

# Advertising & Selling

## FORTNIGHTLY



Courtesy Lebo & Fink, Inc.

DECEMBER 2, 1925

15 CENTS A COPY

*In this issue:*

“Interesting the Salesman in New Additions to the Line” By JAMES P. MORTON; “What Plan for Paying Our Salesmen?” By WILL HUNTER MORGAN; “Two Approaches to Literature” By EARNEST ELMO CALKINS; “Keeping That Ten Per Cent Margin” By A. L. WHITE; “Vanishing Markets” By M. K. POWERS

Public Libr  
Kansas Cit

# The Radio Buyer Doesn't "Stay Sold"

he is always in the market for new hook-ups, devices, equipment. Every radio fan is something of a technician, as well as a zealot in behalf of his favorite entertainment. He makes converts all about him.

Therefore, the best market for radio products is in concentrated areas of great population, where radio is firmly entrenched.

One of the greatest of these markets is Chicago. There are approximately 100,000 radio sets in Chicago, according to recent estimates—and there are 686,000 homes.

## What to do?

Reach the radio fans and prospective buyers through the medium to which the great majority of Chicago people look for buying information and guidance—The Chicago Daily News. Besides its interesting and authoritative daily radio departments, and Saturday radio section, which are closely followed by radio enthusiasts, The Daily News maintains close professional touch with the radio public by means of its own broadcasting station, WMAQ. The Daily News is the only newspaper in Chicago that owns and operates its own radio broadcasting station.

Radio advertisers in The Daily News are assured the attention of the great majority of buyers and prospective buyers in the Chicago market.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# Fighting . . . with their backs to the wall!

How the X . . . Company turned red sales figures into black through an unusual kind of advertising

"That bad situation down in . . . is not getting any better," said the X . . . Company, one of our clients, at a meeting one morning. "March sales showed a drop of 17%. April is worse. What do you suggest?"

A Richards representative left two days later. Spent two weeks in the field. Traveled 1,600 miles. Interviewed scores of dealers, all sorts.

We got the facts: Sales competition keen but clean. Advertising competition a campaign of innuendo, misleading dealers as well as consumers. Client's salesmen, as fine a bunch as any in the company, discouraged but not licked.

We made our recommendations: They were accepted. The campaign that resulted was based on local conditions. Frank talk. Nothing clever. Just a plain and balanced diet for an upset situation.

We followed through: Reported the findings in the field at meetings with managers and men. Showed the local advertising manager ways to get the most out of the advertising.

The first advertisements appeared. Sales right-about-faced. June, the month the advertising started, showed 52.5% gain over the same month in 1924. July a 46.5% gain. August a 46.4% gain.

## ACTUAL FIGURES TAKEN FROM THE X . . . COMPANY'S BOOKS

	Sales Loss over 1924
March . . . . .	-17.6%
April . . . . .	-24.5%
May . . . . .	-19.0%
	Sales Gain over 1924
*June . . . . .	+52.5%
July . . . . .	+46.5%
August . . . . .	+46.4%

\*The advertising started June 7

An advertising campaign based on facts gathered first-hand caused the startling change in sales shown above.

And monthly records are still being broken!

\* \* \*

Knowing the market, telling the story skillfully, helping sell the goods—this is Richards advertising service. This same Richards service, which goes further than thorough research, which goes further than excellent copy, which is these plus a skilled and genuine sales cooperation, can help you.

Some facts about Richards service are in a booklet, "Coordinating Advertising with Sales," which we have recently published. If you are a business executive, we will gladly send a copy.



Fight Tuberculosis  
Buy Christmas Seals

JOSEPH RICHARDS COMPANY,  
INC.

253 PARK AVENUE, NEW YORK

An Advertising Agency, Established 1874  
Member American Association Advertising Agencies

RICHARDS "FACTS FIRST—THEN ADVERTISING"



*Eleven Important States* came into the Union after The Indianapolis News was established as a newspaper. The News was born in 1869.

In these fifty-six years, since the first copy of The News first saw the light of day, many excellent newspapers have come and gone in Indianapolis. The News has remained, always Indiana's greatest newspaper, always first in the character and value of its service to the community, climbing each year to greater heights of achievement.

No other Indianapolis newspaper has ever even approached the tremendous advertising endorsement of the Indianapolis News. News results are so overwhelmingly superior.

*Indiana representative  
by invitation, The  
100,000 Group of  
American Cities, Inc.*

# The INDIANAPOLIS NEWS

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

FRANK T. CARROLL  
Advertising Director

J. E. LUTZ  
Tower Bldg., Chicago

# Page 5—The News Digest

## Eastern Catholic Newspapers

Is the name of a combination of eight Catholic newspapers formed for the purpose of securing national advertising as a group and offered at a combination rate. The group consists of *The Catholic News*, New York; *The Tablet*, Brooklyn; *The Union & Times*, Buffalo; *The Transcript*, Hartford, Conn.; *The Visitor*, Providence, R. I.; *Standard & Times*, Philadelphia; *The Observer*, Pittsburgh; *The Catholic Review*, Baltimore. Joseph V. Dorgan has been appointed national advertising representative with offices in New York.

## Lester Marcellis

Formerly with the trade division of the Butterick Publishing Company, has become associated with the local advertising staff of *The News*, New York.

## M. J. Cohn

Has severed his connection as associate director of Artemas Ward, Inc., New York, after having been with that concern for twenty-five years.

## Roger L. Wensley

Was elected president and director of the G. M. Basford Company, New York, to fill the vacancy caused by the death of Mr. G. M. Basford. Mr. Wensley has been associated with the G. M. Basford Company for the past eight years.

## Walter R. Hine

Has been elected president of Frank Seaman, Inc., New York advertising agency, to succeed Frank Seaman who has been become chairman of the board. Mr. Hine has been vice-president and general manager of the company for the past twenty years.

## John Craig Healy

Recently associated with the Smith-Paulson organization, McCutcheon-Gerson Service and Albert Frank & Co., has established himself independently as a copywriter, plan and merchandise man and counsellor to advertising agencies and service corporations.

## Birch-Field & Company, Inc.

Rochester office, will direct advertising for the Nye & Wait-Kilmarnock Corporation, rug manufacturers, Auburn, N. Y., and for the Seneca Knitting Mills, Seneca Falls, N. Y.

## H. R. Coleman

Formerly associated with Eastman & Company, has joined the executive staff of the Advertising Producers Association. Mr. Coleman will specialize in the handling of industrial advertising to the oil trade.



## The Thumbnail Business Review

By Floyd W. Parsons

**T**HE last week has disclosed a noticeable slackening of activity in several lines of business. There has been a let-up in building contracts and automobile production, while close loadings show a decline. The slump in the stock market has aroused some apprehension and is tending to restrict the exercise of excessive optimism. All of this should occasion no worry in the minds of careful and conservative business men.

There is a satisfactory seasonal rise in factory employment and encouraging developments in the steel industry. Railroad buying is commencing to look up and the prospects are good for constructive action by Congress with respect to taxation. An increase in forward buying shows that confidence extends some months ahead. Building construction in the first 10 months of this year was 8 per cent greater than the total value of contracts for the entire 12 months of last year. A slowing down at the end of the year is not only to be expected but is to be desired.

Let no one close his eyes to the unfavorable factors now looming on the horizon. The chief of these is the evident determination of labor generally to demand higher wages as its share in the general prosperity. It is not at all impossible that from a day of industrial calm, we will soon be entering a time of serious strikes. Also it is being disclosed that production in several lines has overtaken consumption. For these and other good reasons it is essential that we do not depart from a policy of caution.

## Harvard Advertising Corporation

New York, will direct advertising for the Sniay-Viscosa Company, manufacturers of Rayon and artificial wool fibre.

## Paul P. Hufferd

Formerly in charge of production of the National Carbon Company plants, has been elected vice-president and general manager of the company.

## Robert R. Updegraff

Will join Ray D. Lillibridge, Inc., New York advertising agency, as a partner on January 1, 1926.

## Hal T. Boulden & Associates, Inc.

Publishers' representatives, New York, announce the establishment of a branch office in Cincinnati. James H. Kennedy has been appointed an associate and manager in charge of this office.

## Albert Frank & Company

Chicago, will direct advertising for the Colorado Springs Chamber of Commerce which is inaugurating a campaign featuring the ideal all-year climate for those afflicted with tuberculosis.

## Kelly-Smith Company

Newspaper representatives, New York, announce the opening of their Boston office at 44 School Street. Mr. Joseph W. Cummings is manager of this office.

## J. Walter Thompson, Inc.

New York, will direct advertising for the Bishopric Manufacturing Company, Cincinnati, manufacturers of Bishopric base, Bishop stucco and Bishopic sunfast finish.

## Retail Trade Publications, Inc.

Cleveland, announce that the *Five and Ten Cent Merchandising Magazine* has been purchased from the Lightner Publishing Corporation, Chicago, and that it will be consolidated with *Variety Goods Magazine*.

## Tracy-Parry Company, Inc.

Philadelphia, will direct an advertising campaign to be undertaken by the Real Estate Board of Camden, New Jersey.

## Oliver M. Boverly

Cleveland, will direct advertising for the Conneaut Packing Company, makers of Conneaut and Metallic packing, Conneaut, Ohio.

## Cantilever Corporation

Will be the new name, after Dec. 10, 1925, of Morse & Burt Company, Inc., Brooklyn, N. Y., manufacturers of the Cantilever shoe. The change in name involves no change in ownership or in the personnel of the organization.

## California Fruit Growers Exchange

Announce the appointment of Paul S. Armstrong, advertising manager of the Exchange, as general manager of the organization; W. B. Geisinger, assistant advertising manager of the Exchange, succeeds Mr. Armstrong as advertising manager, and J. O. Cook, manager of the dealer service department, becomes assistant advertising manager.

[ADDITIONAL NEWS ON OTHER PAGES]



## CLEVELAND

### A Rich Industrial Market \$1,700,000 Spent Every Day

That is the price paid for raw materials used in the industries of Cleveland every day in the year. The most important purchases are for foundry and machine shop products; automobiles, including bodies and parts; meat products, iron and steel, steel works and rolling mill products; printing and publishing; clothing; electrical machinery, apparatus and supplies, etc.

Cleveland business executives representing the above industries are, of course, interested in their own business.

But 2,470 leading Cleveland business men are sufficiently interested in business nationally to subscribe for and read Nation's Business magazine.

They are the executives who control the spending of this million and seven hundred thousand dollars daily. They are the key men who must be sold—whose favorable knowledge of your product is necessary before the final O.K. can be given. You cannot sell the industrial market in Cleveland until these leaders are on your side. Reach them monthly in Nation's Business.

And just as certainly as Nation's Business covers the key men in Cleveland's industrial buying—it reaches the controlling buying executives the country over.

*More than 51,000 Presidents of Corporations read Nation's Business*  
*More than 23,000 Vice-Presidents of Corporations read Nation's Business*  
*More than 22,000 Secretaries of Corporations read Nation's Business*  
*More than 10,000 Treasurers of Corporations read Nation's Business*  
*More than 16,000 General Managers of Corporations read Nation's Business*  
*More than 100,000 Major Executives in 121,095 Corporations read Nation's Business*

You will find a detailed analysis of our 207,000 subscribers of interest. Let us tell you how other advertisers are using this magazine to make their advertising expenditures more productive. Get an executive "yes" when the order hangs in the balance.

# NATION'S BUSINESS



WASHINGTON

MORE THAN 207,000 CIRCULATION. MEMBER A. B. C.

# "The Proof Of The Pudding Is The Eating"

*In October, 1925, The Birmingham News carried the largest volume of paid advertising ever printed in a single month in the paper's history*

During October, The News, in addition to carrying the largest volume of paid advertising in the history of Alabama newspapers, broke all records for local advertising, all records for national advertising since 1920, and twice during the month broke the all-time record for total advertising carried in a regular week-day issue. The following figures tell the story, and prove beyond doubt, that The News produces results for its advertisers at minimum cost:

	THE NEWS		AGE-HERALD		POST	
	1925 OCTOBER	1924	1925 OCTOBER	1924	1925 OCTOBER	1924
	Lines	Lines	Lines	Lines	Lines	Lines
Local	1,194,102	1,133,132	501,578	541,044	436,590	272,230
Classified	166,152	154,266	136,892	137,032	29,260	21,364
National	288,918	236,936	114,380	122,514	59,640	45,388
Total	1,649,172	1,524,334	752,850	800,590	525,490	338,982
	Gain 124,838		Loss 47,740		Gain 186,508	

## Widening the Margin of Advertising Supremacy

The progress of The News has been steady and consistent. For five years, however, October, 1920, stood as its banner month. The figures below serve only to widen the margin of supremacy between The News and its competitors. The Birmingham Post was not established until January, 1921, hence no figures are shown on it.

	THE NEWS		AGE-HERALD	
	1925 OCTOBER	1920	1925 OCTOBER	1920
	Lines	Lines	Lines	Lines
Local	1,194,102	1,076,404	501,578	611,254
Classified	166,152	160,202	136,892	134,540
National	288,918	363,580	114,380	173,516
Total	1,649,172	1,600,186	752,850	919,310
	Gain 48,986		Loss 166,460	

Net Paid Circulation now Greater Than  
75,000 Daily 87,000 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

MUCH has been said of the mental attitude of the magazine reader.

Most of it is speculation.

Our people have only one attitude of mind in reading the Condé Nast Publications: the buying attitude.

They read the editorial pages to learn what is smart. They read the advertising pages to learn where they can buy it.

The Conde Nast Group Displays, the classes demand, the merchant stocks, the masses buy, the advertiser profits.

Simple, isn't it? Like most truths.

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

THE CONDÉ NAST GROUP

*All members of the Audit Bureau of Circulations*



WINNING AND HOLDING GOOD WILL

# OAKLAND SIX

Speaking always with dignity, simplicity, and sincerity, enjoying always a refreshing individuality of appearance, Oakland advertising has made a profound impression on the public.

As the following excerpt from a recent Oakland advertisement indicates, Oakland is now reaping the rewards of a sound product, soundly merchandised, and soundly advertised:

"With sales of the new Oakland Six mounting daily to new high levels, Oakland pauses to reaffirm this pledge . . . . . Under no circumstances will Oakland depart from the ideals and policies which are winning and holding nation-wide good will."

The Campbell-Ewald Company is proud of its association with the Oakland Motor Car Company which began more than four years ago.

*Owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, the Campbell-Ewald organization of over two hundred people 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

H. T. EWALD, *President*  
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



This is a  
DELINEATOR House  
Built by a  
DELINEATOR Reader  
From a  
DELINEATOR House Plan  
*in*  
**THE DELINEATOR**

*Founder of Better Homes in America*

Butterick Building, New York

*Buffalo—The Wonder City of America*

# Figures of Record Guide You to the BUFFALO EVENING NEWS



NEARLY EVERYBODY IN BUFFALO READS THE NEWS

New York State Census for 1925 shows 538,016 persons in the city of Buffalo.

The Federal Census of 1920 shows 4.4 persons to the family. On this basis there are now 122,276 families in Buffalo.

Deduct 12,228 (10%) for non-English reading families and you have—

**110,048 Families in Buffalo**

**91,002 Buffalo Families  
read the NEWS**

Greatest Circulation in New York  
State Outside of New York City

A. B. C. September 30, 1925, 128,455  
Present Average, 135,470

## BUFFALO EVENING NEWS

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

Marbridge Bldg., New York, N. Y.  
Atlantic Bldg., Philadelphia, Pa.

Tribune Tower, Chicago, Ill.  
Waterman Bldg., Boston, Mass.

# How The SPENCER Pictures Your Business



A YEAR ago the Spencer Automatic Delineascope was announced. It was instantly recognized as a definite contribution to economical selling. It offered a means of complete, accurate and economical picturization of a product or service for lecture and display purposes.

It has demonstrated that good pictures and a few words will tell any business story that human beings care to know.

The Spencer Automatic Delineascope tells a business sales story better than an individual can tell it. It attracts its own audience—and holds it.

Business clearly needed the service of the Automatic Delineascope. It assembles, for logical and consistent display, a carload of material on a roll of film that will fit snugly into your vest pocket. It projects this material in an interesting

panorama by use of a machine scarcely larger than a portable typewriter.

The adaptability of the Spencer Automatic Delineascope to business has created an unprecedented demand in three great fields of business and public service.

**First:** As an accessory to the lecturer, speaker, sales manager or teacher in public work or in business group meetings, the Automatic Delineascope projects all charts, diagrams and photo material, giving as much or little of the lecture as the speaker wishes. It is at all times under control of the speaker himself, and can be started or stopped at will. It is entirely automatic and no operator is required.

**Second:** As a floor demonstrator at public exhibitions or in mercantile houses, it tells the story of the product or device accurately and entertainingly. It never gets tired—it leaves nothing untold and it attracts its own audience. Thousands of exhibitors at business shows tell it all and show it all with the Automatic Delineascope.

**Third:** As a window display fixture at night it is a crowd magnet during those hours when passing crowds are easiest to reach—easiest to influence and easiest to instruct. The Spencer Automatic Delineascope needs no rest—it tells and sells with pictures every hour of every day.

A glance at an abbreviated list of a few nationally known organizations who are already using the Spencer Automatic Delineascope will indicate the value of its service.

New York Times  
Aetna Life Insurance Co.  
Associated Tile Manufacturers  
U. S. Department of Agriculture  
U. S. Department of Public Health  
Ford Motor Company  
General Electric Company  
National Dairy Council  
Onondaga Health Association  
Board of Missions, M. E.  
Luray Caverns  
International General Electric Company  
A. P. W. Paper Company  
American Institute of Baking  
Baltimore Dairy Council

Corona Typewriter Company  
Condit Electrical Manufacturing Company  
Creo-Dipt Company  
Flintkote Company  
Garlock Packing Company  
General Electric Co. (Edison Lamp Division)  
Geo. H. Gibson Co. (De Laval Steam Turbine)  
Hammermill Paper Company  
Jewett Refrigerator Company  
Kardex-Rand Company  
C. D. Kime (Agricultural Extension Agent)  
The Lamson Company, Inc.  
Arthur Little, Inc.  
Chas. Tenny Company  
Durant Motor Company

Chamber of Commerce of Los Angeles  
Metropolitan Life Insurance Company  
New Departure Manufacturing Company  
E. L. Patch Company (Cod Liver Oil)  
Simonds Saw & Steel Company  
Edward H. Baker Corp. (Motor Cars)  
Northeast Electric Company  
American Optical Company  
Cambridge Gas Light Company  
Park & Pollard  
Philadelphian Inter-State Dairy Council  
Safe Cabinet Company  
International Business Machines Corp.  
Morris Plan Banks  
Hathaway Baking Company

# Automatic Delineascope

## Story Where the Business Is



The Spencer Automatic Delineascope is a small, compact film slide machine for projecting pictures. It is scarcely larger than a portable typewriter. (Installed in booth of Corona Typewriter Co.)



It projects still pictures from film using no heavy, fragile glass slides. Displays 20 to 300 pictures in sequence at less cost than a dozen good window cards. A carload of display material can be carried in a vest pocket.



It can be hidden in a background of a special display or booth and used to project pictures that become a part of the display. (Traveling display booth of Metropolitan Life Insurance Co.)



It can be used alone or put inside a special display cabinet of any size, thus converting it into a handsome display fixture. (Operating in booth of American Institute of Baking.)



Requires no attention, works automatically. Eliminates operator in lecture work. Pictures always right side up and in order. (Lecture scene under auspices of U. S. Department of Agriculture.)



It produces drawings, maps, charts, photos and displays in any number of colors. It has done for the projection of pictures what the film has done for the camera. (As a floor demonstrator in salesroom of Kardex-Rand Co.)



Assembles all the material of a sales and advertising campaign for quick, complete and understandable showing anytime, anywhere, to any number of people. (Sales group of Creso-Dipt Company.)



When product permits, the Automatic Delineascope makes a unique and effective display unit of the equipment itself. (Delineascope set inside Jewett Refrigerator.)



Display units used as floor demonstrators during the day are quickly turned into valuable window displays at night. (Delineascope at work for Kardex-Rand Co. in cooperative display window.)

**B**UT these are only a few of the hundred uses to which this versatile display unit may be put. The imaginations of sales and advertising directors America over, have devised a score of varied applications for this display system and fitted it into selling programs. It is moving merchandise for them.

The stories of some of these merchandise successes are available to sales executives on request. Write us.

## SPENCER LENS CO.

For Half a Century, Makers of America's Finest Optical Instruments  
440 NIAGARA STREET BUFFALO, N. Y.

SPENCER LENS CO.  
Buffalo, N. Y.

Gentlemen: We would be glad to have suggestions for the use of the Automatic Delineascope in our organization.

Name.....

Nature of business.....

Street.....City.....

Address Mr.....

# More Readers + Pulling Power + Real Service

The Baltimore News, strongly entrenched in the afternoon field of Baltimore (with its small factor of duplication taking the American), PLUS the Baltimore American, with its steadily growing circulation in the morning field, reaches several thousand more readers than any other combination in Baltimore with the heavy duplication of circulation.

The News and the American are NOT sold in circulation combination. The other two papers are so sold and featured. The combination national rate of The News and the American is 35 cents per line, and the combination is optional. The combination covers two fields once, and

NOT ONE FIELD TWICE, and reaches a greater number of readers.

The service of The News and the American is not a gesture. It is the putting into practice the belief that, being a sales expense as an advertising medium, it has a common problem with the sales departments of manufacturers of national products. Probably that is why, with circulation leadership of readers reached with duplications eliminated, jobbers and retailers find their products better served and faster moving—and the chain of merchandising from the manufacturer to the consumer is complete, eager and functions smoothly and profitably.

*The only thing any manufacturer is interested in—and this is true of any market—is the sale of more goods and a lower sales expense investment.*

## THE BALTIMORE NEWS

AND

**Baltimore** AMERICA'S FIRST **American**

NATIONAL ADVERTISING REPRESENTATIVES

G. LOGAN PAYNE CO.  
St. Louis—Los Angeles  
Chicago—Detroit

PAYNE, BURNS & SMITH  
New York—Boston  
Atlanta

# "The Biggest ! Dollar's Worth ♦"

*Says a 70-Store Chain*

An executive of the company writes:

"After reading through the copies of *Women's Wear Magazine* you sent us, the girls in my ready-to-wear department were very much enthused and each paid for a subscription. They all feel that it is the biggest dollar's worth they ever received.

"I am herewith enclosing check and addresses where *Women's Wear Magazine* is to be sent.

"I will arrange so that every girl in our 70-store chain will be a subscriber cheerfully.

"I have been in the habit of having a little talk with the girls every week on merchandise and salesmanship.

"*Women's Wear Magazine*, while it may not entirely supplant those talks, can give my saleswomen more complete and more authentic information than I can possibly hope to.

"Your magazine is so written that it is a pleasure to read it."

**WOMEN'S WEAR MAGAZINE** gives a compact, authoritative, and up-to-the-minute fashion service which fits exactly the needs of the smaller merchants. In it they can see, in sketches and in photographs, just what New York and Chicago are buying and wearing. They can follow the market and pick out from tested merchandise the articles that will sell in their communities. And that is just what they are doing, as is proved by the flood of letters we get from them, after every issue, asking where they can buy the garments and accessories we illustrate.

Because *Women's Wear Magazine* is a pleasure to read, it is profitable to advertise in for wideawake sellers of women's apparel and accessories who wish to reach the *undersold* merchants in the thriving small communities throughout this broad land.

*Investigate. Don't take anybody's word for it. INVESTIGATE.*

*Advertising Department*

## WOMEN'S WEAR MAGAZINE

8 EAST 13TH STREET, NEW YORK



*Fill in and retain the attached coupon. We will send you the current issue of this interesting little magazine and quote you on the most effective way of selling it.*

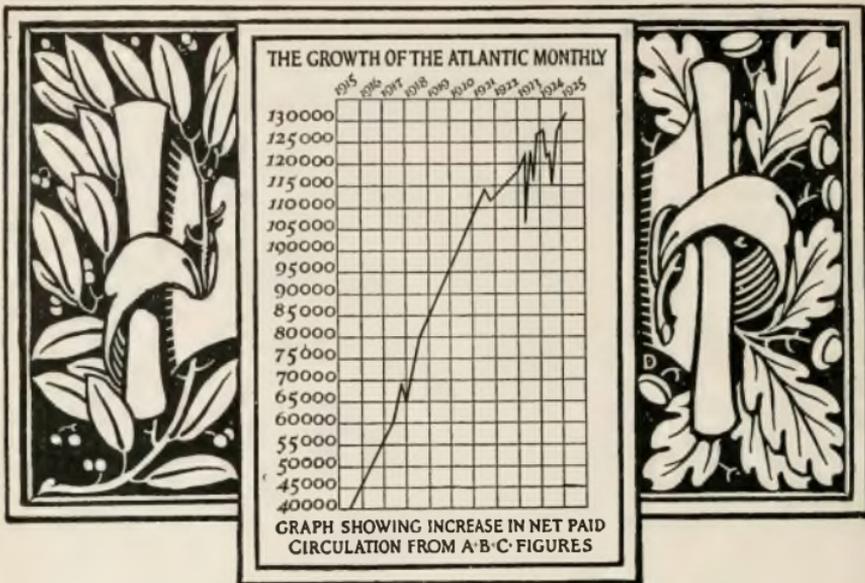
WOMEN'S WEAR MAGAZINE,  
8 East Thirteenth Street, New York.

Please send me a sample copy of *Women's Wear Magazine* and information.

Name .....

Address .....

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



## INCOME TAX LISTS ARE A PICTURE OF ATLANTIC CIRCULATION

PARTICULARLY the "Higher Brackets"—that imposing array of "Who's Who" in finance, commerce and trade—reads like THE ATLANTIC subscription list. Moreover, this character of circulation holds good in whatever city, town or state might be selected. To visualize THE ATLANTIC, think of the unlimited buying power and tremendous influence of a circulation of over 110,000 comprising the upper parts of the income tax lists from coast to coast.

The plain fact is that the average financial rating of the individual Atlantic subscriber is as high or higher than that of any other publication in the class field. The volume and character of advertising carried in each issue "proves the pudding" and a steadily increasing circulation portrays the growing esteem in which the publication is held by the truly representative citizens who comprise its readers.

If your market is in this class, The Atlantic offers you a direct contact and at an advertising rate which includes a liberal circulation bonus. Shall we wire you further facts now? Circulation: 110,000 net paid, A. B. C., rebate-backed, guaranteed, plus a substantial bonus. (See Graph.)

# THE ATLANTIC MONTHLY

"A Quality Group Magazine"

8 ARLINGTON STREET, BOSTON, MASS.

# Advertising & Selling

## FORTNIGHTLY

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© Underwood & Underwood

**E**DWARD T. HALL, for the past year a vice-president of the Association of National Advertisers, was elected to the presidency of that organization at the annual meeting held at the Mayflower Hotel, Washington, D. C. He succeeds Carl J. Shuman, who held the position following the resignation of G. Lynn Sumner a few months ago.

Mr. Hall is vice-president of the Ralston Purina Company of St. Louis and has been active in the Association for a number of years. He has long favored a policy of cooperation in the advertising field, and this stand was stressed in his address to the convention.

More detailed news of the meeting will be found elsewhere in this issue.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:  
P. K. KRETSCHMAR  
PHILIP A. LUKIN

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

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*El Paso* TUCSON  
Californians Inc.  
Phoenix *Maine*

The Safest Guide To  
Community Advertising Success

ADVERTISING brought people to San Diego at a cost of \$56.12 per family. To El Paso for \$19.52. To Tucson for a few cents less. Yosemite National Park almost doubled its number of visitors as a result of one season's advertising. Hawaii had to build new hotels and a new steamer to accommodate the increased traffic. Advertising sent tourists flocking to the state of Maine this summer.

These are a few of the Community Advertising Campaigns planned and executed by The H. K. McCann Company. It is a specialized form of advertising in which we were pioneers, and in which we have probably had more experience than any other agency. To you who have the responsibility of seeing that your community fund is spent to the best advantage we offer this experience as your safest guide to success. We can show detailed figures on results and costs of attracting tourists, home makers or business interests.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

DECEMBER 2, 1925

# Advertising & Selling

## FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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# Interesting the Salesman in New Additions To the Line

*By James P. Morton*

**E**VERY sales manager and every advertising manager knows that the merchandising expenses of his enterprise are too high.

Certainly if there is a rare advertising manager or sales manager who does not fully appreciate this fact, it is because the reigning management officials of his enterprise are both dumb and unable to write. For "Keep Down Sales Overhead" has been the moral of every management preachment since 1921.

That there is sound wisdom behind this emphasis, is unquestioned. Merchandising overhead, easily absorbed in the boom war and immediate post-war years, assumed by necessity a height from which, also by necessity, it must be reduced.

Naturally, the first thought of both management officials and merchandising executives was to reduce merchandising overhead by policies involving rigid economies. But it was soon found that, essential as these were to the producing of evidence at the end of the calendar



**A**n attempt to decrease merchandising overhead by additions to a well-established line generally involves, what is to the sales force of an old organization, a new type of sales resistance. How several prominent concerns have overcome this resistance is explained in this practical article by Mr. Morton

year, even paring merchandising to the bone was not the only element needed to a successful solution.

For the sad fact was discovered that it costs more to sell than the margin of profit can stand, except with the most fortunate of manufacturers.

The next logical step was to add products to the original line. If these were obvious and logical additions, so much the better—but if no thoroughly logical addition could be found some added products were, nevertheless, needed, in so many cases as to make this presentation of methods of outstanding general interest.

In Philadelphia there is a nationally known and nationally advertising manufacturer. For three generations his lines of household necessities have been the standards in many parts of the United States, and at least many of "Six Best Sellers" in every geographical section of the United States. The products were four in number and closely allied in nature.

During the war years only one advance in prices was made—a flat twenty per cent up and down the line. When sales slumped in early 1921, even though costs were at that time at the highest peak in the history of this enterprise, it was decided to reduce prices ten per cent

in order to stimulate stock movement, both from the manufacturers' warehouses and from wholesalers and retailers. At the end of the year it was found that the sales volume was only forty-six per cent of 1920, and only eighty per cent of 1913—the best year in the company's history prior to the World War.

Careful analysis proved that this was due to the fact that they had in 1920 been subjected to the not uncommon "dealer stimulation," and that they had really sold at least a full eighteen months' average stock of merchandise to their customers.

While there were still evidences of over-long stocks on the part of both wholesalers and retailers, this Philadelphia enterprise decided to keep the factory going—and at a faster pace than in 1921. So they embarked upon extensive national and local advertising campaigns. The net increase in sales was less than the added merchandising cost—a fact apparent so early in the summer of 1922 that new plans were at once formulated for 1923 execution.

Since this enterprise had tried to stimulate their sales, both by an

unwarranted price reduction and by heavy national advertising, and without success from the standpoint of the profit-column, the obvious next step was the addition of one or more products.

The latter half of 1922 was given over to the consideration of several scores of suggestions along this line. Finally three new products were chosen. It was decided to "stagger" the introduction of these—presenting one new item to the trade in each of the three seasonal buying periods.

The first of these products was closely allied to the four which had become household words from coast to coast. It was chosen because, while products of this nature were already on the market, not one of the dozen brands had more than sectional appeal, and not one was manufactured by a maker with large capital resources. In January, 1923, the first of these products was launched, accompanied by full-page advertisements in leading weekly and monthly publications. This was supplemented in seven "style centers" by newspaper advertising.

The product itself was not only better than anything previously of-

fered for the purpose. It was also far more attractively and conveniently packed. It offered both wholesaler and retailer definite advantages and a slightly more pleasing profit margin than any one of the original four lines.

But even in the face of these efforts and these advantages, sales were disappointingly slow—only one quarter of the quota set, after most careful market investigations.

The reason for the semi-failure was quickly traced to the sales force. The city salesmen, under the vigilant eye of branch managers, were successful in building up their quota volume. This was unquestionably due to the fact that these same vigilant branch managers were also directly under the eye of the sales manager and the advertising manager.

But the field salesmen, with a few sterling exceptions, were failures or near failures. Consequently, the introduction of further new products was delayed, while new plans were made for the development of sales on this item. So much of an investment was represented in its launching that it was obviously nec-

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## Speaking in (and of) Parables

By Earnest Elmo Calkins

**I**N spite of the efforts of Bruce Barton, advertising men of the present are not very familiar with the Bible, either as a religious document or as a source book for advertising material.

Some years ago I made a speech on Copy before the Advertising Club of New York, in the course of which I pointed out that the parable was a very effective method of teaching not only a moral lesson but also an economic lesson. I cited *Æsop* and his fables and *Christ* and his parables, and in order to give point to my analogy, I told the story of *King David* and his affair with *Bathsheba*—how he gave orders that *Uriah* her husband should be put in the front of the battle, where the arrows flew thickest, and then when the dispatches reported that *Uriah* had died for his country, he took the charming young widow over to the palace. I also told how *God* picked out *Nathan* to administer the rebuke which *David* so richly deserved. *Nathan*, it seems, had recourse to the parable, and told his story of the rich man, who took the poor man's one ewe lamb, with such eloquence that *David* cried out, "Who is this man? I'll fix him." To which *Nathan* replied, "Thou art the man."

I told the story in some detail, and with a few modern touches. I had not gone far before I realized that the whole room was listening, not with that air of recognition of a familiar anecdote, but with genuine interest in the plot of the story. It suddenly dawned on me that most of them were hearing it for the first time. Up till then I had thought that those very human stories that make up the historical part of the *Old Testament* were as familiar to everybody as they were to me.

So impressed was I with this experience that some weeks later, while lunching with a group of advertising men, I related the incident with all the gusto it deserved, assuming, of course, that this picked group would appreciate the point. After I had finished, there was a tense silence for a few moments, and finally one of the men spoke up with an apologetic and deprecating smile. "I don't know how it is with the rest of you fellows," he said, "but I am willing to admit that I never heard that story before."

If it happens that my confidence is again misplaced, you will find the whole story in *II Samuel*, xi, 2-27, xii, 1-14.

# Why Won't Advertisers Talk Sense to Their Readers?

By *W. R. Hotchkin*

**I**F it were not for the pictures in most advertising half of the expenditure, at least, would be a total loss.

I dare any man or woman to take up any magazine or newspaper carrying a good volume of advertising and try to read it all. It simply can't be done—it would nauseate anyone who tried it. Reading the dictionary would be a joy compared with it. But the biggest comedy that I can imagine would be to see the president of some big manufacturing concern standing up and reading the advertising copy about his product to a group of people who might want to buy that commodity. Why, his hearers would think he was crazy.

I am one of the two million *hoi polloi* who read the *Saturday Evening Post*, and I read it right thoroughly—taking pains against the stout protest of my eyes, to learn what is intended by most of the "facing pages" ads. (How folks do struggle to make them readable and plausible!) But it is one of the hardships of an advertising man's life—a duty, in fact, to read all advertising—especially the costly kind.

I recently bought a new automobile. For six months I have been studying cars—getting all the information possible, before making my decision. But with that open chance to hammer home to me the merits of their cars, at that very great expense, advertising had nothing to do with my decision or selection. I had to go and pick out a car without any idea of what car I wanted to buy!

Why?

Because most advertisers have one or two pet ideas about what will lead a man to buy a car, and they fiddle on these strings forever and ever.

The common plan for writing automobile copy seems to be to think of an ideal car and then write the ideal story, regardless of the qualifications of the car that is to be advertised. So we read great screams about more power—usually in a cheap car that really lacks power. Then we read a lot about glittering finish and rich upholstery, which



**M**ANY advertisers have a tendency to endow their product with all the qualities of one of a much higher price. Mr. Hotchkin believes that if the actual merits and value at the price asked were stressed so much costly advertising space would not be wholly wasted

practically all cars possess today. Then about tire luxury—now common to all cars. There are delightful stories about the great open spaces and the right girl. Splendid copy, too. Lot of quite thrilling stories; but not on my wire.

Now a lot of this copy is good, if true; but only as one chapter of the story—and most of the copy will sell one car as well as another. Why does not the advertiser try to sell his own car, on its individual merits?

Perhaps some of them don't have any, you say?

I don't believe there is one such car—certainly not a half dozen. If there is any car made that does not have about it a number of very definite qualities of which its designers and makers are very proud, then my premise is wrong. But I don't believe there is such a car.

Wherever there exists an advertising writer, or a sales manager, or a manufacturer, who does not have faith and pride in his product as it actually is, at its price, a pitiful and hazardous condition exists. Any manufacturer who is not capable of producing a commodity that deserves to sell among its competitors, at its price, is certainly in a dangerous game; for there is sure to be a disastrous tumble some time.

There must be varying grades of most commodities, and the price range corrects the deficiencies of quality in most cases. Disaster impends when the maker of the commodity of lower quality is unable profitably to produce it at a comparatively lower price.

So, it would seem that successful advertising should be written by men and women who live close to the engineers who design and build the cars, or other such products, that they attempt to advertise. They should discover all the qualities about the car that gave a thrill of satisfaction to the makers.

It is sheer weakness on the part of any copy writer to have to resort to writing an ideal story about any commodity. This is not an argument for truth in advertising. It is merely a statement about the kind of copy that will interest and sell the prospect. Who wants to be told that somebody said that a certain thousand-dollar car was the best car made for less than three thousand dollars? How can one escape the lie because it was quoted? But whether such a statement was a lie or the truth, it isn't believable, hence it casts doubt on every other statement made.

There is perhaps no question that that car was splendid value—had many splendid qualities for its price. Why not stick to that strong story, without throwing in the slime that discredited the whole advertisement?

The best advertising in the world is to let the goods talk!

Show the goods in the copy and picture. Let the maker of the goods fill the copy writer full of the strong actual facts, so that you can not only

[CONTINUED ON PAGE 51]

## What Plan for Paying Our Salesmen?

# Profit and Loss in Salaries "Straight"

By Will Hunter Morgan

THE sales manager for one of New England's numerous confectionery manufacturers was talking. "If I have my way," he said, "we will never again make the salary in our salesman's remuneration plan so important a factor." This sentence was the conclusion to his explanation as to why he was letting out several of his old salesmen. His problem was one which frequently comes sooner or later to the manufacturer who pays straight salary to his men.

The old timers had been put on the force many years before. Starting with modest salaries each one had made good. As individuals each had inevitably won laurels deserving of recognition. One had done wonders with chain stores. Another had barehanded and by spectacular selling turned the tide of impending defeat in an off year into victory. A third had developed a knack at taking over hopeless prospective lists of customers and converting a high percentage of them into active, permanent accounts.

Naturally these feats deserved recognition. Naturally also the house desired to reward loyalty from year to year. Loyalty alone is worth something. It costs good money to break in new salesmen or replace old ones. So to the best of his ability this manufacturer increased the salaries of his salesmen from year to year. But the day of reckoning, though postponed, came ultimately. Last fall the manufacturer had to shut off the telephone, shoo out callers and sit down alone with his selling costs and analyze them until he could find a way to make them definitely lower.

He made a discovery which others who pay salesmen's salaries "straight" have made before him. He found that the percentages of his profits which were paid for both his manufacturing and his advertising had been constant. But the

selling cost per dollar's worth of goods was 50 per cent higher than it had been in 1918. It was plain that he could not go on in this manner, and yet the way out of the predicament involved moves about which he felt most unhappy. Here was the situation in its simplest terms:

(1) In point of loyalty and term of service the old-time salesmen were not overpaid.

(2) In point of sales results per dollar of salary, they were.

(3) In justice to manufacturing expense and advertising expense the high sales expense could not continue.

(4) To retain the high-salaried men imposed injustice on the other departments of the business; to discharge them was unfortunate in view of their loyalty, their standing among the trade, and the general effect of letting several good men out at one time.

(5) On the other hand the coming in of new, younger and cheaper men who had the world before them might mean a great deal to the company in the way of new business as well as a lowered sales department pay roll.

THE foregoing presents in part the dark side to paying salesmen salaries straight. It explains why so many companies work out some other plan of remuneration. It shows too why many houses paying salaries are reconciled to rapid turnover in their sales forces. And it accounts for the fact that many of the big companies, particularly those whose products are sold largely on an order-taking basis, say quite frankly to applicants for sales positions, "We do not pay much to our salesmen. It is not hard to get orders for our goods. You can get only a moderate salary with us and our fixed salary limit for salesmen is so-and-so. That is all we can offer

you. But if you want to come in and regard the job as good training for two or three years you will find us good people to work for. It is possible that we may be able to use you later in some bigger way in another department of the business. If we can't you will find that it is a real asset in getting located elsewhere to be able to say that you have made good with us."

AT the present time straight salary seems to be used mostly in the case of well-known, well-advertised articles which are staples.

Since we have approached the matter of straight salaries from the negative viewpoint, we might as well finish up with the other negatives before turning to the positive side of the matter.

There is a type of salesman to whom an assured steady salary is a sort of over-stuffed sofa on which he is tempted to snooze. Away from direct supervision and not being under the eye of a boss he must rely on his own self-created incentive to make him a hustler. Now nothing makes hustlers so much as the gambling chance to win—in the salesman's case, commission or other profit-sharing arrangement. Contrariwise, nothing may dull this incentive to hustle so much as the safe berth of a fixed salary.

Allied to this difficulty is that presented by the visity, gossipy salesman who just naturally loves to string out his calls if given half a chance. If on salary he may easily convince himself that his major responsibility is the mere act of accounting for his time. He may spend every possible moment with customers but not see enough of them in his average day. A different method of payment would have awakened him to the cash value of making more calls per week.

Straight salary has been found an encourager of alibis. If it doesn't

# Vanishing Markets

Modern Inventive Genius Adds to the Hazards  
of Manufacturing

By Marsh K. Powers

**T**HE man who made wooden Indians for cigar stores woke up one morning to find his market a thing of the past.

That is one of the disconcerting things about markets—they are not static and permanent, they refuse to "stay put," and—on occasion—they vanish into thin air.

Does anyone still make hansom cabs? New York City, by itself, once provided a considerable market for them.

A skirt binding was once one of the best known of advertised names. Then Dame Fashion lifted skirts up from the floor and the pavement, and the *raison d'être* of skirt binding was gone, apparently forever.

The coachman's high hat, once a familiar sight, is now the chauffeur's visored cap. The long, be-tasseled whip is now an insignificant ignition key—or, perhaps more accurately, an accelerator button. If there were ever specialists in the manufacture

of hitching posts and stepping stones, their skill is valueless today, having no market.

There was a time when virtually every adult male owned a strop. Then the safety razor came along and played its own particular havoc with the strop market.

Mr. Volstead dealt a body-blow to a certain well-known, elongated product of the brass fabricator's shop. Store windows, however, fail to show that he was equally successful in quashing the sale of certain articles of silver and glass which, according to the letter of the law, should by now be almost equally obsolete.

The incinerator invades the realm once set aside exclusively in fee to the garbage can and curtails the latter's market. On some modern blocks the garbage disposal truck finds no welcome—its usefulness is past so far as that particular neighborhood is concerned.

Each week the brawny ice-man loses a few of his former customers to the central station, the latter de-

livering the ice through a copper wire.

The casement window is a silent antagonist of the window shade, paring a thin slice from a market that once seemed immune from competition.

The gas furnace and the oil burner are stealing away customers from the coal shovel and the ash can.

Think how the market of home illumination has jumped around, throwing business first to one industry and then to another. Once the wax plant nearly monopolized it. Then the weavers of lamp wicks and the refiners of coal oil enjoyed their era of active business. Then the demand jumped over and paid profits to gas companies and to those factories which could produce gas jet tips. And today it centers in great factories which can combine glass and thin metallic filaments into incandescent lamps.

Like a vast kaleidoscope, markets are continuously changing, kept in constant revolution by the force of changing tastes, changing habits, changing demands and new inven-

**OLD CIGAR STORE INDIAN**  
Fine Condition Price \$7.00

**S**UNDAY'S CALL for it  
has pointed with special  
emphasis on the quality  
of the material used, and it  
offers every day the greatest  
value. See and believe. Free  
specimens, including price list,  
upon request.

**JAMES WILKINSON, Inc.**  
110 Broadway, New York



**T**HE cigar store Indian began to disappear a decade ago. It has already found its way into the antique shop. Bicycling parties, once so popular, are now as obsolete as the blunderbuss. Their market has vanished, even as those of today are changing and disappearing. The manufacturer must follow the trend of the times or sink surely into oblivion



tions. No manufacturer can indisputably assert that there will still be a ready market for his particular commodity twenty years hence.

Only the producers of food and food stuffs seem completely unassailable. These are the commodities which have suffered the least change in the two hundred and fifty years of this nation's history. Oddly enough, it is the materials utilized in and the products of the decorative arts which probably rank second in their assurance of permanence of demand. That luxuries should outrank basic staples in this regard is a fact of compelling interest.

From week to week newspapers print brief items telling of the sale of properties or of the actual bankruptcy of some once-famous, enviably prosperous manufacturing institution. To the older inhabitants of the locality the news seems almost beyond belief, so vividly do they re-



© Brown Bros.

member the days when the very name of the concern was a symbol of entrenched, unassailable prosperity. With casual, unconcerned

eyes the rest of us read the colorless business obituary and turn the page to find news of greater moment.

Yet, behind the majority of these curt paragraphs, are stories that run the whole gamut of business romance—the small beginnings, the painful, early struggles, the growing pains, the period of prosperity at its flood, the first faint signs of shrinkage, the fight, growing steadily more hopeless, against inexorably changing conditions, the melting away of former assets, and—finally—the end. The institution that was once the pride and envy of its neighborhood, once the bulwark and support of thousands of households, goes into receiver's hands or its tangible property, at a pitifully low figure, is turned over to new owners to salvage as best they may.

No manufacturer looks forward to such an outcome for his efforts. Few

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# Frank Trufax's Letters to His Salesmen

By A. J. Newman

## TO MY SALESMEN:

The more a man THINKS about his job, the better he tackles his job. He may THINK wrongly and then do the job wrongly, but if he THINKS long enough, he'll realize where he is in wrong and switch signals and get on the right track and be all the better man because of his experience.

The more you THINK, the more you accomplish. The better you THINK, the better you accomplish.

We may have KNOWLEDGE but if we don't THINK, our knowledge is excess baggage.

One of you boys turned in orders last week for two accounts which he KNEW could not be filled because of past due bills still unpaid.

"Jones," says I, "didn't you KNOW these two accounts owe us money long overdue?"

"Yes," said he.

"And, Jones, didn't you KNOW that we can't fill those orders until the bills are paid?"

"Sure, I KNOW that, Mr. Trufax," he replied.

"Well, why did you solicit the order before getting the money?"

And here are his exact words: "I'm sorry Mr. Trufax, but I didn't THINK."

Yes, that was his answer, but it wasn't altogether the right one. He said he "didn't THINK"—what he meant was he "didn't WANT to think" because, boys, you CAN think if you WANT to THINK and if you can't think when you want to THINK, tell 'em to have the pads soft and thick in the looney-lodge when you land there.

"You can lead a man to KNOWLEDGE but you cannot make him THINK"—never did Longfellow or Ring Lardner, whoever it was, sound a truer axiom.

Knowledge comes from without; from study-books—from contact with fellow beings—from actual doings, but THINKING comes from within; from the miracle-made mechanism of your mind—from your thought-tank—from your old top-piece, if you wish to call it that.

You can't enlarge your mental power by pouring in through the ears a thousand dollars or a million dollars worth of brain cells. All the brains you need or all you're ever

going to get you have right now, but a lot of cells will get dusty and rusty—some will get lazy and hazy and some will go deeper than a mackerel if you don't keep 'em working by THINKING!

Nurmi, the Flying Finn, runs with his feet but WINS with his head. He is a THINKER—he thinks fast and, oh, boy, but he runs fast!

Let a man be earless, let him be tongueless, let him be eyeless—yes, let him be fearless, too, and still he can defy defeat so long as he isn't HEADLESS! It's the old Bean that puts it over, boys!!

So, my men, let's get THINKING—I don't mean unconsciously thinking or thinking unconsciously, but real constructive, conscious THINKING. I mean let's think about THINKING and actually all-by-ourselves THINK!

Think, I said, and then DO.

From our neck down, we're pretty much automatic—from our neck up, let's be thinkomatic.

What do you say?

Yours, heading ahead,

FRANK TRUFAX.



**Malcolm Muir**  
Vice - President, McGraw-Hill Company, Inc., New York



**Tim Thrift**  
Advertising Director, American Multigraph Sales Company, Cleveland



**Stanley Resor**  
President, J. Walter Thompson Company, New York



© Firis Mathews  
**Bruce Barton**  
President, Barton, Durstine &icholson, New York



**C. K. Woodbridge**  
President, Associated Advertising Clubs of the World



**Neil H. Borden**  
Assistant Professor of Advertising, Harvard Business School



**Dr. M. T. Copeland**  
Professor of Marketing, Harvard Business School



**Mac Martin**  
President, Mac Martin Advertising Agency, Minneapolis

## Harvard Announces Judges for Advertising Awards

AS this issue of the FORTNIGHTLY goes to press there comes the announcement of the selection of judges for the Harvard University Advertising Awards. This year's jury will consist of nine men, representing the various fields of advertising and the university itself. Their photographs are shown above. Henry J. Allen, one-time Governor of Kansas and the present publisher of the *Wichita Beacon*, has also accepted a place on the jury, but no photograph is available at present.

This award was founded and endowed by Edward Bok two years ago with the aim to encourage merit and stimulate improvement in advertis-

ing. The Harvard Business School administers the annual awarding of the prizes, and the jury is appointed each year by Dean Wallace B. Donham.

The method of administering the awards and the nature of the awards themselves will be the same this year as last, except that under a new provision approved during the past few months business paper advertising will be eligible to compete on the same basis which pertains with the advertising in general publications and newspapers.

The Bok endowment provides for three types of award. First, a gold medal will be given to the individual

who is considered by the jury to have done most to raise the standards of advertising during the year.

Second, three prizes of \$1,500 each for the national campaign most conspicuous for the excellence of its planning and execution, for the best local campaign and for the most noteworthy advertising research of the year.

Third, there will be four prizes of \$1,000 each for the advertisement most effective in its use of English for the one which accomplishes its purpose most effectively in a few words, for the one most effective in its typography, and for the one most effective in its use of illustration.



# Local vs. National Rates

A Justification of Higher Rates for National Newspaper Copy

By *Marcellus Murdoch*

Publisher, *Wichita (Kan.) Eagle*

**W**E all know what simple logic is. Yes, and we all know what the Volstead Act is. But how many practise it? How many find it applicable to their needs and desires?

The practical—the workable—and logic in its fascinating theories have a close relationship; are intertwined, interdependent and joined together inseparably. But in their surface appearance they are not facsimiles of each other; at least not in everyday life in any line of business I know of; not in advertising, and not in the newspaper business.

With a modest disclaimer of the plain simple and lucid logic of perfection I proceed to give you what enlightenment I can on the reasons for the national advertiser being charged a little higher rate for his advertising than the local man. Of course there is a lot of simple logic in the difference for what, after all, is not logic but reason.

All of America's great industries bear a relation of obligation and responsibility to the public, whose welfare, whose progress and almost whose salvation depends on them. Far be it from me to belittle by comparison or otherwise the great industrial commercial spirit of this age. With all its faults, I respect it as one of the greatest, if not the greatest, agent and force in advancing civilization that as yet has appeared in the history of the world.

But the newspaper business is different. I would not immodestly claim that it was superior to other industry—it may be much lower in scale, but all must concede that it is different, particularly in its relationship to the public. Its very foundation predetermined this fact. That founding forecast a future rôle for the newspaper in human affairs, which holds good today, individual instances to the contrary not withstanding.

The newspaper is not just a

counting house. It is not just a manufacturing concern. It is not just a business institution. It cannot be standardized like some businesses to a predominating extent, if newspapers are to retain their character and proper and effective place in the world's affairs. If they could be standardized to the nth degree, or ever are, as great a calamity would result as would were you to standardize the character, initiative and genius of the world's highest types of men.

Each newspaper is an exception to the rule. That fact is emphasized by the lack of uniformity in national and local advertising rates and the differentials existing between those rates; in circulations, subscription prices, and by a score of other differences to which I will later call your attention.

**E**ACH newspaper is an exception to the rule of the newspaper business itself and by that very token a greater exception to the rule of general industry. Each newspaper is a part and parcel of the city in which it is published. It is bone of that bone, blood of that blood, flesh of the flesh of its home city and that city's population and suburban neighbors.

But however exceptional newspapers may be, there is one fundamental that must enter into all institutions that survive and is therefore equally applicable to the newspapers. Newspapers must secure a price for that which they have to sell which will net them a profit.

Many of the factors of cost are the same in all lines of industry. Be these what they may, let me tell you some of the additional factors that do enter into the cost and resulting selling price of advertising in a newspaper.

There are all those expenses, such as raw material, labor and sales overhead which are common to us all. Then weigh in these factors: The size of the city of publication;

the size of that city in comparison with the neighboring territory dependent on that newspaper; the obligation of the newspaper to its home city and to the neighbors in that dependent territory; the very foundations and avowed purpose of its existence to build its home city; its volume of circulation; the selling price of that circulation; the volume of local advertising and its potentiality for increases; the importance of preponderant local lineage as a selling factor, both locally and nationally; the volume of national advertising and its ever increasing cost to the publisher.

But why charge one price to the national advertiser and another to the local merchant? What have all these things got to do with the difference in national and local advertising rates? How do they prove or justify the difference in selling prices?

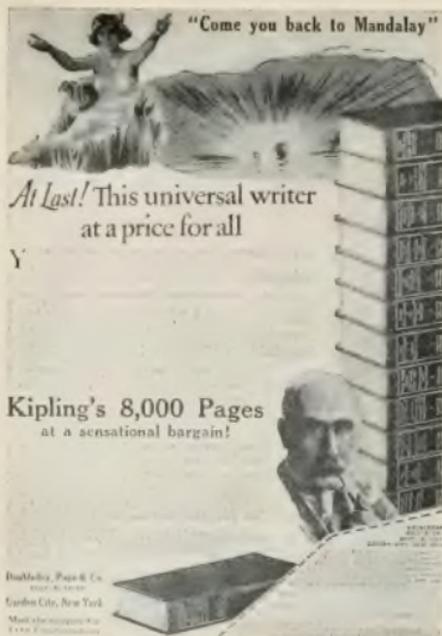
This is my answer. Every one of them has very much—almost as much as the price of newsprint or the wages of a compositor—to do with the determination of the advertising rates charged to the national and local advertiser. Every one enters into the justification or logic of the difference between the national and local rate.

**W**E might take the *Wichita Eagle* as the example. We might take any paper, for any one of them would be typical in the main and in principle, only varying in minor detail and processes of determination.

With the building of a city and the development of commerce, advertising comes to play an important part in the revenues of a publisher's business. Then comes the problem of determining rates for advertising. He has two general classes of display advertising: That from local merchants, and that from national advertisers. The advertising rates he started using in the beginning, with modifications as the years went by, were of the barter and trade kind.

Portions of an address before the Convention of the Association of National Advertisers, Washington, D. C.

"Come you back to Mandalay"



*At last! This universal writer  
at a price for all*

**Y**

**Kipling's 8,000 Pages  
at a sensational bargain!**

Doubleday, Page & Co.  
245 N. W. 4th St.  
Garden City, New York  
Manufacturers of  
The Kipling Edition

Published October Second



A Complete and Authorized

**STEVENSON**

[ 90¢ any volume ]

This new Stevenson, called the South Seas Edition, brings to you all of the stories, essays, plays, poems, and letters of "R. L. S." The South Seas Edition is official. It includes, among much more matter, essays, poems, a new play, which were never before published in a popular edition. It contains the posthumous stories by Mrs. Stevenson, Lloyd Osbourne, Stevenson's stepson, has prepared special articles on him. Instructive facts about Stevenson and his work are particularly given in the biographical notes. In short, these volumes will stand as your choice as the best containing up to date Stevenson's versatile genius.

The books are designed to be attractive to those who can hear their books. Each of these sets includes a new beautiful glossy cover, quality paper, sturdy binding, and many attractive features, including library binding. There are illustrated and paper covers. You can buy sets or individual volumes. Each set is 90 cents. The three sets, \$2.70.

The South Seas Edition is  
COMPLETELY AUTHORIZED COPY RIGHTS

*At one price covers books are sold*

CHARLES SCRIBNER'S SONS · NEW YORK

# Two Approaches to Literature

Which Is Right?—Or Is Either of Them Right?

By *Earnest Elmo Calkins*

HERE are two advertisements which appeared almost side by side in a recent issue of *Harper's Magazine*. The author advertised in each instance writes what is vaguely known as literature. Each set covers a wide range, novels, short stories, poems and essays, and it may be assumed they are practically equal in literary rank. It may be safely assumed that the books appeal to the same people. The only difference is a merchandising one. The Kipling set is being sold direct, the Stevenson through the retail stores.

The advertisements are curiously similar in purpose, and astoundingly different in character. They might be said to represent the zenith and nadir of book advertising.

Which is right? Or is either of them right? Does the truth lie somewhere between? Is there any more reason for advertising the works of Kipling in circus style than

the works of Stevenson? Is the difference due to differences in the temperaments of the publishers rather than in the character of the books advertised? Certainly these two advertisements, though appearing in the same medium, are addressed to different audiences.

To an advertising man who admires both writers it seems terrible that it should be necessary to present Kipling in such a guise as this page shows. He feels that this advertisement could not possibly appeal to anyone of sufficient taste and intelligence to like Kipling.

The language is not that of Kipling. It is the language of the mail order advertisement. To describe the edition as a "miracle," the opportunity to buy it as a sensational bargain, reveals a poverty of expression of which Kipling would never have been guilty. There is no miracle in using the plates of the de luxe edition to print another

on cheaper paper. One would think that those who paid ten dollars a volume for the original edition would think of this announcement. *Isn't there something like a call in the expression "twenty-six volumes bound two-in-one"?* Does a purchaser who sends in the coupon realize that he is going to receive but thirteen volumes?

The Scribner announcement of a new set of Stevenson is attractive in typography and dignified in statement. It says all that anyone would care to know who was likely to buy Stevenson for its own sake. It contains nothing to make anyone buy sets of Stevenson under any wrong impression. It is apparently intended only to sell Stevenson to the kind of people who would like Stevenson.

Is it too cold? Too dignified? Must one in advertising books adopt a standard of taste lower than that of the books so advertised? Will

[CONTINUED ON PAGE 4]

# THE • EDITORIAL • PAGE

## Magazines versus Newspapers

SINCE advertising first began to thrive in America. We have had magazine and newspaper "camps"—in the past often rather sharply opposed, but in recent years very much more liberal in their attitude toward each other.

The attitude of the magazine "camp" used to be that newspapers were purely local and therefore were not "national" mediums; while the attitude of the newspaper "camp" was that the magazines were *not* local and therefore not so immediately effective.

Gradually the two "camps" have come to a realization that both classes of mediums are "national," one in the sense of extensiveness and the other in the sense of intensiveness; while both are "local" in the sense that each carries the advertiser's message directly into people's homes.

In short, magazine men and newspaper men have discovered that they have a common interest in serving the national advertiser, and that they can walk in step with each other without treading upon one another's toes.

This is shifting the selling effort from the destructive practice of unselling the advertiser on the competing medium, to the constructive practice of helping the opposing "camp" to sell the idea of true national advertising—extensive for breadth of market, intensive for depth of cultivation of that market: both focused on sales.

## A Keynote for the Philadelphia Convention

THE preliminary announcement of the plans for the Philadelphia Convention of the Associated Advertising Clubs of the World, to be held June 19-24, 1926, contains this paragraph:

"The entire convention atmosphere will be a Ben Franklin atmosphere. And just as the illustrious Ben was able to crowd more achievement and services into his lifetime than almost any other American, so will the convention in six days crowd a multitude of ideas for service and achievement into yours."

The Philadelphia convention can be made the most helpful convention ever held by the A. A. C. of W. if those responsible for its planning will actually make it a Ben Franklin type of convention from start to finish—sound, practical, useful—with this key-note question dominating the planning of every feature: "How would Franklin have planned this?"

Such a convention would commend itself not only to professional advertising men but to the business men of America.

## A Corn Belt Prophecy

LAST month a representative of the National Corn Growers' Association walked into the office of the Des Moines Register, put down \$739.20 in cash, and copy for a well-prepared full-page advertisement advising the farmers of the Corn Belt not to sell their corn until prices bettered.

THE FORTNIGHTLY believes that in years to come all sections of society will learn to use advertising just as naturally as an expression of their needs and aspirations.

## Eat More or Eat Less?

THE American public has become familiar to the point of satiation with the "Eat More" campaigns (One of the latest is a campaign to eat more cold storage eggs!)

Therefore it comes as a refreshing bit of irony to hear that in Japan there is now in full tilt in the Nipponese newspapers a campaign on "Eat Less Rice." It seems there is a rice shortage. As America consumes a greater amount of calories of food per person than any nation except pre-war Germany, it would seem delightful to import from Japan this seemingly topsyturvy idea and make practical use of it. Unfortunately every purveyor of a food is interested in feeding us *more* rather than less; and it would seem as if we were headed for the pre-war German standard. We may reach even the Strassburg goose standard if the "eat mores" prevail and no "eat less" campaigns are introduced as antidotes.

There is unquestionably value from a practical educative point of view in talking "eat less." We eat too much fried food, we eat too much poor food, and we eat too much generally. Many of the greatest names in advertising have been built up on the idea of weaning the public away from old and bad food habits (like Postum, Shredded Wheat, etc.). There is plenty of room for similar successes, for despite cautions as to the use of the negative appeal in advertising, there is no gainsaying the fact that to make room for modern ideas, old ideas must first be dynamited from the public's psychology.

## The Badge of the Amateur

WE mentioned recently that in four of the advertisements of Kohler bathtubs the word quality appeared but once. Now comes the National Better Business Bureau with the report that in a single advertisement of a middle Western retail store the following words appeared:

	Times		Times
Beautiful	4	Marvelous	1
Charming	1	Magnificent	2
Exquisite	1	Miraculous	1
Extraordinary	1	Phenomenal	2
Fascinating	2	Sensational	2
Exceptional	1	Splendid	1
Gorgeous	5	Tremendous	1
Luxurious	1		

The Kohler advertisements were designed and written by experts. Evidently the retail advertisement referred to was written by an amateur. If every copywriter realized that the extravagant use of superlatives was a badge of the amateur he would be less anxious to parade it in public.



Courtesy American Optical Company



Courtesy Gibson Refrigerator Co.

# Picturizing the Impossible to Emphasize a Sales Point

By Frank Hough

**E**XAGGERATION in advertising is a dangerous thing. Too easily may it mislead the reader, falsify the product and violate the spirit if not the letter of the "Truth in Advertising" movement. But its proved attention-getting value is too great an attribute to be easily overlooked or set aside, and as a result many advertisers have attempted it with results of varying nature. That it may be used effectively and at the same time remain well within the bounds of the best advertising ethics is amply demonstrated by a certain school of exaggeration which has attained a degree of popularity within the past year.

In these advertisements the exaggeration is confined to the illustration, and even here has little to do with the actual service of the product. No supernatural powers are attributed to it; neither is the reader misled in any way. But there is no doubt that his attention is caught and held most effectively. That he will read the copy and think about the product is nearly a foregone conclusion.

There is a certain element of impressionism about this type of advertising. Not impressionism in the

artistic sense of bold-line dashes or futuristic monstrosities whose significance—if any—is entirely esoteric, but rather impressionism which will appeal to the mass mind with far more forcefulness than subtlety. It visualizes something which no words, no matter how cunningly they are strung together, can adequately picture, and it brings to the reader's mind with a new slant, a stimulating freshness, a subject which may have become hackneyed and threadbare through constant association.

**F**OR instance, when the American Optical Company wishes to call the public's attention to the fact that many persons are, consciously or unconsciously, abusing their eyesight, it does not go into detailed statistics regarding the prevalence of blindness during the past twenty years with curved lines to show the exact ratio of astigmatism to conjunctivitis. Instead the picture at the top of this page on the left is used with the simple caption, "This may be you—lashing your eyes without knowing it." Could a copywriter or a corps of copywriters duplicate or even approach the tremendous effect produced here, with

seven, seven hundred or seven thousand words? And who would care to read such a gruesome description even if it could be effectively portrayed?

**H**ERE there is no need to read. The illustration strikes the eye instantly and with a power which there is no denying. And it strikes home. The more one looks at it the more powerful its effect becomes. And its implication to the individual is nothing which may be lightly set aside. Even those of us who have been under the observation of opticians for years may well feel calm upon first glance.

The other photograph at the top of the page represents one hundred and fifty pounds of butter, it having been estimated that this is the amount used by the average family of four people in the course of a year. This is not, however, advertising any butter producer or any such cooperative group. It is a member of a series of similar advertising illustrations of a campaign for Gibson refrigerators. Other members of the series feature egg milk and such products which require good refrigeration in the keeping. The function of the pi

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  
Ernest Donohue  
B. C. Duffy  
Roy S. Durstine  
George O. Everett  
G. G. Flory  
R. C. Gellert  
B. E. Giffen  
Geo. F. Gouge  
Gilson B. Gray  
Dorothy Greig  
Mabel P. Hanford

Chester E. Haring  
F. W. Hatch  
Roland Hintermeister  
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  
Elmer Mason  
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  
Don. 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

ture is simply to attract the reader's attention by the visualization of some little known facts. The copy is devoted to selling the refrigerators, and the tie-up between the two is much closer than one might imagine at first glance. Of especial interest in this series is the photographer's conception of one hundred and twenty-five dozen eggs, represented by four gigantic specimens which tower above the figure of the contemplative housewife like the domes of an Ottoman mosque.

In the reproduced advertisement of the National Paving Brick Manufacturers' Association the actual product appears in the illustration, magnified to dominate a town landscape in the background. But even here the huge vitrified brick is not the center of interest. Instead the reader notices first a strange looking beetle-like creature, humorously referred to in the headline as a "Tax-Bug," which is attacking one side of the brick. After all, it is not the size of the product but its durability which is the big selling point.

"It takes a long time for the Tax-Bug to eat through a Vitrified

Brick," says the headline, "—and in the meantime the bonds are paid off." The copy goes on to state that "Scores of brick pavements laid twenty to thirty years ago are in use today—the bonds which built them long ago retired."

This, it might be said, is *not* exaggeration. At one time before acquiring a white collar and a typewriter the author had a hand in building several miles of brick-paved road. That is, he, together with five colored gentlemen and a fellow named Burns, carried the paving blocks for one "Handsome" Brown (also colored), who laid them in place—"dropped," I believe, is the technical term. Handsome once took said author on a personally conducted tour and pointed out with justifiable pride certain other roads which those same able hands had "dropped" at a time when I was receiving nourishment from a glass receptacle with a rubber top. Handsome, it seemed, claimed a record for dropping forty-five thousand bricks in one ten-hour day—But that is another story. The fact remains that the bricks long

outlasted the bonds and it is only question of whether they will oulast Handsome.

Johns-Manville makes use of slightly different form of exaggeration in advertising Improved Asbestocel. This is humorous "amiable" as the case may be, but is undoubtedly exaggeration of a sort. Hurling epithets at our furnaces is something most of us have tried at one time or another, but certainly we never pictured the action exactly in this manner. The lie is its charm; there is where it differs; and by being differently exaggerated and possessed of a certain whimsical quality it attracts attention and sells Asbestocel. The copy is terse, forceful and sparkling. Once the page gets the necessary attention, it is almost a foregone conclusion that it will be read at the reader's leisure. Here the illustration certainly does not feature the product, but rather the negative appeal. However, in catching the reader's attention and putting him at once in a receptive frame of mind this amiable whimsey constitutes ideal approach.

To people who hurl epithets  
at their furnaces

Asbestocel

**JOHNS-MANVILLE**  
Improved Asbestocel saves coal

It takes a long time for the Tax-Bug  
to eat through a Vitrified Brick  
-- and in the meantime  
the bonds are paid off

The  
Pavement  
that  
Outlasts the  
Bonds

VITRIFIED  
**Brick**

WHEN an advertising illustration can catch the reader's attention instantly and cause him to read the text, it serves as an ideal selling approach and may be said to justify its existence. The above advertisement of the National Paving Brick Manufacturers' Association accomplishes this by exaggeration and at the same time emphasizes one of the strongest sales points of their product. The Johns-Manville advertisement uses exaggeration of a different sort and features the negative rather than the positive appeal of their product. There is little doubt in either case but that the layout will be noticed and the copy read with interest.



## A New High Record Predicted for 1925 Railway Earnings

**P**REDICTIONS based on earnings so far this year place the net railway operating income for 1925 at a new high record, and every indication points to larger railway purchases in 1926.

In selling to the railways, the five departmental publications in the *Railway Service Unit* can aid you effectively. They select the railway men you want to reach—for each publication is devoted exclusively to the interests of one of the five branches of railway service.

All five publications  
are members of  
A. B. C. and A. B. P.

Simmons-Boardman Publishing Company  
"The House of Transportation"

30 Church Street New York, N. Y.

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

# The Railway Service Unit

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



# THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS  
ARE FRANKLY EXPRESSED



## Agency Invoices

**A** CAUSE of constant trouble and time consumption, to us at least, is the failure of publishers uniformly to figure either gross or net on their agency invoices.

I wish you could stir up something on this. Most of the big papers figure net; some show gross and net. It is a pleasure to handle the invoices of the New York Herald or the New York American, for instance, for the lineage, gross amount and net amount for each ad as shown, as well as the net and gross totals. Everything is plain and easy to check.

Why can't more papers and magazines follow this custom of showing gross and net?

MARVIN SMALL, *President,*  
New York Advertising Agency,  
New York City.

## The Problem of An Industry

**W**E in the upper leather industry have a perennial problem on our hands which I think will be of interest to advertising men. If there are any among the readers of this publication who have even encountered something similar or who have any ideas on the subject, I should be glad to hear from them.

Believing that efficient selling should be coupled with efficient advertising, we have attempted this feat with results which, while fairly gratifying, are in no way spectacular. At every turn we run up against this stumbling block: Upper leather is not subject to identification, and the tanner who creates the market has no protection.

Many ideas have been advanced but all have proved impractical. Marking of the back is insufficient, as this side is covered by a lining. The supplying of labels, stickers or similar tags has been rejected because the manufacturer holds that the cost of applying these in a highly competitive market increases his cost of production and, further, restricts his field. The outer surface cannot be marked since this would injure the grain, which is the most valuable thing there is to sell. Colors and finishes can be and are copied. In fact, every conceivable method of identification is copied readily, and the tanner who sets out to create a national market is subject to the competition of inferior articles of identical appearance.

This is our problem. I wonder if anyone else in the advertising fraternity has ever encountered a similar

situation in connection with their own problems.

F. X. WHOLLEY,  
Barnet Leather Company, Inc.,  
New York

## "Great Rewards — and Bitter Penalties"

**I** READ with interest your article in your November 18 issue on "I want to break into the Advertising Game."

How to handle and help the raw material from which we must draw for the future is certainly a real problem.

There is one question that I always put up to such an applicant—"Have you an itch to sell?" If he says "No," then I explain to him that advertising in any of its phases is only selling and that unless he likes the idea of moving merchandise he cannot hope to succeed in advertising and that he had better try something else.

If he says "Yes," I feel around to find if he has any special bent, whether it is acquisitiveness, which might develop into making him useful for research, imagination, which might help in planning, or a desire to write or a pleasing personality which would make him rub elbows well with customers. If he has come from college, I try to find out if he has been a leader either in class or fraternity or sport.

Sometimes all this leads to an outstanding trait which can be used effectively in some branch of the advertising business other than the agency. I then "pass him on" in a direction that I think may lead to a connection.

Sometimes it is hard to get such a fellow to tell you what you want to know. One young man who called on me told me all about his success in college, of the number of business courses he had taken, and the degrees he had acquired on the way. It was only by hard pumping that I learned that his father was the proprietor of a large grocery store and this young man knew all the details of the grocery business. This made further procedure less difficult.

When any young man wants to break into the advertising "game" seriously, I think a desire to sell, or experience in selling should be the starting point of the discussion. If he has the itch to sell but not the experience, I usually counsel the youngster to join some organization where he can dispose of goods either on the road or in the shop.

And when one of these kids mentions the advertising "game," I always think of what my friend Bill Corman says—"Advertising is a business of great rewards—and bitter penalties."

In talking with these people I use the word "profession," not to be snobbish but because advertising is too strenuous an occupation to be called a "game." More than mere "playing" is necessary if one would succeed in breaking in it.

Very truly yours,  
M. L. WILSON, *Vice-President,*  
The Blackman Company, Inc.,  
New York.

## Mr. Hustace Disagrees

**Y**OU certainly have a valuable magazine. At times I disagree violently with some of your articles but they are always productive of new thought.

A. M. HUSTACE, *Advertising Manager,*  
Edison Storage Battery Company,  
Orange, New Jersey

## Too Busy to Fight

**W**HEN problems, even to the greatest differences which mar arise between the greatest nations of the world, can be decided in a manner that is fair, equitable and satisfactory by an amicable and frank meeting of the interested parties, it is my opinion that the most vexing problems of business world can be settled in much the same way.

The Association of National Advertisers is too busy to fight. We are constantly growing in membership and spreading out in our activities. The year promises to be the biggest and most prosperous we have ever enjoyed and we do not wish to have it marred to have our progress impeded, by endless controversies which in the long run net neither of the contestants anything.

Such fruitless struggles constitute one of the greatest sources of waste in advertising. I feel, and the whole association which I represent feels, the need for a little study, a little more of the "get together" spirit among the organizations which represent the opposite and often opposed parties to a proposition.

Such a study must be constructive and not destructive and can only be realized when all of the parties concerned are working toward the same end with a minimum of lost motion. Obviously this calls for clear mutual understanding and confidence. It is toward the attaining of this condition that we are aiming, and as a proof of our good faith we will take the initial steps, confident that we shall be one half way by every truly broad-minded and unselfish man in advertising.

E. T. HALL, *President,*  
Association of National Advertisers

# What's Regional Advertising?

## Look at This Map



*"BUY WHAT YOU CAN USE"*

To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

The Christian Science Monitor's plan of "Regional Advertising at Regional Rates" is well worth your early attention.

*For Regional Rates See the Map*

*Ask Any Monitor Advertising Office for Full Information*

## The CHRISTIAN SCIENCE MONITOR

ADVERTISING OFFICES

BOSTON  
NEW YORK  
PHILADELPHIA

CHICAGO  
CLEVELAND  
DETROIT  
KANSAS CITY

SAN FRANCISCO  
LOS ANGELES  
SEATTLE  
PORTLAND

LONDON  
PARIS  
FLORENCE

*An International Daily Newspaper Publishing SELECTED ADVERTISING*

# Goodrich Launches Drive to Sell Bad Weather Merchandise

By George Burnham

**F**ORTUNATE indeed is the manufacturer who has a whole year in which to market his product. There is scarcely any single line which does not have its sales peaks and valleys. Much can be done by educational effort to promote the use of the product during seasons previously considered impossible, but there is a limit to the commodities to which this remedy may be applied.

Thus it is that manufacturers are faced with the problem of a swift, intensive drive over a period which is strictly limited by the laws of nature. During this period they must make or break their product; on one short, hectic drive they must stand or fall for an entire year.

To the manufacturer who finds himself confronted by such a situation, nothing can prove of greater value than the experiences of others. So herewith is presented a digest of the steps of a campaign of national scope, designed to sell a bad weather product—rubbers and galoshes—the single peak period for which must necessarily come before Christmas and which, experience had taught, will only last approximately thirty days.

When The B. F. Goodrich Rubber Company decided to put on the current campaign for their "Zippers," they planned to make it nation-wide. Their schedule of insertions not only called for newspapers, national magazines, farm papers and posters, but was extended to take in college papers and radio broadcasting as well. In fact, it was estimated that this program would bring their product to the attention of every



## Rain or Snow— Smart Fashion Says Zippers

The best dressed women have definitely proclaimed Zippers the correct footwear attire for wet and slushy underfooting.

Here is a boot that not only provides a quick, convenient method of fastening and superior quality but grace and youth in foot line—love-liness from slipper to frock hem.

Observe how it follows the natural

lines of the foot, curves under the arch and obeys the dictum of the fashionable narrow heel.

Contrast its shapeliness and trimness with the heavy, old-fashioned gaiters.

Good taste is woman's fondest possession. Make fashionable Zippers a part of your season's wardrobe.

GOODRICH

THE B. F. GOODRICH RUBBER COMPANY, 2355 Grand 1810, AKRON, OHIO

# Goodrich ZIPPERS

Take us with the Goodrich Zippers, Every Thursday, 10 to 11 P. M. (Eastern Standard Time)

possible type and most of the individuals who might find logical use for it. In all it is estimated that upward of 25,000,000 will be reached by circulation alone.

By far the most elaborately merchandised of these media were the newspapers. Long before the scheduled date of the initial insertion this field was thoroughly investigated and the individual newspapers made acquainted with the proposition. Their cooperation was sought to merchandise the product and the campaign with the dealers in the territories that these publications covered. In the great majority of

cases the papers were sold fully on the plan and promised complete support.

The nature and aim of the campaign are best described in a letter to dealers from the headquarters of the Goodrich company in Akron, Ohio. Here it is described as a "high-powered, quick-acting, concentrated sales force." The dealers' support is then urged: "This campaign, built for you, planned to bring business to your store, is as much yours as you make it—no more. Capitalize it to the fullest—display Zippers—advertise them in your own way—tie up with our major effort and your sales will mount."

The newspaper schedule calls for thirteen insertions—three full pages together with ten smaller single advertisements. All of these are planned to appear coincident with the coming of bad weather and to appear in quick succession within the space of a month.

Before the first insertion, the cooperating newspapers will have paved the way in their territories, and on the day that the first full page advertisement breaks, the service men from these publications will have window stickers posted. They will make every effort to see that all merchandising instructions are carried out, and as the campaign progresses will have proofs of the actual advertisements posted in the store windows wherever practical. In the towns where newspaper service is lacking, the company will attempt to carry out the work through the mail.

A number of the newspapers publish smaller monthly or weekly merchandising papers which they send

[CONTINUED ON PAGE 52]

*It took  
us 17 years  
to write  
so you'd  
run it again*

*RT*

## A FEDERAL CONNECTION

IS ESTEEMED AN ASSET  
IN THE AFFAIRS OF ITS CLIENTS

### Because—

1. Its staff comprises experienced marketing authorities.
2. It finds out all the facts before it spends the money.
3. It handles no advertising of any objectionable character.
4. It bases all recommendations on carefully considered plans with well defined objectives.
5. Its retail accounts provide helpful trade and consumer contacts for national clients.
6. It is willing to wait while advertising beginners grow into large advertisers.
7. Its copy and art departments are brilliant in performance and practical in execution.
8. It favors no particular form of media—using direct mail, trade-papers, magazines, newspapers, outdoor advertising—each according to the advertiser's needs.
9. It practices the Interrupting Idea which gives every account its own individuality and carries through to the point of sale.
10. It pays particular attention to the application of national advertising to the selling job—on the road, in the windows and behind the counter.
11. It utilizes on each account the group experience of the entire Federation with three continuous contacts—executive, creative and detail.
12. Its organization is thorough and efficient to the smallest detail and concentrates united effort on every client's problems.



FEDERAL ADVERTISING AGENCY, INC.

SIX EAST THIRTY-NINTH STREET

NEW YORK

# The Health of Salesmen on the Road

By Dr. William Bierman

Medical Director, National Council of Traveling Salesmen

**W**HAT happens when a salesman out on the road gets any of the minor ailments to which flesh is heir?

I find that there has been a curious negligence of this subject. Large companies have elaborate paraphernalia for the welfare of factory and office employees, but the salesman is "out of the picture" entirely.

What does happen to the salesman on the road? I have made it my business to find out, and I have uncovered the reasons behind what sales managers call "weather reports," "grouches," "lack of pep" and "soldiering." I have discovered that the salesman has not had quite a fair deal at the hands of the medical profession (due to circumstances), and that the salesman's health is a matter which should concern us a great deal more than it does.

Here is a typical picture of what happens on the road: Jack Smith, salesman, travels in a stuffy Pullman train one early winter night. A fellow passenger sneezes continuously, and the air is filled with coryza germs. The next morning, on arriving at Peoria, Ill., Jack Smith feels rather minus in energy, but as he gets a letter from the salesmanager sternly abjuring him to put "pep" into his job, he steps lively, but his sales work has not the full quota of "go" in it. By evening he feels worse.

"If I were home," he says to himself, a bit sourly, "I would go to a doctor, or the wife would fix me up some of her home remedies. But what can I expect, leading this dog's life on the road? The doctors are a bunch of robbers. If I went to any of 'em here they'd size me up at once for a transient and soak me the limit. I've got to hang on to my coin. I'll fight this sickness down."

But you can't fight a cold down. Treatment is very necessary and advisable; the general public has a lot to learn about these supposedly innocent and insignificant colds. So Jack, to take his mind off his sick



Dr. William Bierman

feeling, goes to a movie theater—another germ-laden, airless place, which only brings him "down" all the sooner. The next morning he feels definitely worse. He now develops a "neurosis"; he is baffled, angry, grouchy. He berates his house, after reading his mail; he goes out to sell and does it badly. His mental state that night as he makes out a poor report is worse than ever. He knows he will hear from his chief, but he "doesn't give a darn." He foolishly takes a "shot" of liquor that night with some false notion that it will cure him.

**T**HE next day in Springfield, he goes doggedly to the hotel doctor and gets some sort of treatment. The hotel doctor is—well, often a hotel doctor. Need more be said? Jack scarcely realizes the distinctions between doctors; and even if he did, what means has he for making distinctions? He remembers a time when he got into the hands of a quack for treatment, and he is very shy of strange doctors—quite justifiably.

When he arrives at Bloomington, he is pretty well licked. He hires the house, goes to bed in the hotel,

and—having asked the corner druggist, in pleading tones, "Tip me off to a good doctor, will you?"—one arrives and tells him something quite different from what the Springfield doctor told him.

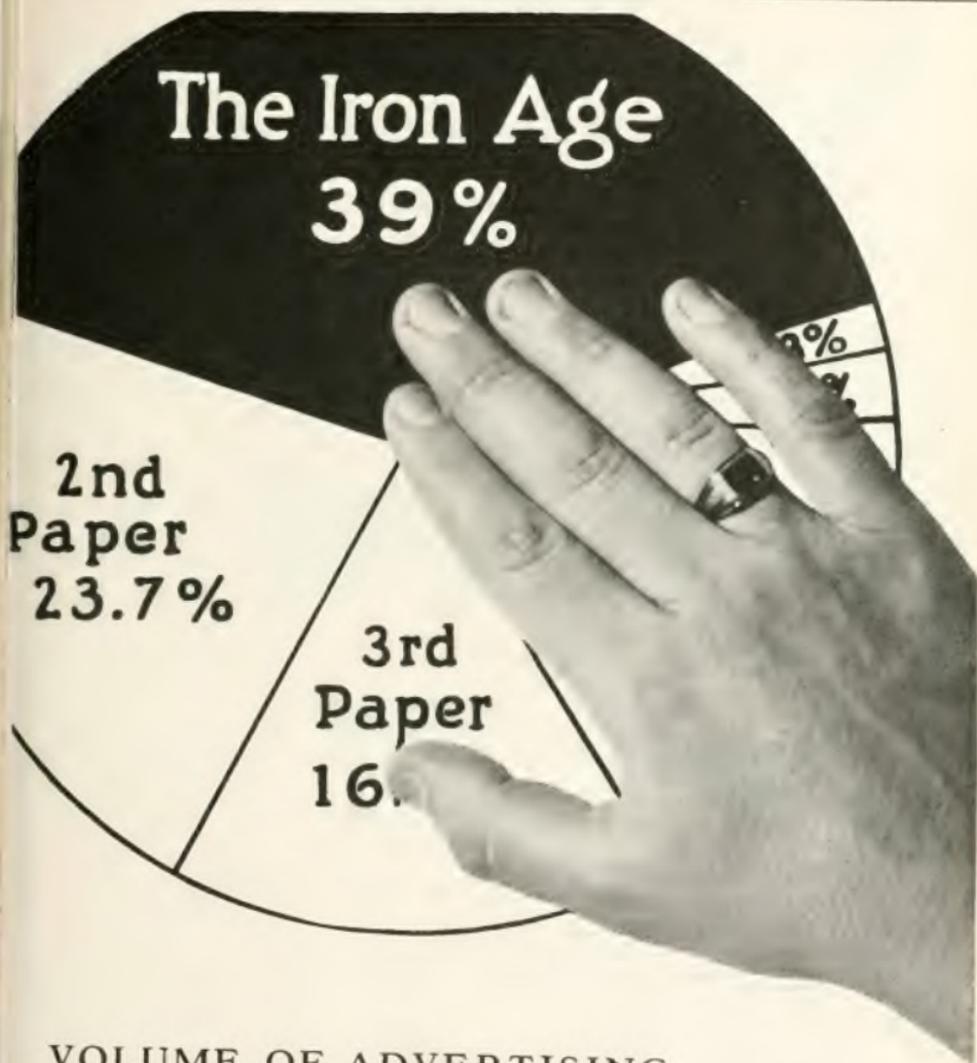
Now this is not an exaggerated story—it is startlingly usual. The same story is repeated as to teeth, indigestion, etc. The salesman's mode of life has placed his health at the mercy of a disorganized and disconnected medical system. He has not been able to select medical advisers intelligently, to keep within moderate fees or to secure continuity of treatment from town to town and avoid duplication of effort and cost. Some salesmen I know—and some who could ill afford it—have paid two and three times over for X-ray photographs, examinations, tests, etc., all because they had been made for these salesmen in different towns.

Perhaps you will by this time see why the National Council of Traveling Salesmen appointed a medical director with the plea that he work out a solution to the problem which salesmen have felt very deeply about. The Council has encouraged me to endeavor to secure the cooperation of medical authorities in making available an authenticated list of high grade, moderate fee doctors in all traveled cities and towns, and also to develop a plan for continuity of treatment from town to town.

Both of these ends have now been accomplished. The country's medical authorities have willingly aided, and a national list of doctors and specialists has been developed, the selected doctors agreeing to give the salesmen their best attention at moderate fees; and to provide for continuity of treatment where advisable by using a history form which the salesman can carry with him to the next town and give the doctor there his authentic basis of continuation.

Knowing the interested feeling which good sales managers have for their men, I believe that this de-

[CONTINUED ON PAGE 86]



**VOLUME OF ADVERTISING  
IN THE METAL TRADES FIELD**

*Significant Figures for Industrial  
Advertisers Who Would Reach the  
Largest Market at the Smallest Cost*



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

# How Advertising Is Building a New Church for Us

And How It Is Paying Our Expenses

By *H. J. Sherman*

Toledo Scale Company, Toledo, Ohio

**M**OST of the church advertising has been to increase attendance. But we are convinced that advertising can accomplish one other great task for the church, and that is to furnish it with the necessary financial support. We have tried advertising in our own congregation to this end, and it is because of our experience that we are moved to make this statement.

We first turned to advertising in an emergency. We wanted and needed a new church auditorium. We had talked of it for a long time. But our talk had led to no particular action. Finally we put the matter up to the general board of our denomination, from whom we had received certain assistance since the time of our organization, and under whose jurisdiction we were. At their direction their architect studied our situation, and began to prepare plans. The treasurer of the board called on us to discuss ways and means.

Our completed plant would cost approximately \$85,000. We had about \$15,000 in cash available. We could borrow \$30,000 from the bank. The board expected to be able to give us \$15,000. We would have to raise the remaining \$25,000 ourselves. The meeting of the general board at which our proposition would receive consideration was scarcely three months away. If we were ready then, the board, in all likelihood, would give its approval. If we were not ready, our project probably would be deferred another year.

We turned to advertising to raise the necessary \$25,000 in pledges,



**CHURCHES** are coming to realize that advertising is invaluable in aiding them to carry on their work. A direct mail campaign enabled Grace Church, in Toledo, to raise \$25,000 on short notice, and its annual budget is regularly oversubscribed as a result of the use of similar methods of direct mail advertising

and advertising did the job. Just why we chose this means, and why it was so successful may be understood better, perhaps, in the light of a little of the history of our particular congregation.

We have a relatively small congregation, our membership numbering about 295. When we built our first building we went into debt heavily. When we rebuilt 12 years ago we were still in debt on our original building. But our people prospered, and we wiped the entire debt out without any special effort. Then, still without special effort, we began to accumulate a new building fund, laying aside small amounts from the surplus in our current expense funds, and certain organizations began designating their treasuries as building funds.

Perhaps you may have experienced a slight feeling of surprise at the casual way we referred to a surplus in our current expense fund which could be laid aside. We are aware that this is a somewhat unusual situation in church finances.

But we have always had the most careful management for our church business. Up until this year, the only mention made of finances to our membership was an annual every-member canvass. Our budget for the year was announced, explained, and discussed at the annual congregational meeting preceding the canvass. Then, at a time appointed and previously announced, two-men teams called at the homes of our members, and collected the signed pledge cards. There was no pressure on anyone to sign, and the amount of the pledge was left entirely to the individual. The remarkable fact was this—we usually oversubscribed our budget.

You will understand, therefore, the willingness of our people to give, without urging and without pressure.

Remember we had scarcely three months in which to secure pledges of \$25,000 for our new building. To call a congregational meeting required two weeks' advance notice. To organize canvassers seemed like a considerable task, and we were afraid that the personal canvass would lead to high pressure methods in some cases. This we wanted to avoid. We had faith in our people, and we felt the sacredness of our task. So we decided to use a direct appeal, without personal solicitation, and to make the plan one of voluntary subscription.

We printed a four-page announcement. On the first or cover page we printed a picture of our proposed new building. Beneath the picture we printed the following text:

[CONTINUED ON PAGE 72]

*No sales plan on a radio product can be 100% productive without a space schedule in*

*The*  
**RADIO DEALER**

Through the effective character of its circulation, through alert and reliable service to the reader, and because of its direct appeal, THE RADIO DEALER, published monthly for the Radio Businessman, leads all publications in Radio Advertising and in results to Radio Advertisers.

**MOTORBOAT**

The only semi-monthly in its field, the leading authority since 1904 and the publication of greatest influence in its field.

**TOBACCO**

The weekly trade journal of the tobacco, cigar, cigarette, snuff and allied industries.

**PAPER TRADE JOURNAL**

Established 1872

Published weekly. The technical authority of the paper and pulp industries.

**AMERICAN  
STATIONER**

OFFICE OUTFITTER

The weekly trade journal of the stationery, office outfitting and kindred fields.

*Rates, Circulation Data, etc., upon request*

**10 East 39th Street**

**New York, N. Y.**

Telephone—Caledonia 0560

# Keeping That Ten Per Cent Margin

By A. L. White



© Publishers Photo Service, Inc.

**I**N its national expansion, the United States has passed from the agricultural stage into the industrial, and now is gradually turning to the commercial. With the development of industries, it is natural that manufacturers should look abroad for new fields into which to extend their sales, and as they have done this, the foreign trade of the country has grown rapidly. The exports of the United States in 1924 amounted to four and one-half billions of dollars, and the 1925 figures are even greater.

Exporting, taking an average, absorbs ten per cent of the production of the United States, and this ten per cent is an important factor in taking care of the country's surplus farm products and in keeping mills, packing houses and factories running fifty-two weeks in the year, year in and year out, and every man on the job. Foreign trade, moreover, helps to keep an even flow of production, inasmuch as, except in abnormal times, depressions are seldom international but are usually due to local causes. While the wheat crop in the Dakotas may fail, bring-

ing on a slump in buying there, Australia and Argentina may have bumper crops which will cause good business in those countries.

For these reasons, foreign trade is important to the United States. To the European countries, it is vital. Their industries depend for their life upon exporting a large proportion of their output. Undoubtedly, as the European nations again build up their industries, in their struggle for life they will put up keen competition with American firms in foreign fields, particularly in the undeveloped fields such as Latin America.

In fact, Latin America has for many years been a bone of contention among the industrial nations. Before the war the European countries had a big trade there, and since the war they have been exerting strenuous efforts to regain their foothold. The United States, however, has a good share of business with its southern neighbors. It has the preponderance of trade with Cuba and Mexico, and runs neck to neck with Great Britain in Brazil and Uruguay. Argentina is the most important market in South America and there at present Great Britain leads. The British, Germans, French, Italians and Japanese all are becoming active in the South American field.

No reason exists for any fear on the part of American firms that they cannot do business in face of this competition. They have many factors in their favor, and with a thorough knowledge of the markets, which may easily be acquired, they should be able not only to hold what they have, but to work up new businesses. It is, of course, natural to devote most effort to the larger countries and to those which appear to have the best purchasing power, but while doing this, some of the possibilities offered for sales in the smaller markets may be ignored.

A market should not always be judged by its size. From its size and its four hundred million inhabitants, China might be believed to be

an excellent market, and its great numbers do have something to do with making it a market worthy of consideration, but at the present time it does not rank as high as a purchaser of exports from the United States as the little island of Cuba, and its per capita trade is only a small fraction of that of New Zealand with its 1,300,000 people. In 1924 China had a per capita trade, import and export, of about \$4 against New Zealand's \$390.

One should not jump to the conclusion, either, that because a field has not at present a very good purchasing power, it cannot be developed into a good market. There was a time when Cuba was not considered a good market. But through the opening up of its natural resources and the education of its people, Cuba has been developed into the sixth largest market in the world for goods from the United States.

Other small countries in Latin America, some of which are now much further advanced than Cuba was when Americans first entered it, are well worth consideration and

[CONTINUED ON PAGE 70]



© Publishers Photo Service, Inc.

# There's still time to "make it!"



December 23rd—that's the closing date for the *Annual Statistical and Progress Number of Electrical World*.

January 2nd—that's the date for the *Annual Statistical Number of Electrical World*. You still have time to "make it."

There's valuable market data in this annual issue. Much time has been spent by *Electrical World* in gathering statistics and data of value to the financial, executive, manufacturing and sales branches of the electrical industry. Confidence built up over a period of years makes it possible for the *Electrical World* alone to secure confidential statistical data as presented in each statistical issue.

That there is a great demand for this issue (outside regular subscription list) at \$1 per copy, is ample testimony of its value as a reference number. It has become a "necessity" with executives in the field.

### —The Ten Advertising Sections—

- |   |                                  |
|---|----------------------------------|
| 1. Engineering and Financial                  | 5. Wiring Supplies               |
| 2. Load Building                              | 6. Materials and Parts           |
| 3. Illumination                               | 7. Transmission and Distribution |
| 4. Searchlight                                | 8. Motors—Control—Drive          |
| 9. Generating Station Equipment (Electrical)  |                                  |
| 10. Generating Station Equipment (Mechanical) |                                  |

For 51 years *Electrical World* has been serving the electrical industry as its "weekly newspaper."

Forms close Dec. 23rd.  
Reserve space now!

## The Copy Appeal

most effective for advertising in the January 2nd issue is obviously that which ties up definitely with the editorial theme of this Statistical number. The progress of a manufacturer's business; its development along certain definite lines; statistical information concerning the manufacturer's contribution to this basic industry—these can be used to make effective copy for this important number. With the use of this issue as a reference number, advertising copy should also include an index of products manufactured.

At the right are shown the ten sections under which the advertising pages will be classified. Manufacturers and readers alike have endorsed this idea as a decided help in both the selling and purchasing of equipment.

Consult us freely. Possibly we can help in the preparation of copy.

A. B. C.

## ELECTRICAL WORLD

A. B. P.

Tenth Avenue at 36th Street, New York  
 BOSTON PHILADELPHIA SYRACUSE CHICAGO  
 ST. LOUIS CLEVELAND SAN FRANCISCO

A McGraw-Hill Publication

ELECTRICAL WORLD

# The 1926 Market

January 2, 1926

REPRODUCTION OF THIS PUBLICATION FOR THE YEAR 1926 IS PROHIBITED WITHOUT THE WRITTEN PERMISSION OF THE PUBLISHERS. THE PUBLISHERS WILL BE RESPONSIBLE FOR THE REPRODUCTION OF THIS PUBLICATION FOR THE YEAR 1926.

# THE 8-pt PAGE

by  
Odds Bodkins



A RECENT experience with an artist of note, in which happily I was able to prevent the floundering of a costly art commission, reminded me of the advice a very successful agency art director gave me several years ago which has proved invaluable.

Said he, "When you go to an artist's studio to see the picture he has done for you, leave the picture you have in your mind outside his door. Go in to see what the artist has done, not what you thought he was going to do. No two minds ever think the same picture, and it isn't humanly possible for the artist to paint or draw the picture that is in your mind. Therefore leave your mental picture entirely out of the consideration, as though it had never existed. Judge the picture he—or it may be she—has done entirely from the standpoint of: 'Will this picture serve to tell the story or bring out the point I am aiming at?'"

"Generally you will find that it will do just as well as the picture you had in your mind; and often it will prove much more effective. In any event, if revision is required the picture will revise much more successfully if you start with his picture instead of with your own."

-8-pt-

The morning mail brings me a yellowed newspaper clipping of uncertain date, and from what paper I know not (else I should give credit in printing it), which relates an incident concerning the time when the B. B. & R. Knight mills, which make the well-known "Fruit of the Loom" sheeting, were owned by the Knight brothers.

The Knights were perhaps the ablest textile makers in the country, says this clipping, but their conservatism was notable even in New England.

They never used traveling salesmen. Their sales manager, who had been with them fifty-nine years, once hired a star salesman. As the two were sitting out in front of the offices, as was the old custom, the salesman spied one of his customers. He ran after him, stopped him and sold him a bill of goods straightaway. When he returned, the sales manager discharged him.

"When this company has to run after its customers to sell them goods," he announced, "it will stop doing business."

-8-pt-

Perhaps the idea is old, but I happen never to have seen it worked out

until this week: Daggett & Ramsdell, in sending out a beauty booklet, inclose a form letter which is folded to fit into the booklet and tipped in on the first page so that when you open the book you can't miss the letter, and it can't lose out.

-8-pt-

"I understand that along the Nile River laborers work all day drawing water from the river by hand and pouring it into the irrigation ditches, while all along the river's bank are stationed pumps for doing the same thing more cheaply and efficiently. However, the Egyptians do not know how to operate or care for these machines. Some concern had sent out salesmen, who sold the pumps, but did not take the time to see that they were being put to use, apparently feeling that their responsibility stopped with the sale of the machines. If we will think of our own experience in buying and look around a bit, we will realize that such mistaken ideas regarding selling are not confined to Egypt."

This, by F. H. Beveridge of the Fuller Brush Company, contains a whole flock of germs of thought for industrial sales manager, as well as for the sales managers of household specialties of many kinds.

-8-pt-

I contend that Smith Brothers have discovered how to use farm papers. Witness a reduced facsimile of their

October farm paper copy. To the man on the farm an almanac is always hard to resist, and this particular almanac has a delightful whimsicality which makes it particularly irresistible.

-8-pt-

Very interesting, some figures recently issued by the Chamber of Commerce of the United States, based on a survey made by the Department of Labor.

It seems that to approximate the buying power of a city or community in dollars you have only to multiply the population by the magic number 217.

If you would know the amount spent on foods, take 30.8 per cent of this; wearing apparel, 15.4 per cent; furniture, 6.5, per cent; fuel and light, 6.7 per cent.

A fine fresh scent, this, for the "data hounds" to follow up!

—8-pt—

W. Arthur Cole, vice-president of The Corman Company, writes a letter which interests me greatly.

"Another theme," says he, "is the question as to whether or not the 'mass' audience is always to be considered moron—lacking imagination—by sophisticated advertising men.

"For instance, haven't the movies had a tremendous influence in enkindling the imaginations of this class labeled moron? Does copy have to be prosaic in presentation of facts for this audience?"

"While I am opposed to the wholly fairyland style, I do feel that there is a place for enlivening facts with imagination, even when the audience is what has been labeled moron.

"Have we not reappraised the use of words since Christ and Lincoln and his famous simple-word speech, and the Psalmists?"

"Have not the common people grown in their appreciation of word symbols? Has any one made a recent survey of the vocabulary of the common pee-pul? Let's do it—as of date 1926—or get the Russell Sage Foundation or some other monied group of students to do it for us!"

FARMER'S ALMANAC		OCTOBER 1925	
The Almanac brings all the news and weather forecasts for the year.		Smith Brothers' Great Savings Plan	
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**SMITH BROTHERS**  
COUGH DROPS

# The Farm Journal Has Always Had a Small Page

To have originated ideas that have lived for half a century and still remain as sound as ever is the achievement of The Farm Journal.

Among these ideas, germinated back in 1877, was the small (450-line) page farm paper. With this small, compact, easily-held page, The Farm Journal stood alone in its field for over 25 years.

Then other farm papers saw the merits of The Farm Journal's unique size and form, and endorsed it by their imitation.

The 450-line page is of obvious convenience to the reader. To the advertiser, it has meant lower rates for page units and greater visibility for less than page units—more profit per dollar invested in advertising space.

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

# The Farm Journal

first in the farm field

# Interesting the Salesman in New Additions to the Line

[CONTINUED FROM PAGE 20]

essary to build volume on it before complicating matters still further by any launching of any other addition to the line.

It soon became clear that the problem did not involve this newly added product itself, its put-up or its price. The very salesman who could not "put it across" with their trade seldom hid behind any flimsy attacks against any one of these three major elements.

But in their letters, and particularly between the lines of their letters, it was clear that the difficulty came in a type of sales resistance so new to these particular salesmen that they were unable to advance.

The only problem which these men had faced in their entire history with their company was with the volume of sales. Three generations of successful selling had made their products better-known to every dealer than the birthdays of his own children. Two generations of consistent national advertising had made them known in every hamlet, as well as in every city and town of these United States.

CONSEQUENTLY, the sales force of this organization had been concerned only with the task of added volume on these four products. They had never known the burden of introducing a new article to their customers. They had grown tremendously skillful in showing a dealer how to sell more of their four articles through adroit use of mailing lists, window, counter, aisle and shelf displays, and in interesting dealers' salespeople to offer them over the counter, with an explanation of newly discovered uses.

Consequently, it was a novel and decidedly surprising experience when dealers bluntly told them that they "were not putting in any new lines"; "would stock when they had calls for it"; "were more interested in cutting out slow movers than in anything else," and the host of cut-and-dried objections which every retailer, for his own protection, springs on the salesman who offers a new product.

Today that company is still struggling to gain more than a precarious foothold for this added product. For so good were these salesmen in building volume on the four original products that their services were too valuable to lose, even when they were found all but wanting after a hurried sales convention had told them precisely what to do—and how to do it.

In the three years which have elapsed, this company has been forced to put on specialty men to introduce their product and to back local dealer

campaigns to secure demand from the buying public. This cost has increased rather than decreased merchandising overhead, and though the top of the peak has been reached and the tendency is marked towards lower selling costs of this new product, it will be at least another year before it will be fully self-supporting.

NOW let us look at the silver-lining side of the cloud. Literally hundreds upon hundreds of American manufacturers have successfully added products to their lines, and have been equally successful in making these additions reduce merchandising overhead.

The mechanical side of the introduction of new products is by far the easiest. The use of magazines, newspapers, billboards, street car advertising, illuminated signs, direct mail advertising—the whole range of "head-quarters selling" has been well charted. The veteran sales executive or the veteran advertising executive knows how to use these compelling merchandising forces. He knows when to use them singly and when to use them in combination. By experiment he has worked out the forces and the combination of forces which yield the greatest return per dollar of investment.

But the average sales manager is dealing, not with a field in which the technique has for long years been a matter of careful and open consideration. He is dealing with human sales forces and not with white space to be filled, rates and media.

One of the soundest sales and advertising executives in the East faced a most perplexing problem. Not only did his company make but the slightest of advances in prices during the war and post-war years, but it met with stubborn resistance on the part of every cost factor when it endeavored to reduce its costs so that it could reduce its selling prices in 1921.

At the same time the subsidiary of a large New England enterprise, in facing the same problem of decreasing overhead through added products, deliberately invaded the field which this Eastern manufacturer's line product had long dominated.

This newcomer had plants laying idle on its hands. It had splendid new mechanical equipment which would rust if not used. The ingredients which cost the ordinary manufacturer the most could be secured by the newcomer almost without cost, as they were the by-product of one of its mills.

To cap the climax, the newcomer brought out this competing product in

an eight-ounce convenient and attractive package at the same retail price at which the original manufacturer had marketed a six-ounce package.

Instead of becoming panic-stricken, this eminent sales and advertising executive and his ranking officials did themselves credit by facing the situation squarely. Investigation showed them that this newcomer could manufacture and sell his eight-ounce article at a slightly lower price than their own six-ounce package, and still make at least the same profit. So they wisely decided that an addition to the line was imperative. They felt that it would be several years before the newcomer could become the dominating factor in the industry. But they felt that it was entirely possible that exactly that situation might result within a few years' time.

They selected a product which could be made to advantage with their existing equipment. They selected a product which at the same time could be marketed through the same wholesaler and retail outlets as their original product—and by their own sales force.

A sales convention was called at a time which took advantage of the annual seasonal sales depression. At that conference the sales and advertising executive took the situation to pieces and showed each man in individual conferences exactly what this new competition meant on the old line, and pointed out exactly why the new product had been selected.

THEN in a general session the president made it clear that each man's earnings in the future inevitably must depend upon his ability to resist to the utmost the inroads of this new competitor, and on each salesman's ability to build up volume sales on the new product. While these salesmen were still at the factory each was given carefully prepared memoranda enabling each to write individually dictated letters to each of his customers, announcing the new line. Each letter was accompanied by a demonstrator sample. In these letters, and in their own language, each salesman told each customer how to test the new item, and told him exactly when he would call upon him.

When the salesman called, he had with him specimens of all sales helps and sales promotion plans, even down to copy for local advertisements. While the company had never participated in the cost of dealer advertisements in local newspapers, a sliding scale of cooperation, based on two elements, was offered. The salesman



## “Beyond the horizon” with Mrs. North College Hill

UNTIL a few years ago, the land along Hamilton Pike beyond College Hill was mostly woods and waving fields. It was then that a young couple, weary of apartment “cliff dwelling,” looked “beyond the horizon” and found this beauty spot.

Here they built a home that fairly sparkles with smartness. And inside, Mrs. North College Hill conducts her housekeeping just as smartly. She has looked “beyond the horizon” for every possible housekeeping aid; mechanical servants save her time at ever turn.

And she dearly needs this time. Her community is growing rapidly; there are constantly new activities to take part in. Not to mention the demands of the city proper,

with its dinners and dances, its theatres and concerts, its blocks of inviting shops.

But in regard to this last—the shops—Mrs. North College Hill has found another way to save time. Every morning, The Enquirer is delivered to her home, as well as to 273 more of the 354 residence buildings in her community. Over the breakfast coffee, she scans the columns of this paper, seeking “beyond the horizon” for the new, the stylish, the efficient. When she finds what she wants—which is very often—it is only a few minutes by bus or motor car to the store whose announcement she has read.

Chances are, Mr. Advertiser, that your announcements are among those she reads and heeds. If not—they should be!

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

I. A. KLEIN  
New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

# THE CINCINNATI ENQUIRER

“Goes to the home, stays in the home”



## A book for those who use direct advertising

ARE you spending enough money or too much money for direct advertising?

Here is a book that may help you to answer that question. If you hope to receive adequate returns for the money you invest in advertising, this book merits your serious attention.

*To executives who use, or who are in a position to use, direct advertising as a definite advertising medium, "The Direct Advertising Budget" will be gladly sent free upon request. To others the price is one dollar.*

**EVANS - WINTER - HEBB Inc. Detroit**  
822 Hancock Avenue West

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

pointed out that, if the dealer would agree to give so many days' full window display and so many days' part window display, coupling this with other displays and sending out letters on his own letterhead which would be multigraphed without charge, his company would stand 25 per cent of the local advertising, provided mutually acceptable copy were decided upon. If the dealer would stock specified quantities, a further advertising contribution would be made, bearing from 5 to 25 per cent of the total local newspaper advertising cost.

From the very start this campaign was successful, because it enlisted the salesmen's cooperation and the dealers' cooperation. The added fact of two prize contests for dealers—one based on window and store displays and the other based on over-the-counter sales, was needed only to make the introduction of this new article a greater success than this veteran sales and advertising executive had dared hope.

A MISSOURI manufacturer, faced with the necessity for taking over a new product, discovered that his machinery was hopeless for any use other than the manufacture of his highly specialized, highly standardized single article which he had been manufacturing for years. But the necessity was urgent, and he met it by buying out an entirely different line—one as far removed from his old one as bed linen from portable heating equipment.

The education of the sales force was accomplished by a two weeks' convention held at the plant which this Missouri company had purchased. The company which it bought out had operated solely through jobbers, and "traveled" only five salesmen, all of whom were retained. It was rightly the belief of the general manager of the Missouri corporation that these men's services would be invaluable from the standpoint of coaching the sales force in the field, and that by using these men later as technical salesmen, calling only on the largest type of consumers in behalf of the largest of retailers, sales expenses would be lowered per dollar of sales, rather than increased. Again it is pleasing to be able to say that this plan worked out decidedly successfully.

A novel feature of the merchandising of the newly added line by the sales force of the original product was a "Ranking Sheet" sent to each salesman each month, showing his comparative standing with every other salesman. A personal letter supplemented this "Ranking Sheet," telling each salesman how far he was behind the two men ahead of him, and how far ahead of the two behind.

These examples bring to light the fact that the greatest problem in successfully adding new products to a line is the salesman, himself. By taking him into your confidence, by showing him the problem, and his part in the solution, the battle is more than three-quarters won!

## Two Approaches to Literature

[CONTINUED FROM PAGE 28]

literate advertisements sell literature to literate people? And if so, why should books differ in this respect so greatly from beans, or face powder, or stockings? Why use typography and art and literate copy for foods and cosmetics, and advertise Kipling as if it were a brand of mental chewing gum?

It may be proved that the Kipling advertisement will sell most books. What of it? Is that all there is to advertising? Is that all there is to publishing? Does it make no difference to a publisher how he sells his books, or to whom he sells them? One cannot escape the inference that this Kipling advertisement is not intended to sell Kipling to people who want to read Kipling, but merely those who want a set of books to furnish the parlor and have heard Kipling as a good name to conjure with.

It is quite possible the Kipling advertisement will sell more books than the Stevenson advertisement, but equally possible that the Stevenson advertisement will sell all that it is possible to sell legitimately.

### Department of Commerce

Has called a conference of directory publishers, prominent statistical bureaus, advertising agencies, and trade associations generally, embracing practically all commercial lines, to consider the standardization of business classifications. The meeting is called for Dec. 14, 1925, in Washington, D. C. The purpose of this conference is to give added momentum to a movement, already under way, to reduce business and professional classifications, as far as possible, to their simplest elements.

### Dick Jemison

Formerly associated with the United States Advertising Corporation, Toledo, Ohio, has purchased an interest in the firm of Hal T. Boulden & Associates, Inc., publishers' representatives, New York, and has been elected vice-president. Mr. Jemison has opened an office in Cleveland to direct the company's activities in the West.

### Business Publishers

#### International Corporation

Announces that the three men who will represent the organization in Argentina, Mexico and Cuba have sailed for their posts. The representatives are James F. Downey, A. R. Cota and Paul Malenchini. They will establish their offices in Buenos Aires, Mexico City and Havana, respectively.

When you come to analyze a big market, you realize that no one newspaper can cover it alone—but there's a lot of resultfulness in a medium like the Detroit Times which, in addition to big circulation is also the especial choice of the population between the ages of 17 and 45

# —and Now Concerning Copy



agents

*Nugents*  
The Sarnent Weekly

The consistent volume of  
CLASSIFIED ADVERTISING  
constantly to be found in

## NUGENTS

is the most reliable indica-  
tion that it commands  
unusual

**Reader Interest**  
and  
**Responsiveness**

Published by

THE ALLEN BUSINESS PAPERS, Inc.  
1225 Broadway New York

WHY CAN'T all headlines be as good as Prophylactic's—  
"Is your toothbrush hitting on all 32?"

THERE WAS an apt and cheerful thought in Columbia Mills' idea of calling window shades the "lampshades of the finest light of all." Until we read that, we always thought of window shades as things that flop just before a thunderstorm.

COLGATE is doing the magazine-reading public a favor worthy of the best editors in using Arthur Rackham's exquisite color drawings for Cashmere Bouquet soap.

THERE WAS ONCE a famous ad man who said: "The man that pays the bills knows better than anybody else how the copy ought to be written."

"MANY a tradition of honored dignity has been shattered by a frivolous phrase. Many a cherished business policy has been a martyr to fuzzy-thinking cleverness," says an agency advertisement to the cherished, honored and dignified readers of the Harvard Business Review.

As, for instance, exactly what, when and how? Or in this an attempt to rouse the skittish fear on the part of the corporate personality that to run any copy but a "card" is undignified.

WHEN IS SOMEONE going to sell the modern bathroom for the exquisite laboratory, hospital, barber-shop, Roman bath, and laundry that it is, instead of a Jake-and-Lee idea of a glimpse into the star dressing-room?

IF THERE MUST be slogans, let them be as good as "next to myself I like B V D best."

IF MAKERS of carbureters, accessories, axles and other intestines realized that the average motor car owner holds firmly to a policy of "live and let live" with respect to his car-engine, there wouldn't be so many cross-sectional disembowelments in advertisements.

THERE IS SOME good sense and calm pleading in the Phoenix hosiery advertisements, but it is getting harder and harder for these old eyes to extract it from the Schubert-Serenade border decorations.

THE PROVIDENT MUTUAL Life Insurance Company, venturing into zoology, announces that "there are two kinds of wolves"; one that symbolizes POVERTY, and one that "howls on the trail of the widow for the get-rich-quick investment of funds." There are two more kinds: one is the American Radiator's "wolf of winter" which is advertised every winter, and the other is the naughty-naughty wolf who eats up copy writers who ride other people's wolves.

VICTOR PAID \$4,800 to say, in one magazine, this:

"This general property of sound has been understood, but the technique of designing a high quality sound transmission which would not interfere with the evenness of the flow, and which would not obviate deflection, has not been understood."

And another thing that has not been understood is the paragraph just quoted—at least by one humble reader.

"930 REPRESENTATIVE New York state doctors" prescribe one kind of baking powder; "352 stars at Hollywood" wash with so-and-so; "Mrs. William E. Borah believes" in something; "Wisconsin says to New Mexico" that both buy the same brand; the "expert who revolutionized the manuring habits of the world perfected" a new one; and Roger W. Specific is back with his statistics and testimonials. Summer is over.

But it is a relief to know that "BEAUTY . . . in a gun-metal petticoat" is still a lipstick. Summer is not wholly dead, after all.

THE POOR NUT thinks that copy has some control over the impression made by the advertisement. He lays down the Digest and says:

"I have just tried, once more, to read the copy in the upside-down keystone of a Mimeograph advertisement, and I can't do it, and I've never read it yet, any more than I have a Hupmobile page, and I think it's a typographical affectation, and if they don't like it they can send me a Mimeographed letter about it."

THERE IS A LEGEND still loose on the town when in order to write plain United States to them it is necessary to use the word "like" as a conjunction. Like is not a conjunction and it will take more than lazy writing to make it one.

## Why Won't Advertisers Talk Sense?

[CONTINUED FROM PAGE 21]

sell your own goods, but make the consumer happy in getting the goods for what they are; and not expecting something that will never be found—thus killing the hope of repeat sales.

Of course, the big cause of poor advertising is usually the fact that the president of the company, or the vice-president in charge of sales, doesn't believe that the truth will sell his product. He admits his lack of faith in his production department; yet doesn't improve it. So when the able advertisers present layouts and copy that really tell the strong story of the product, that dignitary frowns on the campaign as planned—tears out a magazine page exploiting a car of much higher value and wants his advertising like that.

Then the advertising agent hires the same artist who pictured the higher-priced car, to make an illustration as nearly like the other as details of construction will permit. Then the copy writer must follow the writing style of the fine advertisement, with much the same story. The result is a costly advertisement that doesn't advertise that car at all, and about which the intelligent reader says: "That's the bunk. Why don't they tell us something about the car as it is, instead of telling us what they wish it was?"

If a car is not as good and powerful and as well finished as cars at double the price, why not write honest copy about it, and show some enthusiasm for what the car really is? Why not make the reader say: "Well, that concern isn't afraid of its car. It must be worth its price."

Why not say it something like this: **HERE'S A CAR TO GIVE YOU REAL JOY FOR \$800!**

### THE NEW OAKMONT.

Designed for the man who wants a good car at a moderate price.

No reasonable man will ever complain about the speed and power of the Oakmont engine. It won't climb Schooley Mountain on high—that's why it has a second speed. But it will spin you and your family over the road as fast as any law-abiding man who values his life will want to go.

The wife will be delighted to own a car so good-looking and comfortable. The Sedan body is modern in every way; handsomely finished and nicely upholstered. Who would think that \$800 could buy so good a car?

Not an exaggeration in that copy; not a lot of genuine enthusiasm for what the car really is.

But vastly better copy than that may be written, if the writer will interview the designers and makers. Not to get a lot of hot air; but to learn facts that the writer can see are true, and then let the goods talk for themselves.



## Winter Time Will be Reading Time

THE long winter evenings are just ahead. The nuts, apples and cider still find a place on the farm living table, also a good reading lamp. By it lies the Dairymen's League News—best loved and most read of farm papers.

Every member of the family scans its pages with interest. Dad, of course, reads the market reports, the Savage Feed Service and the dairy articles. Mother dotes on the Home and Poultry Departments. The children watch for the Kiddies' Korner. And then, there's George Duff's side-splitter which is read aloud, punctuated with laughter.

The Dairymen's League News has a firm hold upon the dairy families of the New York City Milk Shed because it is their own paper, published for them and by them. Its advertising columns are the gateway to one of the most prosperous farm markets in America—a market you can be sure of reaching in no other way.

Every month throughout the winter, the milk checks continue to come, supplemented by the liberal earnings of the farm poultry flock. The income never stops on the dairy farm and Dairymen's League members are protected by favorable marketing contracts.

Get your sales message before these farm folks this winter when there's time for reading, discussion and planning. If the Dairymen's League News is not already on your schedule, it will pay you to put it there. Let us submit the evidence.

*A request will bring you Sample Copy and Rate Card*

NEW YORK  
130 W. 42nd Street  
F. M. Tibbitts, Bus. Mgr.  
H. E. Everett, Adv. Mgr.  
Phone Wisconsin 3381

DAIRYMEN'S  
*League*  
NEWS

CHICAGO:  
10 S. La Salle Street  
John D. Ross  
Phone State 3662

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

## AMERICAN SHOEMAKING

*Is the Most Successful  
Shoe Factory Paper*



The above chart illustrates graphically the advertising growth of American Shoemaking for ten years. The following facts are evident:

At the end of the decade extending from 1915 to 1925, American Shoemaking now indicates a healthy gain, carrying

**Four times the advertising volume of 1915**

Were the two war profit years eliminated, namely, 1919 and 1920, and an imaginary line drawn from 1918 to 1921, a steady, upward trend would be recorded.

*Not a single other trade paper in the field can approach this record.*

Most firms like to do business with a successful trade publication. For this reason, we ask an opportunity to prove all our claims of superiority as a shoe factory medium.

## AMERICAN SHOEMAKING

683 Atlantic Avenue

Boston, Mass.

MEMBER A. B. C.

## Goodrich Launches Drive

[CONTINUED FROM PAGE 36]

out to dealers. In many cases these have agreed to cooperate with the Goodrich Company by carrying write ups of the campaign, while some will do even better and reproduce one or more of the advertisements. In this way it is assured that each dealer of these lists will have the entire campaign brought home to him in a detailed way, thus assuring a better tie up. In many cases the newspaper have agreed to follow this up with a letter prepared by them to the dealer in their territories, urging that the latter cash in on his excellent opportunity. Frequently this is being done without charge, while some of the publishers bill the company only for postage.

ALL in all, the campaign is admirably calculated to strike swift and with full impetus at the center of the target. Practically every phase of aggressive merchandising has been utilized and perfectly coordinated, and in addition arrangements have been made to keep a complete and up to the minute check upon every step attempted. Only a big, farsighted national advertiser working hand in hand with the full power of the newspapers, could ever attempt it.

A direct tie-up with the newspaper work is the radio broadcasting which the company is undertaking. Heretofore they are prepared. The Goodrich Silvertown Cord Orchestra has long been known to radio fans far and wide and has won for itself and its company a very high esteem. So popular has it become, in fact, that the company saw fit to release it until January first to fill concert engagements. As a result their program time, ever Thursday night from ten to eleven a station WEA, New York, has been turned over to a new Goodrich organization known as the "Zippers." The troupe is made up of a group of stage stars and will broadcast original musical comedy at the time specified. Thus the campaign is brought directly to the attention of the customers.

This radio program is featured in the newspaper advertisements, and every effort is being made to coordinate the two. WEA is connected with stations in Providence, Philadelphia, Boston, Pittsburgh, Detroit, St. Paul, Minneapolis, Davenport, Cincinnati, Buffalo, Worcester, St. Louis, Akron, and the program is relayed off from these at the specified time. This falls in admirably with the plan of the Goodrich Company to center the campaign in the five key cities of New York, Chicago, Cleveland, Detroit and Boston, which are judged to be the most strategic points and from which greater concentration and more intense effort may spread profitably for a considerable distance around each.



## 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



## House Organs

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

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

## Are You With Us?

**S**INCE TRUE STORY has shattered so many precedents—let's shatter a few more!

Let us no longer talk of "buying power"—but only of "buying desire." The wealth of the world is every year becoming more and more equally distributed, so that the words "buying power" must be changed to "buying desire." Ask us about TRUE STORY'S standing in groups two and three.

Let us hear the last of "reader interest." These words never really meant anything. Unless a person is interested in a magazine, he never would buy it. Let us suggest "reader participation," and use TRUE STORY as an example, because the readers of this magazine actually share in and shape its editorial policy.

Let's throw out the word "duplication" and in its place speak of "over-lapping" circulation. The advertiser's dollar shows diminishing returns when one circulation over-

laps another. Instead of progressing in his advertising policy, he finds himself on a merry-go-round and not on a limited train. TRUE STORY reaches an original market!

We make these suggestions in all sincerity, as a contribution to the progress of advertising as a science.

And when we speak of TRUE STORY as "The Necessary Two Million+", we do so because TRUE STORY shows buying desire among readers who participate in the shaping of its policy—and the market is original.

# True Story

"The Necessary Two Million +"

"GREATEST COVERAGE—LOWEST COST"

# DISPLAYOLOGY



*Selling  
Merchandise*

ALDERMAN, FAIRCHILD COMPANY  
ROCHESTER, N.Y.

# DISPLAYOLOGISTS

DISPLAYOLOGIST—One who designs and executes display materials that exhibit goods in a manner that compels attention and causes the beholder to buy

# DISPLAYOLOGY

**R**EDUCED to its simplest terms, Displayology is merely the science of displaying goods in such a way that prospects will buy them.

The Alderman-Fairchild Company is an organization of specialists in this particular science. From belts and buckles to towel sets and wigs, Alderman-Fairchild displays have sold goods over dealers' counters.

Alderman-Fairchild display containers have made the names of many products household by-words.

Alderman-Fairchild containers include both set-up boxes and folding boxes—a policy in keeping with our procedure of always producing the type of container best suited to our client's particular problem.

At your convenience, an Alderman-Fairchild displayologist will gladly call at your office, study your line and suggest ways and means of displaying it for you. There is no obligation on your part, unless we hit the nail on the head and you give us the word "go".



ALDERMAN, FAIRCHILD COMPANY  
ROCHESTER, N.Y.

# DISPLAYOLOGISTS

DISPLAYOLOGIST—One who designs and executes display materials that exhibit goods in a manner that compels attention and causes the beholder to buy

Two million Newsstand Group magazines are on the newsstands today—1,200,000 Men's magazines and 800,000 Women's Magazines.

### Men's List—1,200,000

Members A. B. C.

Page rate \$600 Line rate \$3

Ace High	Lariat Stories
Action Stories	North West Stories
Black Mask	Ranch Romances
Cowboy Stories	Wit of the World

### Women's List—800,000

Members A. B. C.

Page rate \$400 Line rate \$2

Breezy Stories	Love Romances
Droll Stories	Snappy Stories
	Young's Magazine

### Both Lists—2,000,000

Page rate \$1000 Line rate \$5

Where else, \*while these rates last, can you talk to so many people—men, women, or men and women—at anywhere near so low a cost?

**Sell your advertising and your goods on the same counter—read alike by clerk and customer.**

Of the 52,800 newsstands in the United States 48,800 are in stores; 26,400 in drug stores

Why not put some, at least, of your advertising money into the kind of magazine most shopkeepers, as well as most of their customers, actually read?

## NEWSSTAND GROUP

Management of

**E. R. Crowe & Company, Inc.**

New York Established 1922 Chicago

\*The above rates were based on a distribution estimate of only 1,500,000

# Local vs. National Rates

[CONTINUED FROM PAGE 27]

He has recourse to his costs. Circulation receipts, the subscription prices varying during the years as mainly determined by competition, are subtracted from the gross expense. He must have so much money to meet his costs and enough above it to net some returns on the capital invested. Finding such figures, shall he apply them to all advertising, regardless of all the differences of conditions, differences of volume of each classification of advertising, differences in value of classes of advertising to circulation, and to other departments of the newspaper? No; it would be neither logical, practical nor fair.

HE decides to establish different rates for national and local advertising. He has been brought to this conclusion by many factors, mathematical and unmathematical. He has consulted whatever national advertising costs he has and he reconsults them year after year for possible adjustments. He has found that these are high. They include 15 per cent to a general agency, whose services in the main can be legitimately counted as a part of the newspaper selling expense only by the wildest stretch of imagination or tradition. He has paid 10 or 15 per cent to special representatives to work at selling the national advertiser. He has spent thousands of dollars of expense for work from his own office direct. And to all this he has added the merchandising department, which is costing him fifteen or twenty thousand dollars a year. He has found that the total lineage of national advertising has been one fourth or one fifth of his total volume, one third or one fourth of his local advertising, and because of this volume and despite his local rates being lower in 1924 his national advertising has cost him a greater per cent than his local. In one instance, disclosed by my survey, the cost of national amounted to more than the total cost of the local advertising department, salaries and expenses combined—yet the local advertising amounted to three times the national in volume.

Not only does volume of national advertising enter into the finding of cost, but so must all other considerations. The national advertiser is not an all year round advertiser. He is seasonal—in the paper a few weeks or a few months out of each year. He does not carry the load like the local advertisers. He does not provide the potentiality of continuity nor the potentiality of ever increasing patronage to the newspaper. Whether it be a 1,000 line contract or a 20,000 line contract, the national advertiser must be taken care of. The newspaper must

stand ready to give him service when he wants it and how he wants it.

The national advertiser's copy—with all its requirements and demands—does contribute to the stabilization of the newspaper business and to the raising of that newspaper into a higher class medium and institution, but not to any such degree as do the local advertisers with their voluminous space and their constant perennial patronage. Indeed the national advertiser owes much to the local advertiser for furnishing the former with such an effective local medium for the distribution of his goods. Aside from the desirability of a local newspaper carrying such a representation of local copy as will add its pulling power for the national advertiser, a factor which none of you underestimate, the local advertiser by his greater ever constant patronage helps keep national advertising rates as low as they are.

The Wichita publisher or the Des Moines publisher or any other publisher takes these facts into his calculations.

BUT over and above them all he is controlled by one irresistible fact. He knows that practically all national advertisers receive value from his newspaper's total circulation. There is no waste. The national advertiser's producing and selling power is not determined by the size and trade volume of that newspaper's home city as is the buying, selling and merchandising power of the local or retail merchant. His position is unlike the retail merchant in other vital particulars. The national advertiser does not depend on special prices and sales days. His obligation to the public is not the offering of special bargains that must be viewed personally and purchased at certain hours. The local advertiser has but one outlet for his merchandise. The local merchant's outside territory is determined by the size of adjacent towns, hard surfaced roads, transportation facilities as well as his own capacity.

After all and in conclusion, is the fairness or logic of the national advertising rate dependent on comparison with the local advertising rate, even though the differential is justified by these many factors? Is there any question of the national advertiser not being satisfied with an advertising rate that constitutes a fair price for the goods he buys, when such fairness is based on costs, proved by comparison with other advertising media and justified by sales results obtained?

That the price is thus fairly determined there is no doubt. The national advertiser can rest assured of this. Costs cannot be loaded to his disadvantage in determining a fair

# “—but our field is different, we sell gears” (...or grease, or gas producers)

**Y**OUR highly technical product selling to a specialized industrial field cannot stump an organization that for almost ten years has specialized in advertising and selling to industry.

During this time we have found the *profitable* markets for many manufacturers with new industrial products to sell. For others, we have increased their sale on old established products by uncovering *new* methods of selling and advertising. Our industrial sales surveys form the backbone of many of today's successful conquests of industrial markets.

This is an advertising agency—and more. We handle only those accounts that sell to the industrial field. Because of that specialization, we have been able to develop unusual methods of advertising and selling which have produced unusual results for our clients.

Your copy of the booklet, “the advertising engineer,” will tell you more about this organization. It will tell you an interesting story about the advertising of machinery, tools, building

materials, electrical equipment, railroad supplies, and other products selling to various industrial fields. It will pave your way to a profitable acquaintance, if you wish.

## RUSSELL T. GRAY, Inc.

Advertising Engineers

1500 Peoples Life Building  
CHICAGO

Telephone Central 7750



Please do not send  
for this book unless  
you sell to industry.

**Industrial  
advertising  
exclusively**

## Your Salesmen should have as good tools as these—



**GEM BINDERS** are built right to hold Testimonial Letters, Sales Bulletins, Photographs, Price Sheets and similar material. **GEM BINDERS** aid the Salesman in conveying that Good First Impression.

**GEM BINDERS** are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

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

**GEM BINDERS** in Style "GB" are covered with heavy quality Art Fabrikoid; they can be washed, if necessary, for the removal of hand stains, without affecting the surface color or finish of the material.

May We Submit Specimens for Inspection Purposes?

**THE H. R. HUNTING CO.**

Worthington Street  
SPRINGFIELD, MASS.

price. He is not paying an exorbitant price. If in the instances of some newspapers local retailers with four or five hundred thousand line contracts are paying too little, the differential is coming out of the profits of the publisher, who thus sees fit to contribute further to the development and welfare of his own home town through its retail merchants.

You might as justifiably contest his right to make a direct donation or bequest to his city as to question his right to do this. The natural advertiser has the right to refuse to carry such of his burdens, and the assurance that he is not doing so in these factors I have mentioned and the inevitable processes of economic law.

### E. J. Smythe

Formerly advertising and sales promotion manager for the Fuller & Johnson Manufacturing Company, Madison, Wis., has been elected vice-president of The F. W. Bond Company, Chicago.

### L. S. Gillham Company, Inc.

Los Angeles, will direct advertising for the following organizations: Greater San Fernando Valley Association, California; Los Angeles Paper Company, manufacturers of roofing; Southern California Editorial Association; Kierluff & Ravenscroft, distributors of radio sets and equipment; Pacific Wholesale Radio, Inc., Pacific Coast distributor for Fred-Eisemann radio sets; Albert C. Essig, a free lance artist for the past eight years, has been appointed art director of the company.

### The Poor Richard Club

Philadelphia's advertising organization, announces that the annual dinner will be held on Jan. 18, 1926. The Poor Richard Players, an organization within the club, will take a prominent part in the entertainment of the guests. The formal opening of the club will take place from Nov. 30 to Dec. 5, 1925.

### League of Advertising Women of New York

Held their regular November dinner meeting at the Advertising Club, New York, on Nov. 17, 1925. Among the speakers were Miss Mae Shortle, Miss Norah H. Golden, Myers-Beeson-Graden, Inc.; George O. Hays, Penton Publishing Company; Jesse H. Neal, Associated Business Papers, Inc.

### Licks Advertising Agency

New York, will direct advertising for Jomark, Inc., dress manufacturers; J. Heit & Sons, Inc., manufacturers of women's coats; Dorothy Junior Frocks, and Burnsted Wireless Corporation of America, all of New York City.

### Frank Presbury

President and treasurer of the Frank Presbury Company, Inc., New York advertising agency, has been elected a director of the White Rock Mineral Springs Company.

**Sweater News**  
and  
**Knitted Outerwear**

**Underwear & Hosiery**  
The  
**Review**

**Tie-Up**

Your Consumer Campaign with Trade Publicity

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

**"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 jobs, creating demand, etc. Shows advertising fundamentals. Explains right and order cards, coupons, order blanks, etc. Analyzes coupons in magazines and trade papers. Just the information all ambitious advertisers want and can turn into profit. Illustrated by reproductions of 201 advertisements. 230 pp. Cloth At Live Bookstores.

Sent Direct for \$2.50

**Selling Aid, 1304 Jackson Blvd., Chicago**

**PROVE IT!**  
**SHOW THE LETTER**

If your salesman could show identical prospects the advertisement letters and orders received from satisfied customers, it would prove your ad and sales value. Don't have faithless letters from file in your file—give them to your men and increase your sales that day.

Write for samples and prices

**ALAN PHOTO PRINT CO., 31 W. Adams Street, Chicago**

**Bakers Weekly** A.B.C.—A.B.P.  
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.

**TOYCO Promotion BALLOONS**

Toyco Promotion Balloons have a powerful child appeal. Ask us how to hitch this force to your sales.

Write Sales Service Dept.

**The TOYCRAFT RUBBER CO.**  
ASHLAND, OHIO

**Folded Edge Duckine and Fibre Signs**  
Cloth and Paraffin Signs  
Lithographed Outdoor and Indoor Displays

**THE JOHN IJELSTROEM COMPANY**  
Massillon, Ohio Good Salesmen Wanted

## Photo-Engraving

presents

### "THESE CHARMING PEOPLE"

*How the  
Toilet Goods Manufacturers  
Illustrate their Story*

Recorded by JAMES WALLEN

PHYSICAL WHOLESOMENESS has become gospel to the American people. Toilet preparations which enhance charm are on every household list as only groceries used to be.

The makers of fine soaps, dentifrices, bath salts, powders, perfumes, creams, lotions and a score of other cosmetics picture their winsome appeal.

To portray the well-groomed at work or at play as does the tooth paste photograph here shown is to set an eloquent example for the thousands eager to follow.

The trades which use photo-engraving most prosper best. "Your Story in Picture Leaves Nothing Untold."

The American Photo-Engravers Association has made the good engraving the rule everywhere. Its membership composes a great industrial university.

*All of which you may learn in a little book called "The Reddybud Lamp of Paul Revere," supplied by your engraver or the staff headquarters at Chicago.*



Photograph MURAY STUDDUS      Cartoon J. WALTER THOMPSON FOR PULPICO



# AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO



There is only one industrial journal, having A. B. C. circulation, devoted entirely to the interests of the furniture manufacturing industry. That is *The Furniture Manufacturer & Artisan*.

You will find this journal in practically every worth-while furniture factory in the United States, and it reaches a number of the large plants in foreign countries.

For considerably less than \$1,000 it will carry your sales message to these manufacturers on a full page basis each month for a year. We'd like to tell you more about it and show you a copy. May we?

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

## *The* STANDARD ADVERTISING REGISTER

### Gives You This Service:

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

Write or Phone

National Register Publishing Co., Inc.

R. W. Ferrel, Mgr.

15 Moore St. New York City  
 Tel. Bowling Green 7966

# Successful Convention Held by A. N. A.

NEARLY two hundred delegates, members of the Association of National Advertisers, assembled in the Mayflower Hotel in Washington, D. C., for the annual convention of that body. The meeting lasted for three days, November 16-18, and had as its keynote "Tying up advertising with sales."

Among the subjects which came up for more than usually detailed discussion was the perennial problem of newspaper advertising rates. Just as at last year's meeting the magazine representatives were invited to speak upon their side of a circulation controversy, so at this convention many prominent newspaper advertising men were invited for the discussion. Prominent among the speakers on this subject were L. E. McGivena of the *Daily News* (New York); Don Bridge, *Indianapolis News*; J. Thomas Lyons, formerly of the *Baltimore Evening News*; Don Seitz, *New York Evening World*, and Marcellus Murdock, *Wichita* (Kan.) *Eagle*. The greater part of Mr. Murdock's address is reproduced elsewhere in this issue.

Strongly manifested throughout the convention discussions was a spirit of cooperative, constructive striving to overcome difficulties and misunderstandings with as little friction as possible. This spirit was clearly brought out in the address of Edward T. Hall of the Ralston Purina Company, the newly elected president of the association who succeeds Acting President Carl J. Shuman, incumbent of the office since the resignation of G. Lynn Sumner. Mr. Hall was outspoken in his desire for progress along this line and announced that advertising cooperation with the other groups in the field has now become a fixed policy with the A. N. A.

Also elected at the convention were three vice-presidents: W. K. Burlen, New England Confectionery Company; S. E. Conybeare, Armstrong Cork Company, and A. D. Welton, Continental and Commercial National Bank of Chicago. The new directors of the association are: Carl Gazley, Yawman & Erbe Manufacturing Company; Bernard Lichtenberg, Alexander Hamilton Institute; E. E. A. Stone, Standard Oil Company of New Jersey; P. B. Zimmerman, National Lamp Works, General Electric Company; W. A. Hart, E. I. duPont de Nemours, and G. R. Dickinson, Hupp Motor Car Corporation.

The full texts of some of the resolutions passed by the convention were:

WHEREAS, the Association of National Advertisers has found among newspapers no consistent practice in the

establishment of rates as between local and national advertisers, be it

*Resolved*, that this convention recommend to the association's directors that they continue their efforts by and with the cooperation of the A. N. P. A., the A. A. A., and other organizations interested to bring about a more logical and equitable newspaper advertising rate structure to the end that this valuable medium may be utilized by national advertisers in larger measures as a factor in more economical selling and distribution.

WHEREAS, the members of the Association of National Advertisers are extensive users of newspaper advertising space, and

WHEREAS, their use of such space should be determined by scientific study and be limited by economic considerations with interest to eliminate waste,

THEFORE, be it *resolved* that the A. N. A. by vote of its membership in annual convention assembled expresses itself as unalterably opposed to the practice of newspaper publishers of both evening and morning papers of selling these two separate and distinct publications to national advertisers only as one unit; and be it further

*Resolved*, that it seriously objects to the discrimination shown by publishers of such combinations in selling local advertisers either unit of their combination separately, while refusing to sell them to national advertisers.

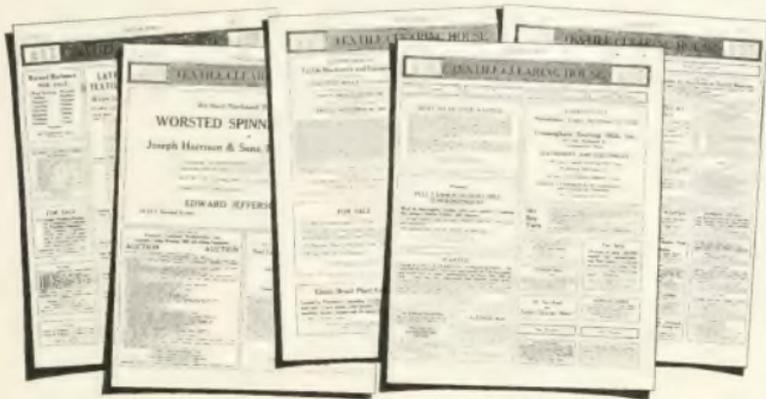
Another resolution was passed with regard to the postal situation. Citing the fact that the Post Office Department is producing a substantial profit above the cost of carrying the mails, and that the recent increase acts as an unjust tax upon those businesses which are the most frequent users of this service, the association advocates a return of second class rates to those in effect in 1920 when the department derived the greatest volume of revenue from this class of mail, and the return of third and fourth class rates to the standard of those in effect in 1924.

In full, it reads:

*Be It Resolved*, that the Association of National Advertisers composed of leading manufacturers of American industry, by vote of its membership in annual convention assembled, protest the increases as adopted, and

*Resolved*, that we advocate the return of second class rates to those in effect in 1920 for the reason that the 1920 rates produced the greatest volume of revenue from that class of mail for the department, and

*Resolved*, that we advocate the return of first, third and fourth class rates to those in effect in 1924 for the reason that those rates, long in effect, were scientifically arrived at by the Post Office Department from the standpoint of the cost of carrying the mail, the proper balance of the mail and the service the Post Office Department should render to American business.



# “Which Paper?”

*Here is a Reliable Foot Rule*

“Yes, we have decided to go into that field, but—which paper?”

There are many bases on which to make comparisons. Here is just one—but it is a very important one, as every advertising man knows—“classified advertising.”

Take the textile field. One paper—Textile World—contains more classified advertising than all other textile papers combined.

Most of these advertisements are inserted by textile men who want to buy or sell used machinery, equipment, etc. They place these advertisements where they know the best results will be secured.

With most products advertised to industry it is difficult to measure results because, due to

the nature of the product and the conditions under which it is sold, the “results” seldom appear immediately in tangible form.

The advertiser, however, wants some *proof* that the paper reaches the field—that its advertising pages are actually read—and the size of the “classified” section is a reliable foot rule.

Have You a Copy of “How to Sell to Textile Mills?”

## Textile World

*Largest not paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

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

**"I don't know," said the architect, "why some people suppose architects have certain 'off' months in the year, in which months advertising to the profession may safely be omitted. Off days, perhaps—but that's another story. The average architect is as busy in midsummer or midwinter as any other time, and frequently more so."**

*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.



BY HENRY HOLT AND COMPANY, New York—"Modern Salesmanship." By J. George Frederick. A scientific analysis of modern selling written to be of everyday help to the salesman. The book acquaints him with modern selling methods and conditions and gives him the advantage of years of accumulated experience in selling fields.

BY THE RONALD PRESS COMPANY, New York—"The Principles of Advertising." By Harry Tipper, H. L. Hollingworth, G. B. Hotchkiss and F. A. Parsons. A revised and enlarged edition of a text previously published by this company. Discusses the various arts and sciences that enter into advertising, explains the fundamentals of each and their relation to each other. Includes the essential principles of artistic arrangement as applied to the construction of the advertisement. Price \$4.50.

BY A. W. SHAW COMPANY, Chicago—"Principles of Personal Selling." By Harry R. Tosdal, Ph.D., Professor of Marketing, Graduate School of Business Administration, Harvard University. A work undertaken from the viewpoint of attempting to reconcile sound economies with practical business procedure. Discusses economic wants and their nature and the efforts of buyers and sellers to satisfy these wants through personal selling effort. Contains a detailed analysis of personal selling processes as applied to buyers in general, and deals with the problems and relationships of the salesman and his employer in the direction of personal selling as a business activity. Price \$6.

BY THE BUTTERICK PUBLISHING COMPANY, New York—"The Story of a Pantry Shelf." An outline history of some of the better known sealed package grocery specialties. Deals with the various aspects of the business enterprise that has built these great commercial successes and the part advertising has played in their development. Free upon request.

BY THE SAUNDERS DRIVE-IT-YOURSELF SYSTEM, Kansas City—"Motor Car Advantages Unscrambled." A consideration of the advantages and disadvantages of the use of automobiles for covering sales territories. Discusses the various features of the drive-it-yourself system and the ownership of automobiles by private consumers.

BY "GOODHOUSEKEEPING," New York—"Where to Find Goodhousekeeping Homes." An analysis of the distribution of Goodhousekeeping by States, counties and cities and towns of more than one thousand population. Figures are based on an actual count of the distribution of the issue of March, 1925. Is of interest to advertising executives, sales executives, and salesmen in making sales plans or in establishing sales quotas. Distributed free upon request.

**REACHING MANAGERS OF WORKING CHURCHES**

Now over 16,000 copies per month, all in church libraries. The *Twelve* greatest publications in the Church Field, International.

A business journal for Pastors.

Only 15c. per line—send for a sample copy and rate-card.

**CHURCH MANAGEMENT**  
634 BURON RD. CLEVELAND

**D**ISPLAY 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 December 16th issue must reach us not later than December 7th. Classified advertisements will be accepted up to Saturday, December 12th.

**The Only Denne in Canadian Advertising**

Consult with us first, save the bother, and always advertising there you need a Canadian Agency. We usually cooperate with local conditions. Let us tell you why.

**A-J DENNE C. Company Ltd.**  
Reford Bldg. TORONTO.

**American Lumberman**

Est. 1873 A. B. C. CHICAGO

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

**COVERS LUMBER FIELD**



**ASHOKAN**  
NO. 1 FRANKEL BOOK



**A**DVERTISING literature is often sent out into the great arena of competition handicapped by the unimpressiveness of mediocre paper. You can protect and capitalize to the limit every cent of your investment in expensive art work, splendid engravings and convincingly written text by specifying a Cantine coated paper.

Nothing less than Cantine quality can give the finished job the impressiveness and sales value it needs—today.

For details of monthly contests and book of samples, address your nearest jobber or The Martin Cantine Company, Dept. 181, Saugerties, N. Y.

Since 1888, producers of fine coated paper exclusively.

# Cantine's

# COATED PAPERS

**CANFOLD**

NO. 1 FRANKEL BOOK

**ASHOKAN**

NO. 1 FRANKEL BOOK

**ESOPUS**

NO. 1 FRANKEL BOOK

**VELVETONE**

NO. 1 FRANKEL BOOK

**LITHO C.I.S.**

COATED ONE SIDE

## A Big 1925 for Oral Hygiene

**O**RAL HYGIENE'S advertising sales for 1925 have exceeded any in the 15-year history of the magazine. No funny rates—no nothing—except real value in exchange for the dollar of the advertiser who wants to reach every dentist every month.

# ORAL HYGIENE

Every dentist every month

PITTSBURGH, PA.

CHICAGO: W. B. CONANT, Peoples Gas Bldg., Harrison 2448.  
NEW YORK: STUART M. STANLEY, 53 Park Place, Barclay 2547.  
ST. LOUIS: A. D. MCKINNEY, Syndicate Trust Bldg., Olive 43.  
LOS ANGELES: E. C. LERNER, 922 Chapman Bldg., Vandike 5238.

## In SOUTH BEND It's the NEWS-TIMES

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

We lead in local advertising.

Member of A.B.C.

Represented by

Lorenzen & Thompson, Inc.  
New York

Chicago

San Francisco

## In Sharper Focus

Charles W. Hoyt

**C**HARLES W. HOYT first made his presence known to the world back in 1872. His advent occurred in New Haven, Connecticut, which city also saw him through his school days and off on his business career.

After graduating from high school Mr. Hoyt spent two years on the road



in the employ of a wholesale concern selling to grocery stores, general stores and meat markets. But in 1891 he harkened again to the call of the higher erudition and entered Yale, from which he was turned loose on the eagerly waiting world with the coveted sheepskin in 1894.

At this time his father was interested in a large wholesale concern, and in this natural channel were turned the talents of young Charles W. So well did these talents function here that he was made secretary and treasurer in 1899 when his father bought out the company. By this time his advertising instinct was well developed and he was eager to go into this sort of work.

Opportunity, however, was slow in coming and he turned to sales work in the meanwhile, gaining invaluable experience over a number of years as sales manager in the New England territory for Armour & Company, where he developed some highly effective and successful methods for training and directing salesmen. Then, sixteen years ago, came his Big Opportunity. He organized the Charles W. Hoyt Company, Inc., of which he is still the president and active head, and starting from scratch has succeeded in building it up to its present exalted position among the ten highest

ranking agencies of the United States

Mr. Hoyt is the author of "Scientific Sales Management," a book which has been widely read by sales and advertising executives throughout the country, and also "Training for the Business of Advertising." He is a clear thinker and analyst, and a speaker *par excellence*. His talks are always characterized by a wealth of practical examples and illustrations gleaned from his own wide experience in meeting and solving selling and marketing problems.

The photograph shows him in a not altogether conventional array at the Winter Golf League Tournament at Pinehurst last year, where his impersonation of Will Rogers (another advertising man) called forth more praise than abuse.

Paul E. Kendall

**I** WAS born in Lansing, Iowa, and divided my education between Wisconsin, Missouri and Arkansas. After this rather cosmopolitan beginning, I reverted, in the natural course of events, into the lumber business. I say "in the natural course of events," because I come from a family



of lumbermen and have followed that business in capacities which have given me experiences that range from the surveying of timberland to the actual manufacturing, retailing and advertising of the finished lumber.

A one man lumber yard in Oklahoma furnished the advertising experience and started me off firmly in that direc-

# What's happened to Mining?

Up! Up! goes the price of metals as industry continues to buy in ever increasing volume.

All over the world metal mines are taking on new life. Operating mines are looking to new processes and new equipment to speed production and reduce costs. Old mines are being reopened and equipped with modern machinery. The metal mining industry is reflecting the buying mood of its consumers.

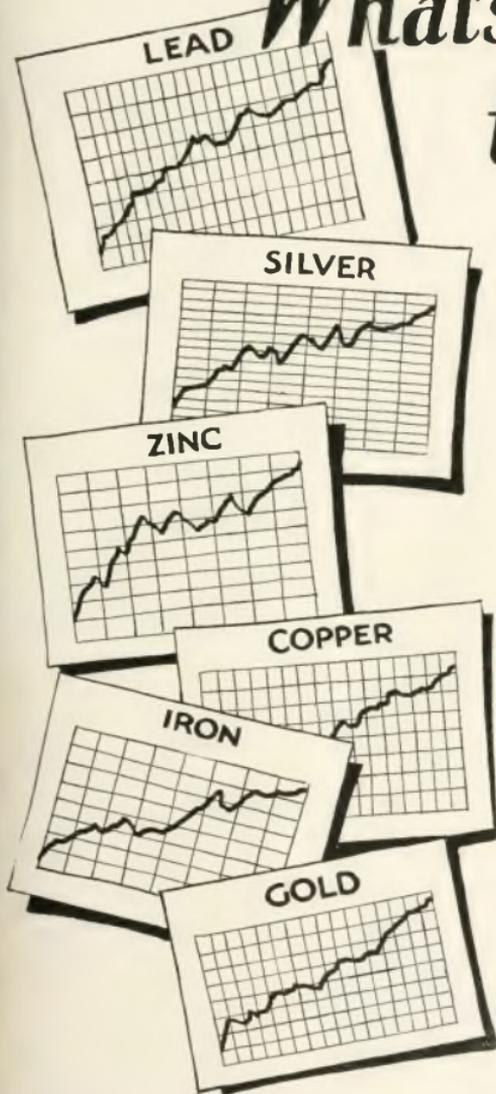
What *has* happened to mining, and what may be expected to happen in the light of the last year's activities, will be fully covered in

## The 57th Annual Review Number of ENGINEERING & MINING JOURNAL - PRESS

The editorial pages of this special issue will review and forecast the trend, the needs and the opportunities of the mining industry—will place in the hands of mining executives essential facts and figures months in advance of their availability from other authoritative sources.

The mining man will find the advertising pages of this number of equal value in the purchase of his operating equipment. It is the year's biggest opportunity for manufacturers in this field to interest men who are faced with the necessity for investing in new equipment.

The date of issue is January 16th. A special color rate of \$15 a page is offered for red, orange or blue. Early reservations will ensure good positions.



A.B.C.

## ENGINEERING & MINING JOURNAL-PRESS

A.B.P.

Tenth Avenue at 36th Street, New York

A McGraw-Hill publication

# The Sweetland's

## Column

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



### Lightning strikes twice in the same place

Several weeks ago, this column told of unusual results obtained for Repetti, Inc., of Long Island City, N. Y., in a Direct-Mail Campaign exploiting their well known caramels in new territory.

Today another story can be told which even excels in results the record of the former merchandising effort.

Repetti is just now making known to the public its new product, "Orange-juice Crystals," a delightful combination of pure orange juice and sugar in crystal form.

Although several mailing pieces are being prepared on this product to be mailed to jobbers and dealers—but one piece, so far, has been placed in the mail. For a new product, yet unheard of, a 2% return would probably be considered good—but this mailing piece has up to the present exceeded 6% in inquiries from jobbers interested in the product.



If your product is right—and your method of selling is right, you can secure business profitably through Direct-Mail Advertising. If you will tell us something of your problems, we shall be glad to make recommendations as to a campaign for your own business.

Watch for the story of Sweetland Selograms

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

tion. Now a one man lumber yard has a way of keeping the one man pretty well occupied during the working hours, but I bought myself a mimeograph machine and turned to in the evenings, literally bombarding the town and farm customers with letters on building subjects. It was while running this same yard that I contributed some articles to the lumber journals which they were good enough to consider worth the printing.

Some of these articles came to the attention of the Ferry-Hanly Advertising Company which was then about to inaugurate the national advertising campaign of the Southern Pine Association. They wanted somebody with lumber experience, and as I happened to turn up about that time, I was hired. That was in 1915. I spent three and one-half years with that company, writing much literature for the above-mentioned association, including their first *Saturday Evening Post* insertion—so far as I can discover the first page the lumber industry ever occupied in that respected medium.

During this period I also handled the trade paper advertising of the Long-Bell Lumber Company, a concern which had been in existence for nearly fifty years but which had never progressed beyond this medium in their advertising. In 1918, however, I learned that they were cooperating with an inventor who was experimenting with a machine which would successfully and economically trade-mark lumber. I immediately obtained permission from the agency to spend a few hundred dollars on research and the possibilities for advertising this commodity nationally. Three volumes of this research material were submitted to the Long-Bell Company, together with another volume which presented the apparent practicability of their entering the national field now that they had perfected their trade-marking device.

They saw the light and in January, 1919, appeared the first insertion of their national campaign. They had no advertising department and had never had an advertising man in their employ up to that time, but in March of that year I was offered the opportunity of establishing such a department for them. I accepted and automatically became advertising manager, which position I still hold.

#### Robert Wolfers

Formerly associated with The Automobile Trade Directory and the Chilton Automobile Directory, has joined the McGraw-Hill Company and will be in charge of directories, lists and the direct mail department.

#### Direct Mail Department

Of the San Francisco Advertising Club, held its regular monthly meeting on Nov. 12, 1925. Among the speakers were C. King Woodbridge, President of the Associated Advertising Clubs of the World; William A. Hersey, the Hersey Agency, New York; James E. Holbrook, advertising manager of the Paraline Companies, Inc.

## CHATTANOOGA

"Dynamo of Dixie"

Good location with excellent railroad and motor highway connections to all principal Southern points makes Chattanooga an ideal sales and distributing center in the South.

Write today for information about Chattanooga's advantages as applied to your particular business.

CHATTANOOGA  
Clearing House Association  
890 James Building  
Chattanooga, Tennessee

VISIT  
CHATTANOOGA

See famous Lookout Mountain, Signal Mountain, Chickamauga Battlefields and many other points of interest in and about the "Scenic Center of the South."

Advertising  Typographers

ONE of our business friends gave us copy for a series of advertisements, the other day. He was leaving town that day for three weeks. "Just set these as good as you did the last bunch and shoot 'em right on to the publications."

Blind trust? Not much! Confidence born of experience.

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

## TESTIMONIALS

Speaking of testimonials here's one we appreciate: "I don't see how you do it. Our photos are back almost before we realize the letters have been started over to you. Real service!"

Let us prove that for you. You want photos when you want 'em. We get them to you.

Commerce Photo-Print Corporation  
80 Maiden Lane New York City

## Keeping That Ten Per Cent Margin

[CONTINUED FROM PAGE 42]

an attempt to develop trade relations. The axiom of trade, of course, is that sales depend upon the desire to buy together with the wherewithal with which to do so. In all markets, and particularly in those which have not reached a high degree of cultivation, the desire to buy is affected primarily by certain natural factors. Since these factors interlock, they cannot be considered entirely separately.

**C**LIMATE is the most important and the most unchanging natural factor. But even its influence cannot be considered alone. A manufacturer of zinc roofing who was attempting to build up a market for his product in Nicaragua carefully reasoned out his field from the standpoint of climate. He found that on account of the salt laden air from the sea and constant rains, the climate of Nicaragua is particularly hard on roofs. The roofing generally used in Central America is corrugated galvanized iron, which deteriorates rapidly and has to be painted about every year or eighteen months because it rusts around the nail holes so that the roof leaks. Consequently, a roofing, such as zinc, which has lasting qualities, should find a good market in Nicaragua once the merchants can be convinced of its durability. But its durability would have to be emphasized in a sales campaign, because on account of the low purchasing power of the people, the cheaper galvanized iron would be preferred unless it could be shown that in the long run the zinc roofing would be more economical.

Because of the low purchasing power in Venezuela, the attempt of a manufacturer of curry combs to sell his goods there was wasted effort. The manufacturer reasoned with some correctness that Venezuela would be a good market for his product, since plenty of horses are bred and used there. But he did not take into consideration that the people of the country, in general, have only a low buying power and can hardly afford to give their horses the careful attention and grooming given horses in the United States. To an impecunious owner a curry comb would seem an unnecessary expense, when with a corncob he can get sufficiently good results to suit his taste and the prevalent style among his associates.

But purchasing power is the least fixed quantity of any of the natural factors affecting trade. Again Cuba is a clear exponent of the possibility of changing the buying power of a people. Through the cultivation of sugar, its purchasing power was wonderfully increased in just a few years. Sugar has made the country and everything there revolves around the sale of the sugar crop. If an exporter wishes to know whether or not he is going to have a good market in Cuba in a cer-

# \$150,000.00

is the amount of advertising refused by American Wool and Cotton Reporter and allied publications during the past twelve months.

We feel a certain moral obligation whenever we are offered any advertising to make sure as far as is humanly possible:

**First—That the textile industry offers a proper market for the commodity offered.**

**Second—Is the firm offering the commodity of sufficient standing to justify our advising our subscribers to do business with them?**

If you have something you would like to offer, which you believe will meet these qualifications, and want to submit it to us for a frank opinion, we will tell you exactly what we believe.

You cannot buy space in the American Wool and Cotton Reporter unless we are convinced that these two qualifications are satisfied.

May we advise you?

## 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 Circulation in the United States of any Textile Publication

530 Atlantic Avenue  
Boston

518 Johnaton Bldg.  
Charlotte, N. C.

380 Bourse Bldg.  
Philadelphia

154 Nassau St., Room 902,  
New York

## The Bradford Era

There's Dealer Interest in Our Advertising Pages

Our advertising pages reach not only the consumers in this highly desirable market, but inspire dealer interest and confidence in the product advertised as well. We have always claimed this. A well-known advertising agency, in a recent letter, vouches for the truth of our statement.

The Era covers Bradford, the city in which 2,000 workers receive more than \$3,500,000 in wages each year. Write for a detailed survey of the Bradford market.

THE BRADFORD ERA

Bradford, Pa.

BRADFORD,

PENNA

1926 JANUARY 1926							1926 FEBRUARY 1926							1926 MARCH 1926								
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		
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3	<b>From</b>						7	8	9	10	11	12	13	7	8	9	10	11	12	13		
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31																						
1926 APRIL 1926							1926 MAY 1926							1926 JUNE 1926								
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		
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18	19	20	21	22	23	24	16	17	18	19	20	21	20	21	22	23	24	25	26			
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							30	31														
1926 JULY 1926							1926 AUGUST 1926							1926 SEPTEMBER 1926								
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		
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4	5	6	7	8	9	10	8	9	10	11	12	13	5	6	7	8	9	10	11			
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25	26	27	28	29	30	31	29	30	31				26	27	28	29	30					
1926 OCTOBER 1926							1926 NOVEMBER 1926							1926 DECEMBER 1926								
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.		
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24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31				
31																						

## All-Year-Round Value-

An advertisement in the Yearbook of Industry—the Annual Number of Iron Trade Review—will be used and referred to every month throughout the year. Write for details.



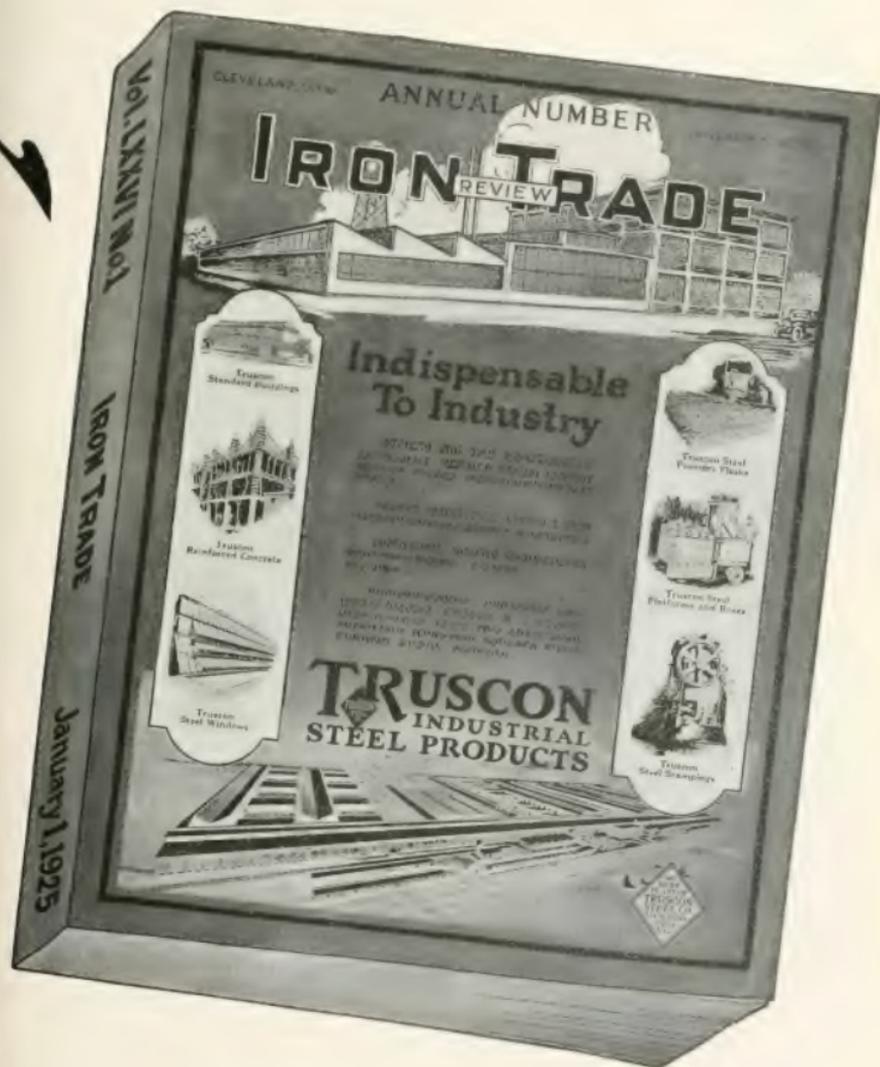
On the Executive's  
Five Foot Shelf

# IRON TRADE

REVIEW

## CLEVELAND

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



*The Yearbook of Industry*



**A**PPROXIMATELY 3500 miles of gas mains are added to gas distribution systems each year. This is an indication of the tremendous quantities in which this industry uses equipment. Wise manufacturers are investigating and taking advantage of the sales possibilities for products in this industry, which is covered 99.47% by Gas Age-Record.

We will be glad to supply information concerning the possible sales that any product may expect in this field.

### 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.*

tain year. All he needs to do is to study the sugar market. When there is a good crop in Cuba and prices of sugar are high, it will follow, in all probability, that the Cubans will be ready to buy all sorts of manufactured goods, even luxuries. But Cuba has a greater general prospect. Cuba has a fluctuating purchasing power from year to year according to the conditions of the crop and the sugar market.

**T**HE natural production of a country not only affects the purchasing power, but it also has a decided influence on the kind of articles for which a demand will exist. As a general statement, it is obvious that a mining country will need mining implements and tools, an agricultural country, agricultural machinery. But in an agricultural country, the demand for tools depends very greatly upon what the product is. In the cultivation of coffee, the usual agricultural implements are not required, and no implements are used in harvesting, but a "trillador" is used for husking and cleaning.

In addition to the direct demands for tools and implements needed for cultivation of crops, natural production leads to a secondary demand such as the demand in Salvador for jute and burlap bags. The principal products of Salvador are coffee, sugar, cotton, rice, corn and beans, and coffee and sugar are sold abroad. For exporting these commodities, jute and burlap bags are required, and these bags comprise one of the largest items in the imports of Salvador.

For the manufacturer who wishes to keep an even flow of production in his factory by extending his sales into foreign fields, the Latin American countries are well worth study and consideration, both on account of their present needs and because of their potentialities. Just as many factors affect sales in the domestic market, so do they in the foreign markets, but the three great natural factors to be considered in dealing with the Latin American markets are climate, purchasing power, and the natural production in each country, and of these the greatest is climate, which is the one unchanging influence.

#### Direct Mail Advertising Association

Has announced a special Western Convention and Exposition April 7, 8 and 9 in Los Angeles. Charles W. Collier, field secretary and convention manager of the association, will manage the convention in cooperation with the Los Angeles committee and will establish headquarters in that city on or about Dec. 1, 1925.

#### David R. Erwin

Has resigned his position as head of the expansion division of the Burroughs Adding Machine Company and has become associated with the advertising department of the Cadillac Motor Car Company.

## Gas Age-Record

"The Spokesman of the Gas Industry"

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



Drawn by Zeno for Givather, New York  
Engraved by the Laurence Fertig Company

**P**oor reproduction robs an illustration of its vitality. New trends in advertising art—sweeping planes and swerving curves; ragged, jagged background blacks—distinctive in the original, have been enfeebled by poor engraving—have been lost while being launched.

Good engraving is our fetish. When we serve it, we serve you. In the hands of our engraver-craftsmen your work is attended with skill and intelligence. And the result is not to be shamed by the original.

We shall be glad to place ourselves and our facilities on trial.

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

# The MAGAZINE of WALL STREET

announces  
the appointment  
of

## DICK JEMISON

Vice President  
Hal T. Boulden & Associates  
Incorporated  
Finance Building  
Cleveland, Ohio

as its  
Representative  
for the  
States  
of  
OHIO and MICHIGAN

*The Largest paid circulation of  
any financial or banking publi-  
cation in the world.*



## Picture of a Surprised Advertising Man

He never knew how much he didn't know about engraving. Neither will you until you read "The Process and Practice of Photo Engraving." And then you'll be surprised to learn how much, in time, money and temper this book will save you.

### Note These Contents

Basic principles of photo-engraving. Making a photo-engraving. Principles of photography. Lenses and Hold. The camera. Making a line negative, making a halftone negative. Negating tonding and inserting. Photographic printing on metal. Etching. Routing. Half-tone finishing. Laying tints. Color work. Photography of colors. Proofing and pressing. Blanking. Electrotyping. Stereotyping. Repair and corrections. Preparation of copy. Special methods and other processes.

### The Process and Practice of Photo-Engraving

By Harry A. Groesbeck, Jr.  
260 Pages 280 Illustrations—\$7.50

Doubleday, Page & Co.  
Garden City, New York.

Send me a copy of Harry A. Groesbeck, 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 .....  
Position .....  
Company .....

# Advertising Is Building a New Church

[CONTINUED FROM PAGE 40]

## "TO THE GLORY OF GOD AND THE GOOD OF GRACE CHURCH

"Being a call made to the Members and Friends of Grace Reformed Church for Voluntary Subscriptions of \$25,000 toward the Building Fund for the erection of a new Church Building.

"Sent out during Thanksgiving week, in the year of our Lord, one thousand nine hundred and twenty-four, with a fervent prayer for a generous and prompt response."

On the inside pages we stated our case and made our appeal. We quote the text from these pages:

## "TO THE GLORY OF GOD

"Members and Friends of Grace Church: "The opportunity is now presented to you to perform a splendid Christian Act.

"The Consistory, proceeding under the direction of the Congregation, as voiced at a congregational meeting October 28th last, have determined upon taking steps toward the erection of a new building. To do this adequately will involve the expenditure of \$85,000—\$25,000 of which must be pledged at once in order to present our proposition to the Mission Board at its January meeting.

"How is this \$25,000 to be secured?"

## "BY VOLUNTARY SUBSCRIPTIONS

"Without Active Campaign—Cavassing—Personal Solicitation.

"We simply present the plan proposed in this statement to all Members and Friends of Grace Church, and, with the creating of the right spirit and loyalty, rely fully upon the voluntary giving.

"IS THIS THE RIGHT TIME? Emphatically, yes! The psychological moment has arrived. For years we have hoped and talked. Now the longed-for time has come.

"WHY SHOULD I GIVE? The Church is a vital necessity. I ought to make a contribution as a loyal Member and interested Friend of the Congregation. And I, myself, am not in the habit of passing up an invitation to me to do my share. For the sake of children, young people, men and women, who need the influences of Christianity; for my own sake, and for the sake of Grace Church and for God's Glory, I want to be counted in on this. I want to give according to my means. I want to give liberally, to make a pledge that will satisfy my conscience. I want to please Almighty God."

FOR THE GOOD OF GRACE CHURCH the Consistory is confident that pledges covering a three-year period will be

made somewhat in the following way

1 of \$3,000	.....	\$3,000
1 of 2,000	.....	2,000
1 of 1,500	.....	1,500
10 of 1,000	.....	10,000
7 of 500	.....	3,500
5 of 300	.....	1,500
6 of 250	.....	1,500
10 of 200	.....	2,000
18 of 150	.....	2,700
20 of 100	.....	2,000
20 of 75	.....	1,500
20 of 50	.....	1,000
40 of 25	.....	1,000

159 pledges Amount . \$33,200

We have already received several voluntary subscriptions of substantial amounts. We sincerely believe that with the help of each and every one the above amount can be realized. We feel that all our Members and Friends will be glad to DO THEIR BEST.

## FOR THE GOOD OF GRACE CHURCH

It is hoped that pledges will be mailed promptly. The Subscription List will remain open until Christmas Day, when the total amount pledged will be announced.

This is a great and glorious opportunity for us to show our gratitude to Almighty God for His Goodness to us. It will also evidence our love and loyalty for the Church which cannot do its full duty in the Community until it is fully equipped to do so.

So we simply place this plan before you, confidently trusting that when you make your subscription, you will not fail Almighty God and our beloved Grace Church.

Make your pledge on the enclosed numbered blank and mail at once in the stamped, self-addressed envelope also enclosed.

The opportunity is now before you. THE NEW CHURCH WILL BE BUILT because YOU with all the others will loyally, lovingly and self-sacrificingly do your part.

Manifest and Spirit and inspire others to act.

## TO THE GLORY OF GOD AND THE GOOD OF GRACE CHURCH.

The Consistory of Grace Reformed Church.

The folder was well printed, in two colors, on good stock. The illustration of the building was a halftone tip-on. Special envelopes were printed to carry our message. Included with the four-page folder were a subscription blank and a stamped, self-addressed return envelope. The subscription blank was printed in the same colors as the folder

Come Along With A Dominant Newspaper  
In A Growing City

## THE AKRON BEACON JOURNAL

First in Advertising, First in Circulation in  
Akron, America's First City in the Man-  
ufacture of Tires and Rubber Products

### Akron Facts

Akron is the home of 166 fac-  
tories.

25 rubber factories with a pay-  
roll in 1924 of \$83,000,000.

14th industrial city in the  
United States.

32nd in population.

Population, 1920 census, 208,  
435.

Largest tire, cereal, fishing  
tackle, clay products plants in  
the United States.

Akron grew 201 per cent be-  
tween 1910 and 1920.

Ten banks with combined de-  
posits \$77,000,000.

44 per cent of families own their  
homes.

Eight thriving suburban cities  
and towns in radius of 17 $\frac{1}{2}$   
miles reached by the AKRON  
BEACON JOURNAL.

City, second in nation in postal  
receipts gain during October.  
Gain was 31.05 per cent.

Grow With Akron!

**GROWING!** THE CIRCULATION OF  
THE BEACON JOURNAL  
ONE YEAR AGO WAS

**43,489 — TODAY 49,057**

(October Daily Average)

*You Too, Can Grow With  
Akron's Prosperity*

Reach the Prosperous Manufacturers and  
Workers in Akron and Vicinity Through  
The BEACON JOURNAL

**STORY, BROOKS & FINLEY, Representatives**

Pershing Square Bldg., New York City  
Colonial Trust Bldg., Philadelphia

London Guarantee & Accident Bldg., Chicago, Ill.  
305 Higgins Bldg., Los Angeles, Cal.

# Press-Tested Electrotypes

*The Test Proof Tells*

It's no longer necessary for you to hope your plates will print.

With the Reilly Test Proof you know it.

*The Test Proof Tells*

# REILLY Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840

and its message was carefully worded so as to be in the same spirit as the folder. This material was mailed to our list the last week in November.

Two weeks later we sent out our first follow-up bulletin, with a report of almost \$16,000 voluntary subscriptions already received. In this bulletin we printed the names of those from whom subscriptions had been received, although we most emphatically did not print the amount of each individual subscription. These we divided into Honor Groups. The first Honor Group comprised the smallest contributions and under it was this statement:

"Subscriptions received less than \$25 are placed in the highest Honor Group for the reason that, as a rule, the smaller the amount given, the greater the sacrifice."

The last Honor Group comprised the largest contributions and under it was this statement:

"Lowest in Honor Grouping but highest in amounts, and placed last, because large givers dislike prominence."

At the close of this bulletin we reminded our people that this was a plan for voluntary giving. Those who intended to subscribe, but had not yet done so, were urged not to delay, because of the great amount of detail work to be done by the Trustee, before he could make his final report.

Two weeks later we issued our second follow-up bulletin, which carried an announcement of a little more than \$19,000 in pledges. Frankly, some of us were anxious as to the success of the plan right at that point. The first report had exceeded our hopes; the second fell somewhat short, but we stuck to our original plan, and the second bulletin again carried the promise that there would be no personal solicitation, all giving was to be voluntary.

The detail work delayed the publication of our last bulletin until about three weeks after the publication of the second follow-up bulletin. But when our work was completed, and all subscriptions had been checked and acknowledged, we had pledges totaling more than \$26,800. And we had asked for \$25,000!

When we took up the subject of our annual budget, we decided to use the same kind of a plan to secure pledges. We sent a letter to our membership, with pledge cards enclosed. We had a budget of \$4,500 for the year. We received in response pledges for more than \$4,700—and remember we are in the habit of overpaying our pledges. Of course we had to send a follow-up letter to a few, but even then, not a single person was solicited, or was asked to give, and no one, by the most remote suggestion, could feel that he was being told how much to give, or even that he was expected to give.

We know what advertising has done for us. We believe it will work equally well for others. Although we are not Methodists, we are ready to stand up in meeting and offer our testimony.

*If it really ties up  
with a campaign—  
it's an*

**EINSON-FREEMAN  
WINDOW DISPLAY**



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

## Research-Built Advertising Copy

We are now prepared to provide advertising copy which has been put through the test of field research, so that its drawing power is calculated and tried out in advance. This is already a well-proved method and will be heard much from in the future. It increases returns from 20 to 50%.

## THE BUSINESS BOURSE

J. GEORGE FREDERICK, Pres.

15 West 37th St., New York City

In London, represented by Business Research Service, Aldwych House, Strand

RAY D. LILLIBRIDGE

*ANNOUNCES  
WITH PLEASURE THAT*

ROBERT R. UPDEGRAFF

*WILL JOIN  
THIS ORGANIZATION  
AS A PARTNER*

ON JANUARY 1, 1926



RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET, NEW YORK

# Why not a Safety Zone in Industrial Selling?



## The Peace Pact at Locarno—

forever bans war by setting up a safety zone between two traditional enemies. Neither can cross the "dead line" without bringing to the other's aid the arms of great neutral nations.

Why not a safety zone in industry beyond which the seller may know he cannot go without penalty of loss?

If every manufacturer who sells to industry would set up a safety zone which would clearly mark the border between profitable and unprofitable selling, he would take a step

as momentous to his own business as Locarno is to world peace.

The McGraw-Hill Four Principles of Industrial Marketing are industry's safety zone. They safeguard profits as surely as the new Rhine barrier insures peace.

1926 is approaching. Some manufacturers will enter it with sales plans based on hunches. Others will enter with markets determined and programs outlined that will produce sales at the lowest cost.

Which plan will you follow?

**I**F YOU ELECT to apply the McGraw-Hill Four Principles of Industrial Marketing, here are the steps to take:

1. *Market Determination.* Study each market for your product. Weigh its potential. Determine which industries are the profitable ones to cultivate. The place to start is with your own books. Classify your sales by natural buying groups. Then compile data on each industry in which your product can be used. Compare the two and you will see clearly where your biggest opportunity lies.
2. *Buying Habits.* Study the buying habits of the industries you decide to sell. Find out who are the buyers and how they buy. This will save the expense and wasted effort of "barking up the wrong tree."
3. *Channels of Approach.* Having located the real buyers direct your selling on them. Support your sales effort with advertising in the publications which have the greatest influence with these buyers—the ones they look to for information.
4. *Appeals that Influence.* Don't talk generalities in your advertising. Talk shop

in the buyers' own language. Tell them how your product will increase the productiveness of their plants or will reduce costs. Performance facts are what interest them most.

Here you have a plan for successful selling which is simplicity itself. There is no patent on it, for the McGraw-Hill Four Principles of Industrial Marketing are plain common sense, coded and applied to the job of selling to industry.

*1926 is approaching.* If you want to apply the McGraw-Hill Four Principles of Industrial Marketing to your 1926 program, follow the above formula. If you need guidance, the McGraw-Hill Company may be able to help you. Obviously we cannot develop sales plans for many, but we can supply information and suggest methods which will make simpler a manufacturer's own plan building.

Fifty years of intimate contact with industry have given us a knowledge of markets and buying habits which is proving of great value to many manufacturers.

*1926 is approaching.* If we can be of service to you, please feel free to call on us. Our book "Industrial Marketing" will give you a good start. It will be sent gratis to any manufacturer who sells to the industries covered by the McGraw-Hill publications.

This advertisement is the seventh of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Gazette-Times*, *Chicago Tribune*, *Cleveland Plain Dealer*, *Detroit Free Press*, *Chicago Journal of Commerce* and *New York Herald-Tribune*; in *Printers' Ink*, *Advertising and*

*Selling Fortnightly*, *Class. Sales Management*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

# McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining  
Engineering & Mining Journal Press  
Coal Age  
Radio  
Radio Retailing  
Radio Trade Directory

Electrical  
Electrical World  
Journal of Electricity  
Electrical Merchandising

Industrial  
Power - American Machinist  
Chemical & Metallurgical  
Engineering  
Industrial Engineer

Overseas  
American Machinist  
Ingenieria Internacional

Construction & Civil Engineering  
Engineering News-Record  
Transportation  
Electric Railway Journal  
Bus Transportation

# Profit and Loss in Salaries "Straight"

[CONTINUED FROM PAGE 22]

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

## If advertising and selling are your business—these are your books

This is the indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as text. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

S. Roland Hall's  
Library of

## ADVERTISING AND SELLING

Four Volumes, 322 Pages, 5 1/2 x 8, Flexible Binding, 1000 Illustrations, \$1.50 in ten days and \$2.00 monthly for eight months.

Volume 1, which formed an entire section in the first issue, is the most valuable in the entire set. It contains the following chapters: (1) The Advertising Man; (2) The Advertising Agency; (3) The Advertising Campaign; (4) The Advertising Budget; (5) The Advertising Copy; (6) The Advertising Illustration; (7) The Advertising Medium; (8) The Advertising Result; (9) The Advertising Problem; (10) The Advertising Opportunity; (11) The Advertising Executive; (12) The Advertising Executive's Duties; (13) The Advertising Executive's Qualifications; (14) The Advertising Executive's Career; (15) The Advertising Executive's Salary; (16) The Advertising Executive's Future; (17) The Advertising Executive's Present; (18) The Advertising Executive's Past; (19) The Advertising Executive's Present and Future; (20) The Advertising Executive's Present and Future.

### Over 3000 pages of facts

George French, an advertising expert, says of Vol. I: "So much material has been cleared and handled so well that he would be a bold, if not reckless, person who would attempt to compete." The Director of Lubale Extension University, says of Vol. II: "Destined to be the thing of the moment in set letters in their rightful place." Sales Management, says of Vol. III: "Without number the new complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

Special Price, \$17.50

No money down—small monthly payments.  
Examine this fact-packed library for ten 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 \$17.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. If not satisfied, I will write you for shipping instructions.

Name .....  
Address .....  
City .....  
State .....  
Company ..... A.F. 12-25

actually mean money out of the salesman's pocket, why make such strenuous efforts to sell?

Again, under the straight salary form of remuneration an increase in contents of the pay envelope is the only means of recognizing exceptional work. Several striking feats of salesmanship may easily seem to justify frequent raises in salary. But it occasionally happens that the salesman then gets an enlarged sense of his value and rests on his laurels, actually sagging in his selling ability. His salary is then disproportionately large.

A major difficulty in the salary methods of paying salesmen entirely or largely by salary was encountered by many houses in the slump which followed the post-war inflation. The selling cost was entirely too high because it was based upon favorable business conditions which no longer existed.

And finally, among the main possible ous about salary for salesmen is the fact that the red-hot go-getter type of man is rarely a person who will be content with a salary as all or the major item of his remuneration. It is too tame. He wants adventure. He aims to win big or lose big if need be. For this reason the "super-salesman" is more commonly found in such fields as life insurance and other fields where commission is the whole thing—or nearly so.

FROM our survey of salaries so far we might think that the negative side was unanswerable. Such is not the case. From the management standpoint there are many almost priceless advantages in the salary method of payment.

For one thing, the salesman under salary is a soldier under orders. He cannot say, as straight commission men sometimes do, "I'll call on whom I please—and when I please. The business I don't get is more my loss than yours!" So the salary man can be more easily routed in a definite way and made to live up to his itinerary. He can be made to cover the small towns as well as the large cities. He can offer no reasonable objections to calling on every desirable customer or prospect—small as well as large.

In the second place, regular and complete reports of all calls made may be more easily secured.

Thirdly, the salesman is more apt to adhere to house policies. Being paid a salary like the other employees in the business he is more apt to feel that he is morally obliged to share his employer's outlook and measure up to it.

Fourth, it is often desirable for a salesman to do work other than mere dispensing of merchandise. Where he is paid wholly or largely in salary it is usually easier to require that he secure credit information, make demonstrations, put in window trims, etc. Since his employer is paying him for his time the house has a more obvious right to make such demands.

A FIFTH factor lies in the fact that under salary there is less temptation to overload a dealer or jobber in order to augment a poor month's earnings. "Desperate" selling laden with overstatement need not be resorted to since the salary goes on as usual.

Sixth, there is less resistance when the house decides that a shift to a new territory may be in order. Under the commission plan such a shift may threaten real loss in earning power and so be opposed by the salesman.

Seventh, salesmen under commission often strenuously oppose any reduction in the size of their territory because of fear of lowered earnings. The salaried man has no such objection to offer.

And, eighth, the salesman may be called in from the road at any time for conference or instruction since their salaries go on as usual.

The ninth advantage is often very important. It comes out of the fact that the sales expense for a year ahead may often be forecasted with a much greater degree of accuracy than where the commission plan is used.

Ten, a known range of salaries often prevents trouble arising from jealousy among salesmen and other employees of the company. The salesman who by lucky stroke of business earns fabulous commissions and brags about them may encourage an "Oh, what's-the-use" attitude on the part of his fellows.

Probably one of the greatest advantages of salary has been reserved for this closing paragraph of our consideration of salary. With a fixed, known salary the salesman, particularly the one who has family responsibility, does not have to worry over his ability to provide during dull periods or from week to week. While worry may sometimes add to a salesman's incentive a chronically worried sales force is no asset at all to a business. The coming of dull business periods has often disrupted sales forces which were paid by commission. The men felt the need to be off at once to greener fields.

This is the first of a series of articles by Mr. Morgan dealing with the compensating of salesmen. The second will appear in an early issue.

# THE DOINGS



**A PAINT BRUSH COMEDY**

**Pathscope PRODUCTION**

*Another Pathscope Business Film is described here*



"Life is real, life is earnest," and folks take a lot more interest in the doings of live people, or those that fancy makes to live, than in any tedious treatise on "how to do it."

The Hercules Powder Co. teaches painters, contractors, architects and home owners the advantages of a special product, "Wood Turpentine," by vitalizing its already well known trade characters. In a Pathscope-made motion picture "Turp" and "Tine" graphically enact the turpentine drama, and compel as much interest and conviction as the latest productions of Hollywood's most luminous stars. You cannot see this film through without learning a lot about turpentine, and retaining what you learn.

Pathscope Industrial Motion Pictures are designed to fit the product advertised, to help solve its peculiar sales problems. They make every device of the motion picture art aid in portraying the main idea. Some of the leading concerns that have found in Pathscope Service something out of the beaten track and eminently successful are listed at the right. These names tell a conclusive story of the character of our work.

*We invite an opportunity to show, either at your office or the Pathscope 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
- Layne & Bowler Co.
- Linde Air Products Company
- Lock Joint Pipe Company
- Mosler Safe Company
- National Slate Association
- National Tube Company
- Okonite Company
- Oris Elevator Company
- Plymouth Cordage Company
- Reading Iron Company
- Robins Conveying Belt Company
- John A. Roebling Company
- Chas. A. Schieren Company
- The Superheater Company
- Tide Water Oil Sales Corporation
- U. S. Cast Iron Pipe & F'dry Co.
- Westinghouse Lamp Company

**FOOD PRODUCTS**

- Franklin Baker Company (Coca-Cola)
- E. F. Drew & Company (Spreads)
- Frontenac Breweries, Ltd. Canada
- Hills Bros. (Dromedary Dates)
- C. F. Mueller Company (Macaroni)
- Comet Rice Company

**TEXTILES**

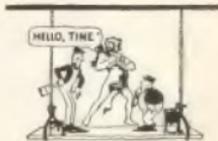
- Bigelow-Hartford Carpet Company
- Boston Woven Hose & Rubber Co.
- The Standard Textile Products Co.
- U. S. Finishing Company

**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 PATHSCOPE CO. of AMERICA, Inc.

Suite 1829 Aeolian Building, 35 West 42nd St., New York

## Spokesman of the Industry

All but two of the important radio manufacturers sent specifications in time for the first issue of RADIO MERCHANDISING in which this data appeared.

Powel Crosley, Lee De Forest, J. D. R. Freed, David Sarnoff, Walter Eckhardt, William Friess and many others of similar standing in the industry wrote us their opinions of our proposal to rate the operating characteristics of receiving sets. (See November issue.)

More than 500 newspapers have already agreed to run the ballot which is part of RADIO MERCHANDISING'S National Referendum on Sunday Broadcasting.

### Why?—

BECAUSE four years of conscientious service to the radio industry has brought to RADIO MERCHANDISING a reader confidence and regard which few trade papers enjoy.

Every radio manufacturer, every radio jobber, every radio dealer to whom a well-rated jobber would care to sell reads RADIO MERCHANDISING—Spokesman of the Industry. 25,000 controlled circulation, guaranteed by post office receipts, accomplishes this. RADIO MERCHANDISING does not overstep its market.

# RADIO Merchandising

THE MAGAZINE OF THE RADIO TRADE

243 West 39th Street  
New York City

Pacific Coast Representatives  
The Fred L. Hull Company

Western Representatives  
Wheeler & Northrup, Chicago

A Member of the Trade Division  
Western Newspaper Union

Offices in all principal cities

## Vanishing Markets

[CONTINUED FROM PAGE 24]

believe such an outcome possible. Fewer still take any precautions to avoid it. There is where the real tragedy enters into such histories.

When a market vanishes it virtually always finds some of the manufacturing concerns which once served it unprepared for the emergency, left high and dry and futile like a fishing schooner aslant on a beach after the tide has gone out.

There is a business history of a Cleveland company which aptly illustrates both the uncertainty and changeability of markets and the character of foresight and ready adaptability to changing conditions which is the only defense against change.

**I**N the decade preceding the Civil War a young carriage maker, Jacob Rauch by name, came into Cleveland, then a town of forty-three thousand, and set up a shop for the manufacture of fine vehicles. As the city grew and expanded into the metropolis of Ohio, the company, now bearing a partnership name, grew and prospered with it. The finest carriages that graced that Euclid Avenue pictured in your school geography were from its shop.

When the automobile appeared on the business horizon, these carriage builders did not pooch-pooch the threatened competition but went seriously to work to hold their patrons by giving them a modernized product. All of their carriage-making skill went into producing electric passenger cars, with luxury emphasized, at a time when the gasoline car was frankly not a safe place for dainty, feminine finery. The first closed car of any kind came from this shop.

As time went on and conditions rapidly changed in the automobile industry, the perfection and particularly the increasing cleanliness of the gas-driven car began to limit seriously the market for electric vehicles, by winning away feminine motorists.

Then came the second step in the company's history which again proved the foresight and adaptability possible in emergencies.

Instead of fighting a heroic but hopeless fight against a changing demand, the management, after a sufficient season of preparation, again made a radical revision of its activities.

The carriage-building part of its organization and equipment it set to work at making bodies for other automobile manufacturers, especially for those which had long looked with envious eyes at the superior comfort and quality of body given to the purchaser of the electric car.

The electrical branch of its organization and plant then announced its entry into the field of electrical industrial tractors and trucks for shop use.

In seventy-five years that company has seen its market vanish twice, yet

### 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.  
550 W. JACKSON BLVD., CHICAGO

### I Write Books

Successful and widely experienced author of business books and magazine articles will collaborate with business man in writing biography or any kind of business book.

Box 232, care of Advertising and Selling Fortnightly, 9 East 39th Street, New York.

### Jewish Daily Forward, New York

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



### ENGRAVING AND PRINTING

"Commercial Engraving and Printing," by Charles W. Hazzimann (General Engraving Business), tells how to choose art, process of reproduction, plates, paper, make, etc. A mine of information for the advertising man, artist, salesman or student. 840 pages, over 1500 illustrations, 25 relating subjects. Sent on approval, no advance payment. Write for free prospectus showing sample pages, prices, terms and other information.

Commercial Engraving Pub. Co., Dept. VY, Indianapolis, Ind.

has not allowed either disappearance to wreck its future. Either change in market could have proved disastrous had the management, even for a year or two, marked time and permitted a costly delay to dissipate its assets. In each instance it took time by the forelock.

The day of changes is not past—in fact, it is more than probable that the next twenty years will see more frequent and more radical changes affecting more lines of business than the preceding fifty have contributed.

Invention is moving faster than at any previous time.

**P**EOPLE have become accustomed to the prompt acceptance of new ideas, new methods, new habits and commodities.

Purchasers are less conservative in their suspicions of new things offered for sale.

Markets can be changed more rapidly than ever before, because the force and power of advertising is more widely understood and is used more promptly and effectively to hasten the introduction of new articles.

It is a day when it behooves manufacturers to be ready for surprising market changes—some limiting or wiping out an established demand, others multiplying existing sales-opportunities many times over. The manufacturer who has something up his sleeve for such an emergency makes no mistake.

Some day the radio, hooked up with the moving picture, may make serious inroads into the domain of the textbook publisher, particularly in the fields of history and geography. A single national speaker, selected for his art and ability in making one or the other of these topics absorbingly interesting to juvenile minds, may broadcast his lecture from Kansas City while millions of school children from Maine to southern California listen and watch the screen on which a synchronized film throws a visualization of the lecturer's talk. A nationally-standardized schedule of education may result!

Or take other fields.

Will motor fuel and motor lubricants always be derived from crude oil brought from beneath the earth's surface?

A lamp not connected to any wire, so newspaper reports say, has been made to throw light by the use of radio waves. Will this lead some day to the elimination of electric cables and feed wires?

The man who made cigar store Indians lost his market through a change in style. The maker of brass rails lost his through legislation. The maker of fine carriages lost his through inventive genius applied to the internal combustion engine.

All three forces are still at work and the third today holds out more promise of far-reaching developments than at any other time in the world's history.



## Halt This Shopping Frenzy!

WHAT shall I give him . . . and him . . . and *him*? Over and over again that eternal question that never seems to be answered quite satisfactorily. A last minute rush for a gift, distinctive and yet one that will not require an overdraft.

DON'T you dread it all? Well, you needn't. What could be more appropriate than a subscription to the FORTNIGHTLY for a fellow executive—a friend—a business associate. A gift that will be a happy reminder—twenty-six times during the year—of your friendship and thoughtfulness.

USE the coupon now. Additional names can be attached on a separate sheet and each will receive a card inscribed with your name, announcing the gift. The cost—a mere \$3.00 for each name. [Canadian Postage 50¢ and Foreign \$1.00 extra yearly.]

YOUR Christmas worries are over when you mail this coupon.

ADVERTISING AND SELLING FORTNIGHTLY

9 East 38th Street, New York City

Please enter the following name to receive the Fortnightly for the next year. My check for \$3.00 is enclosed.

Name.....

Address.....

City and State.....

My Name.....

Address.....

## Oversold

THE state of being oversold is rarely of any good to anyone.

If the output of a factory is oversold, the customers are inconvenienced, annoyed; sometimes seriously injured financially or physically.

The manufacturer who permits his output to be oversold suffers in the long run. So, it isn't being done so much now-a-days.

But, the kind of overselling I have particularly in mind at this writing is overselling the product or service itself—claiming too much; promising too much.

That, indeed, is grave. For it not only hurts the buyer and the seller, but it hurts the whole group to which the seller belongs.

Overselling is misrepresentation. Every business suffers from it. Right now, the real estate business seems to be "enjoying" a particularly severe attack of overselling. And, no doubt, there will be a painful morning after.

Often, the indulgence in overselling is foolish because it is unnecessary. In their eagerness to clinch the business, or in their own lack of faith in their product, salesmen will claim the world. Whereas, the customer may not want or expect so much. The simple truth about the product might easily answer.

Publications are not immune from the scourge of overselling. If anything, they are more frequently than average the victims of this disease, because their value is so intangible.

So, the salesman has more or less of a free rein to let his imagination run riot. And, the fear of competition certainly stimulates his imagination.

Here, too, overselling is often foolishly unnecessary and the plain, unadorned truth would serve to better purpose.

A misrepresentation of one magazine hurts the whole group because it shakes the confidence of the customer or prospect.

Overselling is almost universally done on behalf of weak or inferior media.

*A. R. Maujeu*

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

INDUSTRIAL POWER is not oversold. All claims made for it are susceptible of exact proof.



### Mediums of Expression

A man whose contributions to high-class publications are read with wide interest, was scheduled to speak a few evenings ago, on a subject with which he is identified. He faced an audience of several hundred men and women, all or almost all of whom, I imagine, believed that an intellectual treat was ahead of them.

They were mistaken. If X had a "message," which the chairman of the evening's proceedings assured us he had, he failed to deliver it. For more than an hour, he lost himself in a maze of words—so much so that when at last he finished, most of us breathed a long sigh of relief. "Thank Heaven, he's through," we said to ourselves.

Yet this man, when he expresses himself on paper, does so with a clarity, a beauty, a vigor and a sense of order which arouse one's admiration.

To most men has been given the ability to express themselves in one way or another—by tongue, by pen, or, it may be, by the skillful use of tools. Why, in the name of all that is holy, don't they stop there? Why do they employ a medium of expression which is foreign to them?

### The American Invasion

Twelve or fifteen years ago, one heard a lot about the "American Invasion" of Europe; and if one had accepted the statements then current, at half their face value, one would have believed that Europe's sun had set—that, thereafter, only goods made in America were in demand overseas.

The fact is that, outside of food-stuffs, there was, until a very few years ago, no real American Invasion of Europe.

Take my word for it, *there is today*. You don't hear much about it, but it is worrying these people more than a little.

Ford automobiles are relatively—not actually, of course—as common in Britain as in America. Dodges and Buicks are plentiful. American shaving soaps and lubricating oils and "tinned" meats and typewriters and dollar watches are on sale everywhere. *The Ladies' Home Journal* and *The Saturday Evening*

*Post* are as prominently displayed on the railway station newsstands of London, Glasgow and Edinburgh—and, I have no doubt, many other cities—as in New York. In His Majesty's Stationery Office in Edinburgh I saw a National Cash Register! I tell you, we're getting there.

### The Little Dears!

Didn't Shaw say, somewhere, that in the Ideal State, men who do the most disagreeable work—removing garbage, for example—will be paid the highest wage?

I am beginning to think he is right.

Here is why: Recently I was asked to "keep an eye" on two children—a boy of five and a girl of three—while their mother went downtown. When she got back I was a nervous wreck, for if there was anything those youngsters did not try to destroy, during their mother's absence, it was because they could not get at it. The little dears!

If I have anything to do with fixing the wage-scale which will prevail in the Ideal State, nurse-maids will have nothing to complain of. Their compensation will be considerably higher than that of bank presidents.

### What Would Become of Them?

More than anything else, the thing which impresses the observant American who visits Great Britain, these days, is the enormous wastage of manpower which is the rule in almost every department of human activity. Three or four or five men are employed to do what would be done by one man in America.

The railways are perhaps the worst offenders. They seem to be tremendously overstaffed. At a railway station in a city of, say, 15,000, there will be four or five times as many employees as at a station in a city of that size in the United States—a small army of porters, ticket sellers, ticket collectors and gatemen. These men, I need not say, are paid very low wages but the aggregate amount paid them runs into tens of millions of pounds yearly. Directly and indirectly, the public pays.

To fellow-travelers, I have, more than once, commented on this matter of wasted effort. All I get, in reply, is a lifted eyebrow or the query, "What would become of these men if the system were changed?"

What would become of them?

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.*



George F. Tegan, Pittsburgh Editor



As steel goes, so goes the country. An old saying, but as true today as when first uttered. Coupled with agriculture, the steel industry is the basis of our industrial prosperity or poverty. Hardware manufacture and selling has a close affinity with this industry—hence the keen interest hardwaremen display in its changing conditions.

The subject of this sketch is George Tegan, the Pittsburgh editor of **HARDWARE AGE**. His comments on the iron and steel market, as reflected in his weekly report, are watched with close interest by our readers since in that territory many conditions that affect hardware prices have their genesis.

For twenty-one years, Mr. Tegan has devoted himself to market reporting, and has

developed a high order of ability as a market analyst. He enjoys in an unusual degree the confidence of producer and consumer alike, and the prices he quotes in his reports are accepted as the basis of transfer from one to another.

It is the devotion, the ideals, and the high sense of responsibility which animates not only Mr. Tegan but every member of the editorial staff of **HARDWARE AGE** which has given this publication so outstanding an influence within its industry and has made it the unquestioned leader in all its seventy-five years of existence. From such loyal service and understanding springs **READER INTEREST, READER FAITH and TRUST**—the essence of advertising value in any publication.

Advertising Managers and Agency Executives!

Send for your copy of "How Can I Increase My Sales Through the Hardware Field?"

"The Most Influential Hardware Paper"

# Hardware Age

A. B. C.  A. B. R.

239 West 39th Street New York City

## *Manufacturers—*

# Send Us Your Catalog

*Help Us Solve the Collegiate Question  
"Where Do We Buy?"*

**W**E are endeavoring to answer the daily question of hundreds of colleges and prep schools which are themselves too small to be proper buying units and which are located in towns too small to afford proper buying facilities.

The Intercollegiate Sales Service is organized to help these schools and colleges get what they want with the least amount of trouble. We save them time, money and correspondence. They write to us and place all of their orders at once. Or they can write to us and get all the information they desire about a number of different products at the same time.

We do not handle the merchandise. The Intercollegiate Sales Service acts only as a clearing house for information and orders, working on commission or accept wholesale prices whenever our orders are large enough to justify the demand of wholesale prices.

## **Intercollegiate Sales Service**

*"The Campus Clearing House"*

P. O. Box 59

Watertown, N. Y.

In order to make this service efficient, we must have the cooperation of those who make articles sold to the collegiate trade (male and female). Send us your catalog—and also, tell us of your credit terms (C.O.D., etc.), price quotations, and minimum order accepted. This is absolutely necessary so that we can be in a position to answer any inquiry that a client may ask.

In sending us this information, you do not obligate yourself to do business with us. If you should still choose to attempt to do business direct, that is your affair. But we would like to have your sales information on hand because an essential part of our service is the rendering of information even should the organization, student, or faculty member decide to place the order directly. All information will be held confidential.

Cooperate by sending your data now—please!

## No Panacea for Business Ills

By Marco Morrow

*Assistant Publisher, Capper Publications*

**I** DO not know of any agricultural publisher who is so bigoted, so narrow-minded or so dishonest as to say that the farm paper is the only means of reaching the rural market. Undoubtedly the daily newspaper and the magazines reach some of these people, and undoubtedly the much criticized bill-boards and road-side signs are seen and are read by country folk. Farm paper publishers know that direct mail is an indispensable adjunct of the farm paper advertising of many of their best and largest customers. They know that men have made profitable sales in the rural market by direct mail, without any farm paper advertising at all. And they realize that a frank acknowledgment of all this does not lessen the value of the medium they offer nor make it any the less necessary to the man or the house seeking to cultivate and expand its rural trade.

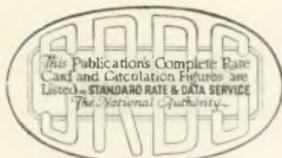
Frankly we have sometimes felt that the Direct Mail Advertising Association and many of its individual members have not always been as ready as we hope we are, to take a broad, catholic view of other media and other methods of advertising. We have sometimes felt that the oldtime job-printer, who has evolved into a "publicity-expert"—there are no more "job printers"; job-printing has become "advertising service" and the job printer an expert, ready, willing and professedly capable of managing and directing an advertising campaign of any sort, kind, nature and magnitude. Well, as I said, we have sometimes felt that these service experts, together with the men with calendars or rulers or fans or pocket-books or lists of names, or what-not, to sell, have a firm conviction that they have discovered and hold patent rights to the one certain way to success in advertising; and that the day of all other forms of advertising is nearing its close. We may be in error, but occasionally, at least, you indicate that you are ready to jump out of your bath-tub like the ancient Greek philosopher and rush down the street in your shirt-tail crying "Eureka! Eureka!" or whatever the modern equivalent of that word. That is natural, for we all have our prejudices.

And that's all right. Magnify your calling. Have faith in what you are doing. Put everything you have into your punch. But don't, I beg of you, lose sight of this: the elixir of life for business has not yet been discovered; there is no panacea for business ills; advertising is a mighty force and so far we know mighty little about how to employ it.

Portions of an address before the Direct Mail Advertising Association Convention, Boston, Mass.

"We feel that we could hardly exist without the use of your publication and, therefore, do not want to miss a single issue."

*J. H. Wimberly,  
General Manager,  
Wimberly Advertising Agency,  
Fort Worth, Texas.*



**PUBLISHERS**—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in **STANDARD RATE & DATA SERVICE**.



**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 .....



## Everybody is helped— everybody should help!

**T**UBERCULOSIS in this country is a threat against your health and that of your family. There are more than a million cases in this country today.

The germs from a single case of tuberculosis can infect whole families. No one is immune. The only sure escape is to stamp out the dread disease entirely. It can be stamped out. The organized work of the tuberculosis crusade has already cut the tuberculosis death rate in half. This work is financed by the sale of Christmas Seals.

Everybody is helped by this great work—and everybody should help in it. Let every member of your family stamp all Christmas parcels, letters and greeting cards with these able little warriors against disease. Everybody, everywhere, buy Christmas Seals—and buy as many as you can.



Stamp Out Tuberculosis  
with this  
Christmas Seal

THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS ASSOCIATIONS  
OF THE UNITED STATES

## Salesmen's Health on the Road

[CONTINUED FROM PAGE 38]

velopment must be of interest to all sales executives. They have not only the humane interest in salesmen, but also the dollar and cents interest. The low-energy time, the sick-time, the peppy time of a salesman on the road costs a house a great deal of money in a year. This time can definitely be cut by improving the medical facilities available to travelers, and thus the cost of selling generally, about which everybody complains, may be shaded by attention to this subject.

### *The Clark Collard Company*

Chicago, will direct advertising for the American Chemical & Engineering Company, same city, manufacturers of "Full Speed" pulley covering.

### *McGraw-Hill Company, Inc.*

New York, announces the purchase of the *E. M. F. Electrical Year Book*, published by the Electrical Trade Publishing Company, Chicago. Headquarters for the *Year Book* will be at the offices of the Electrical Trade Publishing Company until the completion of the 1926 edition.

### *Paul Grant*

Formerly associated with the Chicago office of Ruthrauff & Ryan, Inc., New York advertising agency, has been appointed to the staff of contact executives of the Campbell-Ewald Company, Detroit advertising agency.

### *George Batten Company, Inc.*

New York, will direct advertising for the Jones-Dabney Varnish Company, Louisville, Ky., manufacturers of Twenty Minute Lacquer.

### *Norman F. D'Evelyn*

San Francisco, will direct advertising for the General Mortgage Company and the General Pacific Corporation, same city.

### *E. M. Burke, Inc.*

Has been appointed by *The Duluth News Tribune* as special representative in the national field.

### *Meridith & Company, Inc.*

Troy, New York, will direct advertising for the Harder Manufacturing Corporation, Cobleskill, N. Y., manufacturers of Kleen-Kold refrigerators.

### *Arthur Rosenberg Company, Inc.*

New York, will direct advertising for the Trinity Six Radio Receiver, made by the Beacon Radio Manufacturing Company, Brooklyn, N. Y.

### *The H. H. Reber Company*

New York, has been appointed publishers' representative for the *Army and Navy Journal*, Washington, D. C., in the Eastern territory.

# Selling 100% In Metropolitan Zones By Saunders "Asset" Mile Plan

*Wide metropolitan areas require motorized selling. Company cars are a distinct liability to traveling salesmen. But they can rent "Drive-It-Yourself" cars when an "asset" only, covering each market quicker, cheaper, completely.*

Metropolitan markets are wide trade areas—not just cities. The adjacent territory invariably has 50% to 75% of each in-city population. Newspaper circulation and jobbers' sales show the same picture; to sell a city 100% your men must cover its trade territory.

You can do this now with one man or a crew—better, faster, more economically—by using motor cars rented on the Drive-It-Yourself basis.

For instance, consider the Baltimore—Washington—Richmond districts. For many businesses, these cities and their trade territory is the most fertile market south of the Mason-Dixon line. At Saunders System Stations in each city your men can rent clean, new cars, paying only for the exact mileage each drives. They work the city trade in these cars quickly and thoroughly and spend more time in productive selling and less time on sidewalks and street cars. The result is more calls and more sales at less cost for each. Outside the city, your men can profitably cover each market completely in a driving radius of 50 miles.

By combining rail and Saunders System service, you achieve the lowest possible sales and traveling expense and preserve the real advantages of motorized selling. Company car investment, upkeep and supervision on your part is eliminated. Your men arrive by rail at each sales center with planned routes and fresh sales vigor and then discard the car for rail again when it ceases to be an "asset."

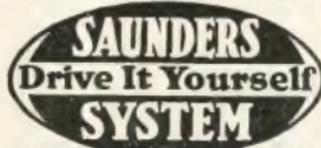
The 81 Saunders System Stations cover the best sales centers of 20 states. Both Gear-Shift and Ford Coupes, Sedans and Touring Cars are rented at low per mile rates. Each salesman drives privately a clean, new, splendid running car with standard insurance protecting you against liability, fire, theft, collision and property damage.

Buy one send our Traveler's Identification Cards for your Salesmen and our manual, "Motor Car Advances Unscrambled"?

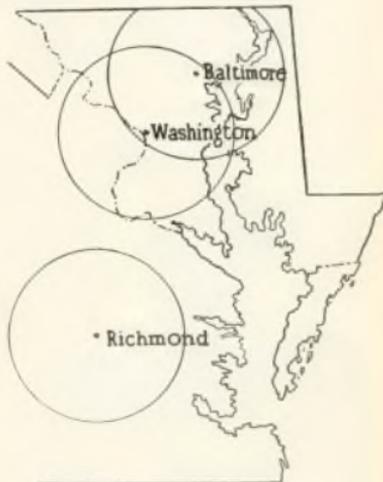
## SAUNDERS DRIVE-IT-YOURSELF CO., Inc.

EXECUTIVE OFFICES: 313 Saunders Bldg., KANSAS CITY, MO.

"10 Years of Practical Operation"



Wherever You Go!



One of the most complete road systems in America radiates from Washington and Baltimore throughout Maryland and Delaware, into rich southern Pennsylvania and northern Virginia. Road conditions out of Richmond also are now favorable to motorized selling. New sales history is now being made in these oldest of American markets.

Three Saunders System stations are now serving Washington, one downtown on D Street near the Post Office Dept. Bldg., another on Irving Street in the North West residence district and another on Capitol Hill just back of Congressional Library—handy to Union Station and the South East residence district. The stations in Baltimore, Richmond and Philadelphia are also well located for covering grocery, drug and other trade factors scattered throughout the city. Saunders System cars, used for intensive metropolitan merchandising, will give your newspaper and display advertising more nearly 100% effectiveness.

Other eastern branches are opening as the needs of each sales center are determined.

- Akron
- Atlanta (2)
- Augusta, Ga.
- Baltimore
- Bessemer, Ala.
- Birmingham (4)
- Cedar Rapids, Ia.
- Chattanooga (2)
- Chicago
- Cincinnati (2)
- Cleveland
- Colorado Springs
- Columbus, O. (3)
- Columbus, Ga.

- Council Bluffs
- Dallas
- Davenport
- Dayton (2)
- Denver
- Des Moines
- Detroit
- Evanston
- Galesburg (2)
- Houston
- Indianapolis (2)
- Kansas City (3)
- Knoxville

- Lincoln
- Louisville (1)
- Macon, Ga.
- Memphis
- Milwaukee (2)
- Mobile
- Moline
- Montgomery (2)
- Nashville (2)
- New Albany, Ind.
- Oklahoma City
- Omaha (3)
- Peoria (2)
- Philadelphia
- Pueblo
- Richmond, Va.
- Rockford
- Rock Island
- Sioux City
- Springfield, Ill.
- Springfield, O.
- St. Joseph, Mo. (2)
- St. Louis
- Toledo
- Tulsa
- Tuscaloosa, Ala. (2)
- Vincennes, Ind.
- Washington, D. C. (3)
- Waterloo
- Wichita

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## What Do Our Readers Think of This?

The following letter has been sent to leading publishers by Albert Russel Erskine, President of the Studebaker Corporation of America.

AS the publisher of a newspaper, you have doubtless read, listened to, and possibly been the author of, denunciations of the "Free Publicity Evil." In such discussions (among publishers, editors and advertising managers of newspapers) the automobile industry usually figures as chief culprit.

This letter is to express the attitude of the Studebaker Corporation of America on this subject.

Newspapers have done a splendid patriotic work in promoting good roads, improved traffic control, etc. Newspapers render great service to their readers by suggesting routes for pleasant tours, and by collecting and distributing road information. As long as this material is not associated with the boosting of any particular car, accessory, manufacturer, or dealer it is not "free publicity."

At times, of course, there are items of real news connected with a business institution the size of Studebaker. These should find a place in the main news or financial sections of every paper regardless of advertising schedules. But such genuine news can stand on its own feet with city editor and financial editor. It is not what we mean by "free publicity."

"Free publicity" is the material which newspapers print about automobiles, accessories, dealers, factory officials, only because it is sent to them by the advertising department of an automotive advertiser. It is designed merely to get the name of an automobile, a man, or an accessory in the news columns.

We are as much opposed to "free publicity" as any editor. We consider it an evil and would be glad to see it eliminated. There is no more reason why you should print pictures of automobiles than of pianos and washing machines. Gossip of the automotive trade is no more entitled to space than gossip of the department stores.

The practice of giving free publicity along with automobile advertising has been instrumental in increasing the rates for automobile advertising without proportionate return. It seems to us wasteful from the standpoint of advertiser as well as publisher.

Therefore, we assure you that we shall not discriminate against any newspaper which eliminates free publicity entirely, but we do intend to insist more strictly than ever on receiving our full share of free publicity in those newspapers which give it.

We do not believe that any automotive advertiser places such a large proportion of his total appropriation in newspapers as does Studebaker—last year exceeding 90 per cent. We are

surely entitled to a square deal from newspapers. We are not receiving a square deal if competitors who buy a similar amount of advertising space are given a larger volume of space in the news columns.

We, therefore, intend in the future to check this matter carefully and to discriminate against those papers which are discriminating against us.

In other words, we are quite content to receive no free publicity whatever, if all competitors are treated in the same manner; but if publicity is being used we believe that no competitor should receive a line more than Studebaker, except as he uses more advertising space.

**Winter Golf League Tournament**

The annual tournament of the Winter Golf League of Advertising Interests will be held this year in Bermuda, according to the announcement of W. R. Hotchkiss, president of the League. The entire trip will occupy ten days' time, from January 8 to 18.

The Furness-Bermuda Line has agreed to provide the party with a boat entirely to themselves, and it is estimated that three hundred will be numbered among the voyagers. Already 142 members have applied for reservations, who, together with their families, make a total of 254 already accounted for. Since only thirty or forty more can be accommodated, delinquent members are being urged to make their arrangements as early as possible. The charge for the entire trip has been set at \$175. This includes steamer passage both ways, hotel charges at the Bermudian, green fees at the Mid-Ocean Club, luncheon at the club each day, and carriage back and forth each day. For members of the family or guests who do not play golf the charge will be \$155, and for children from three to eleven years of age, \$82. There are only a limited number of rooms with bath, and these will be drawn for by the ladies.



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. Minimum

**Service**

**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

**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.

**Position Wanted**

**ADVERTISING SOLICITOR**

of experience with good sales record, personality and appearance, wishes new connection with high grade publication. College graduate. 3 years. Box No. 329, Adv. and Selling Fort., 9 East 38th St., New York City.

**ADVERTISING PRODUCTION MANAGER.** capable director of art and production departments, has thorough agency and business experience. Creative typographer and visualizer. Box No. 327, Adv. and Selling Fort., 9 East 38th St., New York City.

**CIRCULATION MANAGER AVAILABLE** A real subscription getter; with fine past record on technical, trade and business publications. Knows all branches of subscription work. Systems, Records, Mail Campaigns, Sales Force. Valuable man for publisher who wishes to increase his circulation. Let him tell you about his experience. Box No. 330, Adv. and Selling Fort., 9 East 38th St., New York City.

**Help Wanted**

**COPYWRITER WANTED**

A nationally recognized trade publishing house requires a young copywriter in its advertising service department. Experience in actual writing is not required as much as a knowledge of advertising fundamentals and the ability to learn quickly. This is an opportunity which an aggressive young man can turn to bigger things. Age should be under 24, with a college education or its equivalent. Location, New York City. Salary nominal. Box No. 332, Adv. and Selling Fort., 9 East 38th St., New York City.

**Help Wanted**

**SALSMEN** of the highest calibre, used to earning upwards of \$10,000 yearly. Advance commission, full co-operation. Outdoor Advertising Associates, 631 Singer Building, New York City.

Large manufacturer wants exceptional man to assist in preparing advertising and sales literature for a technical product. Ability to write is necessary. Technical training and a knowledge of engines is highly desirable. Give complete experience and references when writing. Box No. 331, Adv. and Selling Fort., 9 East 38th St., New York City.

**PRINCIPAL ASSISTANT** to advertising manager of prominent industrial equipment manufacturer. Must know PRINCIPLES of printing, engraving, artwork, layouts, campaigns, schedules, etc. Engineering graduate preferred. Will be held responsible for department routine, mechanical production and some graphic creative work. Box No. 328, 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**

**Wooden Eleven Pliers.** One piece of wood containing eleven pliers: made by means of a knife; length, four inches; a real and interesting curiosity, suitable for show window; sent post-paid for \$1.50. Address, Museum of Wood, Dept. A., Ingleside, Nebr.

**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 de-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. Six cloth covered covers, and de-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.

**Advertising Calendar**

**JANUARY 21-24, 1926**—Sixth District Convention, Associated Advertising Clubs of the World, Chicago.

**APRIL 5-6, 1926**—First formal session of Insurance Advertising Men of the Pacific Coast, Los Angeles, Cal.

**APRIL 7-9, 1926**—Direct Mail Advertising Association Convention, Los Angeles, Cal.

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

**MAY 1-5, 1926**—Fourteenth District Convention, Associated Advertising Clubs of the World, Blackpool, England.

**JUNE 19-21, 1926**—Fourth Annual Convention, Insurance Advertising Conference, Philadelphia.

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

**JULY 5-8, 1926**—Twelfth District Convention, Associated Advertising Clubs of the World, San Francisco.

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

**"GIBBONS knows CANADA"**  
A. J. Gibbons Limited, Advertising Agents  
TORONTO      MONTREAL      WINNIPEG

+

"By the way," remarked Edwards, as he sat down to luncheon with Trelease, "your personal stationery is quite impressive. That note you sent me the other day was really very handsome."

"Yes, I appreciate a nice sheet of paper," said Trelease. "It's too bad we can't do something really good for our business letterhead."

"Well—why don't you?"

"Oh—we couldn't. The business wouldn't stand a leak like that."

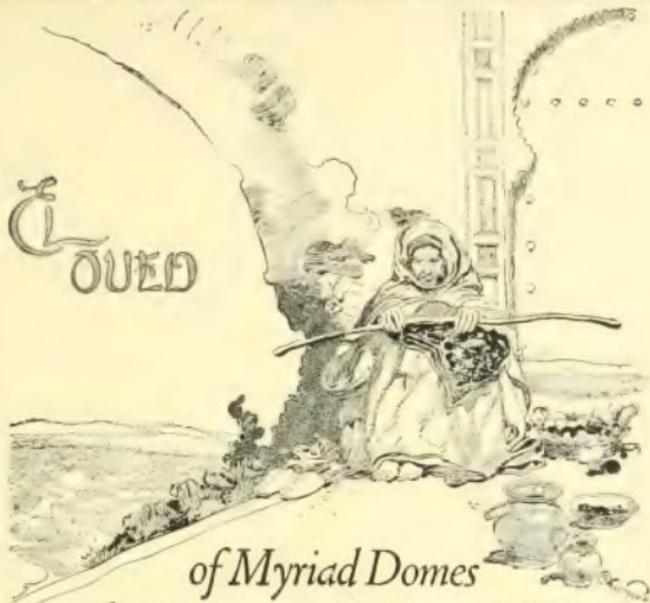
Edwards smiled.

"What do you mean by 'leak'? Why should you apply totally different reasoning to stationery just because it's for business?"

This question could fairly be put to many executives who have lumped letterheads in their minds along with erasers, pencils, and typewriter ribbons.

The paper used in business correspondence creates and fixes more impressions, and more definite ones, than does any other contact with the great public of dealers and customers. Fine stationery dresses a business up. It suggests the stability of the sender and the esteem in which the recipient is held. That is why so many of the most successful businesses regard fine stationery as an advertising and selling help.





El Oued

## of Myriad Domes and Minarets on the Desert's Edge

**C**LOSE your eyes. Picture the Sahara. Insolent camels shamble slowly along; and swarthy Bedouins, aristocratic Tuaregs, swirl by in a cloud of fine golden sand. Far off . . . silhouetted against the brilliant sky . . . lies the gleaming, snow-crested Atlas where the Golden Apples of the Hesperides were sought.

The spell of the Orient . . . the musk and amber scent of its bazaars; the madness of silent, starry nights; the tiger-like languor of its people . . . builds you breathless. A spell that isn't broken by the Jostrious 12-wheeled cars of the North African Motor Tours!

Over the shifting sands of the desert to lovely El Oued . . . a thousand creamy domes in a jade setting. Curious, unfamiliar city . . . different except for the graceful minarets that tower, spire-like, over the rounded roofs.

Can you go on and on in a hum-drum existence . . . while the Arabian Nights are a thing of the present as well as the past? Open your eyes. And plan days of enchantment. Start at Tunis. When you can tear yourself away from her famous bazaars, go on to Tozeur, the mysterious, the subtle, the ancient . . . El Oued . . . Touggourt of huddled caravans ready to brave the sand storms, the mirages of the desert. And northward through tawny Biskra,

peately Constantine . . . to Algeria, the azure How can you get there? Why, its only a little more than a day from Marseilles across the blue Mediterranean to Tunis or Algiers. And Europe is but six days from the Statue of Liberty on a de Luxe French Liner or a luxurious one-cabin boat . . . with its noted cuisine and service; with vivacious dances, deck games and interesting people.

The de Luxe French Liners sail to Plymouth, England; then Havre. The one-cabin Liners go direct to Havre . . . where there is no transferring to tenders. Down the gangplank to the special boat train waiting. In three hours, Paris; overnight, Marseilles and the Riviera. Then, at the end of "the longest gangplank in the world" . . . the mystery of North Africa, held together by thousands of miles of excellent macadam highway and thirty-one famous Transatlantique hotels!

Write for descriptive booklet by Rosita Forbes

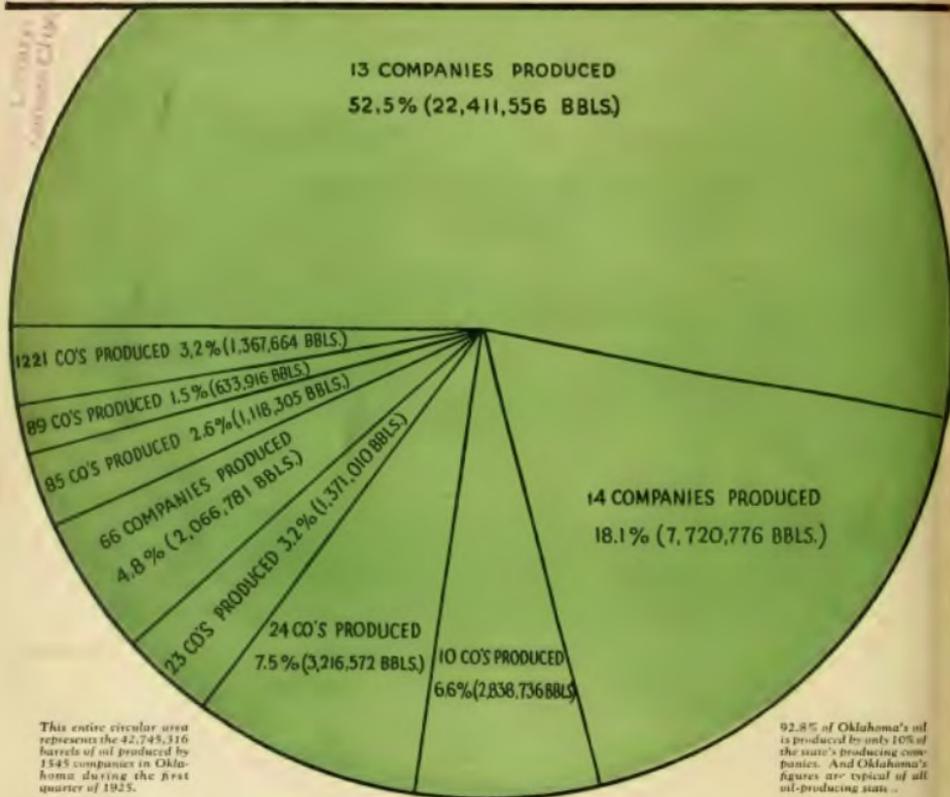
# French Line

Compagnie Générale Transatlantique  
19 State Street, New York

Agencies in Principal Cities of Europe,  
Canada and the United States



# TEN PER CENT PRODUCE NINETY-TWO PER CENT



This entire circular area represents the 42,745,316 barrels of oil produced by 1545 companies in Oklahoma during the first quarter of 1925.

92.8% of Oklahoma's oil is produced by only 10% of the state's producing companies. And Oklahoma's figures are typical of all oil-producing states.

**T**HE great bulk of the equipment purchases made by oil producers are made by a relatively few companies which produce most of the oil.

Reach the managing executives of these companies effectively, and you reach every prospective customer in this field worth your time and effort.

Give them your sales message through *National Petroleum News*, and you reach the men important to you through the paper they read each week with closest attention.

Let us show you concretely what makes up the profitable type of producer circulation!

**Service Offices—**

- CLEVELAND  
812 Huron Road
- TULSA, OKLA.  
618 Bank of Commerce Bldg.
- CHICAGO  
360 North Michigan Avenue
- NEW YORK  
342 Madison Avenue
- HOUSTON, TEXAS  
606 West Building

Members:  
A. B. C. and A. B. P.

# NATIONAL PETROLEUM NEWS