

Advertising & Selling FORTNIGHTLY



Courtesy Fisher Body Corporation

OCTOBER 7, 1925

15 CENTS A COPY

In this issue:

Public Library,

"Do You Really Need More Money in Your Business?" By WILLIAM R. BASSET; "A Club Which Grew Out of a Cook Book" By STUART PEABODY; "How Rural Dealers Are Keeping Farm Trade at Home" By DELESLIE JONES; "Taking Temptation Out of the 'Swindle Sheet'" By V. V. LAWLESS

The Key to the Chicago Market— is The Chicago Daily News

METROPOLITAN Chicago comprises almost 50% of the total population of Illinois—and an even greater proportion of its personal wealth and buying power.

Chicago is the richest, most compact and most economically served market in the Middle West.

Its most profitable buying power, as advertisers have proved by long and successful experience, is substantially and effectively covered by a single medium—The Chicago Daily News, which carries a greater volume of display advertising than any other Chicago daily newspaper.*

You can sell very nearly all of financially competent Chicago by using The Chicago Daily News alone. An advertising campaign in Chicago that omitted The Daily News would be Hamlet played without Hamlet.

Advertisers who wish to succeed in this greatest and most compact market in the world, should profit by experience and print their sales messages where they will be most effective; in the “medium of proved returns”—

THE CHICAGO DAILY NEWS *First in Chicago*

*Because it paid them, advertisers bought in the first 8 months of 1925 9,890,113 agate lines of display advertising in The Chicago Daily News. The next highest record for the same period was 8,011,741 lines.

When coordinating advertising with sales becomes a normal part of your day's work

HERE are some agencies whose discussions with their clients deal with sales as often as they do with advertising. Being accepted as part of the advertiser's sales department, they receive current manufacturing schedules and sales sheets from their clients. Then they analyze these statements as if the product and its problems were their own.

These agencies expect to be and are drawn into all policy matters, such as jobber and distributor relationships, shifts in the sales organization, sales quotas, sales territories, sales contests, compensation for salesmen and a host of other matters.

Such agencies take an active part in the education of jobbers, distributors and retailers. They deal not alone with the advertising which is, after such cooperation, truly a force for

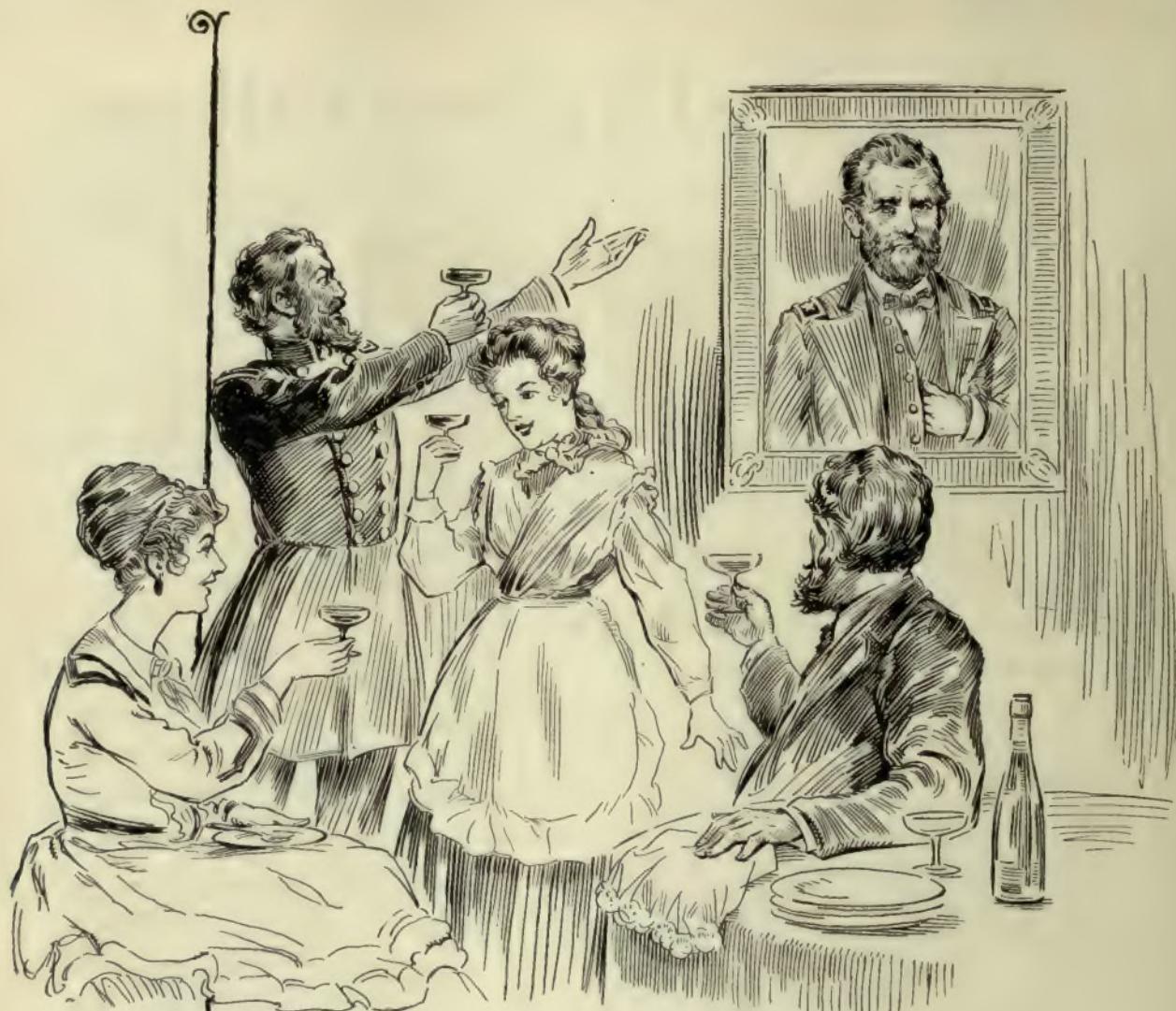
sales back of the product, but with the soundest methods of marketing the product through the human sales force as well. Then they carry the same message to the client's own sales organization.

Such service on the part of the agency is hard work and tedious work and costly work. But the results of it come back in loyal customers and in growing appropriations.

Your client has a deep and abiding confidence in you. All the facts and figures of the business are at your command. You are a part of the firm; a trusted member of the family. You belong!

With such a relationship as this the great and mysterious problem of Coordinating Advertising with Sales becomes only a normal part of your day's work.*

*From "Coordinating Advertising with Sales," an address delivered before the 1925 Convention of Associated Advertising Clubs of the World, by Arthur W. Sullivan, Vice-President, Joseph Richards Company, Inc. This address is notable for the new ideal of advertising agency service which it develops, an ideal which represents the policy of Joseph Richards Company, Inc., in its relationship with its clients. Any interested business executive may obtain a copy of Mr. Sullivan's address by writing us. Joseph Richards Company, Inc., 253 Park Avenue, New York.



ON a tidal wave of popular acclaim, "Unconditional Surrender" Grant was inaugurated President in 1869. The Indianapolis News was born the same year.

It seems long ago and far away, that day in the 60's when The News published its first four-page edition, wood type, "locals," front page "ads" and all. But every day since, The News has been a vital factor in the life of Indianapolis and the Hoosier commonwealth.

One of The News' services to its public has been to publish every weekday since the 60's the complete, unabridged schedules of local advertisers. First in circulation, The Indianapolis News has been first for many years in advertising volume*, and by long odds first in results for advertisers.

*In 1923 and again in 1924 The Indianapolis News published more paid advertising than all other Indianapolis Newspapers combined—in less than half as many issues.

The INDIANAPOLIS NEWS

DAN A. CARROLL
110 E. 42nd St., New York

FRANK T. CARROLL
Advertising Manager

J. E. LUTZ
Tower Bldg., Chicago

Page 5—The News Digest

Charles W. Hoyt Company, Inc.

New York advertising agency, has opened a branch in Winston-Salem, North Carolina. Ernest H. Abernethy, who for the past year has been acting as account executive in the New York office, will be in charge as Southern manager.

Hazard Advertising Corporation

New York, will direct advertising for the Kalbfleisch Corporation, producers of acids and other chemicals.

The Clark Collard Company

Chicago, will direct advertising for the Burrell Belting Company, same city, manufacturers of Burmaline Belting.

International Magazine Company, Inc.

New York, announces that Eugene Forker of *Harper's Bazar* will assume the business managership of *Cosmopolitan*. F. N. Drake, formerly Western manager of *Good Housekeeping*, will succeed Mr. Forker on the *Bazar* as business manager. Sherwood Smith will be advertising manager of the *Bazar*. The Western managership of *Good Housekeeping* will be taken over by C. Randall Semmis.

Retail Trade Publications, Inc.

Cleveland, have purchased *Variety Goods Magazine* from the Chrest Publishing Company, Cincinnati. H. E. Martin has been appointed editor, and H. E. Prentke, business manager.

Charles T. Nounnan

Formerly of the executive offices of Foster & Kleiser, San Francisco advertising agency, has joined the Lockwood-Shackelford Company, advertising agency, same city, as vice-president.

Fred M. Randall

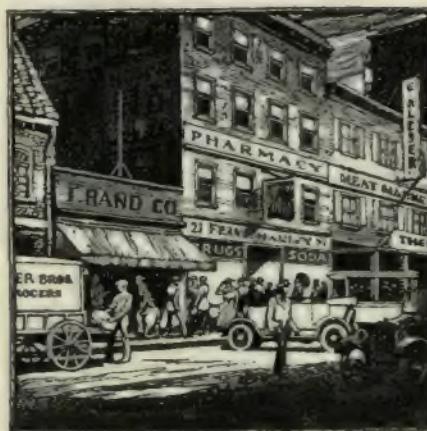
President and treasurer of The Fred M. Randall Company, Detroit and Chicago advertising agency, has been appointed general chairman of the Washington Bureau Service, department of the Associated Advertising Clubs of the World.

Glenn H. Eddy

Formerly with the Link-Belt Company, Chicago, has become associated with the Ohio Brass Company, Mansfield, Ohio. He will direct the advertising for this company.

Campbell-Ewald Company

Detroit advertising agency, announces the appointment to the copy department of Keith Crombie, formerly editor of *The Goblin*, Canadian humorous magazine, and M. S. Charlton, formerly with the Caxton Company, Cleveland.



National Publishers Association, Inc.

Reelected the following officers for the ensuing year: President, Arthur J. Baldwin, McGraw-Hill Company; first vice-president, P. S. Collins, Curtis Publishing Company; second vice-president, A. D. Mayo, Crowell Publishing Company; treasurer, Roger W. Allen, Allen Business Papers, Inc.; secretary, Francis L. Wurzburg, Condé Nast Publications; executive secretary, George C. Lucas.

Arthur N. Hoskins

Formerly associated with the Encyclopaedia Britannica as business manager, has joined the sales and service staff of Douglas C. McMurtrie, Inc., New York.

Donald Dunbar

Formerly vice-president in charge of sales for the John F. Murray Advertising Agency, New York, has resigned his position to become vice-president of E. Fougera & Company, Inc., French and English medicinal and pharmaceutical preparations.

The Wildman Advertising Agency

New York will direct advertising for The Famous Fair Company, operating a chain of stores in New York, Brooklyn and Newark; and also for "The Surf Ace" Swimming Suit, manufactured by the Hercules Knitting Company, New York.

Harry G. Kebel

Formerly advertising manager for The American Molasses Company is now engaged in sales promotion work for the Gold Dust Corporation.

Moser & Cotins

Utica, N. Y., announce the removal of their offices on Oct. 3, to their own building which will be known as the Moser and Cotins Building.

"The Scholastic Editor"

Official publication of the Central Interscholastic Press Association whose headquarters are at the University of Wisconsin announce the appointment of Franklin E. Bump, Jr., formerly advertising manager of the Gisholt Machine Company, Madison, Wisconsin, as business manager. The executive staff of *The Scholastic Editor* has been reorganized as follows: E. M. Johnson, Editor; Chilton R. Bush, associate editor; Grace C. Johnson, circulation manager.

The Adirondack Advertising Agency

Is the name of a new advertising agency recently organized in Utica, N. Y. Charles W. Kinney is president.

[ADDITIONAL NEWS ON OTHER PAGES]

Doyle, Kitchen & McCormick, Inc.

New York will direct advertising for The Lunepp Lace and Embroidery Company.

DO the people of Third Avenue shop on Fifth Avenue? They do not. Do people of small means read the Condé Nast Publications? They do not.

People of means and taste naturally gravitate to magazines expressing their own point of view. You cannot keep them away. Nor can you keep the masses interested even if, by some chance, you attract a few of them to your subscription lists. They go back to Third Avenue, feeling instinctively that they do not belong on our street.

This automatic process of selection goes on all the time, without effort on our part. And this is why the Condé Nast Group offers you a hand-picked market of nothing but the finest prospects for every kind of fine merchandise.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

1,033,522 Lines of Advertising From One Firm in One Year—

DURING the twelve months period from September 1924 to September 1925, the Louis Pizitz Dry Goods Co., one of Birmingham's largest department stores, used 1,033,522 lines of advertising in The Birmingham News. It might be added that this firm used only 339,906 lines of advertising in the second paper and none in the third paper.

In order for any newspaper to carry such a tremendous volume of advertising from any one department store, that newspaper necessarily must have reader confidence, circulation, prestige, pulling power—everything that a dominant advertising medium should have. The Birmingham News has all of these,—and Birmingham merchants know it.

Following are the lineage figures for the Louis Pizitz Dry Goods Co., for the past year:

	NEWS	AGE-HERALD	POST
September, 1924....	5,466 inches	1,718 inches
October.....	8,828 inches	2,968 inches
November.....	7,842 inches	2,928 inches
December.....	6,589 inches	2,477 inches
January, 1925.....	6,116 inches	2,424 inches
February.....	5,112 inches	2,342 inches
March.....	6,435 inches	1,696 inches
April.....	6,489 inches	2,445 inches
May.....	5,012 inches	2,640 inches
June.....	6,979 inches	1,651 inches
July.....	4,451 inches	440 inches
August.....	4,504 inches	550 inches
TOTAL.....	73,823 inches	24,279 inches

Net Paid Circulation Greater Than

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



Board Room, First National Bank, Boston

Thousands of Conferences Daily and Your Salesmen Not There

The business market is full of buying conferences. Your product or service is up for consideration. No chance for the personal word of your salesman. The meeting is over. If the answer is "Yes," your representative gets well-deserved commendation for his good work.

But what of his equally good work and the answer "No?" It has been hard for him to discover which of a half dozen officers actually has the final say. It has been hard to get at this man higher up even when he is known. Now with the "No" of the final conference, it will mean weeks of expensive work before the question can be reopened and the right arguments placed before the right man. P

Why delay? Now—in advance of next month's meetings—send your advertising announcements to these men who have the final say. Give your salesmen the support of a magazine campaign aimed directly at this final authority group. Make your showing in the NATION'S BUSINESS so strong that there can be no possible misunderstanding at the last minute when the all-important final approval must be obtained.

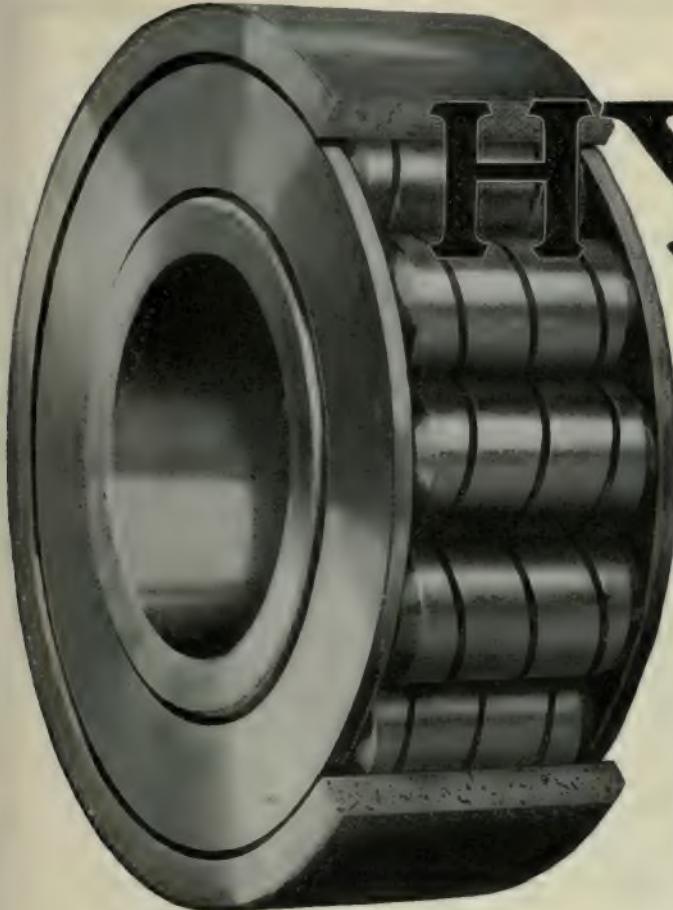
*More than 50,000 Presidents of Corporations read Nation's Business
More than 22,000 Vice Presidents of Corporations read Nation's Business
More than 21,000 Secretaries of Corporations read Nation's Business
More than 10,000 Treasurers of Corporations read Nation's Business
More than 15,000 General Managers of Corporations read Nation's Business
More than 156,000 Major Executives in 117,162 Corporations read Nation's Business*

You will find a detailed analysis of our 200,000 subscribers of interest. Let us tell you how other advertisers are using this magazine to make their advertising expenditure 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.



HYATT

Quiet

FOURTEEN years ago we began to co-operate—in an advertising and selling way—with the Hyatt Roller Bearing Company. We were their first agency.

Then—an humble one-story frame building housed their entire business. To-day—a great group of modern structures, spread over nine acres, stands as a monument to the worth of their product, and to the soundness of their merchandising and advertising efforts.

Hyatt Bearings not only are used to-day in most of the world's motor cars, but most of the world's motorists have come to regard the very name "Hyatt" as synonymous with "Quiet"—and as meaning roller bearings of the highest quality.

Hyatt is still one of our clients!

The Campbell-Ewald organization of 201 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

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.

General Offices: DETROIT, MICHIGAN



NEW YORK
CHICAGO
CINCINNATI
LOS ANGELES
SAN FRANCISCO
TORONTO

Advertising Well Directed

**This is a
DELINEATOR
House**

**—Built by a
DELINEATOR
Reader**



**—From a
DELINEATOR
House-Plan**

**—In the
HOME-BUILDING
Department of**

The
DELINEATOR

Founder of BETTER HOMES IN AMERICA

Butterick Building, New York

Buffalo the Wonder City of America



Ask Department
Store Buyers About
Buffalo Evening
News Pulling
Power

**They Must
Get Action!**

GOOD Department Store Buyers fight for their merchandise. They battle with their merchandise Manager for more "buying" money. They battle with the Employment Office for more help. And in Buffalo they battle with the Advertising Manager for more space in the Buffalo Evening News.

DEPARTMENT Store methods demand quick merchandise turnover. Sales figures must be made every day and inventories are never permitted to run high. Buyers are judged by their turnover and their inventories. One promotion failure leaves a department overbought. That is why buyers watch so closely the pulling power of Newspapers.

THAT is why, when you ask a Buffalo Buyer to choose one of two or more Buffalo Newspapers he will invariably choose the Buffalo Evening News.

BUFFALO EVENING NEWS

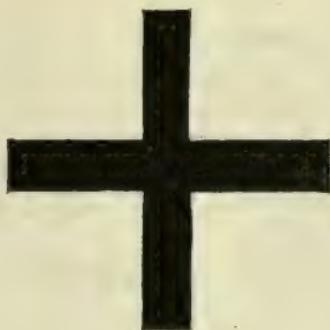
A.B.C. Mar. 31, 1925
129,777

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

Present Average
134,720

Marbridge Bldg., New York

Lytton Bldg., Chicago



We are adding the "plus" sign to "The Necessary Two Million" because our first print order for December True Story calls for

2,500,000

copies, of which two million four hundred thousand will be distributed on the newsstands.

There is more than a possibility that we will be obliged to increase this print order from fifty to seventy-five thousand before we go to press.

How long will it be before we will have to announce "The Necessary Three Million?"

True Story

"The Necessary Two Million +"

"GREATEST COVERAGE—LOWEST COST"

In First Four Weeks Under New Ownership

Winston-Salem Journal

Winston-Salem

North Carolina

Manufacturers nearly one-fourth of the factory products of the great industrial state of North Carolina. Total for state as whole—\$951,910,500. Total for Winston-Salem \$228,451,447.—Authority, 1923 United States Government Industrial Census.

65% increase in population since 1920 Census. 1920 Census—48,395. Population, April 23, 1925—74,000—Authority—Estimate of the United States Census Bureau.

Over one-fourth of the income tax paid by North Carolina Corporations were paid by fifty-five manufacturing establishments of Winston-Salem.—Authority United States Government Tax returns.

Over one-fourth of the personal income taxes paid by citizens of North Carolina were paid by citizens living in Winston-Salem.—Authority, United States Government Income Tax returns.

Winston-Salem

admitted by any person acquainted with
North Carolina to be

Leader of North Carolina
In Industry—In Wealth—In Population

Keep your eye on

{ The Morning Journal and on Winston-
Salem and on North Carolina

North Carolina

admitted by any person acquainted with the
“New South” to be

Leading the South
In Education—In Textile—In Good Roads

WINSTON-SALEM JOURNAL

Daily and Sunday—A. B. C.

Sanford Martin, Editor—Owen Moon, Publisher—Wm. K. Hoyt, Manager

KELLY-SMITH COMPANY

National Advertising Representatives

Lytton Bldg., Chicago

Marbridge Bldg., New York City

Come to Chicago
A.B.C. Week

The
Twelfth Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel LaSalle
Chicago

October 15th & 16th
NINETEEN · TWENTY · FIVE

The DINNER
NIGHT OF OCTOBER 16th

will be at the

Hotel LaSalle

Make your reservations early



Life presents ... *Andy Consumer*

Reproduced from a full page in LIFE

**THE FIRST AD
EVER WRITTEN BY A CONSUMER**

THIS is the first time in history that a consumer has advertised to advertisers.

Fellow consumers, listen in.

If you want to hear a little guy say some things to some big birds, listen in.

Up to now, advertising has all been on one side—their side.

Here is where advertisers find out how it feels to be advertised to and at.

Well, you big advertisers and big manufacturers and little manufacturers, I just want to tantalize you a little this week. Next week my campaign starts.

You have teased me like this. Just suffer until next week.

Andy Consumer

THE NATIONAL ADVERTISER BETS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

(Andy Consumer—indirect advertising advocate—is already a national character. In feeding and clothing and in otherwise supporting him, LIFE hopes it is helping national advertisers—for which help LIFE has been amply paid long ago. (National advertisers have used fifteen million dollars' worth of LIFE space.))

SOME months ago it struck us that LIFE ought to be in a perfect position to help the public understand how advertising really serves and saves them. (Many people think advertising sticks them).

You see, LIFE has government license No. 1 to use the greatest of educational instruments—humor—and we decided to unsheathe it to advertise advertising.

So we invented Andy Consumer—a citizen—a consumer—to get over on the public's side of the fence and (ostensibly) talk stiffly to big advertisers.

Andy has been a big success. His genial gospel of advertising economics is getting home to all who read LIFE—or who don't read it (if any). He is helping make LIFE's responsive readers more and more responsive to LIFE's advertisers.

ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

L i f e

127 Federal Street
BOSTON, MASS.

598 Madison Avenue
NEW YORK, N. Y.

360 N. Michigan Avenue
CHICAGO, ILL.

NOTICE OF Increase in Liberty's Advertising Rates

SCHEDULE OF INCREASE AND SAVINGS

<i>Orders for 1926 Issues Accepted Up to November 1 at These OLD RATES</i>	<i>Orders Placed After November 1 Subject to These NEW RATES</i>	<i>Your Saving on Average 13 Time Order PLACED BEFORE NOVEMBER 1</i>
Line Rate..... 4.25	Line Rate..... 5.00	Line Rate..... 9.75
Eighth Page..... 312.50	Eighth Page..... 375.00	Eighth Page..... 812.50
Quarter Page..... 625.00	Quarter Page..... 750.00	Quarter Page..... 1625.00
Half Page..... 1250.00	Half Page..... 1500.00	Half Page..... 3250.00
Full Page..... 2500.00	Full Page..... 3000.00	Full Page..... 6500.00
Roto Page..... 2500.00	Roto Page..... 2850.00	Roto Page..... 4550.00
Two Color Page..... 3000.00	Two Color Page..... 3750.00	Two Color Page..... 9750.00
Four Color Page..... 4000.00	Four Color Page..... 5000.00	Four Color Page..... 13000.00
Back Page..... 5000.00	Back Page..... 6500.00	Back Page..... 19500.00

You Can Save as Above by Ordering Your 1926 Liberty Advertising Now!

No Orders at OLD RATES Accepted After November 1st, 1925

When the present rates were made Liberty's net paid circulation was 900,000
Now it is 1,100,000 and climbing. Therefore we *must* raise the rates.

YOU'LL ask why certain unusual factors are embodied in this increase. Let us tell you.

Rotogravure is \$150 less per page than black and white!

Because Liberty's unique type of make-up calls for advertising ALL through the book, and part of the book is printed in Rotogravure which is probably more difficult than black and white for advertisers to handle, we make this inducement to attract rotogravure advertisers.

Note, however, that rotogravure space is strictly limited—for mechanical reasons we can accept only a certain amount of this copy. If your product lends itself to pictorial presentation, we urge you to take advantage of this rate.

The back page goes from \$5000 to \$6500, an increase which is proportionately greater than the black and white and rotogravure raises.

We have only ONE back cover to sell, and it is always in great demand. Based on circulation the new rate of \$6500 does not exceed that of the other great weeklies for this space.

Advertising has increased so rapidly, in the last three months, that the size of Liberty must be constantly increased to maintain its advertising and editorial balance. For as advertising increases we increase editorial matter to preserve our warrant of "NO BURIED ADS." In comparison with other weeklies, our NEW rates are lower than any rival in the field, with the exception of the back cover.

5c Liberty

A Weekly for Everybody

CHICAGO
Tribune Square
Phone Central 0100

NEW YORK
247 Park Ave.
Phone Ashland 3710

LOS ANGELES
406 Haas Bldg.
Phone Metropolitan 3172

1,100,000 Net Paid Circulation . . . New Rates Lower Per Thousand Circulation [Back Cover Excepted] Than Any Other Publication in the Weekly Field

Advertising & Selling FORTNIGHTLY

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THE attention of the entire advertising world will be focussed upon Chicago during A. B. C. Week, October 12th to 17th. This event is generally recognized as being one of the most important of the year for the purpose of co-ordinating the combined interests of advertisers, advertising agents and publishers. During the week many meetings will be held, including the annual meetings of the Inland Daily Press Association, Associated Business Papers, Inc., and the Agricultural Publishers Association. The Western Council of the American Association of Advertising Agencies will also meet. The activities of the week will culminate in the annual convention of the Audit Bureau of Circulations.

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

THE McCANN SYSTEM



TELEPHONE engineers aim to make it possible for any person in the United States to speak with any other person.

In a similar way The McCann Company's national system of offices provides advertisers in any part of the country with the means of quickly and effectively influencing consumers in any, or every, other section.

A manufacturer in Ashland, Ohio, for instance, wishes to sell goods in Sacramento, California. The McCann System, through its offices in Cleveland and San Francisco, makes the necessary contacts. The Pacific Coast organization reports on conditions in the local market; the Cleveland Office, with this information in hand, lays out for the Ashland client a plan of procedure for Sacramento, which is not only in harmony with his national plan and policy, but is accurately adapted to local conditions.

This illustrates the value of the McCann System—a chain of closely correlated offices extending from Coast to Coast for the service of national advertisers and those who want to build a national business.

THE H. K. McCANN COMPANY *Advertising*



OCTOBER 7, 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*

Do You Really Need More Money in Your Business?

By William R. Basset

Chairman of the Board, Miller, Franklin, Basset & Company

BACK in the so-called good old days of normalcy before the war, a board of directors called its hired president onto the carpet. Boiled down, its six-hour lecture amounted to this:

"During the eleven years that you have been managing our company its business has experienced only a normal growth of about 10 per cent a year. In other words, we have merely kept pace with the growth of the country.

"We are not satisfied. We feel that an aggressive policy of selling such as we should have would enable us to grow much more rapidly.

"We do not want any explanations or alibis. We feel that you have the ability to expand this company, but we fear you are inclined to be too conservative. However, we are going to renew your contract for another two years. But at the end of that term we expect to see a growth much greater than you have shown in any other two years."

The president went back to his office with some misgivings. For one thing he said to himself, "Where do they get the idea that this country grows at the rate of 10 per cent a year? That would mean that its population doubled every eight and a half years. The census doesn't say so—but most business men seem to believe it."



He knew that by increasing only moderately the expenditures for marketing, a considerably greater volume of sales could be secured. But he also knew that his plant was already running at top notch efficiency.

Experts in production had told him that the factory methods were exceptionally good. Any increase in sales could only be handled by adding new factory buildings and equipment.

He was sure that he could in-

crease the sales 25 per cent a year for several years. Therefore, the plant should be doubled in size at least.

He asked for a million dollars to cover the cost of the new buildings and to provide the extra working capital that would be needed. The board floated a bond issue which cost them close to 12 per cent, counting interest, discount and underwriters' fees.

I pass over the painful details of what happened when, a few years later, business generally went into a slump. The diagnosis of the banker's committee was "over-expansion." The company had been barely able to keep up under the load of excessive financial fixed charges when running at its full capacity. A few months of under-production sunk it.

This has been a sad story—but it is a common one.

I suppose the commonest plaint I hear from business men of all sorts is, "If I only had more money in my business, the things I could do! But I am handicapped for lack of capital. Every day I see orders get away that I could handle with just a little more money."

I usually feel that it is my duty to tell such a man that it is better to see sales get away for lack of money than to see the business it-

self get away through having too much.

A lot of the post-war failures resulted from the ease with which money could be borrowed—at high rates—by almost anyone during the boom.

I do not mean for a minute that borrowing of floating stock issues is always foolish or dangerous. There

are lots of concerns which can make legitimate, profitable and safe use of additional capital.

What I do mean is that additional capital is not a drug which should be prescribed for all patients in the manner of the physician who orders a dose of castor oil for every kid who has a pain in his tummy. Yet most business men seem to look on

it as a panacea of business ills.

Practically without exception, a concern wants new capital to take care of expansion either past or prospective. Sometimes the business came to it without much extra effort either in selling or advertising and the factory already had capacity to turn out the goods. Soon

[CONTINUED ON PAGE 46]

Advertising to Adolescence

RADIO receiving apparatus, according to the prevalent belief, has an appeal mainly to those of mature years. It seems to have occurred to few that boys in their 'teens or even below might form a market of no mean potentiality and well worth the cultivation of the forward-looking manufacturer. Such boys are among the most enthusiastic of radio "fans," even while lacking the actual buying power of the adults. They are eager builders of home-made receiving sets, and many parents are known to lean heavily on their sons' advice in the purchase of manufactured sets. And these boys are constantly growing up until soon they will be buyers of sets themselves.

The Atwater Kent Manufacturing Company, maker of the famous radio equipment which bears its name, has long been an extensive advertiser in numerous publications. In each case every effort has been made to fit the appeal of the individual advertisements to the particular type of person representative of the group which reads the periodical in which the advertisement appears.

In entering the new field of adolescence readers, however, they were obliged to search out some new selling points. The readers of the *American Boy*, the medium selected, consist of some three hundred thousand boys whose average age is only fifteen years and eight months; boys who know radio and who are keen to recommend good things. But they are not boys who are going to

What
two boy explorers
saw in a radio
factory



Boys See

We send our radio apparatus to Many cities and towns where there is a large population of boys.

This was one of the first places where we sent our radio apparatus to. The young boys in the city of Boston are very interested in the radio. They are the ones who are building a radio station.

When the radio station opened the young boys in the city were the ones who were most interested in the radio. They are the ones who are building a radio station.

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*Bread and Butter Problems
of a Sales Manager*

Taking Temptation Out of the “Swindle Sheet”

By V. V. Lawless

ON the sales manager's desk was a pile of expense account sheets, and on his face a worried look.

“Checking the swindle sheets?” I opined.

“No. Approving them,” he confessed. “I have quit checking them or criticising them. I glance over one now and then, after I O.K. it, just to see how much the men think they can get away with, but I've found that it is less expensive to let a man get away with anything short of grand larceny than to cut out an item even when I am sure that it is pure fiction. But it makes me boil, just the same, to think what an easy mark those fellows must believe me to be.”

When this sales manager came to his present job after ten years on the road, he determined to handle the detail of expense accounts himself. He had quit two jobs after disputes with cashiers and assistant sales managers over perfectly legitimate items on his own accounts and he knew what his defections had cost his employers in training costs and business taken to a competitor.

He doubted the ability of office men to judge fairly whether an item was legitimate. Those who have always been tied to a desk envy the salesman his expense account—and envy is not a good background for fair judgments. He believed that with his road experience he could prune or pass all items accurately.

Perhaps he could; but it was no



IT is almost impossible to have salesmen's expense accounts that are absolutely fair both to them and to their house, but some concerns have, after much study, been able to evolve plans that permit this ideal state of affairs to be somewhere nearly approximated to the ultimate benefit of all concerned

help. Salesmen will hit the ceiling just as quickly and as hard over an item they know to be improper as over one that happens really to be legitimate.

“There must be some way to pay expenses that is absolutely fair to the salesman and to the house. It should make discussion unnecessary and it should not make the company bear the cost of one man's millionaire tastes while penalizing the economical traveler. I am going to hunt until I find the right plan.”

He found it in use by an industrial corporation which covered the entire country with a staff of unusually high grade men. He had to make certain changes to make it fit his needs, but the plan has now worked with entirely good results for more than five years.

The method which he copied was

simple. The salesmen, it should be explained, seldom made more than one town a day and rarely spent more than two days in one town.

They were allowed actual railroad fare and lower berth rates. In cities under 250,000 they were allowed \$7 a day for room, meals and tips. In cities of more than 250,000 population the rate was \$12 a day.

My friend's problem was more complex. His salesmen were not of so high a grade. It was not necessary for them to live at first class hotels in the larger towns. Often they would work a town for a week and sometimes would stay in a large city a month.

He, too, allowed full railroad fare. If a man cared to buy mileage or round trip tickets he could do so and pocket the profit, but if he was unable to use them he stood the loss.

The allowances for room and meals was low and several rates depending on the size of the town were used, instead of the two used by the company on whose plan he based his own.

These rates are:

In towns up to 10,000. . \$4 a day
From 10,000 to 40,000. . \$5 a day
From 40,000 to 250,000. . \$6 a day
Above 250,000. \$7.50 a day

Since adopting the plan the rates have been changed from time to time to take account of the changes in hotel rates. The figures given are those now in use.

It is perfectly apparent that if a man were called upon to make a dif-

[CONTINUED ON PAGE 54]

A Club Which Grew Out of a Cook Book

By Stuart Peabody

EVERY manufacturer of food products is up against the cook book problem. There can be no question about the tremendous power of recipes to influence the purchase of the house-wife, whether she does all her own work, or keeps servants. And that leads inevitably to cook books, and cook books, in turn, lead to much grief and woe.

There are thousands in circulation; of various shapes, sizes, and degrees of attractiveness and usefulness. If the housewife could collect on one shelf all the cook books which are offered FREE, that shelf would measure considerably more than the conventional five feet. Stretched end to end, these books would reach to somewhere or other in a most amazing fashion.

If a book is to be made inexpensive enough to permit of promiscuous distribution, it cannot hope to compete for the eye of the housewife alongside of others of a more pretentious nature. If it is made elaborate, it soon leads to the expenditure of large sums of money.

So, when two years ago, a copywriter in an advertising agency came to the Borden Company with a brand new idea, she was met with more enthusiasm than is usually the lot of copywriters with ideas. The suggestion was that a cook book be produced with substantial board covers in the form of the familiar "shoe string" binder known to business. The pages were to be punched



to fit the binder, or album, as it was called. The idea was then to run a recipe contest each year, to lithograph the prize winners on punched paper, and to send them to the contestants to be inserted in the book. In short, it was proposed that the Borden Company establish what amounted to a recipe exchange.

Here the usual cook book problems raised their heads, and out of them the club idea came. The book was sure to be expensive, and it seemed so attractive that it didn't appear practical to give it away. On the other hand, it didn't seem possible to distribute the book in any large quantity if anything like a fair price was charged for the book alone.

really tried to be helpful, and, judging from the resulting correspondence, it succeeded. There was very little Borden matter in it. Many of the recipes with which the bulletin abounded called for evaporated milk, but beyond these, there was little mention of the company name. The feature of each number was a collection of recipes of some particular kind, or for some special occasion, such as Valentine's Day or the Fourth of July. Following this came the Letter Box, which was filled with all sorts of material sent in by members. Here one was told how to clean the sink-drain, how to remove stains from suede shoes, and how to cut corners and save time and money.

Has Instalment Selling Grown Out of Bounds?

By S. G. Rosson

Vice-President, Commercial Credit Company, Baltimore, Md.

THE extent to which Instalment Selling has advanced is not excessive, to my mind, in view of the growth of our country and our increased wealth and our greater purchasing power. The world is bigger. Let's look at a few statistics and see whether or not instalment selling has grown beyond reason. Quoting Mrs. Christine Frederick (Home Economist Editor of *The Designer*), the following information is interesting:

"From 1800 to 1900 the United States developed new wealth to the amount of eighty-eight billion dollars.

"From 1910 to 1920 we created new wealth to the sum of one hundred and thirty-five billions—over one and a half times as much again in ten years as in an entire century.

"We sold more goods to the world in those ten years than in the entire nineteenth century; we mined a billion tons more coal, smelted twice as much copper, made three and a half times as much steel, and spent one and a half billion dollars more on schools.

"We match a decade against a century and a decade wins!"

The *World Almanac* shows that from 1900 to 1920 (20 years) the number of savings bank depositors has nearly

doubled. The savings deposits have more than doubled in that time. This means that twice as many people are each doing a better job of saving than they did 20 years ago.

The number of families owning their own homes increased nearly 50 per cent from 1900 to 1920; life insurance in force in the United States increased nearly five times from 1900 to 1920.

In view of these facts, the majority of families need no longer



© Brown Bros.

THE automobile was once considered purely as a luxury. Today it has become practically an economic factor in our lives. Every day is developing new uses for the motor car, but without any detriment to other industries and modes of transportation. Instalment selling has done just two things for the automobile and for the public: it has enabled all classes to buy cars and has materially reduced the price by the enormous distribution which it has been able to effect for the benefit of all

live on their former modest plane, but I believe that they display the same skill in balancing income and outlay as of old—and that this is one reason why prosperity steadfastly refuses to leave, regardless of what seems like reckless spending. It seems that there is still a fair leeway even today between what the average family does buy on time and what it could buy.

If people want to buy on the instalment plan from people who want to sell on the instalment plan, under terms and conditions mutually agree-

able, by what possible means can you stop them? It is here, and it is here because it is so interwoven into our family life as to make it almost impossible to eliminate. The people will never submit to class legislation limiting their freedom of action so long as they do not harm others. Instalment buying and instalment selling is a trade between two people—certainly it does not involve the elements of crime—and those of us who buy and sell unwisely, either of necessities or luxuries, must take the consequences—and right there is the remedy which will satisfactorily adjust or eliminate the practice.

A writer, opposing instalment selling, recently cited a case where a man's income was \$60 per week while he had contracted for purchases on the instalment plan amounting to \$72 a week. Is that a fair argument against instalment buying? Not to my reasoning! It exposes the lack of wisdom on the part of two fools—the buyer and seller—and both will soon learn better or eliminate themselves. The credit grantor in such a case is entitled to his loss and I doubt if he would be successful even if he sold for cash.

The same principles of credit granting apply in the instalment sales as in anything else. The ability to pay according to the terms is a question of credit judgment. That has much more to do with the wisdom of the credit than has the commodity being purchased. It is wise, however, for instalment credit grantors to ask the applicant for a statement of his other instalment purchases, so that in addition to having the picture of his assets and liabilities, he may know what obligations to meet out of his income.

The States of the Union recognize the necessity of credit to the poor, and have provided laws, as we all know, which permit a charge of 36 per cent per annum and more to those whose credit is not sufficient to get money accommodations for less. The States recognize this need—it is all a question of supply, demand, compensation, and the risk involved, and again it takes two to make a bargain.

In our city, contractors build long rows of houses for that class of people who cannot pay for them except on time. They pay for their houses as they pay rent, and after their homes are paid for probably have as much money, and the houses, too. Had they been forced to continue on as renters, because of their inability to buy homes on time, we would have a more shiftless class of citizens.

Such large concerns as General Electric Company, Westinghouse Electric & Manufacturing Company, Western Electric Company, American Radiator Company, General Motors and many others are conducting their own instalment sales plans. They have the right to sell their products as they see fit, and their customers have an equal right to

buy. Safety is assured because such manufacturers will only do business along the lines of caution—they know better on what basis it is safe to sell on instalments than others who know nothing of their business.

"Water seeks its level." People will not pay us more than they have to pay others for financing service, and why shouldn't they be the judge as to the value received? There are many different plans and rates in use covering instalment financing, but on the average it is pretty safe to say that the cost is around 10 per cent, which is about the difference that the average merchant makes between his cash selling price and his instalment time price. Instead of the purchaser taking this 10 per cent for cash he prefers to buy on time and the Financing Company practically discounts the transaction in his stead and gets the 10 per cent. As in the case of automobiles the increased volume resulting from instalment selling reduces the price of practically any commodity, possibly at times more than the amount of the financing charge. Thus the purchaser buys enough cheaper because of the volume resulting from instalment selling to pay more than the

cost of it, thereby evening matters.

It must be remembered that the financing company does not lend money—purchasing a time sales transaction, payable monthly or weekly, for a year, means a year's service, correspondence, calling on delinquents, travel expenses, etc., repeated dunning, and other collection efforts and overhead expenses, payment exchange on checks, and usually loss of interest in the case of delinquent payments. In addition, the financing company furnishes all the legal forms for debtors and has to pay the market rate for the money they supply. The financing charge is much more for service than for interest.

Is this financing cost excessive when you consider that the transaction runs for a year and involves a considerable overhead as against the turn-over profit added to merchandise by the seller in many lines, of say 20 per cent flat? When such a seller receives settlement for his goods in 60 days he can turn that capital six times a year and make six times 20 per cent gross profit on the same money in a year's time (120 per cent per annum). Cer-

[CONTINUED ON PAGE 67]

Josh Billings Writes an Ad By Earnest Elmo Calkins

IT is to be wondered that more small businesses do not strive to give themselves a touch of personality as a means of identity. Individuality stands out and causes an enterprise to be remembered when others of its class are forgotten.

There is a small hotel on the Mohawk Trail most engagingly named The Inn of Charlmont. The proprietor's name is Rowell, a name full of advertising suggestion, though he asserts he never heard of George P. of sainted memory. But at any rate, besides furnishing good beds and unusually good meals, he has given his house character by several interesting touches which entertain his guests and enable them to while away pleasantly the minutes while waiting for dinner. The house has been an inn for one hundred and fifty years, and is naturally associated intimately with the history-soaked country around it. On the walls of the rooms are old prints, maps and broad sheets all bearing on local history, but some of them reaching back into old England, as, for instance, a steel engraving of the noble person after whom Charlmont was named.

This, however, has been done before. It was in

the dining-room that the innkeeper's originality really asserted itself. Hung on the walls of this room were neatly lettered quotations, all tributes to inns. Dr. Johnson's famous dictum was there, of course, and Shenstone's melancholy verses, and an interesting extract from Thoreau. There were two excerpts from the Bible, one being the story of the Good Samaritan. But the gem of the collection were these words giving Josh Billings' idea of a good hotel:

"There are hotels that are a joy upon earth, whare a man pays his bill az cheerfully az he did the parson who married him, whare you kant find the landlord unless you look in the kitchen, whare servants glide around like angels of mercy, whare the beds fit a man's back like the feathers on a goose, and whare the vittles taste just az tho yure wife or your mother had fried them."

This shows what Josh might have done as an ad-writer. The passage is worthy of being set beside Bob Ingersoll's well-known tribute to corn whisky. The passage about the beds is especially felicitous.

How Rural Dealers Are Keeping Farm Trade at Home

By De Leslie Jones

THE rural dealers are tremendously awake to the necessity for keeping trade at home. And that means, inevitably, a better appreciation of nationally advertised goods, and a more zestful cooperation with national advertising campaigns for sales stimulation.

Here is the situation in few words: The automobile was a sharp enough challenge, but good roads and the coming of the chain store to rural villages have been the deepest goads

of all. In earlier days the automobile didn't damage local trade so greatly because poor roads offered little facility for shopping trips five, ten or twenty miles away. Then the good roads movement got under way; beautiful concrete roads arrived over which one might literally roller-coast to the "big town." Then in an era of closed cars, a winter drive for shopping to the big town by the women of the family became no hardship at all. Then the chain store came to the little village to lend pep to the situation.

What is the rural dealer doing for self-preservation? Some of them are doing nothing except to arrange their affairs for their demise and a decent burial! "I know my days are numbered," one dealer in a small town told me, when I gently chided him for the frightfully unkempt condition of his windows, the absence of new stock. "I'll

last maybe three more years. I'm trying to sell what I've got. I've been here 30 years; once my place was post-office, political meeting hall and the village center of life. Practically everybody bought from me. Now they buy not only from the new chain grocery in town, but also from the larger town eight miles away; and even go out of the county, to the city twenty-two miles away. Once I operated two wagons, taking orders and making deliveries within a range of ten or fifteen miles. I didn't mind mail order competition; I didn't mind autos. But these concrete roads and the chain stores are my death-knell."

The vigorous and the young, however are at the stage of research and united action—which is the most hopeful possible stage. For instance: The Merchants Committee of the chamber of commerce of Logan, county seat of Cache, Utah, made a research not long ago to find out how

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©Brown Bros.

THE advent of the automobile and the chain store has confronted the rural dealer with the problem of retaining farm trade. The result is that either the country store is passing out of existence or is meeting competition successfully by using modern merchandising methods and featuring nationally advertised products.



DODGE BROTHERS SPECIAL TYPE-A SEDAN

Its beauty is particularly appealing because it distinguishes a vehicle of sturdy worth.

You are afforded the satisfaction of driving a car that actually lives up to its smart appearance.

Five Balloon Tires.



DODGE BROTHERS SPECIAL TYPE-B SEDAN

Observe the special equipment: balloon tires with steel disc wheels, nickelized radiator shell, front and rear bumpers, instrument panel with tach, windshield wiper, cowlights, mud plates and special body striping.

Then consider the sturdy and dependable character of the car itself and you will understand why it is equally attractive to men and to women—and exceptionally attractive to both.

Five Balloon Tires.



BETTER AND BETTER

Dependable ten years ago, and five years ago, and more dependable than ever today. Dodge Brothers Motor Car simply represents the latest phase in a process of continual betterment.

The first cars Dodge Brothers built established a world-wide reputation. The cars they are building today incorporate the accumulated refinements of those ten interesting years.

That important improvements in the comfort and appearance of the car are made from time to time implies no basic departure from Dodge Brothers' traditional policy of progressive rather than *several* development.

*Dodge Brothers, Detroit
Manufacturers of Automobiles.*



DODGE BROTHERS TYPE-B SEDAN

Its exceptional comfort is commented on by everyone who drives it.

Doctors, tourists, salesmen, and all who find it necessary to spend eight, ten and twelve hours on the road at a time, are particularly emphatic in their praise.

The fact is, that with its admirable spring suspension, deep seats and generous lounge room, the Type-B Sedan delights the most exacting seeker after *comfortable* transportation.

**DOG
POUND**



NICKEL and varnish, streamline and balloon, and the glitter of show-window retouching take second place in the new Dodge advertisements. Dodge Brothers have hitched their Type-B Sedan to the star of "human-interest"—the sort of scenario that publishers put on magazine covers to warm the cockles of the heart. As a result, Dodge Brothers have not only obtained a series of advertisements plausible for their ease, but have made it much less difficult to read the type-matter contained in the space.

How Long Will the Boom Last?

By Kenneth M. Goode

"I COME from the *crazy State*," announced my vis-a-vis on the dining car this morning.

"Yes?" I said politely, "and how are things around Miami?"

"Flourishing, I reckon," he drawled, "leastways they were when I left. I make more out of real estate than out of my store. I've built two homes for myself and sold 'em. Now I am putting up another. And some sucker's going to pay my price—if it isn't too late!"

He voiced the real flaw in Florida. Everybody asks of the boom, not how strong, but how *long*.

For every man investing his own real money in permanent developments a hundred first-payment carpetbaggers swarm to filch quick profits. Since these speculators create no additional wealth, they take the long trip simply to pass around each others' money, like so many children playing the good old game of "Button, button, who's got the button?"

And, whichever of them finally gets caught with the button will have to stand a loss somewhere near the combined profits of all those who came—and went—before.

Business sites in Miami, I am told, now sell at the same rate per front foot as in Detroit and Cleveland. Granting Miami her full 350,000, nobody can, in times of *normal* business, afford to carry on any store, shop or ordinary commercial enterprise with such a rent.

On the other hand, to continue what we may call the present normal abnormal business, land values must continue always to rise. This, of course, means that Miami real estate must begin selling at top Chicago and New York rates long before the town's permanent population has anywhere near made good the Detroit and Cleveland prices already paid.

This inflation might, and, of course, may continue indefinitely. But people tire of the good old game. Prices get too high for the pikers; men with real money sit around and play poker until the break comes.

Then, as sometimes happens on Wall Street, "distribution" is effected, which in this case means that a lot of tourists, who intended



Photo by Merrill

to spend only a month's holiday and a small first payment, find themselves holding not only the button, but the bag; stuck, not only with the needle, but the title.

THE great Dutch Tulip Bulb frenzy of 1640, the Mississippi Bubble of 1817, and the opening of Public Lands in Kansas, the Oil Fields of Texas, in 1920, and our own little flurry at Rockaway Beach furnish us reasonably accurate understanding of the Florida state of mind. And so does this old but illuminating story:

A colored gentleman down in South Georgia caught in the back-spin of the boom disappeared for several days. On return he answered he had sold his houn' dog, Moses, for \$500.

"Yes, sah," he chortled, "they all 'll buy anything down that country."

"If you done sold old Moses for any \$500," inquired a skeptical friend, "how about them two bits you owes me?"

"We'll," hesitated the capitalist, "I didn't get so much cash for Moses."

"Thought you done said \$500?"

"Yes, but they paid me in *cats*—two fine *cats*—each worth \$250."

In spite of the *cats* and *dogs*, however; in spite of its present prosperity, Florida's future is secure.

As Roger Babson points out, Florida has (1) Sunshine, (2) Phos-

phates, (3) Moisture, (4) Nearness to Markets. He might well have added (5) A liberal Income and Inheritance Tax law; and (6) Leaders—promoters, perhaps, but none the less leaders—whose imagination and energy make them worthy successors to Flagler and James J. Hill.

So far as his pragmatic vision carries, Babson sums up the situation. But Ponce de Leon, Florida's first tourist, who never laid eye on a statistic, saw the Land of Flowers in its truer value.

Ponce sought, you will remember, the Fountain of Youth. And, as our United States grows richer and younger, with par in stocks less important than par in strokes; when golden sunshine and blue ocean count as much as gold dollars and green engravings—then millions of Ponce's followers will pour down from the cold cities and wind-swept acres to relax and be comfortable in their old age.

For years the wealthy, who don't particularly need it, have played at Palm Beach. From now on, the whole nation—that does need it tremendously—will seek increasingly, if not the legendary Fountain of Youth, at least the newly discovered Fountain of Youthfulness.

Nevertheless, any advertising man who has converted his Liberty Bonds and bought his ticket for Florida might do well to remember the famous advice to a young man about to kiss a girl: "Don't hurry, don't rush; take your time,—it's there!"

Florida is about as big as Italy. Italy takes fairly good care of some 40,000,000 people—many more than will reach Florida for a few years.

THE carpetbaggers who see this heliotropic hegira simply as a chance for quick turn in real estate, who put up a shoestring in the hope of taking home a snappy pair of patent leathers, are merely an incident. The higher they run real estate, the longer they delay the empire. Nothing in this world is so certain as that Florida lots are worthless except they sell at prices reasonable to people who will actually settle on them.

Therefore, it is, perhaps to the credit of advertising, that it has,

[CONTINUED ON PAGE 82]

Tomorrow's Business Miracles

By Floyd W. Parsons

NOT one person in ten is fully aware of the tremendous changes wrought by science in the everyday problems of people during the last century. Society at large is only now commencing to realize its fundamental dependence upon scientific work. Thousands of business men still confound science with mere theory and see little place for it in their businesses.

Folks worried about what the horse would do when the auto came. Now we have nearly twenty million automobiles in the United States and yet there are more horses than ever. Theatrical people were afraid of the movies, and now the movies are alarmed over the rapid growth of the radio.

Not so many years ago, it was the chief aim of the newspaper to lead citizens. Now the prime purpose of most newspapers is to guide buyers. The power of the press is being shifted. People are being directed how to buy rather than how to think. We used to talk of "educating the people," now we say that we are going to "sell them an idea." We have not only new ways, but new words as well. Instead of merely seeking the approval of the people, we now employ all the arts known to the scientific use of the printed word to overpower them.

Nations like individuals have undergone revolutionary changes. In the past, practically all of the great empires extended for a few hundred miles and lasted for a few years. Egypt was a land of fame, and yet what was it except a pyramid for the Pharaohs? Old Rome was once spoken of as the "orbis terrarum," or ancient world, but today it is a mere fringe of bathing beaches crowded with a newly developed aristocracy of American vintage.

A generation ago \$10,000 was considered a large appropriation for a



© Ewing Galloway

corporation's annual program of advertising. Today Henry Ford spends \$6,000,000 yearly to tell his story; Wrigley spends \$3,500,000 to popularize chewing gum; Campbell advertises soup to the tune of \$1,500,000, while it costs Procter and Gamble \$1,200,000 to tell people that Ivory Soap floats.

WHEN a ship is fastened to a dock by several cables, the shortest cable determines the distance the ship can drift from the dock. If we substitute nations for ships, the shortest cable that has limited the progress of a people has been the food supply. In this present age conditions have so changed that the limiting cable is mechanical power—not food or timber. The greatness of a nation today is measured by the per capita consumption of fuel and not the total population. The United States has become the leader of nations because we have developed an energy supply equivalent to 60 man-power for every person living in our land. Of greater importance than

all else is the fact that this energy is available in the form of electricity at the astonishingly low cost of \$4.00 per man-power year. In other words, it costs us only \$4.00 to buy as much mechanical power as would be supplied by a pair of human hands employed in some vocational line for an entire year. This explains why population totals mean so little unless the people are in possession of many machines and unlimited supplies of mechanical energy. The case of China is an example in point.

Even the modern farm is becoming mechanized and may now be considered more or less of a "food factory." American farmers are now spending approximately a billion dollars a year for automobiles, and about half that sum for farm equipment. At the beginning of this year there were 500,000 tractors on farms, which compares with only 35,000 seven years ago. During the last decade there has been an increase of over 7000 per cent in the use of tractors on farms.

It is science that is banishing mystery, eliminating superstition, and doing away with the bonds of precedent. The pretty wife with a market basket on her arm was doubtless a picturesque object, but the introduction of the telephone has caused her to pass almost entirely out of American life in urban communities. The telephone shopper is replacing the pedestrian. We may lament the passing of simplicity and the expansion of our realm, but the demands of the day make it necessary for us to change with the times or fall to the rear in the race life has now set for us.

We have hardly commenced our investigations in the field of alloys. It would be a life's work for any chemist to take three common metals and carry to completion the

[CONTINUED ON PAGE 78]

THE • EDITORIAL • PAGE

Pounding, Pounding, Pounding

IF any man doubts the power of advertising, let him consider the history of the rubber heel. Only a few years ago the only pair of rubber heels worn was a pair fashioned by Humphrey O'Sullivan, a printer, to "save" his feet as he stood at the case.

Today, we are reliably informed, something over 70 per cent of the shoes produced in this country are equipped with rubber heels when they leave the store!

No brilliant stroke of salesmanship this, but the steady, almost monotonous, pounding of rubber heel advertising on the public mind.



Confusion in Brand Names

THE immense number of brand names in existence for common commodities is more and more becoming a business menace. In radio, in toilet preparations, hosiery, candy and in food articles the confusion is particularly apparent.

The Department of Agriculture has just looked into this subject in regard to butter. A survey shows that 39 different brands of butter were used by 421 housewives. Seventy-nine various brands were listed by those 421 housewives as being butter brands they remembered. A great many were confused by them, mis-spelled and otherwise mixed up especially, as is the case with so many, the names are very similar.

The result of such confusion was frequent change of brand purchased. Sixteen per cent of the housewives had used the brand now on their tables only 6 months or less, and only 8 per cent had used the same brand over ten years. Fifty per cent had used one brand 2½ years or less.

Incidentally the brand found most popular was a chain store brand; and the second most popular was another chain store brand only 6 months old, but also widely advertised.

Brands existing amid a welter of innumerable and often closely similar brands are hard to remember, and only intensive advertising can save them from oblivion. Highly original, scientifically chosen names and designs are also important in such an over-crowded field.



M. L. Wilson Defines Advertising

IT seems to us that M. L. Wilson, vice-president of the Blackman Company, contributed to the better understanding of the nature and importance of advertising when he wrote:

"By advertising I mean anything that affects the reputation of a business."

"It includes the message which salesmen carry; it includes the dress and performance of the product; it includes the method of handling, billing and other things affecting trade relations.

"In fact, advertising includes everything that has anything to do with the reputation of the business."

This definition of advertising gives point to Mr. Wilson's further statement that "Better advertising is

the outward and visible sign of a better conducted business."



Lest Any Have Misunderstood

READERS will recall the discussion initiated by Charles Austin Bates with his article "What Do We Mean When We Talk About Quality Circulation?" which appeared in our issue of April 8, and which was followed by articles by E. E. Calkins, Sara H. Birchall and L. E. McGivern. In opening our columns to this friendly controversy, it was specifically stated that we did not necessarily subscribe to the theories of the various writers; that the articles were in the nature of an honest examination of one of the fundamental considerations of advertising and that we would be glad to publish articles equally candid and constructive by way of refutation.

The publishers of *The Atlantic Monthly* criticise the reference in one of the articles to a single "typical" family as regular readers of *The Atlantic Monthly*. They feel that our readers may gain the erroneous impression that we believe this single family represents the entire *Atlantic* circulation. If this impression exists, we wish to correct it.

Obviously, no one family can possibly represent the entire circulation of any periodical—any more than the Third Avenue cloak model Miss Birchall so amusingly referred to—or the "Mr. Stuyvesant" himself—represents the entire circulation of *Vogue*. It is far from the intention of this publication to cast aspersions upon the class of subscribers of any magazine or newspaper referred to either directly or by implication. We take this opportunity to make the situation perfectly clear in the interest of the writers of the various articles and all the publishers mentioned.



Why Do Manufacturers Advertise?

THE Association of British Advertising Agents is endeavoring to focus manufacturers' attention on the value of advertising and the functions of an advertising agent.

One advertisement bears the question which heads this editorial, which it answers in this fashion:

"Because they find that by advertising they can sell more of their goods and reduce the costs of manufacture. The better the advertising the greater is the increase in sales."

"The best advertising is created by specialists. Just as the manufacturer specializes in production, so does the advertising agency in selling and advertising."

"An advertising agency is a specialized organization which can bring to any problem of selling the highly technical knowledge which it has gained from selling *different* articles in as many different markets."

To those of us who make our living in advertising these statements seem very simple and elementary. But not all business men, even in this country where everybody is supposed to possess a certain amount of advertising sophistication, understand the underlying philosophy of advertising, and still fewer have even a remote idea of the functions of an advertising agency.

Might not a program of elementary advertising such as this one which the British agents have inaugurated be worthwhile here?

Orthoëpephobia

By Edward Pousland

Director of Publicity, American Letter Company

THE most hard-headed and mentally stable of advertising managers is not without his "pet" aversion, his particular, and peculiarly individual and wholly unreasoned "hunch." He may be endowed with great courage when it comes to weathering an acute business crisis; or he may have the hundredth man's allotment of *sang froid* in dealing with tempestuous customers. But, this same individual, his excellent horse-sense and splendid equilibrium notwithstanding, may be as timid as a child when it comes to looking out of a sixth story window. If he does suffer from this particular sort of timidity—that is to say, becomes dizzy and has an insane desire to jump out of the window—he is at once to be classified as an aërophobiac, suffering from a definite idiosyncrasy—the "fear of high places." Should he, however, scoff at the sufferers of aërophobia, his laugh may turn "yellow," as the French say, when it comes to skotophobia—the "fear of dark places," or agoraphobia—the "fear of open spaces," or again claustrophobia—"the fear of shut-in places."

And, perhaps, the most recently classified "nervous fear"—one which has become, in recent years, so alarmingly general as to call for recognition as a separate disease requiring a distinct type of psychotherapy—is "orthoëpephobia." This particular derangement has been found to be the characteristic nervous disease of advertising men just as hypochondria is the chosen neurotic affliction of middle-aged society women.

Orthoëpephobia is the fear of, or aversion to, simple, correct, polite, and grammatical language. Its onset is often gradual, but sometimes sudden and acute. The "germ" of orthoëpephobia is a psychic or mental "germ": it is a false idea, an



"*idée fixe*," which develops in the minds of the patient.

Let us take a specific case. Mr. R. D. L. of the H. N. Company hired, some eighteen months ago, a new advertising manager. This new official—a "ten thousand dollar" man—was the "go-getter" type of person who had received his training in the school of hard knocks.

DURING the first few months of his employment, the new advertising manager showed no particular signs of abnormality. His allotted field was direct-mail. The concern in question had for years—with average success—been circularizing an excellently worked out list of some fifty thousand names. A yearly catalog, leaflets, occasional broadsides, and, particularly, sales letters had been used for more than forty years; in fact, "circular" letters had been used by the concern for nearly one hundred years. The general plan of yearly campaign had been laid out some thirty years previously, and since that time no radical divergence from the plan or style of copy used had occurred. Consequently, it was

conceivable that an up-to-date advertising man could do a creditable piece of preliminary work by bringing the copy up to date.

The catalog, which was at the same time a sort of sales circular, had hardly varied since 1895. Its whole make-up recalled the florid ornamentation of the "eighties," the rococo period in the printing art as well as in architecture. The copy itself well characterized the ponderous elaborateness of the period, and might well have been mistaken for an excerpt from a sermon written by a mid-Victorian Anabaptist pastor. But, despite its puffiness, its self-imposed dignity and conceit which betrayed a total lack of a sense of humor on the part of the original advertising man, the copy

was, at least, grammatical to a fault, perfectly balanced as to sentence structure, precise to the nth degree in the use of punctuation, exclusive, in the most absolute sense, of the use of trivial or slangy expressions. In a word, most of the copy still in use by this concern was as much out of the spirit of the present-day as would be a McKinley button or a moustache cup.

The new advertising manager, our latent orthoëpephobiac, was not the last to recognize these facts. His first piece of work consisted in the simplification, the modernization, of the copy. The first piece of copy prepared by the original copy-writer was, indeed, the first to come to the attention of the new advertising man. The "Father of the Business," its first President, had employed this copy-writer on the strength of his ability as demonstrated in a real estate advertisement which he had prepared for the personal use of this first chief executive. It follows:

"I can sell for eighteen hundred and thirty-nine dollars, a palace, a sweet and pensive retirement, on the virgin

[CONTINUED ON PAGE 62]

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.
 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
 Charles D. Kaiser
 R. N. King
 D. P. Kingston
 Charles J. Lumb
 Robert D. MacMillen
 Wm. C. Magee
 Carolyn T. March
 Allyn B. McIntire
 E. J. McLaughlin
 Alex F. Osborn
 Leslie S. Pearl
 T. Arnold Rau
 Irene Smith
 John C. Sterling
 J. Burton Stevens
 William M. Strong
 A. A. Trenchard
 Charles Wadsworth
 D. B. Wheeler
 C. S. Woolley
 J. H. Wright



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

Advertising Men Honor Stoddart

UPWARD of 350 advertising men gathered at a banquet in the Blackstone Hotel in Chicago on the evening of Monday, September 21, to honor Charles H. Stoddart upon his completion of fifty years of continuous service in the profession. That these guests gathered from all parts of the country from Los Angeles to New York, and that many of the most prominent among them owed their starts and no small degree of their successes to Mr. Stoddart, explains more forcibly than words the great magnetism and unusual combination of qualities which go to make up the character of one of the most beloved men advertising has known.

Mr. Stoddart was born in Delphi, N. Y., on January 26, 1854. He received his early education in the schools of his native town and went to New York City in 1873, where for a year he was employed by a manufacturing chemist. His first connection with advertising came in 1875 when he took the position of representative of the *Sunday School Times*

and the *Baptist Teacher*. He served on these and other religious and mail order papers for several years, becoming associated with Frank Munsey in 1882 at the inception of the *Golden Argosy*, now the *Argosy-Allstory Weekly*. He went to Chicago in 1888 as western director of the Munsey company and has served in that capacity ever since that date.

At the honor guests' table sat Frank Munsey; Col. J. B. MacLean of Toronto; George M. Reynolds, president of the Continental and Commercial Bank of Chicago; Ray Woltz of Chicago; the Reverend Von Ogden Vogt of Chicago, and Wilbur Nesbit, also of that city. Mr. Woltz and Mr. Nesbit acted as toastmasters and contributed much spirited repartee to the enjoyment of the evening. The speakers included Frank A. Munsey, with whom Mr. Stoddart has been associated for forty-three years; Albert D. Lasker, former head of the United States Shipping Board and now president of Lord & Thomas; Douglas Malloch, noted Chicago humorist and poet; and Gilbert T.

Hodges, advertising director of the Munsey publications. The Reverend Von Ogden Vogt pronounced the invocation, and Miss Margery Maxwell of the Chicago Civic Opera sang several selections. D. M. Lord, founder of Lord & Thomas, made the trip from New York, while Ben Levin, author of Chicago's pioneer agency men, journeyed from Los Angeles.



AT Dinner given to Charles H. Stoddart. Left to right: Reverend Von Ogden Vogt, Albert D. Lasker, Gilbert T. Hodges, Ray Woltz, Frank A. Munsey, Wilbur D. Nesbit, Mr. Stoddart, E. T. Meredith, Douglas Malloch, Homer J. Buckley, Stanley Clague, J. B. MacLean

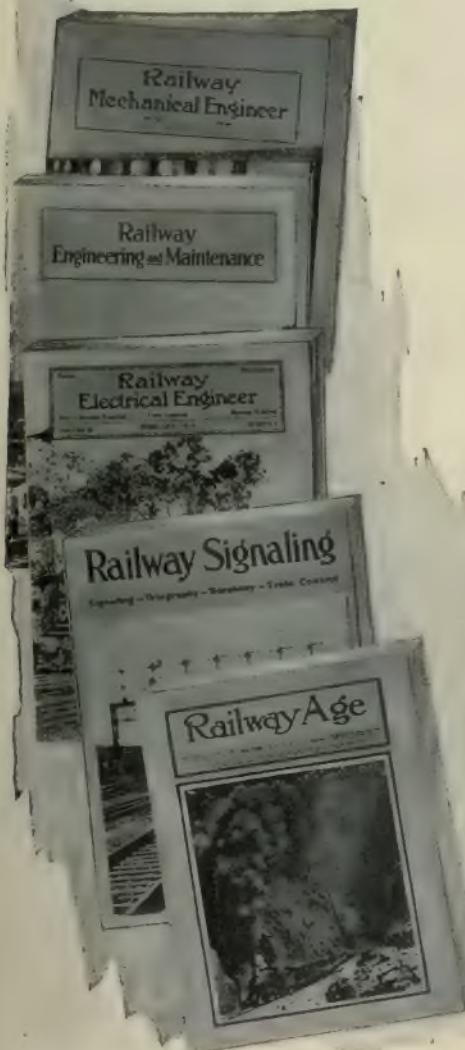


The
Railway Service
Unit

These Five Departmental Railway Publications

select the railway men you want to reach
—the men who specify and influence the
purchases of your products.

The departmental organization in the
railway industry and the widely different
activities make it necessary to gain the in-
terest and confidence of each department
individually. You can do this effectively
through the *Railway Service Unit* for each
publication is devoted exclusively to the
interests of one branch of railway service.



*Our Research Department will gladly
cooperate with you in determining
the railway market for your products*

Simmons-Boardman Publishing Company
"The House of Transportation"

30 Church Street

New York, N. Y.

Chicago: 608 South Dearborn St. Cleveland: 6007 Euclid Ave.
San Francisco Washington, D.C. New Orleans, Mandeville, La.
London

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

How to Make Your Direct Mail More Convincing

By Richard W. Freeman

Advertising and Sales Manager, Frank E. Davis Fish Company

IN my opinion mail order advertising is, as a type, the most convincing. There is a perfectly sound reason for the super-convincingness, if I may thus describe it, of mail order advertising. It is this: *It has to be.* This form of advertising exists solely on its merits. The advertisement that attempts to sell something direct—to create interest, arouse desire, and make the sale all at one reading—*must* make good or die. There's no half way about it. Figures showing the actual returns are carefully tabulated. Here is the acid test of the power of the printed or written word to convince the reader that the article or service advertised will please, satisfy, and wholly repay him for his investment. The convincing features of mail order advertising are the free trial privilege, the guarantee, the statement of quantity already sold, the testimonials of satisfied purchasers, the offer to send on approval without a penny in advance.



The Free Trial

MANY of the factors of mail order copy can well be adopted by the advertiser who sells his product through dealers or agencies. Take the free trial privilege for example. The manufacturers of household appliances, office equipment, electrical specialties can afford to make the trial privilege offer a big point in their advertising copy. The opportunities in this direction are almost limitless. Last year the advertisers of four different makes of automobiles, upon learning that I was in the market for a new car, allowed me on consecutive week-ends to try out their cars just as though they were my own. No mention of the trial privilege was made in their copy—but I was finally convinced.



Use of Testimonials

IN the judicious use of testimonials may often be found the vital spark so essential to convinc-

ingness. There's nothing more effective as a sales aid than word of mouth advertising. Testimonials and recommendations from satisfied users are the nearest approach, in the printed form, to word of mouth advertising. You find a cigar you like—you tell your friends of your satisfaction—that leads to more sales and starts an endless chain of good will. So does the testimonial work. If you publish signed letters from users you have gone a long way toward convincing the reader that your product has the merit you claim.



Signatures and Photographs

WHEN using testimonials, let the signature of the user appear. Unsigned testimonials are valueless. If you are planning an "Ad" for national circulation have your testimonials from as many parts of the country as possible. Let them be widely distributed so your readers will know there are satisfied users nearby. For instance, if you are advertising shrubs or plants for gardens it would not be wise to have all your testimonials from the South if many of your readers live in the North. The plant that flourishes in a warm climate may not be suited to a colder region. Suppose you are advertising for salesmen or agents. The most convincing point you can bring out is the actual earnings of those already employed—their own statements bearing their own signatures and photographs in addition, if possible.



Phrasing the Guarantee

IT would be hard to find anything more definite than a guarantee to add to the convincing power of an appeal. Too much care cannot be spent on this factor, as the guarantee of a responsible house must echo the sincerity of the selling talk. It virtually says, "If the article does not make good, we will." Therefore, it is good judgment to word the

guarantee as simply and plainly as possible so that the sincerity of purpose that impels the writer cannot be doubted. To illustrate my point here is a guarantee that appears on the label of every package put out by a well known food packer: "We guarantee that this package contains just what the label says and that it is a pure food product well put up and free from adulteration. If you are not fully satisfied with it, we will refund the purchase price."

Could a pledge of satisfaction be more simply stated? There's absolutely no evasion, no equivocation. Contrast this with the guarantee that is hedged about by ifs and ands—where the responsibility for proving that the article is not right is placed upon the buyer. When you have removed all risk of dissatisfaction from the mind of the prospect, you have done much to convince him of the advisability of making a purchase.

Study the Mind of the Purchaser

WITHIN the past few weeks I have begun to feel the urge of radio—I feel that I ought to have a receiving set in my home. But as I read the current radio advertising, I am far from being convinced as to what make of set I should buy. One advertiser assures me that I can get as good results with his low-priced set as I can with a far more expensive outfit, while the maker of the high priced set does not show me where the extra value exists in his article. The copy is evidently written for the confirmed radio fan who knows all about electrons, wave lengths, heterodynes and other technicalities, but not for the novice like myself to whom such terms are as so much Greek. I am confused—not convinced. A manufacturer should study the minds of his possible purchasers and endeavor to find their reactions to his proposition. After ascertaining the resistance or possible objections the copy should carry conviction to overcome them.

The Map Tells The Story



Regional Advertising at Regional Rates

Hundreds of new retail accounts, dozens of new national accounts, have come into The Christian Science Monitor since this new Regional plan was established. Monitor advertising lineage for April, May, June, July and August was 749,711 lines greater than for the corresponding months of 1924, or a gain of 44 per cent. Circulation (A. B. C. March 31, 1925), 103,062. Regional figures on request.

Ask Any Monitor Advertising Office for Information

The CHRISTIAN SCIENCE MONITOR

An International Daily Newspaper Publishing **SELECTED ADVERTISING**

BOSTON
NEW YORK
PHILADELPHIA

ADVERTISING OFFICES
CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

"BUY WHAT YOU CAN USE"

Written by Our Readers

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

Loose Talk About Advertising

JEFFERSON THOMAS in his article "Loose Talk Hurts Advertising" has sounded a vital note. More and more on all sides of us, we hear this loose talk about the abnormal cost of advertising, and its effect on the cost of the advertised product, etc., etc. Coming many times from uninformed persons, we do not wonder so much, but when we hear mature business men, especially retailers and not a few manufacturers, talking in this strain, we are impressed with the fact that not everyone is "sold" on the idea that "It pays to advertise intelligently."

Careful analysis of these loose talkers develops that each one is using a *Saturday Evening Post* yardstick to measure advertising values.

I believe it is this same false idea that hinders many manufacturers from becoming successful advertisers. Many seem to have the idea that every advertising agency in the country uses this same yardstick and thus arises the "fear of the agency."

It seems to me that stringent action cannot be taken too soon to combat these false ideas about advertising that seem to hold forth in the minds of many. And I would say that not only the "Four A's," but every other association deeply concerned with the advertising profession as well as the agencies themselves, should bend their efforts toward overcoming these erroneous ideas, and the whole field of advertising and sales promotion will be the better for it.

HERBERT V. MERCREADY,
Rickard & Company,
New York, N. Y.

The Department Store Critics

IT is possible to pick out over a period of years, as the writer of your article has done, outrages on the part of those with whom he has done business. But bear in mind that on the other side, similar wrong-doing has been evidenced on the part of those from whom the department stores have purchased, and to place such in evidence would only prove that some manufacturers (or their representatives, unknown to them) are not dealing fairly.

An instance of ours was the finding that a ribbon manufacturer was giving us short measures continually. When proved, a refund was made, covering quite a long period, and the statement

given to us was that their machinery had been set wrong. But the shortages varied all the way from half a yard or even less to a yard or more. No one would from this circumstance decide that the manufacturers with whom we deal are crooked. Of course, one manufacturer may have been.

Of course, this does not mean that there are probably more than two or three stores in the country, the management of which would not immediately discharge any department head who proved to be crooked, profit or no profit.

It has often been stated—unfortunately quite correctly—that the department managers feel more important than the owners of the business, and they do keep representatives of manufacturers waiting unnecessarily, apparently securing pleasure from feeling that they have that power. Such heads should be weeded out.

JOHN SHEPARD, JR., President,
The Shepard Stores,
Boston, Mass.

An Adopted Tar Heel Answers C. P. P.

IN our youthful days, when Micky came strutting across the railroad tracks and defiantly put his foot smack on our sand castle, there were just two things that determined what action we should take. The first was "How big?" and the second "Can he lick me?"

Charles P. Pelham in his article "We used to be"—or—"We are!" made a few remarks that causes this highly respected adopted son of North Carolina to throw his paws in the air and say "Applesauce!" In the first place Mr. Pelham is wrong when he says living is cheaper in North Carolina. At the present time living expenses are one third more here than they are in the North, and the secretary of the Chamber of Commerce will bear me out in this statement.

The cotton mills, from the information we have been able to pick up, cannot run at a lower cost than their Northern competitors. Hydro-electric power is furnished by God in the North as well as in the South. If He played any favorites at all He played the North.

The average cotton mill in this part of the South—and we have some of the largest in the country—probably won't average over 48 working hours per week

in a whole year—if they do that. There are many weeks when they only work three or four days a week, and the majority of cotton mills around a radius of a few hundred miles close down entirely for two weeks every summer.

The cotton doesn't grow in the back yards of the mills. It does grow within a range of a few miles—but there is always transportation. And speaking of taxes—"Taxes is taxes." The taxes in North Carolina are just as high if not higher than they are in antique New England. Look at the government report for last year—and you will find that North Carolina isn't running far from third place.

Tradition, in our opinion, does not have any particular value in the textile industry. At this particular time it is pretty hard to single out many shining examples of where inheritance has been an aid to craftsmanship. In this day and age we move so fast that it doesn't take generations to develop a good textile worker—providing he uses his head and is willing.

New England could perhaps spare a little sand—a very little—to throw on so-called Southern competition—but from what we have noticed in traveling over New England—they would probably find rocks handier—perhaps in their back yards.

When will they stop crying *we used to be!* and shout *let's bury 1861 and cooperate?* We wonder.

A. S. MYERS,
Odell Hardware Company,
Greensboro, N. C.

Indelicate Comparisons

THE great majority of advertisers in the United States are just as careful to avoid offending a prospective buyer as they are to avoid infringing the Trade Mark of a competitor.

It is to be regretted that several firms, including some who certainly ought to know better, have recently joined the minority. Quite apart from the law which, in many countries including, I believe, the United States, prohibits the use of the national flag for advertising purposes one would think that an advertiser of another nationality would be most careful in this respect.

An American tobacco manufacturer is using in Canada a showcard which represents the Union Jack, the flag of the British Empire, bearing in the center a reproduction of a package of cigarettes. Other firms, both Canadian and American, have seen fit to adopt the word "Sterling" together with the £ mark as their trade mark. These are by no means isolated cases as any U. S. tourist in other lands will confirm.

To the writer it is obvious that these cases are thoughtless actions and I have little doubt that the publication of this friendly note will remind U. S. advertisers in foreign markets that the Golden Rule is as safe a guide abroad as it is at home.

"TRAVELLER."
Toronto, Canada.

NOT WHAT COPY SAYS—BUT WHAT IT SELLS

THE advertisement that is written to be a literary masterpiece may not create a desire for the product.

The advertising illustration that is created to exhibit in the salon may not impress the millions to whom the product is to be sold.

An Interrupting Idea, basically conceived and convincingly presented, will, even in competition with hundreds of other advertisements, command attention and create the desire to buy.

At Federal, we render every service within the province of an advertising agency, but we prefer not to handle an account in which any factor of the service is rated higher than *advertising that sells*.



FEDERAL ADVERTISING AGENCY, INC.
6 EAST 39th STREET, NEW YORK

Don'ts for Copywriters

By J. K. Fraser

DON'T start to write until you have the facts.

Don't start to use the facts until you separate the important from the unimportant.

Don't fix your own opinion of the value of a fact until you have tried it out on average people.

Don't try to gather all your copy ideas inside the four walls of your office. Get out, mix with the trade and with the public. You will save time.

Don't assume that all your useful copy facts are bound up in merchandise. Some of the most successful advertising campaigns talk mainly about the service behind the product.

Don't miss taking in an occasional sales convention. It will stir up your thoughts.

Don't overlook the problems of the advertiser's sales force. They may furnish the vital clue to your advertising.

Don't expect an engineer to be lucid. Keep patiently at him. In time you will discover what he is driving at.

Don't assume that your reader is sitting before you in a buying frame of mind. He may be half asleep. He may be worrying about his own troubles. In either case, you will have to hook him hard with some quick point of interest.

Don't fail to make a special study of headlines. The headline makes or breaks many an advertisement.

Don't imagine that a short text solves the problem of getting a reading.

Don't forget that the public is chiefly interested in its own troubles.

Don't talk about your product as if it were in the factory. The public won't go there to see it.

Don't talk about your product as if it were in the retail store. So long as it is the dealer's property, it won't give the public much service.

Don't forget that the product's real advantages come out in use.

J. K. FRASER went into advertising immediately after leaving college. His first job was with Ward & Gow, street-car advertising in New York; next assistant advertising manager of the National Biscuit Co.; next with the Mahin Advertising Agency of Chicago; next with the Street Railways Advertising Co. of New York. He left them to join The Blackman Company, of which he is now president. He originated the famous "Spotless Town" jingles

Talk about your product when in use.

Don't fail to bring out the virtues of your product in meeting some trouble common to your possible buyers.

Don't leave your product to prove its own case in use. In many lines only an expert can tell the good from the bad. Explain the merits which are not obvious.

Don't expect your public to read successive advertisements, unless each in turn contains some fresh bit of interesting information.

Don't expect "delicious" to sell candy. Almost any candy is delicious.

Don't expect "warm" to sell overcoats. Almost any overcoat is warm.

Don't expect "becoming" to sell hats—half your readers will know it is hopeless.

Don't talk too much about what your product is. What it does is more important.

Don't imagine that your reader had never heard good claims about articles similar to yours. Choose a line of thought which will reawaken his tired interest.

Don't address your message to the thin air. Talk to real people.

Don't let familiarity with your subject lead you into technical terms which the green reader doesn't understand.

DON'T get discouraged when the ideas fail to flow. Keep on trying. The happy thought may wake you up in the middle of the night.

Don't exaggerate—unless you are willing to plant mistrust.

Don't whine. State the facts and trust to the reader's sound judgment.

Don't figure that any product of itself makes a tame subject for ad-

vertising copy. A good writer can put a thrill into the nebular hypothesis.

Don't assume that people won't read long advertisements. Rather admit to yourself "I don't know how to be interesting."

Don't imagine that any combination of words will take the place of a real thought.

Don't look down on rhetoric text-books. They hold many valuable practical pointers on force, clearness and precision.

Don't fall back on the word "best." It's a sign you are slipping.

Don't consider your job finished when you have brought out the merits of the product. Make your reader like the company which offers it.

Don't convince your reader and leave him guessing at where he can buy.

Don't lay too much stress on the value of a trade-mark figure. By the time it gets established, it is liable to give a chestnut flavor to the whole advertisement.

Don't work too hard over a trademark style of lettering for your display line. The trademark style will never make or break a campaign.

Don't waste too much time over slogans. Most of the notable advertising slogans cropped up as happy phrases in copy. Few have sprung out of cold-blooded thinking.

Don't agonize over a distinctive type for your text matter. If it is too distinctive, it will hinder a reading. If it is legible, its individuality will be scarcely noticed.

Don't quarrel with the artist. If you reason with him, he will come around—or perhaps he is right. Give him a chance.

Don't take too seriously the criticisms of the star salesman. If you want to see what he really knows, ask him to write an advertisement for you.

Don't put the advertiser in a position where he sits in cold judgment on your copy. Make sure you are mentally together before he looks at the words.

Don't become hide-bound by rules—even these.

Are You Going?

Knowing the National Industrial Advertisers Association—their thoroughness in discussion and their ability to arrive at facts—we urge you to attend the October Convention at Atlantic City. You will, we are sure, be well repaid. You will come away with new viewpoints, ideas and the pleasure of having met and heard the leaders in the profession of Industrial advertising.

THE IRON AGE indorses the Convention and recommends that all attend it who are in any way connected with Industrial advertising.



*Charter Member
A.B.C. A.B.P.*



A Club Which Grew Out of a Cook Book

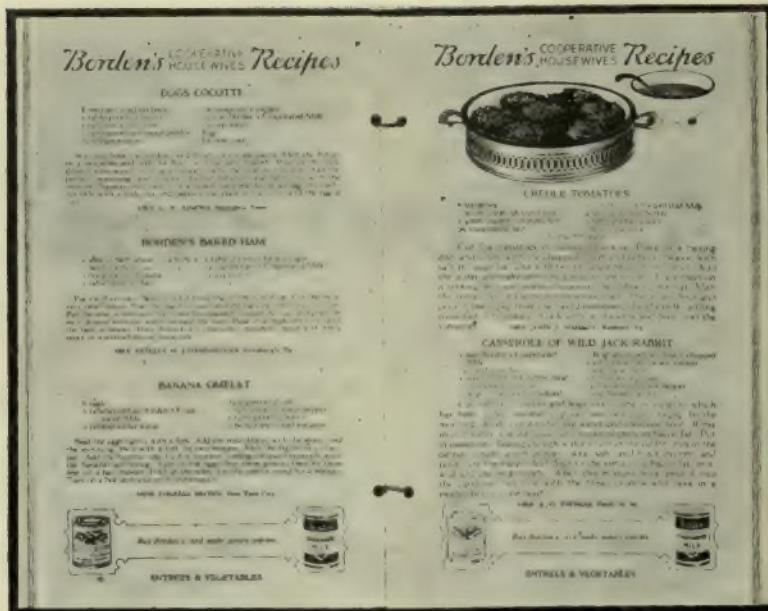
[CONTINUED FROM PAGE 22]

generally. Then came the Question column, in which queries from members were put and answered. Where the answer wasn't available at headquarters, the question was thrown open to the club, and much interest and information developed. Finally, the feature which gave a real thrill to members in the Corn, Wheat and Cotton Belts—"In the New York Shop Windows." This was just what its name suggests, and was made up of fashion hints for Mother and the children, the latest motifs in decoration, and other like emanations from the center of things smart and fashionable.

The Bulletin was a success from the first issue, and developed such a staggering amount of correspondence, that the staff was at first put to it to take care of it all.

The "Staff" consisted of a Club Secretary, permanently named Jane Ellison to provide for possible personnel changes, and various Domestic Science Agencies and Experts with whom she got in touch for technical information when stumped. Jane Ellison wrote and signed all Bulletins and took care of such correspondence as couldn't be handled by general publication. This correspondence grew to voluminous proportions, but much of it was taken care of by form letters and by the monthly Bulletin. Members were urged to write to the Secretary for advice on all their household problems, for in this way a great deal of fresh material was secured, and the Bulletin was made a live and valuable publication.

The privilege of competing in the recipe contest was not, of course, a very exclusive one. Once a contest is decided on, the more entries the merrier. So the members were given ad-



THE Borden Recipe Club does much to solve the problems connected with the issuing of cook books. Life membership in the club costs but 25c, and for this the members receive loose leaf cook books which are supplemented by monthly bulletins containing valuable information and the prize winning recipes of the annual contest held by the club

vance notice, and in the magazine copy the thought was phrased in such a way as to invite competition from non-members. When the contests had been decided, the winning recipes were attractively lithographed on punched paper, profusely illustrated in color, and sent to all members and other participants. Every effort was made to make the contest unusual. Cash prizes were offered, and the subject of the contest was never just recipes. One year, for instance, ten equal prizes were offered, one each for the best recipe in ten different types of dishes—soups, entrees, salads, desserts, etc. Last year there were five prizes, awarded for the following complete menus: a luncheon for three; a family dinner for five; a Sunday Night supper for eight; a children's party for ten, and a church supper for one hundred. Entries for this contest broke all records, and to date the demand for the prize-winning menus is well beyond any past return.

Here, then, were the facilities and privileges of the club and all we needed was members. They were advertised for in a small list of women's magazines, and the first ad pulled over 5,000 quarters. That's a good deal of money when you consider the fact that the same magazines used were full of offers, for all manner of cook books free. It convinced the Borden Company that the idea was sound, and worth pushing hard.

Between 15 and 20 thousand members were secured in the first magazine schedule. After the first ad, the offer was carried only as a special paragraph in the regular copy, and returns naturally were

small compared to those from the exclusive Recipe Club advertisement.

We began, therefore, to build up the membership by direct solicitation in those parts of the country where we considered that we needed the work most. The salesmen took memberships when they put on Saturday sales in the retail stores. Demonstrators did the same, and food shows added still more to the total. We were using house-to-house canvassers in several sections, and we put these to work on the Recipe Club. It worked out beautifully here, because it gave the canvassers something real to talk about, and instead of calling and handing out a free can of milk, they were able to place a real piece of selling literature, and to collect a quarter for it in addition.

When the membership began to mount well over 100,000, we felt that for the time being it had gone far enough, so we stopped pushing. We aim to keep it at about that mark.

Now where did the Borden Company come out on the financial end of the proposition? Obviously we

WHO is the American Machinist?

He is the man (1) who owns or manages a plant specializing in the manufacture of one or more metal products; (2) or who designs and executes the plant layout for producing the product or products; (3) or who designs the tools and supervises the methods to be employed; (4) or who designs the metal product to be manufactured; (5) or who superintends machinery repair work in industrial plants.

He reads the advertising pages of

American Machinist*

to keep in touch with new methods, tools, equipment, apparatus, machinery and raw materials that will best help him fulfill his responsibilities.

were contracting to deliver a good deal of fairly costly service for that quarter.

To start with, the book cost us a little less than 20c., landed in the member's kitchen. The Bulletin was a simple, four-page, black and white affair, costing about 3c. per member, mailed. The prize-winning recipes, lithographed on punched paper, cost another 15c. delivered, per year. We gave away \$1,000 in prizes annually, which figured, last year, 1c. a member.

The secretary was a member of the advertising department and did other work, and her cost was absorbed in general overhead. The magazine advertising was mighty good general publicity and would have been run anyway, so that isn't

a legitimate charge against the club.

So, for a cost per name of less than 50c. a year, the Borden Company built up and is maintaining as fine a mailing list as is to be found anywhere. It isn't an ordinary mailing list, in any sense of the word. In the first place, the "names" have each paid 25c. to get on. That certainly indicates interest in the club, and good-will toward the company. Next, these women really feel that it is a privilege to belong. There are thousands of them who don't now and never will belong to any other club—and this membership makes them truly "club-women." There's a big kick in that. Again, they are never allowed to lose interest. The Bulletin takes care of that. Something help-

ful goes out to them every month. Every year they receive a bunch of attractive recipes which arouse new interest in the Borden Cook book, and gets it into use.

Of course, the test of this is in the results. Every little while we want to know something about the use of our products in the consumer's home. If we send a general questionnaire to telephone users we'll be lucky to get a five per cent return, and then many of the replies won't be usable. We can get what we want by a house-to-house canvass, but that costs real money. So we pick our localities, and send out a special letter to members on club stationery, and have no trouble at all in getting back 25 per cent replies. And they're all intel-

[CONTINUED ON PAGE 51]



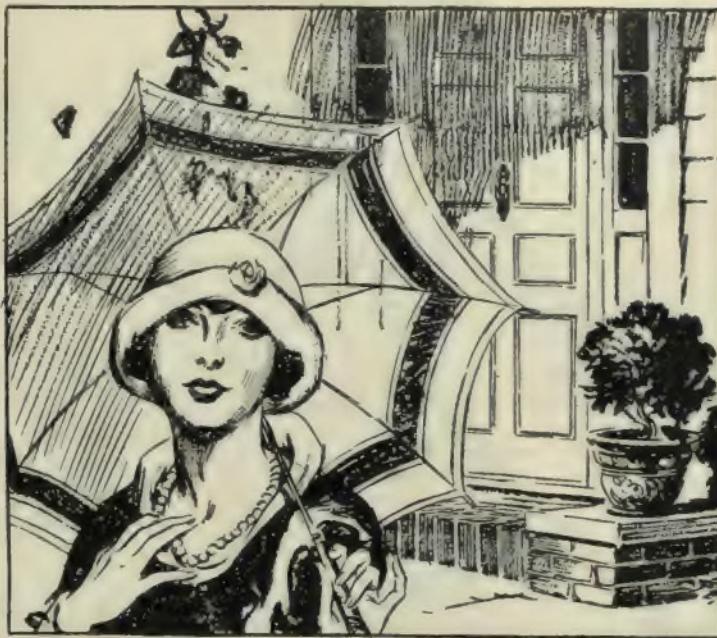
Can You Solve the Mystery?

IT is pretty generally understood that one of the many peculiar things about human nature is that almost everyone believes that he would make a great detective. The George H. Doran Company, Publishers, has taken cognizance of this strange quirk in the human makeup and has played up to it remarkably well in the window displays which they have placed in the various shops where Mary Roberts Rhinehart's latest thriller, "The Red Lamp," is on sale. The windows of these shops contain the customary careful arrangement of copies of the book and the usual advertising liter-

ature accompanying it, but here the adherence to ordinary book advertising tradition ends. The book is given the illusion of reality and the detective zeal of the prospective purchaser is aroused by placing in the window various objects—all tagged in the true police fashion—which might be clues to the mystery set forth in the book: a bit of twisted rope used to bind one of the characters, a can of ether found in the inspector's car, a knife discovered behind a dresser, an unfinished letter found in the desk of one of the victims, the mystic symbol always left behind by the criminal, a mysterious

message in code, and a broken eye glass found under a culvert. All of these tend to react upon the passer-by as if they were exhibits of objects concerned in an actual crime. The book thrusts itself on his attention and says, "Here are the clues. Can you solve the mystery?"

The advantages of this method of advertising books are manifold. The window display, because of its departure from conventional forms, demands attention, besides lending reality to the book and arousing the "detective instinct" of the prospective buyer by placing the clues so graphically before him.



At Mrs. Fort Mitchell's where the New South blends with the Old

Sixty years ago. . . . A big, white-pillared house, its dining room ablaze with lights. Guests around a gleaming table; and at the head, in silk and lace, the hostess—the first Mrs. Fort Mitchell.

Today. . . . A Dutch Colonial, set in a landscaped lawn. A low-ceilinged dining room; the faces of guests framed in soft candle light. And at the head of the table, in a gown after Poiret, the hostess—the Mrs. Fort Mitchell of today.

Two scenes, different, yet very much alike. For in Mrs. Fort Mitchell's home, the old is ever present with the new. There is a radio in the library and a sedan in the garage—but there is old-fashioned "Blue Grass" hospitality everywhere.

And to Mrs. Fort Mitchell's busy social life are added many other interests—her name is prominent in the club news of *The Enquirer*. Nor does she fail to see it there. For *The Daily Enquirer* is a regular guest at Mrs. Fort Mitchell's breakfast table.

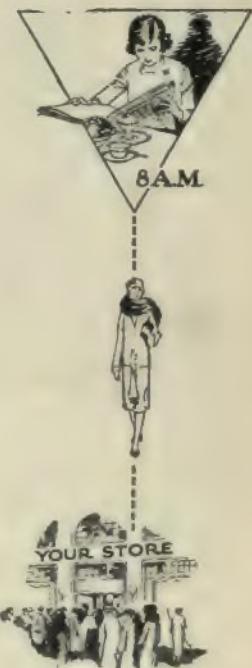
Naturally, Mrs. Fort Mitchell is not one woman, but many. In her community are 147 residence buildings; here, 116 *Enquirers* are delivered daily.

In short, Mr. Advertiser, you have here, thorough coverage, backed by *The Enquirer's* traditional prestige and the fact that this paper is home-delivered before the shopping trip. An unbeatable advertising combination! Use it!

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.

A. I. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



THE CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

THE 8-pt PAGE

1
bu
Odds Bodkins

IN the June *Century* Glen Frank reviewed *The Travel Diary of a Philosopher*, being the account of Count Hermann Keyserling's world travels. In the course of his review he said: "According to Count Keyserling, just as our bodies do not grow indefinitely although we constantly feed them with food, so our minds do not grow just because we constantly feed them with new facts. A time comes when we stagnate mentally and spiritually unless we contrive to penetrate to the inner meaning of our facts. Of course, there is nothing new here: it is the ancient distinction between knowledge and wisdom. Knowledge is a matter of facts; wisdom is a matter of understanding."

Heretical as the admission may seem, I have been convinced for some time that in advertising, and indeed in business generally, we have been smothering ourselves with information, facts, and knowledge. Personally, I have for some time been gagging on these things, without exactly realizing why. But now I know: I have been craving understanding, and quite unconsciously I have been reading and listening and observing with a new and different purpose.

It strikes me that the quality that makes the FORTNIGHTLY "different" is this same pursuit of understanding.

—8-pt—

Sinclair Wood, with whom I dined delightfully one evening in London last year, made a speech on market research at the recent Harrogate Convention. In his introductory remarks he said something beside words: he put his finger on a truth about market research. I quote:

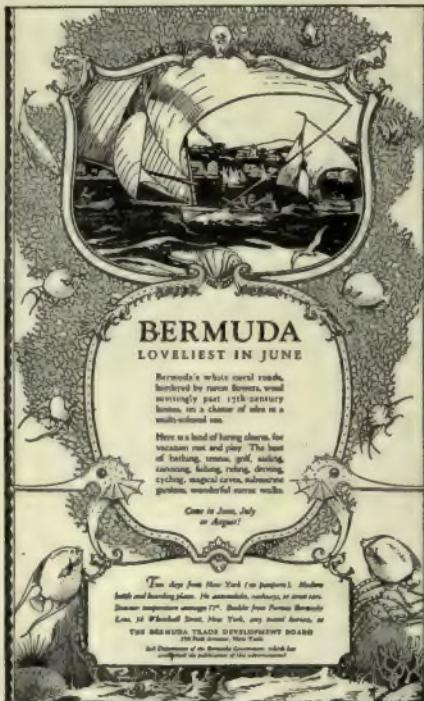
"I am going to treat my subject in a simple and very elementary way. That may be partly because I am unable to rise above the simple and elementary, but I have at least one other very good reason. It is that I feel the reason for the comparatively slow adoption of scientific market research by business is that the principles, the methods, and the benefits of market research have been explained to its potential user in terms that are too redolent of the laboratory or of the statistical thesis. Most business operations are fundamentally simple; most business men are consequently simple, and they must have a thing explained to them in their own terms. I feel that too often we talk about 'quantitative analysis' when we should say 'how many'."

Speaking of market research reminds me of a letter I received yesterday from another English advertising man, in which he observes in passing:

"What I find amusing to speculate on in connection with the increasing strength of market research, is what the agencies are going to develop into over here. There seems to me to be a real tendency to divorce the creative work of advertising from the placing, and I should rather like to believe that in 50 years' time, the two will be entirely separate."

—8-pt—

Seldom have I seen a series of advertisements which more effectually reflects the spirit of the product or place advertised than the ones being put out by The Bermuda Trade Development Board, of which this is one, very much reduced.



The border, the central illustration, the copy, the typography, all combine to express Bermuda. And the plates will print in a newspaper, too.

—8-pt—

I guess I have done my share of smiling over the idea of "Milk from contented cows." I have called it bunk. But this morning I happened to be glancing through a 1916 Bulletin of the University of Wisconsin and came



upon this: "Dairy cows must be kept quiet and never hurried or worried. Rough treatment, loud talking, and chasing by dogs will diminish both the flow of milk and its richness."

Perhaps all Carnation cows are not contented; but at least this advertiser has science on his side. I hereby apologize publicly for a skepticism I have felt privately!

—8-pt—

Last week in Chicago I paused to jot down this copy from an outdoor painted sign on Michigan Avenue, on which a red brick house of substantial portions was pictured:

\$222.14 was the cost of heating this home with GAS last Winter. Ask us what it would cost to heat your home with gas.

The Peoples Gas Light & Coke Co.

I wonder how many thousand other men who never gave a thought to heating their homes with gas will bump into that \$222.14 and begin to figure out how much their last Winter's coal cost, as I did. By the time I had reached the bridge I discovered that I had given myself quite a complete canvass on the advantages of heating a home with gas. Such is the power of the specific!

—8-pt—

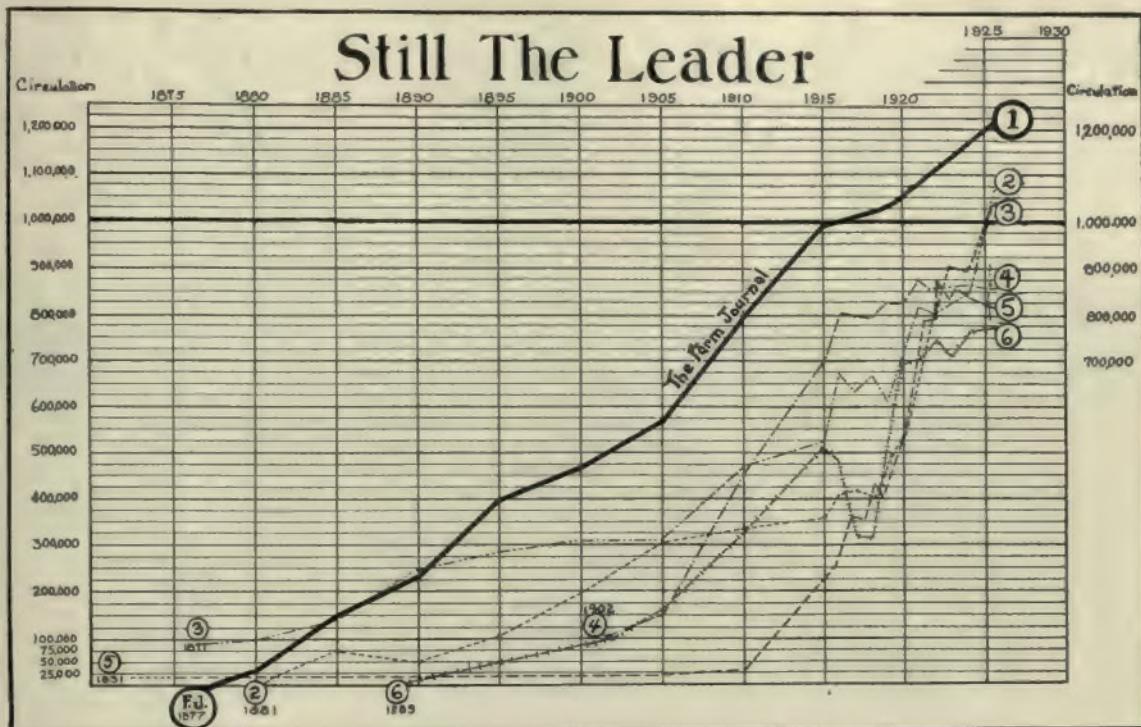
A. M. Hammond, of The Whitlock Coil Pipe Company, of Hartford, Conn., presents a picture for which he would like a title. He writes:

Dear Odds Bodkins:

Just noted your story of the collie with his clever appeal for sympathy while in transit.

Brought to mind my prize railroad station experience of a few weeks ago when I was sitting on the same settee with two girls, both in their early twenties. No. 1 was dressed like a girl who had gone through college with a craving for an education (you know what I mean?). She was busily engaged reading in *Harper's* (I believe) an article entitled "Wash-tubs" a Woman's Duty. No. 2 was dressed in "what they're all wearing" and had shown good taste in her selection, too. She was just as busily engaged in reading but her text was "Directions for Use" as written by a well-known soap powder manufacturer and printed on the back of his package! Strikes me there is some suitable title for this picture!

Here indeed is meat for the Title Hounds! Who can suggest the best title in seven words?



Still the Leader

Founded in 1877, The Farm Journal started immediately upon its rapid rise to foremost position in the farm paper field.

Back in 1890 it established a definite lead over all other farm papers which it has maintained by a wide margin ever since. Moreover, this leadership has continued

through uniform growth—and not through spasmodic expedients.

You'll find no verticals or horizontals in The Farm Journal's circulation curve—but a seasoned circulation with a sustained rate of increase that makes The Farm Journal the most certain advertising value in its field.

The Farm Journal

first in the farm field

Do You Really Need More Money in Your Business?

[CONTINUED FROM PAGE 20]

it became evident that the working capital which had been ample when sales were smaller was tied up in accounts receivable and there was nothing left with which to meet payrolls and to pay for raw materials.

IN other cases the idea is to tie up the money in "bricks and mortar"—factory buildings and equipment—to turn out the goods which the sales department rightly thinks it can sell.

If the increase in sales is reasonably certain to be permanent, it is wise to spend money provided the money can be obtained on safe terms. If there is any considerable chance that the bulge is only temporary, bear in mind that about the most expensive luxury in the world is an idle factory. A boarded up Fifth Avenue mansion and an ocean-going yacht in commission represent mere pin money in comparison.

About the most painful experience a business man can have is to be forced to refuse orders, yet some highly successful concerns regularly do it—the Knox Hat Company as an example.

Fletcher Montgomery, its president, keenly appreciates the danger of over-expansion and he realizes acutely the close connection between finance, selling and production. He is expert in managing the finances of his company, and by that I do not mean that he is merely adept in getting his notes discounted. On the other hand, I happen to know that his company has never, under his management, borrowed up to the limit of its line of credit.

Montgomery makes it an absolute rule that at least once a year all notes must be cleaned up. It is failure to do this that gets concerns into bad odor with banks and, in time, into the bankers' hands.

At the beginning of each year the officers of the Knox Hat Company estimate what the sales for the next year will be. Based on this the entire financial operations for the year are laid out on paper month by month. These figures include the cash on hand the first of each month, the expenditures for materials, advertising and payrolls for each month, the borrowing that will be necessary, the loans that will be paid off each month and the month's collections.

Since this plan has been in effect the forecast has been lived up to within about one per cent, and the company has always been able to pay off all notes on the last day of December.

To do this it has been necessary to refuse all opportunities to take orders

in excess of the quota. Once when business turned out to be much better than expected and salesmen sent in larger orders than usual, the men were instructed to cut down the size of their orders.

At another time the sales department saw an opportunity to open up a new western territory provided they were allowed to spend a couple of thousand dollars in local advertising. Montgomery refused, but said he would allow it next year. He would not allow expenditures which would endanger the cash position of the company in the least, regardless of the fact that paper profits would be increased.

His policy is absolutely sound. Increased sales mean more money spent for materials, and working capital tied up in accounts receivable which must be made up with borrowing. Although the operating statement for the year would show more money made, the money would not be in a form which could be used to pay off notes. Bankers won't accept hats as legal tender—and neither will workmen.

WERE this company to follow the usual policy of considering every chance to expand as a heaven-sent blessing it would be forced to secure additional permanent capital by selling stock—which might mean that the present owners would have to give up control—or by floating a bond issue which would saddle the business with heavy fixed charges which would have to be deducted from the profits that would otherwise go to the stockholders.

When an expansion policy is decided upon, based upon a thorough study which has shown it to be sound, additional capital will of course be needed. It does not, however, always follow that recourse must be had at once to the money lenders.

It is well first to look within the company to see whether the expansion cannot be financed from the inside. And by that I do not mean to see whether the employes can be inveigled into becoming part owners on some semi-charitable plan.

One concern of which I know made so good a product and used such skill in advertising and selling that not to have filled the orders which were easily obtainable would have been downright foolish. Yet to do so necessitated a new plant, which would have cost \$3,000,000. The money could have been obtained, but only at an extortionate price.

An engineering survey of the plant

showed that production with the existing equipment could be increased only slightly. But the study did show that for the amount of the product which left the plant there was an undue amount of goods in process. Roughly \$4,000,000 of the company's cash working capital was in the form of semi-finished parts which were waiting to be moved to the next operation, or were in the assembly room waiting for some other part—often something as insignificant as a ten cent spring—without which it could not be shipped.

The trouble was that the planning of production was poorly handled. When proper methods were put in to control the flow of work the same production was handled with a goods in process inventory of only \$1,000,000.

To all intents and purposes this concern swept up from the floor of its factory the \$3,000,000 which it needed to build its new plant.

The goods in process inventory is often thought of as material only. Actually, of course, it is money which if released could be used for any of the functions for which money is needed in business. Most concerns let this account swell to proportions far greater than is necessary.

I have often seen large sums released from the finished stock room. When too many sizes and varieties of product are made large stocks must be carried to insure prompt shipments. The policy of simplifying lines has released millions of dollars of working capital for use where it can be of more real service to industry.

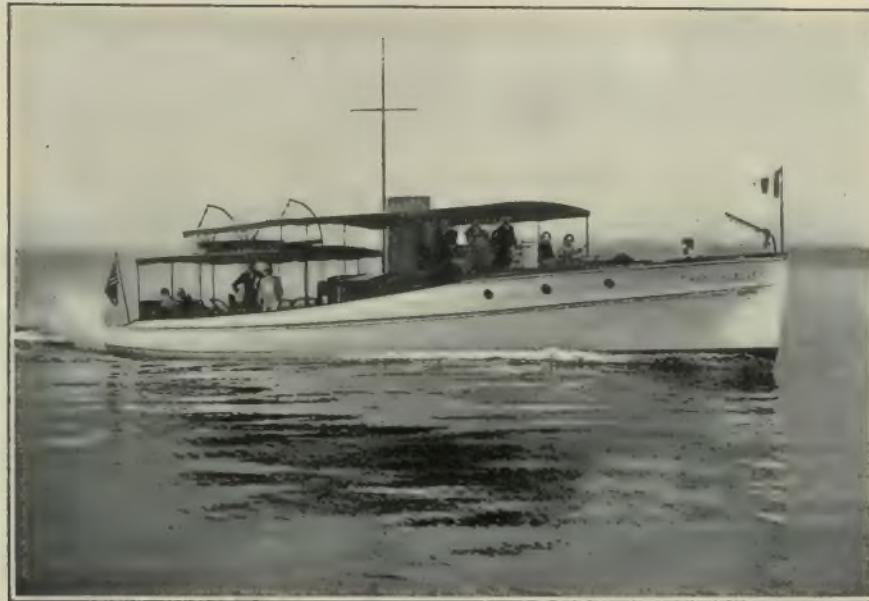
THREE are two ways to set free the large sums which are too often tied up in raw material stocks. To simplify the lines is one way. Another is to accept the present policy of hand to mouth buying with thanksgiving instead of with ill-concealed discontent. Some far-sighted manufacturers have discovered that this new trend in business has enabled them to get on a year round production basis that was never possible when they had to turn out at top speed large orders at the beginning of a season and lie idle for several months until another season came around.

They are now able to use the full capacity of their plants all of the time and as a result can take on more business—to expand, that is—with having to raise money with which to build another plant which would be used only a part of the time.

We think too much of the place which money holds in business, be-

PHOTO-ENGRAVING

Speeds Power Boat Sales!



Photograph by Morris Rosenfeld of "The Barbara" owned by E. O. Gould of Tru'y Warner Co.

HOW BUILDERS OF SMALL CRAFT MAKE THE PORT OF SUCCESS TOLD BY JAMES WALLEN

EVERY stretch of open water in America is now a speedway. The power boat parts the water as the motor car cuts the wind—and youth is happy.

The builders of fast craft have made a dramatic appeal to the young folk of the nation. And the comfort they stow into the hulls has won the favor of the older generation as well.

Pictures of power boats in action in the public prints have caught the imagination of the people and sent it down the rivers into the lakes and the seas.

Liberal advertising plans have included plenty of photo-engravings, picturing

cruisers and commuters and other types of speedy craft. The story of the power boat "in picture leaves nothing untold."

The American Photo-Engravers Association have organized the industry along the lines which make it of service to all that is progressive and constructive in American business.

The credo and code of the Association is presented in a booklet, "The Relighted Lamp of Paul Revere," which is supplied by members everywhere and from the general offices at Chicago.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO



The final results in marketing

A SINCERE study of any selling problem indicates invariably a definite need for direct advertising. And invariably where the need is indicated, there is no suitable substitute for direct advertising.

To be as strong as any other link in the merchandising chain, direct advertising cannot be disposed of lightly or superficially. Specific tasks are assigned to it. And upon the completion of these tasks often rest the final results of a whole selling effort.

The execution of direct advertising is the business of Evans-Winter-Hebb. This organization knows direct advertising for what experience has shown it to be—the indispensable means of doing certain work that no other form of advertising can do so well.

That is why Evans-Winter-Hebb is organized to plan, to prepare and to produce direct advertising uncommonly well.

EVANS-WINTER-HEBB Inc. Detroit
820 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

cause, quite properly, we are all in business for money. We want to take money out of the business, but it is well to remember that as soon as we put money into a business it immediately becomes something else. It is by watching this something else and seeing that there is not an undue amount of it and that what there is of it keeps moving rapidly that we can reduce the amount of money our businesses need.

I hope that no banker or underwriter will gather that I believe that they should be put out of business. Far from it. If the suggestions I have made in this article should be universally adopted by business men, Wall Street would perhaps float fewer security issues, but by the same token it would less often be left holding the bag. I advocate only policies of finance which in the end will be most satisfactory both to the borrower and lender.

Thomas H. MacRae

Has resigned as president of the S. E. Hendricks Company, Inc., Chicago, publishers of *Hendricks Commercial Register*, and as vice-president and general manager of MacRae's Blue Book Company.

Ajax Advertising Company, Inc.

New York, will direct advertising for Charles S. Cash, Inc., same city, operators of a chain of twelve nut stores.

Brooke, Smith & French, Inc.

Detroit, will direct advertising for the Paige-Detroit Motor Car Company, same city.

Allen H. Seed, Jr.

Formerly vice-president and advertising manager of the Weekapaug Beach Company, has become associated with the Wm. J. Morton Company, newspaper representatives, New York.

Chester H. Jones

Formerly advertising manager of The Apex Manufacturing Company, Cleveland, has become associated with The Penton Press Company, same city, where he will have charge of the special service department.

Marshall D. Beuick

Has been appointed by the National Association of Credit Men as public relations manager of its credit protection department to expand the association's publicity program.

Harry W. Alexander

Vice-president of the Esda Manufacturing Company, New York, has been elected vice-president and treasurer of the newly organized Business Ability Institute, Inc., New York. The institute will operate nationally, selling by mail and salesmen the Sherwin Cody educational courses in the business field.

Rogers Flynn, Jr.

Has resigned from the Curtis Publishing Company to return to *The Industrial Digest* as advertising manager.

Keeping the Farm Trade at Home

[CONTINUED FROM PAGE 25]

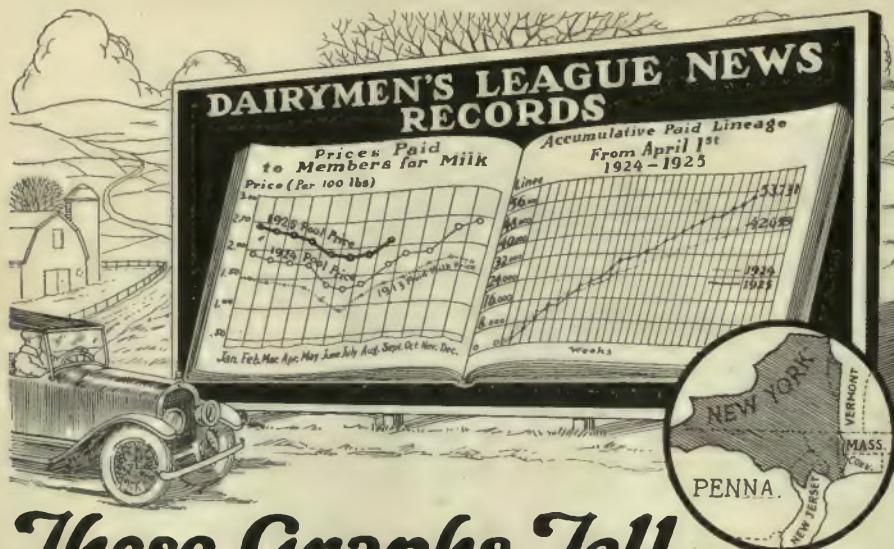
much money went out of the county. To their amazement, the sum was found to be \$1,000,000 a year. The mail order houses got a considerable share of this, but neighboring counties got a lot too. They suppressed their findings, and set to work to "clean house." They brightened up their stores, used more local advertising and got up some speed. They also began some propaganda. Women's organizations were addressed, showing how their own best interests demanded that all possible trading be done in their own county. The women's organizations had been clamoring for public improvements, and it was shown them how volume of local trade determined taxes available for improvements. The churches were interested, and so were the other divisions of the chamber of commerce. The agricultural division held a special luncheon, and exhibits of home-manufactured products drew local manufacturers into the picture. The Farm Bureau was also active. One part of the disappearing million dollars was for wild-cat stocks, and the local newspapers and bankers got behind a drive to stop this leak. Fake stock salesmen were driven from the county.

HOW far below standard some of these rural dealers are comes to light when a particularly outstanding rural dealer is pictured. Take for instance Garver Bros., in Strassburg, Ohio, which is now credited with being the largest country store in America, doing a business of \$1,000,000 a year in a town of 1100 people! The town is not on a main line railway, and is in no sense a singularly situated town. But, the Garvers use newspaper advertising, billboards and even have a store paper mailed twice a week to customers 25 to 35 miles away. There is not even a newspaper in Strassburg, but advertising is used in Canton, 26 miles away, in Massillon, 16 miles away, and in two other towns covering eight different counties. Garver spends two days a week traveling around his sales zone meeting his customers. "Keep ahead of your community" is his motto.

The keynote of the rehabilitation of the rural dealer is quite obviously that of advertising and tying up with nationally advertised goods. The nationally advertised goods at standard prices are the rural dealers best friends. The chain stores are becoming less formidable all the time, for they, too, like the department stores, are finding it increasingly impossible to cut prices on standard nationally advertised goods or do without them and sell private brand goods. The national advertiser owes special aid to and interest in the rural dealer in this struggle, for the rural markets have not had the cultivation for advertised brands which city markets have had.

—and right abreast of its remarkable growth of circulation the Detroit Times is piling up some unusual records in the growth of advertising—

local
national
classified



These Graphs Tell a Success Story

Increased Buying Power is Reflected in Larger Lineage

SINCE January, 1925, the graph showing the pool price of milk received by the members of the Dairymen's League has kept consistently above the 1924 graph. During the last few months the gain has widened noticeably. This indicates larger monthly milk checks and increased buying power on the dairy farms of the "New York City Milk Shed."

Buyers of advertising space have been quick to cultivate this rich field. Schedule orders have poured into the office of the Dairymen's League News in steadily increasing volume. On September 1st, 1925, the cumulative lineage for the fiscal year (from April 1st) stood at 53,731 as compared with 42,659 for the corresponding period of 1924. This gain of 25.9% shows the increasing confidence which buyers of advertising have in the Dairymen's League News.

Nearly all of the big dairy advertisers are represented, also several well-known manufacturers of heating equipment. The latter illustrates the steadily rising standard of living among Dairymen's League folks. Mr. and Mrs. Dairylea have progressed from the stove to the furnace; from the old oaken bucket to the modern water system; and from the top buggy to the well-appointed sedan.

There is just one sure way of reaching these prosperous people, and that is through the columns of the paper which they themselves own and publish—The Dairymen's League News. In spite of the increased buying power of its readers, the line rate remains at the 1924 rate—50c. It's a better buy than ever.

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. Rosa
Phone State 3652

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

What Are Unfair Business Practices?

Recent Decisions of the Federal Trade Commission Condensed for Quick Reference

FRUIT—A New York concern selling grapes in carload lots to purchasers throughout the United States is ordered to cease and desist from using in any way the present trade name under which they are operating. This name, it has been found, is identical to that of a bona fide cooperative non-profit organization located on the Pacific Coast which has been the recipient of many complaints emanating from purchasers who have been misled by the similarity of the two names.

FISHING TACKLE—It has been ruled by the Commission that a concern of Dowagiac, Mich., which manufactures fishing tackle of all sorts, discontinue certain of its trade practices which the Commission has found to be unfair methods of competition. The respondent has been found guilty of reducing the percentage of jobbers' commissions when these jobbers failed to observe the fixed base price list issued by the company in order to prevent dealers from selling the respondent's products at such lower prices as might be deemed by them to be warranted by their respective selling costs and by trade conditions generally.

HOSIERY—A large hosiery company located at Milwaukee, Wis., manufacturers of a nationally advertised brand of hosiery, has been ordered by the Federal Trade Commission to cease and desist from carrying into effect its policy of procuring and enforcing resale prices at retail upon its products by cooperative methods, in which the respondent and its distributors undertake to prevent others from obtaining this brand of hosiery at less than the designated prices. Commissioner Humphrey dissented.

"FREE" BOOKS—A firm engaged in selling books, encyclopedias and other publications, with offices in Philadelphia, Pa., Chicago, Ill., and San Francisco, Cal., is required to discontinue the practice of "representing to purchasers and prospective purchasers that any part of a combination offer is in fact or in effect given free of charge, when the recipient must pay a consideration for the whole or some element of the combination to be entitled to receive the alleged gift." The company's order blanks were so printed as to convey the impression that the purchasers were getting the benefit of a reduction.

"ENGLISH BROADCLOTH"—New York firm must stop using the words "English broadcloth" as a label or brand for shirts or other garments, unless such garments are made from broadcloth actually manufactured in and imported from England.

CIGARS—Eight well known cigar trademarks have been condemned by the Federal Trade Commission on the ground that they apply the term "Havana" to products not composed wholly of Cuban grown leaf.

published by Skinner, Sherrman & Chemistry,
Inc., Boston.

permitted from "Business Chemistry," will serve as a regulator of prices. These substances or synthetic products of these substances or synthetic products make it preferable to start production to reach a certain level to accommodate to the price of this or that product or rubber does not the same way nor the last.

If the soaring price of crude rubber is below 35 cents a pound," instead of about 20 cents, as when piled up to 40 per cent from this source, our domestic consumption can be supplied, and previous experience indicates that the high price makes producible larger amounts of used rubber for replacement of used tires.

"One thing seems evident: that is,

more Hoover said recently:

GOMMENTING on the high price of

Crude rubber, Secretary of Com-

merce Hoover said recently:

Down

Chemistry Holds Prices

4.00 Adjournment.

3.30 Report of Nomination Committee.

3.15 Awards of Exhibit Prizes.

3.00 Reports of Standing Committee.

2.00 Industrial Motion Pictures—

Wednesday Afternoon—October 21

Sixth Session

Watertown Dryer, Vice-President,

11.45 The Prophet's Idea in Advertising.

General Electric Company.

11.15 Export Industrial Advertising.

L. Emery, Assistant General

Manager, International Advertis-

ing.

W. S. Hays, Secretary, Na-

10.45 Why Go at It Hit or Miss?

Company.

A. M. Stahle, Westinghouse

10.15 Advertising the Approachation

The Van Dorn & Duton

L. C. Hewins, Sales Manager,

S. T. Scofield, Advertising

M. Manager, Fairbanks, Morse

& Company.

9.30 The Use of Color in Industrial

Advertising.

Fifth Session

Wednesday Morning—October 21

9.30 The Use of Color in Industrial

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M. Manager, Fairbanks, Morse

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VERMONT ALLIED DAILES

Help for You

This market is worth while selling.
 Vermont to do so one more time consider that
 ing districts centrally calls into six buy-
 nington and St. Johnsbury.
 But this market is similar to that of any
 others in similar industries.
 The standard of living of Vermonters
 the position of Vermont economically.
 Although this industry does not
 dominate the state, it indicates well
 that of skilled and highly paid workers
 are employed in the production of
 granite and marble.
 The effect of the quarrying industry
 on the prosperity of the State is ob-
 vious. The business is not seasonal,
 and there is a constant year-to-year
 demand for its products. Thousands
 of skilled and highly paid workers
 are employed in the production of
 granite and marble.

What These Figures Show
 The annual production exceeds \$5,-
 000,000. The West Rutland and Proctor,
 about

What These Figures Show
 The annual production exceeds \$5,-
 000,000. The West Rutland and Proctor,
 about

A another one of the many reasons why this State pre-
 sent an excellent opportunity to aggressive advertisers



Left—A typical scene in a Vermont quarry, where blocks of stone are cut and moved.

Below—A monument of beauty made of Vermont granite.

Advance Program for

First Session		Monday Morning—October 19	
0.10	McAfee Bader.	President's Address.	0.10
0.05	Call to Order.	The National Council of Business Men.	0.05
0.00	We come to Atlantic City.	Means to Industry.	0.00
0.10	Richard H. Lee.	Richard H. Lee, General Counsel.	0.10
0.20	Announcements.	Appointments of Committees.	0.20
0.30	—How It Reduces Sales Expenses.	Commodity Sales Expenses.	0.30
1.00	Bruce Barton, President.	Securing Facts and Figures from the Field and How to Use Them.	1.00
1.10	(First) Publicity Association Commodity.	Publicity Association Commodity.	1.10
1.20	Market Research Work of the Department of Commerce.	A. Heath Orthman, Chief, Division.	1.20
1.30	Securing Facts and Figures from the Field and How to Use Them.	R. H. Demott, General Sales Manager.	1.30
1.40	Market Research Work of the Department of Commerce.	A. Heath Orthman, Chief, Division.	1.40
2.00	Notable Advertising Successes of 1925.	E. J. Mennen, Vice-President and General Manager of Osborn.	2.00
2.30	Three Questions Answered:	(2) W. W. French, Advertising Manager Co.	2.30
3.00	What the Purchasing Agent does in Industrial Advertising.	(1) N. S. Greensteiner, Advertising Manager.	3.00
3.30	The Advertising Manager as Purchasing Agent.	D. J. Petrua, General Purchasing.	3.30
4.00	The Tie Up Between Advertisers and Sales Managers.	Capt. M. F. Behar, Advertising Manager.	4.00
4.30	The Tie Up Between Advertisers and Sales Managers.	J. H. Daugherty, Assistant Manager and Sales Department.	4.30
4.60	The Tie Up Between Advertisers and Sales Managers.	T. H. Daugherty, Manager.	4.60
5.00	Plans to be Announced Monday Evening—October 19	Plans to be Announced Monday Evening—October 19	5.00
5.30	Third Session	Tuesday Morning—October 20	5.30

10

adventures

A large, solid black arrow pointing upwards, centered on the page.

The Saturday Evening Post

25

MERIER & FRANK
Portland, Ore.

B. ALTMAN & CO.
New York City

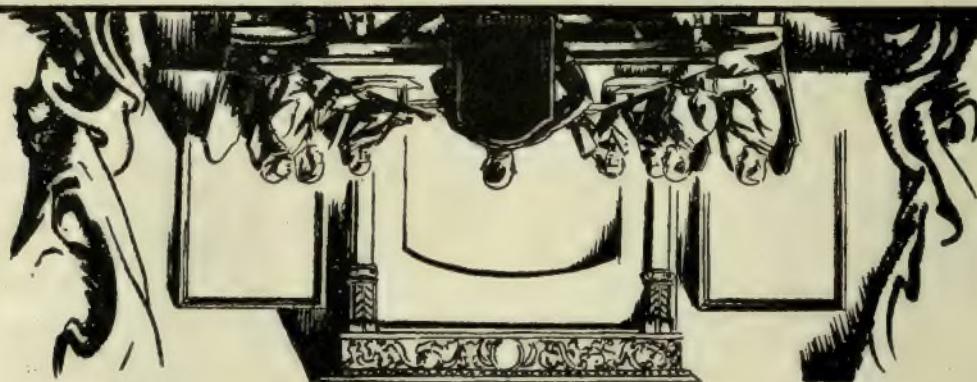
WM. R. DAVIS & BROS.
San Francisco, Cal.

HALLE Bros. Co.
Cleveland, Ohio

Just a quarter of names from our high-class specialized subscription list cover-
ing the best

The Allen Business Papers, Inc.
3000 Cities
Published by
1225 Broadway
New York City

Crane's Business Papers



"Didn't you just describe it?"

"Crane's?"

"Why how did you know I mean

dealing going to Crane's Bond."

"Yes—I suppose we had better not

The President nodded thoughtfully.

of stationery?"

"Do you agree that we need this kind

He turned to the President.

should do."

does the whole job which letter paper

high position, good taste, self-respect. It

culine appearance. It represents prestige,

fine old name. It has an impressive, mas-

isn't a fibre of wood pulp in it. It has a

It is made of rags, all new white rags; there

"I have in mind the paper we need

to advertising. I don't care which

"I don't see how we can do it," said the

purchasing agent.

"I don't see why we should do it," said the

general sales manager.

"I don't see why we should do it," said the

stationery. Call it sales expense. Charge it

"I want us to raise the standard of our

little more intelligently," he said earnestly.

"We need to dress up our business a

feel the same way.

way about it customers and prospects must

if a disinterested business man felt that

the house's stationery, and he argued that

manager had received a severe criticism of

The situation was this: the advertising

ing—yet.

quietly. No one knew what he was think-

his guns—and the President sat back

But the advertising manager stuck to

the general sales manager.

"I don't see why we should do it," said the

stationery agent.

"I have in mind the paper we need

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CLEVELAND, OHIO

LIRON TRADE

REVIEW

Assure First Choice Positions
Early Reservations

—30,000 executive readers.
Forehandad advertisers are all
readers look forward to The Year-
book of Industry because of its
many years of editorial ac-
tual event, knowing that The
Yearbook of Industry will be used
every week in the New Year by
the men who control the purse
strings of American business
—30,000 executive readers.

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tual event, knowing that The
Yearbook of Industry will be used
every week in the New Year by
the men who control the purse
strings of American business
—30,000 executive readers.

Big Day - Jan. 7, 1926

"The Yearbook of Industry,"



Get Ready Now for the

CATFISH ONE SIDE

ONE SIDE TO PRINT

ONE

ONE

ONE

ONE

ONE

ULTHO C.I.S.

VELVETONE

ESOPUS

ASHOKAN

CANFIELD

COATED PAPERS

Cantinié

For details of monthly contests and book of samples, address your nearest jobber or The Martin Canfield Company, Dept. 179, Saugerties, N.Y. Since 1888 producers of fine coated paper exclusively.

Perfect that contact with more direct mail material. Use it to pave the way, to stifle competition, to clinch sales and to hold your trade together. But make each printed piece the more effective by using modern illustrations, harmonious typography, good presswork and Cantinié's Coated Papers.

At the peak of the autumn rush, sales rise contact with jobber, dealer and consumer.

The Bedout Printing Company of Cleveland, Ohio, F. E. Bedout and E. W. Landeregan of the Local Allagash, as producers of this attractive folder on Anchor Brand Writing Paper, won the Martin Canfield Prize Honor Contests for July. Printed on Anchor Brand Writing Paper, this folder is a copy skill and printing excellence are awarded monthly. Enter samples of your work in the next job on any Cantinié Coated Paper.



COATED PAPER

ASHOKAN

Cantinié

Stops brake band
chatter instantly

**ATLANTIC N.C.
MOTOR OIL for FORDS**

A perfect lubricant



SIMPLE—direct—attractive—colorful; a design that encourages distributors to sell and the motorist to buy. Outdoor Advertising increases in circulation value with the growth of the automotive industry and the satisfied users of our medium in the field are a testimonial of its worth.

General Outdoor Advertising Co.
550 West 57th Street Harrison & Loomis Sts.
New York City Chicago, Illinois
Branch Offices in 52 cities

How the Estimator of a Big Print Shop Selects Paper

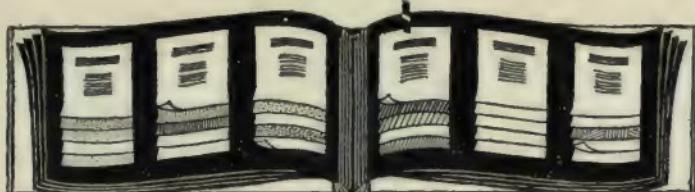
IT was one of New York's big print shops. The estimator is a mighty busy man. His office has every time-saving device. There on his desk I spied the Strathmore 4-Group chart. "Do you use it often?" I asked him. "You bet I do," he replied. "I am using it on a job right now." Here's the job and here's the paper he selected.

Quantity	7,500
Size	9 x 12
No. of Pages	48
Composition	Monotype
Engravings	Half tone and line plates. (See schedule attached)
Press Work	Cover printed in two colors. Text pages in black
Binding	Sewed book, square back, lined cover, overhanging a scant 1/8 inch.
Stock	?



The job was a catalog for a wholesale jewelry organization. The customer wanted something very fine—a *Distinguished catalog*....The estimator picked up the 4-Group Chart. At once

he turned to the *Distinguished Group*. Without a minute's hesitation he selected Old Stratford Parchment for the cover and lining, and old Stratford Book for the text pages.



Out came the Strathmore Handbook. Quickly the estimator thumbed the pages. Experienced fingers and trained eyes swiftly decided the right weight and color. Down went the specifications. Cover:—Old Stratford Parchment, Beige, Antique 20½ x 26—Heavyweight. Lining:—Lightweight, ditto.

Text:—Old Stratford Book, White, Wove, High Plate Finish, 25 x 38—80 lb.

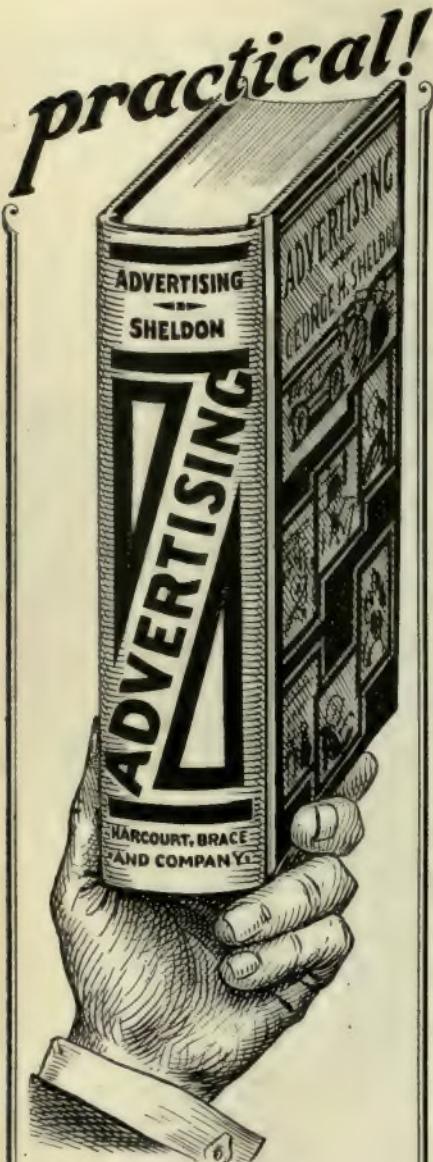
You, too, can save time in selecting paper. Just sign your name to the coupon and Strathmore will send you your 4-Group chart and the Strathmore Handbook.

STRATHMORE PAPER COMPANY, MITTINEAGUE, MASS.

Please send the 4-Group Plan Card in the following sizes:— Desk Size File Size Also send the Handbook

Name _____

Address _____



Here's a book that is built right out of an advertising man's day's work.

"Comprehensive without being dull; optimistic without glorifying advertising." — FREDERICK C. KENDALL.

"Advertising," by George H. Sheldon, is \$5. If your book store hasn't it, send check for \$5.10 to the publishers and your copy will be sent by return mail.

**Harcourt, Brace & Co.
383 Madison Avenue, New York**

Orthoëpephobia

[CONTINUED FROM PAGE 30]

banks of the Hudson, containing 85 acres. The land is luxuriously divided by the hand of nature and art, into pasture and tillage, into plain and declivity, into the stern abruptness and the dalliance of most tufted meadow. Streams of sparkling gladness (thick with trout) dance through this wilderness of beauty, to the music of the cricket and grasshopper. The evergreen sighs as the evening zephyr flits through its shadowy bosom, and the aspen trembles like the love-splitting heart of a damsel. Fruits of the tropics in golden beauty melt on the boughs, and the bees go heavy and sweet from the fields to their garnering hives. The stables are worthy of the steeds of Nimrod or the studs of Achilles, and its henry was built expressly for the birds of paradise; while sombre in the distance, like the cave of a hermit, glimpses are caught of the dog house. Here poets have come and warbled their lays, here sculptors have cut, here painters have robbed the scene of dreamy landscapes, and here the philosopher discovered the stone which made him the alchemist of nature. As the young moon hangs like a cutting of silver from the blue breast of the sky, an angel may be seen each night dancing with golden tiptoes on the greensward."

THE copy for the catalogue, leaflets and sales letters was all in the same tone, quite as ornate and stylistic.

The revision of a whole catalogue and twelve form letters presented quite a task; and the new advertising manager discharged this task most creditably. He cut down the copy; he tabooed the literary words of which the meaning might be obscure; he shortened the sentences and simplified their structure. His time for the first year's campaign was limited; so, to avoid too great a lack of uniformity, he made no changes in the plan of copy other than to simplify and reduce it, thereby ensuring clearness and brevity.

The results of his first year's business were excellent; the reply-rate to the old sales letters had been 1.4 per cent; he had raised this rate to 4.1 per cent—a most satisfying transposition of the figures! And he received the enthusiastic commendation of his superiors, not to mention a substantial increase of salary. But, of course, he was not satisfied. No progressive man would have been. He made a report to the president that he felt a complete change of campaign-plan to be desirable as well as a wholly new type of copy. This suggestion was indicative of no particular malady; it was quite natural.

A day or two later he rushed excitedly into the president's office. "Excuse me, sir," he said, "but you will put no restrictions on my use of my own ideas in the remodeling of our sales plan and copy, will you?"

"Why no," replied the president. "You're a highly paid official and are supposed to know what's what in advertising copy better than I. Go as far as you like. I have confidence in your integrity, and your ability has been well proved in your first year's success. But what exactly is the idea you have in mind?"

"Well," said the advertising manager, "you see, there's one BIG IDEA in advertising that you people never seem to have got, and that is that you've got to talk to prospects in their own language! You've got to chew tobacco, if they chew, and eat with your knife if they eat that way. What I mean to say is, you've got to write to them just the way they'd write to you. Give them a good man-to-man low-brow line, and knock 'em between the eyes with some good sales punch. I revised the stuff you'd been using. It's lot better, but it's still high-brow."

"Yes," interrupted the president, "it is a lot better; but it seems to me that what you have done is excellent. You have simplified, clarified the style, without, however, destroying the beauty of sentence structure, the real grace and art of our first copy-writer who was really more of a literary man than a commercial advertising man. It's just there where we are better off than most of our competitors, it seems to me. I personally detest the slangy, 'smart' copy which is so prevalent today. But you know what will bring the results—that's what counts; so don't be influenced by my opinion. I'm not an advertising man. If I were, I wouldn't be paying you \$12,000 a year. So, go ahead in your own way."

AND that is just what the advertising manager did—or, rather, he followed blindly—of necessity—in the course inexorably indicated by the progressive orthoëpephobia.

He proceeded to revise the sales letters. He had effectually removed the "beg-to-advise-isms" during the previous year. He had also eradicated all traces of the quasi-legal, quasi-documentary, quasi-medieval, and painfully correct style of the copy-writer of 1895. But now he was going to "hit 'em between the eyes!" He ripped out of the letters all the beauty which graced the education of the early copy-writer, the fruits of an age when more leisure, more *vie intérieure*, fewer automobiles and self-service lunch rooms made for greater wealth of expression, greater precision in the choice of words.

The advertising-man, now a "case" in the medical sense of the word, carried his campaign of slaughter to a limit wholly commensurate with his deteriorating mental state.

The original "circular" letter of



A motion picture with a vital message

Made by the PATHÉSCOPE CO.
for the Edison Lamp Works of the GENERAL ELECTRIC CO.

THE public has set its seal of approval on "Headlights." Chambers of Commerce, Auto Clubs, Safety Councils, groups of car owners—all say it is a contribution to the cause of road safety at night. Dramatic, educational, humorous, thought stimulating, it tells a story of vital interest to every car owner.

It is just the kind of picture the Pathéscope Co. has made a wide reputation for producing. A list of our clients is almost a "Who's Who" of the various industries. The Business Films we have made for them are successful selling factors.

We invite an opportunity to show, either at your office or the Pathéscope salon, what we have done for others in your industry, and what we can do for you.

Some of the other clients we have served

ENGINEERING AND MECHANICAL

Alpha Portland Cement Company
American Brass Company
A. M. Byers Company
General Electric Company
Hercules Powder Co.
Linde Air Products Company
Lock Joint Pipe Company
Mosler Safe Company
National Slate Association
National Tube Co.
Okonite Company
Otis Elevator Company
Plymouth Cordage Company
Reading Iron Company
Robins Conveying Belt Company
John A. Roebling Company
Chas. A. Schieren Company
Tide Water Oil Sales Corporation
U. S. Cast Iron Pipe & F'dry. Co.
Westinghouse Lamp Company

FOOD PRODUCTS

Franklin Baker Company (Coconut)
E. F. Drew & Company (Spredit)
Frontenac Breweries, Ltd., Canada

Hills Bros. (Dromedary Dates)
C. F. Mueller Company (Macaroni)
Comet Rice Company

TEXTILES

Bigelow-Hartford Carpet Company
Boston Woven Hose & Rubber Co.
The Standard Textile Products Co.
U. S. Finishing Company

SERVICE

American Gas & Electric Company
Atlantic City Electric Company
Commercial Cable Company
International Mercantile Marine
Ohio Power Company
Postal Telegraph Company
Radio Corporation of America
United Light & Power Company
Chattanooga Gas Company

MISCELLANEOUS

Brooklyn Commercial Body Co.
Foamite Childs Corporation
Kirkman & Sons
McGraw-Hill Company
Owens Bottle Company
Charity, College and Community



INDUSTRIAL FILM DIVISION
THE PATHÉSCOPE CO. OF AMERICA, Inc.
Suite 1829, Aeolian Building . . . 35 West 42nd Street, New York



The Great American Family of K-C



Arthur Brisbane Sees an Opportunity

ARTHUR BRISBANE, that shrewd public psychologist, clearly divined the opportunity which **COLUMBIA** offers the advertiser when he said:

"There is a field in Catholic publications for every really high-grade advertiser, for everything, especially, that appeals to the American family, as a family—from the most high priced automobile to the ingenious present for the soldier or sailor. This truthful statement we seek here to impress upon the able advertising agents of the country, constantly on the alert for new avenues of distribution. Through the Catholic publications, as in no other medium, you can reach directly and surely millions of well-to-do Catholic families. And your advertisement will appear in publications that are not read and tossed aside, but kept and cherished from month to month."

COLUMBIA

The Largest Catholic Magazine in the World

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

Net Paid
Circulation

757,540

Member of
A. B. C.

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

J. F. JENKINS, Western Manager
134 South LaSalle Street
Chicago, Ill.

Get More Sales at less Cost



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 \$83,393.00 in 10 days; another sold \$22,896.20 in 30 days.

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

Postage Magazine
Dept. B-1—18 East 18th Street, New York



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

nearly a hundred years ago had read as follows:

"Dear Madam:—

Mr. begs to state to his friends and the public that he has received by the most recent arrivals the Prettiest that were ever seen; really it would be worth any lady's while even to look at them. It surpasses his weak understanding, how man who is born of woman and full of trouble could invent such pretty things.

It strikes him forcibly that the patterns and texture must have been undoubtedly invented by some wise philosopher.

He begs to remain,

Your faithful and obedient servant,"

This floral epistolary effort had, quite naturally, undergone a series of revisions throughout the years; and had received another overhauling by the new advertising manager during his first year. His first version of the letter read as follows:

"Dear Madam:—

We wish to call your attention to the fact that we have recently received from Europe a most exquisite assortment of

We have every reason to believe that it will be really worth your while to call on us at your own convenience, and examine our as critically as you please. You will be more than satisfied.

Our salesman has your name and awaits the pleasure of placing his time at your entire disposal.

Call upon us, examine our and command our services. We are

Respectfully yours,"

But, at the beginning of his second year ample time for a thorough re-planning of the letters, coupled with the urge of the orthoepophobia, effected a weird change in the tone of the copy:

"Good Morning, Madam!

Peach of a day, isn't it? Gee, but you'd think so and then some if you'd only come in and see our new line of women's wearables just in from 'cross the pond.'

You won't have a 'down day' the year 'round after you get all fixed out with our line of Nothing in the world like these smart to make you feel up-and-comin' all the time.

Drop in to-morrow! Why not? 'Bill' our crack salesman, will be right on the job to give you every lil' attention. Just tell 'Bill' what you want, and he'll pick it out for you. You can bet on that!

Make it to-morrow before four. Is it a go?

Expectantly yours,"

This letter went out—50,000 strong! The prospects were not, of course, high-brows. They were what our patient, in his perverted confusion, was pleased to call "100 per cent American women"!

The president was on a short vaca-

81 Principal Market Studies for Sales & Advertising Executives

THE OMAHA MARKET

A \$100,000 Book of Standardized Sales and Advertising Information

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. Buffalo, N. Y.
 9. Buffalo, N. Y.
 10. Canton, O.
 11. Chicago, Ill.
 12. Cincinnati, O.
 13. Cleveland, O.
 14. Columbus, O.
 15. Dallas, Tex.
 16. Denver, Colo.
 17. Des Moines, Ia.
 18. Detroit, Mich.
 19. Duluth, Minn.
 20. El Paso, Tex.
 21. Erie, Pa.
 22. Fort Wayne, Ind.
 23. Grand Rapids, Mich.
 24. Hartford, Conn.
 25. Houston, Tex.
 26. Indianapolis, Ind.
 27. Jacksonville, Fla.
 28. Kansas City, Mo.
 29. Jersey City, N. J.
 30. Kansas City, Kan.
 31. Louisville, Ky.
 32. Los Angeles, Calif.
 33. Louisville, Ky.
 34. Lowell, Mass.
 35. Lynn, Mass.
 36. Memphis, Tenn.
 37. Milwaukee, Wis.
 38. Mobile, Ala.
 39. Newark, N. J.
 40. New Bedford, Mass.
 41. New Haven, Conn.
 42. New Orleans, La.
 43. New York, N. Y.
 44. Norfolk, Va.
 45. Oakland, Calif.
 46. Oklahoma City,
 47. Oklahoma City,
 48. Oregon, Ore.
 49. Paterson, N. J.
 50. Peoria, Ill.
 51. Philadelphia, Pa.
 52. Pittsburgh, Pa.
 53. Portland, Ore.
 54. Providence, R. I.
 55. Reading, Pa.
 56. Richmond, Va.
 57. Rochester, N. Y.
 58. Salt Lake City, Utah
 59. San Antonio, Tex.
 60. San Francisco, Cal.
 61. Schenectady, N. Y.
 62. Scranton, Pa.
 63. Seattle, Wash.
 64. Spokane, Wash.
 65. Springfield, Mass.
 66. St. Louis, Mo.
 67. St. Paul, Minn.
 68. Syracuse, N. Y.
 69. Tacoma, Wash.
 70. Toledo, Ohio.
 71. Trenton, N. J.
 72. Tulsa, Okla.
 73. Utica, N. Y.
 74. Washington, D. C.
 75. Waterbury, Conn.
 76. Wilmington, Del.
 77. Worcester, Mass.
 78. Yonkers, N. Y.

This new book, "A Study of 81 Principal American Markets," containing 348 pages of standardized market information about America's greatest sales zones, comes at a time when manufacturers, sales and advertising executives are seeking solutions of their sales and advertising problems. The book is beautifully bound with a flexible cover 8½ x 11 inches in size.

Every market is treated alike. One page in each market section is devoted to a two color map of the market, locating every city and town of 10,000 population or more, together with descriptive text. On one or more succeeding pages in each section all of these cities and towns are listed, as shown on the specimen page above, giving the important market characteristics many of which have never before been available in any form.

These facts comprise population, numbers of families, dwellings, male and female buyers over 15 years of age, automobile registrations as of January 1, 1925, divided between Fords and others, and the numbers of wholesalers and retailers in 25 lines of business. And every city and town of 1,000 population or more is thoroughly covered, comprising a population of over 59,000,000 or more than half the population of the United States.

A Recognized Authority on Merchandising and Advertising

The sources from which all data have been obtained will immediately make "A Study of 81 Principal American Markets" a recognized standard authority on merchandising and advertising.

The characteristics of population are the result of a new and special analysis made under the supervision of the Director of the Bureau of the Census at Washington.

Washington.
The business analysis and automobile registrations of nearly 3,000 cities and towns have been prepared by R. L. Polk & Co., statistical experts and publishers of 5,500 city directories.

The gratis distribution of this important and useful book is limited to those who are directly interested in advertising and merchandising upon

These will be directly interested —
a scale embracing several or more markets.

Write today to

THE 100,000 GROUP of AMERICAN CITIES

15 North Wells St., Chicago, Ill.

- Akron, O., *Sunbeam Journal*
Albany, N. Y., The Knickerbocker Press
and The Albany Evening News
Atlanta, Ga., *Journal*
Baltimore, Md., *Sun*
Boston, Mass., *Globe*
Canton, O., *Repudiatory*
Canton, 321-323 Main St.

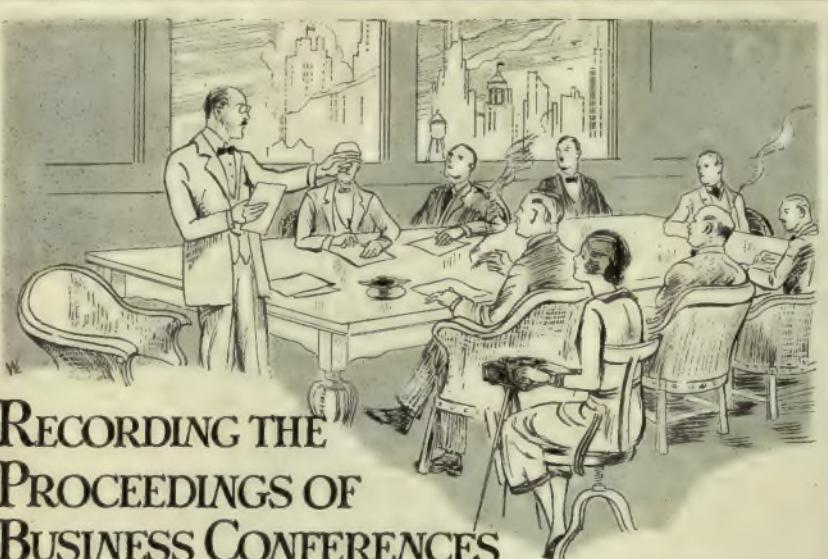
- Columbus, O., Dispatch
Dallas, Tex., Times-Herald
Dayton, O., News
Des Moines, Ia., Register & Tribune
Detroit, Mich., News
El Paso, Texas, Herald
Erie, Pa., Dispatch-Herald
Flint, Mich., Je suis
Grand Rapids, Mich., Press

- Kansas City, Kan., Kansas
Kansas City, Mo., Sun
Los Angeles, Cal., Times
Lynn, Mass., Item
Memphis, Tenn., Commercial Appeal
Milwaukee, Wis., Journal
Minneapolis, Minn., Journal
Nashville, Tenn., Banner
Newark, Conn., Citizen

- Oakland, Cal., Tribune
Oklahoma City, Okla., The Daily
Oklahoman and Oklahoma City
Omaha, Neb., World-Herald
Paterson, N. J., Evening-Advertiser
and Sunday Chronicle
Pawtucket, III., Journal-Tribune
Philadelphia, Pa., Bulletin
Portland, Ore., Oregonian

- 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-Review
and Journal

- Syracuse, N. Y., Howell
Toledo, O., Blod
Troy, N. Y., Record
Utica, Otsego, Tribune
Utica, N. Y., Observer-Democrat
Washington, D. C., Star
Waterbury, Conn., Republican and
American
Wilkes-Barre, Pa., Journal & News



RECORDING THE PROCEEDINGS OF BUSINESS CONFERENCES

Many organizations employing hundreds of high-grade secretarial stenographers have learned that reporting of sales and other business meetings requires the coolness and experience possessed only by trained reporters.

The Master Reporting Company was organized to fill this need. Each of our reporters is a specialist. No discussion is too rapid, no vocabulary too technical for their alert minds and skilled hands. The reports furnished are accurate—readable—usable.

The cost of Master Reporting Service is negligible compared with other expenses necessary to the conduct of both formal and informal meetings. Call or write our nearest office for full information and a comprehensive schedule of charges.

The MASTER REPORTING CO., Inc.

Chicago
605 No. Michigan Ave.

New York
37 West 39th St.

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715 Prospect Ave.



As an indication of the excellent quality of our work, the following Associations call on us to report their conventions:

*Associated Advertising Clubs of the World
American Association of Advertising Agencies
Association of National Advertisers*

Direct Mail Advertising Association

American Newspaper Publishers Association

*National Industrial Advertisers Association
Audit Bureau of Circulations*

Associated Business Papers, Inc.

tion at the time. A week later he returned and saw a multigraphed copy of the April sales letter—the "Good Morning" letter above. He was not furious. He merely telephoned the nearest psychopathic hospital (a soothing near-synonym for insane asylum), and asked for advice. He was referred to a specialist who came at once for a conference. [The use of hyperbole is quite permissible in the effort to bring out the point.] The advertising manager was examined; but he was not criticized. It was not his fault; merely a clear case of orthoepophobia. He was committed to the care of one of the few advertising concerns which persist in holding out staunchly against the passing, yet disturbing tide of "neodemocratic" ideals which is inundating modern advertising copy; that is to say, the lowering of standards to meet the supposed pleasure of illiterate readers.

So, by the application of quick, corrective methods, the reputation of the old concern was saved; and, by a sympathetic but inflexible psychotherapeutic treatment, the advertising man was won back to normal health—to an understanding of the vital fact that what is the best in language is always best, and that the worst malady to which the present day copy-writer is susceptible is that of believing in the false idea that prospects can be won by being written to "in their own language," that they can be made to feel "at home" with the advertiser only when he affects their short-comings and weaknesses.

Louis Brookman, Jr.

Formerly associated with the Chilton Class Journal Company, has joined the Concrete Publishing Company, Chicago. He will assume charge of the territory west of Pittsburgh for their publications *Concrete* and the *Mill Edition of Concrete*.

Paul W. Kearney

Has become associated with the Art Gravure Corporation, New York, as director of creative department.

Wortman, Brown & Company, Inc.

Utica advertising agency, announce the removal of their offices from the Union Station Building to 298 Genesee Street.

George Batten Company, Inc.

New York, will direct advertising for the Magazine Razor Company, same city, manufacturers of the Schick Repeating Razor.

Saginaw News Courier

Has been elected to active membership in the American Newspaper Publishers' Association.

R. T. O'Connell

Manager of the service department of *Textile World*, will be the instructor in a course in advertising to be given at the Central Branch Y.M.C.A., Brooklyn, starting October 7, 1925.

BOOKBINDING MAGAZINE
Reaches 5,000 Binderies.
18 W. 34th ST. NEW YORK

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

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

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

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, hoseery or shoe-store goods. Member Associated Business Papers, Inc.

Two months to get ready—right!

January 2nd, *Electrical World* will publish its *Annual Statistical and Progress Number*.

Conscious of its responsibility of leadership, *Electrical World* devotes its first issue each year to publishing *all* the statistics and data of value to the financial, executive, manufacturing and sales end of the industry. Actually *Electrical World* has become statistical headquarters. To it come the confidential facts on plants and plans, released willingly by the manufacturers and utilities because of the practical and helpful use to which *Electrical World* has always put them.

In the preparation of your advertising schedules and copy for 1926 allowance should be made for adequate representation in this valuable issue. A great de-

mand for the number at a dollar per copy (outside the regular subscription list) is significant of its reference value.

Your advertising copy should report progress, development and statistics regarding your contribution to this basic industry. Because of its reference value and as assistance to the reader in locating the particular type of product in which he is interested, the advertising pages will be classified as usual in ten buying sections. Buyers and sellers have enthusiastically approved this method of presentation.

Electrical World has a representative near you. He is a specialist on methods of selling and advertising electrical equipment. Give him an opportunity to serve you.

{ *We'll be on hand to help make the
N. I. A. A. Convention a success* }

A. B. C.

ELECTRICAL WORLD

A. B. P.

Tenth Avenue at 36th Street, NEW YORK, N. Y.

BOSTON

PHILADELPHIA

SYRACUSE

CHICAGO

ST. LOUIS

CLEVELAND

SAN FRANCISCO

—a McGraw-Hill publication



Announcing—

"Principles of Personal Selling"

By HARRY R. TOSDAL, Ph. D.

Professor of Marketing
Graduate School of Business Administration
Harvard University

THREE have been many books on salesmanship, but it is our sincere belief that here at last is a comprehensive book, that will be the outstanding work in the field. It is a scientific, critical analysis of a subject that has been too often "over-sold." This new work really runs the whole gamut of personal salesmanship and brings out the fundamental, underlying principles of selling goods or services across the counter, to the dealer or to the consumer directly. It is written out of the intimate experiences of the most successful selling organizations in the world.

The Whole Field of Salesmanship Clearly Outlined

IN developing the nature and scope of personal selling, the author treats the successive stages in the selling process as an effort to ascertain and satisfy human wants and discusses fully what is being done to quicken sales. He explains in an easy-to-understand manner the mental reactions which occur in making a sale, points out what basic knowledge of the product and the market the salesman should possess, and shows exactly how to prepare for and handle the interview. Most important, the significance of various problems of management to the salesmen is explained. The selling problems arising in dealing with consumers, retailers, wholesalers, manufacturers, institutions, foreign dealers are thoroughly analyzed. Moreover, the relation of general policies, selling methods, credits and collections, and advertising to personal selling is made noonday clear. Finally, there is a section devoted to the selection of salesmen, their training, compensation, and supervision.

Sent on Approval

SALES executives and salesmen are urged to inspect this new book. An examination will quickly prove its value. Send no money now. Simply mail the handy coupon below.

-----Send no money—mail coupon-----

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

Please send me, on approval, H. R. Tosdal's new 750-page book, "Principles of Personal Selling," flexible binding, gold stamped. Within five days after its receipt I'll send you \$8, plus few cents for mailing charge, or return the book. AB10725

NAME Please print plainly

STREET and No. Please print plainly

CITY and STATE

FIRM

POSITION

(Canada \$6.00, duty prepaid, same terms; U. S. Territories and Colonies and all other countries \$8.00, cash with order.)

—and Now Concerning Copy

THE MONTH'S best piece of copy is one which Henry Meyer, the retail shoe merchant in Chicago, found and printed for display in all the Bostonian stores:

We have made arrangements with the banks whereby we cash no checks and they sell no shoes.

cos

"THE PRECEDENT," says TIME (and time is but a crazy-quilt of precedent) "is probably a wholesome one. U. S. commercial art has been a little behind that of the leading continental countries." This sage observation is made to comment guardedly on Arthur Rackham's drawings for Colgate. The answer to it is a four-letter word meaning "rats." U. S. commercial art has not been a little behind that of the leading continental countries. The general painter in certain leading continental countries is a better-trained individual than the general painter here; there are more of him; he is easier to persuade that working for trade need not imply a patronizing attitude or sloppy work. But his drawings have been, in the main, a little farther off the target of the advertisement than are commercial drawings here, because the continental advertiser isn't so literal in the limitations he lays down to hamper the artist. An advertising illustration in the leading continental countries is much more apt than not to fall under the heading, "General-All-Star-Entertainment"—just as Arthur Rackham's drawings do for Colgate. U. S. commercial art is just as far ahead of the continent in applying the picture to the condition of use of the product (and usually in applying a pretty good picture) as U. S. copy is ahead of continental in making a persuasive and plausible plea for purchase. The application of the picture to the advertisement is the first duty of commercial art; after that, let imagination and painting-ability follow, as they are following in cases too numerous to mention.

cos

AND WITHOUT TAKING BACK a word of that defi, let us hasten to add that what "U. S. commercial art" needs is so much more imagination and painting-ability that the advertiser won't dare impose his literal limitations.

cos

FOR WHEN YOU rely on imagination and painting-ability alone to make an advertisement, you get a German spark-plug poster, which has nothing whatever to do with spark-plugs and consequently won't sell any.

"WHY," headlines the R. F. Simmons Company of Attleboro, "wear a watch chain with a past?" Well, because you got it when you were twenty-one, for one reason. Or because it was your father's, your grandfather's, your friend's, or a great Forty-Niner's. Or because there is an air of simple stability that only a gobby old chain across the waistcoat seems to convey. Or because old chains were often more permanently designed than some of the newer wisps of platinum and cobweb. "Or," as the poet said in listing five reasons why men drink, "any other reason why." What we beg to inquire, in answer to the challenge trumpeted by the Messrs. Simmons in an effort to change one of the less vicious habits of a nation, is simply this: *why not?*

cos

OUT WHERE the west begins they have a large way of doing it. A Cleveland jeweller issues to his prospects a form letter filled in with the lucky addressee's name, and reading exactly as follows:

"Are your friends and companions going upon vacation?

"Would an appropriate remembrance from you add to the pleasures of their sojourn?

"You will find in our stock a great variety of gifts suitable for such occasions, and.....

"If 'What to give' is vexing you then the enclosed booklet with eight pages of inspiration will save you time and solve your problem."

"Very cordially,
(and the signature)"

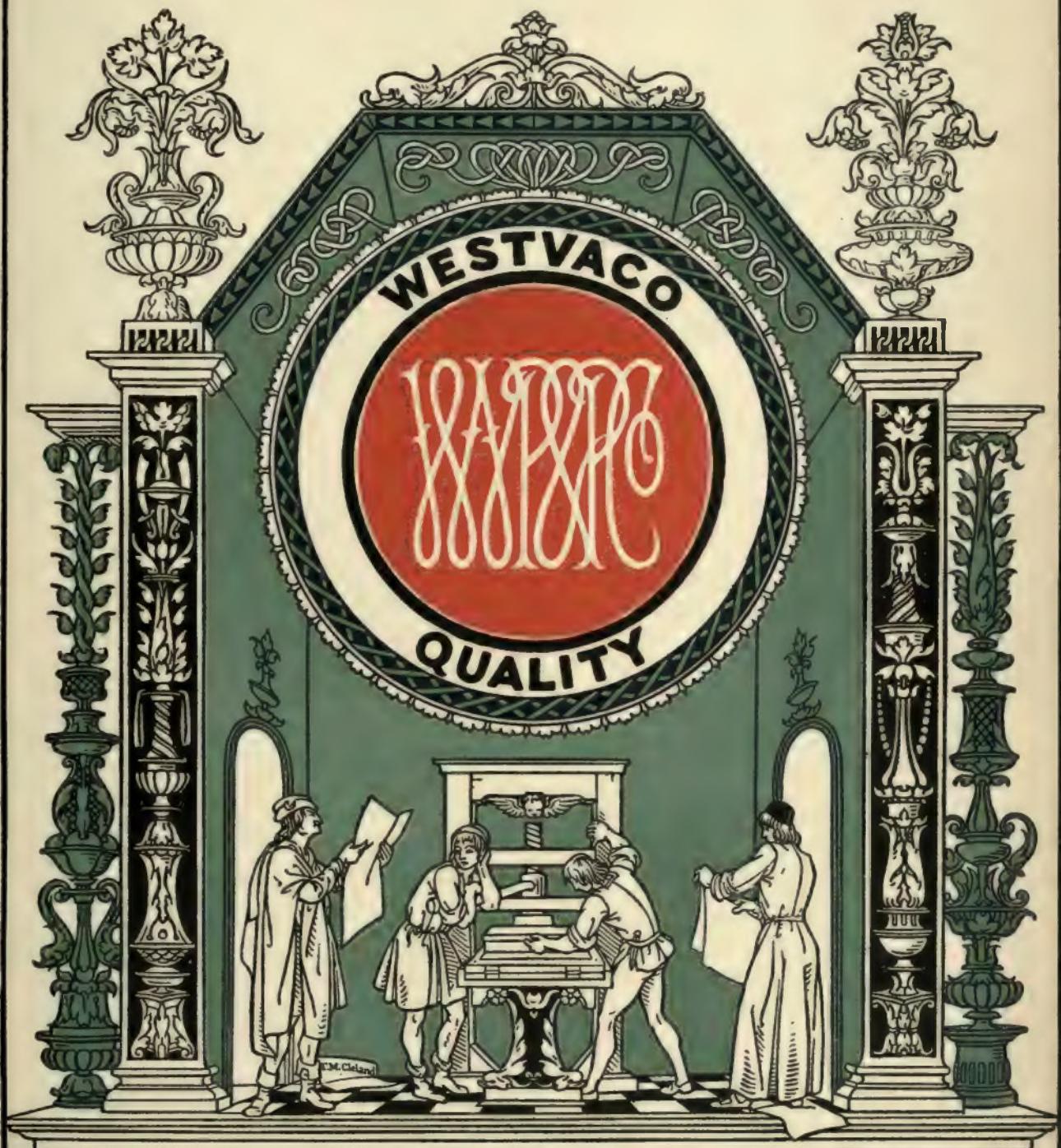
What the dots mean in paragraph three is a little obscure. They may be a typographical symbol for "insert here name of holiday"—or they may be a new method of tantalizing the addressee—or again they may be snatched, in common with most of the punctuation in the younger, franker fiction of the day, from Herbert G. Wells.

cos

BUT NO MATTER about the dots. The cute little "enclosed booklet" consists of illustrations of jewelry in the Black, Starr & Frost manner, and advises, as an appropriate remembrance from you to add to the pleasure of your holidaying friends' sojourn, a silver tea set, a platinum bracelet, flat silver, or "diamonds." Marsh K. Powers says nothing gives him quite as much kick on vacation at the shore as to have some one throw him a rope of pearls.

cos

ONE GATHERS, from a shuffling perusal of the advertisements in the magazines devoted to house-building and decoration, that a great company of manufacturers are making Individuality. It is offered in mouthful lots.



W E S T V A C O E G G S H E L L

TO ACHIEVE SUPERIORITY IN HIS WORK IS THE AIM OF THE ARTIST.
WESTVACO CRAFTSMEN ARE TRUE TO THE ART OF PAPER-MAKING
IN THEIR DESIRE FOR SUPERIORITY, AS WITNESSED IN WESTVACO
EGGSHELL, A BOOK PAPER OF UNUSUAL BULK AND FINISH.

Design by T. M. CLELAND

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

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

Manufactured by
West Virginia Pulp & Paper Company

Is Instalment Selling Out of Bounds?

[CONTINUED FROM PAGE 24]

tainly the seller's net turn-over profit is much in excess of that of the financing company's—no doubt it is more than 1 per cent and we can assure you that the financing company's net profit is usually less than 1 per cent on the turn-over.

Can we experience grief from the consequences of instalment buying so long as a proper proportion of the money spent constitutes a saving? Isn't a situation really existing, because of the growth of our country, with which we are not sufficiently familiar and which if better understood and compared with the increased ability of the public to purchase, would really appear more reasonable and not to have reached a state of alarm? In our disposition to regulate the other fellow let's be certain that we are fair to him and that we do not deprive him of happiness or prosperity. I believe that the selfish interests of buyer and seller can be depended upon to safeguard the future conduct of the business.

Much has been said, both pro and con, but I wish to assure you of the desire of reputable financing companies to assist in the growth of instalment selling only along the lines of sound business policy—which means something more than immediate profit. As we learn more from experience with a problem, new lights are shed upon it and new methods are born. This is not the work of a few, but of the whole.

F. Bailey Vanderhoef

General sales manager of the Tide Water Oil Company, has been elected to succeed John F. Plummer, resigned, as president of the Tide Water Oil Sales Corporation.

Advertising Club of New York

Will conduct a series of thirty-seven lectures on advertising and selling, starting October 6, 1925. The lectures will be given by leading authorities actively engaged in the business of advertising. The enrollment fee is ten dollars.

Association of Newspaper Advertising Executives

Will hold a fall conference in Chicago, October 14, 1925.

The Mentor

Announces that beginning with the February, 1926, issue the size of the magazine will be expanded from Standard to flat.

Louis J. F. Moore

Advertising promotion manager of the New York Evening Journal has resigned his position to take over the advertising of the Murok Realty Company, St. Petersburg, Fla.

"Able and Efficient" Says War Department

"We acknowledge receipt of market prices on yarn to be sold by the Government under sealed bids, which will be opened at this office on April 5th. This office takes this opportunity to express its thanks for the able and efficient manner in which this data was prepared and submitted to this office by your representative."

The above is from the War Department, Office of the Quartermaster Supply Officers, and addressed to the Editor of the American Wool and Cotton Reporter.

The editorial matter of the American Wool and Cotton Reporter is authentic. It is relied upon by the Federal Government as well as by 9,000 textile mills in the United States and Canada. They all come to the American Wool and Cotton Reporter for information.

We publish scores of inquiries and answers to inquiries every week. The inquiry of one manufacturer covers also the troubles of scores of others. One inquiry published with the answer is of interest to every other manufacturer in the same line of business. The published inquiries and answers in the American Wool and Cotton Reporter are on subjects of interest to all textile men and the answers to the inquiries are furnished by our own editorial staff in co-operation with more than 500 individuals who are actually engaged in textile manufacturing.

More than 500 overseers, superintendents, mill officers, etc., give freely of their manufacturing experience to any person who makes an inquiry of us. This represents only a part of the service of the American Wool and Cotton Reporter.

The man who wants business in the textile manufacturing industry will advertise in the American Wool and Cotton Reporter and secure immediate and satisfactory results.

Standard 7 x 10 Page

Charter Member A. B. C.

Established 1887

American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue
Boston

518 Johnston Bldg.
Charlotte, N. C.

Bakers Weekly A.B.C.-A.B.P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

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., 1 W. Adams Street, Chicago

We Open An English Office

After 17 years of success as the pioneer commercial research firm in U. S., we now open European offices at Aldwych House, Aldwych, Strand, London, with A. L. McCredie as director. Splendid facilities available for Analyzing English and Continental Markets—use them.

THE BUSINESS BOURSE
15 West 37th St., New York City
Tel.: Fitzroy 6720

No reason why
Your Salesmen
 shouldn't have as good
 tools as these



Gem Binders

make an

excellent "first impression" used
 for binding Sales and Advertising
 Bulletins, Photographs, Testimo-
 nial Letters, Price List Sheets, etc.

They are exceptionally attractive
 looking and thoroughly efficient, are
 easily operated, hold their contents
 neatly and compactly, fit nicely into
 a traveling man's brief case.

Not just cover-cases, but expanding loose-leaf binders

fitted with patented flexible staples, bind-
 ing screw-posts or paper fasteners.
 GEM BINDERS in Style "GB" are cov-
 ered with heavy quality Art Fabrikoid,
 levant morocco grain finish or Spanish
 leather finish. They can be washed with
 soap and water, if necessary, for the
 removal of hand stains, without affecting
 the surface color or finish of the material.

We Will Gladly Submit
 Specimens for Inspection

H. R. HUNTING CO., INC.
 Worthington Street
 SPRINGFIELD, MASS.

The "Twilight Zone" in Advertising Campaigns

By J. M. Campbell

THE Blank Company has decided to launch a new product. Name, package, price, territory in which the product is to be introduced—these and a dozen other details have been settled. The members of the sales force are on their toes, for the sales manager has infected them with his belief that the new product is going to sweep the country.

A practical introductory plan has been approved. There are to be demonstrators in all large stores; and every town and city in the three States in which the new product is to be brought to the attention of the public, are to be sampled.

An advertising appropriation, large enough to cover those three States, has been made. The advertisements have been prepared. Publications in which they are to appear have been selected. The electros are ready to be shipped. Two 24-sheet posters have been completed and street car cards for the first three months' run will be delivered Saturday of this week.

As far as anyone can see, all that remains is for the Old Man to say "Shoot!"

Yet, I'll venture to say, before the campaign is sixty days old, it will be found that a lot of things which should have been done have not been done. I'll go further and say that many of these things never will be done. Why not? Because they are in the "Twilight Zone."

Let me explain just what I mean by the Twilight Zone.

As every advertiser knows, an advertising campaign, like every other effort which extends over a period of months or years, is made up of a considerable number of minor efforts.

Without argument or discussion, the advertiser accepts responsibility for certain of these minor efforts.

In like manner, the advertising agent accepts responsibility for certain other efforts.

But, what the advertiser undertakes to do and what the advertising agent undertakes to do, by no means exhaust the list of things that should be done. Please note these five words—things that should be done.

Who will do them?

The advertiser may not regard them as important; they may not even occur to him; he may think the advertising agent intends doing them; or he may intend doing them himself—"later on, when I am not so busy."

The advertising agent may not regard them as important; he may think

the advertiser intends doing them; or he may intend doing them himself—"when this rush is over."

The point I am trying to make is that if all the links in the chain which reaches from the manufacturer to the user are to be forged, a clear understanding must be reached as to who is to forge them.

These tables, while by no means complete, will make things clear:

What the Advertiser Does

- *Makes a preliminary study of the possible market.

- *Names the product.

- *Designs the package.

- *Decides as to the various sizes in which the product is to be offered.

- *Fixes prices, discounts and terms of sale.

- *Decides when, where and how the product is to be introduced.

- Organizes, trains and routes sales force.

- Organizes, trains and routes force of demonstrators.

- Organizes, trains and routes force of samplers.

- Establishes proper relations with jobbers and retailers.

- Sees that the advertising—whether it take the form of posters, street car cards or space in newspapers—is ready in ample time, and that it appears when and where it should.

- *With or without the assistance of the advertising agent.

What the Advertising Agent Does

- Prepares the advertisements.

- Selects the publications in which the advertising is to appear and makes contracts with them.

- Sees that the advertising—no matter what form it takes—appears when and where it should.

- "Checks" the advertising.

- Pays and bills the advertiser for it.

The "Twilight Zone"

- The preparation of leaflets or booklets to be used by demonstrators.

- The preparation of leaflets or booklets to be used by samplers.

- The preparation of direct-by-mail advertising to induce buyers to ask for the product by name.

- The preparation of posters—or, at least, consideration of the advisability of using posters.

- The preparation of street car cards—or, at least, the consideration of the advisability of street car advertising.

- Contracting for appearance of posters.

- Contracting for appearance of street car cards.

- Preparation of store signs, window displays and various forms of silent salesmen.

- Maintenance of satisfactory relations with jobbers and retailers.

- "Selling" the product to the advertiser's own salesmen and operatives.



A Rayon Plant

"Watch RAYON!"

(“Rayon”—the new name for artificial silk)

RAYON is making history. The story of this fibre rivals that of the radio.

Rayon was conceived in the mind of a Frenchman named Chardonnet, who had the audacity to attempt to imitate the work of the silk worm.

That was in 1884. But the major development of this new fibre has been concentrated within the past five years. In 1920, nine million pounds of Rayon were produced in America. This year the figure will exceed fifty million. In 1926 it is expected to reach seventy-five million.

Here is a man-made fibre which is independent of the whims of nature—droughts, excessive rains, the boll weevil, animal diseases, etc.

But Rayon will not replace cotton, wool or silk. It will always be more useful as an auxiliary to those fibres than as a self-fibre. It has already demonstrated its value as an impetus to sales in all branches of the industry.

* * * *

Textile World has fostered this newcomer since the beginning. It has published hundreds of articles about Rayon. Recently, however, interest in this fibre has become so intense

and demands for information so insistent that a separately bound Rayon Supplement was printed with the issue of September 26.

That supplement contains the most complete and authoritative collection of facts about Rayon—it's history, manufacture, uses, etc.—in print.

The demands for that issue, both immediately before its publication and since, have been unprecedented.

* * * *

Let us repeat—watch Rayon—watch its effect on the textile industry. Better still—go after the business which Rayon and the improvement of conditions in the industry generally, insure.

* * * *

Have you received a copy of "How to Sell to Textile Mills"?

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

650 Dimes

THE first advertisement for the Sani-Fold Toothbrush, appearing in July O. H., produced more than 650 coupons before the end of July.

Although toothbrush manufacturers are in the habit of offering sample brushes free to dentists, the Sani-Fold Company required the enclosure of 10 cents with each coupon.

Yet 650 dentists responded.

The response *Oral Hygiene* brings on coupon advertising shows the manufacturer who does not seek enquiries how thoroughly the *Oral Hygiene* advertising section is read.

Oral Hygiene

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 Sharper Focus

H. C. Bursley

IF I could have had any influence at the time I should have been born in the State of Maine, the home of my family for several generations, but they conceived the idea that Maine was a good State to come from before I did, and came—a year too soon to allow me to make any such claim.

I was born in Washington, D. C. I went into newspaper work there as



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

Paul T. Cherington

SELF-CONSCIOUSNESS," writes the present director of research of the J. Walter Thompson Company, "is one of the most devastating of human reactions."

He might go a step farther and add that self-consciousness in an advertising man is just about fatal. But as Paul Cherington is an eminently successful advertising man and a juggler of statistics par excellence, his sudden application of the "devastating reaction" to himself strikes us as little more than an excuse—and not a particularly good one at that—for refraining from turning his very excellent literary style upon himself. So it becomes the duty of a novice to biograph one of the most erudite and respected, not to say prolific, writers in the business field.

Paul T. Cherington was born in Ottawa, Kan., some time during the last quarter of a century which produced the first germs of modern advertising and business methods. He was educated in public and private schools in Iowa, California and Washington (not D. C.), after which somewhat cosmopolitan upbringing he repaired to Ohio Wesleyan College for three years, later transferring to the University of Pennsylvania where he received A. B. and A. M. degrees.

Variety in Mr. Cherington's life was

soon as they would let me in and served on the *Times* and *Post* for ten years with short intervals as a reporter on the New York World Washington bureau, and as an editor on the Washington *Mirror* and *Capital*. Interviewed McKinley and Roosevelt and a vast number of prominent men in that ten years and wrote a lot of poetry good enough to print—in Washington.

I finally got married and, necessity driving, got a paying job as an advertising man in New York.

I have been advertising and sales promotion manager of varnish manufacturing companies for the past sixteen years, of which more than half have been with the Murphy Varnish Company.

I believe they give me the credit of instigating the formation of the advertising organization in the paint industry. If I have a business hobby it is the search for methods of cutting down advertising waste, and I am chairman of a committee which is studying this question for the paint advertising group.

Outside of business I play bridge for diversion. It is important to record that I introduced the game among the commuters on the Northern Railroad of New Jersey nearly twenty years ago, because I want to be the first to make this claim which others may later dispute.



not limited to schools and colleges, however. His business career, which is to a large extent professional, commenced in Philadelphia where he engaged in newspaper and editorial work. In 1908 he was called to the Harvard Graduate School of Business Administration where he served successively as instructor, assistant professor and professor until 1919, when he resigned to become secretary and treasurer of

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



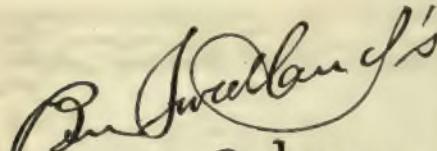
Reproduced direct from an advertisement for Gold Flake Cigarettes

WHAT in the hands of average engravers seems but "a painted ship upon a painted ocean," becomes through the skill of a master of engraving a living, timbered thing of whistling sheet and straining line lurching through a foam-etched sea.

To reproduce in metal the spirit and life of the original subject, you must employ *above average* engravers—engraver craftsmen such as compose our staff.

If your present engraving service is unsatisfactory, we should like to place ourselves and our facilities on trial.

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



Ben J. Cherrington's Column

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



Building Printing Business by Mail

An old established commercial printing establishment decided to enlarge their field of activities and enter into the production of direct-by-mail and sales promotional literature.



A direct - by - mail campaign consisting of six pieces was prepared and mailed every two weeks for a period of three months to a selected list of 5,000 advertising managers.

Over \$30,000 worth of new business was booked before the campaign was half completed and by the time the last mailing piece was placed in the mail the plant was operating with a night shift.

This plant profited in three ways by this campaign:—1st by the direct business received; 2d by the permanent customers placed on their books; and 3d by the volume of live leads furnished the sales staff for future follow-up.

Profitable business can be secured economically by direct-by-mail. Are you taking advantage of the possibilities it has to offer for your business.

We shall gladly give you further details on this campaign or on one that more nearly fits your business.

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

the National Association of Wool Manufacturers. He joined the J. Walter Thompson Company in 1922 as director of research and has served in that capacity ever since.

Mr. Cherington's public service record is long and distinguished, including, among others, appointments by the Boston Chamber of Commerce, the Bureau of Foreign and Domestic Commerce, the United States Shipping Board, and the chairmanship of the Educational Committee of the A. A. C. of W.

Starting in 1907 with a brochure, *The American Manufacturer and the Consul*, Mr. Cherington's facile pen has given to posterity the following works in the general field of business: *Advertising as a Business Force* (1912), *The Boston Market Situation* (1915), *Report of Majority Committee on Price Maintenance, Chamber of Commerce of the U. S. A.* (1916), *The Advertising Book* (1916), *The Port of Boston* (1917), *The Wool Industry* (1917), *The Elements of Marketing* (1920), *The Commercial Aspects of Styles and Fashions* (1924), and his latest book, published this year, *College Education for Business*. He is also joint author of *English Manual for Business* (1922).

All of which statistics would appear to indicate a distinguished career in a field where the competition of distinguished careers is keen. Taken en masse this record is more than a little formidable and perhaps to this element may be attributed the sudden attack of self-consciousness previously referred to.

Mr. Cherington speaks of the accompanying photograph as the only informal one available. "And not so very informal at that," he adds, "but at least it shows me in good company. The handsome gentleman with me is Frederick M. Feiker of the Society for Electrical Development, and I could write you a really glowing description of him. And there I am on his immediate left."

Earl Reeve

Formerly Western manager of the Curtis Publishing Company, has become associated with Blackett & Sample, Inc., Chicago advertising agency.

Mrs. E. G. Kidd, Inc.

Producer of "Pin Money" pickles, has sold a controlling interest in its plant to a group headed by John and James Cecil of Cecil, Baretto & Cecil, Inc., Richmond, Va., advertising agency.



American Radiator Company

New York, announces the resignation of B. S. Beach as assistant advertising manager.

The American Press Association

Announces that J. M. Hopkins has been made Northern manager of the New York-Florida Land Syndicate of which John H. Perry, president of the American Press Association, is the director. Mr. Hopkins has been advertising manager of the Association since February. George A. Riley, vice-president of the Association, has assumed the duties of advertising manager.

Advertising  Typographers

A BOOKLET or brochure produced by Pittsford means that the typography and layout are good throughout—that the printing will measure up to the highest standards—and that there exists a pleasing harmony of paper, type, picture, color.

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

Sweater News and Knitted Outerwear
May 1925

Underwear & Hosiery Review
Vol. 8, No. 5
May 1925

Tie-up
Your Consumer Campaign with Trade Publicity

for Sample Copies address:
KNIT GOODS PUBLISHING CORP.
93 Worth Street New York City



The Only "Denne" in Canadian Advertising

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Directory. You need an Advertising Agency familiar with "on the spot" conditions. Write.

A.J. DENNE & COMPANY LTD.
Reford Bldg. TORONTO.

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.

Free Mailing Lists
Will help you increase sales
Send for FREE catalog giving complete
list of names and addresses of classified
names of your best prospective customers—National, State and Local—Individuals,
Professions, Businesses, Concerns.

ROSS-GOULD CO. 99% Guaranteed 5¢ each
377 N. 10th St. St. Louis

RECENTLY PUBLISHED

By FRANK-MAURICE, INC., New York.—“Masters of Advertising Copy.” Edited by J. George Frederick. A study of the principles and practices of copy writing. The book is the consensus of opinion in the form of chapters by twenty-five of the recognized leaders in this field, and is a work of practical value to those interested in advertising. Price \$5.00.

By McGRAW-HILL BOOK COMPANY, INC., New York.—“Psychology of Selling and Advertising.” By Edward K. Strong, Jr., Professor of Psychology, Leland Stanford University. A discussion of the practical application of psychological principles to sales and advertising methods. It provides the advertising and sales executive and the business man in general with a practical outline of the basic psychological factors involved in the handling and influencing of others. Price \$4.00.

By A. W. SHAW COMPANY, Chicago.—“Psychology in Advertising.” By Albert T. Poffenberger, Associate Professor of Psychology, Columbia University. A comprehensive study of the application of psychology to advertising from the point of view of the consumer. The book explains the complex desires of the consumer and outlines specifically their proper utilization for effective advertising. Price \$6.00.

By THE BLACKMAN COMPANY, ADVERTISING, New York.—“Salesmen’s Prize Contests.” A study of prize contests for salesmen with plans, cautions and suggestions that will enhance their chances for success.

By THE STUDIO, LTD., London.—“Arts and Publicity,” a special autumn number of *The Studio*. Edited by



PROSPECTUS FOR WIENER SECESSION
BY FRANZ WACK

Geoffrey Holme and with commentaries by Sidney R. Jones. This work provides a most complete record of the extent to which Art is combined with the organization of modern industry, and of the peculiar vividness and strength it has acquired in the process. The book has been compiled with great care and consummate craftsmanship and contains excellent specimens of the best work that has been done in this field in the United States, Canada, Great Britain and on the Continent. The book constitutes a comprehensive display of Press Advertising, Printing, Show Card, Booklet, and Poster Designing, the illustrations ranging from a poster full-page in color to a marginal sketch. The book is of especial interest to artists, students of art or publicity, advertisers, agents and copy writers. Price, wrappers, 7/6; cloth, 10/6.

“I read,” said the architect, “ALL of The Architectural Record. The text gives me the news of progress in architectural design—plan and its expression. The advertising pages give the news of the new and standard products I use in my profession. The two things, like ham and eggs, are one and indivisible.”

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—11,660)

The ARCHITECTURAL RECORD

119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

CHATTANOOGA

IDEAL BRANCH OFFICE SITE IN SOUTHERN TERRITORY

Chattanooga, Tenn., Oct.—Many businesses, in all lines, have found that maximum results can best be secured in the southern territory through centrally located headquarters in the South.

Chattanooga, strategically situated in the center of the fourteen southern states, possesses many marked advantages as a branch office site and as a location for warehouses, assembly plants or similar units essential to efficient sales and service.

From Chattanooga, an accurate hand can be kept upon the pulse of the entire South; correspondence can be rapidly conducted to all points; salesmen can be effectively and economically routed; shipments forwarded quickly at low cost; real service can be rendered the southern trade.

Visit “The Dynamo of Dixie” or write for complete information.

CHATTANOOGA
CLEARING HOUSE ASSOCIATION
890 James Building
Chattanooga, Tenn.



Picture of an Unfortunate Advertising Man

With a closing date impending like unfailing doom, he finds that he gave insufficient instructions to his engraver. The results are, to put it mildly, “not so good.” The “Process and Practice of Photo-Engraving” was published to eliminate just such occurrences. It is the most complete reference book on modern engraving practice ever published. Is there a copy in your office?

Note These Contents

Basic principles of photo-engraving. Making a photo-engraving. Principles of photography. Lenses and light. The camera. Making a line negative. Making a halftone negative. Negative turning and inserting. Photographic printing on metal. Etching. Routing. Halftone finishing. Laying tints. Color work. Photography of colors. Proofing and presses. Blocking. Electrotyping. Stereotypes. Repairs and corrections. Preparation of copy. Special methods and other processes.

**The Process and Practice of
Photo Engraving**
By Harry A. Grossbeck, Jr.
260 Pages—280 Illustrations—\$7.50

Doubleday, Page & Co. Garden City, New York

Send me a copy of Harry A. Grossbeck Jr.’s authoritative work, “The Process and Practice of Photo-Engraving.” If, at the end of ten days, I find it unsatisfactory, I will return it to you. If not, you may bill me for \$7.50.

Name
Address
City State



THE FISHER-BROWN AGENCY of St. Louis recently forwarded us a renewal contract, saying: "It is gratifying now after the first season of advertising our client in your publication to be able to send you an additional contract for an increased number of insertions."

"Luck plays no part whatever in the delivery of a contract for this client. Hard, fast rules are set, rigidly fixed, and every effort stressed to obtain satisfactory results for all advertising that appears in publications."

Plain language, isn't it? And doesn't it tell you why *Furniture Manufacturer and Artisan* should be on your list, if it isn't now? Write us about it—we have more interesting information you may wish.

*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 7866

Old Subscriber Writes to the Advertiser

By C. Foster Browning

LAST spring a leading maker of men's hosiery O. K.'d a piece of copy and leaned back in his chair to look once more with evident satisfaction upon the splendid full color painting which accompanied it. In accordance with a carefully conceived plan of keeping each painting in the series decidedly seasonable in character, there was an artistic abundance of budding boughs. Upon one of these boughs appeared a robin with a bright red breast and a confident air. Looking at the robin, but from a safe distance in the grass, was a cat, while in the foreground, regarding both with an expression of amusement, stood a fashionably attired young fellow of the type that women admire and men respect.

The cat was a jolly cat, content, apparently, to derive some measure of enjoyment from the bird's antics and the spring sun, rather than to attempt a hurried and undignified repast. The robin was a cocky, competent bird, whose attitude plainly said, "Take a good look so you'll know me the next time." And the man was obviously not the kind to witness attempted bloodshed without strenuous interference.

The subtle humor of the painting made an irresistible appeal to all who saw it. The manufacturer liked it—and it now hangs in his office. The sales department was enthused. The agency head considered it a highly creditable piece of work. But "Old Subscriber," who has turned from newspaper editorial pages to advertising in the form of one of the manufacturer's own dealers, had serious objections as indicated by the following letter, which reached the factory three days after the advertisement appeared in print:

The senseless and cruel anti-cat crusade that is sweeping this country, propaganda spread through such advertisements as the inclosed, or insidiously inserted as part of the story in fiction, and in other ways too numerous to mention, is not swallowed by really thinking people. Nor am I alone in my determination to have no dealings with firms infected with catphobia. Other men (not alone farmers to whom the cat is one of the most useful domestic animals), authors, artists, city business men, and all who have the real S.P.C.A. spirit, be they men or women, deplore this asininity that has infected the unthinking and easily led.

Any person who knows anything at all about the out-doors knows that the shrew mouse, or meadow mouse, as it is commonly known, is a meat-eating animal, and destroys countless ground-birds' eggs and young ones each year.

The cat is the greatest foe the meadow mouse has. If the cat kills a few birds annually, it more than repays that debt by the thousands and thousands of meadow mice, rats, common house mice that it destroys.

As a member of the S.P.C.A. I protest against the ignorant persecution of an animal that is as useful and as intelligent as the cat. Advertisements bearing this propaganda may give a certain satisfaction to their firms, but they are, to a greater and greater extent, as people become more thinking, alienating trade.

I very much regret that it is impossible for me to purchase any more of your goods; I liked them immensely.

A garage mechanic, from the Middle West, next essays the rôle of "Old Subscriber," directing his attack at the manufacturer of a well-known valve spring lifter. The advertisement, one of a cartoon series based on the theme of giving the mechanic "the other hand he ought to have," depicted a monkey hanging by his tail from a windshield and working with tools in all four paws, upon the "innards" of the car. The copy, written in a jocular vein, developed the thought that a monkey with tools in three or four hands might turn out a lot of work but that, unless a garage owner had the patience and ability to train the monkey, he would be doing himself a favor in supplying his men with this particular tool.

Not one man in a thousand could have taken exception to this advertisement yet one man in some twenty or thirty thousand did, and the manufacturer who received this letter would have put in a miserable morning had not his sense of humor come to the rescue.

PLEASE note the attached advertisement. I have been a mechanic for the past nine years and am at present part owner of a garage business here.

This advertisement has anything beat I ever ran up against. Do you really expect to sell those lifters to the men who have to use them with an ad like that?

Your opinion is, then, that all a mechanic needs is a pair of hands; that a monkey could be trained to repair an automobile?

I have worked in three different States and for a number of fairly well educated men, but to my knowledge none of them had time or money to train one of these would-be mechanics; neither were they foolish enough to entertain such an idea.

Perhaps it is unknown to you, but all the mechanics I have ever worked with were strictly human, and most of

them were paid for what they had in their heads—not in their hands.

This ad will cost you more than you ever hoped to obtain from it if the men who use valve lifters have to read it.

Years ago the publication of a tobacco advertisement featuring an illustration of Izaak Walton brought forth letters from unknown anglers who insisted that the fishing reel (for one was shown) had not been used during the lifetime of the author of the "Compleat Angler." Replies were made, quoting authorities and including pencil sketches of the reels common to the period—and that was that.

Last month a retired railroad man made caustic comment concerning a head-on illustration of a moving train in which, owing to the composition, the tender was considerably foreshortened. "This is the first train," he wrote, "that I have ever seen without a tender. It must be most annoying to carry the coal in the Pullman." Yet fifteen active railroad men, to whom the advertisement was afterward exhibited, all recognized the tender at a glance.

A banking advertisement which made casual reference to Fitch's steamboat called forth an angry protest from a self-styled historian, who maintained that it was not at *Burlington* but *just beyond Burlington* that the craft ceased functioning.

And many of us are familiar with the misfortune of the shampoo manufacturer who was deluged with letters from horrified Comstockians who called attention to the fact that, as the lady with the child shown on his posters wore no wedding ring, his publicity was a menace to the morals of the nation.

It had not occurred to any of these writers that the lady might have placed the ring upon the washstand—as my wife does, for nothing much occurs to Old Subscriber. Nothing, that is, save the thought that he would like to write a letter to somebody—about something—somewhere.

Export Round Table

New York, held the first of a series of luncheons at the Advertising Club of New York on September 22. W. G. Hildebrandt, president of the Gotham Advertising Company, is chairman of the committee in charge of these luncheons. He stated that it was the plan of the committee to have manufacturers prominent in the export field address these gatherings for the purpose of giving those attending various angles on export conditions. C. K. Woodbridge, president of the Associated Advertising Clubs of the World and president of the Dictaphone Corporation, was the speaker. Mr. Woodbridge discussed several phases of the problem of foreign selling and stressed the importance of having an exhaustive knowledge of the markets in which American products are to be sold, not only with regard to local usage, requirements and ability to buy, but also from the standpoint of the necessity of adapting American methods of merchandising and advertising to foreign conditions.

OCTOBER 12th will see the opening of the American Gas Association convention at Atlantic City. Here national public utility figures will gather to discuss and plan for the tremendous future growth of the gas industry.

To any one interested, we will be glad to send free our issues giving comprehensive reports of the major discussions.

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

Comparisons

VERY, very frequently comparisons are odious. Especially are they so to those at whose expense they are made.

Yet, comparisons are necessary. They are the only means by which we may determine upon quantities and values. If we wish to measure a piece of land we compare it with a standard—a square foot, an acre, a square mile.

Recently, I had a most interesting chat with my friend, Mr. Williams, of Kalamazoo. He mentioned the fact that a client of his had been brought to task for making a positive claim in its advertising for one of its products. Objection was made that comparisons should be avoided.

In our conversation, Mr. Williams brought out the thought that comparisons are unavoidable. That purchasing itself depends upon comparisons.

This garment at a certain price must be compared with other garments at the same or various prices before an intelligent selection can be made. The comparison must embrace consideration of material, design, workmanship, suitability, etc.

One magazine must be compared with other magazines for suitability, reader-interest, responsiveness, rate per page-per-thousand, etc.

The buyer must make the comparisons. The seller must help him. The honest seller helps him to select that which is best for his needs.

The honest seller is the shrewd seller. The dishonest seller foists. Eventually he licks himself.

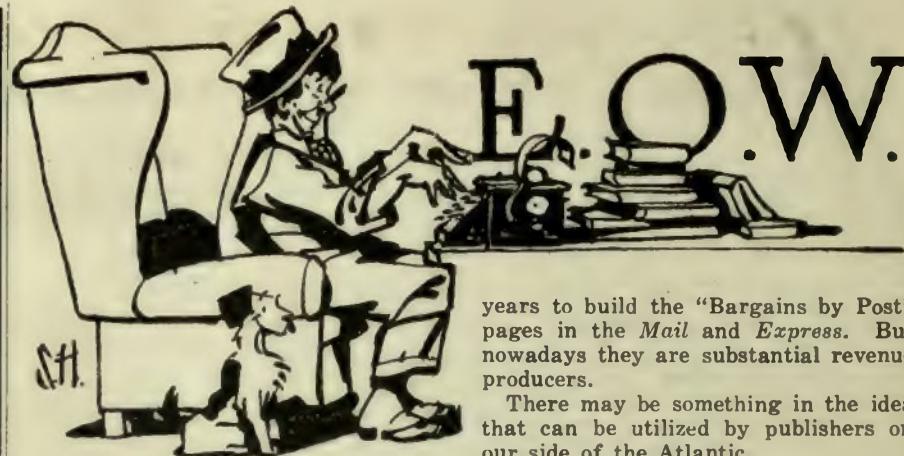
The capable buyer can make his own comparisons. But heaven help the incapable one, in this day and age of dexterous selling.

A. R. Maujer.

for

INDUSTRIAL POWER
440 So. Dearborn St.
Chicago, Ill.

INDUSTRIAL POWER can stand and does welcome comparison.



At Sea

Agricultural Department

For a good many years, I have suspected that humor is a two-edged sword—that is, that it is just as likely to cut the man who uses it as the man against whom it is used. This morning, in mid-Atlantic, something happened which seems to prove that my suspicion is solidly founded. The sea was far from smooth and to add to my discomfort, it was raining, raining hard. Nevertheless, wrapped in a rain-coat, I paced up and down the deck. The Chief Engineer fell in step, alongside me. It was too windy and the deck too "tippy" to permit uninterrupted conversation. Finally, we took refuge in a quiet corner.

Said I, facetiously, "I shouldn't think the farmers 'round here would need rain, would you?"

The Chief Engineer looked at me. Then, in a shocked tone, he said, "There aren't any farmers 'round here."

"No?" I asked.

"No," he answered.

"Off-Day" Advertising

Of London's morning newspapers, the *Mail* and the *Express* impress me as being, primarily, advertising mediums. I do not mean to intimate that they are not excellent newspapers or that they are not as intelligently edited as they might be. But, it seems to me, they are "out" to get advertising. Whether that is true or not, it is a fact that they carry far more advertising, in proportion to their size, than other London dailies do.

Mondays, Tuesdays, Wednesdays, Thursdays and Fridays, they have anywhere from a page to a page and a half or two pages of "drapery" (department store) advertising. The Saturday issues have little or no drapery advertising. In its stead, both the *Mail* and the *Express* have a page or so of "Bargains by Post" (mail-order advertising)—"an illustrated guide to a fascinating variety of everyday 'wants'".

The *Express* goes a step further. It devotes a page to setting forth the attractions of some one of Britain's resorts—partly descriptive, partly advertising.

I have been told that it took several

years to build the "Bargains by Post" pages in the *Mail* and *Express*. But nowadays they are substantial revenue producers.

There may be something in the idea that can be utilized by publishers on our side of the Atlantic.

The Unknown Warrior

Could a nation's grief be expressed more touchingly than in the inscription over the grave of the Unknown Warrior in Westminster Abbey? This is it:

Beneath this stone rests the body
Of a British Warrior

Unknown by name or rank
Brought from France to lie among
The Most Illustrious of the land
And Buried There on Armistice Day
11 Nov. 1920 in the presence of
His Majesty King George V
His Ministers of State
The Chiefs of his forces
And a vast concourse of the Nation

Thus are commemorated the many
Multitudes who during the Great
War of 1914-1918 gave the most that
Man can give—life itself

For God

For King and Country
For loved ones home and Empire
For the sacred cause of justice and
The freedom of the world

They buried him among the Kings because he
Had done good toward God and toward
His house

Equally effective—because of its brevity—is the inscription on the face of the Nurse Cavell Memorial:

BRUSSELS

DAWN

OCT. 12, 1915

British Plumbing! British Teeth!

If I were asked, "What do Britshers need most" I am inclined to believe that my answer would be, "Fifty thousand dentists and a hundred thousand plumbers—all working overtime!"

I'm not joking—I am very much in earnest.

Man and boy; woman and girl—the people of these islands are pretty much alike in that, more often than not, their teeth are in an abominable condition.

As for plumbing, I know, before I enter a bath—or toilet—room, that three times out of four, I'll have trouble. I turn the faucet. Gurgle! Gurgle! Flop!, Nothing doing! I pull the chain. A gasp! A sigh! Again nothing doing!

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.



Hamp Williams, Contributing Editor
(Practical Retailing)

HAMP WILLIAMS is one of the best known and most successful hardware merchants in the United States. His position in the trade is shown in the fact that he recently served as President of the National Retail Hardware Association and is at present a member of its Board of Governors.

Not only is Hamp Williams a highly successful merchant, but he knows the reasons for his success and is able to put those reasons clearly and forcefully before his audience. A business man and an executive he is also a constructive thinker and a versatile writer on merchandising subjects. He is now taking time from his busy work-a-day life to send business-building messages to his fellow merchants each week through the pages of HARDWARE AGE.

Starting with a meager capital, in a small Arkansas town, he has, by intelligent appraisal of his community's needs and intense application of business principles, built up a highly successful retail hardware institution and made himself a power in the commercial life of his State.

Hamp Williams' messages, coming as they do from the busy work shop of a capable practical merchandiser, have a direct bearing on the problems of hardware selling, which makes them of gripping interest and of actual dollars and cents value to hardware merchants.

By inducing Mr. Williams to share with his fellow merchants the benefits of his long and thorough retail experience, HARDWARE AGE has again displayed the enterprise which has made it for seventy years the helpful, dependable business guide of the hardware trade.

"The Most Influential Hardware Paper"

Hardware Age

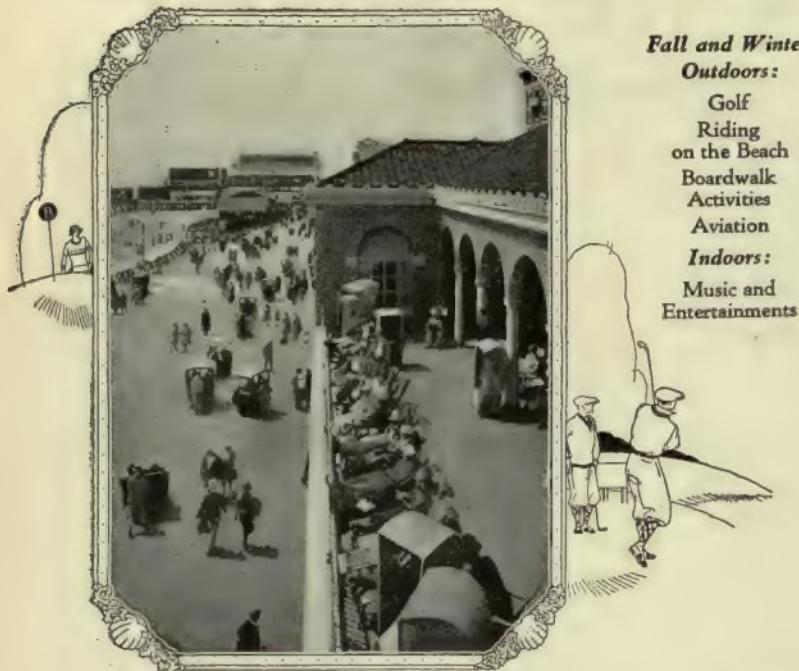
A.B.C.



A.B.P.

New York City

239 West 39th Street



Fall and Winter Outdoors:

Golf
Riding
on the Beach
Boardwalk
Activities
Aviation

Indoors:

Music and
Entertainments

CHALFONTE-HADDON HALL ATLANTIC CITY

will make your holidays happy days—
winter or summer, spring or fall.

Tune in on WPG and
Chalfonte-Haddon Hall

A number of persons have grown so enthusiastic that they have made Chalfonte-Haddon Hall their permanent or semi-permanent home.

On the Beach and the Boardwalk. In the very center of things. American Plan only; always open. Illustrated folder and rates on request.

LEEDS and LIPPINCOTT COMPANY



**TOYCO Promotion
BALLOONS**

Toyco Promotion Balloons have a powerful child appeal. Ask us how to hitch this force to your sales. Write Sales Service Dep't.

The TOYCRAFT RUBBER CO.
ASHLAND, OHIO

**VICTOR Portable
STEREOPTICON**

has established the world wide standard of Projection Excellence.

ADVERTISING SLIDES
MADE-TO-ORDER.

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

WRITE FOR
COMPLETE INFORMATION

"INCREASING DIRECT ADVERTISING RETURNS"

A New Book by FLINT MCNAUGHTON

Here is a book YOU need. Filled with practical, result-producing information. Outlines plans for increasing returns in inquiries and sales; winning jobbers, creating demand, etc. Shows advertising fundamentals. Examines right practices and winning methods. How to increase pulling power in inquiry and order cards, coupons, order blanks, etc. Analyzed coupons in magazines and trade papers. Just the information all ambitious advertisers want and can turn into profit. Illustrated by reproductions of 201 advertisements. 220 pp. Cloth. At fine Bookstores.

\$2.50
Sent Direct for \$2.50
Selling Aid, 1304 Jackson Blvd., Chicago

Tomorrow's Business Miracles

[CONTINUED FROM PAGE 28]

experiments necessary to determine the possibilities of resulting mixtures of these metals in alloyed forms. The development of ultra-audible sound devices promises to open a new world to human senses. Four million tons of energy are given off from the sun in the form of light every second, and yet the human race today has failed to utilize any of this energy to lighten the burdens of mankind. Down in Florida a newly formed company is now manufacturing a solar water heater for the use of householders in the tropical regions. Over 5,000 of these heaters are already in use, and the first cost of the equipment is the last and only cost. To the average layman this solar water heater is a remarkable development, but there is no doubt that a few years from now people will be amazed that there was a time when such a crude device satisfied the needs of the householders.

THE present is a time of marvels, and the result must be an ever increasing succession of changes. The city of tomorrow will bear small resemblance to the town of today, for all of our thickly populated districts will be endless communities of canals and bridges — modern Venices with flowing tides of motors instead of water. The development of artificial light will bring in the building without a window, and the three classes of traffic—rail, wheel and foot—will each occupy its own level.

No one has an imagination equal to the task of visualizing the future. Hidden away in great laboratories are thousands of workers developing new materials and methods for use in the construction of super highways that will endure the wear and strain of a motor tonnage not now dreamed of. Others are busy solving the mysteries of the oceans with a probable outcome that will bear heavily on the problem of feeding the world.

Then there is the research on liquid oxygen that will probably revolutionize such industries as steel making and gas manufacture. Experiments in refrigeration, petroleum refining, aeronautics, metallurgy, radio, and in studies of the vacuum and of atoms, will revolutionize scores of industries in a manner unexpected.

There is no way to separate industry from science. American corporations that have been conspicuously successful are managed by men who recognize the truth that no idea is worth a hoot until you do something with it. Take almost any idea that has produced millions and investigation will show that hundreds of people had the same idea, but failed to do anything with it. The reason is that we live half lives, and let our mental engines run in low gear. With the wealth of scientific facts now open to us, there is no excuse for our

living below the limits of our possibilities.

With such facts clearly understood by the intelligent industrial executives today, it is most astonishing to witness the persistence which many industries exhibit in holding fast to wornout methods. The pity of it is that such a policy brings disaster to the standpatters because science nearly always distributes her gifts to those who recognize their value. An appreciation of research has often transferred the center of a world industry from one country to another practically over night. We say that necessity is the mother of invention, but it is even more true that Research is the Father of Industry.

Secretary of Agriculture Jardine

Has dismissed the complaint against the Armour-Morris Merger. This is regarded as establishing a precedent of the greatest importance to all recent, pending and future mergers, and as the setting up of one more milestone in the national progress toward sanity in the interpretation of the anti-trust laws.

The Charles Advertising Service

New York, will direct advertising for A. L. Rice, Inc., makers of "Powdrpaint."

Dorrance Sullivan & Company

New York, will direct advertising for the Magnavox Company, Oakland, Cal.

Ed. W. Hunter

Secretary-manager of the Advertising Club of Indianapolis, has been chosen director of the Club Service Department of the Associated Advertising Clubs. This department supplants the Educational Department. Mr. Hunter will take the place of Earle Pearson, who, September 15th, became general manager of the Association upon resignation of Carl Hunt. Reginald Colley, of the Educational Department staff will be field representative of the new department.

William I. Orchard

Of the George Batten Company, Inc., New York advertising agency, will be in charge of a course in the Essentials of Advertising to be given at the New York Evening High School, Irving Place and Sixteenth Street.

The Lawrence Fertig Company, Inc.

New York, will direct advertising for The Fulton Mercantile Company, Pittsburgh, Pa., and for The Caloroil Burner Corporation, New York.

Henry H. Hudson

Formerly associated with the Scripps Howard Newspapers in Des Moines and Cleveland, has purchased a controlling interest in the Titusville (Fla.) *Star Advocate*.

H. P. Nelson

Has joined Hal. T. Boulden & Associates, Inc., New York. Mr. Nelson will be chiefly concerned in the Eastern promotion of *All-Sports Magazine*.

WILL YOU HELP Opportunity to Knock at Tenement Doors?



TIRED, sick and discouraged mothers and babies of New York tenements are appealing for an even chance for health—in many cases, an even chance for life itself.

The Judson Health Center, one of the largest and busiest institutions of its kind in America, is devoted to the care of these unfortunates. This care includes medical, dental, educational, nursing and countless other services designed to bring them back to health.

22,000 visits were made to the clinics of the Center last year and 14,000 visits were made to tenement homes by our field workers.

Here is a charity that does not pauperize. Its results are better motherhood and babyhood. We feel that it is worthy of the support which it must have if the work is to go on.

Will you send a contribution?

Please Make Checks Payable to the

JUDSON HEALTH CENTER

and send to HENRY H. BIZALLION, Treasurer of the Fund
Manufacturers Trust Co., Columbus Circle, New York, N. Y.



ADVERTISING AND SELLING EXPERIENCE —at your fingers' ends

In these four great books on advertising and selling in all branches you get the benefit of the experience of scores of the most successful business organizations of America. Solve the problem of your advancement by absorbing this clearly described experience. It may enable you to climb in a year or so farther than you would in five years' plodding along by your own personal experiences.

S. Roland Hall's Library of Advertising and Selling

Four Volumes, 3323 Pages, 5½ x 8,
Flexible Binding, 1090 Illustrations.
\$1.50 in ten days and \$2.00 monthly
for eight months.

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

The best experience of leading organizations

Covers as much ground as courses costing five or ten times as much. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Conklin Pen Manufacturing Co., Eastman Kodak Co., Marshall Field & Co., Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

Special Library Price \$17.50

No Money Down
Small Monthly Payments
Examine the Library
for 10 Days Free

FREE EXAMINATION COUPON

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

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

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

Signed _____

Address _____

Position _____

Company _____ A. F. 10-7-25

Direct Mail Association Convention Program

THE Direct Mail Advertising Association will hold its annual convention in Boston, October 28, 29 and 30. The general sessions will be held in Grand Hall, Mechanics Building. The following is the program prepared for the three days' session:

General Sessions

Wednesday Morning—October 28

- | | |
|---|--|
| <p>8.30 Registration.</p> <p>10.00 Call to Order.</p> <p style="text-align: right;">Presiding Officer: CHAS. R. WIERS, President, D. M. A. A.</p> <p><i>Greetings.</i></p> <p>ARTHUR ROHN, General Chairman, Boston Convention Bureau.</p> <p>ROLAND BOYDEN, President, Boston Chamber of Commerce.</p> <p>WILLIAM F. ROGERS, President, Advertising Club of Boston.</p> <p>GEORGE W. TAYLOR, President, Boston Typothetæ Board of Trade.</p> <p>10.40 "We're Beginning to Find Out Something About People."</p> <p>G. LYNN SUMNER, President, Association of National Advertisers.</p> <p>(Subject to be announced.)</p> <p>ALVIN C. DODD, Manager, Domestic Distribution Department, United States Chamber of Commerce, Washington, D. C.</p> | <p>9.30 A New Conception of the Use and Presentation Through the Mails of Direct Mail Advertising Literature.</p> <p>JOHN C. REDINGTON, President, Du-Plex Envelope Corporation, Chicago, Ill.</p> <p>10.10 Charting a Mail Campaign on the Expected Returns Basis.</p> <p>GRIDLEY ADAMS, Rogers & Company, New York, N. Y. (Subject to come.)</p> <p>EDWARD T. HALL, Vice-President, Ralston Purina Company, St. Louis, Mo.</p> <p>11.20 Direct Mail, a Known Quantity.</p> <p>GLENN MUFFLY, Commercial Research Laboratory, Chicago, Ill.</p> |
| <i>Wednesday Afternoon, October 28</i> | |
| <p>2.00 Selling by Mail Throughout the World</p> <p>R. W. ASHCROFT, The F. E. Partridge Rubber Company and The Northern Rubber Company, Guelph, Ontario.</p> <p>2.40 Words—Words—Words.</p> <p>ARTHUR BRISBANE, The Hearst Publications, New York, N. Y.</p> <p>3.20 Which Is Yours—Direct Mail Advertising or Direct Mail Selling?</p> <p>RAY N. FELLOWS, Advertising Manager, The Addressograph Company, Chicago, Ill.</p> <p>4.00 Can Personality Be Capitalized in Advertising?</p> <p>GEORGE C. HUBBS, General Sales Manager, Ajax Motor Company, Racine, Wis.</p> <p>4.30 General Discussion.</p> <p>5.00 Adjournment.</p> | <p>2.00 Good Will—and the Other Kind.</p> <p>JEROME P. FLEISHMAN, The Jerome P. Fleishman Personalized Advertising Service, Baltimore, Md.</p> <p>2.40 Graphic Analysis of Direct Mail Advertising Statistics.</p> <p>ROBERT L. BLANCHARD, Vice-President, Van Kannel Revolving Door Company, New York, N. Y.</p> <p>3.10 Direct Mail from the Rural Viewpoint.</p> <p>MARCO MORROW, Assistant Publisher, The Capper Publications, Topeka, Kan.</p> <p>3.40 What's Being Done to Adjust Postal Rates for Direct Mail Literature.</p> <p>RICHARD H. LEE, Counsel and Manager, National Council of Business Mail Users, New York.</p> <p>Award of Trophies</p> <p>Resolutions Committee Report</p> <p>Invitations for 1926 Convention.</p> |
| <i>Retail Group Session</i> | |
| <i>Thursday Afternoon, October 29</i> | |
| 2.00 to 5.00 P. M. | |
| Chairman: MISS JULIA C. CO-BURN, The LaSalle & Koch Company, Toledo, Ohio. | |

35%**INCREASE****in CIRCULATION****makes necessary****15%****INCREASE****in ADVERTISING RATE**

SINCE the last A. B. C. audit the circulation of Forbes has increased so substantially that an adjustment in rate is necessary.

Effective with the November 1st issue the following rates will prevail.

We will handle
2, 3, or 4 Color
Advertising in
1926

Rates on Request

80c per agate line
\$350 per page

39% Increase in Advertising

1925	- - - - -	260,971
1924	- - - - -	188,450

FORBES

Members of A. B. C.

WALTER DREY, Vice-President

120 Fifth Avenue, New York

Financial Advertising Manager
Edwin V. Dannenberg
120 Fifth Ave., New York

Western Advertising Manager
H. S. Irving
Tribune Tower Bldg., Chicago, Ill.

Eastern Advertising Manager
Frank H. Burns
Little Bldg., Boston, Mass.

Press-Tested Electrotypes

The Test Proof Tells

Does your electrotyper pull Test Proofs on Special Test Presses of every plate he makes?

We do.

The Test Proof Tells

REILLY Electrotype Co.

209 West 38th Street, New York
TELEPHONE FITZROY 0840

"Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.



Robbins Publishing Co., Inc.
9 East 38th Street New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**

How Long Will the Boom Last?

[CONTINUED FROM PAGE 27]

thus far, had comparatively little to do with the Florida boom. Like the crossword puzzle, the great Southern gold rush has rolled its own snowball.

Sooner or later, however, reaction will set in and a readjustment made. Not even a cold vegetable dinner is less inspiring than a commercial boom gone flat. Nevertheless, Florida's whole future will demand that sane and organized selling take up where hysteria left off. Advertising's real opportunity will come when Florida needs regular pay-its-own-way promotion. And Florida's real opportunity will come at the same time.

Agricultural Publishers' Association

Will hold their annual meeting in Chicago, October 15, 1925. Farm paper publishers from all parts of the country will be present. Several directors will be elected and other business of interest to the industry will be transacted.

Wm. H. Rankin Company

Chicago, will direct advertising for The Wheary Trunk Company, Racine, Wis.

Advertising Calendar

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 14—Fall conference of the Association of Newspaper Advertising Executives, Chicago.

OCTOBER 15—Annual Meeting, Agricultural Publishers Association, Chicago.

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.

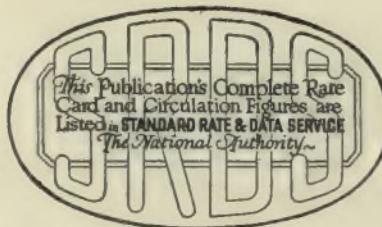
JUNE 19-24, 1926—Twenty-second Annual Convention, Associated Advertising Clubs of the World, Philadelphia, Pa.

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

"We have come to depend greatly upon the STANDARD RATE AND DATA SERVICE, and we can assure you that we wouldn't want anything to happen which would cause its interruption."

Reo Motor Car Company

X50CX



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.

X50CX

----- USE THIS COUPON -----

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois.

192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order Official Position

Salesmen's Prize Contest

Plans—Cautions—Suggestions

THE sales contest has become a fixture in a great many concerns. A still wider application was brought on by the business slump following the war. Concerns that had regarded contests with suspicion tried them, found that they worked, and made them a regular part of the sales program. The contest idea has been broadened beyond simply forcing sales. Today's champions of the sales contest are as strong for its ability to build greater sales efficiency as they are for its power to increase volume of orders.

Here are points that have been stressed in some contests:

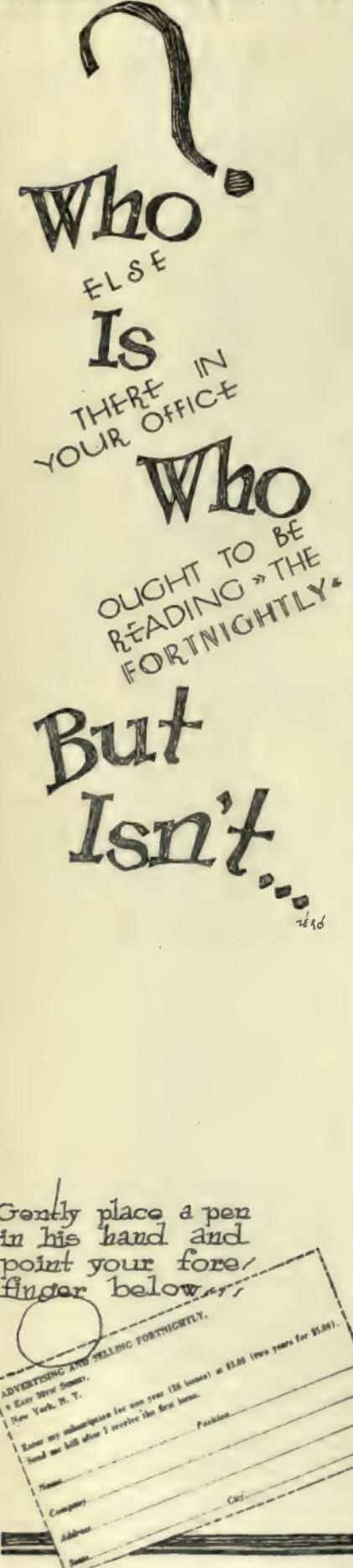
1. Number of calls per day.
2. Number of early morning or Saturday morning calls.
3. Opening up new accounts.
4. Getting bigger initial payments.
5. More regular attendance at sales meetings.
6. Getting men to fill out daily reports.
7. Getting orders above a certain minimum size.
8. Selling dealers in small towns or other places not regularly covered.
9. Opening up new outlets such as hotels and restaurants.
10. Getting "dead" customers to order.
11. Selling slow moving items that ordinarily receive a small percent of the salesman's time.
12. Getting customers to handle the whole line.
13. Increasing number of repeat orders.
14. Keeping down sales expenses.
15. Making demonstrations.
16. Spending time with jobbers' salesmen or educating retail clerks.
17. Making collections and getting credit information.
18. Sending in names for mailing lists.
19. Selling dealers on tying up locally with the company's advertising.
20. Putting up window or counter displays.
21. Helping dealers with their advertising.
22. Making reports and tabulations for merchandising and advertising departments.

Many contests are run simultaneously with an advertising campaign. The advertising makes a good and timely argument for the salesman to use on the dealer. The sales contest makes the advertising more valuable by the increased number of store displays and the number of dealers carrying the line.

Prize contests, it is claimed by their

exponents, have these desirable effects on the salesmen:

1. The desire to win a prize and the stimulus of competition spur the men to greater efforts.
2. The desire to win a prize makes the men think less of general conditions, about supposedly dull seasons.
3. A contest, especially if it is a regular event each year, draws the salesmen closer together, increases the friendly spirit when the "boys" are in the home office, gives them a common topic of conversation.
4. The contest, so it is claimed, also makes the men take a keener interest in their jobs.
5. Some sales managers say that a contest draws to the surface the best that is in a man. It makes it easier for the manager to pick the men who are to be promoted. In many cases a man can size himself up and know for sure whether he is on the right or the wrong track in life.
6. A contest not only makes it easier for the sales manager to pick his best men—but it assures the men that what they do will be noticed. The salesman knows that a contest is keenly watched, not only by the sales manager, but by all the heads of the concern. His efforts will register right at the top. There is no chance that his record will be buried. This is most evident where sales efficiency counts as well as sales volume.
7. By using a contest to get the men to do work which they would otherwise fail to perform, the executive is relieved of giving too many orders. Older salesmen who are settled in their ways dislike to be jogged. These men know their territories and they think they know the best way to get the most business. A contest pulls them out of the rut without getting them disgruntled.
8. A contest gives the sales manager some real news to put in his sales letters. It keeps his letters from growing stale and sounding as though he were always "bawling out" his men.
9. Contests are used to interest wives, mothers and families of salesmen. This is usually done by offering prizes which are attractive for the home.
- A large electrical concern used a contest to get salesmen interested in the company's advertising. This also served as a fine way to get constructive advertising ideas from the salesmen. The salesmen were given the general theme of the advertising and were then asked to write advertisements which they thought best from their viewpoint.

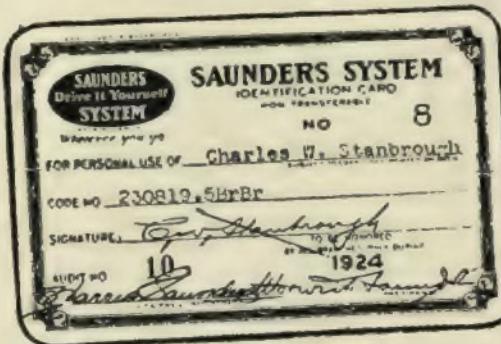


ADVERTISING AND SELLING FORTNIGHTLY	
4 East 37th Street, New York, N. Y.	
Enter my subscription for one year (16 issues) at \$1.00 (two years for \$1.80).	
Send me bill after I receive the first issue.	
Position _____	
Name _____	City _____
Address _____	State _____

Extracted from one of a series of memorandums on matters of interest to present or potential advertisers. Published and copyrighted by The Blackman Company, New York.

This Free Card Equips Your Men With Cars for Fall Selling in 25 States

No Investment!
No Upkeep!
No Deposit Required!



This card, without a cent of capital invested on your part, will supply each of your salesmen with a clean, new sales car at 85 Saunders System branches located to cover 20 to 25 States without driving more than a 50 mile radius from any important sales center and the trunk line railroads.

You pay only for the actual miles your men drive—for the calls and sales made. They drive the car only when it is a sales "asset," use railroads for long jumps or when road going is difficult. This is highly important for quick, economical coverage in fall and winter selling.

These Traveler's Identification Cards are issued without charge, accepted at any Saunders System station in lieu of cash deposit and save time at each branch. With them your man can get a car Monday a. m., keep it until Saturday p. m., and if he drives only one mile, he pays for only one mile. No hour charge or mileage guarantee required. Standard Insurance, Balloon Tire Equipment and Free Road Service also provided.

Please use form at the right of this page or write at once giving names of salesmen to be issued Traveler's Cards.

SAUNDERS DRIVE-IT-YOURSELF CO., Inc.
Executive Offices 319 Saunders Bldg. KANSAS CITY, MO.

EASTERN DIST.
Baltimore (2)
Richmond, Va.
Washington, D.C. (3)

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

COLORADO
Colorado Springs
Denver
Pueblo

FLORIDA
Tampa

GEORGIA
Atlanta (2)
Athens
Augusta
Columbus
Macon

ILLINOIS
Decatur
Galesburg
Moline

INDIANA
Evansville
Indianapolis (2)
New Albany
Vincennes

IOWA
Cedar Rapids (2)
Council Bluffs

KENTUCKY
Louisville (3)
KANSAS AND MISSOURI
Kansas City (3)
St. Joseph (2)
St. Louis
Wichita

OKLAHOMA
Oklahoma City
Tulsa

MICHIGAN
Detroit
NEBRASKA
Lincoln
Omaha (3)

OHIO
Akron (2)
Cincinnati (2)
Cleveland (2)
Columbus (3)
Dayton (2)
Norwood
Springfield
Toledo

TENNESSEE
Chattanooga (2)
Knoxville
Memphis
Nashville (2)

TEXAS
Dallas
Houston

WISCONSIN
Milwaukee (3)

SAUNDERS
Drive It Yourself
SYSTEM

Wherever You Go!

Memo for Secretary:

Please follow thru on this:

SAUNDERS
DRIVE-IT-YOURSELF CO.
319 Saunders Bldg.
Kansas City, Mo.

Gentlemen:

I would like to have Traveler's Identification Cards issued for my men named below. I understand there is no charge for these cards.

Signed

Issue Cards for These Men:

1. Name

Res.

2. Name

Res.

3. Name

Res.

4. Name

Res.

5. Name

Res.

6. Name

Res.

7. Name

Res.

8. Name

Res.

Remarks



The Eyes of the Nation

are on the Mississippi Coast. People from all over the United States are coming to what has rightfully been called the "Riviera of America." Property values are steadily rising; millions of dollars are being spent on spacious hotels, attractive homes, paved roadways and other improvements; business conditions are good.

The Daily Herald "Covers the Coast"—from Waveland to Pascagoula—with a circulation of over 5,000. Manufacturers can profit by cultivating this prosperous and growing market through The Daily Herald.

THE DAILY HERALD

GULFPORT

MISSISSIPPI
Geo. W. Wilkes' Sons, Publishers

BILOXI

DISPLAY advertising forms of Advertising and Selling Fortnightly close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the November 4th issue must reach us not later than October 26th. Classified advertisements will be accepted up to Saturday, October 31st.

National Miller

Established 1888

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

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman

Est. 1873

CHICAGO, ILL.

- (a) *The How, When, Where and Why of Department Store Direct Mail Advertising.*

LESTER BROZMAN, Abraham & Straus, Inc., Brooklyn, N. Y.

- (b) *We MUST Get the Business.*
V. EDWARD BORGES, Vincent Edwards & Company, New York, N. Y.

Financial Group Session

Thursday Afternoon, October 29

2.00 to 5.00 P. M.

Chairman: EDWARD A. COLLINS, Assistant Secretary, National Surety Company, New York, N. Y.

Export Group Session

Thursday Afternoon, October 29

2.00 to 5.00 P. M.

Chairman: WALTER F. WYMAN, General Sales Manager, The Carter's Ink Company, Cambridge, Mass.

- (a) *Direct Mail Work in Straight Line Exporting.*

HENRY H. MORSE, Sales and Export Manager, Florence Stove Company, Florence, Mass.

- (b) *How Gillette Increases Export Sales by Direct Mail Work.*

THOMAS W. PELHAM, Director of Sales and General Counsel, Gillette Safety Razor Company, Boston, Mass.

- (c) *How to Use the Mails in Overseas Selling.*

A. E. ASHBURNER, Manager, Foreign Department, American Multigraph Sales Company, Cleveland, Ohio.

Sales House Organ Group Session

Thursday Afternoon, October 29

2.00 to 5.00 P. M.

Chairman: WILLIAM A. BIDDLE, Manager, Advertising Department, The American Laundry Machinery Company, Cincinnati, Ohio.

- (a) *How to Edit House Organs That Sell.*

THOMAS DREIER, The Thomas Dreier Service, Winchester, Mass.

- (b) *What Is a Store Magazine Worth?*

DOROTHY ENTWISTLE SWENSON, Editor Clothes, William Filene's Sons Company, Boston, Mass.

- (c) *(To come.)*

Employees' House Organ Group Session

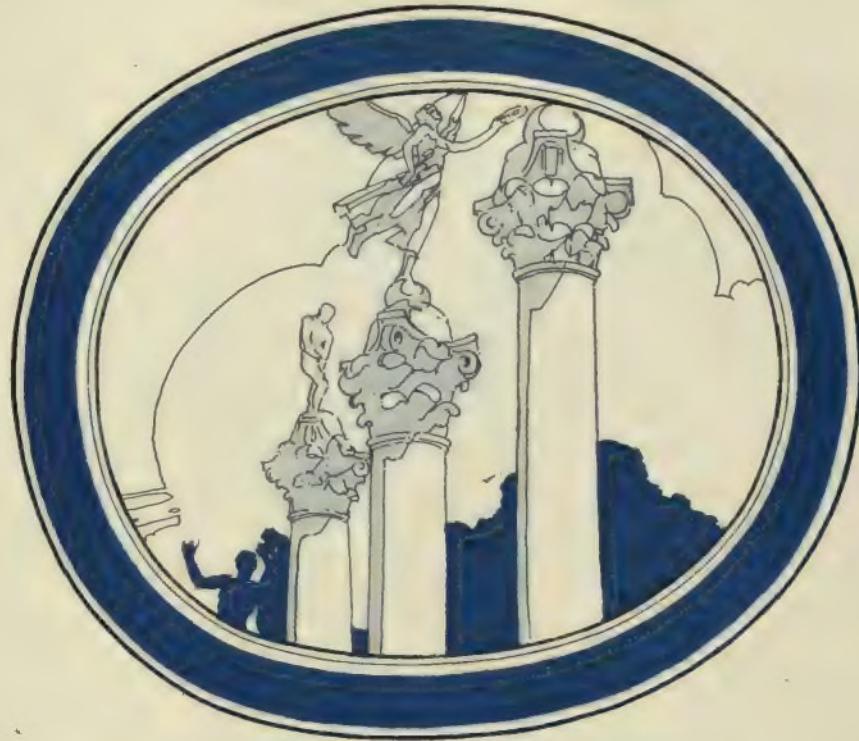
Thursday Afternoon, October 29

2.00 to 5.00 P. M.

Chairman: E. T. WILKINS, Editor Schenectady Works News, General Electric Company, Schenectady, N. Y.

- (a) *Five Years as Editor of an Employee's House Organ.*

NELSON T. ZIEGLER, Editor The U and I of Buick, The



SELLING IN THE FORUM

THE Fortnightly's pages constitute a Forum in which it has dared to open for discussion some of the "sacred" issues of advertising.

It has, in its fight for a more serious and open consideration of the science of advertising, welcomed into its columns the opinions of the deans of the profession as well as those of the gifted young rebels.

To this Forum come those most intelligently interested in the matters at issue. Sales and advertising managers, company officers, buyers of space and prospective clients of agencies and advertising service.

They are all human beings, of course, and at other times may be thinking of wives, children, baseball, fishing or politics. But in this Forum they are thinking of advertising and its application to their own business problems.

The opportune moment, the excellent place, for publication or agency to remind these men of its existence and usefulness seems to be right here in this Forum, at a time when their minds are ripe for such information.

They may *see* your advertisements elsewhere. They will notice—think over—and probably *act upon* your advertisements in the Fortnightly.



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Shaw Co., A. W.	66
Simmons Boardman Publishing Co.	33
South Bend News-Times	70
Standard Rate & Data Service	83
Strathmore Paper Co.	59
Sweetland Co., B.	72

[t]

Textile World	69
Toycraft Rubber Co.	78
True Story	12

[v]

Vermont Allied Dailies	57
Victor Animatograph Co.	78

[w]

W. Virginia Pulp & Paper Co.	
Insert Bet. 66-67	13

Ohio Buick Company,
Cleveland, Ohio.

- (b) *(Subject to come.)*
L. L. SMITH, Editor Kohler of
Kohler, Kohler, Wis.
(c) *(Subject to come.)*
HAROLD A. HALL, Advertising
Manager, Eastern Territory, Tide Water Oil Sales
Corporation, New York,
N. Y.

Better Letters Group Session

*Friday Morning, October 30
9.00 to 12.00 A. M.*

- (a) *How to Determine the Efficiency of Your Sales Letters BEFORE They are Mailed.*
EDWARD H. SCHULZE, Author of *Making Letters Pay.*
(b) *(Subject to come.)*
S. R. STAUFFER, Letter Counsellor, Minneapolis.

Producers' Group Session

*Friday Morning, October 30
9.00 to 12.00 A. M.*

Chairman: ROBERT E. RAMSAY, The Robert E. Ramsay Organization, New York, N. Y.

- (a) *The Ethics of Salesmanship.*
JOSEPH MEADON, The Franklin Press, Detroit, Mich.
(b) *The Need of a Creed.*
DURANT F. LADD, The Tolman Print, Brockton, Mass.
(c) *The Budget Plan as a Business Builder.*
F. W. BOND, The F. W. Bond Company, Chicago, Ill.

"Exhibitors Review"

Is the name of the new daily edition of the *Exhibitors Trade Review.*

The Associated Organizations of the Art Center

Will hold their fifth annual exhibition of work done by members of the club, October 6-31, 1925.

The Plumbers Trade Journal Publishing Company

New York, will shortly begin the publication of a pocket-sized monthly to be known as *The Plumbing and Heating Jobbers' Salesman.*

D. E. A. Charlton

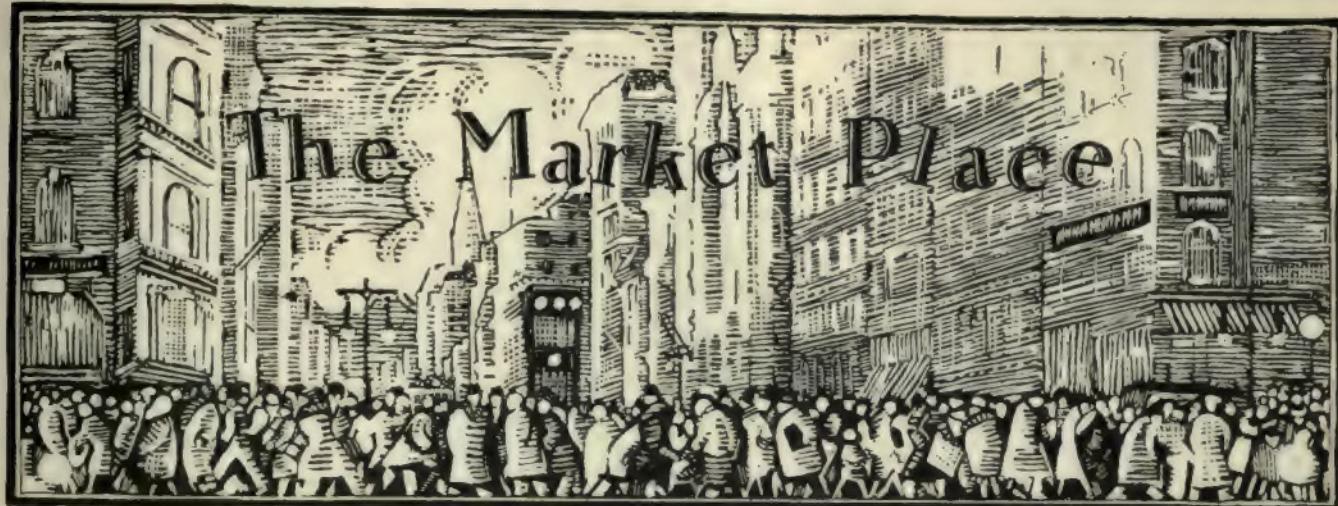
Formerly business manager of the *Mining Journal Press*, has been appointed manager of mining sales for the Goheen Corporation of New Jersey, paint manufacturers.

Louis Klebaum

Publishers' representative, New York, will direct the eastern advertising for the Rochester, N. Y., *Daily Abendpost.*

William W. Shaw

Formerly associated with the Caxton Company, Cleveland, has been appointed head of the direct mail and creative department of the Doyle & Waltz Printing Company, Cleveland.



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.

GET YOUR COPY OF OUR BULLETIN OF PUBLISHING PROPERTIES FOR SALE
Address:
HARRIS-DIBBLE CO.
345 MADISON AVE., N. Y. C.

Advertising Agency Associate—Successful salesman, exceptional copywriter, thoroughly versed in advertising and allied arts, seeks connection with progressive agency, highly qualified for both contact work and production. Box No. 313, Adv. and Selling Fort., 9 East 38th St., New York City.

More than 100,000,000 pounds, \$25,000,000 worth of Babbitt Metals consumed annually in U. S. Patents recently secured embrace formula and process that will reduce cost to consumers 30 per cent. Owner of Patents has been successfully making and marketing Babbitt metals 25 years, would give up a \$10,000 job to promote a \$300,000 organization for handling a Million Dollar annual business with 100 per cent profit to stockholders. Address inquiries to Box 308, Adv. and Selling Fort., 9 East 38th St., New York City.

Multigraphing

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. Why pay more? Addressing, filling in, and mailing.

FEDERAL LETTER COMPANY
70 5th Ave. Phone WATkins 4263

COMPLETE MAIL ADVERTISING SERVICE

Work done in a manner to please the most exacting. Lists supplied, addressing, folding, inserting, sealing, stamping, mailing. Equipped for quantity production on a quality basis.

MAIL SALES CORPORATION
222 West 18th Street Watkins 1408

Service

DISTINCTIVE COPY SERVICE
Complete campaigns—features—readers verse—house organs published—advertisers anywhere write—Forrest W. Tebbets, 623 Knickerbocker Bldg., New York City.

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.

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.

Position Wanted

ARTIST—Woman, Serious, Earnest, Creative—not headstrong! Decorative nudes, draped figures, design, lettering for flat and embossed printing. \$55. Vandever Post Office, Box 7, Brooklyn, New York.

ADVERTISING MAN

Successfully managed agency catering specially mail order accounts; understands all details, accounts, employment, correspondence, space buying, exceptional record on credits, assume complete responsibility. Address J. W. Hubbell, 3938 Euclid Ave., Kansas City, Mo.

Copywriter, Christian, 26, University trained, wishes to connect with a medium sized New York City agency. A writer of pictorial copy which presents the selling point in seductive fashion. Plan and layout—Smooth roughs. Box No. 316, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING MAN! RESULTS

wants part-time connection; former head women's apparel chain advertising; successful record with retailers manufacturers, mail order firms; salary reasonable. Finkel, Concourse Building, Jersey City, N. J.

PRINTER

Seeks position with agency or concern using printed matter in volume; can layout and plan; understands stock, plates, and their making, art work, binding, where to buy and proper cost; capable taking entire charge. Further details, Box No. 317 Ad. and Selling Fort., 9 East 38th St., New York City.

Artist and production man wants position, experienced in finished advertising art work; figure, design, lettering; handling engravings, printing, litho; salary nominal. Box No. 315, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING MAN with a long successful record desires a permanent connection with a growing agency or an advertising department as a copywriter or production man; thorough, practical advertising experience, publication and direct mail, ideas, copy, layout, typography and printing. Box No. 312, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

FOREIGN LANGUAGE MERCHANDISING

Recognized authority in this field wants chance to build up a real foreign language department for recognized agency. Valuable mail to manufacturer or agency interested in pushing sale of foodstuffs or toilet goods. Louis Brewer, Floral Park, Long Island, N. Y.

Help Wanted

WANTED: Advertising representative on Pacific Coast for the Packing House News, the only Fruit and Vegetable Packing House and Scientific Marketing Journal in the world. Satisfactory terms to right man. State experience and references. Address: Peninsular Publishing Company, 52 Vanderbilt Avenue, New York, N. Y.

SALESMAN WANTED

Advertising solicitor in New York City on high class publication; state experience and give telephone number. Box No. 314, Adv. and Selling Fort., 9 East 38th St., New York City.

Wanted: Advertising representative for a hardware trade journal, strictly commission basis, to represent us in St. Louis territory and also a man for the Chicago territory or would consider a man to cover both territories. Box 310, Adv. and Selling Fort., 9 East 38th St., New York City.

Salesman: One who is calling on advertising agencies, advertising and sales managers, manufacturers; who desires to increase his earning on part or full time; with little effort; the suggestion is all that is necessary. The proposition will not conflict with your present work—but will help you to a closer contact with your clients—commission and bonus. Give full details of your present work—territory you cover. Reference. Address Box 309, Adv. and Selling Fort., 9 East 38th St., New York City.

Miscellaneous

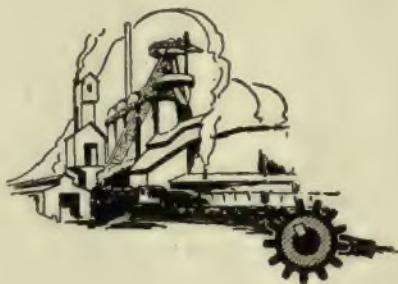
AGENTS' names neatly typewritten from our one day old inquiry letters. Price right.
K. WORLD
166 W. Washington, Chicago

BOUND VOLUMES

A bound volume of Advertising and Selling Fortnightly makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Fortnightly copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.



If you sell to Industry....

you know that the selling problems in the industrial field are not at all like those of the butcher, the baker and the candlestick maker in the general field.

For that reason, your advertising probably will be placed with one of the several good advertising agencies specializing in industrial accounts.

For almost ten years, we have handled nothing but industrial accounts. We are engineers, as well as advertising men. Our experience covers every angle of selling to industry—covers the

problems peculiar to mines, railroads, architects and engineers, public utilities, manufacturing plants and the hundred and one other divisions of industry.

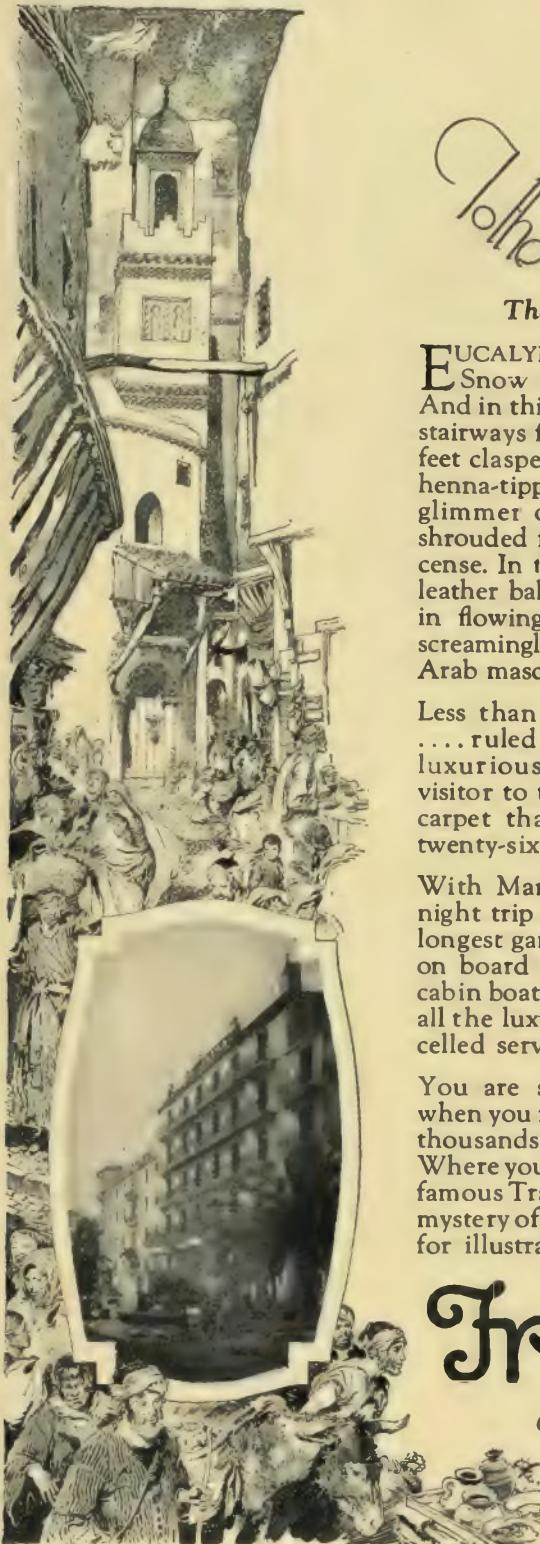
That hard-earned experience has shown us how to help our clients get the *profitable* business in industry. Can anything take the place of such experience?

You will be interested in the booklet "the advertising engineer" which gives some new thoughts on industrial advertising and offers a good way for us to get acquainted. Where shall we send it?

RUSSELL T. GRAY, Inc.
Advertising Engineers
Peoples Life Building, Chicago

Telephone Central 7750





KASBAH

The Enchanted Part of Algiers

EUCALYPTUS woods above. The blue bay below. Snow crowned mountains in the distance. And in this setting . . . Algiers! With its narrow stairways for streets. Its veiled women . . . bare feet clasped by heavy golden anklets . . . fingers henna-tipped. Its dim Houses of Allah . . . the glimmer of hanging lamps cast on prostrate shrouded figures . . . the air opalescent with incense. In the bazaars . . . the cobblers stitch red leather babouches. Black bearded M'zabites pass in flowing Arab garb. Merchants and buyers screamingly bargain. The "Hand of Fathma," the Arab mascot, is for sale.

Less than a century ago, this was Pirate Town . . . ruled by the scoundrelly Kasbah. Today, the luxurious Hotel Continental entertains the visitor to this cosmopolitan city. And the magic carpet that sails to Algiers from Marseilles in twenty-six hours is—a French Liner.

With Marseilles and the Riviera only an overnight trip from Paris . . . why not start up "the longest gangplank in the world" now? You step on board a DeLuxe French Liner—or one-class cabin boat—in New York. For six days, you enjoy all the luxuries of a hotel afloat . . . with unexcelled service, cuisine and happy companionship.

You are still under French Line management when you motor into the heart of Islam . . . over thousands of miles of fine macadam highways. Where you enjoy the luxuries of the twenty-seven famous Transatlantique hotels in the color and mystery of Algeria, Tunisia and Morocco. Write for illustrated brochure . . . a trip in itself.

French Line

Compagnie Générale Transatlantique
19 State Street, New York

Offices and Agencies in Principal Cities
of Europe and the United States



Public Library
Tulsa City



The Vacant Editorial Chair

THE easy way to fill the editorial pages of a business paper is to sit comfortably in a swivel chair and re-write and expand such news as drifts into the office.

The harder way—and the more expensive—is to bid good-bye to swivel-chair comforts and get out on the firing line where the news is breaking.

That's why you will find the writing men of National Petroleum News out in the production camps when new pools are being brought in, climbing around refineries where improved processes are being developed, riding tank trucks to study buying habits, rubbing elbows continuously with the

WOULD you like to see what kind of a paper results from the policy described here? Let us send you a recent copy for easy-chair inspection at your home. You won't need to be an oil man to recognize the vitality, the thoroughness and the human interest of N. P. N.'s editorial handling and understand why oil men telegraph in to us when a copy goes astray in the mail.

men responsible for the forward steps in a giant industry.

The annual editorial cost alone of National Petroleum News is greater than the total advertising and subscription revenue of the majority of publications in its field: Its telegraph bills alone would pay the editorial salaries of many a lesser business paper.

Does this money-spending policy pay?

The proof lies in the fact that reader-interest in National Petroleum News is so high that its paid circulation is by far the largest ever attained in the Oil Industry and grows steadily without recourse to circulation "drives".

And a second proof lies in the fact that reader-responsiveness is so active that for years past National Petroleum News has carried the largest dollar-volume of advertising ever reached by any oil paper.

Member:
A. B. C.

NATIONAL PETROLEUM NEWS
812 HURON ROAD

Member:
A. B. P.

TULSA, OKLAHOMA
608 Bank of Commerce Bldg.

District Offices:

CHICAGO

360 North Michigan Ave.

NEW YORK HOUSTON, TEXAS
342 Madison Ave. 608 West Bldg.

NATIONAL PETROLEUM NEWS