

Advertising & Selling

FORTNIGHTLY



Painted by Walter Dues for Frost & Lambert, Inc.

DECEMBER 30, 1925

15 CENTS A COPY

In this issue:

"Why Wholesalers Obstruct Sales" By H. A. HARING; "A Setting For the Product" By FRANK HOUGH; "What Plan for Paying Our Salesman?" By WILL HUNTER MORGAN; "The Old Sod Shanty Is Now a Modern Brick Home" By MRS. ROBERT C. DAHLBERG; "Merchandising by the Chain Coupon Method"

A Close "Deadline," and Selling Effectiveness—

The "utility of beauty" has never been more clearly emphasized than in the Saturday Photogravure Section of The Chicago Daily News. Here is the ideal medium for selling, in the great Chicago market, merchandise that requires the fidelity and beauty of reproduction that only photogravure gives.

The close "deadline" of this section—on contract,* fourteen days in advance of publication—gives a flexibility of copy adjustment to market conditions that no other photogravure section in Chicago allows, and this permits the advertiser to take advantage of the proved selling power of The Daily News, plus matchless photographic reproduction—at a price that the advertiser finds increasingly profitable.

"The most effective sales medium in Chicago for merchandise suitable to pictorial reproduction." Write for further particulars if required.

THE CHICAGO DAILY NEWS

First in Chicago

**On an uncancellable order for specific space and size placed not less than two weeks in advance photogravure copy will be accepted 12 days before the date of publication.*

A book about your business

by the folks
who buy
your goods



In a long experience we have compiled many "Books of Facts" for individual manufacturers. They cover many industries and many channels of trade: groceries, drugs, furniture, shoes, etc.



HOW often have you fumbled hopefully through books on marketing only to lay them aside because they did not apply to your particular problems? How often have you wished that somewhere you might turn to a volume and find answers to the intricate questions of your own business?

There is such a book. Its name is the Richards Book of Facts. Your copy of this book does not exist as yet, because, unlike any other book, a Richards Book of Facts is prepared for the individual manufacturer. It presents a study of that manufacturer's product and marketing methods as disclosed by a field survey in which hundreds, sometimes thousands, of consumers, retailers, and wholesalers are interviewed.

When your Richards Book of Facts is made, you will find in it, not theory, not

out-of-date accounts of someone's else business, but trustworthy information to guide you and us in the making of advertising and sales plans.

As one manufacturer says about his Richards Book of Facts, "We feel that it insures our money will not be spent until results are certain."

We will gladly tell you how a Richards Book of Facts may be prepared for your business and used as the basis of the advertising which we do for you.

A copy of our new booklet entitled "Business Research," which describes the place of research in modern business, will be sent free on request. Address JOSEPH RICHARDS COMPANY, INC., 253 Park Avenue, New York City. *An Advertising Agency Established 1874.*

Richards

Facts first ~ then Advertising

Advertising Endorsement

WHEN a newspaper cites, as a sales argument, its leadership in volume of advertising carried, it is quoting the absolute, incontrovertible evidence of its proved superiority as a medium. If it had not produced greatest results for advertisers for the lowest cost they would have stopped using it in largest volume long ago!

FOR half a century The Indianapolis News has merited and won an advertising endorsement transcending that of any other Indianapolis newspaper, in some years greater than that of all other Indianapolis newspapers combined.

In the fat years, when advertising appropriations are freely and sometimes carelessly spent, The News lead is cut down a little. In the lean years, when every dollar spent for advertising is subject to the stern necessity of earning a profit on itself, The News lead increases substantially. But in fat years and lean The News margin over its nearest contemporary is always computed in millions of agate lines.

Advertising endorsement is not written in agate lines, nor yet in millines. It is written in dollars—in dollars invested in space for more dollars returned in sales. In agate lines, millines or dollars, no other Indianapolis newspaper has ever approached The News. *Nor in dollars in sales returned per dollar.*

The Indianapolis Radius (population 1,992,713 is the zone of concentrated circulation and influence of The Indianapolis News. It is one of the primary markets of the nation—compact, prosperous, responsive, and completely and adequately covered with one advertising cost, space in Indiana's dominant newspaper.



THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL
110 East 42nd Street

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ
The Tower Building

Page 5—The News Digest

H. R. Swartz

President of the Intertype Corporation, New York, has been elected president of R. Hoe & Company, printing press manufacturers, same city, to succeed Richard Kelly, who is retiring. This appointment will not affect the present duties of Mr. Swartz as president of the Intertype Corporation.

Cedric B. Smith

Has resigned as advertising manager of the Chicago Bridge and Iron Works, Chicago, and the Horton Steel Works of Canada to become associated with F. C. Andresen of Pittsburgh in the ownership and publication of *Better Buses*. This will be effective January 1, 1926.

"Chicago Daily News"

Was sold on December 24 to Walter A. Strong and a group of associates by the Illinois Merchants Trust Company, executor of the will of Victor F. Lawson. The price is understood to be \$14,000,000. Mr. Strong is a nephew of the late Mrs. Victor F. Lawson and has been connected with the paper for twenty years and at the time of Mr. Lawson's death was business manager. In the new organization Charles H. Dennis will be editor, Walter A. Strong publisher, and Hopewell L. Rogers treasurer.

Western Electric Company

New York, announces that its electrical supply business has been set apart from its telephone manufacturing business and incorporated under the name of the Graybar Electric Company, because the expansion of its supply business has been so great that it is necessary that it have a specialized organization and an entirely separate corporate identity. The officers of the new corporation are all from the Western Electric Company and are as follows: Albert Lincoln Salt, president; Frank A. Ketcham, executive vice-president; George E. Cullinan, vice-president in charge of sales; Leo M. Dunn, vice-president in charge of merchandising and accounting; Elmer J. Shepard, treasurer; N. R. Frame, secretary.

L. S. Hamaker

Has been appointed advertising manager of the United Alloy Steel Corporation, Canton, Ohio, with which he has been connected for the past six years.

C. L. Ailes

Formerly associate advertising manager of the United Alloy Steel Corporation, Canton, Ohio, has been appointed advertising manager of the Galion Iron Works & Manufacturing Company, Galion, Ohio.



The Thumbnail Business Review

By Floyd W. Parsons

THE year ends with business establishing new records in many lines and optimism widespread. Even Congress is proceeding with its business comparatively free from alarming or radical proposals. It is probable that there never has been a time in history when any people so completely gave themselves over to handling of commercial and industrial problems as we did in 1925. It was practically a 100 per cent business year, which means that materialism completely overshadowed everything else, including the spiritual and religious aspects of life.

Notwithstanding the bright outlook and the clear evidences of material prosperity that entirely surround us, the wise business executive is not losing sight of the danger points that now exist. Speculation in stocks and especially in land continues at a rapid pace, while there has not been any great let-up in partial-payment purchases which are placing a heavy mortgage on future incomes.

The present output of steel ingots is the largest in history. Most steel works are operating at close to 90 per cent capacity. But as an offset to this satisfactory situation we find a developing weakness in the building trade. In the larger cities, especially New York, over-building is quite general and unrented space is excessive. The result is that rents are declining and banks are giving closer attention to the character of the securities issued by the building companies.

Alfred Austin Advertising Agency

New York, a co-partnership owned by Alfred J. Silberstein and Alvin Austin Silberman, is being dissolved on January 1, 1926. Mr. Silberman, on January 1, 1926, becomes vice-president of the Biow Company, New York, with whom he has effected a merger of his advertising interests. Mr. Silberstein will organize a new firm under his own name.

William T. Stewart

Formerly general manager, vice-president and treasurer of the Munsey publications, has been elected president of the Sun Printing and Publishing Company, which publishes *The Sun*, and of the New York Herald Company, which publishes *The New York Telegram*. Mr. Stewart fills the vacancies caused by the death of Frank A. Munsey, owner of the newspapers.

Edward S. Morse

Has resigned as advertising director of Saks-Fifth Avenue. His resignation will be effective January 1, 1926.

P. L. Iddings

Formerly assistant advertising manager of the Wayne Tank & Pump Company, Fort Wayne, Ind., has been appointed advertising manager of that company to succeed R. G. Elwell.

Pedlar & Ryan, Inc.

New York, will direct advertising for the Welte-Mignon Studios, Inc., New York.

Paul Davis

Now associated with the Curtis Publishing Company, will join the staff of Pedlar & Ryan, Inc., New York advertising agency on Jan. 1, 1926.

The Green & Van Sant Company

Baltimore, will direct advertising for the following concerns: Dental Laboratory Products Company; American Auco Company; Armstrong, Cator & Company.

Arthur W. Sullivan

Has resigned as vice-president and general manager of the Joseph Richards Company, Inc., New York advertising agency, to become, on Jan. 1, 1926, sales development and advertising manager of the Tide Water Oil Company, same city.

"Liberty"

Announces that its executive, editorial and advertising offices have been moved from Chicago to New York; and that J. B. Liner has been appointed advertising manager with headquarters in the same city. R. W. Clark has been appointed Western manager with headquarters in Chicago. Nelson R. Perry will continue as Eastern manager.

Wm. H. Rankin Company

New York advertising agency, announces the following additions to its staff: Baring Gould, formerly with Ivy L. Lee, and S. F. Melcher, formerly with the George Batten Company, Inc., have joined the copy staff; Charles Dankert, formerly with Clark & Fritts, and Radford Peck, formerly with the Indianapolis News, have joined the service production department.

[ADDITIONAL NEWS ON OTHER PAGES]



(© Photo-Arm. Service Corp., Phila.)

PHILADELPHIA

A Rich Industrial Market

\$2,368,000 Spent Every Day

That is the price paid for raw materials used in the industries of Philadelphia every day in the year. The most important purchases are for sugar refining; foundry and machine-shop products; leather, tanned, curried and finished; printing and publishing; textiles; meat products; electrical machinery, apparatus and supplies.

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

But 6,036 leading Philadelphia 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 two million and three 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 Philadelphia 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 Philadelphia's industrial buying—it reaches the controlling buying executives the country over.

More than 32,000 Presidents of Corporations read Nation's Business
More than 25,000 Vice-Presidents of Corporations read Nation's Business
More than 23,000 Secretaries of Corporations read Nation's Business
More than 11,000 Treasurers of Corporations read Nation's Business
More than 16,000 General Managers of Corporations read Nation's Business
More than 164,000 Major Executives in 123,020 Corporations read Nation's Business

You will find a detailed analysis of our 210,000 subscribers of interest. Let us tell you how other advertisers are using this magazine to make their advertising expenditures more productive.

NATION'S BUSINESS



WASHINGTON

MORE THAN 210,000 CIRCULATION. MEMBER A. B. C.

NOVEMBER

Shatters All Linage Records For

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

For five years, October, 1920, stood as the banner month of The Birmingham News. That October was passed by October, 1925, and October, 1925, held the record for just one short month as November was the biggest month in the paper's entire history. There are two basic reasons for this:

First, Birmingham is enjoying a phenomenal era of prosperity; second, the Birmingham public, that receives a weekly payroll of more than \$4,000,000, responds to advertising in The News.

October, 1925
1,649,172 Lines

November, 1925
1,665,496 Lines

The News alone in Birmingham carried more advertising linage in November than October. Advertisers, both local and national, know that The News produces most results per dollar and, after all, results are what they want.

November, 1925 against November, 1924

NEWS Lines	AGE-HERALD Lines	POST Lines
1924—1,429,890	821,828	326,438
1925—1,665,496	704,200	506,380
GAIN 235,606 Lines	LOSS 117,628 Lines	GAIN 179,942 Lines

*Newspaper Arguments and Selling Theories
Mean Nothing To An Advertiser*

RESULTS ALONE COUNT!

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

National Representatives:

KELLY-SMITH COMPANY

JOEL C. HARRIS, Jr.

New York

Chicago

Boston

Philadelphia

Atlanta

IN making up a gas appliance advertising schedule, you might not think first of the Condé Nast Group, but rather of mass magazines.

Yet the General Statistician of the Consolidated Gas and Electric Company of New York says that in towns below 10,000 population gas manufacturing plants cannot be operated at a profit. It needs 13,000 to 15,000 population, 6,500 to 7,500 consumers, and a 24-hour manufacturing day.

There are only 485 cities over 15,000 population.

The Condé Nast Group has 45% of its circulation in cities of 100,000 or over; and only 25.5% in towns of 10,000 or less.

Mass magazines reverse these percentages. One of the most famous has only 20.5% of its circulation in cities of 100,000 and over; and 56.5% in towns of 10,000 or less, *where it is not profitable to operate a gas plant.* Others have even more unfavorable ratios.

Would you advertise music to the deaf? Movies to the blind? Gas appliances to towns where there isn't gas?

Or would you look into the facts, and advertise first in the Condé Nast Group?

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

READERS ARE LEADERS

In Their Community

AN ADVERTISING medium which enables an advertiser, at lowest cost, to influence effectively 600,000 families setting the standards of social customs and buying habits in 8,000 cities and towns in the United States.

Its readers are the one family in ten most receptive to high class merchandise, able to gratify their desires to purchase.

A national circulation several times in volume that of any class magazine; far higher in quality than that of any publication of equal distribution.

The most comprehensive cross-section of progressive minded Americans is reached

Magazine Section

THE NEW YORK TIMES

SUNDAY EDITION

Advertising Rate:—\$1.10 per agate line.

Saturday's a Big Day—

in Designer Homes

It's a particularly busy day now—and the reason is—

THE CHILDREN'S COOKING CORNER

This new department is directed by the famous home economist, Mrs. Christine Frederick (Director of the Designer's Home Management Department) and her daughter, Carol Frederick.

Here, each month, are given menus and full directions for preparing them. The Designer publishes several recipes each month—and offers others for each Saturday in the month.

It's great fun, of course, for the children—and thoroughly practical too. It shows them, in an easy, interesting way, how to do things as Mother does them.

Do you wonder that Designer kitchens everywhere are busier and busier every Saturday?

That mothers recognize the practical value of this cooking corner?

That grocers are bound to profit by it?

What an opportunity for advertisers to create a preference for their products—what a chance to sell to the younger generation.

[[*Early impressions are deepest.*
[[*Make yours NOW through—*

THE DESIGNER

CHICAGO

NEW YORK

SAN FRANCISCO

Buffalo the Wonder City of America

The BUFFALO EVENING NEWS In One-Eighth of a Million Homes

THE Buffalo Evening News is the favorite paper, in many thousands of cases the only paper, read by the largest single newspaper clientele anywhere in N. Y. State outside of the Borough of Manhattan. A. B. C. Audit figures as of September 30, 1925, show 128,502 as the average daily circulation 89,331 of this is within the city of Buffalo 25,176 within the trading territory and 13,995 in the country.

In the Buffalo market the News is known as the great family newspaper delivering daily a genuine and complete news service into more than one-eighth of a million homes.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

A. B. C. Sept. 30, 1925
128,502

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

Present Average
135,674

Marbridge Bldg., New York, N. Y.
Waterman Bldg., Boston, Mass.

Tribune Tower, Chicago, Ill.
Atlantic Bldg., Philadelphia, Pa.



Is Your Advertising Yours?

YOU have a personality.

Your company has a personality.

People who buy your goods gradually come to picture that personality when they see your goods.

If they don't visualize that individuality they soon stop buying your goods.

When you put on your hat or overcoat, when you step into your car, when you buy a collar, when you smoke a cigar, a cigarette, a pipe, or drink a cup of tea, your mind pictures somebody—

Somebody, a personality, an individuality, which you yourself have built up as that of the firm that produced the hat, the overcoat, the collar, the car.

Is your advertising putting the personality of your institution into the minds of the people?

* * *

Is it Selling Your Goods!

IS your advertising so good that, even if your name were taken out of it and that of your biggest competitor substituted, it would still advertise you?

Is your advertising the kind that will not fit any other concern than yours?

Is your advertising yours?

Or is it just so many words, interesting enough, grammatical enough, sensible enough—but just so many words that anybody else in your line could use just as profitably?

Look at the Goodrich Zipper Boot advertising, the Silvertown Cord Tires, Buckingham Tobacco, Pall Mall Cigarettes, Sweet Caporal Cigarettes, Hollywood-by-the-Sea (newspapers), Lipton's Teas, DeForest Radio, Roper Gas Ranges, Tyrell Institute, Marvel Co., Rimmel Perfumes advertising.

Or look at the advertising of any other of our customers.

There isn't a line, or a slogan, or a paragraph, or a picture in any of them that doesn't belong there.

It is their own advertisement. It is themselves in print.

That's why they succeed. That's why we succeed.

* * *

HUNDREDS of business men have spoken to us about our own advertisements.

We have plenty of competition—good competition. We respect it, just as you respect your good competitors.

But we venture to say that if one of our competitors ran an advertisement exactly like this one—which they would not do, being competitors with good judgment—it would advertise us to you.

We are working for ourselves just as we work for our customers.

Our field is greatly limited. Our work requires thought as well as effort. We add new talent as rapidly as we grow up to the volume that justifies it, but our rule is to take care of what we have and to take care of it as though it were all we ever were going to have.

Ten to one that is your rule, too.

We know that advertising will sell a product, because this advertising of ours sells our services to advertisers and prospective advertisers.

We depend entirely upon advertising and the work we do for our present customers to bring us new customers.

We have no salesmen.

In nineteen twenty-five we produced more unusual and successful campaigns for our customers than in any year since 1899.

The reason was that we have now main offices in both New York and Chicago, both equally well equipped to act independently—yet knitted together so that all of our customers benefit.

And Branch offices as shown below which make our services and sources of information both local as well as National.

We would like to get in touch with advertisers interested in the kind of advertising described in this advertisement. Write or telephone Murray Hill 9300.

WM. H. 
RANKIN
 COMPANY Advertising

Established 1890

Main Offices: 342 Madison Ave., New York
 Tribune Tower, Chicago

Peoples Savings Bank Bldg.
 AKRON

Bankers Trust Bldg.
 PHILADELPHIA

74 New Montgomery Street
 SAN FRANCISCO

32 Front Street
 TORONTO

The Biggest Half of Baltimore

Is covered by the combination of The Baltimore News and Baltimore American, with fast-growing circulation and small factor of duplication.

The combination, The News with 112,558 net paid and the American 56,827 net paid, with its small factor of duplication serves a greater number of readers than the other morning and evening combination, which admits an 80 per cent. duplication and sells in combination only. The News and American can be bought either separately or in combination.

Our Service Department is always ready to assist the manufacturer to link up this biggest half of Baltimore's market of nearly a million souls with his product, thereby creating an eager retail market acceptance.

*The Big Sunday Baltimore American average
net paid circulation for November, 151,067.
Gain over 1924, 33,167.*

THE BALTIMORE NEWS

AND

Baltimore American

The Fastest Growing Newspapers in Baltimore

NATIONAL ADVERTISING REPRESENTATIVES

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

PAYNE, BURNS & SMITH
New York—Boston
Atlanta



CONTEST WINNER

The October awards of The Martin Cantine Co. for excellence in printing and advertising ability went to The Biddle-Paret Press and S. Clayton Wicks both of Philadelphia. Velvetone was used in their beautiful Episcopal Church Book.

IMPRESSIVE



APPEARANCE plays an important psychological part in printed, as well as personal, salesmanship. In the planning of your sales literature, remember that the paper used is your printed salesman's suit of clothes. And impressions convince, one way or the other, as strongly as any statement or argument you put into your text.

Specify a Cantine coated paper for your next printing of sales matter and note the impressiveness it gives your text and illustrations.

Book of sample papers, name of nearest jobber and details of the monthly Cantine awards sent on request. Address: The Martin Cantine Company, Dept. 182, Saugerties, N. Y. Since 1888, manufacturers of fine coated papers exclusively.

Cantine's

COATED PAPERS

CANFOLD

ASHOKAN

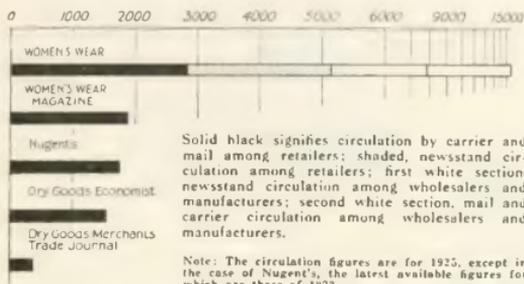
ESOPUS

VELVETONE

LITHO C.I.S.

Women's Wear's dominance in New York Reflects its national leadership

CIRCULATION IN THE STATE OF NEW YORK OF NON-REGIONAL TRADE PAPERS IN THE FIELD OF WOMEN'S APPAREL AND ACCESSORIES.



Some Plain Facts New York City is to American production and distribution of women's apparel and accessories what Washington, D. C., is to the government of the United States.

Thousands of buyers for department stores and women's specialty shops throughout the country visit the New York market anywhere from four to 52 times a year.

Every large and medium-size store—and very many small ones—is continuously represented in New York City by resident buyers. Their annual business in women's apparel and accessories is colossal. One relatively small group of resident buyers reports purchases last year totalling \$100,000,000.

The great department store syndicates and specialty shop chains have their headquarters and buying offices in New York City.

New York City is the greatest consumer market in the world.

Some Comparisons Compare **WOMEN'S WEAR** (Daily) with the publications nearest to it in frequency of issue—Nugent's and the Dry Goods Economist, both weeklies.

WOMEN'S WEAR has a circulation in New York State of 5,151—2,825 of it by mail and carrier, 2,326 through the newsstands.

In New York City alone **WOMEN'S WEAR** has a retail circulation of 4,399—2,283 by carrier and mail and 2,116 through the newsstands.

Both Nugent's and the Dry Goods Economist have some circulation among wholesalers and manufacturers. But consider their ENTIRE circulation as retail. The following comparisons appear:

The RETAIL circulation of **WOMEN'S WEAR** in New York City ALONE is more than twice the TOTAL circulation of Nugent's in the ENTIRE state, including New York City—4,399 to 1,749.

The RETAIL circulation of **WOMEN'S WEAR** in New York City ALONE is nearly three times the TOTAL circulation of the Dry Goods Economist in the ENTIRE state, including New York City—4,399 to 1,554.

The RETAIL circulation of **WOMEN'S WEAR** in New York City ALONE is greater by 1,096 copies EVERY DAY than the TOTAL combined circulation ONCE A WEEK of Nugent's and the Dry Goods Economist in the ENTIRE state, including New York City—4,399 to 3,303.

FAIRCHILD PUBLICATIONS

Women's Wear (Daily)
Women's Wear Magazine

Daily News Record
Men's Wear

Fairchild's International Magazine
Fairchild's Trade Directories

8 EAST 13TH STREET

NEW YORK

Twelve branch offices in the United States. Five abroad



To Sell the Man Who Builds a Home Like This?

THE HOUSE BEAUTIFUL!

Only publication in the class field which goes directly to the heart of home building, decoration, appointment and orientation and stops there. Since 1896, devoted to the entertainingly instructive portrayal of what makes for the best, most convenient and most attractive in home environment.

Featuring well edited departments, fascinatingly illustrated, together with an institutional home builders service, *The House Beautiful* affords the correct answer to every question. It is a friendly guide to the uninitiated and a ready handbook for the experienced builder. More than 75,000 men and women read it each month, interested in building, remodeling, decorating, furnishing and gardening.

Here, then, is a class publication devoted strictly to one class—the home maker. It will appeal to the shrewd buyer of advertising space, because waste circulation is practically eliminated—indeed a rare advantage. May we submit complete data and rates?

*Circulation 70,000 net paid, ABC, rebate-backed,
guaranteed—and with liberal excess*

THE HOUSE BEAUTIFUL, 8 Arlington Street, Boston, Massachusetts

An Atlantic Publication

Advertising & Selling

FORTNIGHTLY

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THE farmer of today is appreciating more and more the better things of life, and is becoming conscious of his increased buying power. The vast changes which have taken place in the resources and living conditions in the rich fields of the Middle West are vividly described in this issue by Mrs. Robert C. Dahlberg, a Minnesota farm wife. Mrs. Dahlberg's clear thinking and concise reporting should prove interesting and instructive to manufacturers in many lines.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Calcedonia 9770

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

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

CHICAGO:
JUSTIN F. BARBOL
Peoples Gas Bldg., Wabash 4000

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Sweetland Bldg.: Superior 1317

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

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy

Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publisher's Guide*. *Industrial Selling* absorbed 1925

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

Copyright, 1925

A "NATIONAL"
ADVERTISING AGENCY



McCANN Company Offices in these eight great marketing centers give us intimate knowledge of regional markets, keep us in touch with clients' branch houses and distributors, and thus make McCann Company Service truly "National" in scope.

THE H. K. McCANN COMPANY
Advertising

•

DECEMBER 30, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

Why Wholesalers Obstruct Sales

By H. A. Haring

THE good will value of advertising is cut to pieces by price cutting. A lot of consumer demand is minimized, if not destroyed, by the deliberate sales efforts of those who are the natural distributors of advertised goods. The dollar of the advertiser, for a lot of lines, is not yielding a dollar's worth of publicity.

This rather startling statement came from one of the nationally known distributors of food and grocery products.

Within the same month, a Kansas City wholesaler of drugs, also a leader in his field, struck a like note when he said:

"We do not get from advertised goods the sales we ought, and certainly the manufacturers are losing much they ought to get. We—and a lot of other jobbers—are obstructing sales all we can, not actively, but indirectly by doing all we can to push competing lines that allow us a living margin. We push other lines, not so good nor so well known, because they pay us well. By so doing, we discriminate indirectly against the advertised lines and to that extent



MANUFACTURERS of nationally advertised goods are losing much of the benefit of their advertising by allowing all sorts of discounts to "bootleg" jobbers, who indulge in price slashing. This has diminished the margin of profit so much that bona fide wholesalers are ordering their salesmen to push non-advertised goods which afford them a fair profit on their investment to the detriment of the sale of nationally advertised products which do not

we obstruct sales. "The merchandising policy of the advertiser is just as important as his copy, but many of them have not thought the thing through. Just because their sales volume grows under advertising, they deceive themselves. They haven't a smattering of an idea of the quantity of business their advertising creates but which they throw away by their unwise mer-

chandising policies."

These quoted comments, one and all, relate to nationally-advertised goods—goods, too, that are well established. The sentiments expressed, moreover, might be multiplied by further quotations, for thoughts of similar tenor have been encountered in interviews with wholesalers of more than twenty States, during the autumn months of 1925, spreading out over a wide variety of commodities.

The wholesalers make it clear that the good-will built up in the consumer's mind by advertising does not, always, result in sales of the goods. That good-will, on the contrary, is deliberately diverted both by retailer and jobber to the purchase of competing goods. A serious situation this—and none the less critical because its effects are beclouded on the manufacturer's horizon. With sales volume growing under advertising, he fails utterly to sense the business being lost after winning over the consumer's preference for his goods.

The reason assigned for this deliberate diversion of demand is

that price-cutting has so greatly diminished profits on the advertised article that wholesalers obstruct sales in order to handle competing lines which are reasonably profitable. The merchandising policy, in short, of the advertiser nullifies much of the advertising.

Changes in jobbing methods have come rapidly of recent years. These are too well known to require outlining at this time. For the particular situation now under consideration cost accounting is probably as much the cause as any other—that science having revealed to jobbing houses that volume does not necessarily mean profit; that they are richer at the close of a year with 10

per cent net on \$250,000 of business than with 2½ per cent on four times the turnover. Having sensed the deceptive nature of large volume with invisible profit, the only natural course was to divide goods into those that did and those that did not yield net gains.

The moment jobbers began to segregate their lines into groups on the basis of profits, a new conception of sales volume broke upon them. Immediately there followed a revision of salesmen's compensation for the very obvious reason that it was ridiculous to pay a salesman a percentage for selling those groups of goods that netted the house nothing. For three or four years, ac-

cordingly, the whole jobbing field has been evolving various schemes for revising the salesman's pay. Boiled down to essentials, denuded of individual nomenclature, the wholesalers of this country are today trying to pay their men commissions on profit-making lines and to discourage heavy orders for non-profitable ones.

In the grocery field, a jobber of New York City made the following striking statement:

"The year 1923 was about the worst we ever had. Profits had been slipping for two or three years, but that year nearly ended us. . . . We had a house cleaning, put common

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Getting the Product Talked About



Winning exhibits in the second annual competition for the Procter & Gamble prizes for sculpture in soap. Right, "The Walrus," by Hortense Keller, first prize. Left, "Torso," by Juanita Leonard, second prize. Below, "Elephant," by William Bohn, third prize.



WE are all familiar with many of the experiments tried by various firms by which their markets have been greatly broadened simply through the creation of new uses for the products. Manufacturers, especially of food products, have offered generous prizes in order to tempt the consumers to experiment in this line, with results which have been highly satisfactory. There have been a few instances where some such newly discovered uses have changed the nature of the entire market.

The experiment of the Procter & Gamble Company in encouraging the use of white soap as a medium for

small sculptures might be considered in the light of a step in this direction. Certainly it is a far cry from the old family wash basin to the Metropolitan Museum. But this market, while it may prove healthy and may thrive on cultivation, must

necessarily be limited by its inherent nature. Only a small proportion of our great population is artistic by nature, and even if this minority sculpted conscientiously and consistently, the demand would hardly call for an enlargement of the Ivory factory.

However, this experiment has had one very satisfactory effect. It has brought the company publicity of the most valuable nature; publicity which, because of the nature of its appeal, has been nation-wide and pervasive.

Perhaps these sculptural contests are not pure advertising; perhaps the exhibits which they have produced are not pure art; but certainly they have built up for the company plenty of pure good will—or at least 99 44/100 per cent pure.

A Tip From the Lively Ball

By Kenneth M. Goode

THE laboratory was full of baseballs. Elderly professors gravely bounced baseballs; bespectacled post-graduates weighed and measured baseballs; wool, rubber, and horsehide filled the air.

For many months professional players had been complaining about the lively ball; sports reporters, kept from early dinners by big scores, took up the plaint; the "rabbit" came to be accepted as a fact.

Sporting goods manufacturers—the people who knew, and who certainly had nothing to gain by deceit—protested in vain that there was no such animal. Specifications and materials in the standard baseball, they pointed out, had not been changed in years. Incredulous critics, nevertheless, continued talking of a strange new liveliness.

Finally, the authorities called upon the physics department of a famous university to settle the matter by impartial investigation. Painstakingly, the 1925 baseball was compared with those for years back. Reports indicate that they found not only identical materials, but precisely and exactly the same bounce.

Now, any reasonably acute observer of popular psychology could have saved all this trouble, and solved the lively ball problem with a single word.

That word—as the puzzle editor would put it—is a girl's name in four letters, beginning with "R."

True, of course, pitchers had been severely handicapped by lack of rosin. And the deceptive "spit ball" was no more. Also the great new concrete stadiums have crowded into the playing field until heavy batters can hardly avoid knocking two or three synthetic home runs in the course of a fruitful afternoon.

But the real reason was simpler even than poor pitchers and trick grandstands. Along came Ruth! The whole psychology of baseball underwent a change.

There are a few who honestly enjoy a pitchers' battle, but for every one of these experts are a hundred ordinary fans who revel in an old-fashioned slugging match, who like to see the ball bounce around the



outfield while base runners slide their ears full of dust.

Babe Ruth became the prophet of a slugging renaissance. One colorful personality, who filled spectacularly a real public demand, overturned a whole decade of carefully built up "inside" baseball. Ambitious batters no longer choked their bludgeons to sacrifice behind the runners; infields moved back into the grass, the outfielders' plus fours began to rub paint off the advertising signs.

Everybody hit hard or not at all! No wonder the ball became lively. No wonder fielders complain that it comes at them faster, no wonder the League uses 3000 dozen more balls each season!

ANYONE who still feels the change is really in the ball rather than in the public mind is respectfully invited to consider the last World's Series, where Washington and Pittsburgh, with better than average pitching, played cautiously for their own pocketbooks. The big scores slumped to an average of one run a side for every three innings; the lively ball slowed down; except for one rainy day the new rabbit was tamed down into the good old familiar horsehide.

Skipping from high scores to high finance, there was a season not so long ago when one bucket shop after another sizzled out like a pack of

cheap Chinese firecrackers, followed by a few bang-up explosions of really first class Wall Street houses.

The timid public, a few million dollars poorer, very naturally took to their bomb proof retreats, and stayed there nearly two years.

And, although newspapers from Camden to Keokuk had printed column after column of front page scare stuff—publicity for which any press agent would have been glad to give his soul—there seemed, strangely enough, no recognition among financial authorities that this tremendous wave of reverse advertising was a factor particularly to be reckoned with. I recollect reading for months technical discussions of this influence and that—money rates, industrial earnings, bank loans, etc.—which should affect the stock market, with never even a glance at the most important of all factors—the psychological.

Another mental phenomenon much more important than the lively baseball or the busted bucket shop is the present "Crime Wave." After-dinner speakers analyze its statistics while the policeman is being held up on the next corner. One can remember when payrolls were more or less private affairs; but nowadays they drive about in public armored wagons. And, holding up the nearest United Cigar Store for a little cash has practically replaced the old habit of borrowing from friends.

Quick arrest, prompt trial, non-sentimental sentences would do much to put an end to this monkey business.

"The criminal," says Dr. Rudolph M. Binder, Professor of Sociology at New York University, "is, on the whole, a man who takes chances. The only difference between him and the other is that he takes them on the other side of the fence.

"When he is about to commit a crime he knows that his chances of being apprehended or of escaping are about fifty-fifty. If caught, the chances are nine out of ten that he will go free, owing to a clever defense or plea by his mother, especially if he is a first offender. Finally, if he is about to be sent to prison his chances for a parole or pardon are mighty good."

That only 10 per cent of our criminals ever get punished does, as Dr. Binder points out, help make the Crime Wave

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More Letters from Frank Trufax to His Salesmen

[Written by the General Sales Manager of Bayuk Cigars,
Inc., to members of the sales staffs of its distributors.]

By A. Jos. Newman

"I'll Try" Is Bunk

TO MY SALESMEN:

I'm not hep to a lot of baseball dope but I think it was Ty Cobb who said, "When I steal second, I never THINK of how to get away from first—I THINK only of landing safely on second." He visualizes Accomplishment before he even makes the Attempt—that may or may not be his whole Secret of Success but with the same principle involved, man, what a salesman Ty Cobb would be.

And so, without knowing anything about telepathy, mind over matter or much book-stuff on Salesmanship, I say to you, men, that you can't sell the man you THINK you can't sell.

Here's something else experience has taught me—it's best to keep away, far away, from the man you THINK you can't sell until the "Can't" brain cell drops the "t."

Do not tackle your prospect with the feeling that you are "Going to try" to sell him—let nothing dampen your determination to SELL HIM. "I am GOING to sell you," is the mental slogan that repeats itself in your mind like a trip hammer.

Out of one hundred and ten or twenty million people in this wonderful U. S. A., you may be the only person who knows that fact, but you MUST know it and feel it or there's nothing doin'.

In other words, the order must be "strapped, corded and sealed" in your Own Mind before you even start the delivery of your selling talk to Mr. Buyer.

The limpest word in the human lingo is the word "Try"—To "Try" is to "Attempt"—to "Do" is to "DO!"

Are you, my men, out "Attempting" to sell or are you out to "DO" selling—if the latter, why the bunk about "trying?"

The "WILL" to sell—not the

"Try" to sell—is the magnet to use to pull orders.

The chances of getting an order are dependent upon the sureness of your belief that you CAN get it and the thoroughness of your determination that you WILL get it!

"Bosh"—I hear you murmur—"That's all bull. An order cannot be secured just because you Believe you can get it, nor merely by reason of the stick-to-it-iveness of any salesman."

Right-U-are, says I—it's the Sureness of your Belief and the Thoroughness of your Determination that turn the trick and the possession or absence of these two qualifications mark the distinction between a man who sells goods and a man who has goods to sell.

From what little I know about golf, a "Mental hazard" is not really a hazard except *mentally!* The "hazard" is purely in the mind—"I'll try" is a mental hazard that prevents sales—throw it out of your mind!

In nineteen hundred and something, Princeton said they *ought* to beat Yale in baseball. Score, Yale 19—Princeton 0.

The following year, Princeton said they *must* beat Yale. Score, Yale 2—Princeton 0.

The third year, Princeton said "We WILL beat Yale." Score, Princeton 6—Yale 3.

Facts—not fiction, boys, and it is the same never-say-die spirit, this WILL to WIN that brings victories in ball games, in football games, in golf games and in the Selling Game! Positively!!

"And where do you get these bonafide Order Pullers, Sureness of Belief and Thoroughness of Determination—and the 'I WILL' spirit instead of 'I'll try' piffle?" you ask.

A worthy question, I'll say.

In our own case, boys, by studying the opportunities on Bayuk Brands from every angle, The greater your Knowledge of Bayuk

"It's Ripe Tobacco" brands, the greater your Confidence in imparting the merits of your bread-winners to Mr. Dealer. Along with Knowledge and Confidence will come the miracle-maker, Enthusiasm, which, if you will stimulate to the proper speed, will fairly force your legs to run to Work and Get the Salesman's Elixir of Life—An order.

"Everytime an order?" your query. No, my men, positively no. If we did, we'd be so full of conceit, we'd bust, but *more* orders will come from the "WILL" to get orders than the "try" to get orders!

Let's go get 'em!

Yours, I knowwill,
FRANK TRUFAX.

Loyalty

To My Salesmen:

"I see that Iz False is no longer with you," said I to our friendly competitive jobber the other day.

"No," says he, "Iz had to go—he was a cracker-jack salesman, Mr. Trufax, but, blast his hide, he wasn't loyal."

Out came my note book—there was a topic for my monthly sales letter to you, my men—"Loyalty to Your House"—and here go the thoughts that vital subject stirred up.

Either you are with the Right House or the Wrong House but for your own sake, don't wait another day to decide which, and you alone must make the decision.

If you are With your House for any particular reason, be For your House for every possible reason.

Your House is YOU, so remember when you get out the old hammer on your House, the knocking blows fall partly on yourself. The real business world has only sneers for the boob who proclaims he is with a bum House.

Your House is human and makes mistakes. If it does infrequently slip a cog, do not try to cover up the

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A Setting for the Product

By Frank Hough

IT is not beyond the realm of reason that the excellent advertising of the Prophylactic Tooth Brush stimulated immensely the sale of tooth paste, and that the teeth of this and coming generations will profit in health as a result. But the writer has a sneaking and somewhat cynical suspicion that the main thought in the heads of those officials who conceived this campaign had to do with the drab and coarsely commercial idea of selling more Prophylactics. And undoubtedly that was the only reason why it has been so successful. Prone as we Americans are to judge by results, we cannot award the title of altruistic upon mere good accomplished. Get some other word if you wish, but "altruism," as defined by Noah Webster, via John Stuart Mill, etc., pertains to moral rather than physical values.

Ours is a new country. Almost over night, measuring by the standard of eons, we have assumed world leadership in commerce. And in so doing we have been too busy with the practical things of life to

bother much with such abstracts as culture and refinement—those aesthetic developments of generations of comfortable leisure which mean so much in the lives of the old-world nations. But we are young and virile and eager to learn. Good taste, the direct product of culture, is not something which can be acquired overnight, but with a nation which concentrates upon its culture with the same disconcerting earnestness as it concentrates upon its business, nearly anything is possible. What we need mainly is able leadership.

Good taste manifests itself primarily in the home, and it is in this field that many advertisers are assuming a certain very able leadership. Realizing the uninteresting lack of character which any individual portrayal of their product must show and the inadequacy of mere words to convey the desired impression to the prospect, they are showing the product in actual use. A table is a table and a rug is a rug until you put them in a room. The different complexion which they

then assume will often startle even the most calloused and unobserving. Here is an advertising point of which many concerns have been quick to take hold. And having taken hold, be it said that they have wisely not stinted themselves.

At the head of this article appears an illustration of a room. In it appear various articles of furniture and the fittings necessary to make the whole complete in every detail. The original was reproduced in the full, rich colors which the setting deserves, but in this halftone reproduction it is not difficult for even the pedantic eye to trace the perfect taste which characterizes it. But the advertiser who went to the trouble of arranging this and who paid the high fees of expert decorator, illustrator, copywriter and engraver, and who paid the page rate for the insertion was not attempting to sell tables, chairs, hardwood floors, fixtures or accessories. It was prepared by the Linoleum Division of the Armstrong Cork Company and, as the name implies, was intended simply and



HOHLWEIN has done a series of 24-sheet posters for Chesterfield which are being run simultaneously on the boards. He has disregarded all the commandments of superstition: he changes the logotype, he uses a white background, he omits the air-brushed package, he alienates the Ku Klux vote by using as his figure a lazy, red Teutonic type with a bulge in the back of its shaven neck—he calls up all the horrid recollections of the way they act in restaurants—and generally rides roughshod through the poster decalogue. The result is a series of strong, naturalistic advertisements. If he will only park his imported models in his own files and apply his talent to subjects more indigenous to the market, 2,79 rousing cheers will be unhesitatingly given

What Plan for Paying Our Salesmen?

Bonus, Profit-Sharing, Point Systems, Etc.

By Will Hunter Morgan

WHILE salary and commission remain the two most-used elements in the average salesman's remuneration, there have come up in recent years other factors which may be studied with interest and profit.

Many of these are to all practical intents brothers to commission. And while a rose under any other name may smell as sweet, a commission under some other name seems at times to enlist the interest of the sales force more than it would under the old designation.

This is particularly true of so-called "Profit-Sharing" arrangements. Even if it works out exactly the same as a commission arrangement there is a psychological effect of the word "Profit-Sharing" which is not to be overlooked. It makes the salesman feel more a part of the organization. He shares in profits—in a sense feels a proprietary interest in the business as a whole. Thus loyalty and incentive are both encouraged. This, of course, refers more particularly to a fixed arrangement whereby the salesman can figure just what his share in the profits will be on a given volume of business secured.

Another form of profit-sharing is where the salesman is given a definitely fixed percentage on the employer's annual volume. This is in reality a twin brother to the bonus.

Profit-sharing, however, really has one distinct field of usefulness. There still remain lines of business where the selling price is subject to variation. A base price is set and the salesman is allowed to get more if he can. He shares in such surplus of profit. If he sells at the base price he gets only his salary.

The bonus in salesmen's remuneration has a wider field. The advantages and disadvantages of the many forms of bonuses cannot be set down except in the case of an individual problem in paying salesmen. In a general way it is true that the advantages and disadvantages tend

to resemble those of the commission arrangement.

Two additional points, however, crop up. For one thing, the bonus usually is not as certain to come through as a commission. It is given more according to the whim of the management. The salesman often feels that if it comes through he will gladly accept it as so much "velvet," but it is nothing to count upon. On the other hand, this very uncertainty is attractive to another type of man.

THE bonus given annually often works out in this way: Suppose that it be given on January 1. If disappointing in size, salesmen who have any intention of making a change most commonly do so in the early part of the year. Then as the new year approaches they begin to look forward more and more to the next bonus, and, even if dissatisfied, tend to hold out to see what will happen. Some employers favor the annual bonus, believing that it holds men better. But there are a good number of executives who feel that the annual bonus does no such thing. They point to the fact that distant possibilities do not count much with the average man who lives from day to day.

For this reason many give the bonus quarterly or semi-annually rather than once a year. Besides the reason previously given, these executives point to another factor which may be even more important to the executive. At the beginning of February, a January bonus may seem too far away to stimulate effort. Then as the first of the year draws near the incentive increases. By the time October and November arrive the salesmen are at it full blast. December is a mad scramble for a hot finish. As a result, business may be rushed unevenly and at the wrong time of the year. The bonus paid quarterly effectively gets around this difficulty.

Some of the more popular ways of

providing for bonuses include the following:

(1) The bonus which is based upon the increase in total (national) sales over the figure of the previous year.

(2) The bonus which is based upon the increase over the previous year of a zone, branch or section.

(3) The bonus which is a combination of the two previous methods—based partly on local sales and partly on national sales.

(4) The bonus which is based upon the individual salesman's own increase over a previous year or a quota set at the beginning.

(5) A bonus on certain items in a line on which the house wants a special drive.

(6) A bonus given only when the profits greatly exceed sales expenses.

(7) A general house bonus in which the salesman shares on the same basis as other employees or department heads of the company.

(8) A scaled bonus where the bonus varies according to the different items in the line.

(9) Bonus based entirely on the year's profit—either gross profits or net profits.

(10) Bonus given for the accomplishing of certain definite tasks, or for attaining sales efficiency based upon several items, i. e., securing a certain number of new customers, regaining lost customers, getting full-line customers, lowering sales expense, securing window trims, etc.

THE tenth form of bonus in the previous paragraph leads naturally into a consideration of the Task-and-Bonus and the Point System. These two factors in sales remuneration are based upon the theoretically sound assumption that the salesman should be paid an appropriate fixed sum for every piece of work done.

For instance, a call is worth a certain sum, so is every new customer. A fixed sum or number of points is set for each item worthy of con-

The Old Sod Shanty Is Now a Modern Brick Home

Within One Short Lifetime the Barriers Between City and Farm Have Practically Disappeared

By Mrs. Robert C. Dahlberg

Shady Lane Farm, Springfield, Minnesota

LAST summer my grandmother of over ninety years asked that a bundle of clean straw be brought to her from the harvest field. Children, grandchildren and great-grandchildren, watched with interest as she cut, braided and sewed that straw into a very creditable straw hat. She was happy in the making of that straw hat, for as she worked there came memories of other hats she had made in those days in the late 60's when she and grandfather came out to these prairies to build their sod shanty.

The boards for that two room shanty were hauled from Mankato, sixty miles away. These rough boards were well covered with sod from the prairie to keep out the terrific blizzards of those early days. One of the two rooms had a dirt floor carpeted thickly with clean wild hay. This room was kitchen, dining room and living room for the large family while the other room with its rough board floor served as dressing room and bedroom.

In that two room sod shanty my grandmother raised her ten children. There were no doctors and no drug stores for so many miles that doctors were only called when it was a matter of life and death and it was often too late when they arrived. The health of the family was very much up to the mother.



BBRICK and hollow tile lend an air of security to the Minnesota farm of today, contrasting vividly with the sod shanty of the pioneer of thirty years ago. Far too many manufacturers are prone to judge the present by an obsolete standard and thus to overlook a market of great potential buying power. For the farm has developed into a modern business enterprise as well as a modern home with the material requirements of both

One would suppose that feeding and caring for ten children under such conditions would be quite enough for one woman, but mothers of those days somehow found time to make candles, soap, butter, cure meats and make all the clothing for the family, not to mention baking bread and various other tasks often considered old fashioned today.

Not only lumber, but fabrics for clothing, as well as sugar, tea, coffee, spices and flour had to be hauled with horses or oxen, over those long sixty miles (for miles were long in those days), from the nearest town where such supplies could be secured.

There was very little money. Grains, butter, eggs and such products of the farm were traded for the

few necessities which the farm could not produce.

Times were so hard that those pioneer mothers even pulled the threads from worn out patches on their boys' trouser knees and saved these threads to use for the new patches.

Later on the family was able to add another room to the shanty, the railway came nearer, and with post office and a little store, a school house and church, life seemed better on the prairie.

Even though there was improvement, there were many hardships, such as those resulting from crop failures, exceedingly low prices for farm products, and

losses from the hordes of grasshoppers which swept everything before them one year.

People became lost in blinding blizzards and perished or sought refuge in a straw pile, compelled to remain there until the storm abated.

And all the while the improvement went on so that by the time of my earliest memory of that farm, I found a small but fairly comfortable frame house in place of the sod shanty where in my pink sunbonnet I trudged along the path through the fields to visit my grandmother.

Life on the farm as I remember it was a very different affair from what it is on the same farm today, and I shall try to point out some of the differences because I find that

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THE · EDITORIAL · PAGE

A Pioneer Passes

ON December 22, the publishing world lost one of its most striking figures in the death of Frank Munsey, who succumbed to an operation for appendicitis in his 72nd year.

The story of Mr. Munsey's career as a publisher is too well known in advertising circles to need repetition here. But the FORTNIGHTLY would like to draw attention to one influence of the life just closed that has not been fully appreciated. With Cyrus H. K. Curtis, another man from Maine, Frank Munsey pioneered in the development of mass circulations that have helped to make possible mass marketing. Entering the publishing business when most of the periodicals were literary in flavor and edited to the classes, Munsey saw the possibilities of periodicals edited to the masses. Where other publishers thought in thousands and tens of thousands, Munsey thought in hundreds of thousands and millions. And he planned and spent on the scale of his dreams. When other publishers were venturing modest sums to promote the sale of their publications, and a thousand dollars was considerable money, in one period of five months Mr. Munsey spent \$95,000 in promoting the circulation of one of his early magazines, *The Argosy*.

With driving ambition, and courage that knew no compromise, he poured himself into his enterprise until at last he was publishing to millions. And in doing this he was unconsciously pioneering in the creation of what we of today know as the national mass market by developing mediums for talking to that market and crystallizing national tastes, desires and habits of life and thought.

Without the influence of Frank Munsey, and his indefatigable labors of the past forty years, marketing on our present broad national scale would hardly be possible as yet.

Let him be remembered, therefore, not merely as a publisher whose story reads like a business romance, but as one who has indirectly contributed much to the progress of business through his influence on the development of a mass market of national proportions, which has in turn made possible quantity production and low prices on the good things of life.

In Behalf of Accuracy

AGAIN items are appearing, this time with a Nashville date line, to the effect that every billboard, outside sign and poster in the State of Tennessee will be chopped down and destroyed.

For the benefit of those of our readers who may be confused by inaccurate statements, we quote below copy of the Tennessee Senate Bill No. 226:

Section 1. Be it enacted by the General Assembly of the State of Tennessee, that no person shall erect a sign of any character upon the right of way of any street, road or highway—outside of incorporated municipalities—within the State of Tennessee designated by the State Department of Highways as a main traveled road and included in the general highway plan of the State.

Section 2. Be it further enacted that all laws in conflict with this act and particularly Chapter seventy-seven of the

Public Acts of Tennessee for the year 1921 be and the same are hereby repealed.

Section 3. Be it further enacted that this act take effect from and after its passage, the public welfare requiring it. The operating policy of the recognized members of the industry is in entire harmony with the law, since all structures belonging to members of the Outdoor Advertising Association of America are placed on private property either owned or leased for advertising purposes. They are in no way affected by this law. Without editorial comment we are presenting this information so our readers may not be misled by reports which misinterpret the law.

Look Out

THAT installment selling has tremendously stimulated production in certain lines of business is beyond question. That, as long as business conditions throughout the country are sound, installment selling will benefit both producer and buyer is likewise beyond question. But if and when business slumps (and, sooner or later, it will), or if installment selling is overdone (and, human nature being what it is, that is pretty sure to happen) look out!

The Status of "Community Boosting"

TOWN boosting has gone through a number of vicissitudes; an inflated, Barnum-like period, a careless, pell-mell, industry-drawing period which was a boomerang to many towns, a flat period, and a local research period.

The newest period is now being entered—a general investigation period. The U. S. Department of Commerce, cooperating with the American Community Advertising Association, is now making a nation-wide survey of the subject. The resulting data will be made available to all as authoritative aid in a new era, far more accurately managed.

The very term "booster" has been in the way of becoming a satirical epithet, not altogether undeservedly. A new philosophy of "boost" and a new technique certainly seem to be called for—particularly as one watches the present sword-play-in-print between Florida and California!

New England was advised the other day at the cotton manufacturers' convention to definitely adopt "Western boost tactics." It will be well advised to imitate nobody, and digest well the Hoover survey when it appears and make a program befitting the individuality and opportunities of New England herself. The Yankee flavor in Coolidge has been popular with the country; so, too, might the right Yankee flavor and horse sense of New England in its self-advertisement, which admittedly it needs.

The Rut of Inertia

IF the advertising profession did nothing else, it would exert a tonic influence on business and business men by driving them out of the comfortable rut of inertia.

A Raw Material Manufacturer Reaches the Ultimate Consumer

By George Burnham

WHILE Gera Mills, manufacturers of fine woollens and worsteds, had been doing a thriving business for years, they discovered themselves coming up continually against an old stumbling block whenever they considered expansion of their market. Like so many other manufacturers they were turning out a product which, in turn, was used in the manufacture of other products. These other products could be successfully trademarked and identified, but their own could not be. They needed and desired prestige and a reputation in their field, and it was to cultivate these that they instituted their extensive advertising campaign in the fall of 1924. The very nature of this campaign sets it apart from other efforts and makes it worthy of consideration as an aggressive step in a new field.

In the first place, it is advertising something which had never before been advertised to any extent, at least not in this manner. The bulk of this concern's business, as was also the case with the other manufacturers in that line, was with the cutting-up trade. That is to say, with the garment manufacturers. These cutters deal with the large stores, small shops or whatever retail outlet the finished garments may take. They made up their wares from the material which they bought—or was sold to them—by the mills, with little regard for anything but the needs of the moment. If the Gera Mills salesman happened to show them a piece of cloth which appeared admirably adapted to their immediate program, Gera Mills sold



THEY MADE UP THEIR WAIVES FROM THE MATERIAL WHICH THEY BOUGHT OR WAS SOLD TO THEM BY THE MILLS, WITH LITTLE REGARD FOR ANYTHING BUT THE NEEDS OF THE MOMENT.

No risk about this one . . .

THIS IS THE ONE fabric that is the most desirable to be using about the garment business. Why, just look at it. Its lines are not so different, its details are both conventional . . . but it has that something something . . . in the fabric itself.

Yes, in the fabric. That remarkable set of materials, that stick of generosity, about a costume that might interest you like a finished fabric . . . that goes down from fabric to fabric, a matter of months.

Gera woollens and worsteds give priority to materials. They find them in an extensive and by the design for which they proceed. They had their, making machines to create models, they had left nothing, others in more formal ones. For they have a third, search into their fabrics, the exceptional beauty of the quality.

Woolen? Quality? Wagon wheels, perhaps, in the days of explorations. Well then, substitute the others, which mean the same thing . . . Gera Mills.

Having been a member of the Gera Mills Co. for many years, I can assure you that the quality of the fabric is of the highest.

GERA MILLS

Made in U. S. A. Manufactured in

Five Wools and Worsted

C. BURTON & CO., Inc., 100 Broadway, New York
 1000 BROADWAY, NEW YORK, N. Y.

an order on the spot. If some other representative turned up at the crucial moment with what appeared appropriate, he got the order and that was all there was to it. What I mean is that the actual mill which produced the goods for the retailer's immediate purpose was the one which brought home the bacon, and there the matter ended. The goods were self sufficient, and their manufacturer meant practically nothing in the life of the cutter.

Gera Mills prospered long under this system. Their salesmen generally had on hand a sample of something which the retailer could use to

his own advantage, and the orders flowed in quite satisfactorily from the point of view of the ledger. But they were not so satisfactory to the men who directed the destinies of the company as a whole. They saw their business as a hit or miss affair, themselves as opportunists plying an uncertain trade whose success hung upon the momentary needs of the cutters, who might use Gera fabrics or those of anybody else with scarcely any knowledge of the difference.

The Gera name meant practically nothing to the cutting trade save that it stood for reliable goods at reasonable prices and that it was a good firm to do business with—when the time seemed particularly opportune. And it was equally apparent that there was no way directly to impress the name upon this trade, for neither the cutters nor the garment buyers had any consciousness of individual fabrics as such. To build up this consciousness was a task for advertising, and it was to this weapon

that Gera Mills resorted.

The consumers of ready-to-wear garments dictate what the stores shall carry. Who dictates to the consumers is another story and needs no place here. Naturally the needs of the stores constitute the opportunities of the cutters. So the problem resolved itself into making the stores brand conscious when it proved impossible to make the cutters that way direct. If the stores began to demand Gera Mills fabrics, it stood to reason that the cutters would very soon fall into line.

Vogue and Harper's Bazar offered an immediate means of reaching the

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

purchasers of the garments and in these publications Gera Mills took space in the fall of 1924. This campaign, the one which followed the next spring and the one which is now running, all featured models made up in Gera fabrics. The insertions appeared in portfolios of five pages each; models specially designed by style experts of international reputation. One series was made up of posed sketches by Miss E. M. A. Steinmetz, the noted designer of Stein & Blaine, wherein members of New York's exclusive Junior League served as the mannequins to show off models which were designed especially for each individual type. Later campaigns dropped the personal element in favor of featuring exclusively the shops which sold or designed the garments. The Gera Mills campaign in these publications has been referred to as "the high water mark of textile advertising."

The eventual object of the campaigns in these media was to inter-

est the actual consumer. This was only one phase of the Gera plan, however. The main idea, as has been stated, was to make the shops conscious that individuality existed in materials as well as in manufacture, and the next step was to strike directly at the buyers from these shops. These buyers reflected, as much as it is possible for any individual to reflect, the policies and natures of the shops which they represented. If they could be made to recognize materials, certainly this recognition would soon be manifest in the policies of the shops themselves. By concentrating upon one or two of the largest of the dealers in ready-to-wear and winning them over, it stood to reason that many of the other New York shops would follow suit, and that the out of town buyers would quickly sense the new trend. Gera Mills concentrated upon two such establishments and won their cooperation. Then, in an intensive drive upon the buyers and to pave the way for later develop-

ments as well as for immediate gains, space was bought in *Women's Wear*.

The copy represents a direct appeal to the buyer as a buyer, and appeals to her—the majority of such buyers are women—sense of style and value. Her attention is called to the subtle indescribable something about certain creations with which she constantly comes in contact; an element a little apart from style and color but inherent to the garment itself. She is made aware for the first time perhaps that this something lies in the goods, the product of the fabric manufacturer. Thus, in language which is simple and colloquial to the trade, style prestige is carried over to emphasize the material from which the garment is created.

The *Women's Wear* campaign opened last fall. Since the buying seasons are strictly limited to the spring and fall periods, the insertions were massed to strike home at

[CONTINUED ON PAGE 65]

They Humanize the Historic Incident

HISTORY is a handy weapon for conveying the sales message. So handy is it, in fact, that many advertisers have done it to death, through poor taste, far-fetched application, or plain lack of originality. The proof of the appeal is in the handling.

Financial advertisers, particularly the banks, are at last showing a disposition to enter actively the selling field. That they have not entered it sooner is due to a multiplicity of reasons which need no enumeration here. Suffice it to say that the commodities which they have to advertise are so abstract in nature and so theoretically limited in appeal as to offer few sales arguments for a general audience. Or, better, few arguments which a general audience would be eager to follow after first glance.

The advertisement reproduced here is one of a series of three which came through



MY BUDGETING BOOK IS THE
 "LADD & TILTON BUDGETING BOOK"
 It is the only book that will help you to make a budget for your household expenses. It is the only book that will help you to make a budget for your business expenses. It is the only book that will help you to make a budget for your personal expenses. It is the only book that will help you to make a budget for your family expenses. It is the only book that will help you to make a budget for your household expenses. It is the only book that will help you to make a budget for your business expenses. It is the only book that will help you to make a budget for your personal expenses. It is the only book that will help you to make a budget for your family expenses.

Xenophon started it 2300 years ago!

And so we see Xenophon really started our Ladd & Tilton Budget Book 2300 years ago.

His purpose is to enable you to make a budget for your household expenses. It is the only book that will help you to make a budget for your household expenses. It is the only book that will help you to make a budget for your business expenses. It is the only book that will help you to make a budget for your personal expenses. It is the only book that will help you to make a budget for your family expenses.

While its purpose is to enable you to make a budget for your household expenses, it is also a small, convenient booklet that makes household accounting interesting and convenient.

Ask for your copy of the Ladd & Tilton Budget Book at the nearest bank.

LADD & TILTON BANK
 Oldest in the Northwest



the mail to us. It illustrates the case in point and shows admirably a simple expedient by which one bank was able to increase its business. The budget, at least, is something tangible, but that does not make it easy to advertise. Its only inherent appeal is to the pocketbook, and the economic emotion, whatever it is called, seldom promotes sales.

Reproduced here is the first chapter of the evolution of the budget. Believe it or not; that makes no difference. The layman does not know who originated the budget and does not care particularly whether it was Xenophon or Casanova. Therefore, while it is difficult to look upon this advertisement of the Ladd & Tilton Bank as a great contribution to the world's knowledge, it is easy to see where many new accounts may have been attracted to its genial originators.



Consider First the Railway Men Who Can Specify Your Products

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

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

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 Washington, D.C. San Francisco London

The Railway Service Unit

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

A.B.C.

A.B.P.



THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED



Convention Speakers with a Selfish Purpose

ON the editorial page of the December 2nd issue of the **FORTNIGHTLY** you have an article with reference to the keynote for the Philadelphia convention.

At a recent convention which had to do with one phase of advertising, the program seemed to be overburdened with speakers who had something to sell. So goes the report of some of the advertising men from this city who attended the convention.

I have found the same thing sometimes in the A. A. C. of W. conventions, and I hope that when the Philadelphia program is finally shaped that no speaker will be permitted to be on the program who has a selfish interest to serve.

Because hope springs eternal, I am planning to attend the Philadelphia convention. This will be my first convention in a few years. I stopped going to conventions of the A. A. C. of W. just because of one thing, and that was that I was not getting enough out of them to justify the time spent.

Perhaps we advertising men who have no service to sell to other advertising men are in the minority, but it is my belief that the A. A. C. of W. could not continue to exist if it was composed entirely of service advertising men. They would bore each other to death by talking shop.

G. H. CLEVELAND,
Luther Ford & Company,
Minneapolis, Minn.

Tender Meat on a Tin Platter

THE answer to Mr. Calkins can only be had when you have in hand the boss's orders.

Scribner's orders seem to me to have been to "sell this Stevenson set, add to Scribner prestige, and don't hurt Stevenson."

Certainly Stevenson was not hurt, and my guess would be that Scribner's prestige was pulled up a notch higher, and that a dash of love for good books and well-designed advertising was thrown in.

That that part of the boss's orders was well executed seems obvious, as does his reason for such orders. The boss knows whether or not sales were satisfactory—I don't.

The boss at Doubleday, Page seems to have said:

"There is a world of people who like good things and care little for the package they come in. They can enjoy a piece of tender meat just as much when

served on a tin platter as they could on beautifully decorated Dresden china.

"Many of these are bargain hunters; but the whole class will fall for the limited edition, withdrawal of the sensational bargain offer stuff. They will buy by mail on the monthly payment plan.

"We have just gotten out a set of Kipling for that crowd.

"Get up a coupon mail order ad that will sell out this edition. You will find these people in all walks of life and under all environments. About as many of these read the high-class magazines per thousand as they do the others, so use your regular list."

Apparently nothing was said about Doubleday, Page & Company's prestige hurting Kipling or advancing the art of good book-making, or the love of good literature. And why should this have been said? Such an effort would have been largely wasted, and the boss knew it. He had built something for just this market, and knew that his offer must be so made as to meet the demands of this almost universal type of mind. And it seems to me that a very good job was made of it.

If the results are good, as the boss sees it, there will be many who will get a good big stomachful of Kipling, even though he has not been dished up in the artistic fashion enjoyed and really appreciated by only the very few.

No one should be indicted for having developed a high degree of discrimination in art and literature and for wanting to promote it in others. Both are indeed worthy of the highest commendation.

But, pray, let's be tolerant with all those who haven't, and don't fuss at the fellow who wants to serve them and knows just how to do it. This field is indeed tempting to the commercial minded, because it is by long odds the largest.

At the risk of being tagged as a bit lowbrow, I confess that I lean toward the commercial.

DAVID G. EVANS, *President*
Evans, Kid & Hackett, Inc.,
New York.

The Ends Justify the Means

MY own personal hunch regarding the two types of advertising illustrated in Mr. Calkins' recent article in **THE FORTNIGHTLY** is that if the end justifies the means then the mail order type of advertising for Kipling's works is quite as justified as the dignified Scribner advertisement of Stevenson's works. The Salvation Army sells religion in one way and the Cathedral of

St. John the Divine in another way. If you make a Kipling reader out of an intellectually dull person you have achieved something in the betterment of the world at large.

The typographical beauty of the Stevenson advertisement cannot fail to have its effect on the public that is susceptible to this kind of appeal—a public which is large but capable of being increased to a tremendous degree. The fact that certain publishers—I cannot recall whether Scribner's are among them—have used the mail order appeal to advertise Stevenson's works seems to me to be conclusive proof that both approaches to literature are justified from both the spiritual as well as the business viewpoint.

EDWARD FRANK ALLEN,
Advertising Manager,
Longmans, Green & Co.,
New York, N. Y.

The Eternal Echo

IN the "E. O. W." column of one of your November issues I noticed a few paragraphs speaking of some towns in Carolina, such as Lancaster, Westminster, Suffolk, etc., the sound of which appealed to the ear of "E. O. W." He makes smug note of the fact, also remarking how finely they are all steeped in history.

Isn't there a lesson for copy writers in this little naive and unwitting exposition of how much we all like ourselves?

Now, of course, the man who wrote the paragraphs to which I refer was of English extraction; otherwise he would not swell up so on reading of such entities as Raleigh, etc.

This brings us to Nationalism, so broadcast in the world today. Isn't it human, but also isn't it a little stupid, to think that our gods are so much better than the other fellow's?

A Spaniard or one of Spanish extraction would feel the same way as "E. O. W." about Seville, Granada and Cervantes, as would an Irishman about Boru, Emmett or Athlone. Just as a Pole would get thrilled over Grunewald, Skarga and Lwow or a Siberian over Omsk, Tomsk or Irkutsk.

Thousands of years of civilization hasn't made so much difference, after all. The clever copy writer knows it and plays profitably upon the child and the ape and the savage who lie under our venerated 20th century sophistication, as Robinson pointed out. One has to go to legends for an Achilles. We poor things seem vulnerable all over.

FRANK F. LISIECKI, JR., *President*
Frank F. Lisiecki, New York.

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

They've Taken Out the Fun

By Spencer Vanderbilt

IT looks like a concerted policy on the part of many prominent advertisers to turn the good old easy-going American people into a race of hypochondriacs.

It's getting so you can't look through the advertising pages of any of our better known periodicals without feeling queer all over. Every other advertisement, so it seems, asks you what's the matter with you, and before you have a chance to reply, tells you what you need to correct just that condition. Are your teeth coated with film like scum on a stagnant pool? Is your breath such that people leave the room every time you exhale? Does the food you eat give you the vital nourishment you need, or do you eat just because it's 6.30? Are you often constipated for weeks at a stretch?

No wonder it isn't fun to read advertisements any more (assuming that it ever was). Eventually you'll be driven to a condition where you pick up the telephone and say, "Hello, Doctor—can you call on me this evening? I'm just about to read the February number of the *Home Woman's Pictorial*." All this may sound somewhat exaggerated. Quite the contrary, however. If anything, it's too conservative.

The other evening I was looking through a recent issue of a leading monthly magazine. (Published in Philadelphia; circulation, 2,322,422—total net paid, 6 mos. aver.) I started from the back, leafing through the paid space pages in that characteristic way we advertising men have.

At 9.11, when I began, I was in good health and excellent spirits; temperature and pulse normal. At 9.14, I felt the need of a little sodium bicarbonate. At 9.18, I staged a gargling act. At 9.20, I sprayed my gums with iodine, in defiance of the poison label on the little brown bottle. At 9.24, I

tripped myself while trying to execute a difficult maneuver with a coil of dental floss. Meanwhile I was becoming feverish and my blood pressure had risen. At 9.45 prompt I fell to the floor in a dead faint.



Here are the ringing messages that greeted me on three out of the first four pages I looked at:

"Can you doubt your gums need stimulation?" "A contribution to the nation's health—bran." "Tooth decay explained." "Guard the delicate lining of your nose, mouth and throat." (That's a hot one; we all know people whose throats are lined with leather.) "These crisp, golden grains encourage healthful chewing—and supply the vital nourishment you need." (That "vital nourishment you need" is a highly original thought and expression—or at least it was when Cox was running for President.) "No decay—when the salivary glands flow freely." "A good hot breakfast to renew the energy supply." "Whole wheat—a wealth of golden health." "Nourishing food—as well as fruit and confection."

That last one, by the way, reminds us of a great slogan recently coined by Joe Alger. It's a slogan designed for all candies, and Mr.

Alger sees no reason why the candy manufacturers shouldn't form a co-operative association and adopt it unanimously. The slogan is simply this: "Not a laxative." Get the idea? Picture it in actual use. Hersfeld's Chocolate Almond Bar, for instance. "Not a laxative!"

Isn't that a knockout? The time has come when just such a slogan is necessary for all candy makers who don't want their product confused with the various patent medicines now being marketed under the guise of fruits, candies, soft drinks and potatoes *au gratin*. In fact, as anything and everything.

Now let's throw the meeting open for discussion of the pyorrhea question. How many really have it? Is it seven out of eleven, four out of five, or none out of a million? In spite of the murmurs arising from other advertisers, Forhan's still stoutly

maintains that four out of five win pyorrhea before the age of forty. Ipana observes that genuine cases of pyorrhea—like Scotch—are few and far between. Dr. Lyon's gives us more definite figures: "Investigation proved that only seven per cent of 1,000 people over fifty-five years old had pyorrhea. And only four per cent of 1,600 from twenty-five years up."

There you are, folks, take your pick. We make no attempt to influence your decision. We might observe, however, that Forhan's has been broadcasting that "four out of five" contention for several years. If the advertising has been successful, and if Forhan's is at all effective, you'd think that such a high percentage would have been considerably reduced by this time.

We're glad to see O'Sullivan's are gradually being weaned from their arguments that rubber heels are necessary to keep you from being shocked to death. Remember that agony about 8,000 steps a day

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You say Schulte
has five ads
on the
sporting
page.
How
come
?

Why,
every
cigar ad
is an ad
for
Schulte



MILLIONS of people are pausing to read the A. Schulte Cigar Stores' advertisements for the same reason that you are reading this—the pictures are *Interrupting*.

Unlike the usual run of institutional advertising, which starts off in a high hat and then talks through it, this series tells an institutional story in a friendly, human, and *Interrupting* way. And the pictures are part of the story.

This notable "Interrupting Idea" series is the work of the Federal Advertising Agency, Inc., 6 East 39th Street, New York City.

Methods of Handling Salesmen in Retail Buying Offices

By William G. Adams

Managing Director, National Council of Traveling Salesmen's Associations

MILLIONS of dollars per year is a conservative estimate of the cost of unnecessary and arbitrary delays in handling the "contact" between buyers and sellers, a total economic loss to both the retailers and manufacturers which must necessarily be figured into the price of the merchandise to the ultimate consumer.

The problem of expediting the showing and selling (or buying) of merchandise in the sample rooms of the large department store and resident buying offices is engaging the attention of a committee of salesmen representing thirty-eight divisions of the National Council of Traveling Salesmen's Associations.

The salesmen contend that, whereas the improvement of physical arrangements to enable more prompt and effective examination of samples is obviously a primary and necessary aid to efficiency in operation, there lies a greater field for, and far greater profit from, the development of efficiency of that other and more variable factor, the human element. They believe that if closer and more cordial cooperation and coordination of effort between the store buyers and salesmen can be enlisted and established, it will do much to repay both sides of the transaction for their respective contributions to speeding up this important function of merchandising.

The first conference, between the salesmen's committee and the merchandising staff of the R. H. Macy Company has resulted in a number of very splendid improvements to



BECAUSE of the millions of dollars that are lost annually by unnecessary delays in effecting the contact between buyer and seller a great deal of attention is being given to the problem of expediting the showing of merchandise in the sample rooms of large department stores. Methods by which various stores, cooperating with the National Council of Traveling Salesmen's Associations, are attempting to solve this problem are discussed in this article.

the store system, which have been ably worked out by Mr. Louis Barnett, president of the Macy Managers' Association.

AT this meeting, it was pointed out that some Macy buyers had become lax in living up to the 10 o'clock opening of the store's wholesale buying offices, and the management immediately directed their buying staff to be on hand one-half hour earlier each day, at 9:30 *prompt*. This is a mandatory order, and no excuse except sickness is to be accepted. All buyers must see all salesmen present at the appointed hours on their particular buying days, whether or not their departments are in the market for goods at that particular time.

Another method of expediting the turnover of "contacts" is the separation of salesmen into two classes.

The men with no samples are seen first, since their interviews last but a few moments; and this leaves the buyer with the balance of his morning for the undisturbed examination of "sample" lines. Hitherto, it has been the custom for those men simply desiring appointments to obtrude with a request to see the buyer "for just a minute, please"; and these interruptions have frequently tended to distract the buyer's mind, as well as to fluster the salesman entitled to prior right in the premises.

Another plan which Macy's has adopted is the posting of the buying days and hours on a bulletin board at the street entrance, thereby saving the

salesman's time by eliminating the necessity of taking the elevator to the fifteenth floor, and making inquiry, or waiting, for a buyer who is not scheduled to appear on that day.

Another metropolitan store which has shown a decided interest in this movement is that of A. I. Namm & Sons, Brooklyn. Sometime ago, Namm's established offices for their buying staff in the Rogers-Peet Building at Herald Square, New York, with the thought that it would be simpler for one buyer to come to New York and see perhaps 50 salesmen than it would be for the 50 salesmen to visit the Namm store in Brooklyn to see the one buyer. However, this plan, according to the Namm management, did not produce the results hoped for, and they are now constructing two floors for new buying offices to be located adjoin-

ing their present store. These two floors are being arranged as conveniently as possible, and in order to obtain the point of view of the salesmen, conferences have been held between the store management and the committee of the National Council of Traveling Salesmen's Associations.

Among other novel features is a system of duplex offices for each buyer whereby the buyer may be looking at merchandise of one salesman's line in office A, while another salesman is preparing his line in office B. After completing the examination of A's line, buyer steps into the other section of his office, which is fully partitioned and separated by a private aisle-way for buyers only, and is ready to look at B's merchandise. When through, without waiting for B to pack up and C to unpack and display, the buyer steps back into the other section of his office and is immediately

ready to examine salesman C's line which has been prepared while the buyer has been looking at B's line. And so on. In this manner, not only is the time of examination considerably reduced but it also provides greater privacy for the salesmen and their samples.

The Namm store will also establish a ruling that every salesman must be seen, but that if the buyer is thoroughly in touch with the line, he may be privileged to dismiss examination of merchandise for not exceeding two consecutive trips. A record of each salesman's visit will be kept, on slips, and when the salesman has been refused examination for the third successive time by any buyer, the slips will come automatically to the attention of the merchandise manager who will personally investigate. This plan enables the store management to detect immediately if there is any prejudice on the part of their buyers

against any particular salesman, or his house, or his merchandise, which perhaps the salesman himself did not sense or, if so, might hesitate to report.

Another plan for increasing efficiency is the distribution of buying in certain lines where there is too large a number of salesmen calling on one certain day to make it possible for the buyer to see all the merchandise within the prescribed buying hours. In such cases, it has been found practicable to divide the buying over two mornings by prescribing certain price limits of merchandise to be seen on each morning. That is to say, a buyer for millinery will see hats to retail up to \$5 on Tuesday morning and the better grade hats on Thursday morning.

It is found that much valuable time is lost by salesmen on the road because of the indifference of buyers

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The Norwich Policy on Price Stabilization

In View of the Keen Interest of Our Readers in the Subject of Retail Price Maintenance We Publish Herewith the Text of an Announcement Which Was Mailed Recently to Every Retail and Wholesale Druggist in the United States

TO OUR CUSTOMERS:

As manufacturers of Unguentine and other pharmaceuticals sold by dealer to consumer under our trademark or special brand, we recognize a two-fold duty: first, to the public, in supplying remedies of such high quality and merit that the purchaser receives full value for what he pays at the suggested retail prices; and second, to the dealer—wholesale or retail—by allowing him a sufficient margin of profit for handling the goods. We believe in a fair price, a fair profit and fair dealing for all (not excluding ourselves).

For over a third of a century this has been our policy and where our products have been retailed at the prices for which they were intended to be sold, as has been done very generally in the past, there has been general satisfaction all along the line from ourselves to the ultimate consumer. During the recent years of nation-wide advertising of Unguentine, we are glad to say that most dealers have taken their legitimate profit on Unguentine and as a rule are getting the advertised price.

This happy condition is menaced where reckless price cutting prevails on articles for which consumers' demand has been created by consistent national advertising as has been done with Unguentine. Every advertisement of Unguentine says "50 cents at your druggist's"; and this the consumer willingly pays because it is a fair price for what Unguentine is and does. It is manifestly unfair to us for dealers to abuse the good will we have thus built up and to demoralize our market.

The aggressive price cutter not only does this but works an injury to his fellow dealers and the trade as a whole. These abuses are so demoralizing to business that relief has been sought through legislation. Congress has not as yet seen fit to enact a law giving legal sanction to maintenance of resale prices but may well do so in the general interest. It has, however, given legislative force to the principle that the maintenance of fair prices is desirable since it passed the Antidumping Act of 1921 imposing a special dumping duty in cases "when an industry in the United States is likely to be injured by reason of the importation of merchandise which is being sold or is likely to be sold at less than its fair value."

Having adopted remedial legislation against foreign interfer-

ence with American industry, it is possible that when the right kind of a bill is drawn, Congress may recognize, as the Federal court has done in the recent American Tobacco Company case, that serious injury is done in domestic trade by predatory prices which are too low to be fair; and price stabilization on identified merchandise may be legalized by Act of Congress. This is a consummation devoutly to be wished.

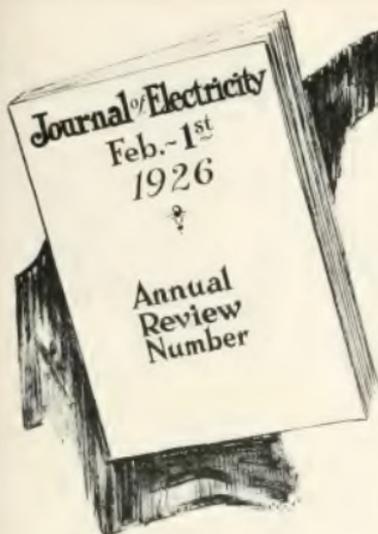
Until this is brought about the manufacturer cannot absolutely control resale prices even though the good will of a valuable trademark and the distribution of a meritorious article may become seriously impaired through unfair methods of merchandising.

What then is to be done about it?

We have pointed out how ruthless price cutting reacts against the welfare of ourselves and fair-trading dealers. Without any desire to dictate to others how they shall conduct their business, we feel free to announce that Unguentine being advertised to the public at 50 cents per tube—its fair value—it is intended to be retailed at that price; that we consider a cut of more than 10 per cent below the advertised price as unfair and inimical to our interest. Under existing laws, we may not dictate to our customers at what prices they may sell our products and have no intention of attempting to do so; nor do we seek to bind any one by agreement or otherwise. We do believe that, with the facts before you, your own good judgment will lead you to accord Unguentine and all our products the fair treatment they merit.

On our part we wish to make it plain that we regard aggressive price cutting on our specialties as an unfriendly act and a detriment to our business; and in protection of our interests shall reserve our legal right to refuse to sell Unguentine to any distributor—wholesale or retail—who sells it at prices lower than we have suggested. We shall do this in our own discretion, acting upon information which may come to us through our own organization and not upon the advice or solicitation of others. Within the limitations of the law as now interpreted by the courts we shall continue to do all in our power to maintain fair and reasonable prices on our products.

The Norwich Pharmacal Company, New York



This is the Plan Book for Western Buying in 1926

THE February 1st issue of the Journal of Electricity gives comprehensive data setting forth the plans of every branch of electrical development in the eleven western states for 1926. This is the principal source of information upon which western buyers, executives, engineers, merchants and contractors base their sales campaigns.

Herein nearly 6,000 active factors in western electrical development in every field will find:

1. A review of construction activities of the power companies in the eleven Western states giving statistical data for hydro-electric and steam plants and transmission and distribution lines.
2. A review of central station accomplishments during 1925 and a forecast of further work for 1926.
3. A study of the industrial load of the eleven Western states including a survey of manufacturing establishments.
4. Detailed announcement of plans, sales quotas of Western power companies for the sale of ranges, refrigerators, air and water heaters and other appliances required for their load building campaigns.

Here is an opportunity for every manufacturer of electrical apparatus, appliances and supplies to bring his sales message properly before the active factors in the most rapidly growing electrical development of any section of the United States.

Forms for the February 1st Annual Review Number close January 20th.

Dimensions of Your Western Market

Total market will aggregate more than \$250,000,000 for 1926, of which about one-half will cover apparatus and supplies for the generation, transmission and distribution of electrical energy, and the other half, motors and appliances and electrical supplies for its application to industry, agriculture and the home. Here is your opportunity.

Journal of Electricity

883 Mission Street, San Francisco, Cal.

*A McGraw-Hill Publication
Serving the 11 Western States*

THE 8-pt PAGE

by
Odds Bodkins



ANENT the Truth in Advertising movement, a gentle (?) reader sends me the following excerpts from the minutes of a meeting of the directors of the Bungle Motor Company:

"Mr. Schliegel wanted to know why sales for the six months had fallen so far below the estimate given him as a vice-president of the Fifth National Bank & Trust Co. when the last loan was obtained.

"President Bungle explained that the cotton crop had proved disappointing and that the Western farmers hadn't received as good a price for their wheat as they had been counting upon.

"Mr. Schliegel wanted to know why other manufacturers of cars were not similarly affected. He had trade reports showing increases in most cases.

"Mr. Marsh, general sales manager, said the trouble was that other people were selling a better car than the Bungle Eight for less money. Mr. Bungle corrected him by saying that the other cars were no better but sold for less. Mr. Marsh thought the time had come to cut \$200 from every model. Something had to be done to move cars out of the warehouses or the plant would close.

"Mr. Schliegel wanted to know where \$200 could be saved on a car if the price were cut. He said they were not making anything at the dealers' now.

"President Bungle said it was simple enough; the dealers would give \$200 less in exchange on the trade-ins. He favored the cut."

(From a page advertisement seven days later.)

"YOU WHO KNOW VALUES HAVE MADE THIS POSSIBLE.

"FOR 20 YEARS I HAVE WORKED FOR AN IDEAL. I WOULD MAKE A QUALITY AUTOMOBILE THAT COULD BE SOLD AT A PRICE WITHIN REACH OF THE PURCHASER OF MODERATE MEANS.

"NOW THAT IDEAL IS TO BE REALIZED.

"YOU, WHO KNOW VALUES, HAVE CREATED SUCH A TREMENDOUS DEMAND FOR THE BUNGLE EIGHT AS TO ENABLE US TO ACHIEVE GREATER BUYING AND MANUFACTURING ECONOMIES THAN WERE DREAMED OF A FEW YEARS AGO. NOW THESE ECONOMIES ARE PASSED ON TO YOU, WHO MADE THEM POSSIBLE.

"SEE A BUNGLE EIGHT REPRESENTATIVE AT ONCE—NOW—IMMEDIATELY. THE DEMAND FOR THIS CAR HAS BEEN UNPRECEDENTED. WE DO NOT WANT TO DISAPPOINT YOU WHEN YOU COME FOR YOURS. BUT ORDERS WILL BE FILLED IN ROTATION AND WE CANNOT GUARANTEE DELIVERY IF YOU DELAY. AT THE NEW PRICE THIS CAR IS EASILY THE GREATEST AUTOMOBILE VALUE EVER OFFERED.

"I PERSONALLY WANT YOU TO KNOW THE THRILL OF OWNING A BUNGLE EIGHT.

"Signed, Harry K. Bungle."

—8-pt—

A letter of mine has just been returned by the Post Office stamped: "Deceased—Returned for Better address."

Can it be that there is an overlooked market for asbestos stationery?

—8-pt—

I am so taken with this cut from the cover of *The Accelerator*, house organ of The Boston Insurance Company, that I reproduce it for the delectation of readers of this page.



A paragraph from the *Boston Chronicle* of 1810, reprinted in this insurance publication has an interesting flavor, too:

FIREWARDS NOTICE

The Firewards recommend to their Fellow Citizens, during the severity of the winter to pay attention to their PUMPS every evening, by pumping off the water which has been standing in the pump long enough to have been chilled, as the water fresh raised from the well is warmer. This caution will often prevent the distressing embarrassment of a frozen pump at the alarm of Fire!!

There is advertising wisdom as well as literary flavor in the opening paragraph of the November issue of *The Book Tower*, house-organ of the new Book Building in Detroit, written by Oren Arbogust:

"This thing I'll tell you of is nothing new nor anything you do not know. I'll tell it merely because it's true and you'll know it's true and understand its application.

Is not this worth re-reading? Does it not express the task of the advertiser: to tell something that is not new, but to tell it in such a way that people will "know it's true and understand its application"?

—8-pt—

A good friend calls to my attention this rather startling statement which appears on page 266 of Bromfield's *Possession*:

"Vitality is nine-tenths of success. With one grain of genius and nine of vitality, anyone can succeed."

I wonder. Certainly vitality is a tremendous factor in making sales. And as for advertising copy, it is generally the sheer vitality of an idea, rather than the genius of its presentation, that makes a resultful advertisement, copy sharks to the contrary notwithstanding.

I well recall a perfectly terrible job of rush copywriting I did some years ago for a large mail-order house. It was a bungle from beginning to end, so far as presentation was concerned. But there was in it a certain vitality of idea, and the result was that the advertisement outpulled any other piece of copy used that season!

Analyze every advertisement you have known to pull phenomenally and you will very likely discover that its outstanding quality is the vitality of the idea rather than genius in presentation.

—8-pt—

Speaking of genius, it strikes me that genius in copywriting is too apt to be the genius of words—of Crabb and Roget, as it were. To such as would woo this sort of genius I am moved to admonish: Be sure your synonyms will find you out!

The Farm Journal

is the only farm paper carrying more than \$1,000,000 worth of advertising in 1924 to make a gain* in 1925

*Over \$150,000

And not only was The Farm Journal the sole farm paper carrying over a million dollars worth of business in 1924 to make a gain in 1925—it led in *advertising revenue* all farm papers published monthly throughout the year 1925.

This position of The Farm Journal reveals the very interesting fact that advertisers are buying an increasing volume of advertising space in the one publication which actually reaches real farmers out on real farms—and reaches them in the greatest numbers and in the *best agricultural counties*.

Not merely has The Farm Journal the *most circulation*;

it has the *most R. F. D. circulation*. And not merely has it the *most R. F. D. circulation*; it has the *most R. F. D. circulation* in the *most prosperous farming counties*.

The Farm Journal has rated each county according to its purchasing power, and it has developed its circulation sales in the best counties. By this exact method, it has made the selection of your market possibilities for you.

A copy of The Farm Journal County Index Book, showing the rank of each county, will be sent to any manufacturer or advertising agency—free upon request.

The Farm Journal

first in the farm field

Merchandising By the Chain Coupon Method

[CONTINUED FROM PAGE 25]

same terms as the person who interested him in it, it would appear that a company practically pledges itself to remain in business perpetually. The arbitrary calling in of contracts is apparently not taken into consideration by the consumer when he enters the scheme, and he expects the company to give him at least one year, the general life of the contract, in which to carry out the plan.

The idea of perpetual existence, while appearing as one of the advantages of corporate activity, as a general rule is not a very sound foundation on which to base any proposition involving buying and selling. While it is possible that changing business conditions and changing market prices will not affect individual contracts, it is likewise possible that the change will be reflected in the quality of the merchandise, the value of the contract remaining the same throughout.

WHILE the main point of this discussion has involved the sale of hosiery, we should not lose sight of the fact that the users of the plan are legion and varied. The value need not be limited to \$10. Investigation shows that values from 40 cents to \$5,000 are being offered, the plan being modified or enlarged to suit the occasion.

Perhaps the most impressive and inspiring of all the chains in operation in this country is the plan undertaken by an automobile distributor. The basic principle of chain merchandising appears in the method adopted, although a standard and well-known make of automobile of a value of \$1,275 is offered. Twelve coupons having a value of \$12 each are placed in the hands of an individual, who must return to the company the proceeds of the sale of his certificates, a total of \$144. The purchaser of a coupon returns it to the company and receives a receipt acknowledging \$12 together with twelve other coupons, which must be sold also at \$12 each. The proceeds likewise must be remitted to the company. When each of these twelve individuals sends in the proceeds of the sale of his twelve coupons the first individual is entitled to the automobile selected by him. In other words, he sends in \$144, and the 12 people who gave him \$12 each for a coupon send in \$144, a grand total of \$1,872.

American merchandisers are not alone in the adoption of this plan, since literature has been coming into the United States over a period of months from a company in Bologna, Italy, offering "a fine house or a cottage in

Italy worth \$5,000 absolutely free of charge." In addition a free second class ticket from New York to Genoa and return is included in the offer, and the individual has the privilege of refusing the house in favor of \$5,000 in cash. The *modus operandi* of the scheme is best described in the following extract from the literature:

"You must buy four coupons at \$1 a coupon from us. You then sell these four coupons to four friends of yours within two months from the date of expedition them, so that you get your money back. The buyers of your coupons will send them to the address given below, together with \$4, and they in their turn will each receive four new coupons which they will also distribute to their friends, and thus get their money back; so that the process goes on till the end of the series. There are six series."

The mathematician, getting out his pencil, again works this plan out along these lines: \$4 is received from the first individual, \$16 from the second class, \$64 from the third class, \$256 from the fourth, \$1,024 from the fifth and \$4,096 from the sixth series, a total of \$5,460, which must be received within two months of the start of the expedition and for which in the event of the success of the series the first individual receives either \$5,000 in cash or a villa in Italy. Distance, indeed, lends enchantment!

BUT who suffers from the operation of such a scheme in the event that operators adhere strictly to the terms? Eliminating the question of the consumer, there is a decided effect on the established mercantile business, which, builded on a firm foundation through the process of evolution, reacts not at all favorably to revolutionary tactics. But how can the established merchant with this large investment of capital tied up in stocks, buildings, etc., meet the competition that is taking business away from him? Some contend that the solution will be the entrance of established merchants into the field of coupon selling, although such possibilities at this time are indeed remote. The best answer seems to be reflected, however, in the attitude of the merchandising world in awaiting passively the outcome of the litigation before the courts.

So far as the legality of the proposition is concerned, the chief case affecting the operation of the plan involves the right of the Postmaster General to continue the policy of his department, invoked some twenty years

ago, in issuing fraud orders against endless chain propositions.

The plan is not a new one, the business world's knowledge of it dating back some score or more years. For example, an examination of the report of the Postmaster General for the year 1904 discloses the following:

"Besides the cases in which fraud orders have been issued, several hundred 'endless-chain' enterprises have been suppressed, their operators in most cases agreeing voluntarily to abandon them upon being informed that they were held by the Post Office Department to be fraudulent and also to embrace the lottery principle. These schemes had multiplied so rapidly as the result of the former policy pursued by this office, under which they were treated as coming within the law, that they interfered most seriously with many branches of legitimate trade."

In the same year the Supreme Court of the United States, in the case of Public Clearing House vs. Coyne, decided that a plan of operation involving the so-called endless chain idea was a lottery within the meaning of certain sections of the revised Statutes of the United States which gave the Postmaster General the authority to deny the use of the mails to any person or concern conducting a lottery enterprise. In this case the Supreme Court upheld the action of the Post Office Department in issuing a so-called fraud order against the Public Clearing House. The presiding justice in this case very aptly described the Clearing House scheme as follows:

"The first class feeds upon the second, the second upon the third, and so on to the collapse . . . literal demonstration of the old saying 'The Devil takes the hindmost.'"

WHEN the scheme was adopted for the sale of hosiery, the Post Office Department proceeded as it has done for many years: investigated the plan and issued a so-called fraud order against a company that was using this method. Before the fraud order could be placed in effect by the Post Office Department a temporary injunction was obtained in the Supreme Court of the District of Columbia, restraining the Postmaster General from enforcing the order. On July 14, 1925, after argument had been heard on both sides, another justice of the Supreme Court of the District of Columbia decided that the temporary injunction issued against the Postmaster General should be made

N. B. This advertisement is one of a series appearing as a full page in *The Enquirer*



Miss Cincinnati Business Woman a million dollar executive

HER mother didn't know a filing cabinet from a typewriter, and was proud of it. "Business," she used to say, "is no place for a woman."

But times have changed. Today, the daughter, Miss Cincinnati Business Woman, sits at a mahogany desk in a paneled office. The telephone, the dictating machine—all the implements of modern business are hers. Important contracts bear her signature; deals involving thousands are left in her charge.

Yet for all her mannish activity, she is very feminine indeed—with a woman's interests, a woman's wants, a woman's buying habits. And any Cincinnati merchant will tell you she buys much and often. It is estimated that 44,000 women are engaged in "gainful pursuits" in Greater Cincinnati; their ag-

gregate salary approaches a million dollars a week.

With whom does Miss Business Woman spend this money? The stores that advertise in *The Enquirer* know that a considerable share of her patronage comes to them. For here is a newspaper ideally suited to her. Its woman's pages are crammed with household hints. In *The Enquirer*, too, is found a complete record of business activity in which every business woman is interested. Besides, this newspaper is delivered when Miss Business Woman has the most time to read it—At the breakfast table, on bus or street car, at her office—any time from seven to nine, you'll find her reading her *Enquirer*.

As she reads, Mr. Advertiser, does she encounter your shopping message? She should!



**Forty-five millions
to spend**

It is estimated that upward of 44,000 women are engaged in some form of business or professional activity in Greater Cincinnati. Their aggregate earnings are nearly a million a week—more than \$45,000,000 a year. A profitable market for any merchant to cultivate!

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"





The 90% unread

Ninety per cent of the "direct advertising" that goes into the wastebasket *unread* deserves just that treatment.

It is a hodgepodge of printing. It scarcely approximates the use of direct advertising as a definite advertising medium.

Altogether too many advertisers still labor under the delusion that direct advertising is nothing more than printing. They buy it, prepare it and distribute it as such.

Because they are printing conscious, they disregard the basic principles of all advertising and particularly the specific principles of direct advertising.

Study the printing that you would ordinarily discard *unread*. You will find that at least 90 per cent of it is just printing, often not even good printing, and surely not direct advertising—planned, prepared, produced and directed as an advertising medium.

The business of this organization is the execution of direct advertising as an advertising medium.

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

permanent. In rendering the opinion the Court spoke as follows:

"Gentlemen, this case seems clear to me. I do not see how it could possibly be claimed that this is a lottery. I do not see how it possibly could be claimed that there is any inherent fraud in the matter. Certainly so far as it has been shown that the business has been conducted there is no evidence of fraud, there is no evidence of any false or fraudulent representations whatever.

"It may or it may not be a foolish scheme for people to go into. It may or may not be a wise business proposition, but the Post Office Department is not the guardian of the people of the United States in the respect of what they shall go into in the way of business.

"I cannot see any evidence of lottery in this matter any more than there is a lottery in doing business with any concern as to whether it will go on, or whether it is liable to fail, or whether it is wise and prudent in its methods, or whether its capital is sufficient to justify the business it is doing, and all that sort of thing."

The presiding justice in one important case held that the contract under which the note was made by the defendant was against public policy and that the note was without consideration. In declaring the scheme to be against public policy the attitude of the court is best expressed in the following language:

"It is a scheme which upon its face cannot be worked out without ultimately leaving the parties with these so-called coupons on their hands, possessing no value, and it is well calculated to deceive ignorant people."

On the basis of this decision the Attorney General of the State of Michigan has declared such schemes to be illegal and the fact has been broadcast to consumers in various ways by the Better Business Bureau at Detroit.

Likewise Better Business Bureaus in other sections of the country have been pointing out to the public the characteristics of the plan, and have cooperated with the authorities in handling the situation under various local laws.

It is a matter of guess work as to the future of such schemes, and it is impossible to determine where they are going and where they will end. Present indications, according to several sources, point to the fact that the saturation point has been reached in a number of communities—contract holders finding it necessary to pay up the balance on their contracts, since they find it impossible to sell coupons in an already crowded field. Each week witnesses the adoption of the chain plan in the sale of entirely different commodities, with the terms changed to suit the occasion.

Howard Bucknell Stearns

Formerly with Barton, Durstine & Osborn, Inc., New York, has become associated with Pedlar & Ryan, Inc., same city, as an account executive.

WE HESITATE TO DISTURB YOU

ON an occasion when the merits of a great actor were not being fully compensated at the box office, he published—so the story goes—a spirited announcement something like this:

"Mr. Richard Mansfield hesitates to disturb the people of Philadelphia, but begs leave to announce that he is giving nightly performances of Richard III at the --- Theatre."

In something of the same mood THE QUALITY GROUP lifts its voice amid the roar of publicity.

We are aware that in drawing this parallel—even with an artist of secure fame—we violate a sacred rule of advertising. We shall be charged with taking the defensive!

But history sparkles with instances of so-called defenses which proved to be the most effective tactics for aggressive advance.

It would be foolish to pretend that the huge increment in national advertising has crowded the pages of THE QUALITY GROUP.

It never has, and it never will. These are not "mass mediums."

They have continuously carried a

profusion of advertising appropriate to their clientele. And of course they want more.

We know that a good many advertisers who belong in THE QUALITY GROUP have been blinded to its worth by the glare of great circulations.

We do not propose to have our strength measured by rule of thumb, which takes account only of quantity, regardless of quality.

We shall not yield to the mania for millions.

Our business is still the publication of magazines, not the operation of common carriers for advertising.

Our chief concern is still literature and journalism, not merchandising. For that very reason we believe our magazines to be the more effective mediums.

You cannot estimate the half million of THE QUALITY GROUP in terms of any other half million. It is far more than half of any million anywhere else, far more than a fourth of any two million anywhere else.

If that be defensive, make the most of it.

THE QUALITY GROUP

681 FIFTH AVENUE
NEW YORK

THE ATLANTIC MONTHLY

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE

THE WORLD'S WORK

A Tip From the Ball

[CONTINUED FROM PAGE 21]

possible; but this lack of punishment, I take it, is rather a negative influence.

One of our most reputable morning newspapers recently published an excellent editorial against the indiscriminate sale of revolvers. On the next page, directly back to back with that public-spirited utterance, it ran this advertisement of another newspaper:

"If you didn't read the ——— yesterday you missed these important and interesting facts about the kidnaping and murder of Mary Daly by Harrison Noel:

"Legal red tape resulted in little Mary Daly's body lying in the pelting rain for hours.

"Harrison Noel once tried to murder his father with an ax. Yet in spite of this the father secured his freedom after the boy had escaped from an insane asylum.

"The tragic heart-rending story of Mrs. Daly's preparations for her child's homecoming when she was misinformed and told Mary was alive.

"Tell your friends if they don't look in the '———' every day they won't see all of the news and pictures."

Column after column, day after day, our newspapers describe every assault and robbery. Space equivalent to that sold at hundreds of thousands of dollars to advertisers for profitable use is —legitimately—given free by the best newspapers to the advertising of crime. The stories are displayed on the front page, excellent clear copy, with every detail carefully given and adequate emphasis laid on the facts that (a) the job was easy (b) the reward large (c) the danger—either of injury or arrest—astonishingly small.

IN addition to the social and personal items of outstanding crimes of the day, the newspapers have become magnificent trade journals of criminal technique. Neither *Women's Wear* nor the *Wall Street Journal* gives a better daily service in its own field than do our leading newspapers in broadcasting any methods as to blasting a safe or persuading a jeweler to expose a tray of valuable rings at precisely the right moment.

But, somebody may say, this is mere theory: criminals don't read newspapers; and, anyway, anybody smart enough to read is strong enough minded not to go wrong.

Take, however, the case of Bert Mandele, of Scranton, whose arrest the *New York Times* reported last October.

"I was broke," Mandele was quoted by the police. "I had read it was easy to get money with a pistol in New York, and I tried it."

Or, take the English schoolboy, reported by Dr. Joseph Bridges, Education Officer for Willesden, who wrote:

"America is a place where you can shoot as many people as you like without getting into trouble."

This, in fairness to the newspapers, was a moving picture influence; but the principle is more or less the same. Dr. Bridges reported that English film-raised school children have come to think that school in America is a place into which scholars rush gleefully to murder the schoolmistress.

A recent examination at the High School of Knoxville reported 93 per cent of the students reading the newspaper crime stories.

Speaking of children and criminal education, the papers reported only a few weeks ago, catching in the very act two safe robbers. One was 12, the other 8; but, to prevent finger prints, *both wore rubber gloves!*

In the face of daily evidence of this sort, why do so many intelligent people look so many places for little causes of the spread of crime when one big cause, adequate and ample, is at hand. The good men who pull so many wires to get a half column in the newspapers for their anti-crime wave discussion forget that publicity, like a good rule, works both ways. Money, they say, doesn't care who owns it; nor does type in the newspapers worry for whom it works.

ONLY one man I happen to know of seems acutely aware of this situation. Like King Canute, fighting the ocean with his broom, Barron G. Collier has, apparently, tried to offset what we may be allowed to call the pro-crime publicity by some intelligent and public-spirited little posters. Since, however, most crooks ride in taxis, it looks as if Mr. Collier and his car cards against crime were a hopeless minority.

Our interest being entirely scientific and unmoral, we need not worry about these minor ethical and social aspects. To the advertising man the really important thing is the question whether newspaper publicity doesn't work for crooks as well as clergy, for assaults as well as automobile shows. The posters point out to the criminal that he can't escape—that there is nothing in crime. The newspapers, in their entirely legitimate function, flatly contradict this every day in the year by making instantly available the fullest details of each splendidly successful robbery. What possible form of advertising could be more effective?

Unfortunately, there is no such thing as one-way publicity. A financial page paragraph on how to save money starts, presumably, many men saving; a front page paragraph on how to steal money starts, presumably, some men stealing.

Therefore, to deny the newspapers their proper responsibility for the rapid spread of crime is either to stultify the whole idea of the power of the press as a social influence, or, else, to assert that criminals and potential criminals don't read and appreciate their newspapers exactly as do we, their less venture-some brethren.

As inquirers into the power of the printed word, our interest in this dilemma far transcends any mere matter of the duties of the press or even of social welfare. It digs deep into a question of intellectual honesty.



The Lunder Merc. Co.
Minneapolis, Minn.
Corland's
St. Louis, Mo.
King Outfitting Co.
Indianapolis, Ind.
Maas Bros.
Tampa, Fla.

Marshall Field & Co.
Chicago, Ill.
S. Sweet & Co.
Visalia, Calif.
Jay's, Inc.
Boston, Mass.
Carson Pirie
Scott & Co., Inc.
Chicago, Ill.

A few Ready-to-Wear Retailers

who for

more than 16 years
have paid \$6.00 per year for

NUGENTS

What better proof is there of
its unflinching

READER INTEREST

THE ALLEN BUSINESS PAPERS, Inc.
1225 Broadway New York

A Setting for the Product

[CONTINUED FROM PAGE 24]

There is nothing altruistic in any of this advertising or in any advertising with which I have ever come in contact. I doubt very much if any advertising not designed to sell one specific product or line of products could ever sell anything or even get itself noticed. In advertising, as in selling or practically anything else, we do our best work when we are working for ourselves. However, nothing in our present-day scheme of things can stand entirely by itself. Products as well as people need the correct settings in order to dominate. It is a wise manufacturer who, from the everyday things about him, can create the background which will show his product at its best. When in so doing he stimulates the sales of other manufacturers and benefits the public practically, financially or culturally he is doing the greatest good to the greatest number and may be said to be fulfilling the highest aim of advertising.

Floyd Y. Keeler

Formerly vice-president of Frank Seaman, Inc., New York advertising agency, and recently with Orvis Brothers & Company, New York brokerage house, will be admitted to general partnership in the latter concern on Jan. 1, 1926.

Advertising Calendar

JANUARY 21-24—Sixth District Convention, Associated Advertising Clubs of the World, Chicago.

JANUARY 26-27—Meeting of the National Advertising Commission of the Associated Advertising Clubs of the World, Toledo, Ohio.

JANUARY 27-28—Fifth District Convention, Associated Advertising Clubs of the World, Toledo, Ohio.

APRIL 5-6—First formal session of Insurance Advertising Men of the Pacific Coast, Los Angeles, Cal.

APRIL 7-9—Direct Mail Advertising Association Convention, Los Angeles, Cal.

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

MAY 1-5—Fourteenth District Convention, Associated Advertising Clubs of the World, Blackpool, England.

JUNE 19-21—Fourth Annual Convention, Insurance Advertising Conference, Philadelphia.

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

JULY 5-8—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.

New census figures give Greater Detroit 1,475,744 population—which is another reason why we are not interested in these wild discussions of "one paper covers the whole place." The Detroit Times covers only its own big audience—and that's a big market.



WADE LANE

WADE LANE's interpretation of color values for line reproduction has justly earned the reputation he enjoys. The above illustration typifies his scratchboard technique; he is equally successful in dry brush, woodcut and opaque half-tone illustrative work. MR. LANE is exclusively identified with the studio of VAN NAME & HILLS, Inc Eleven East Thirty Eighth Street, New York.

CALEDONIA 9716 — 9717 — 9718

"Research-built Copy"

This is the new result-producing idea in advertising. We produce research-built copy, or do the research experiment work on copy, under supervision of J. George Frederick.

THE BUSINESS BOURSE

15 West 37th St., New York City
Tel.: Wisconsin 5067

In London, represented by Business Research Service, Aldwych House, Strand

*If it really ties up
with a campaign—
it's an*
**EINSON-FREEMAN
WINDOW DISPLAY**

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

Specializing
in window and
store display
advertising

Why Wholesalers Obstruct Sales

[CONTINUED FROM PAGE 20]

sense in the saddle and rode out a lot of false notions. Less than a year turned the scales; 1924 was our very best year for net earnings.

"It played hob with some of our best accounts with manufacturers, but we told them it was their fault. They were selling their goods to scalpers, and buying clubs, and chains and boot-leg jobbers—anybody that would take the right lots and pay his bills got the goods at the longest discounts. That may be all right for the manufacturer, if all he wants is to get his goods into the market. But for the wholesaler—that is, the bona fide wholesaler that gives full-line spot stock service—it's foolishness. If the manufacturer wants to give all the discounts to every fellow that buys in quantities, let all those fellows get their goods direct. They can't get them from this house.

"There's no business justification for handling hundreds of thousands of dollars of standard goods for fifteen and two off list, and then giving the dealer ten and two. So we classed our lines into those that pay us to handle and those that do not; we told our salesmen they had to sell the one class and forget the other.

"It's all wrong, too. It hits the best goods and the easiest to sell. Advertised goods come close to selling themselves. But if the makers are such short-sighted merchandisers that they won't protect the wholesaler's margin, they'll have to go elsewhere for distribution."

IT would appear to be assumed, in all these interviews, that manufacturers are thought of, by wholesalers, as either those who maintain the resale price or those who permit price cutting to run rife once that the goods have been invoiced out of the factory. The makers of price-slashing lines are classed as those who fail to protect the jobbing margin, whereas the manufacturers who maintain resale prices are thought of as friendly manufacturers. An Albany jobber, whose salesmen are compensated for selling profitable merchandise, avers that his fifty salesmen divert to friendly manufacturers thousands of dollars' worth of sales that normally would have gone to competitive manufacturers.

The sales obstruction by jobbers, then, is found to involve the matter of price maintenance. The obstruction, when analyzed, is found directed against those lines whose prices are being cut by jobbers to meet long discounts allowed by the makers to all quantity buyers. The preferred classes or the profit-making groups, as wholesalers distinguish their merchandise for this purpose, come to mean "price-maintained merchandise."

Among wholesalers the conviction has come to be rather general that manufacturers are responsible for the

Here's Just What My Cars Cost

By R. S. KELLOGG

Secretary of News Print Service Bureau and Authority on Costs Quoted by Permission from Nation's Business for August, 1925

SINCE I seem to be one of the comparatively few car owners who keep an accurate record of their costs, here is the plain, unvarnished tale:

"Car Number One was purchased in Chicago on July 31, 1915. The delivered cost with extra tire was \$792.90 for a 5-passenger touring car of 106 wheel base. This car was owned until February 1, 1918, a period of two and a half years. The total distance driven was some 14,000 miles. The average cost per mile was 11 cents, as follows:

Depreciation	3.0c
Repairs, upkeep, accessories	2.6c
Tires	2.0c
Insurance and licenses, etc.	1.5c
Gasoline	1.5c
Garage	.4c
Total	11.0c

Repairs Were Continual

"Depreciation was actual, based upon an allowance of \$375 for the car when a new one was purchased. Repairs were continual, irritating and expensive as also were tire troubles. Insurance and licenses were of the regular character. Gasoline ranged from 11 cents to 22 cents per gallon. The car averaged 12.7 miles per gallon. One cold spell in my unheated garage cost me a new storage battery.

"Car Number Two was delivered in New York on April 19, 1918, at a cost of \$1,379.74 with extra tire. This was a 5-passenger touring car with 112-inch wheel base and was driven until June 30, 1925, a period of three years and two months. The total distance driven was 13,494 miles at an average cost of 18 cents per mile as follows:

Depreciation	4.9c
Repairs and upkeep	4.7c
Tires	2.4c

Garage	2.4c
Insurance, licenses, etc.	1.9c
Gasoline	1.7c
Total	18.0c

Nearly Ruined Me

"In this case as before, depreciation was actual, based upon the trade-in allowance of \$715.00 when a new car was purchased. Repairs nearly ruined me. About everything that could be repaired, fixed or replaced had to be, except the engine itself, which was a good one. Gears, bearings, springs, generator, clutch, etc., each came in for large amounts. Incidentally, I suspect that one or two big bills paid to service stations did not represent value received.

"Car Number Three was acquired on June 30, 1921. This car was a 5-passenger touring car of 119-inch wheel base, to which the best obtainable all-year top with removable panels was later added, making a total cost of \$2,238.22, including extra tire and accessories. This car was kept until March 13, 1925, a period of three years, eight and a half months, and was driven 33,100 miles with many long, hard summer trips, some of them running up to four or five thousand miles.

The record is as follows:

Depreciation	5.0c
Gasoline	2.0c
Repairs, etc.	1.9c
Insurance, licenses, etc.	1.6c
Tires	1.0c
Garage	1.0c
Total	12.5c

"It is interesting here to note what it cost to travel 60,000 miles in three cars during a period of nearly ten years. The total net outlay was \$8,133.00 or a cost of 13.4 cents per mile."

Entire Cost 14.8c per Mile

If Mr. Kellogg had figured in simple interest at 6% on his investment of \$792.90 in Car Number One for 2½ years, \$1,379.74 invested in Car Number Two for 3½ years, and \$2,238.22 invested in Car Number Three for 3 2/3 years, his total cost would be increased \$873.44. On 60,000 miles this would be an interest cost of 1.4 cents per mile. His *entire* cost per mile, therefore, on a strict business basis, is 14.8 cents per mile.

On these personally owned cars, costs were watched very closely. With cars operated by salesmen at company expense, all operating costs are invariably higher. When the overhead items of auditing, book-keeping, expense records and administration of cars is added, the total cost of company sales cars greatly exceeds the accurately audited figures given above.

Today—at Saunders System branches—you can rent and drive a car for 1c to 3c per mile cheaper—and without waste driving in covering sales territories.

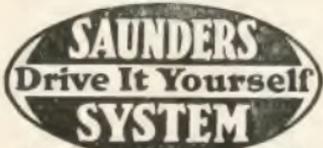
Saunders Drive-It-Yourself System relieves you of all care and grief. Including Insurance and Free Road Service, a new, clean car is yours to drive as your own—open or closed—whenever you want it, as long and as far, and wherever you go in the principal cities of 20 states.

Our manual, "Motor Car Advantages Unscrambled," and Traveler's Identification Cards may be had—Free—by addressing Saunders Drive-It-Yourself Co., Inc., 221 Saunders Bldg., Kansas City, Mo.

What Saunders System Offers:

At 85 branches in 20 States, Saunders Drive-It-Yourself System rents gear-shift and Ford coupes, sedans and touring cars on a per mile basis to salesmen and the general public. You can get a Saunders car on Monday A. M., keep it till Saturday, 6 P. M., and if you drive only one mile, you pay for only one mile. No hour charge or mileage guarantee required! Each salesman drives privately a clean, new, splendid-running car with standard insurance protecting you against liability, property damage, fire, theft and also collision above \$15 damage. Balloon tires and Free Road Service! Traveler's Identification Cards—issued to your salesmen—are accepted in lieu of cash deposit at all Saunders Stations. Just send your salesmen's names for cards and lists of our branch locations. Mr. Kellogg has one now!

"TEN YEARS OF PRACTICAL OPERATION"



Wherever You Go!

- Akron (2)
- Atlanta (2)
- Atlanta (2)
- Augusta, Ga.
- Baltimore (2)
- Bessemer
- Birmingham (4)
- Cedar Rapids (2)
- Cincinnati (2)
- Cincinnati (3)
- Cleveland (2)
- Columbus, Ga.
- Columbus, O. (2)
- Colorado Springs
- Council Bluffs
- Dallas
- Davenport
- Dayton, O. (2)
- Dayton, O. (2)
- Des Moines
- Des Moines
- Denver
- Detroit
- Evansville (2)
- Galesburg (2)
- Houston
- Indianapolis (2)
- Indianapolis (2)
- Kansas City (3)
- Knoxville
- Lincoln, Neb.
- Lincoln, Neb.
- Louisville (3)

- Mason, Ga.
- Memphis
- Milwaukee (2)
- Mobile
- Moine
- Montgomery (2)
- Nashville (2)
- New Albany, Ind.
- Norwood, O.
- Oklahoma City
- Omaha (3)
- Peoria (2)
- Philadelphia
- Pueblo
- Richmond, Va.
- Rockford, Ill.
- Rock Island
- Sioux City
- Springfield, Ill.
- Springfield, O.
- St. Joseph, Mo. (2)
- St. Louis
- Toledo
- Tulsa
- Tulsa
- Tulsa
- Vincennes, Ind.
- Washington D. C. (3)
- Wichita, Kans.
- Waterloo, Ia.

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.

condition in which trade finds itself. This is here recorded as the belief of the wholesale fields. It is not necessarily the truth and it is not necessarily the unshaken belief of the writer of these lines. It is, undeniably, the platform of the so-called service wholesalers of groceries, drugs, hardware, hosiery and notions, toilet goods, and possibly others.

It will be remembered that changed jobbers' methods (for compensation of salesmen, for decreasing volume of non-profit-making lines, etc.) were adopted for self-preservation. To work out a classification of merchandise into profit-making groups was purely a device to save themselves. It had no thought of the manufacturer any more than it had of the customer.

THE result, however, has brought a slap back upon certain manufacturers—those whose wares fall into the unprofitable or the less-profitable groups. Sale of such goods is obstructed. The obstruction arose because the margins had been cut to pieces. It became apparent shortly that these goods all fell into the class for which resale price is not maintained; thereupon, the appeal came from the wholesaler to the manufacturer to make a stand for maintained prices.

Without intent, therefore, on the part of wholesalers, the concentrated effort of their salesmen is directed to competing lines. The result is that the dollar of the advertiser, for a lot of lines, is not yielding a dollar's worth of publicity. Well-advertised lines, the goods easiest of all merchandise to sell, are deliberately urged by distributors upon their dealers as lines to be avoided. Only enough of those goods are stocked to supply the demand of the customer who asks by name, who knows what he wants, who will accept no other, but all sales effort is to give inconspicuous shelf space and no counter display to the "goods that don't make us a penny." Every sale to a customer who does not designate brand is an effort to move competing makes—and each such sale prevents a sale of the advertised brand.

The whole situation resolves itself into the advertiser's policy as to sales (1) to chain and department stores, and (2) to wholesale distributors. That policy relates primarily to maintenance of the resale price.

The situation is familiar. Chain stores and department stores of the price-cutting type operate, for well-known reasons, on a low overhead percentage. They buy at an advantage. Both these favoring facts they use to give and to advertise low prices, prices so cut as to destroy profits for an independent dealer, who, naturally, objects to selling goods without profit. He therefore pushes sale of competing goods. This amounts to obstructing the marketing of advertised brands.

When the advertiser makes a census of his retail distribution he easily deceives himself. He finds one hundred per cent of all retailers representing

his line. Reports show that his goods are stocked by every wholesaler and every retailer, a gratifying situation.

It may be, however, a most misleading situation. For what the survey may not reveal is that the consumer demand, created by his advertising and reputation, is rendered to a certain extent non-effective by dealers who stock but do not push sales and who may even retard them.

It is, further, the belief of these wholesalers that if conditions continue in the present chaotic state the cut-price dealers will demand greater and greater discounts and allowances. They will shortly dominate the advertiser who allows them to handle his wares, because their growing power can at any moment (in theory at least) be turned against the advertiser by vindictive price cutting.

Should the price-cutting outlets become antagonistic to the advertiser who falls into their power, it is claimed that they might seriously cripple the sale of advertised goods by refusing to stock or exhibit the line, by intensified effort to advance competing lines, and similar evidences of their enmity. The complaining wholesalers, finally, stand on a platform that the additional and secret allowances given to cut-price dealers are in no sense "an advertising expense," and that to charge them to any such account is for the advertiser grossly to deceive himself. "Advertising of price cuts is substituted for merchandise education," says one of the leaders of this movement, "and the belief is abroad through the land that the store that offers nothing better than cut prices probably has nothing but poor merchandise."

THOSE wholesalers who style themselves bona fide service distributors withdraw themselves circumspectly from those whom they denominate as scalpers, bootleg jobbers, buying clubs and shoestring wholesalers. For purposes of price maintenance, the service wholesaler also draws a distinction between himself and the "mutual wholesaler" and the "capitalistic limited service wholesaler." Both of these latter, it is claimed, make no effort to cover the entire country; carry but limited stocks with no effort to supply the complete lines which the retailer must have in order to exist; send out no salesmen; give no credit, either demanding cash with the order or tightening credit to ten days.

These mutual wholesalers do cover their limited field intensively. Through mutual profit-sharing devices and through close pricing they secure from their affiliated retailers the bulk of orders for fast-moving merchandise. "Fast-moving merchandise," declared one speaker at a recent convention, "means nationally-advertised merchandise, because the advertising makes it move."

The service wholesalers, on the contrary, claim to be essential to national distribution, because they alone cover the whole country; they alone make retailing possible by extending credit;

A Sane Forecast and an Announcement

JUST a year ago, in a message to advertisers, we quoted the following editorial from *Textile World*, ". . . we can feel reasonably certain that textiles have started the upward swing of another cycle of thirty to thirty-six months' duration whose price and volume peak should not be reached until well into 1926."

It was a sane forecast. We have no reason to change it today. Right now the industry is in a far better shape than it was a year ago. The outlook for 1926 is bright. The country is buying textiles. The export situation shows signs of improvement. Rayon (artificial silk) has furnished the entire industry with a tremendous stimulus.

We make another conservative forecast—1926 will be a big year in the textile industry—not a boom year by any means—but a year of sound successful business.

* * *

Why are we telling you all this? To urge you to include this industry in your sales and advertising plans for the new year—and, more specifically, to announce the Annual Review and Forecast number which will be published on February 6, 1926.

The Annual is a veritable storehouse of facts and information—and yet it contains only a small percentage of the material available for that issue—only the cream is used.

Reviews, charts, forecasts—are important features. So are the technical articles, news articles, editorials, symposiums. This number is crowded with facts that textile men want and can use—facts that only an organization with a background of more than half a century and a thorough familiarity with every root and branch of the industry could bring together.

The fame of the Annual reaches not only to all parts of the textile industry but to other industries, to banking circles, to foreign countries. It is one of industrial publishing's outstanding achievements.

Forms for this issue close on January 23.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

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

Regular Price, \$20.00;
Special Price for Set,
\$17.50

Small Monthly Payments

ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

THIS is the indispensable advertising and selling reference and how-to-do 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 texts. 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, 3223 Pages, 5 1/2 x 8,
Flexible Binding, 1090 Illustrations,
\$1.50 in ten days and \$2.00 monthly
for eight months.

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

The best experience of leading organizations

Covers as much ground as course costing five or ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Barrington, Ainslie, Macdonald, U.S. Kuppenheimer & Co., Mizex & Co., National Cash Register Co., American Radiator Co., Franklin Iron Manufacturing Co., Eastman Kodak Co., Marshall Field & Co., Lord & Taylor, United Cigar Stores, J. C. Penney & Co.

Special Library Price \$17.50

No Money Down
Small Monthly Payments
Examine the Library
for 10 Days
FREE

FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc.
370 Seventh Avenue, New York

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

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

Name
Address
Position
Company A. P. 12-10-25

they alone send salesmen regularly to all dealers; and they alone carry complete stocks.

These service wholesalers maintain that the advertiser's goods should be found in order that the customer may the more often see them and more conveniently buy. The advertiser does not, on the contrary, need to have his goods stocked by all wholesalers. This different requirement is the fundamental distinction between retail and wholesale merchandising.

The retailer's convenience is served if enough wholesalers stock the goods that he can get them surely and quickly. Essential wholesale distribution does not necessitate a connection with every jobber in the directories. The advertiser, in short, needs the most widespread retail distribution but he requires only adequate wholesale distribution.

THE remedy proposed by the wholesalers rests on this theory of distribution. Since the advertiser does not need all the wholesale outlets in the trade, let him select those who are essential. In making this selection, price cutting can be lessened.

The only practicable remedy for price cutting, on this theory, lies in controlled distribution, for which the legal principles are pretty definitely available. Such controlled distribution entails the elimination of preferential discounts and allowances, together with an announced resale price. This price is to be maintained by refusal to sell to those who cut the price.

There is involved the certain equity of price cutters, which will take possibly one of the forms already indicated. There is possible also the antagonism of retailers who are members of mutual jobbing concerns. There is the sure effort on the part of price-cutting jobbers and retailers to break down the plan by vindictive price cutting, pushing competing lines, etc.

Price cutting will diminish for nationally advertised goods that are sold on this plan. Distributors, both wholesale and retail, will thereby be enabled to retain an adequate profit without calling on the advertiser for additional discounts. These outlets, thus getting fair returns, will cease to obstruct sales. Consumer demand will be converted, one hundred per cent, into sales rather than being diverted to similar, though unadvertised, goods. The advertiser's dollar, therefore, will yield him one hundred cents instead of the fifty he now gets.

With the argument as thus outlined may be found many weaknesses. The propagandists are not themselves able to guarantee results, but it looks promising. No one has thought of anything better, and something must be done to save essential wholesalers from bankruptcy.

The situation is a real one. It has grown out of the wholesalers' efforts to turn losses into profits by selective groupings of merchandise according to

Sweater News
and
Knitted Outerwear

The Underwear & Hosiery 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, profit-producing information. Outlines plans for increasing returns in coupons and sales; winning jobbers, creating demand, etc. Shows advertising fundamentals; explains right practices and winning methods. How to increase pulling power in inquiry 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 20 top advertisers' 220 pp. Cloth. At Live Bookstores.

Sent Direct for \$2.50
Selling Aid, 1304 Jackson Blvd., Chicago

The Complete Book On Engraving and Printing

"Commercial Engraving and Printing" by Charles W. Harbison. Second Printing, Revised. Tells you to choose all, process of production, uses paper, etc. A mine of information for the advertising man, artist, printer, salesman or student. 840 pages, over 1500 illustrations, 35 related subjects. Sent on approval on advance payment. Write for free prospectus showing sample pages, contents, terms and other information. COMMERCIAL ENGRAVING PUBLISHING CO. Dept. W. G., Indianapolis, Ind.

**The Only Denne's in
Canadian Advertising**

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Director. You need an Advertising Agency familiar with "no line spot" conditions. Write for a list of agencies.

A.J. DENNE & Company Ltd.
Reform Bldg., TORONTO.

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

PROVE IT! SHOW THE LETTER

If your salesman could show identical specimens the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't lose testimonial letters being idle in your file—cut them to your men and increase your sales thru their aid.

Write for samples and prices.

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

net profits. They think of goods, today, no longer in terms of volume but as measured by net profits. They are compensating their salesmen for the profitable goods sold and not for unprofitable volume.

Not all wholesalers have, of course, come to this method. Three or four years ago such rated compensation was barely discernible in the jobbing fields; today its ranks muster close to half of the essential distributors of goods in all important jobbing lines.

With that increase, the manufacturer cannot prevent the classifying of his product into some one of the profit-earning groups. Should his name show up in the lists of unprofitable or less profitable groups, he is certain to face some such presentation as herein outlined. He will be told, in so many words, that the good-will value of his advertising is minimized by price cutting on the goods; that consumer demand is being obstructed by wholesalers who make no profit from distribution to retailers; and that his advertising dollar is not yielding, in sales, full value.

Find fault with the argument, as you will. Do not, however, be misled by the defects in its logic. The situation, for national advertisers, is serious. It is so serious that drifting policies cannot be endlessly followed.

Important manufacturers must determine definitely either to enroll themselves in the ranks of price maintainers or to group their product with those sold to anyone buying in stated quantities and paying his accounts with reasonable promptness. The latter grouping permits price slashing at the will of the dealer. Goods, once invoiced out of the factory to such customers, are beyond the maker's control in resale.

It may be that we are at a parting of the ways. Jobbers' methods of compensating their salesmen may ultimately class manufacturers into two hard and fast groups: the price-maintained and the cut-price—groups now existing in a rough and ready fashion but nowhere precisely delineated. The one group may be forced to adopt one line of wholesale distribution, while the other just as definitely will come to market through another set of jobbers.

In adopting price maintenance, it is well, however, to bear in mind the everlasting principle: there is but a limited market for any article priced above its class, even though it be of outstanding quality.

Roger A. Johnstone

Has been appointed Pacific Coast manager of *Oral Hygiene* to succeed E. G. Lenzner. Mr. Johnstone's headquarters will be in San Francisco.

Lord & Thomas

New York office, will direct advertising for C. Brandes, Inc., New York, manufacturers of radio equipment.

\$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

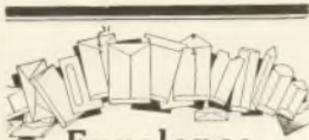
Recognized Organ of the Great Textile Manufacturing Industries of America
The Oldest Textile Paper of Continuous Publication in the United States
Largest Circulation in the United States of any Textile Publication

530 Atlantic Avenue
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Charlotte, N. C.

154 Nassau St., Room 902,
New York



Envelopes

PLAIN, PRINTED OR LITHOGRAPHED

FOR EVERY PURPOSE

Send for Samples—Prices that are Interesting

HESSÉ 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 Easton Building :: Cleveland, Ohio

80%

THIS month Oral Hygiene is celebrating its 15th anniversary. Checking back we find that there were 41 advertisers in the first issue . . . 25 of these are still doing business . . . 20 of the 25 are using space this month . . . eighty per cent . . . need we analyze this for advertising men?

ORAL HYGIENE

Every dentist every month

PITTSBURGH, PA.

CHICAGO: W. B. CONANT, Peoples Gas Bldg., Harrison 8448.
NEW YORK: STUART M. STANLEY, 53 Park Place, Barclay 8547.
ST. LOUIS: A. D. MCKINNEY, Syndicate Trust Bldg., Olive 43.

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

Prominent Publisher Is Dead

FRANK A. MUNSEY for more than two decades one of the country's leading figures in publishing, died of peritonitis on the morning of Dec. 22 at the Lenox Hill Hospital, New York City. His death followed an operation for appendicitis and a secondary operation to relieve the peritonitis which had set in, coming as a shock to his many friends and as-



sociates who were looking forward to his early recovery. He was seventy-one years old.

Mr. Munsey's great success in the publication field is directly traceable to his inherent character. He was persevering and resourceful rather than brilliant, possessing a shrewd business sense which was indigenously and typically American. Often his career has been likened to those of the heroes of the late Horatio Alger, Jr., one of Mr. Munsey's early associates and a contributor to the old *Argosy* from the time of its inception.

Born on a farm in Maine on Aug. 21, 1854, Mr. Munsey had few educational advantages beyond the primary schools. Among his early occupations were clerking in a country grocery store and serving as a telegraph operator. It was in the former capacity that he struck upon one of the keystones of what was to be his spectacular career. That was, to give the public what it wants, a policy which he followed consistently.

At the age of twenty-eight Mr. Munsey came to New York with forty dollars in cash, a gripful of manuscripts, a promised support of \$4,000, and a determination to enter the publishing business. The promised sup-

port failed to materialize and the forty dollars soon ran out, but a publisher became interested in Munsey and his determination with the result that the *Golden Argosy* came into being and ran for five months before failure overtook it. Not long after this, however, Munsey obtained control of the ruin himself, and set about a revival. Circulation was built up and the *Argosy*, a weekly, came into being, Munsey writing much of the material himself.

Munsey's Magazine began in 1891 and for a while the *Argosy* was combined with it. The price was reduced to ten cents a copy, a startling innovation in the publishing world of those days. The move was looked upon askance, but it required little time to prove the soundness of Mr. Munsey's theory. He had seen the quantity-production idea successfully employed by E. C. Allen, who was the father of a great system of mail order journals, and he was correct in his belief that this same principle could be used advantageously in other phases of publishing.

Although at the time of his death he owned only the *New York Sun* and the *Evening Telegram*, Mr. Munsey is famed principally as a newspaper publisher. He entered this field first in 1891 when he purchased the *New York Star*, changed its name to *The Daily Continent*, and set about publishing it as a tabloid. The venture attracted considerable attention, but failed before long. Ten years later he bought *The Daily News* which ceased to exist in 1904.

In 1912 he purchased *The Press* and in 1916 *The Sun* and the *Evening Sun*, consolidating the first two named on the latter date. Four years later he continued this policy of consolidation for which he was becoming famous by buying the *New York Herald* and the *Evening Telegram*, merging the former with *The Sun*. Then in 1923 came the final consolidations: the *Globe* and *Commercial Advertiser* with *The Sun* (formerly the *Evening Sun* since the morning *Sun* had become the *Herald*), and the *Evening Telegram* with the *Evening Mail* which latter he bought at this time. This policy was in keeping with his firm belief that the newspaper field in New York was overcrowded and that consolidation was to the best financial interest of the papers involved.

Mr. Munsey's publishing activities were not limited to New York, however, and altogether seventeen newspapers figured prominently in his career. He was also active in a chain of stores and in a hotel and other property in New London, Conn.

Who
ELSE
Is
THERE IN
YOUR OFFICE
Who
OUGHT TO BE
READING THE
FORTNIGHTLY.
But
Isn't...

Gently place a pen
in his hand and
point your fore-
finger below.

ADVERTISING AND SELLING FORTNIGHTLY

100 West 39th Street
New York, N. Y.

Send me subscription for one year (12 issues) at \$1.00 (two years for \$1.90)
and will bill after I receive the first issue.

Name _____

Company _____

Address _____

City _____

State _____

They've Taken Out the Fun

[CONTINUED FROM PAGE 36]

on hard, unyielding pavement—each step a jar to your entire nervous system—almost hard enough to shake your hat off?

It's a cinch that heels of new, live, springy, tough, resilient rubber are more comfortable than leather. But at the same time it's piling it on a bit thick to say that if you afflict yourself with leather heels, your face is going to be seamed with deep lines of fatigue like cracks in a last year's ceiling.

Now we'll make a few closing remarks and have done. We don't maintain for a minute that all the bad news which many concerns are paying to tell the public is poor advertising. It sells the products, and that's the answer. But it's so horribly depressing.

After reading several of the present day advertisements, you realize that the entire nation is close to the verge of a total collapse. In fact, you wonder why you don't see more people drop dead on the street. That's why you ask where are the he-men of yesterday. Yet there must be a few of them left. We see men, women and children going about their daily activities, and some of them look surprisingly well. And almost any college can still muster eleven men able to play football.

Things can't be quite as bad with us as some advertisers would have us believe. But even if you feel that things are that bad with you, don't think that the remedy lies in munching yeast cakes and swallowing a lot of trick food you don't like just because you read it's good for you. Instead, just take some normal exercise, fill your lungs with fresh air, and go to sleep occasionally.

Coal Publishing Corporation

Announces that it will start a new publication called *Coal*, and devoted exclusively to that subject. The new magazine will be published monthly and will have weekly bulletins devoted to current market news and prices. R. C. Beadle, editor of *Combustion*, will be the publisher and F. R. Wadleigh will be the editor.

J. Elmer Gougeon

Has been elected vice-president of *Railway Review*.

Edward I. Pratt

Has resigned his position as advertising manager of the Kellogg Switchboard and Supply Company, Chicago, to join the Bryant Electric Company, Bridgeport, Conn. He is succeeded by A. D. Boal.

Carl K. Hart

Has resigned as assistant advertising manager of the Miller Rubber Company, Akron, Ohio, to become advertising manager of the Sheaffer Pen Company, Fort Madison, Iowa.

This Paper Has the Largest Net Paid Circulation of Any Industrial Publication in America!

Out of approximately 1600 business papers in 270 industries, *Building Age* and *National Builder* tops all in net paid circulation.

This is no small achievement, but it is a logical one. In 1924 *Building Age* and *The Builders' Journal*, *National Builder* and *The Permanent Builder* were consolidated into a single publication. In eight months the net paid circulation — then, as now, the largest in the field — increased more than 8,000! Building men the country over recognized merit and bought it.

We do not recommend that you buy advertising space because the price is low, but we suggest that you consider it. Here, per 1,000 paid subscribers, is a rate lower by two-thirds than the average rate of all industrial publications.

For the quality of the paper—ask for a sample copy and meet quality face-to-face on every page.

BUILDING AGE & NATIONAL BUILDER

239 West 39th Street
New York



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. F.

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

The Old Sod Shanty Is Now A Modern Brick Home

[CONTINUED FROM PAGE 28]

many of my city friends picture farm life today as being about as I remember it, twenty-five or thirty years ago.

People traveled little in those days, for although we had the railroad such travel seemed very expensive. When we went to town, to trade in eggs and butter for groceries and calico, we went in lumber wagons drawn by horses, for by this time oxen were rarely seen. Well-to-do farmers soon began to have platform buggies in which to ride to town or to attend church. These were scarcely more comfortable than the lumber wagon with its spring seat and were not much easier to climb into. Top buggies and covered carriages made their appearance and were quite a luxury.

MY father rented the land we now own from a Milwaukee millionaire. This old gentleman was exceedingly kind to us and upon one occasion sent us a handsome carriage which he had used in the city. What a grand affair it was with its wide, easy seats, and how easy to step into! I was an unspeakably proud small girl as I spread my very full Sunday-best skirts over its leather cushions and rode to church behind the black team in what seemed to me the acme of style and elegance.

Nowadays how queer that carriage would look beside the luxurious closed cars which are so fast becoming the rule, as the farmer learns the added comfort they afford.

Great changes have taken place in the manner of doing the work on a farm since the days of the sod shanty.

In early days small grains were sown, cradled and bound by hand and threshed by a small horse power threshing machine. Today they are sown with a modern drill, harvested with a modern grain binder and threshed with a threshing machine run by a modern gas tractor.

Hay was formerly cut, raked and put up entirely by hand. Now we cut it by machinery, rake it with machinery, load it on to wagons with machinery and put it into the barns with still more machinery.

We once planted, hoed, cut, bound and husked corn by hand. Today we plant it with a corn planter, cultivate it with a two-row cultivator and cut it with a machine which not only cuts it but chops it up into silage, loads this silage into wagons, and when these wagons full of silage reach the silo, a gasoline engine runs an elevator which elevates the silage into the silo. Or if we do not wish to make it into silage, we pick the corn with a corn picking machine.

Thirty years ago, the milking was done by hand and milk had to stand until cream rose on it. It was then skimmed by hand, churned by hand and packed in jars to be taken into the store whenever anyone went to town. Now in our great "Bread and Butter State," cows are often milked by machinery, the cream is separated out by machinery and taken to a modern co-operative creamery where it is made into butter and packed, all by machinery. Imagine how greatly this lightens the farm woman's work.

I have mentioned only a few of these changes in farm work to show the decided tendency to do as much of the work by machinery as is possible. This is, of course, largely because the farm help problem is so acute that the farmer is willing to buy almost any piece of machinery which will make him more independent of that increasingly uncertain factor in farm problems—the hired man.

Yet if the farm help problem is an acute one, the problem of help for the farmer's wife is doubly so. True, the average farmer's wife has been slower in getting machinery to assist her than has her husband in buying machinery to do his work. But great changes are taking place in farm homes all over the country, changes which lighten the farm woman's labor and make life more pleasant and comfortable.

MOST of my neighbors have power washing machines, many have furnaces, fireless cookers, pressure cookers and electric light plants which make possible electric irons, vacuum cleaners, toasters, electric sewing machines, etc.

The tacks have been taken out of the old rag carpet for the last time and polished hardwood floors and easily cleaned rugs have taken its place. Hardwood floors and linoleums have replaced the soft painted boards of former days. All this makes housework easier.

Not only have house furnishings and equipment changed greatly, but the fashions for our clothing as well. One noteworthy change is the large number of ready-made garments purchased today in contrast to the days when men's shirts and all women's and children's clothing was made at home. Ready-mades were thought to be poorly made and to fit poorly in those days, and very likely they were greatly inferior to those of the present day.

My grocery list differs considerably from the one my mother wrote out when I was a child. It is very much longer than her's, for about all mother

bought was tea, coffee, sugar, spices, soda, vinegar and oatmeal.

We lived on butter, eggs, milk, cream, bread, cottage cheese, home ground corn meal, home cooked sorghum, home killed and cured meats, etc.

TODAY there are twenty-five more breakfast cereals in use commonly in addition to the oatmeal and cornmeal mush of former days. I buy cocoa, chocolate, flavorings, coconut, coffee, tea, Postum, tapioca, rice, cheese, olives, dates, prunes, raisins, currants, baking powder, peanut butter, pancake flour, pastry flour, bread flour, canned fish of various sorts and many other things.

Farm women have studied nutrition in their clubs and now consider fresh fruits and fresh green vegetables an economy the year around because they cost less than doctor bills and medicine. They buy canned goods to add variety to those raised and canned on the farm.

The modern farm home, such as the brick one which replaced the sod shanty on the old Home Acres Farm, has many conveniences. And yet though I do not make straw hats, churn butter and make tallow candles, I am busy. Though I have modern heating, lighting, plumbing, and such labor savers as a gas range, a vacuum cleaner, an electric iron, a mangle, an electric sewing machine and washer, I have plenty to do. There are hearty meals to get, children to care for, to sew and mend for, poultry to tend, lawn and flowers to work with, community affairs to help with.

The much talked of isolation of the farmer and his family has gone. The telephone, rural free delivery with its load of letters, daily papers and magazines, the good roads, the automobile, the radio, have changed all that.

This summer I attended a meeting of some two thousand farm women from all over our country. They were a healthy, well dressed, happy looking lot of women, deeply interested in more money in poultry, better clothes, house furnishings, better food, better health, better homes and better communities.

The farmer and his wife haven't been spending money very freely for the last few years because there hasn't been much money, but farm prices are better now and Mr. and Mrs. Farmer are going to be ready to invest in a good many things which will pay dividends in comfort and enjoyment on the farm.

Gridley Adams

Has been appointed director of advertising and publicity for the Key Largo City Properties, Florida.

Frank B. White Company

Chicago, will direct advertising for the Wisconsin Fishing Company, Green Bay, Wis., and for the N. R. Bickford Baby Chick Hatchery, Oswego, Kan.

Rose Display Box Company

Chicago, manufacturers of the Rose counter display container, has purchased the Rose Lithographic Corporation, Brooklyn, N. Y.

"I see," said the architect, "that building is expected to reach a total of over five and three-quarter billions in 1926, and that it will be handled through only 8,000 or so architects."

Yes—and the moral is, use the RECORD, which reaches practically all of them.

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.

It's no use talking—

*Unless you talk
to the right man*

EQUIPMENT AND SUPPLIES

IN the big Dry Goods and Department Store field are bought by **non-selling executives** who have nothing to do with merchandise or merchandising.

The field is served by just one paper devoted exclusively to store management, administration, operation, service and maintenance. It is read by the men who buy equipment and supplies.

We have prepared an interesting booklet, "The Dry Goods and Department Store Field and How to Sell It," which tells in a convincing way how STORE OPERATION can pave the way to this market. May we send a copy?

Store Operation

Published monthly at

205 Caxton Building

Cleveland, O.

Rates

THESE hereinafter remarks probably will not be sensationally popular with some publishers. But, then, one gets a bit fed-up on trying to Pollyanna everything off.

So here goes!

The Eastern Industrial Advertisers (a division of the National Industrial Advertisers Association) in a meeting on December 4, 1925 passed a resolution opposing "unwarranted" increases in advertising rates.

Congratulations, and my hat off in admiration, to you "Eastern Industrialists."

You have seized upon an issue that is of much interest to every advertiser.

Competent opinion is to the effect that this sort of thing is what justifies associations.

Men with problems in common form associations. Too often these associations become mere mutual-admiration societies and do little or nothing of a constructive nature.

Surely, as it has been written, "The laborer is worthy of his hire"—and the publisher is entitled to an advertising rate that will yield a decent and reasonable profit.

But, when rates are increased, proportionately, far and away beyond the increase in publication costs, it would seem as though it were time for some notice to be given that the advertiser is not asleep and that he does not relish the situation.

Now, the question naturally arises, why should I (a publisher) take so much interest in the troubles of the advertiser?

Merely that I feel that excessive rates are an unnecessary drag on industrial business in general.

They add unnecessarily to the manufacturer's cost of doing business.

Furthermore, they eventually affect the publisher's profits, by restricting the volume of business that his magazine carries and tend to divert expenditures into other sales channels.

A. R. Maujer.

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

Industrial Power has increased its rates once (20%) since its founding in 1920. But, it has increased its monthly circulation 75% within the same period.



Advertising!

Recently, I have spent more than one amusing half hour examining the newspapers of Florida, especially the real-estate advertising sections.

To hear the average Florida realtor tell it, about all one has to do, to get rich, is to buy Florida land. That may be true and then again it may not.

But what "gets" me is that so many of the men who are developing Florida should persist in incorporating in their advertising, pictures of themselves. Why they do it is beyond me for, I am sure, the results are not always what was hoped for. More than once, when I have looked at the photograph of this, that or the other "developer," I have said to myself, "And this is the man who would have me send him a thousand dollars as first payment on land I've never seen in a town I've never heard of."

Ninety Per Centers!

Last night a man and his wife whom I have known for years and of whom I am very fond, dropped in on us.

The talk turned toward politics in general and Mr. Coolidge in particular. What did I think of him? I voiced my opinion in about these words: "A capable man, not at all brilliant, but possibly for that very reason, the kind of President who is needed at this time."

Mrs. X is a Coolidge enthusiast. She came back at me with this remark: "You don't think he is wonderful?" I shook my head. "All I've got to say, then, is that you are not a good American."

Later, reference was made to Woodrow Wilson. "What do you think of him?" I asked Mrs. X.

"He's—! X ? ! ? X."

"I'm afraid," said I, "that you are not a good American, either."

But she could not see it, at all.

The Tragedy of Waste

In the book department of a "great" New York store:

Myself: Have you a copy of "The Tragedy of Waste"?

Salesperson: What say?

Myself: Have you, etc.

Salesperson: What's it about? Psychology?

Myself: I don't know. Have you a copy?

Salesperson: Look over there—pointing in the general direction of Florida—among the new books. It's there—if we have it.

Seven minutes wasted in trying to locate the "new books." No luck! Finally—to another salesperson—

Have you a copy of "The Tragedy of Waste"?

Salesperson: The what?

Myself: "The Tragedy of Waste." It is a new book. The author's name is Stuart Chase. The price is \$2.50. Published by Macmillan. Have you a copy?

Salesperson: What's it about?

Myself: That's what I want to find out. Have you a copy?

Salesperson disappears. Returns—oh, after a while. Sold out, she says. But we can order a copy for you.

Myself: Thanks! Never mind.

Then I went round the corner to a little book-store, presided over by two Young Persons Who Know What Books Are—and got what I wanted in 18 seconds. Sometimes, it seems to me, the bigger a store is, the less the people in it know about the things they are paid to sell.

"The Workshop of the World"

"The British working man is soldiering. His output isn't half what it was before the war."

You hear all sorts of stories. Bricklayers, you are told, are laying only 300 bricks a day, whereas ten or twelve years ago 700 bricks a day was the rule. Draymen covering a given territory now make only three trips a day. Ten years ago they made six. Something of the same sort—a deliberate letting down in production—is happening in many other departments of industry—coal, cotton, wool and engineering.

No wonder Britain is in a desperate plight. British business is confronted on the one hand by Germany's "will to work" and on the other by the almost inhumanly efficient mass-production methods of America.

The plain fact of the matter is that, as a speaker I listened to in London expressed it, "we have on these little islands in the North Sea ten to fifteen millions more people than we can support, with conditions as they are."

Britain has waxed rich and powerful because for two centuries and more she has been the "workshop of the world." She is that no longer.

the net paid circulation
of the current issue of the
Fortnightly is 8206* copies

*

Dec. 31	1923	-	-	4824
Dec. 31	1924	-	-	7342
Dec. 31	1925	-		8206





Picture of an Advertising Man Learning Something

"The Process and Practice of Photo-Engraving" will teach any advertising man a great deal about engraving that he didn't know before. You will be surprised—and you will be grateful—for such an authoritative volume at your disposal. It is the result of 20 years' experience in this engraving field.

Note These Contents

Raise principles of photo-engraving, Making a photo engraving, Principles of photography, Lenses and light, The camera, Making a line negative—Making a halftone negative, Negative burning and inserting, Photochromic printing on metal, Etching, Routing, Machine finishing, Laying lines, Color work, Photography of colors, Proofing and presser, Blocking, Kierstiening, Silvering, Boning and corrections, Preparation of copy, Special methods and other processes.

The Process and Practice of

Photo Engraving

By Harry A. Grossbeck, Jr.

260 pages—280 illustrations, \$7.50

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

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

Name
Address
City State
Position
Company

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. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of unduplicated merit. Carries the largest volume of local and national advertising. Offers effective merchandising service. Rates on request.

National Miller

Established 1893

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

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

THE JOHN IJELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

TESTIMONIALS

Speaking of testimonials here's one we appreciate. "I don't see how you do it. Our photostats are back almost before we realize the letters have been turned over to you. Real service!"
Let us prove that for you. You want photostats when you want 'em. We got them to you.
Commerce Photo-Print Corporation
60 Madison Lane New York City

Bonus, Profit-Sharing etc.

[CONTINUED FROM PAGE 27]

sideration in paying the salesman. Thus under either the Task or Point Systems the salesman's earnings may have a cash or point value set for such accomplishments as:

- (1) Number of calls made.
- (2) Each new customer.
- (3) Each full-line customer.
- (4) Each order, personally taken.
- (5) Each order secured through mail.
- (6) Special remuneration for securing especially desirable customers.
- (7) Sliding scale for different sizes of orders.
- (8) Special payment for exceeding quota set for the year.
- (9) Varying percentages or points on items in the line which earn varying profits for the house.

Some companies have even developed the Task System to the point where penalties are imposed for failure to make good on some of the essential points. Thus deductions may be made:

- (1) For each old customer lost.
- (2) For each customer secured where poor credit conditions obtain.
- (3) For falling below the quota set for the salesman.
- (4) For failure to make a certain number of calls per day.
- (5) For business secured in such a way that less than the regular profit is secured.

The Task or Point Systems are sound and interesting. They assure the salesman a living at all times through reward for tasks which are always possible, such as calls per day and holding old customers in line. On top of this steady income the salesman's additional earnings depend entirely upon his industry and ability.

The chief caution against either of these plans lies in the fact that it is easy to be so "scientific" in working out a Point System that there will be too many items. The whole proposition then becomes complicated from the standpoints of both the house and the salesman. Too much accounting work may be required. The adding up of small sums makes the remuneration seem vexatious and trivial.

Therefore the items should be relatively few and forms devised so both the house and the salesman can tell at any time exactly where they stand.

This is the third of a series of articles by Mr. Morgan, on the subject of salesman compensation. The fourth will appear in an early issue.

Sphinx Club

New York advertising organization, opened its 1925-26 season with a dinner at the Waldorf-Astoria Hotel on Dec. 15, 1925. The speakers included Irvin S. Cobb and H. V. Kaltenborn, associate editor of the *Brooklyn Eagle*

Bakers Weekly A.B.C.—A.B.F.
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.

Do You Need MAILING LIST Any Business?
2¢ Accurate National or Local—Every possible list guaranteed 85% accurate and taken from latest available directories and sources of original letters. An average cost of \$4.75 per Thousand Names.
Discount in large quantities. There is no list we can't furnish. Write us today.
Information and catalogue without charge.
NATIONAL MAILING LIST COMPANY
79-ASF William Street Newark, N. J.

DISPLAY advertising forms of Advertising and Selling Fortnightly close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the January 27 issue must reach us not later than January 18. Classified advertisements will be accepted up to Saturday, January 23.

Handling Salesmen in Retail Buying

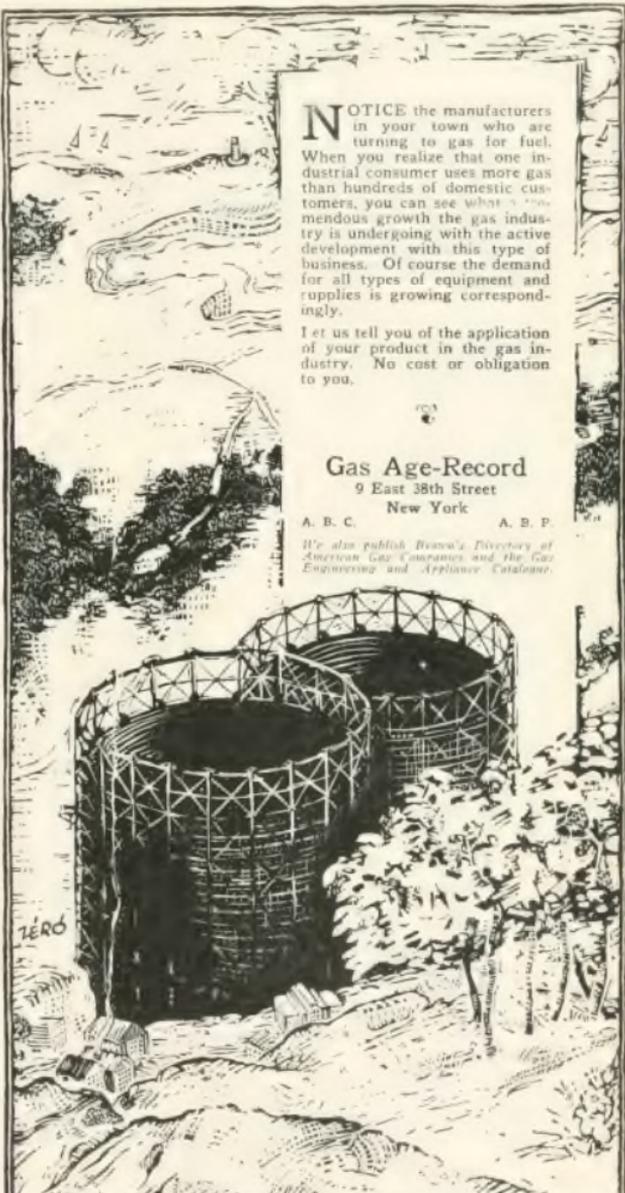
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to the store's own rules, of which fact the interested store managements evidently are not aware. Salesmen report that many times they call at the store show-rooms at the prescribed day and hour, to see certain buyers, who may be kept in their departments by other routine administrative duties; and the salesmen not being privileged to see the buyer on the department floor, have been compelled to wait several hours to show their samples. In many cases, salesmen who are traveling on a very tight schedule and carrying important lines of merchandise, have found it necessary to pass up stores anxious to see their goods, because of other appointments in the same town, and have had to continue on their trip without the buyers of these stores ever seeing their merchandise.

WHILE the salesmen have not raised a complaint against out-of-town buyers, it has been often remarked by writers in the trade press that a considerable number of buyers purposely endeavor to curtail their purchases at home in order to come to market on their regular buying trips with a larger appropriation to spend. It is admitted that these buying trips are necessary in order to enable the buyers to keep in closer touch with merchandise at the source of supply, but the salesmen also contend that no buyer in a few days or a few weeks in the market can possibly see all or even a small percentage of the available merchandise in his lines, and to disregard the merchandise offerings of many hundreds of salesmen representing other houses located in the market which the buyer visits, as well as from manufacturing centers which the buyer does not visit, is doing an injustice to the salesmen and his own store.

It is regrettable that many retailers, and some very successful ones, do take a superior attitude toward a traveling salesman calling on them, and seem to feel that this brusqueness and indifference is a necessary feature of the buyer's weapon in obtaining better terms or prices.

It is not denied that there are some salesmen who do not deserve friendly treatment, but such men usually drop out of the ranks by the sheer force of their own unfitness; and the retailers' reaction to their importunate aggressiveness should not be allowed to affect their attitude toward the far greater number of salesmen who are endeavoring earnestly to aid the retailer to buy the right sort of merchandise which he can re-sell at a right profit. The good salesman knows that unless the merchandise does sell and sell profitably, it will not yield re-orders. He knows by experience that one-time orders are a waste of his own time



NOTICE the manufacturers in your town who are turning to gas for fuel. When you realize that one industrial consumer uses more gas than hundreds of domestic customers, you can see what a tremendous growth the gas industry is undergoing with the active development with this type of business. Of course the demand for all types of equipment and supplies is growing correspondingly.

Let us tell you of the application of your product in the gas industry. No cost or obligation to you.

Gas Age-Record
9 East 38th Street
New York

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

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

Gas Age-Record
"The Spokesman of the Gas Industry"

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Frank Trufax's Letters

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error with puny excuses when proper explanations would fit better.

When a dealer devils you for a delayed delivery, why sing the anvil song of "Oh! What a Slow House Is Mine," when the true tale of the flat tire on the car would have placed your House in the right light?

Your House wants no flights of oratory to defend its doings, neither does it tie your tongue when unjust criticism is being heaped upon it.

Your House has the privilege to demand and command the way of your Services and the Stop, Look and Listen sign to your train of thought is "Obey Instructions."

You cannot speed up your efforts for your House toward Advancement without moving faster in the same direction yourself.

Give allegiance to your House in thought, word and deed. When you can't find it in your heart and head to do so, make room for one who can.

To occasionally fall down on your job is an excusable slip-up but to lie down on your job is rank rebellion.

Loyalty is fighting for your House through thick and thin; Loyalty is working for your House with might and main; and Loyalty is being true to your OWN highest ideals and OWN loftiest ambitions.

Be Loyal to Your House by being Loyal to Yourself.

Yours loyally,
FRANK TRUFAX.

Scott Bowen

Formerly connected with the Condé Nast organization, has been appointed Eastern advertising manager of *College Humor*.

William R. Robinson & Company, Inc.

New York, will direct advertising for the Manhattan Shirt Company, same city.

Street & Finney

New York advertising agency, announces the appointments of Russell Mitchelltree and Dumont Beerbower as vice-presidents. Robert Finney has been made secretary to fill the vacancy made by Mr. Beerbower's promotion.

Blanchard-Nichols-Coleman

Magazine publishers representatives, San Francisco, announce the opening of an office in Atlanta, Georgia, under the management of Willis L. Osborn, formerly eastern advertising manager of *System*.

Edward C. Hoffmann

Has resigned as sales manager and director of advertising of the Copper-Clad Malleable Range Company, St. Louis.

Manufacturer Reaches the Consumer

[CONTINUED FROM PAGE 32]

exactly the most opportune moment. In this way waste was reduced to a minimum. Last spring's series consisted of fifteen separate pages. The layouts were attractive and the copy direct. Well handled illustration by Katherine Sturges in rather better than the average of style portrayal added to the effectiveness of the whole. There was no doubt left in the mind of any reader regarding exactly what was being advertised nor what was the limit of the company's range of materials.

All of these *Women's Wear* campaigns were coordinated with the five page portfolios in *Vogue* and *Harper's Bazar*. Each was considered in a way as supplementary to the other. Not a little of the success of both is directly traceable to the cooperation of the publications and of the shops which were won over. This cooperation was based on far-sighted judgment by those who knew the field best, and who from the first saw this move on the part of Gera Mills as one of the most significant trends in textile advertising which has come to light in recent years.

Lorenzen & Thompson, Inc.

Chicago, will represent the *Kansas City Journal-Post* in the national field.

E. J. Hughes

Formerly representative of the *Saturday Evening Post* in the western part of New York, has been appointed account executive with the E. P. Remington Advertising Agency, Buffalo, N. Y.

Ben McCanna

Formerly promotion manager of *Liberty*, has been appointed manager of radio in charge of the radio stations WGN and WLIB, which are operated by the *Chicago Tribune* and *Liberty*.

R. M. Vandivert

Formerly associated with the national advertising division of the Hearst newspaper organization, has been appointed advertising and sales promotion manager of the Fabrikoid Division of E. I. du Pont de Nemours & Company with headquarters in Newburgh, N. Y.

The Wildman Advertising Agency

New York, will direct advertising for the F. A. Kalil Company, manufacturers of "Red Grange" knitted garments, same city.

F. Dwight Connor

Has resigned as manager of the Business Extension Department of the Illinois Merchants Trust Company, Chicago, to become president of Bills-Connor, Inc., Bank Counsel Service, Chicago. This will be effective Jan. 2, 1926.



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

Service

House Organs, Publications, Pamphlets, Advertisements, artistically set layout making, editorial assistance. Linotype composition for trade. Ludlow Composition, Inc. 33 W. 60th St., New York City. Columbus 2414

Business Opportunities

Opportunity for advertising man to acquire substantial interest in Southland Farmer, take charge of business and advertising. Must have few thousand in pay interest business. (10-15000) outright. Southland Farmer, Houston, Texas.

Multigraphing

Quality and Quantity Multigraphing. Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
14 West 40th St., New York City.
Telephone Penn. 3566.

Position Wanted

Wanted, position as sales representative on Pacific Coast for an established firm with stable line merchandise; with capital to establish office at Los Angeles; am married man, 34 years of age; fifteen successful years' selling; high grade reference and bond. R. E. Sanborn, 12513 6th Ave., Cleveland, Ohio

THE ENGLISH ADVERTISING MARKET
British Advertising man, now in New York, first-class selling record England and abroad, seeks representation newspapers, trade journals or magazines for United Kingdom. Personally known to all leading advertisers and agents. Terms on application. Box No. 334, Adv. and Selling Fort., 9 East 38th St., New York City.

Do you need a SHOPPING PAGE? Am in position to install or take immediate charge of such a page with circulation of 25,000 up. Full description to interested parties. Pleasing personality, good voice, understanding of women's needs, advertising experience. Box No. 343, Adv. and Selling Fort., 9 East 38th St., New York City.

PUBLICITY

Publicity director for national trade organization will be open for engagement early in 1926 for educational campaign related to agricultural development. Farmer, banker, economist, fluent speaker, he has developed educational publicity along unique lines. Particularly fitted by training and experience to serve manufacturers or distributors of foodstuffs who want the public to understand the agricultural benefits of the industry. Box No. 344, Adv. and Selling Fort., 9 East 38th St., New York City.

Young man with exceptional experience in the planning, writing and production of advertising, desires position in New York. Writes good clear copy and has excellent knowledge of art layout and type. Would fit admirably in medium sized agency or advertising department. College trained. Box No. 344, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

Competent space-buyer, efficient office manager. Established reputation. Six years all-around agency experience. Age 28. Good education. Address Box No. 342, Adv. and Selling Fort., 9 East 38th St., New York City.

Help Wanted

WANTED—An advertising writer with an engineering background. One of the largest manufacturers of industrial equipment in the New Jersey district requires an assistant advertising manager, who can put advertising originality into engineering copy. Write complete details of experience etc. to Box No. 340, Adv. and Selling Fort., 9 East 38th St., New York City.

Advertising Salesman in Automotive Industry has a real opportunity to become associated with a nationally recognized business publication in a sales position that offers possibilities limited only by his ability to cash in on his knowledge of and personal contact in that branch of the automotive industry that deals with buses and trucks. All correspondence held confidential. Address Box No. 336, Adv. and Selling Fort., 9 East 38th St., New York City.

PRINTING: We are looking for a man who can work to increase his earnings and who can turn in printing orders, accepting in return a proposition which we know he will like. Modern equipment and quality work of the highest grade produced. All replies strictly confidential. Box No. 339, Adv. and Selling Fort., 9 East 38th St., New York City.

Specialty Salesmen, Service, campaign or specialty promotion salesmen for sales campaign selling of Sales Bulletin, Peer Lettering, Syndicated Sales Campaigns. A producer who has previously had experience servicing banks, manufacturing firms or concerns having a large sales force will be given preference. Requirements: between 35 and 40 years of age, average earnings within last three years not less than \$5,000 per annum. This is an opportunity for a real man. Sell yourself in first letter, giving full information to Dept. G, Kupper-Gair Organization, 608 South Dearborn St., Chicago, Ill.

DIRECT-MAIL MAN

A Direct-Advertising producing house in Metropolitan Middle-West city wants an experienced contact and plan man to take charge of service department. Must have personality; must be creative; must know direct-mail art; must be willing to prove it. Send samples or work on unlimited opportunity. Box No. 345, Adv. and Selling Fort., 9 East 38th St., New York City.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling Fortnightly makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author, making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.

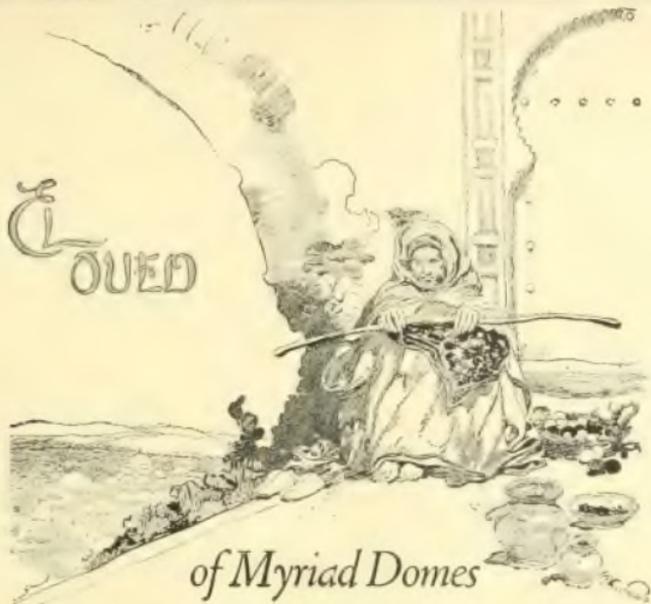
"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R.R. Updegraff



Drawn by Wallace Morgan for Ovington's—Courtesy Peullar and Ryan.

THE officers and employes of this organization take this means to extend the greetings of the season to their customers and to the wide circle of advertising men whose acquaintance they have made thru the pages of this publication during the past two years

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



of Myriad Domes and Minarets on the Desert's Edge

CLOSE 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 . . . holds you breathless. A spell that isn't broken by the luxurious 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, unfathomable 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,

pearily Constantine . . . to Algeria, the azure

How can you get there? Why, it's 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 . . . 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 ROUTE FORKES

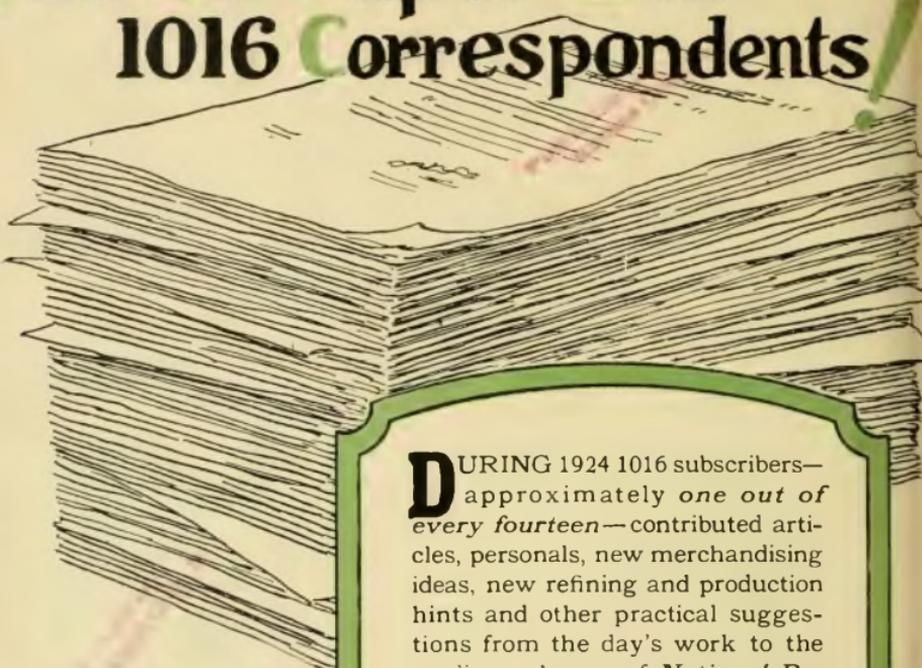
French Line

Compagnie Générale Transatlantique
19 State Street, New York

Agencies in Principal Cities of Europe,
Canada and the United States



The Oil Paper With 1016 Correspondents!



DURING 1924 1016 subscribers—approximately *one out of every fourteen*—contributed articles, personals, new merchandising ideas, new refining and production hints and other practical suggestions from the day's work to the reading columns of *National Petroleum News*. The figure for 1925 will be still higher.

And this does not include the work of the regular staff correspondents of the paper.

Is National Petroleum News read closely and faithfully?

What would be *your* guess?



**NATIONAL
PETROLEUM
NEWS**

NATIONAL PETROLEUM NEWS

Member A. B. C.

812 HURON ROAD, CLEVELAND

Member A. B. P.

DISTRICT OFFICES:

TULSA, OKLA., 908 Bank of Commerce Bldg. CHICAGO, 700 North Michigan Ave. NEW YORK, 142 Madison Ave. HOUSTON, TEXAS, 618 West Eldo