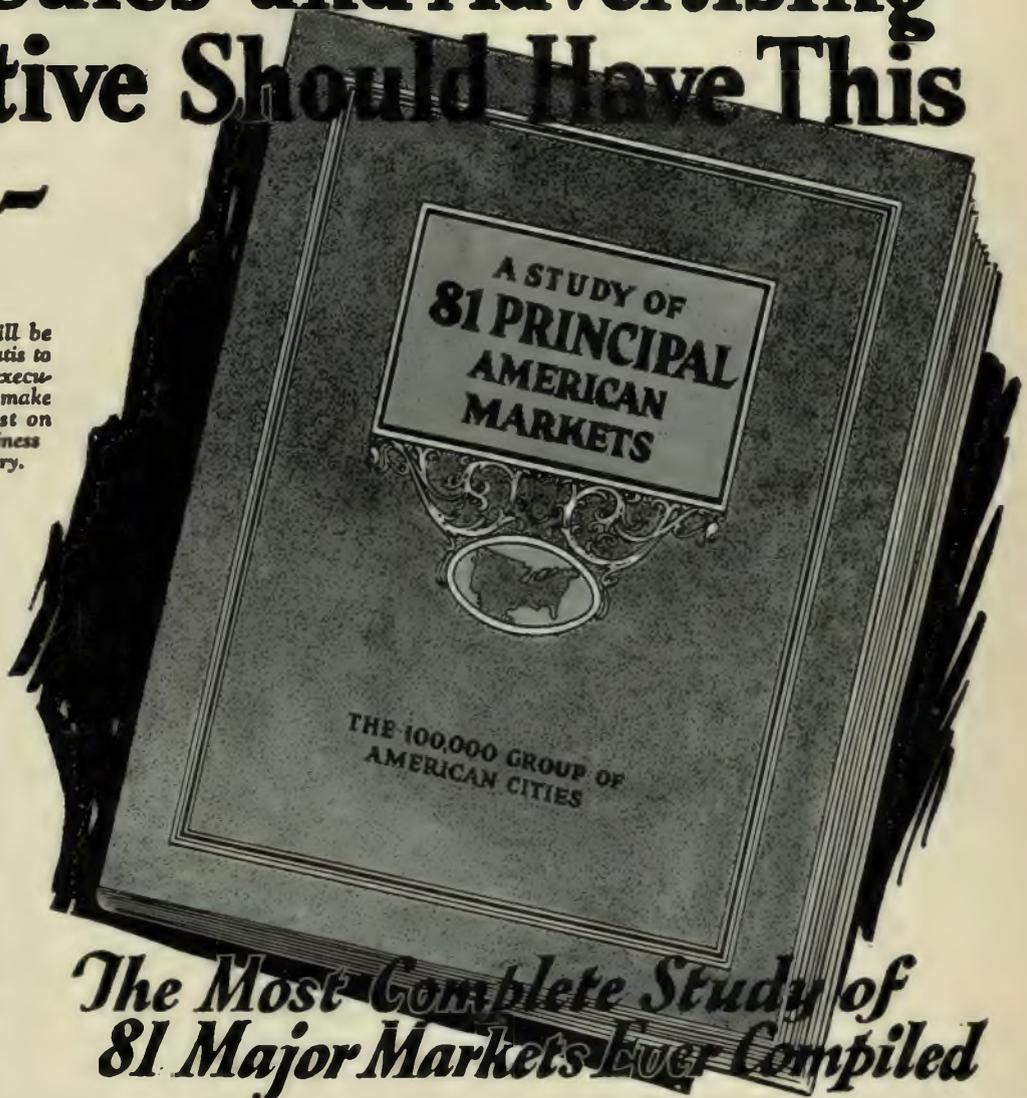
New York, will direct advertising for the Murphy Varnish Company, Newark, N. J.

Forrest U. Webster

Formerly of the advertising department of the Standard Oil Company of Indiana and previous to that vice-president of Irvin F. Paschall, Inc., Chicago advertising agency, has been appointed advertising manager of The Cutler-Hammer Manufacturing Company, Milwaukee, Wis., manufacturers of electric control devices.

Every Sales and Advertising Executive Should Have This Book -

A copy will be mailed gratis to business executives who make the request on their business stationery.



The Most Complete Study of 81 Major Markets Ever Compiled

America's 81 Principal Markets

- 1. Akron, O.
- 2. Albany, N. Y.
- 3. Atlanta, Ga.
- 4. Baltimore, Md.
- 5. Birmingham, Ala.
- 6. Boston, Mass.
- 7. Bridgeport, Conn.
- 8. Brooklyn, N. Y.
- 9. Buffalo, N. Y.
- 10. Canton, O.
- 11. Chicago, Ill.
- 12. Cincinnati, O.
- 13. Cleveland, O.
- 14. Columbus, Oh.
- 15. Dallas, Tex.
- 16. Dayton, O.
- 17. Denver, Colo.
- 18. Des Moines, Ia.
- 19. Detroit, Mich.
- 20. Duhrst, Miss.
- 21. El Paso, Tex.
- 22. Erie, Pa.
- 23. Fall River, Mass.
- 24. Flint, Mich.
- 25. Fort Worth, Tex.
- 26. Grand Rapids, Mich.
- 27. Hartford, Conn.
- 28. Houston, Tex.
- 29. Indianapolis, Ind.
- 30. Jacksonville, Fla.
- 31. Jersey City, N. J.
- 32. Kansas City, Mo.
- 33. Knoxville, Tenn.
- 34. Los Angeles, Cal.
- 35. Louisville, Ky.
- 36. Lowell, Mass.
- 37. Lynn, Mass.
- 38. Memphis, Tenn.
- 39. Milwaukee, Wis.
- 40. Minneapolis, Minn.
- 41. Newark, N. J.
- 42. New Bedford, Mass.
- 43. New Haven, Conn.
- 44. New Orleans, La.
- 45. New York, N. Y.
- 46. Norfolk, Va.
- 47. Oakland, Cal.
- 48. Oklahoma City, Okla.
- 49. Omaha, Neb.
- 50. Paterson, N. J.
- 51. Peoria, Ill.
- 52. Philadelphia, Pa.
- 53. Pittsburgh, Pa.
- 54. Portland, Ore.
- 55. Providence, R. I.
- 56. Reading, Pa.
- 57. Richmond, Va.
- 58. Rochester, N. Y.
- 59. Salt Lake City, Utah.
- 60. San Antonio, Tex.
- 61. San Francisco, Cal.
- 62. Savannah, Ga.
- 63. Schenectady, N. Y.
- 64. St. Louis, Mo.
- 65. Seattle, Wash.
- 66. Spokane, Wash.
- 67. Springfield, Mass.
- 68. St. Paul, Minn.
- 69. Syracuse, N. Y.
- 70. Tacoma, Wash.
- 71. Toledo, O.
- 72. Troy, N. Y.
- 73. Tulsa, Okla.
- 74. Utica, N. Y.
- 75. Washington, D. C.
- 76. Waterbury, Conn.
- 77. Wilmington, Del.
- 78. Worcester, Mass.
- 79. Youngstown, O.

In this important new book markets are no longer a matter of vague speculation. They have passed from the phantom to the tangible through the first successful assembly of all important characteristics that have a bearing upon the economical distribution and wide consumption of advertised products.

In its 352 pages of authoritative information about the 81 principal American markets this book reveals and reviews in detail the merchandising possibilities among a population of over 59,000,000 people, or more than half of the population of the United States.

The result is that manufacturers, sales and advertising executives are now able to deal with these great markets in terms of facts as they have never known them before. They can learn at a glance, for all or part of the 81 principal markets (all markets are analyzed and tabulated alike) the population, numbers of families, dwellings, male and female buyers over 15 years of age, automobile registrations and

the numbers of wholesalers and retailers, is 25 lines of business in every town of 1,000 population or more in each market.

This book is an authority. Under the supervision of the Director of the Bureau of the Census at Washington a new and special population analysis has produced the population characteristics that are used. These figures bring all population statistics up to January 1, 1925, in accordance with the manner in which they are computed by the Bureau of the Census. This analysis includes nearly 3,000 cities and towns.

The characteristics of wholesale and retail distribution and automobile registrations for all 81 Markets have been compiled by R. L. Polk & Co., statistical experts and publishers of over 500 city directories.

A copy of this free and valuable book should be in the desk of every sales and advertising executive and will be mailed to those who make the request on their business stationery.

Write today to

THE 100,000 GROUP of AMERICAN CITIES

15 North Wells St., Chicago, Ill.

- Albany, O. Business Journal
- Albany, N. Y. The Knickerbocker Press and The Albany Evening News
- Albany, Ga. Journal
- Baltimore, Md. Sun
- Boston, Mass. Globe
- Canton, O. Repository
- Chicago, Ill. Daily News
- Cincinnati, O. Times-Star
- Cleveland, O. News
- Columbus, O. Dispatch
- Dallas, Tex. Times-Herald
- Dayton, O. News
- Des Moines, Ia. Register & Tribune-News
- Detroit, Mich. News
- El Paso, Texas Herald
- Erie, Pa. Dispatch-Herald
- Flint, Mich. Journal
- Grand Rapids, Mich. Press
- Houston, Tex. Chronicle
- Indianapolis, Ind. News
- Kansas City, Kan. Kansas
- Kansas City, Mo. Star
- Los Angeles, Cal. Times
- Lynn, Mass. Item
- Memphis, Tenn. Commercial Appeal
- Milwaukee, Wis. Journal
- Minneapolis, Minn. Journal
- Nashville, Tenn. Banner
- New Haven, Conn. Register
- New Orleans, La. Times-Picayune
- New York, N. Y. Times
- Oakland, Cal. Tribune
- Oklahoma City, Okla. The Daily
- Oklahoma and Oklahoma City Times
- Omaha, Neb. World-Herald
- Paterson, N. J. Press-Observer and Sunday Chronicle
- Peoria, Ill. Journal-Tribune
- Philadelphia, Pa. Bulletin
- Portland, Ore. Oregonian
- Providence, R. I. Journal-Bulletin
- Richmond, Va. News-Leader
- Rochester, N. Y. Times-Union
- Salt Lake City, Utah. Tribune
- San Antonio, Tex. Express and News
- San Francisco, Cal. Chronicle
- Schenectady, N. Y. Gazette
- Scranton, Pa. Times
- Seattle, Wash. Times
- Spokane, Wash. Spokesman-Bulletin and Chronicle
- St. Louis, Mo. Post-Dispatch
- St. Paul, Minn. Dispatch & Pioneer Press
- Syracuse, N. Y. Herald
- Tulsa, Okla. Stead
- Troy, N. Y. Record
- Tulsa, Okla. Tribune
- Utica, N. Y. Observer-Dispatch
- Washington, D. C. Star
- Waterbury, Conn. Republican and American
- Wilmington, Del. Journal & News
- Worcester, Mass. Telegram-Globe
- Youngstown, O. Vindicator

Orders

THE most exciting part of the comedy or melodrama (as the case may be) of business is the desecration of the well-known dotted line. The order is the fruit of business' being. For it we strive and by it we are nurtured. Then, when we talk of orders, we are talking turkey, as the saying has it.

To be awarded an order you must:

1. Find out who the people are who can be sold. (Your market.)
2. Induce them to buy.

Not a hard task if your product is in demand and you have leeway enough in sales expense. But with most lines there is plenty of competition, as to both quality and price. So, in the selling effort, economy must be reckoned with.

The magazines are useful in the economical promotion of sales. They reach all or the bulk of the people to whom your goods can be sold, at a very low cost to you. They provide the receptive attention and credulous interest of these people by their informative and educational editorial contents.

In the power-plant and industrial fields, especially where an amount of engineering is required in connection with a sale, mail-orders from magazine advertising are not normally expected. Yet, mail-orders are actually encountered from time to time.

In the preceding ad of this series, I mentioned inquiries as a guide to estimating the value of a magazine. If the inquiries are properly analyzed, this is quite all right. But, as has been pointed out, inquiries are subject to wide variations. One magazine might produce a hundred fine appearing inquiries and no sales. Another magazine might produce only 25 inquiries and ten sales.

Give us the latter magazine every time.

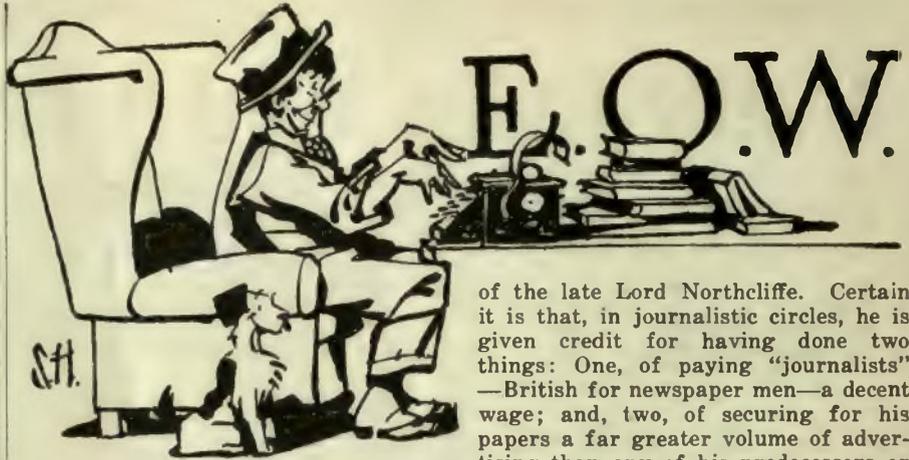
While inquiries are a guide, actual orders are the last word.

A. R. Maujer.

for

INDUSTRIAL POWER
440 So. Dearborn St.
Chicago, Ill.

Many cases are on record where INDUSTRIAL POWER has produced mail-orders for its advertisers. It might do the same for you. How about discussing the probabilities with us?



London

The Best Feature of British Newspapers

By far the best feature of British newspapers is the editorial page. It is, as a rule, as much better than the editorial page of an equally important American daily as the news columns of our newspapers are better than the news columns of British papers.

Take the morning's *Times*—the *London Times*, I mean—as a case in point. The leading editorial is headed "A Communist Catechism." The other editorials are: "France and Mosul," "The Irish Doctors" and "Sand Castles."

All four are literary gems—extraordinarily well conceived, extraordinarily well written. Though, doubtless, the product of four different minds, all four editorials have certain attributes in common—sanity, fair-mindedness, logic, imagination and a very evident desire to tell the truth.

Living Costs in Europe

A California woman who has been in Europe for seven months tells me that in Italy and the south of France living costs, from the tourist's standpoint, are very low—"real cheap" are her words. In Austria they are a trifle higher—just enough to be noticeable. In Germany and Switzerland they are considerably higher—yet not unreasonable. In Paris and the north of France they are high. It costs as much—or nearly as much—to live in England as in America; and in Scotland it costs more.

In other words, the further north you go the more you have to pay for food and lodging—and if my experience is a guide, the less you get, no matter what you pay for it.

A Simple Formula

Employ capable men—men who write "interesting stuff." Do that and you will build circulation. Build circulation and you will get advertising. Get advertising and you will have money with which to employ more men who are capable. Thus will you get more circulation and more advertising.

That seems to have been the policy

of the late Lord Northcliffe. Certain it is that, in journalistic circles, he is given credit for having done two things: One, of paying "journalists"—British for newspaper men—a decent wage; and, two, of securing for his papers a far greater volume of advertising than any of his predecessors or rivals had secured.

"What a City to Sack!"

Shortly after the Battle of Waterloo, Marshall Blucher came to London and was received there with very great honor. The story goes that as the old Prussian rode through the streets of London, he made the remark which heads this paragraph.

His statement comes to my mind every time I stroll through certain portions of London, for, as far as my knowledge goes, no other city compares with London, either in number of stores or variety of stocks they offer.

In the shopping districts, which are dominated by such stores as Selfridge's, Harrod's, Whiteley's and Barker's, are any number of smaller stores whose shelves are laden with articles of utility or beauty—articles which have been brought to England from every part of the globe; and which, I have no doubt, have given pleasure and comfort to many a London home. These stores, you understand, are really "second-hand" stores. But their proprietors prefer to be known as "dealers in antiques."

Of the Clan Fraser

We in America have little conception of the loss in man-power which Great Britain suffered during the war.

A few days ago I was in a little city in Scotland whose population is about 22,000. Inscribed on the city's war memorial were the names of 717 men "who died that Freedom might live." Fifty-seven of them were Frasers!

Fore!

Here is a golf-story I heard a day or two ago:

Somewhat later in life than is usually the case, a Scot took up golf. He played unceasingly. All of a sudden, he quit the game. Weeks passed. Never a club did Sandy swing. A friend stopped him one day and asked him if he had given up golf.

"Aye!" said Sandy.

"Do you no' like it?"

"Aye!"

"Then why gi'e it up?"

"Have ye no' heeard?" asked Sandy.

"I lost ma ba'!"

JAMOC.

If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

**The Human Side
of a
Great Business
Publication**

Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.

This is the element that molds opinion, creates good will and makes or mars its success.



Charles Downes, Pacific Coast Editor



CHARLIE DOWNES is well known to HARDWARE AGE readers as a keen student of merchandising, a news and market editor on whose judgment they can safely depend. They know him through his writings, his attendance at their conventions and his visits to their stores. Charlie Downes joined the HARDWARE AGE Editorial Staff at the close of the War. He brought with him an unusual ability to write, developed by five years' newspaper experience, boundless enthusiasm, unlimited energy and a sincere desire to do something worth while.

Possessed of a keenly analytical mind, he immediately applied himself to an intensive study of hardware merchandising. For seven years he traveled over a large part of the East, South and Middle West seeking practical sales ideas, store arrangement and

display methods, which he presented to HARDWARE AGE readers in his own attractive, interesting and breezy way.

His ability to grasp quickly the essential points of a subject made him a welcome editorial representative at trade conventions. It also fitted him admirably to analyze market conditions and give his readers those market facts so necessary to the successful handling of a hardware business.

Today he is personally carrying to Pacific Coast merchants the ideas and methods of the East and Middle West. In return he is gathering new ideas to pass on to the trade.

Charlie Downes holds a recognized place among the thinkers, writers and merchandisers who are maintaining the prestige of HARDWARE AGE as the merchandising, news and market authority of the hardware field.

"The Most Influential Hardware Paper"

Hardware Age
A. B. C.  A. B. R.
239 West 39th Street New York City

Press-Tested Electrotypes

The Test Proof Tells

It's no longer necessary for you to hope your plates will print.

With the Reilly Test Proof you know it.

The Test Proof Tells

REILLY Electrotype Co.

**209 West 38th Street, New York
TELEPHONE FITZROY 0840**

"The Terewth"

[CONTINUED FROM PAGE 38]

provincial and Early Victorian preference for my own. And I am afraid I have never noticed the exact degree of sweetness even in that; not being in the habit of eating my tooth brush. So I am willing to accept this truth on the authority of others of a more varied and voracious experience. The next is the comparatively mild revelation that the wearing of woolen underclothing of a certain sort is essentially characteristic of men of action. I note down this truth also and proceed to the next, which says that while there are doubtless other cigarettes in the world, yet all cigarette smokers have been unconsciously waiting for something different, something better, which is now offered to them.

THIS is an example of the discovery of truth, not in the future, but in the subconsciousness. It is not everybody, even among psycho-analysts, who knows what everybody else is unconsciously waiting for. The next says that everybody (presumably including myself) is saying that the best whiskey is one of which I am quite unconscious of having even heard the name. The next one says that another cigarette is unique and resembles the voice of the singer after which it is named. On the page opposite Robert Louis Stevenson is represented as paying a compliment to another whiskey. This truth is of a third order; the psychic rather than the psychological. Stevenson is represented as saying it in the capacity of a ghost risen from the dead, to repair the omission by which he neglected to say anything of the sort when he was alive. On the next page I learn that faith, imagination and courage are the qualities that have placed a particular pattern of safe in the foremost position. This is accompanied by a picture of Napoleon surrounded by the smoke of an artillery battle; to indicate the sort of scenes that the business gentlemen in question have passed through before the safe became really safe. Then we come to a remarkable motor car which is superior in every way to much more expensive cars, but which is charitably sold for a very much lower price. Finally there are the advertisements of various medicinal salts. Each of them is admittedly better than the others. All of them produce results which are considered wild and impossible when they are promised by social revolutions or great religions; by Utopia or the New Jerusalem. The great Utopian word "perfect" is deliberately used and emphasized. One salt "keeps mind and body attuned and in perfect condition." Another provides "the joy of life arising from the possession of perfect health and high spirits." And with that we actually come to the end of the first part of the paper, which consists of advertisements, and come upon the curious survival of cer-

TESTIMONIALS

Orders, checks, maps, reports, blueprints, etc. PHOTOSTAT prints are convincing photographic facsimiles—produced without plates.

Send for Samples.
Best prices—Quickest service.

Commerce Photo Print Corporation
80 Maiden Lane New York City

Bakers Weekly A.B.C. - A.E.P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

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.

The Only Denne in Canadian Advertising

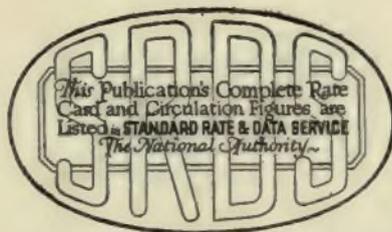
We render a complete and intelligent Advertising and Marketing Service for manufacturers who desire maximum results from their efforts in Canada. Correspondence invited.

A-J-DENNE G. Company Ltd.
Reford Bldg. TORONTO.

“Within the past few days, I have completed quite a job—requiring almost constant use of **STANDARD RATE AND DATA SERVICE**. After doing this, I cannot help but write you a few lines to express my appreciation of your Service.

*D. J. Crimmins, Contract Manager,
Harry C. Michaels Company,
An Advertising Agency
New York City.*

ASDA



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in **STANDARD RATE & DATA SERVICE**.

ASDA

STANDARD RATE & DATA SERVICE

536 LAKE SHORE DRIVE
CHICAGO

New York

San Francisco

London

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tain other sheets of merely literary interest, which are still wedged into the middle of it. There is another thick magazine of advertisements at the end, doubtless full of other truths for which we have all been unconsciously waiting. But it seems unnecessary to wade through them in order to prove once more what we all know already. I have taken a perfectly fair sample of the actual successive items of perfectly respectable advertisements in a perfectly respectable paper. I have not quoted any of the exceptionally bad advertisements which appear in other papers; the swindling advertisements that offer to teach what obviously cannot be taught; the quack advertisements that offer to cure what cannot in any such fashion be cured; the medical discoveries that heal contrary diseases with the same drug; the certain road to success opened by pioneers who have failed in everything else; the sex advertisements that are full of obscenity and perversion; the journalistic scares that are alive with panic and treason. I have taken ordinary advertisement at its best; and I leave it to anybody's common sense. As a lie it is a lark. Nay, as a lie it is a legitimate lark. Some sort of humour and humanity might be got out of these things considered as tall stories like Baron Munchausen's. But if those who tell them tell us that they are true, what are we to say of their "ideal" of truth?

THE only defence of these statements, of course, is that nobody believes them. In other words, the only real defence of those thus professing to tell the truth is that we have all got used to their telling lies. But if it is a bad intellectual vice to get used to telling lies, it is a worse intellectual vice to get used to telling lies and to bragging about telling the truth. That sort of thing weakens the mind in a worse fashion. These lies may become harmless by becoming meaningless; but only when all human language and human judgment have become meaningless with them. When men really think it natural and normal to say that men of action are to be judged by their underclothing, they have lost the use of human speech. When people have reached the point of gushing over a sweet tooth brush or describing a mild aperient as perfect happiness, they are paralyzing in themselves the noble power of praise.

It would be far better for the souls of such people to be cynical about advertisement than to be idealistic about advertisement. There is no necessity to be either; for advertisement in itself, as I have said, is not a sin or even a scandal. Nor is it the fault of individual advertisers if it is a nuisance. It is our fault, for tolerating the rule of mere money, so that it can paint the world with its own vulgar pattern. We have none of us any right to play the Pharisee to these people; but we are entitled to draw the line when they play the Pharisee to us.

Winter and a Coal Strike

[CONTINUED FROM PAGE 25]

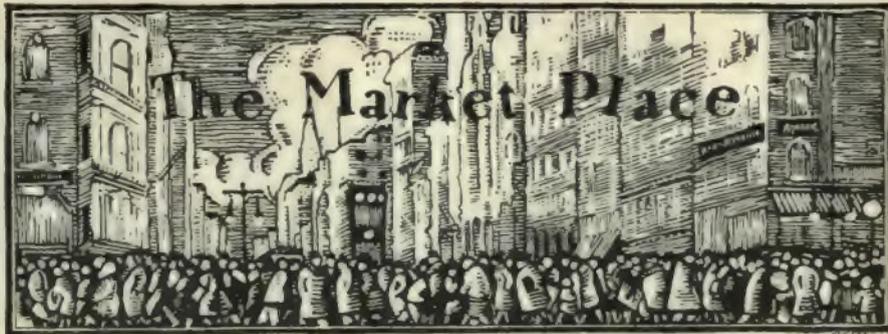
that the present fight will not move along true to form. The moment the mines shut down, speculators will take hold and coal that was going direct to consumers will be forced to pass through several hands, leaving a succession of profits to middlemen which the ultimate consumer will have to pay. As soon as things look serious, another Federal Coal Commission will likely be appointed and its report will be completed and filed in some dusty pigeon-hole long after the strike has ended.

PRESIDENT LEWIS of the miners' union knows his coal industry like an open book. He is surrounded by an organization that is well informed and highly efficient. He is thoroughly familiar with the psychology of the mine owners and he knows how to play one group against another. He knows that with industry active this fall and with the new immigration laws in effect, there will not be available a great army of unemployed workers of the kind that can be persuaded to go into the mines. He knows that in the anthracite field present laws entirely prevent the mine owners from employing strike-breakers. There are a lot of things that Lewis knows that the public does not understand, and it is for this reason that he acts with such confidence in the face of a hostile public opinion.

If the present trouble is going to develop into a finish fight, the consumer of coal had better lay in plenty of fuel to see him through the troublous weeks that will surely come. The talk about the many substitutes for coal is also absurd in view of the fact that the total quantity of these substitutes available represents little more than a drop in the bucket when considered in the light of the nation's daily fuel requirements.

The only hope that the present situation develops in one's mind is the thought that this coal strike may be so big and so serious that we will be forced to recognize that our great fuel industry is a business apart; that it is just as important we have no interruption in the free flow of coal to consumers, as in the unobstructed distribution of mail to our homes and offices. Under existing conditions, one man in control of 600,000 coal miners can cut off 60 per cent of our production of coal and disturb not merely one or two industries, but threaten the whole life of the nation.

So far as America's coal industry is concerned, compulsory arbitration is correct in principle and constructive in action. Canada has proved that to be true. It is difficult to have patience with the notion that we can handle the mining of coal as we do the production of potatoes. There will never be fuel peace in this country until we cease to be dominated by archaic beliefs.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

An unusual mail order opportunity reaching 40,000 of the best consumer buyers in the United States. The entire cost is only 1c. a name including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York City.

Business man with pep and constructive ability has an opportunity to invest \$10,000 or more in a very successfully established publishing and service organization, and connect himself with the highest type of conservative associates. Box No. 300, Adv. and Selling Fort., 9 East 38th St., New York City.

Service

JINGLES AND SLOGANS

My suggestions now in use by National Advertisers. Send me your booklet—strengthen weak points. Rates only \$5 for preliminary analysis. ROSE MAYO, Station F, Box 19, New York.

DISTINCTIVE COPY SERVICE

Complete campaigns—features—readers verse—house organs published—advertisers anywhere write—Forrest W. Tebbets, 623 Knickerbocker Bldg., New York City.

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
14 West 40th St., New York City.
Telephone Penn. 3566.

MULTIGRAPHING \$2.50 PER THOUSAND ANY SIZE. LOWEST RATE IN NEW YORK—WHY PAY MORE

Reduce the cost of your facsimile letters by using FEDERAL service. Only one flat rate for multigraphing letters of all sizes, whether 3 or 53 lines viz: \$2.50 a thousand. Quality of work and speed of service is unexcelled. Plant operates 24 hours a day. Prompt messenger service is maintained to all parts of the city. Phoning Watkins 4263 will bring a representative to you with samples.

FEDERAL LETTER COMPANY
70 FIFTH AVENUE, NEW YORK

Multigraphing, addressing, and complete mailing service

Position Wanted

ARTIST—LETTERER

Expert in quick show-card style with twelve years' varied experience desires connection. Box No. 298, Adv. and Selling Fort., 9 East 38th St., New York City.

SALES PROMOTION PERSONAL SERVICE

I have been particularly successful in the development of sales under severe handicaps. Let me study your problem in my spare time and give me an opportunity to help you increase your business. Box No. 303, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

ADVERTISING: Young man experienced writing copy for and actual supervision of direct mail campaigns, originated booklets, sales letters, house organs, capable publicity man. Box No. 302, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING MANAGER, 27,

Forceful copy writer and layout man with ideas; experienced in agency, newspaper, retail and wholesale fields; capable executive. Address Advertiser, 269 W. 81st St., New York City.

GENERAL MANAGER

I have a successful record covering seven years organizing, managing and promoting sales, advertising and general business development. This experience has been founded on eight years of accounting, auditing, finance and systematizing. I am 32, married, tactful, ambitious and possess a pleasing personality and appearance. I am not satisfied with my present connection on account of its limitations, and am in search of a position where hard work and results will be rewarded. I can negotiate immediately. Box No. 301, Adv. and Selling Fort., 9 East 38th St., New York City.

Help Wanted

Circulation Manager wanted by long established trade paper in mechanical line. One who can personally compile A.B.C. statement preferred. Give age, experience and salary wanted. Box 304, Adv. and Selling Fort., 9 East 38th St., New York City.

WANTED—ADVERTISING MANAGER AND PARTNER

Two owners of established, well financed agricultural monthly in country's best selling territory need advertising manager, and will sell third interest with \$1,500 to \$2,000 down payment and liberal terms to party who can qualify. Besides obvious qualifications in salesmanship, executive and managerial ability is desirable as future opportunities include possibility of managing entire business. Illness of one owner makes quick action necessary. Replies should give character and business references, experience and training, age, family, present earning capacity. Correspondence mutually confidential. Address Box No. 299 Adv. and Selling Fort., 9 East 38th St., New York City.

Branch Office Service

NEW YORK MAIL ADDRESS \$2.00 MONTHLY

Other services \$3.00 up. Office services. Telephone messages taken \$5.00. Write for circular. Room 501, 32 Union Square, Telephone Stuyvesant 8300.

Miscellaneous

AGENTS' names neatly typewritten from our one day old inquiry letters. Price right.

K. WORLD

166 W. Washington, Chicago

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

TIME moves to CLEVELAND

WHY? Because TIME is committed to the news of the week—a national newspaper in magazine form, to be read the same week it is written. This was barely possible from New York as long as the circulation remained small—but now, with TIME's circulation soon to cross the 100,000 mark, it becomes impossible from the Atlantic coast.

From Cleveland, however, it can be done! Cleveland offers the distribution facilities that will enable TIME to reach Chicago, Boston, St. Louis, New York and Washington overnight.

Thus TIME will continue to go to press Tuesday morning and to be read the Friday, Saturday and Sunday immediately following. It is but pardonable pride to point out that this is a feat without parallel in modern publishing.

Although our advertising headquarters will remain in New York, your cooperation in sending copy and cuts for the August 31st and subsequent issues direct to TIME Advertising, Penton Building, Cleveland, Ohio, will be greatly appreciated.

Robert L. Johnson, Advertising Manager
TIME, 236 East 39th St., New York, N. Y.

REPRESENTATIVES

Western
POWERS AND STONE,
24 South Dearborn Street,
Chicago, Ill.

New England
SWEENEY & PRICE,
127 Federal Street,
Boston, Mass.

Southern
F. J. DUBOSSOIT,
1602 Lane Title Building,
Philadelphia, Pa.

TIME
The Weekly News-Magazine

where it will
be printed by

**THE PENTON
PRESS**

FAVORABLE printing costs, substantial postal savings, and prompt distribution are only a few of the advantages Cleveland offers to publishers. In Cleveland, The Penton Press has built up a splendid plant which prints publications such as *Time*, *Saturday Review of Literature*, *India Rubber Review*,

Secrets, Finance and Industry and the *Fourth District Federal Reserve Bulletin*. In addition it issues the six great industrial journals owned by the Penton Publishing Co.—*Iron Trade Review*, *Daily Metal Trade*, *The Foundry*, *Abrasive Industry*, *Marine Review* and *Power Boating*.

Publish in Cleveland!

THE PENTON PRESS COMPANY

*the printing division of
The Penton Publishing Co.*

Cleveland

Ohio

It Pulls!

"I have been meaning for some time to write you about our results but have not been reminded of it until today. TIME has been quite a surprise packet for us. When we started our trial we hoped that TIME might prove a moderate success, but it has worked out to be one of our best discoveries and peculiarly enough large space is best for us not only in cost per order but also in cost per inquiry."

THE sure way to tell if your advertising is being read is by the response to its appeal. If it isn't pulling, it isn't *paying*.

Advertisers who use TIME find that they talk to a market that is largely made up of people who do respond to advertising.

TIME'S readers not only read the advertising, but are of an unusually responsive class. Read the excerpt from a letter that has come to us (unsolicited) from an advertiser in TIME.

When you make up your advertising schedules, remember that TIME sells CLASS circulation at MASS rates—and it PULLS!

ROBERT L. JOHNSON, *Advertising Manager*

TIME

The Weekly News-Magazine

236 EAST 39th STREET, NEW YORK, N. Y.

REPRESENTATIVES

Western

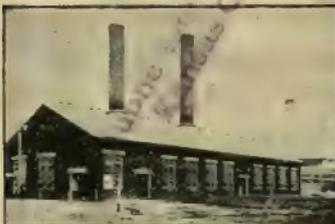
POWERS AND STONE
38 South Dearborn Street
Chicago, Ill.

New England

SWEENEY & PRICE
127 Federal Street
Boston, Mass.

Southern

F. J. DUSOSSOIT
1502 Land Title Building
Philadelphia, Pa.



"Everlastingly Interesting"

IT'S AN eighteen-hour-a-day job, keeping a business paper everlastingly interesting to its readers. It means unsparring enthusiasm and compels an unending willingness to spend money to get the kind of editorial material which will keep every subscriber a never-miss-an-issue reader.

Do the editorial job properly, and the circulation curve will never sag. It will trend healthily upward.

The last time we published a circulation figure for "National Petroleum News" in this magazine (Dec. 17, 1924) it was 13,110.

Today it is 14,554, proof of the fact that if you do the editorial job properly, established readers will stay with you and new readers will send in their subscription dollars. In the long run, spending dollars on editorial content does the better job in building and holding subscriptions.



NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND

District Offices:

TULSA, OKLAHOMA 608 Bank of Commerce Bldg.
NEW YORK 342 Madison Avenue
Member A. B. C.

CHICAGO 360 North Michigan Avenue
HOUSTON, TEXAS 608 West Building
Member A. B. P.

The Weekly Newspaper of a Vast Industry.

You don't need to be an oil man to find the live, human interest in the editorial pages of "N. P. N." Let us send you at your home, for easy-chair inspection, a recent issue.

NATIONAL PETROLEUM NEWS
812 Huron Road, Cleveland, Ohio

YES—you may send an inspection copy to

Name.....
Home Address.....
City.....
State.....

NATIONAL PETROLEUM NEWS