

Advertising & Selling

FORTNIGHTLY



Drawn by R. F. Heinrich for the United Hats Manufacturing Company

FEBRUARY 10, 1926

15 CENTS A COPY

In this issue:

"Has House-to-House Selling Passed Its Peak?" By HERBERT N. FISKE;
"Why One-Price Space in Periodicals?" By CARROLL RHEINSTROM; "Steve
Nag and Tresa Ferrantti" By MARSH K. POWERS; "Reducing Waste in
Dealer Helps" By PIERRE BOUCHERON; "A. Lincoln, Advertising Man"

Two Important Events in Radio Broadcasting

No. 1—WMAQ Doubles Its Power

WMAQ, radio station of The Chicago Daily News—the only station owned and operated by a Chicago newspaper—is now equipped with a new high-power transmitter with a normal rating of 1,000 watts. The set was manufactured especially for The Chicago Daily News and is regarded by many radio authorities as without a superior for broadcasting.

WMAQ began broadcasting April 13, 1922, when there was but one other station in Chicago. Through the excellence of its radio pages and the high quality of its broadcast programs The Daily News immediately attained a position of leadership in Chicago in radio. The first equipment was soon replaced with the finest broadcasting apparatus that could be bought. The present installation, which is the third purchased by The Chicago Daily News within four years, embodies the latest developments of broadcasting science and still further emphasizes the enterprising leadership of The Chicago Daily News in serving the radio public.

No. 2—Broadcasting the Chicago Symphony Orchestra

The inaugural program of WMAQ's new equipment, December 10, 1925, featured the Chicago Symphony Orchestra which had never before been heard by radio. Nine microphones were used. Only equipment of the highest efficiency could broadcast this program in a manner satisfactory to listeners and to the management of the Chicago Symphony Orchestra. The tremendous success of this innovation and the superior qualities of the new sending apparatus are evidenced by congratulatory letters and messages received by The Chicago Daily News from all parts of the country. This program is but one of the many presented by The Chicago Daily News in support of its contention that the public needs only to hear good music to appreciate it.

These developments, marking the rapid progress of public radio service in Chicago, are of great interest to Chicago radio fans and even greater significance to radio manufacturers and dealers who sell to the fans. The great majority of radio enthusiasts in Chicago and vicinity read The Daily News and they buy radio equipment through its advertising columns.

THE CHICAGO DAILY NEWS

First in Chicago

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., 255 Park Avenue, New York City. *An Advertising Agency Established 1874.*

Richards

Facts first ~ then Advertising



Dominance

NOT editorial pre-eminence alone, not merely circulation leadership, not simply an outstanding advertising volume—but all three—a commanding position in its field in every phase of its service, by every standard by which a great newspaper may be judged—**DOMINANCE** — *The Indianapolis News!*

THE Indianapolis News has earned and won commanding dominance of its field, in every phase of its service to readers, advertisers and to the community, by every standard by which a newspaper may be judged.

Editorially, The News ranks with the truly great newspapers of America. It has always been first of all a great newspaper, and by being what it is, circulation and advertising leadership have followed naturally.

The News circulates daily one copy for every 4.1 persons in Indianapolis. Only three newspapers, published in cities of 300,000 and over, in America surpass this coverage—and two of them come from the same plant! With both morning and evening

competition daily, The News circulation in Indianapolis exceeds by thousands that of the Sunday paper *without competition*. Reader acceptance!

For many years The Indianapolis News has printed more paid advertising every year than both other Indianapolis daily newspapers combined—some years more than all other Indianapolis newspapers, daily and Sunday, combined. Dominance!

The News has earned its commanding dominance of its field. The Indianapolis Radius—rich, compact, responsive, population 1,992,713—is its market. It is well worth winning. Through intelligent, persistent use of The Indianapolis News it can be yours.



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

L. J. Stahl

Formerly of the art department of Barrows and Richardson, New York, has become associated with the art department of The Corman Co., Inc., advertising agency, same city.

L. B. Siegfried

Formerly associate editor of *The Linotype Bulletin*, is now in the merchandising department of Rogers & Co., Inc., New York.

Coral Gables Company

Florida real estate development concern, has been denied a license to sell its lots in Ohio by the Department of Commerce of that State. This decision followed the report of State examiners who had investigated the property in person and who characterized the development as "too intensely speculative." Counsel for the corporation announce that immediate appeal will be made to the courts for reversal of the decision.

A. M. Franklin

Has been appointed Eastern advertising manager of *Building Supply News*.

Charles E. Murphy

Formerly in the advertising department of the Texas Company, has become associated with James F. Newcomb & Company, Inc., New York.

Harry D. Bean

Has been appointed Western representative of the *New York Telegram* with offices at the Frank A. Munsey Organization, Chicago.

Allen H. Seed, Jr.

Has been appointed vice-president and general manager of the Wm. J. Morton Company, newspaper representatives, New York and Chicago.

Bowden Caldwell

Formerly in charge of the local advertising for the *Item-Tribune* combination, New Orleans, has been appointed special representative of the *Item-Tribune* newspapers and the associate properties, *Woman's Home Review* and *Modern Farming*.

I. B. Mills

Formerly in charge of sales promotion in India for the India Tire & Rubber Co., Akron, Ohio, has been made a special factory representative of that company and is now in Cuba. All advertising matters previously handled by him are now under the direction of J. N. Dunley, who has been made advertising manager.

Irwin P. Paschall, Inc.

Chicago, will direct advertising for Ponce de Leon Springs, Florida.



The Thumbnail Business Review

By Floyd W. Parsons

BUSINESS in most lines has shown some gain in momentum since the first of the year. Production of automobiles continues at a high rate for this season. Rail loadings are satisfactory, and building activity continues where the weather permits. Textiles are moderately strong, especially silk, and the production of steel runs on at better than 85 per cent capacity.

◀ Retail business is gaining again after the post-holiday dullness. Nation-wide surveys show industry fair to good everywhere except in the hard-coal region. Rail transportation is the best in years, and inventories are in splendid shape. Employment is good in practically all sections, and credit conditions generally are free of strain.

◀ Last year brought us new records in nearly all important lines of activity. Totals for financing reached new peaks. Savings increased two-billion dollars, and the government debt reduction in short-term obligations continued at a gratifying rate. In four years this reduction has amounted to more than four-billion dollars. Stock market trading totaled 450,000,000 shares, which compares with 312,000,000 in 1919, the next greatest year.

◀ As long as the present spirit of caution remains a controlling factor in business affairs, prices will be kept on an even keel and industry will not be subjected to a foolish and unsound inflation.

Dorrance, Sullivan & Company

New York advertising agency, has transferred the accounts of The Fitzgerald Manufacturing Company, Torrington, Conn.; Smith & Wesson, Springfield, Mass., and The Safe-T-Stat Company, Brooklyn, N. Y., to Mason-Sullivan, Inc., New York, who will complete all existing contracts for these three clients.

L. Jay Hannah & Company, Inc.

Chicago, is the name of a new advertising agency that has been formed by Lee Hannah, formerly manager of the Chicago office of the Campbell-Ewald Company, Detroit advertising agency. Norman D. Eckloff, Samuel S. Sherman, Harold McGuire, C. Brooks Middleton, all formerly of the Chicago office of the Campbell-Ewald Company, and William Kinz, formerly with Falenske-Young Company, artists, Chicago, have become associated with the new organization.

The DeVinnie-Hallenbeck Company, Inc.

New York, is the name of a new lithographing, printing and advertising supply concern that has been formed by the consolidation of The DeVinnie Press and The Wynkoop Hallenbeck Crawford Company, same city.

Bauerlein, Inc.

New Orleans, will direct advertising for The Canal Bank and Trust Co., same city.

Harry B. Green

Formerly of The Green and Van Sant Co., Baltimore advertising agency, is now established in Baltimore under the name of Harry B. Green & Co.

Elmer H. French

Has resigned as sales promotion and advertising manager of P. Pastene & Co., Inc., New York, and is now sales manager of the Rowland Tomkinson Co., industrial engineers, same city.

Brown & Bigelow

Saint Paul, manufacturers of advertising specialties, announce that the Ingersoll Redipoint Company, Inc., manufacturers of pens and pencils, has been consolidated with their company. The business of the latter company will be conducted by the Redipoint Sales Division of Brown & Bigelow.

"Newark (N. J.) Star Eagle"

Has been purchased by Paul Block, president of Paul Block, Inc., New York. The price paid for the paper is reported to be \$1,500,000. It is said that no great change in the policy of the paper is contemplated.

Eddy & Clark, Inc.

Akron, Ohio, will direct advertising for The India Tire & Rubber Co., same city.

Edwin J. Stewart

Formerly of Andrew Cone, General Advertising Agency, Inc., New York, has been appointed director of the real estate advertising division of the Alfred N. Williams Company, advertising and merchandising counsel, New York.

[ADDITIONAL NEWS ON OTHER PAGES]

+

'Well, well—all roads seem to lead to Florida," said Clarke as he greeted Spalding heartily.

Spalding waved an open letter at him

"Interesting proposition, this"

"Real Estate?"

"Yes."

"No—it can't be."

"Why not?" demanded Spalding, his attention arrested by the challenge.

Perhaps Clarke, who responds very quickly to the quality of paper used in a letter, was unfair in his sweeping implication that one of the great businesses of our country was fast asleep in so far as the value of fine paper was concerned.

But the state of mind of important men like Clarke may well cause disquiet to any house whose stationery is not quite all it should be.

Paper is an appearance. But business stationery is a more important appearance than it seems to the man who has not thought about it, because it conveys personality and establishes character

A letter paper which gives these effects surely is Crane's Bond. Made by a company 125 years old, of all new white rag stock, Crane's Bond is the finest of the Crane's Business Papers, and generally regarded by large corporations and financial institutions as the premier letter paper of America.



Any lithographer, engraver, stationer, die stamper or printer can supply you with your letterhead upon Crane's Bond. When you order business stationery you will perhaps also stamp up some letterheads for your home. Crane's Bond is admirable for personal stationery because the same masculine qualities which fit it for successful business make it desirable for personal use.

CRANE & COMPANY, INC. DALTON, MASSACHUSETTS

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI
 CONGOLEUM RUGS
 VALSPAR VARNISH
 GRINNELL SPRINKLERS
 McCUTCHEON LINENS
 TAVANNES WATCHES
 PETER SCHUYLER CIGARS
 ANSCO CAMERAS AND FILM
 COLUMBIA WINDOW SHADES
 WELLSWORTH OPTICAL PRODUCTS
 TARVIA
 DUZ
 WALLACE SILVER
 HAVOLINE OIL
 THE DICTAPHONE
 BARRETT ROOFINGS
 NAIRN INLAID LINOLEUM
 COOPER HEWITT WORK-LIGHT
 SILVER KING GINGER ALE
 BONDED FLOORS
 NEW-SKIN

What we've done for others we can do for you.



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

The
Marvelous
MILLION
 of the New York Daily News

DAILY (*December average*) . . . 1,000,740

SUNDAY (*December average*) . 1,222,391

THERE have been and are other million circulations. In the British Isles, among 57,000,000 people, the Sunday Pictorial has a circulation reported as 2,300,000 copies weekly and the Daily Mail, published simultaneously in London and Manchester, runs 1,800,000 copies daily. In this country the Saturday Evening Post and the Pictorial Review have circulations in excess of two million; Liberty, the Weekly for Everybody, has more than a million in its second year. These periodicals draw their circulations from our whole national population of 114,000,000 people. The Chicago Sunday Tribune has a million circulation among the population of five states. BUT never before to our knowledge, either in this country or abroad, has any publication reached a circulation of a million copies among 10,000,000 people—the population of New York City and suburbs. Never before has any publication been read by so many people at the same time in the same place. And never before has the national advertiser had such a tremendous concentrated, cohesive selling force in the richest market in the world. Tell It to Sweeney, the average man, the average woman, the average family, through the **Marvelous MILLION of the Daily News**. Get the facts!

THE  **NEWS**

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, NEW YORK

Life presents ...

Andy Consumer

Reproduced from a full page in LIFE



I'M FROM MISSOURI— WHATCHA GOT IN CONNECTICUT?

MY job, family and mortgage keep me tied close to Consumersville, Mo. But I like nice things. Whatcha got in Connecticut?

Anything over there I ought to know about?

I am loyal in Missouri, but when it comes to buying the best for the least money, I am loyal to the United States. Whatcha got in Connecticut, for example?

As a money-maker I may be a small-town guy, but as a buyer I am a NATIONAL FIGURE.

National advertising in magazines and newspapers has made me that.

I know about the best things made in every town in America. I can compare the nutmegs and noodles of New Hampshire with those of New Mexico and Nevada. I can choose the choicest products from every corner of this whole blooming country, even if I do live in Consumersville, Mo.

As the purchasing agent of my family, I am *SOME PUMPKINS*. Thanks to advertising.

Haughtily yours

*Andy
Consumer*

THE UNUSUAL ADVERTISING SPENDING
ADVERTISING MONEY THAT IS PROBABLY A BUZZ

(Thousands of otherwise sensible people who used to slink with suspicion at the thought of national advertising now breathe freely in its presence and feel friendly toward it, as the result of the contagious confidence shown in it by one brave little man among them—their fellow citizen, Andy Consumer. An amazing example of crowd psychology.)

WE wanted to tell the public about the kindness advertising does 'em. (You see, LIFE has an obligation: national advertisers have spent fifteen millions in LIFE's columns.)

We did not come out in the old way and say advertising is wonderful stuff. Instead, we let Andy Consumer, a citizen himself, step out and say, "Hey, you big advertising guys!"

It sounded (on the surface) like assault and battery. But as soon as Andy got a crowd of innocent bystanders he began to tell advertisers some nice things about themselves in a rough tone of voice.

SOME nice things about advertising in LIFE are: LIFE'S almost endless-chain of reader turnover on each copy, sure-fire reader amiability, high visibility of every ad, and sophisticated surroundings which reflect quality all over the place.

Life

127 Federal Street
BOSTON, MASS.

598 Madison Avenue
NEW YORK, N. Y.

360 N. Michigan Avenue
CHICAGO, ILL.

In NEW YORK

The World's Greatest Market

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
1 Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	Times	1
2 World	World	World	World	Eagle	Eagle	Eagle	World	World	World	Herald Tribune	Herald Tribune	Herald Tribune	2
3 Eagle	Journal	Eagle	Journal	World	World	World	Eagle	Eagle	Herald Tribune	World	Herald Tribune	Herald Tribune	3
4 Journal	Eagle	Herald Tribune	World	World	Herald Tribune	World	World	World	4				
5 Herald Tribune	Herald Tribune	American	Herald Tribune	Journal	Journal	American	American	Sun	Eagle	Sun	Journal	Journal	5
6 Sun	American	Journal	Sun	American	Sun	Sun	Sun	Journal	Journal	Journal	American	American	6
7 American	Sun	Sun	American	Sun	American	Journal	Journal	American	American	American	Journal	American	7
8 Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	Eve World	8
9 Telegram	Telegram	News	Telegram	Telegram	Sold Union	Telegram	News	News	News	News	News	News	9
10 Sold Union	Sold Union	Telegram	Sold Union	News	Telegram	Sold Union	Telegram	Telegram	Telegram	Telegram	Sold Union	BklynTimes	10
11 News	News	Sold Union	Sold Union	News	Sold Union	News	Sold Union	Sold Union	Sold Union	Telegram	Telegram	Telegram	11
12 Post	Post	Post	BklynTimes	Post	BklynTimes	12							
13 BklynTimes	BklynTimes	BklynTimes	Post	BklynTimes	Post	Eve Post	Eve Post	Eve Post	Eve Post	Eve Post	Eve Post	Sold Union	13
14 Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	Mirror	14
15 Bulletin	Bulletin	Bulletin	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	15
16 Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	Graphic	15

This chart shows the relative positions in total advertising of New York newspapers, month by month, in 1925.

In 1925 the New York Herald Tribune gained 3,218,864 lines—over one million lines more than any other New York newspaper gained, and 923,636 lines more than the combined gain of the Times, American and World.

This tremendous increase in volume of advertising has changed the position of the New York Herald Tribune from fifth place in total volume of advertising during the first part of 1925 to second place during the last three months of 1925. This gain in advertising indicates the widespread recognition by advertisers of the

unexcelled responsiveness of Herald Tribune readers.

With its complete presentation of the news and its well-balanced array of features, the Herald Tribune is the spontaneous choice of keen, active people—the men and women who are buying the most clothes, automobiles and other luxuries of life.

New York Herald Tribune

FIRST TO LAST—THE TRUTH: NEWS ~ EDITORIALS ~ ADVERTISEMENTS

Western Representatives: WOODWARD & KELLY

360 North Michigan Ave., Chicago, Ill.

Fine Arts Building, Detroit



[[Is Your Advertising Yours?]]

By WILLIAM H. RANKIN

"You certainly put personality into our advertising. Our advertising has been most productive, because of the fine copy prepared for us by the William H. Rankin Company. It turned a business, on which we lost money in 1924, into one that paid us handsome profits in 1925."

These words are from the lips of the president of a mail order house, which has been in business since 1890.

Is Your Advertising Selling Your Goods?

Goodrich Zipper Boot advertising is another shining example of personality in advertising.

During the Automobile Show, a dozen advertisers of note assured us of their admiration for our newspaper and magazine advertising on this product, also for the practical work we have done in inducing dealers to advertise Goodrich Zippers locally at their own expense, in winning first class co-operation from the newspapers, and in having the story of Goodrich Zippers successfully radio-broadcasted from station WEAF and fourteen other stations throughout the United States.

The deft welding of these factors into a 100 per cent productive unit undoubtedly has made it possible for this client of ours—The Goodrich Rubber Company—to reap full benefit from every dollar expended in advertising.

See What the Dealers Think About Goodrich Advertising

Immediately after the Goodrich Zipper story was broadcasted on December 17th by the American Telephone and Telegraph Company, a boot and shoe retailer in Worcester, Mass., wired the telephone company for assistance in securing a supply of Zippers. The telephone company acknowledged the wire, and received the following reply:

"Very sorry to say that we did not get the two cases of Goodrich Zippers. They are hopelessly oversold, and if you could send in ten or fifteen cases, or use your influence, we would greatly appreciate it. They are certainly very popular. As I see it, the product has merit, but it has had so much publicity that Goodrich is doing by far the greatest overblue business in history."

Goodrich advertising is certainly selling Goodrich Zippers!

Is your advertising selling your goods?

In 1917, we first persuaded the Rome Company of Rome, N. Y., makers of the DeLuxe Bedsprings, to start a sectional advertising campaign at an initial expenditure of \$15,000. Today the Rome Company is one of our best accounts,



This is a reproduction of one of the numerous two-color, full-page GOODRICH-ZIPPER advertisements, prepared by Wm. H. Rankin Co. and appearing on the inside front cover of The Saturday Evening Post.

This is the most talked of Success of 1925

because with the help of a fine manufacturing and sales organization we have built this into a National Advertising account. With their help we put the personality of the Rome Companies into their advertising.

Their advertising is selling their goods!

Is your advertising selling your goods?

Because of the peculiarly intensive quality of our service, we can do full justice to only a few more accounts—possibly a motor car manufacturer, a food manufacturer, a soap, washing powder or toilet article and one or two others.

However, to those few prospective clients we have to offer—

27 years of uniformly successful advertising experience.

An organization in which we combine all the good qualities of Central Western advertising men with the best talent available in the East.

A complete advertising organization both in New York and Chicago.

A well equipped branch organization at such strategic points as Philadelphia, Akron, Washington, San Francisco and Toronto. They are staffed by able, experienced men, who know "local" conditions and how to apply them to the client's gain.

Is your advertising selling your goods?

Is it helping you to realize your fullest possibilities?

If the facts are otherwise, it would be an excellent idea for you to write our nearest office; or phone Murray Hill 0300 if you are in New York territory, or Superior 6600 if you are in Chicago territory.

WM. H. 
RANKIN
 COMPANY Advertising
 Established 1899

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

AKRON PHILADELPHIA SAN FRANCISCO TORONTO

Can You Recognize Types?

Here is a comparative showing of typical members of various type groups:

Old Style Faces

These are usually characterized by slight contrast between the light and heavy strokes and by diagonally sloping serifs. Old style letters always have a free-hand look, whereas moderns suggest the use of ruler and compass in their design.

TYPES vary in their characteristics, t

BENEDICTINE is an example of the group of faces that have been adapted from XVth Century Italian types. They come directly from the foundry.

min-head of roman letter design and show that letter in pure form with all its hand-wrought characteristics.

TYPES vary in their characteristics, t

ELZEVIR NO. 3 is a French Old Style face designed about the time of Louis XV. It has all the softness and elegance that we expect in any

artistic product of that period and in addition is compact without looking compressed so that it gives a high word count.

TYPES vary in their characteristics, the c

CASLON OLD FACE, most popular of all old styles, is a face that adapts itself to almost any kind of composition. The many irregularities that

are apparent on examination of its individual characters all contribute to its beauty and legibility when combined into words and sentences.

Modern Faces

These are drawn with a greater geometrical exactness than the old style letters. Note the square serifs, the sharp distinction between the light and heavy strokes and the round final balls on the lower case a, c and r.

TYPES vary in their characteristics, the c

BODONI shows clearly the distinguishing characteristics of the modern face in the roundness of its curves and the squareness of its angles. The eye is

always attracted by the brilliant sparkle of its sharply contrasting elements. Bodoni Book is a lighter cutting better suited to continued reading.

TYPES vary in their characteristics,

CENTURY is one of the more utilitarian modifications of the modern letter. Comparison with the

Bodoni shows its fundamental similarity of design, with the modern characteristics less marked.

TYPES vary in their characteristic

SCOTCH ROMAN may be described as a modernized old style. It is said to have originated through the efforts of type-founders to meet the popularity

of the Bodoni types by putting square serifs on their old style letters. Note the serifs are strengthened by brackets.

Transitional Faces

There are a few faces that are partly old style and partly modern in derivation and design.

TYPES vary in their characteristics, the chie

CHELTEMHAM was created to meet certain present-day printing requirements. It was designed for the Linotype Company after an exhaustive investi-

gation of the factors in letter-design that make for easy reading. It has compact serifs, long ascenders and an even color.

Specimen Brochures giving a more complete showing of these faces will be sent on request

THE LINOTYPE COMPANY

MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography

461 Eighth Avenue, New York

CAN YOU RECOGNIZE THIS ONE?

A New Linotype Face

Now being cut in full Linotype series. Watch for further announcement.

ONLY ONE

six day paper in Ohio carried
more lineage during 1925
than did

The Akron Beacon Journal —Akron, Ohio—

So, Toledo Blade, we doff our hats to you.

Among the six day notable Ohio papers
that THE AKRON BEACON JOURNAL
beat in lineage are

The Cleveland Press The Columbus Citizen The Toledo News Bee
The Cincinnati Post The Cincinnati Times Star
and The Dayton Herald

Editor and Publisher also credits THE AKRON
BEACON JOURNAL with ranking fourteenth in
lineage carried during the past year, among all the
six day papers in the country.

Such a remarkable record means—

That THE AKRON BEACON JOURNAL is a live, pro-
ductive advertising medium and that Akron is a rich, active
market. A combination that spells SUCCESS for any ad-
vertiser, regardless of the nature of his product. Since
THE AKRON BEACON JOURNAL carries practically
every National and local account placed in Akron this an-
nouncement is made merely to let the advertiser know that
in placing his message in THE AKRON BEACON
JOURNAL he uses good judgment.

Akron

The Beacon Journal

Results

How shall we judge in

*Is not their value based upon
the market itself in terms of
where that market really buys?*

WHERE do the Boston department stores get the bulk of their business? Do they draw their biggest volume from the 30-mile trading radius ordinarily credited to Boston?

They do not. That trading radius contains five other large cities with shopping centres of their own. 74% of all packages delivered by Boston department stores go to homes located within 12 miles.

This is proved by the Clearing House Parcel Delivery which serves nearly all the foremost Boston stores and *which does not deliver outside an average 12-mile radius from City Hall because there is not enough business to warrant maintaining such delivery.*

64% of all charge accounts in a most representative Boston store are also within the 12-mile area.

Why does the Globe lead?

This shows the richness of this territory which has a per capita wealth of nearly \$2000.

And in this same 12-mile area are located most of the grocery stores, the drug stores, the hardware stores, the dry goods stores, served by any newspaper campaign in Boston.

The Globe has the oldest woman's page in America. It is a page edited largely by Boston women themselves.

The Globe deals with the smaller, local sports as fully as most papers deal with national events. It encourages attention from the high school lad—the man in the suburb.

And the Globe deals with local and national politics, with religious subjects, broadly and fairly.

These are the policies of the Globe. They must be sound if the Globe's preponderance of circulation in the real Boston is accepted as a measure of their appeal.

Retailers want a concentrated demand

THIN, wide-spread newspaper circulation may get distribution but it cannot build demand.

The Globe offers every national advertiser exactly what Boston retailers of every kind want—a concentrated, quantity circulation covering the quality homes that really buy in Boston.

If you want the greatest coverage of quality circulation in the Boston trading territory, buy the Globe *first*.

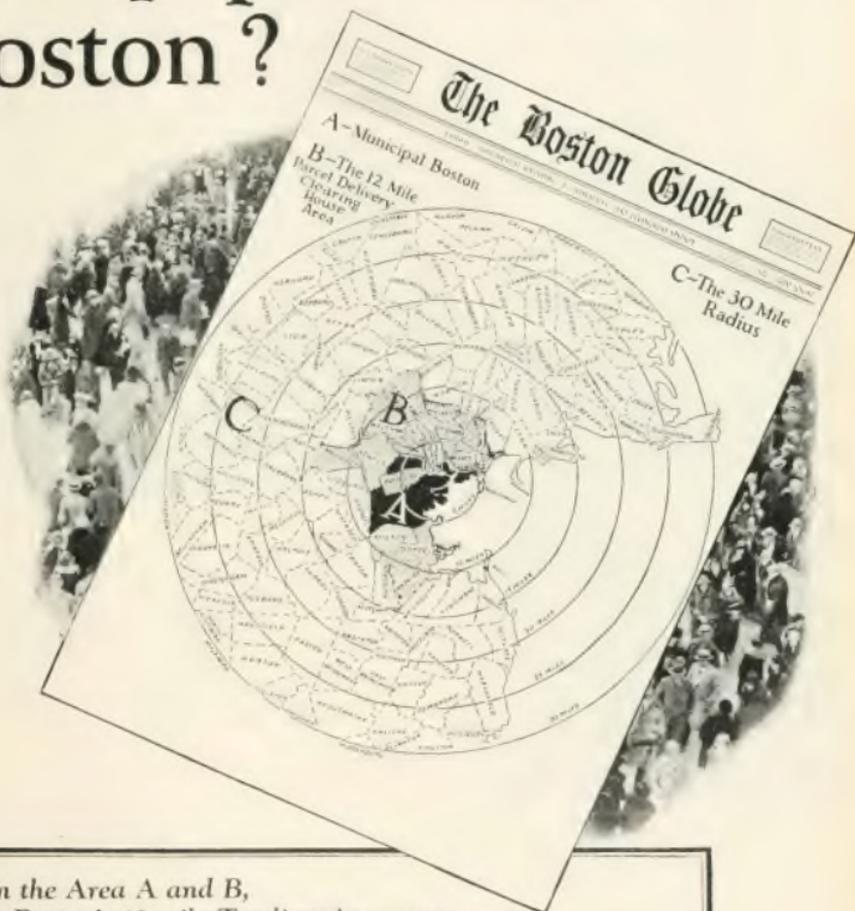
TOTAL NET PAID CIRCULATION IS

279,461 Daily

326,532 Sunday

It is pretty generally true in all cities with large suburban population that, *in the metropolitan area*, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

newspaper values Boston ?



In the Area A and B, Boston's 12-mile Trading Area, are

64% of department store charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston



Would Your Product Be "At Home" in This House ?

Would it contribute to proper construction, equipment or embellishment? Would it enhance interior decoration or furnishings, or lend beauty to the lawn and grounds? This attractive home with its livable atmosphere and impression of well-being is typical of the 70,000 homes (and more) into which The House Beautiful goes on its twelve monthly visits each year.

And it is in such homes as this that master and mistress take that interest in plan, construction and ornament which is, in fact, a sustained and alert curiosity in what makes for the best in correctly appointed housing.

With its ever-increasing circulation in homes of character, The House Beautiful not only affords the advertiser a thoroughly sympathetic contact but, in addition, gives an excess circulation above its rebate-backed guarantee of 70,000 (A. B. C. figures).

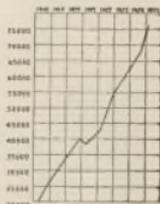
Shall we submit rate card by mail or personal representative?

THE HOUSE BEAUTIFUL

8 Arlington Street

A Member of the
Class Group

Boston, Massachusetts



Growth of
The House Beautiful

Advertising & Selling

FORTNIGHTLY

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PIERRE BOUCHERON, manager of the advertising department of the Radio Corporation of America, writes with authority in this issue regarding the reduction of waste in dealer helps. Touching on that perennial stumbling block, the retailer's failure to profit by advertising tie-up, Mr. Boucheron goes on to suggest constructive measures calculated to make the most of a situation which seems nearly impossible of correction in the immediate future. Methods of improving the character of the helps themselves, and of getting the dealers to use them are both dwelt upon at length in this article.

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SCHOOLS....

Impossible to tell this story without superlatives ~

Of necessity, in talking about the school advertising in *Cosmopolitan*, one is forced into superlatives. Forth they come trooping, all the old, time-worn "bests" and "mosts" and "greatests." For instance:

- school advertisers spend *most* in *Cosmopolitan*;
- Cosmopolitan* is carrying now the *greatest* lineage of school advertising in the twenty-one years it has carried school advertising;
- one of the *greatest* of advertising agencies through various tests, places *Cosmopolitan* *first* among school mediums and many schools of course say that it is *best*. The Bordentown Military Institute of Bordentown, New Jersey, for one, in writing of the results of their past season's advertising say, "This is the *best* result we have ever had from advertising in *Cosmopolitan* or in any other magazine."

Can the general advertiser avoid seeing what *Cosmopolitan's* value as a school medium means to him?

Readers who can afford to send their children to private schools. Readers who respond. Men and women readers (58% women and 42% men write to the *Cosmopolitan* School Service). And so on. Endlessly. Convincingly.

Under the reading lamp, by their own firesides, where men and women discuss what they need, what they want—there's where they see your advertisement in *Cosmopolitan*

Hearst's International
combined with
Cosmopolitan

FEBRUARY 10, 1926

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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Charles Austin Bates Floyd W. Parsons Kenneth M. Goode G. Lynn Sumner
R. Bigelow Lockwood James M. Campbell Frank Hough, *Associate Editor*

Has House-to-House Selling Passed Its Peak?

By Herbert N. Fiske

IN the past year there have been at least one hundred failures or near-failures among the concerns engaged in house-to-house selling. What is more, one of the most famous of the house-to-house selling companies, one which has been the envy and the inspiration of a horde of imitators, has struck shallow water and passed its peak of growth—and, so it is said, its dividend.

Quite true, the Real Silk Company, another great inspirer of imitators, has gained in volume, but it is no longer selling hosiery alone; it is already seeking the vertical trust method of growth rather than the horizontal method.

Now, I realize that this is rather "big news"—if true; but I believe that those to whom the statement comes as a surprise will very soon realize that the news is genuine, and that I am reporting a happening of major importance in merchandising.

The house-to-house selling idea has had a spectacular career, and is



© Bruce Bros.

THE house-to-house method of selling has had a spectacular career, and it is by no means finished. Just how effective it will prove in the future, however, is a question that is becoming more and more important to everyone interested in it as there are indications that it has already passed its peak of effectiveness

by no means finished. But it has passed its peak. Its growth will never again be as rapid, nor will it have a very secure future as a method

of sound merchandising.

There are several basic factors which cause this. The first of these is the general shortage of labor. The immigration policy of the United States has lowered the supply of all labor and has raised the standards of what remains. As a consequence, the crude supply source of salesmen has been running very thin and dry for the past two or three years, and when the demand came for house-to-house salesmen the supply did not equal the demand. Then there resulted a great orgy of advertising for salesmen, and while at first there was an influx of men into house-to-house selling on a "gold rush" basis, it was soon discovered that house-to-house selling was not by any means a gold mine. Some of the advertisers for salesmen had rather indicated that it was.

Then there occurred a rapid shifting of jobs by these salesmen that took on quite fantastic proportions. Even some of the larger and more successful firms, who were known to give good re-

turns to salesmen, had their turnover boosted. The turnover in house-to-house selling had always been large, but now it became a nightmare, with resulting increased selling cost. Then an exodus of house-to-house salesmen from the field began about the time business picked up in the spring of

1925; the men getting jobs as salesmen in other concerns on a salary or more stable basis. At the present moment the situation is such that to get together a sales organization for house-to-house selling is an adventure which only the bravest and most optimistic will face. While

there appear to be plenty of candidates, they are of a very distinctly low quality and display the most astounding tendencies to migrate, to ignore instructions and to steal sample outfits.

The second basic factor which is
[CONTINUED ON PAGE 64]

I Hope That Mr. Calkins Gets His Wish

By S. Keith Evans

Evans, Kip and Hackett, Inc.

IF the Harvard Business School inaugurates that new department to teach executives what they ought to know about advertising, and includes a course in agency selection as Mr. Calkins hopes, it certainly will be a boon to the many thoughtful, sincere agency organizations who are trying to effect greater economies in distribution by advertising.

They will no doubt find that such advertising must be based upon sounder merchandising and getting closer to the selling end of the business.

They will also find that this work properly done involves an expense which cannot be covered by the present 15 per cent differential on billings.

Mr. Calkins' observations on how and why accounts change from one agency to another are very clearly sound in general, and even in particular most of the reasons that he gives for changing hit the mark pretty well.

The changing of agencies is a condition which has been with us for a long time. It is not so prevalent today as it used to be, but the fact that it is a condition suggests a deeper study of the causes, both on the part of the advertising agency and on the part of the advertisers.

The time is fast going when a good advertising man is one who knows how to say a thing well and to illustrate it well. Nowadays an advertising man must know what to say, and this requires a deeper study which will take him beyond the technique of just advertising.

An advertising man must know the policies of his client's business; have an intimate knowledge of its

merchandising; the gross and net profit on this item or that; must be able to visualize the movement of the goods from the factory through the channels of trade to the shelf and across the counter. Indeed, if his advice upon the size of the appropriation and where it is to be spent is of any value to the client, it should be based upon a fair working knowledge of the whole circle of his client's business.

Some might object to this on the ground that such an agency seeks to know too much—that all it is employed for is to produce the advertisements to sell the goods.

BUT if the agency is employed only to write advertisements, and is not expected to know much, if anything, about the business, then the client will not get good advertisements, though they may be beautifully worded, beautifully illustrated, and attract favorable comment as advertisements from those who profess to know a good advertisement when they see it; but it is one thing to convince the client that an advertisement is a good advertisement, and quite another thing to convince the casual reader that he or she ought to buy the goods advertised. The agency can do neither of these things very well unless it knows a great deal about the client's business.

The new department of the Harvard Business School, which Mr. Calkins hopes may be inaugurated, will soon find out that at least one cause for the change of agencies is that the agency knows too little, and that the more they know about the business, the sounder their advertising will be, and the more valuable they will be to the client as honest

counsellors, and they will expect to be paid accordingly.

The agent of tomorrow will be better equipped to counsel with his clients on all phases of their business in looking for resistances to sales. He will not expect to find them all in the minds of the consumer, to be removed by clever advertisements which please the client's friends and relatives. He will know that a resistance to sales may be found anywhere along the line, from the mind of the consumer back to raw materials. He may even find it in the mind of his client.

He may find that less volume will create greater profits, and that greater volume will break the machinery somewhere and wreck the business. There are enough manufacturers today who are still trying to overcome the black eyes their products got by speeding up production and spoiling the quality. Returned goods, cancelled orders and many other things incident to speeding up play havoc with profits.

THE agent of tomorrow, if he has the fortune to have as a client a graduate of the new department of the Harvard Business School, will not have to fit an advertising campaign into a lump sum appropriation, made by a benevolent Board of Directors, who sadly leave the meeting with a sort of feeling that the money might better have been paid out in dividends, but will get his appropriation out of the right percentage of the gross sales of the previous year.

The millennium is not coming. Neither can it be brought in by the new department of the Harvard Business School. Just the same, I hope that Mr. Calkins gets his wish.

Reducing Waste in Dealer Helps

By Pierre Boucheron

Manager, Advertising Department, Radio Corporation of America

TO attempt to offer a solution to the advertising manager's perennial problem of how to secure effective use of advertising helps without waste is as difficult as trying to eliminate static from radio broadcast reception. It will take years to bring the retailer of practically every industry up to the point where he can tell you correctly the what, why and how in sales helps.

In sales promotion practice today about one and one-half per cent of a manufacturer's gross sales goes into dealer advertising helps. Based on the estimated \$500,000,000 total sales in radio for 1925, it would seem, therefore, that about \$7,500,000 will be expended for sales promotion material alone. The mortality of sales helps is appalling, some observers estimating it as high as eighty per cent. On the basis of this estimate radio manufacturers are wasting \$6,000,000 this year on unused and abused sales helps. This is a tremendous burden for the public to bear, and while practically every manufacturer is making strenuous efforts to eliminate it, not a great deal of progress has been made. This condition holds true of other industries as well.

There are numerous reasons why retailers do not respect the material sent to them. In the first place, the literature may be improperly or poorly prepared. Fortunately, this is the exception rather than the rule, but where poor preparation has occurred, dealers have been quick to estimate the real value of such material as they receive and treat it accordingly. A far more important cause is the fact that the dealer is not sold on the main idea behind each particular piece of advertising material, nor is he thoroughly acquainted with the proper method of using it. To be sure, most advertising departments publish direction sheets and write many letters on the proper use of advertising material, but in most cases the ideas are apt to be over the dealer's head. Such



efforts will be far more effective when they drop such phrases as "consumer acceptance," "national coverage," "cumulative effect" and "millions of readers." To the dealer's mind all these high sounding subjects are the manufacturer's problem and he is interested only in the \$21.50 list price sale to John Jones, who lives around the corner and short cut methods of reaching him. If manufacturers will bear in mind the specific customer rather than the national market they will find their efforts getting under Mr. Dealer's skin much more effectively than heretofore.

ANOTHER important cause of mortality is careless distribution and too much "dumping" of advertising literature. Unless proper precautions are taken, it must be remembered that a large package of literature may find its way to a cozy little corner somewhere underneath the counter to rest quietly until its usefulness has passed, and if there is a shipping department in the retailer's store there is much more chance of this happening than in the smaller shop. This leads the dealer to regard display material as something which costs nothing, because of the large supply of it. Even the most aggressive dealer is slow to grasp the sales possibilities in a

piece of advertising matter, and a package of this material apparently dropped from the skies with no simple plan from the manufacturer on how to use it has little chance of accomplishing its full mission.

There are numerous possible remedies for these weak links in the sales promotion set-up. They are not cure-alls and in some cases they may not be as effective as one would hope, but at least they indicate some methods for combatting this costly wastefulness. One method, and it is a good one, of securing the respect and cooperation of tradesmen in sales promotion helps is first to consult them on what they want and will use in the way of advertising and sales promotion features. A questionnaire will bring forth thousands of requests for personal and individual attention and services. These, of course, cannot always be answered nor complied with individually, but the two or three really good ideas which undoubtedly will come to light in the answers received will be well worth the trouble. Then the slogan, "10,000 blank dealers prepared this window display," can be used with very marked effect, and will go a long way toward creating the interest and respect in advertising helps that is so greatly desired.

A modification of this idea is effectively demonstrated by the bakers of Bond Bread, who advertise this slogan: "50,000 Housewives Baked This Loaf of Bread." Originally, this baking company asked all the housewives of the nation to send in their favorite bread recipes, and from the thousands received the most popular combination of ingredients was developed. This means is most effective in that it gives the dealer, or in the case of the bread, the consumer, something approaching a personal interest in the product involved.

Bear in mind the dealer viewpoint in preparing all literature and advertising. Remember he is just an

[CONTINUED ON PAGE 46]

Steve Nag and Tresa Ferrantti

An Article Which Calls the Roll of Some Prospect Lists

By Marsh K. Powers

*"We are God's chosen few.
All others will be damned.
There is no place in Heaven for
you.
We can't have Heaven crammed."*

THE man who penned that stanza of an old English hymn and the congregations which sent it lustily reverberating up into church rafters basked in the warmth of a self-satisfying egocentricity. Surely a state of mind so wholly free of misgivings is an enviable situation, even though a perilous one.

"To the outer darkness with all who are not of us and not of our kind!"

Unfortunately for its complacency, the business world can't afford to be so sweepingly scornful of those who do not fit into the accepted pattern. There is volume to be attained, if dividends are to be declared, and volume can be fattened by the copper pennies and silver coins and silk-threaded dollar bills by those who fail to fit the pattern, just as acceptably as by the currency of the cultured inner circle.

As a result, salesmen and sales-people ignore social, cultural, and moral lines of demarcation and seek only to apply their energy where there is the wherewithal to make payments.

A thin-pursed deacon does not compare, in their eyes, with a godless bootlegger. A professor in a divinity school is not always the desirable addition to a customer's list that a profane and unlettered, but successful, truckman can be.

However, I sometimes wonder whether the advertising craft is so carefully and wisely democratic as are salesmen.

It seems to be fairly obvious that advertising betrays a certain consistent, though perhaps unintentional, willingness to bar from its circle of influence that great host of



© Brown Bros.

IN this nation of ours English is not everywhere the simple, easily understood thing it is in our advertising conference rooms. Yet much copy for low-cost staples, which find their market as readily in the immigrant as in the educated, is worded in elaborate polysyllables

inhabitants within our borders to whom the English language is not the simple, easily understood thing that it is in the advertising conference room.

In a comprehensive list of advertised commodities there is, of course, a considerable proportion which can properly permit the use of fairly intricate and reasonably polysyllabled advertising. In that same list, however, are scores of daily necessities, the low-unit-cost staples of existence, which are needed exactly as much by the uncultured as by the educated families. Certainly it would seem shortsighted, in advertising such mer-

chandise, to restrict the appeal to families that are American-born or of English extraction.

All of us have read ramified statistics on this phase of the market—the percentage of foreign-born, their division according to the lands of their nativity, and the number of their American-born children. Statistics, however, have a slippery habit of rolling off the memories of men who deal in words. Personally I find it a wise precaution at frequent intervals to read lists of names which afford accurate cross-sections of our population. They are daily available.

For instance, there are the records of marriage licenses issued. Published daily in the newspapers, they furnish an accurate picture of any community or communities in which you are interested. Take time to read the list reprinted below and you will have, as an example, a vivid and true reflection of Cleveland in the year 1925: John Liptak, Julia Welebir; Sabatina Ferritto, Tresa Ferrantti; Monroe Brown, Eunice Brooke; John Dhont, Marion Bryd; Robert Hamilton, Esther Waddell; Howard Teter, Mildred Jones; Daniel Reese, Sarah Smith; Frank Ranfer, Sophie Ranscher.

Again—when your memory needs refreshing—look down the tabulation of registered births. There you will have another magnifying glass which will never very greatly distort the truth as to a community, even though, because the birth-rate of the educated classes is usually lower, it is perhaps somewhat less accurate than the marriage license list. Here is a sample of the latter to consider: Mrs. George Sajtos, Mrs. Henry Hendricks, Mrs. Harry Vondrak, Mrs. Jacob Yaucher, Mrs. Frank Petsche, Mrs. William Rolfe, Mrs. Oscar Lake, Mrs. Alexander

[CONTINUED ON PAGE 67]



An Advertising Trend Toward Sophistication

By Frank Hough

SAGES of the "profession" tell us that the power of advertising rests upon its appeal to certain inherent instincts within us. Greed, envy, sex and certain other human foibles have motivated many a nation-wide campaign which has changed buying habits almost overnight and carried a product to success over a field of competitors. It would be platitudinous to reiterate that the flesh is weak, and futile to lament this deplorable fact. So the wise man accepts the inevitable philosophically, cloaks his appeal with such beguiling artistry as he has at his command, and proceeds to hit us in our weakest spot.

It would be somewhat difficult to lay a definite finger upon any one basic appeal underlying the "high-hat" complex which is becoming more and more noticeable in the advertising of today. Some insertions preach fear; some preach greed, some envy, but in common to all of them is the appeal to the great American characteristic of emulation. Just as Fourteenth Street follows the lead of Fifty-Seventh Street in the matter of women's fashions (even as Fifty-Seventh Street follows Paris), so does Flatbush ape the modes and manners of Park

Avenue and the East Seventies.

But to the advertising. Noticeably a tendency toward so-called sophistication is creeping into the commercial pages of our publications. Such a tendency is perfectly healthy and normal; it is in direct coordination with a similar trend in our literature, and it reflects with a searching truthfulness the direction of the evolution of the American mind, a type of mind essentially middle class, in the European connotation of the term. Our aristocracy, such as it is, holds its position solely by approximation—a few good, old middle class families who have had their money and its resultant "advantages" a little longer than a few million others.

TO the common or subway variety of mind, this elite is shrouded in an aura of exotic mystery, symbolized as in the movies by the lorgnette or the high hat, depending upon sex. Individuals may be seen occasionally landing from the *Beverly Hills* upon the picture page of the *Herald Tribune*, or in the "golden horseshoe" of the Metropolitan, but aside from that they are seldom seen, or rather recognized, in the flesh. The imposing dowager in the be-chauffured His-

pana may be the wealthy Mrs. So-and-so—or again may not; the smartly-tailored young thing just emerging from the imposing facade in the right section of Park Avenue may be one of the current debutantes—or close investigation may disclose that her social connection is at best the American equivalent of morgantatic.

But there are certain conventions which have attached themselves to the life of this exclusive element via the novel and the drama, both silent and spoken. Of these, the most conspicuous is that elusive characteristic known as sophistication. Each year the colleges turn out a few thousand more superficially polished youths who lend weight to the illusion, and we as a nation are still just naive enough to fall heavily for the fetish. *Savoir faire* is in the way of becoming a national deity, while in our national consciousness the *haute monde* has been elevated several long jumps on the far side of purgatory. And upon this state of mind rests the appeal of that variety of advertising which is here under discussion.

Take Listerine as the first example. Certainly this campaign is too well known to need description here.

A. Lincoln, Advertising Man

By William E. Barton

PATRONS of the post-office at New Salem, Illinois who called for mail about the middle of March in the year of our Lord 1832, may not all have received letters, for these were expensive luxuries, but no one departed without a missive in reward of his coming. Every voter in the New Salem precinct, and as many as were conveniently in reach over toward Concord and around Clary Grove, received a printed message, bearing at the bottom the name of Abraham Lincoln, and the date of March 9, 1832. Mails were not then flooded with circulars. Any piece of reading matter was worth attention, and this one was particularly so. In this broadside Abraham Lincoln announced himself a candidate for the Legislature. It was not, perhaps, his first piece of advertising, but it was the first time he had employed the printing press for the purpose. From that date until his death, the smell of printers' ink was sweet to him.

Abraham Lincoln was a prince of advertisers. The notion that he was a modest and self-effacing person, who hid himself from the public gaze and reluctantly accepted political honors when they were thrust upon him is about as far from the truth as anything that could be imagined.

Consider for a moment this first piece of advertising for which Lincoln paid the printer. He was just past his twenty-third birthday, had had less than a year of schooling, had turned his back on farm work to which he had been bred, had made a tour by flat-boat to New Orleans, the second in his experience, and had gained some reputation as a river pilot, a wrestler, a boxer, a referee in foot-races and other sports, and a good teller of stories in the country store. And he aspired to be a member of the Legislature!

Cherishing that ambition, he sought the printer of the *San-*



MR. BARTON is author of "The Life of Abraham Lincoln" and is regarded as one of America's foremost authorities on the subject. Incidentally he is the father of Bruce Barton, well known advertising man and writer

gamo Journal, and had his handbill printed. He and his friends distributed it.

He did not discuss national politics of which he knew little and his constituents cared less. He discussed the questions in which he knew the voters of the *Sangamon* bottom were interested, the navigation of Illinois rivers, the rate of taxation, the establishment of public schools, and matters of that sort. Then he said:

"But, fellow citizens, I shall conclude. Considering the great degree of modesty which should always attend youth, it is probable I have already been more presuming than becomes me. . . . Every man is said to have his peculiar ambition. Whether it be so or not, I can say for one that I have no other so great as that of being truly esteemed by my fellow-men, by rendering myself worthy of their esteem. . . . I was

born, and have ever remained, in the most humble walks of life. I have no wealthy or popular relations or friends to recommend me. My case is thrown exclusively upon the independent voters of the county."

Under the circumstances, it was a remarkable piece of literature, and it was none the less notable as a piece of good advertising copy. It was read by firelight all over his district, and, while it did not elect him, it polled so large a vote as to justify his running again, and again, and again, and again, and in every one of those four later elections he succeeded.

Just five years after the first advertising campaign, Lincoln moved to Springfield, and established himself there as a lawyer. But politics was still his chief concern, and politics meant advertising. Among his most powerful friends was Simeon Francis, who, from 1832 until 1855 was editor of the *Journal*, first the *Sangamon Journal*, then the *Sangamo Journal* (for the spelling was varied in an effort to approach the

French pronunciation of the Indian name) and then still the *Illinois State Journal*. The *Journal* became to all intents and purposes Lincoln's personal organ. From his first residence in Springfield until his departure to Washington, he wrote many of its editorials, advertising his own principles, and now and then discreetly but effectively mentioning his name in approval of his policies, but not as the writer of the editorials.

After his one term in Congress, 1848-49, Lincoln retired from politics, but returned in 1854 after the repeal of the Missouri Compromise. He had to do some more advertising, and he did it. He took the *Chicago Tribune*, the *New York Tribune*, and other of the leading papers, and when he renewed his subscription, he was accustomed to inclose a little note to the editor, saying that he read the paper and found it valu-

[CONTINUED ON PAGE 56]



A SLOGAN can be horridly monotonous, or it can be refreshed and entrenched by variety, as Fisk's slogan has been reinvigorated. It was none too sharp a phrase when it was born; as it was treated over the years when the night-gowned child yawned it over Broadway, it was tiresome. But now it takes on new life, with drawings of the "human interest" magazine-cover school, uniformly good and ingeniously varied

Why One-Price Space in Periodicals?

By Carroll Rheinstrom

A Question of Importance to Every Man Who Buys, Sells, or Uses Advertising Space

OH, are you an advertising man? I just love to read advertisements. Especially about Campbell's Soups. Aren't those little jingles just too sweet?"

Gush, commonplace and an anathema to all of us. But isn't it amazing how Mr. Campbell invariably holds the spotlight in such playlets?

Other advertisers spend far more than Campbell's annual appropriation. Clever nursery rhymes have been offered to catch the reader's fancy. But it's Campbell every time when a trooper is summoned to bear the banner.

Why? I asked a clever copy writer the other day. His answer was exactly as I had expected. It is the answer that more than one advertising writer has offered. You yourself will probably agree to it.

He said, "Because Campbell always has the first page after reading matter, in every magazine used, every month. People get used to looking for it there."

Logical enough. But examine the answer closely. At second thought, it seems to offer material for further speculation. Speculation, that, in time, I seriously believe, will engender a revolution in space buying policies!

"The first page after reading matter, every month." If Campbell used the *twenty-third* page every month, would the same attention value be earned?

Just how much has the page position in a magazine to do with the success of any given advertisement?

The court will come to order! The first witness will take the stand:

To my office every month come dozens of advertisements from all

Editor's Note

"MUST monster appropriations be the price of successful space buying in weekly and monthly periodicals?" asks Mr. Rheinstrom, editor of *Keyed Copy*, in this article. For answer he proposes a radical method of space selling that will challenge the thoughtful interest of advertisers, publishers and advertising agents.

THE FORTNIGHTLY is not to be considered as sponsoring Mr. Rheinstrom's proposal. But it is glad to present his arguments for consideration, just as it will be glad to publish the views or experiences of those who may disagree with any of his ideas or opinions on this subject.

over the country. Sometimes they come in single units—successful advertisements. Sometimes they come in pairs—success vs. failures. In every case, however, they are accompanied by all the facts connected with their appearance. The inquiries in each case are tabulated down to the last figure. The circumstances surrounding their creation are given in complete detail. The page positions in the magazines in which they appeared are noted.

IN going over this wealth of material, I find, among others, one very remarkable fact:

Of these advertisements, conceded by their authors to be outstandingly successful, more than 80 per cent had appeared in positions before reading matter, in pages 1, 2, 3, 4 and 5 after reading matter and on the last two or three pages.

It is interesting to note that not one of the advertising writers submitting these examples mentioned anything about page position. Each offered as a reason for his success some copy or merchandising theory. Many of these theories were un-

usual, attractive. But, many were not particularly outstanding; and they were successful, falling within the 80 per cent appearing in the before-specified positions.

Apparently here is a new theory suggested: that the effectiveness of an advertisement decreases as it is distant from the main editorial section.

Witness Number Two:

Some weeks ago, a very interesting and relevant article by Mr. G. Lynn Sumner appeared in the FORTNIGHTLY. The article described Mr. Sumner's experiments with the placing of several small International Correspondence

Schools advertisements in a magazine, instead of a single large unit. But a condition vastly more important than the merits of small space, vs. large, was brought out. A condition that cannot be relegated to future experiment, but must be immediately considered. A condition not possibly applicable to a limited class of advertisers, but directly concerning every space buyer who spends a dollar in magazine space, every account executive who must build success for his client, every copy writer who must draw inquiries with his advertisement.

Wrote Mr. Sumner:

"Occasionally, the same piece of copy would show an amazing variance in pulling power in the same publication. In some one month it would pull not only stronger than any other advertisement in the issue but actually twice as strong as any other. When repeated later it would be only an average producer. Once in a while it would be the poorest producer of the month.

"Another discovery threw a mysterious factor into the calculations. When the record was made up for all the advertising done in one issue of one

[CONTINUED ON PAGE 70]

Aren't Reading Tastes a Fair Copy Index?

By Norman Krichbaum

THERE must be produced in this land of the free-for-all business scramble and home of the brave advertiser, annually or oftener, some hundreds of magazine articles bearing on the subject of advertising copy. Thirty years now, man and boy, bull and bear, these golden manuscripts have accumulated, some of them dust, some of them renown. Were they all to be assembled in one voluminous volume—or say rather on our shelf of at least five feet—what a rich preceptory of copy experience and speculation we could pour upon the head of the struggling scribe! What to do and what not to do, what to write and what not to write—these vexatious queries we should have altogether a n s w e r e d, positively, negatively, and contradictorily.



I WRITE a piece of copy—hang on a few whimsical copy antics—hook up some passable cartoons with it—and let it go. It goes big 'till I hear from Jack Daw. Big mistake, says he; never do at all. Lacks dignity, ridicules the product, has an evil back-lash. Still I believe in that copy. J. Daw must be off his pins. Only J. Daw happens to be the manufacturer, so the copy expires in its infancy. Indeed, who shall judge?

Yet the copy monitors continue merrily their output of copy on copy. Why? Because, forsooth, the question of what is or isn't real copy appears (atop all this monumental research) still alive and kicking, and yodeling for an answer. Is there one? Is there, in any academic or textbook sense, a laboratory test, an infallible retort to that famous and infamous impeachment "Is it GOOD COPY?"

I hang my head in dubious depression. I fear that, even if we could have recourse to that solid comfort of our juvenile days (when even arithmetics possessed their amenities) and "look in the back of the book," the answer would be found missing.

The recent disputations which Mr. Calkins has fermented in the pages of this very publication, anent the

ethics and principles of book advertising, are a recurrent example of the futility of reconciling the opinions of intelligent men on this score. All such publicly and dogmatically expressed opinions are a sure-fire provocative to hostilities, armed camps, and counter charges.

What are the attributes of highest advertising copy? They are about as susceptible to definition, ever, as the attributes of Titian's Madonna Casa Pesaro or Barrie's cherished Arcadia or (to continue the declivity of the curve) mince pie. Cleopatra was compact of flesh, tints, curves, tresses, moods, vivacity, intelligence—and what else? Good copy is compact of words, ideas, pictures, desires, provocations—and what else? Can you define it, can you measure it, can you transfix it in a sentence, or in an essay, or

in a library? Neither can we.

Time out of mind, we who scratch around more or less effectively with the well known and little understood copy stylus have been somberly warned against, or zealously proselyted for, such styles of copy as have been pigeon-holed as catalogue-ish, over-technical, prozy, detailed, pedantic, ordinary common-sensible, human interest, "newsy," humorous—and 1002 others. Hopelessly entangled among themselves, you have the ardent advocates and disparagers of these myriad brands of copy. Banners are flung out, in a multi-colored bedlam, for or against this and that. Who shall judge, who shall judge?

I write a piece of copy. John Sweeney says it's too detailed—no one will read it. J. Sweeney's copy, on the other hand, doesn't tell enough to suit me. I like expository copy. When I buy a motor car, take it from me, I'm not interested in something west of Laramie, but in an oil-rectifier. I'm a normal, average human being. J. Sweeney must be simply eccentric.

I write a piece of copy. It's supposed to help sell a wire stick or support for plants, vines, flowers. I wax facetious—name the thing a Vegetable Crutch—hang a few whimsical copy antics on the fellow—hook up some passable cartoons with it—and let it go. It goes, big, until I hear from Jack Daw. Big mistake, says he; never do at all. Can't create sound prestige for a manufacturer among the trade that way, or real consumer acceptance either. Lacks dignity, ridicules the product, has an evil back-lash. Still,

[CONTINUED ON PAGE 80]

THE · EDITORIAL · PAGE

We Disagree with Mr. Lorimer

IN the January 30th issue of the *Saturday Evening Post*, in an editorial written with that clarity of expression and virility of conception which characterize all of his writing, George Horace Lorimer takes the medical profession to task for suppressing the "good news" about health and hygiene.

"The science of medicine, whether because of or in spite of its abundant store of Greek and Latin jaw-breakers, is, as far as laymen are concerned, the most tongue-tied of all the learned professions," says Mr. Lorimer. "The tragedy of medicine and surgery today is the appalling amount of suffering, affliction and mortality which is definitely avoidable. . . . The physicians, despite the best of intentions, are contributing far less effectively than they might to the cause of preventive medicine. Their zeal for scientific advancement knows no bounds, but they forget that much of their newly acquired knowledge must remain barren until it has become common property and its significance has been grasped and realized."

So far we are in complete and hearty accord with Mr. Lorimer, as we are also when he goes on to urge that some national body, such as the American Medical Association, develop a program for attacking the problem "in force over a nation-wide front." But when he goes on to recommend that local organizations should "cultivate their home papers and see that they are supplied with simply and attractively written reports," and further on states that ". . . if the doctors would supply the brains the business world would find the money, and the newspaper publishers would furnish the white paper," we disagree with him. This throws the whole idea into the realm of pressagency, if Mr. Lorimer means what he seems to mean.

It is neither necessary nor desirable that the newspapers of America donate the "white paper" for a campaign of education on health. It is not desirable to depend on donated space because this would subject all articles or news to editing, and playing up some trivial or speculative angle or feature would utterly destroy their serious educational value. Furthermore, to be effective, such publicity as Mr. Lorimer prescribes should be featured broadly and simultaneously in newspapers and periodicals all over America. What editor will devote his columns to matter that he knows every other editor is going to print? What editor will wage a campaign of medical education of the breadth desired by Mr. Lorimer, or with the necessary persistency?

Nor is it necessary that newspaper publishers furnish the white paper, for "the business world—[and why leave out the professional world?—] would find the money" just as readily for the space as for the talent to write the kind of "news" that Mr. Lorimer desires.

Perhaps it was self-consciousness on Mr. Lorimer's part that caused him to recommend a pressagent method of promoting health. We cannot conceive an editor and business man of his astuteness failing to appreciate the limitations of this method of approach to one of the biggest and most fundamental jobs in all the world, a job which ought to be done with that directness and

all-pervasiveness which characterizes the advertising of the Metropolitan Life Insurance Company, for example.

As predicted by Robert R. Updegraff in an article, "What Next In Advertising?" in the January 13th issue of the *FORTNIGHTLY*, the future is going to show a wide application of advertising to the social needs of America; but it is to be hoped that the mistake will not be made of attempting to do the job in donated white space. The newspapers and the magazines, including Mr. Lorimer's own powerful medium, will do their full share to cooperate with leaders who will organize the "news" of better health or better living; but to do the job in a big, fundamental way, the editorial columns will have to be supplemented by the advertising columns, the outdoor poster, the street-card, the electric sign, the letter-carrier, and the ether.



Making the Advertiser "Lean Backward"

A FEW weeks ago the case of Procter & Gamble, in conflict with the Federal Trade Commission, was decided by the courts against the big soap concern. The decision had remarkable consumer advertising significance in that it brushed some technicalities of the law aside in favor of meticulous consumer protection; putting up to the manufacturer the burden of avoiding even the appearance of misrepresentation. It must be realized that the case swings on the principle of unfair competition; the right to use the word "naphtha" being questioned when at the time the consumer receives the product the volatile naphtha has invariably nearly all evaporated.

Said the court: "This court is of the opinion that the naming, labeling and advertising of a soap as naphtha soap, which does not contain sufficient naphtha to be effective as a cleaning ingredient and substantially to enhance its value and cleansing power when used by the consuming public, are unfair methods of competition and constitute a violation of the act of congress."

The fineness of the line drawn is best understood when it is realized that Procter & Gamble put naphtha in the soap at the time of manufacture and do not attempt a deliberate misrepresentation. The courts are exerting their powerful influence not alone against the conscious fakir in merchandising, but also against those entirely honest concerns who, by reason of circumstances or public misconception or confusion, produce in effect an even slightly misleading result.

The world of trade is full of confusion and innocent misrepresentation which need clearing up, and it is a race between the courts and organized, self-conscious business as to which will arrive first at the "leaning backward" point of meticulous truth. Nothing could be more indicative of the spirit of the times in removing the barnacles of trade. This month the Commercial Standards Council, an affiliation of over a hundred business organizations in various industries, met and pursued further their united labors toward raising business standards and eliminating trade abuses.

Nineteen hundred and thirty-six is starting auspiciously for business in more ways than one.



© Publishers: Photo Service

Peru Favors American Goods

By A. L. White

THE Tacna-Arica controversy has brought Peru into the limelight and surrounded it with particular interest for the moment to the obliteration, possibly, of the more permanent interest which people of the United States should have in the Andean regions of South America as markets for American goods, and in the fact that Peru has always been friendly to the United States in its business relations and buys a good share of its imports in this country.

In considering the Peruvian market, all of the natural factors which affect trade have to be taken into account—purchasing power, climate, topography and natural production. Not only do these have an influence, but Peru's tariff laws also affect trade.

Peru's wealth consists largely of mineral resources, and its greatest exports are copper and petroleum. Although Peru is rich in mineral resources, which should in time give its people a very good purchasing power, at present probably as large a proportion as sixty per cent of its entire population of between five and six million is of the peon class with a low purchasing power. Combined

with this low purchasing power is an ignorance which makes the people hesitate to part with their small amount of money without being sure of adequate return. In attempting to sell scales in Peru one manufac-

turer found that the automatic scales so often seen in the United States are not practical for the Peruvian market because the average customer there is afraid of trickery and wishes to watch while his purchase is being weighed. Consequently the merchants to a great extent use the old-fashioned scales on which the weights are placed in one side and the article in the other, or the style with a bar on which the weight slides.

Peru as a whole is not so poor, however, that many of the semi-luxuries cannot be bought, and in Lima and some of the other towns, as in most Latin American countries, there is a group of well-to-do, well educated people, whose tastes are cultivated to appreciate and want the best manufactured articles. Peru is a fairly good market for paints and varnishes, and in 1924 bought about one hundred and twenty-five thousand dollars' worth. In the use of paint the climate of Peru has an effect. There is very little oil paint used, since the dry climatic conditions are more favorable to the use of "cold water paints."

Among the semi-luxuries are, of course, automobiles,



© Lasarneck

IN considering the Peruvian market we must remember that although a large part of the population has a low purchasing power, yet in Lima and some of the other towns there are wealthy, cultured groups whose tastes are cultivated to appreciate and want the best of manufactured goods that the exporter can supply.

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

AN 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
Carl Burger
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
K. D. Frankenstein
R. C. Gellert
B. E. Giffen
Geo. F. Gouge
L. F. Grant
Gilson B. Gray
E. 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
A. D. Lehmann
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
D. B. Wheeler
C. S. Woolley
J. H. Wright



NEW YORK
383 MADISON AVENUE

BOSTON
50 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

Industrial Advertising Needs Applied Imagination

By M. L. Wilson

Vice-President, The Blackman Company

THE Century Dictionary defines Imagination as:

"Imagination—The act or faculty of forming a mental image of an object or the general name for the totality of such images.

"The act of devising, planning or scheming."

I rather like that subdefinition—"The act of devising, planning or scheming." And in the background I like to think of imagination as used always to produce bigger, better and more profitable results.

Looked at in this way, imagination is not only something to be applied to the advertising itself, but most distinctly, it is the very act of devising or planning the campaign of which copy is only a component part.

I wrote to a very prominent member of an efficient industrial paper's staff and asked him to state ten ways by which imagination could be applied to industrial advertising.

He answered me, or rather dodged the question in this way:

"I do not know one reason why as much imagination or more is not required in industrial advertising as in general consumer advertising. The only thing is that the imagination takes a different form and industrial advertising must be expressed in terms of the utility of a product, whereas, in consumer goods, you have whims and fashions and 'keeping up with the Jones' to bear in mind."

Do you all really look at it that way? I don't think you do. I take issue with him, big man that he is, on most of the statements he makes.

I don't think more imagination is required in industrial consumer advertising than in general consumer advertising. When as much is displayed it's time to talk more. I don't think imagination takes a different form when applied to industrial advertising—I think it is the same imagination applied in exactly the



same way to meet different conditions.

I think in many cases the manufacturer in industry has his troubles "Keeping up with the Joneses."

For example: The manufacturer who will displace "Barrelled Sunlight" in its prestige with industry has his work cut out for him. The same may be said of "Ducco."

No! Imagination, both in manufacturing (note the records of the Patent Office) selling, marketing and advertising, is making "keeping up with the Joneses" a very real thing to many old fogies who would otherwise be talking of how great they used to be and how rotten business is now.

IT'S no good using imagination in copy if the people back of you and about you think that there is only one way to arouse another's imagination and action, and that is, "to give him facts"—the drier the earlier to get OK'd—a technical description of a machine, its uses and perhaps (as a great concession) a picture of the old man telling his superintendent that he has the old man's permission to instruct the purchasing agent to place an order for one.

Now, I'm strong for facts. But

if we stated facts only in this life we would be liable to get a punch in the eye every morning before we got down to business.

By all means, let us have facts, but let us have them convey the truth in a way that is not utterly selfish; in language that is obviously not addressed to a stick of wood.

As you sit down to write an advertisement, do you write to the dry-fact side of your man, or do you write to him as one who has some imagination and who is actuated by the same reactions and emotions to which you react? For, remember, even the engineer is actuated just as you are by love, fear, joy, disgust, wonder, anger, elation, desire to be one of the crowd, acquisition, imitation and habit. Now, why on earth isn't it just as reasonable that you should be able to reach his imagination effectively through one or more of these emotions which form his very life, as it is to try to reach him, ignoring his human side?

Perhaps one good thought is, "Always remember that the man you are talking to is human." And in the doing of this, I take it for granted that you agree with me that every fact concerning the machine, every claim you make for performance, must be stated with meticulous clarity. Where technical language is used it must be absolutely accurate so that your flight of imagination may not be marred by the invariable semi-inaccuracies that jar on us when we read the American jokes in *Punch*. Everything technical must be right, be stated naturally, and what is not technical must never be obviously lugged in by the ears to make the advertisement look imaginative.

A friend of mine, while criticizing industrial advertising, brought up a real point when he mentioned the weakness of "the shifting of imaginative thought in the planning of advertising campaigns and copy."

I suggest this may be overcome: First, by the campaign being the



Steam Railways to Continue Liberal Expenditures

THE steam railways of the United States and Canada, it is estimated, will spend somewhere between \$750,000,000 and \$900,000,000 new capital for equipment and other additions and improvements to their properties in 1926 exclusive of current repairs and maintenance. In other words, they will continue the liberal expenditure programs which have characterized their administration since the war.

You can effectively reach this important market through the five departmental publications of the *Railway Service Unit*. These publications select the railway men you want to reach—for each one is devoted exclusively to the interests of one of the five branches of railway service.

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

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago
New Orleans, Mandeville, La.

6007 Euclid Ave., Cleveland
San Francisco Washington, D. C. London

The Railway Service Unit

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

result of group conferences between officials, the sales department, and the advertising department.

Second, by having the campaign based on a definite objective—an objective that is interwoven with the imaginative thinking of production, marketing, sales and distribution.

THIRD, by a clearer imaginative concept of what you are doing.

Fourth, by a stronger feeling concerning the part advertising must play in the success of the inter-related departments and the business as a whole—a feeling which, to be effective, must amount to conviction.

Fifth, by the cultivation and employment of more permanent motives in thought, word and deed.

The day of argument is over, because argument begets argument, and you can't get anywhere in business by arguing.

Imagination dismisses argument, and if properly expressed, substitutes for it, counsel and advice.

When you display imagination you do not necessarily have to be theatrical. The quietest looking advertisement may be the most imaginative, if in no other respect

than merely by way of contrast.

At the same time, unusual illustrations, arresting headlines, and an appeal to an emotion in an unexpected way, may be used soundly to get the attention of the man whose attention is hard to attract.

An advertisement which answers exactly to this description is one of a series published by Niles-Bement. I confess I smiled and had a nice feeling of friendliness as I glanced at the illustration and slid easily into the text.

The illustration was of one of the first automobiles, or rather "horseless carriages." Two well-satisfied gentlemen sit on the high seat back of the low dashboard. The gent to the left has sideboards and a rakish Scotch cap. He holds the steering rod casually, with a jaunty air. The gent to the right wears an English "bowler" of the vintage of '06, is very stiff, feet braced, and evidently, conscious that he is having his picture taken.

The caption is "DON'T LAUGH." Under the caption is a sub-caption, "Think of the old machine tools in your shop—tools as obsolete as these cars."

Then from the text, "They work, of course, just as this old car will run, but they are slow, costly, and hopelessly inefficient. Get 'a birthday list' of your tools. Send the list with the dates and let us tell you in each instance why the tool is or is not obsolete and how you can replace it and make money on your investment."

The illustration may carry the imaginative load of an advertisement. An example of this is the series of Lehigh Portland Cement advertisements that are now running in industrial and architectural press.

The text "Towards Tomorrow" is so short that the whole reliance for effectiveness is placed on the impression made by the Ferris pictures of gigantic cement warehouses, magnificent bridges, impressive double-decked streets of concrete.

DON'T hesitate to acquire from others the result of their imagination.

Don't fail to catch the imaginative outpourings of those who have positions not the highest.

Don't discourage anybody from [CONTINUED ON PAGE 61]

They Chart the Dealers' Mailings

Of especial interest is the chart reproduced here, clipped from an exceptionally good dealer suggestion book issued by the Commonwealth Shoe & Leather Company of Whitman, Mass.

The highly constructive quality of this chart, its simplicity and directness, all combine to make for the stimulation of the use of direct mail by the manufacturer's dealers, a problem which has baffled many a manufacturer before this. Here is no long-winded appeal to economic senses, to logic, with exhaustive discourses upon the power, theory and efficaciousness of national advertising or of dealer tie-up. Instead the appeal is entirely to reason and practical common sense. The chart is not provocative of thought, but most emphatically it is provocative of action.

Under the head, "The Letter You

Follow the Bostonians Letter Chart

Whom to write	How to get their names	When to write
Young Men		
(1) College	Go to register or directory	Before graduation, before college or school opens and before school or college opens
(2) High school (if open classes)	See Bulletin, American Legion, Boys' Athletic Clubs, Young Men's	Early in the season, then in winter
(3) Office workers	See Lists, Postoffice, Telephone Directory	Early in season and in winter
(4) Factory workers	Postoffice Lists	Early in the season (preferably before winter)
(5) "Semi-retired" Quizzes	Telephone and City Directories	Any time
Men who feel young		
1 Professional men	Professional Lists	
2 Club members	Membership Lists of social and Athletic Clubs	
3 Business men	See White Yellow Lists, Social and Personal Editions of Newspapers	Just before pay day
4 Factory workers	See Lists, Telephone, County Directories	After payday
5 Farmers	See Lists, Telephone, County Directories	Early in the season (preferably before winter)
6 Automobile Drivers	Motorists' Directories	

Write Is Very Important," the dealer's attention is called to the very obvious but often disregarded fact that a special letter to a certain general type of man will have a great deal more telling effect than just an ordinary stereotyped sales letter such as he may receive hundreds of in the course of a year. And following closely this suggestion comes the chart, which shows the two broad types which constitute the most profitable market for the product advertised—Bostonian Shoes. Under the two main head-

ings are subdivisions, and in the other two columns of the chart are simple references as to where the dealer may obtain the names of the individuals from which to make out his mailing list.

There follows an offer by the manufacturer to send sample letters of the kinds intimated upon request from the dealer, and a list of suggestions for special letters for special occasions. This includes new comers to town, men about to be married, men who have been promoted or elected to office, patrons of banquets, dances, etc., old customers who have not bought for some time, old customers ready for a new order, new customers and men just married. Hints are given where the names may be obtained and a keynote for each type of letter is suggested.

Altogether, a most helpful and concrete stimulus to dealer enterprise. It should produce results.



Did you have an appointment?

She's awfully sorry, but Mr. Robinson is tied up, and can't see anyone who hasn't an appointment. As usual, the unheralded salesman is out of luck.

"Getting right in" to the key man is as important in an advertising campaign as in personal forms of selling. It demands that those publications be used which combine the right type of contact with the right type of reader.

In judging business papers, A.B.P. membership is a sure indication of just this kind of publication. An A.B.P. paper has regular "appointments," with men who have the say in buying supplies, equipment, raw materials, goods for retail sale—whatever the different branches of trade or industry may need.

A.B.P. contacts inspire confidence

These papers carry real weight with their readers because of the consistently

high character of their editorial and advertising pages—a character which they are pledged to maintain, as a condition of A.B.P. membership. Readers depend on them for authentic up-to-the-minute trade news, descriptions of recent technical improvements, workable suggestions for greater economy.

Advertising in A.B.P. papers is naturally, followed with keen attention—a real bread-and-butter interest.

All A.B.P. papers furnish A.B.C. circulation audits. And, the fact that these publications are "specifically built for definite fields" selects the right type of reader.

Consult our Advisory Service Department without obligation. It will gladly tell you how a company can make profitable A.B.P. contacts.

"Member of The Associated Business Papers, Inc." means proven circulation, PLUS the highest standards in all other departments.

A.B.P.

THE ASSOCIATED BUSINESS PAPERS, INC.
Executive Offices: 220 West 42nd Street, New York, N. Y.

An association of none but qualified publications reaching 54 fields of trade and industry

A Charity Solicitation That Returned 100 Per Cent Plus

By Bruce Barton

Editor's Note

A FEW prominent advertising men to whom this letter was shown are unanimous in declaring it one of the most effective solicitations for a charitable cause which they have ever seen. It was sent out over Mr. Barton's signature to a selected list of twenty-four prominent men, all personal friends of the writer. Returns totaled approximately thirty thousand dollars in cash toward the endowment fund in question, an achievement well-nigh unique in such a field so far as we are able to ascertain.

DEAR Mr. Blank: For the past three or four years things have been going pretty well at our house. We pay our bills, afford such luxuries as having the children's tonsils out, and still have something in the bank at the end of the year. So far as business is concerned, therefore, I have felt fairly well content.

But there is another side to a man which every now and then gets restless. It says: "What good are you anyway? What influences have you set up, aside from your business, that would go on working if you were to shuffle off tomorrow?"

Of course, we chip in to the Church and the Salvation Army, and dribble out a little money right along in response to all sorts of appeals. But there isn't much satisfaction in it. For one thing, it's too diffused and, for another, I'm never very sure in my own mind that the thing I'm giving to is worth a hurrah and I don't have time to find out.

A couple of years ago I said: "*I'd like to discover the one place in the United States where a dollar does more net good than anywhere else.*" It was a rather thrilling idea, and I went at it in the same spirit in which our advertising agency conducts a market investigation for a manufacturer. Without bothering you with a long story, I believe I have found the place.

This letter is being mailed to 23 men besides yourself, twenty-five of us altogether. I honestly believe that it offers an opportunity to get a maximum amount of satisfaction for a minimum sum.

Let me give you the background. Among the first comers to this country were some pure blooded English folks who settled in Virginia but, being more hardy and venturesome than the average, pushed on west and settled in the mountains of Kentucky, Tennessee, North and South Carolina. They

were stalwart lads and lassies. They fought the first battle against the British and shed the first blood. In the Revolution they won the battle of King's Mountain. Later, under Andy Jackson, they fought and won the only land victory that we managed to pull off in the War of 1812. Although they lived in southern states they refused to secede in 1860. They broke off from Virginia and formed the state of West Virginia; they kept Kentucky in the Union; and they sent a million men into the northern armies. It is not too much to say that they were the deciding factor in winning the struggle to keep these United States united.

THEY have had a rotten deal from Fate. There are no roads into the mountains, no trains, no ways of making money. So our prosperity has circled all around them and left them pretty much untouched. They are great folks. The girls are as good looking as any in the world. Take one of them out of her two-roomed log cabin home, give her a stylish dress and a permanent wave, and she'd be a hit on Fifth Avenue. Take one of the boys, who maybe never saw a railroad train until he was 21; give him a few years of education and he goes back into the mountains as a teacher or doctor or lawyer or carpenter, and changes the life of a town or county.

This gives you an idea of the raw material. Clean, sound timber—no knots, no worm holes; a great contrast to the imported stuff with which our social settlements have to work in New York and other cities.

Now, away back in the Civil War days, a little college was started in the Kentucky mountains. It started with faith, hope, and sacrifice, and those three virtues are the only endowment it has ever had. Yet today it has accumulated, by little gifts picked up by passing the hat,

a plant that takes care of 3000 students a year. It's the most wonderful manufacturing proposition you ever heard of. They raise their own food, can it in their own canneries; milk their own cows; make brooms and weave rugs that are sold all over the country; do their own carpentry, painting, printing, horseshoeing, and everything, teaching every boy and girl a trade while he and she is studying. And so efficiently is the job done that—

a room rents for 60 cents a week (including heat and light)
meals are 11 cents apiece (yet all the students gain weight on the fare; every student gets a quart of milk a day)

the whole cost to a boy or girl for a year's study—room, board, books, etc.—is \$146. More than half of this the student earns by work; many students earn all.

One boy walked in a hundred miles, leading a cow. He stabled the cow in the village, milked her night and morning, peddled the milk, and put himself through college. He is now a major in the United States Army. His brother, who owned half the cow, is a missionary in Africa. Seventy-five per cent of the graduates go back to the mountains, and their touch is on the mountain counties of five states: better homes, better food, better child health, better churches, better schools; no more feuds; lower death rates.

Now we come to the hook. It

[CONTINUED ON PAGE 54]



Des Moines' Department Stores

compare favorably with those of cities of twice its size.

The location of Des Moines in the center of Iowa, remote from other cities, makes it the shopping center for an unusually large radius.

These four department stores spent 60 per cent of their 1925 appropriations in The Des Moines Register and Tribune.

*Daily Circulation 170,000
Sunday 150,000 Net Paid*



Are You Writing to Companies —or People?

By *W. Hunter Snead*

Publicity Division Manager, Westinghouse Electric and Manufacturing Co., Detroit, Mich.

ARE you writing to companies—or are you writing directly to interested individuals? Are your letters addressed only to a list of foundries, or machine shops, or paper mills, etc., when you conduct a direct-mail campaign? Or are your letters written to people who are interested, or can be interested in what you have to sell?

In other words, are your mailings getting to the proper persons, or just to the boy at the mail desk? It all depends upon the mailing list, how thoroughly it has been built up, how much time and patience have been spent on it. There is more to a mailing list than just a list of names. The difference in answers to those questions spell the difference between direct-mail selling efforts being put *over*—or put *under*.

How many times do broadsides—yes, even letters—reach the proper individual in a company's organization, if the name of a person isn't included in the address?

If the mailing piece travels on such a schedule, then it gets batted around rather than delivered and placed in the hands of the person who should get it—who is likely to be interested in the product advertised. All the definiteness, positiveness of that piece is lost.

Several weeks before Christmas, broadsides were sent to over 600 electrical retailers telling about a cooperative plan of newspaper advertising. About 75 were prospects, but the others should know about it. In one city there were ten retailers who should have responded and taken advantage of the offer. Did these dealers know about the plan? Evidently not, for they said they didn't receive the broadside. And it wasn't the easy-to-throw-away kind. Whether or not this instance proves anything, it goes to show, rather convincingly, too, what happens to mailing pieces when the man's name is left off.

On the other hand, 221 broadsides were mailed addressed to individuals two days before this article was

written. The next day there came a telephone call for prices, and since then several return cards have been received. More are bound to follow. This is the reward of a carefully compiled mailing list, which wasn't built up within a few days.

Now comes the question, "How shall we secure names of interested individuals in companies who aren't yet our customers?"

HERE is one time when you can't go to your own salesman for information. But you can depend upon the mail to bring back these much-needed names. Later the tables can be turned. The advertising department can take the names of keenly interested people to the sales manager.

The following letter brought a high percentage return of the desired results:

Gentlemen:

Who in particular in your organization is interested in electrical equipment for your plant?

We are in the midst of compiling a list of industrial plants in Michigan, and will appreciate your telling us the name of the person, or persons, to whom our letters on motors and other equipment should be addressed.

Please jot down this information in the space below, returning this letter in the attached stamped envelope—today.

Cordially yours,

Publicity Division Manager.

Snead—Publicity
Westinghouse—Detroit

Letters on electrical equipment should be addressed to:

Mr..... Position.....

Mr..... Position.....

Make it easy for people to answer questions, and they will, in most cases. To the 357 names on a certain list recently bought from a local directory house, this letter was mailed with a stamped return envelope.

This letter was mailed on the eleventh. By the fifteenth, 34 per cent had replied, had given the

names of individuals interested in our type of equipment. In addition to having the names of 122 active men in the companies we wrote to, thirty companies gave us two names when replying.

The extra name gives us one more contact with thirty companies, one more entering wedge, one more person to write and talk to, to tell about our company and the service we have for them. These extra names will offset any returns that do not come in, for it cannot be expected that the results will be 100 per cent, or even 90 per cent, which would allow for concerns that have gone out of business or moved and did not leave any address.

Another instance of securing valuable information merely for the asking, plus a two-cent stamp and self-addressed envelope, is in the case of question-letter to 880 electrical concerns.

UNDER a general classification their names had appeared for months. Mailings had been made but nothing very noticeable had resulted. It was just a mailing list, so-called.

A new product was put on the market. A certain class of prospects had to be reached. It was essential, first, to find out if our message would reach the proper people. A similar letter to the one sent on Jan. 11, was mailed, stamped envelope included, of course. In that letter was given the definition of the class of companies we wanted to include in our list, and below was a place to check either yes or no.

As result of this mailing, today we have 221 names that represent sales possibilities, names that represent a source of sales on certain products. The much-talked-about economic waste is cut to the core, all dead wood has been thrown out.

Come to your own conclusions about whether or not it is worth digging to the bottom of the mailing lists in your file, and making them mean more than a list of names.



Yours the foundation — ours the framework

THE success of any line selling through department and dry goods stores depends on inherent merit, appeal-power and value. Those things are your first responsibility. Then, develop and safeguard your success by *framework advertising* in the Economist Group. No other action can establish so many, so productive, so *vital* market contacts. Tell and sell the merchant and he'll tell and sell the millions!

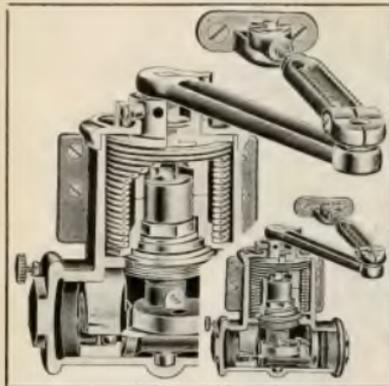
The ECONOMIST GROUP

DRY GOODS ECONOMIST

MERCHANT-ECONOMIST

Reaching 30,000 stores in more than 10,000 centers—stores that do 75% of the country's retail business in dry goods and dept. store lines. Ask aid—239 W. 39th St., N. Y.

WING



Courtesy Flint & Heaton, Inc.

ILLUSTRATIONS reproduced from electrotypes of direct line wood engravings which point out some of the possibilities offered by this art. All are used by special permission. The cut above at left gives some idea of the mechanical precision which may be depicted, large or small, without loss of detail. Note catalogue size and dealer service size. The Spanish painting shows the wide range of tone and pictorial effects possible while the Coty package below is an illustration which has proved its value in newspaper circulation

Direct Line Wood Engraving as an Advertising Tool

By George Burnham

IN these busy days of rapid production, excellent photoengraving and wide range of paper stocks upon which to reproduce the sales message, there is one medium of printed expression which, it seems to me, is being sadly neglected. This is a medium which need not and, when properly and wisely utilized, does not conflict with nor infringe upon the prerogatives of either half-tone or zinc etching, but which serves its own purpose in its own way. I refer to the wood cut or direct engraving on wood.

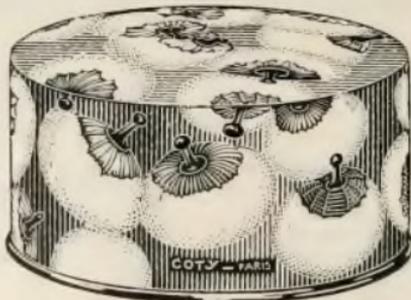
The wood cut has its own particular niche in the present day scheme of things; a place distinct and apart from that of any other form of illustration, and one which no other medium can properly fill. It offers to the advertiser a weapon which he may or may not need in his business. If he is broad minded and forward-looking he will study this weapon and how best he may apply it, if at all; for the wood cut, oldest and long disre-

garded illustrative medium, is up and riding to a renaissance.

The word "renaissance" is used advisedly. The present-day direct line wood cut enters the field of ad-

enormous saving. Secondly, electrotypes may be molded direct from the wood cut, and such electros not only cost less than similar ones from halftones, but are deeper and print more easily than acid etched plates. Thirdly, wood cuts will print well on any stock from the roughest to the best, and, fourth, they are preferred for dealers' catalogs because the printing costs are less.

Actually the wood cut as used today is far different from its historic progenitor which now adorns the libraries and museums. There is a delusion which still prevails in many quarters where it should long since have been banished that the wood cut is what the name implies and nothing more: simply a block of wood which goes to press as such to have its impression transferred directly to the paper. Naturally, where such a supposition prevails, the prospective user will shy away. There is an implication of smudged reproduction, lack of



Courtesy Coty, Inc.

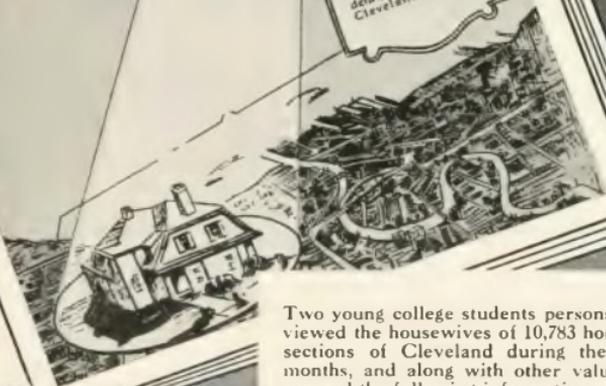
vertising with four very distinct and very pronounced advantages which are too pertinent to be overlooked. In the first place, no photographing, drawing or retouching charge is made, as the engraver works direct from the copy at an

[CONTINUED ON PAGE 86]

Comparing the Selling Power of Cleveland Newspapers

In Which—

The people in the homes of Cleveland tell you which is the **FIRST** Advertising Buy in Cleveland. Cleveland and Leading Cleveland Business Houses define the **TRUE** Cleveland Market.



**The Press
is the
First
Advertising
Buy in
Cleveland**

Two young college students personally interviewed the housewives of 10,783 homes in all sections of Cleveland during the past six months, and along with other valuable data secured the following information:

- 62% of Cleveland Housewives **SUBSCRIBE** to The Press and have it delivered to the door.
- 79% prefer it above all other newspapers.
- 76% read it most thoroughly and carefully.
- 70% choose it when they want to read advertising.

This remarkable 164-page book will be invaluable to you in formulating any merchandising or advertising plans for The True Cleveland Market. The information in it is unbiased, accurate, and the **LATEST** data available. It holds no brief for pet theories, it makes no attempt to interpret, or explain, or apologize. It contains nothing but cold, hard, but interesting..... **FACTS!**

Write for your copy

The Cleveland Press

NATIONAL REPRESENTATIVES:— ALLIED NEWSPAPERS, INC.,
250 Park Ave., New York City 410 N. Michigan Blvd., Chicago
CLEVELAND, CINCINNATI, SAN FRANCISCO, SEATTLE, LOS ANGELES

**FIRST
IN
CLEVELAND!**

**A
SCRIPPS-HOWARD
NEWSPAPER**

*This figure applies only to papers delivered to the advertiser by paid Press carriers. The Press actually sells 125,000 copies a day to the 181,510 English reading families in Greater Cleveland—a coverage of 32%.

Coral Gables' Selling Plan

Based on an interview with

George W. Hopkins

General Sales Director, Coral Gables Corporation

WHAT industrial corporation has set its quota of sales for the first six months of 1926 at the figure of \$100,000,000? As a statistician, familiar with the confidential figures of business volume in many lines, I would say: "Darned few." But \$100,000,000 is actually the quota for the first half of 1926 for Coral Gables and has the sales rate at present rolling in at the rate of \$12,000,000 per month, before the real Florida season has started! It is not fantastic to expect that the quota will be met or exceeded.

Entirely aside from any of the color and excitement of Florida real estate, the details of salesmanship and sales organization and coordination of advertising as practised by this development are worth the while of any business man to examine.

Coral Gables is actually about only four years old. George Merrick, inherited from his father what is a part of the Coral Gables tract in the form of an orange grove.

There are already erected \$207,000,000 worth of buildings. This includes seven hotels and 1200 houses. The area of this development is about 10,000 acres, or 16 square miles. The retail value of lots for sale amounts to half a billion dollars. It has over 200 miles of paved streets and 310 miles of cement sidewalks already laid down. The principal high school of the county is being erected there; also a stadium, and of course the Biltmore Hotel with two 18-hole golf courses. There are 40 miles of canals, *à la* Venice on the property and it is architected with especial artistry; all roofs being required to be tiled, for instance.

The selling problem of today and tomorrow for Coral Gables is in the hands of George W. Hopkins, well known to advertising and sales managers. He has now organized a total of about 125 branch offices throughout the United States, and both in Florida and all over the country is conducting an active campaign. There are 680 salesmen located at Coral Gables alone, and the offices there occupy immense quarters and are going 18 hours a day.

The manner of development and sale of Coral Gables is rather unique. But one section at a time is put on sale and when the new section goes on sale, a 10 per cent "pre-development" discount on list price prevails, until a certain point in sale and building is reached, after which the list price prevails, until another development period is reached, after which the price is jumped 10 per cent *above* the list price. These price schedules are meticulously maintained. The system of handling prospects is also worked out with especial care and coordination between the northern sales offices and the force at Coral Gables. Effort is, of course, made to sell the lots in the sales offices throughout the country, and perhaps the most amazing feature of Coral Gables sales situation is that millions of dollars worth of lots are sold to people who have never seen the development, by salesmen who have never seen the development!

Probably California, herself a past master in real estate salesmanship has not known salesmanship on such a scale in her palmiest days.

HOWEVER, the plan calls for urging all prospects to visit Florida and special inducements are given. These include the making of all reservations on trains and hotels, a half-rate for three days in Coral Gables at the hotels there, and luxurious motor bus rides all the way from Jacksonville to Miami (and return). Special emissaries take the prospect not only to Coral Gables but to any other Florida development the prospect desires; the shrewd theory of salesmanship being, of course, that the Coral Gables men would prefer to take the prospect to all developments under their own care, rather than put him into the hands of a salesman of other organizations. A very special reputation for courtesy is being maintained. This is possible in an unusual degree for the reason that the sales force at Miami consists of men of every position, every degree of wealth and every walk of life.

A unique sales institution at Coral Gables is a daily lecture in what is known as the Venetian Pool where daily 300 or 400 prospects are assembled and addressed. Thus a mass presentation of the subject is possible, and a general formula of salesmanship applied. The procedure follows a well organized chronological schedule. The prospect is met; is shown the offices of the company; is taken by automobile over the property; is given lunch; hears the mass lecture; and then comes the spectacular finish at the sales offices of the company, which, in the humorous *patois* of the salesman, is known as the "dynamite" room, where from two to five in the afternoon the "closing" goes on, with the result that it is as exciting a place as the floor of the New York Stock Exchange.

The sales force is organized almost in a military manner, with managers, captains, lieutenants, etc., and the duties of each well outlined. All these men are on commission and commissions are split between the Northern and Southern offices when prospects are sent down. There are no salaried salesmen or sales executives in the Coral Gables employ.

The advertising appropriation is between \$2,500,000 and \$3,000,000, and covers newspaper, magazine, direct mail, outdoor advertising, etc. Some unusually fine pieces of advertising have been turned out for this company, marking a high point in advertising artistry.

LOOKED at coolly and impartially, there is no doubt but that the Florida development will make a new saga in American history, particularly business history. It is certainly going to take its place with the Cripple Creek and 1849 Gold rushes, if not make them fade in comparison. Competent observers have said that the movement is on a par with the famous covered wagon period in our history. There is the same tenseness, excitement, abnormality, picturesqueness; and if the cost of living there is high, as it was in California and Alaska during the gold rushes, the remuneration is even higher.



Mr. Cincinnati Business Man

.... a modern empire builder

In the mushroom cities and boom districts of the country they call him "conservative." Well, perhaps Mr. Cincinnati Business Man is conservative, but, nevertheless, . . .

Without the aid of a spectacular product, such as the motor car or oil, he and his father and grandfathers have created a city of a half million people. They have built up industries known throughout the world; they have established stores that rank with the finest. Because of their inspiration, a skyscraper sports with the clouds; dank ravines are now boulevards and parks; the first municipal university in the country offers higher education to thousands.

Like the empire-builders of old, Mr. Cincinnati Business Man is not building for a day, or for a year. Depressions fail to fluster him; when others grow panicky, he only works the harder.

But Mr. Business Man is not all business. He has his clubs and his sports. He is in the thick of every charitable drive. The May Festival, the

Symphony Orchestra—enterprises like these would fail without his support.

The Daily Enquirer is, of course, Mr. Business Man's preferred newspaper. He depends upon it for market reports and business information. He enjoys its sport section—its thorough coverage of every kind of news. And he likes the hour it is delivered to him. Like his breakfast coffee it is an excellent tonic to start the day with.

It goes without saying that Mr. Business Man does not make or sell all the things he needs for his own comfort and happiness. His wants are limitless; he must dress up to his position in the community; his home and family must reflect his prosperity. Again Mr. Business Man is, after all, very much like his own customers; an attractive announcement of good merchandise appeals to him as it does to them.

See to it, then, Mr. Advertiser, that your announcements are published where Mr. Business Man will see them—in The Daily Enquirer!



**Imagine handling
\$4,200,000,000
a year**

A staggering sum, yet it is estimated that Mr. Cincinnati Business Man handles this amount—\$4,200,000,000—every year. He controls more than 18,000 business enterprises; he serves a trading area conservatively estimated at a million people.

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI

"Goes to the home,



ENQUIRER

stays in the home"

THE 8-pt PAGE

by
Odds Bodkins



LAST night A. W. Shaw and I went out for a stroll in Washington and we fell to talking about the President. I told him the story—first told in *Collier's*, I believe—of the man who was talking to Mr. Coolidge during one of the Senatorial investigations and remarked that he didn't seem to be worrying much.

In that dry way of his the President asked him if he had ever read the Constitution of the United States. His caller admitted a certain familiarity with the document, whereupon the President asked, "Do you find anything in it that says the President must worry?"

Mr. Shaw said that was a good picture of the President; that from his contact with Mr. Coolidge he judged that the job was not running him, but he it. And then he went on to observe that he thought one of the important things for any executive to learn was not to go out looking for problems but to conserve his energy and his time and stand ready to meet problems as they present themselves and deal with them promptly and effectually. "That policy will save a lot of headaches," he said, "for most of the problems that men worry about never materialize, or if they do, the solution develops along with the problem and they can see it clearly if their minds are composed and they have kept far enough away from the problem to get a good perspective on it."

—8-pt—

Folks are good to me. The postman just brought me a large, flat square parcel. Upon opening it I found an original drawing and this note from Ray C. Dreher, advertising manager of the Boston Insurance Company.

"In the December 30th issue of *ADVERTISING AND SELLING FORTNIGHTLY* you said you were 'taken' with the cover of our house organ, *The Accelerator*. Here it is and please accept it.
"Any names attached to it? Sure thing. I'd like it to serve as a reminder to the editors to run more in a while, articles of interest to insurance advertising men. Look over your subscription list and you'll be surprised at the number of them on it."

The letter I passed on to the editor, savagely underlining the reminder about insurance articles; the original drawing of the cover design I am having framed for my office, and greatly shall I enjoy it.

"For downright sincerity and forceful compression and repression, I commend you to the following," writes S. P. Wright of The Hahn-Rodenburg Agency of Springfield, Illinois, and he submits this display advertisement from the local paper.

WANTED, A Job

Is there on God's Earth an employer who will give an honest man a chance to work and keep his family from starving? I am that man.

JAMES FYFE
104 West Poplar St.

Here indeed is human interest. We should all be indebted to Mr. Wright if he would investigate and report whether Mr. Fyfe obtained a job, and all about it.

—8-pt—

"Only those attain eminence in writing who have something to say," writes George Matthew Adams. Verily, and he might have been thinking of copy writing, at that.

—8-pt—

Anent the discussion as to whether or not Thomas Edison was an advertiser, which raged in the *FORTNIGHTLY* some weeks since, I submit this picture of his electric light parade of 1884 (reproduced through the courtesy of *The Edison Monthly*) as positive evidence that as an advertiser he out-Barnumed Bailey's famous partner!



If this isn't getting your service before the people with a vengeance, I ask to be illuminated!

—8-pt—

I wonder how long it will take department stores to outgrow the notion that they are superior to any manufacturer, and their name counts more than a well-known, nationally advertised trade name.

Last week I went in search of furniture of a particular brand for refurbishing my office, having some pieces already that had proved wonderfully satisfactory.

I was informed that Macy's carried the biggest line of this brand of furniture in New York, and so I repaired eagerly thither.

"I'm looking for Blank's furniture," I confided to the salesman who met me at the elevator.

"We don't sell any furniture by name. It is against our policy." I was informed in a tone that said more plainly than words, "I defy you to buy anything but Macy furniture here."

"But," I persisted, "I want Blank's furniture—several hundred dollars' worth of it—and they told me Macy's had the best stock in the entire city of New York."

"Well, we don't carry any furniture by name," he repeated, and that was all I could get out of him.

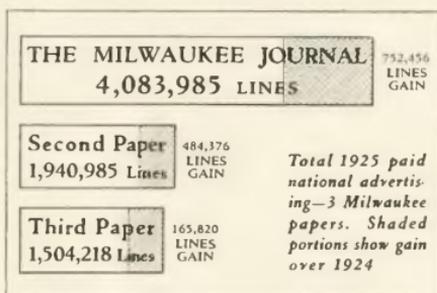
I hunted around and crawled under a few pieces of furniture looking for the Blank label, but couldn't find what I was looking for.

Finally I left, disappointed, with an unfilled need amounting to between \$500 and \$700.

I am rather dogged by nature, and I may yet locate a store where Blank's furniture is sold as such and where, if they haven't what I want they'll say:

"Now, Mr. Bodkins, suppose we get out our catalog and see if we can't get the rest of the pieces you want."

Growing Leadership in a Growing Market—



Every year more national advertisers are making their advertising dollars yield better than average results in the prosperous Milwaukee-Wisconsin market.

They are doing it by concentrating in the only newspaper needed to thoroughly cover and sell this stable market—The Milwaukee Journal.

During 1925 The Journal printed 4,083,124 lines of paid national advertising—far more than twice as much as either of the other two Milwaukee papers, and a new high record among Wisconsin newspapers.

The Journal's gain over 1924 was 752,456 lines—102,260 lines more than the gain of the other two Milwaukee papers combined.

Here is an exceptional 1926 opportunity for national advertisers in all lines! For The Milwaukee Journal, at a single low rate, covers more than 4 out of 5 Milwaukee families and the better class homes throughout the state—reaching more than one half million Wisconsin people every day.

Very few newspapers in other large markets can offer you such thorough coverage at one low advertising cost. Investigate your possibilities here!

The Milwaukee Journal

FIRST—by Merit

MILWAUKEE JOURNAL

Reducing Waste in Dealer Helps

(CONTINUED FROM PAGE 21)

ordinary man and his customers are ordinary people, and he is anxious to create in the minds of his prospects the impression that the literature he is handing out or using is of his own production. Do not let the copy be too "highbrow," for he would not use that language himself. Do not talk in platitudes nor eulogize your product too much, but bear in mind always the picture of the dealer selling one individual customer one item in your line, and let your language be the language he would use in driving the sale.

AS an effective background for successful advertising the dealer must be thoroughly sold on the product first and then in detail on each particular piece of advertising intended to produce rapid turnover on that item, and on the particular function and proper method of using this advertising. Let each piece of advertising produced meet a certain need and let there be no overlapping of function or duplication of material. Far too many manufacturers print three or four pieces of literature intended to accomplish the same result. The effect is confusion in the dealer's mind and the duplication again lessens his respect for the cost and value of the sales helps placed in his hands.

The copy in catalogs, folders and other literature of this nature should answer those questions that are commonly asked across the counter. If the questions are unknown, send your copy writer out to a representative dealer's shop and let him sit behind the counter for a few hours. He will return with more ideas for constructive, impelling sales literature than he could get in a month at his desk.

These suggested remedies look very well on paper, but nothing will be accomplished by one manufacturer alone, and likewise the greatest good will result only from the cooperative and concentrated effort of an entire industry. There seems to be an excellent opportunity for each industry now to get together and start a dealer educational advertising campaign designed to throw a true light on the whole system of sales promotion. One possibility is for every manufacturer to run in each of his trade paper advertisements a box of copy, written by a committee representing the industry, with changes from time to time, on the important phases of sales promotion such as type, distribution, use and cost. Thus, when a radio dealer, for instance, picks up a trade paper, on almost every page he will find a chatty educational story on how to use his manufacturer's cooperative efforts in producing more sales for himself. This is but the nucleus of an

idea that I believe can be developed.

I have purposely segregated from the foregoing list of possible solutions to the problem, the subjects of charging for dealer helps and the methods of distribution, because these subjects never do resolve themselves into any definite conclusions. One manufacturer charges his dealers for everything and finds it highly successful, while another tries the same thing and almost ruins his good-will. Some manufacturers adopt certain methods of distributing sales helps which are most efficient and others follow their example and fail. The aspects of these two problems vary directly with the individual case, and national advertisers must work out the solutions most suited to their particular needs.

HERE are some interesting facts, however, regarding the practice of charging for literature. The Beaver Products Company, manufacturers of composition wallboard, have been thoroughly successful in selling illustrated letterheads. The Goodrich Rubber Company sells, at cost, many different novelties including service overalls for the workmen in service stations. This company also shares the expense of local advertising carried on by its agents. It reports very gratifying results. In 1921 the General Fireproofing Company gave up charging dealers for anything for they found that although their dealers apparently agreed to the soundness of the charging practice, they were considerably antagonized beneath the surface. The Western Electric Company charges the cost on most material it produces but claims that no one manufacturer will be entirely successful in this respect until all manufacturers get together and do it uniformly.

It appears from the reports available that, with few exceptions, it is very difficult to charge for sales literature and advertising helps unless the manufacturer will stand at least part of the expense.

The Radio Corporation of America has adopted a modification of all of these plans. It allows dealers a certain amount of free literature each season. There is really a sliding scale for determining this amount, depending upon the size and ability of the dealer to use it. After using that amount of literature the dealers understand that additional supplies must be paid for. So far this method has been quite successful.

There are as many ways of distributing literature as there are of selling merchandise, and the proper method for any individual case can only be determined by the individual national ad-

vertiser himself. Here again no hard and fast rules can be established, but we can at least make some passing comment on the various methods that have been tried. One method which in general is not very efficient is for the jobbers to include manufacturer's literature in their dealer shipments. This is the day of the packaged article and in many cases to include literature either in the individual package or the wholesale carton requires opening and resealing. If it is necessary to include an instruction sheet, catalog or other piece of literature in the individual carton it should be done at the factory before the package is sealed. In this connection I have noticed a great deal of waste energy. Often I have purchased something in package form and upon opening it have found a piece of literature describing and attempting to sell me the actual article which I have just purchased. Here the literature is misplaced, for the item is sold, usually, when the container is opened and the greatest need for the literature has passed. Another method is to distribute literature among the jobbers and allow them to take care of dealer distribution. This method again is not good, for with due respect to the jobbers, they have a particular habit of grossly over-estimating their requirements. I have seen jobbers deliberately and admittedly overstock their advertising shelves just to have an additional talking point with which to approach their dealers.

SOME manufacturers supply sales helps direct to dealers at the request of the jobber. This is a good way of handling it, for it emphasizes the manufacturer's and the jobber's service. The main objection is the loss of time in handling the request twice. Still another way is to contract with distributing agents to handle distribution of literature among dealers. This usually has resulted in a great waste of material, for very obvious reasons. One of the best methods today it seems to me is to furnish material direct to dealers at their own request. Here we have direct contact with the dealer and can follow his activities in advertising lines better than in any other way. Perhaps the best way of all is to present the material personally to the dealer. This can be done by the salesman, by advertising field men or by missionary crews. With this method of distribution it is possible to explain the purpose and the use of each piece of material direct to the dealer, to limit the quantity to his actual needs, and in very many cases set-up the machinery for putting it into proper use.

If literature is sent in bulk by mail

The Quality Group Now Includes The Golden Book Magazine

THIS MANIA FOR MILLIONS



N advertising agent recently said to us: "When you have two million, come back and talk to me."

If we take him at his word, we shall not go back.

It is not likely that THE QUALITY GROUP will have two million within his lifetime.

This is not to say that two million is impossible.

Any one of THE QUALITY GROUP publishers could go out and build up a million circulation. There are enough experts to be hired, enough high geared circulation machinery to be turned on, to enable any publisher to build up a million. But to do so he must also make concessions in the character of his magazines, in its price or in circulation methods—or in all three.

THE QUALITY GROUP magazines have never chosen to make any of those concessions. All of them compete for as much circulation as they can get within their chosen field. But they recognize definite limits to that field. It widens gradually; some day there will be two million readers of QUALITY GROUP standard, but that will not be soon.

Meanwhile, these magazines will not yield to the current mania for dealing in millions.

There is a legitimate place for the periodicals of huge circulation. They are here because people want them. They properly carry the advertising of a great mass of popular merchandise.

But their usefulness should not blind the advertiser to the truth that for many products advertising hurled broadcast at millions is careless and wasteful.

There is greater need today than ever to consider magazine values in terms, not of quantity, but of quality and of the attentiveness of the readers.

Space may be bought hastily in huge blocks, but reading is done leisurely by ones and twos.

The ones and twos who read THE QUALITY GROUP add up to three-quarters of a million. But each one stands for a well-established home, with serious interests, seasoned judgments, proved purchasing power and broad influence in a community.

When you advertise in THE QUALITY GROUP, you are *next to thinking matter.*

THE QUALITY GROUP

681 FIFTH AVENUE, NEW YORK

THE ATLANTIC MONTHLY

THE GOLDEN BOOK MAGAZINE

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE

THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

Are You Reaching The **ONLY** Group Is the **SAME**



THERE is NO division of your prospects that can mean so much to you as reaching a man through the medium that touches his HEART-STRINGS.

The average man gets but **ONE** opportunity to **DARE** for his country.

No other experience can mean so much to him.

No other associations can be so vivid.

No other memories can have so poignant an appeal.

whose ONE BIG MOMENT BIG MOMENT ?

There is only one group in America—of the BUYING age—that is bound together by such a tie—and can be reached through a single publication.

Legion men may marry, have children, win success—do all the things that other successful men accomplish

—yet in all their lives the strongest memory is their participation in the world war.

The American Legion Weekly is THEIR OWN magazine of their OWN big moment.

They read it more closely than the average man reads the average publication because it means so much MORE to them.

Are YOU taking advantage of the great advertising power which—right now—is increasing as Legion members go up in the world?

The **A** AMERICAN **L** LEGION *Weekly*

331 Madison Avenue
New York, N. Y.

New England Representative
CARROLL J. SWAN

22 West Monroe St.
Chicago, Ill.

Pacific Coast Representatives BLANCHARD—NICHOLS—COLEMAN



Patented by The Powers-House Co.

6 CLIENTS have rounded out 10 years' uninterrupted service from The Powers-House Company. In that period each has made a consistently increasing use of advertising. The present average investment is five times that of their first years' budgets.

The
Powers ' House
Advertising Co.
 HANNA BLDG. Est. 1912 CLEVELAND
 Marsh K. Powers President Frank E. House, Jr. V. Pres. & Gen. Mgr. Gordon Ribley Secretary

it is a good idea to send a sample piece with a letter describing and selling it, to some responsible member of the dealer's organization before making shipment of the bulk package. This will at least give your literature a fair introduction and it is very likely that your letter will be passed on to those directly interested in your literature and it will then have more than an even chance of proper exploitation.

But after all, so much depends in sales promotion on the individual dealer and his intelligence that the best laid plans usually require a very clear explanation and a constant, systematic education of the dealer if they are to be effective. With this in mind it seems that our first job in correcting the evils that exist in sales promotion work is to thoroughly educate the dealer to the part he is to play, and I refer back to the suggestion I made about cooperative effort on the part of the manufacturers. For this, it seems to me, is the basically sound method of approach, and the first essential step in stopping a serious leak in the advertising budget.

Here are a few practical rules:

1. Let every piece of sales promotion carry a message; use simple English, use live colors.
2. Wherever possible make your contact direct with the dealer; it will save time and possible misunderstandings.
3. Charge the dealer for the more costly and important sales helps wherever possible; they will be valued and used more discriminately if you do.
4. Give the dealer simple, explicit suggestions for the use of your helps; the point is to make certain that sales helps are used and not kept on shelves.
5. Revamp, reprint often; keep your helps up to date with your products, keep them alive.

The Case-Sheppard-Mann Publishing Corporation

New York, will be the new name of the reorganized company resulting from the recent purchase of *The Fire Engineer* by Fire and Water Engineering, Inc., and the division of the former magazine into two semi-monthlies, *Water Works Engineering* and *Fire Engineering*.

Granville P. Rodgers

Formerly general sales manager of the General Automotive Equipment Department of Johns-Manville, Inc., has been appointed managing director of the National Council of Lighting Fixture Manufacturers whose general offices are in Cleveland, Ohio.

O. S. Tyson & Company, Inc.

New York, will direct advertising for J. H. Bunnell & Company, same city, manufacturers of electrical specialties.

Pedlar & Ryan, Inc.

New York, will direct advertising for the Estey Company, Philadelphia, manufacturers and distributors of pianos.

Peru Favors American Goods

[CONTINUED FROM PAGE 30]

which are imported to quite an extent in spite of the topography of the country. The topography of the country has been one of the hindrances to development of the interior. In the Andean regions of Bolivia and Peru the roads are often only narrow pack trails over which mules, burros, and llamas travel. These trails run up the sides of steep mountains, wind around rocky defiles and skirt the edges of dangerous precipices. In places, they are too narrow for two laden pack trains to pass each other, and sometimes after a heavy rain part of the trail will have been washed into the valley below. But during the last few years, Peru, in common with the other South American countries, has been making attempts to improve the roads and to build new ones. A new highway has recently been completed between Callao, the principal port of entry of Peru, and Lima. A large proportion of the imports into Peru have formerly been taken from Callao to Lima by two-wheel carts. With the completion of the new highway this old style of transportation is being replaced by auto trucks. In 1924 there was a very great increase in the importation into Peru from the United States of automobiles and motor trucks and buses, and with the continued improvement of the roads of the country, no doubt the demand for automobiles will grow.

THE natural resources and industries of the country govern the types of machinery which are imported into Peru, and a great amount of mining, oil-well and pumping machinery is imported.

Not only will American manufacturers meet some competition from production in Peru, itself, but in the past year competition from European countries has grown keener. Germany has put up a particularly keen competition in the sale of tools. All the other European countries are putting forth efforts in this market, but American goods still lead, and sales of American goods are on the increase. In 1924 sales in Peru of goods made in the United States amounted to almost twenty-four million dollars, an increase of twenty per cent over the sales of 1923, and the figures for 1925 indicate a continued increase.

The Peruvian market is worth the effort to cultivate. Advertising is not so fully developed in Peru as in many other countries, but that it pays to advertise there was demonstrated by one manufacturer of shoe polish who gave his agent in Lima an advertising appropriation of fifteen hundred dollars. Through the wise application of this amount the agent increased his sales of shoe polish from one hundred gross packages in 1923 to twelve hundred gross packages in 1924.

All you have heard about the remarkable growth of Greater Detroit is true—and despite the fact that the Detroit Times has grown even faster than the community, our 225,000 evenings and 300,000 Sundays do not fully cover the field. Use the two evening newspapers and two of the three Sundays—which is cheap coverage for a market of a million and a half people.

REPRINTED FROM THE DETROIT TIMES



THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED



The Elimination of Waste

IN my opinion the following are the outstanding problems that are before advertising, not only in 1926, but for some time to come.

In the first place, there is a need for a recognition upon the part of advertisers that an advertising agency has nothing but *Experience*—advertising, sales, marketing and merchandising—*Skill* in the interpretation—that expresses through printing, no matter in what shape that printing may be used, i. e., billboards, street cars, direct-by-mail, newspapers or magazines—and *Adequate Organization* in the handling of the technical details of expressing that skill in the most economical fashion. When this is thoroughly recognized, fifty per cent of the inefficiency in advertising will be eliminated.

In the second place, there should be an elimination of the overlapping of research organizations through an advertising council that shall represent in a really constructive sense all of the advertising activities of coordinating effort. This would mean the standardization of findings and the methods of arriving at figures, but does not mean that we are to standardize the use of the findings. We all know that every normal human being has two feet, and we know that a cow has four, and every artist, no matter how "free" he may be, must recognize these as facts. The same thing applies to a lot of the facts in advertising.

In the third place, there should be an agreement made among advertisers and agencies as to the fundamental basis of agency relationship, and this should be incorporated in a very definite formula so that the advertiser knows exactly what he is buying of the agent under the much abused term of "service." Then he will be able to tell how much or how little of what an agency *should* sell and what any single agency *can* give him in the way of a definite contract. The same fundamental principles are involved in this as were in the original fight to make publications give us a standardized interpretation of their circulation, and we have now realized that this standardization did not mean that allowances should not be made for those editorial qualities which made papers and similar circulation vary greatly in their advertising exploits.

In the fourth place, the problem of determining the sales making ability of advertising work remains the master

problem of advertising operation, and there is a constantly growing indication that advertisers are demanding more and more assurance in this line. We should seek out better methods of determining the actual sales ability in all advertising practice.

In the fifth place, advertisers will demand a more definite control and recognition of their superior claims to control, over the function of the advertising agency and in the economics of advertising practice. This will not necessarily affect the method of compensation, but will affect the method by which the compensation is earned by its recipients.

In general, all the above make for the one thing: elimination of the present wastes in advertising.

E. ST. ELMO LEWIS.
Detroit, Mich.

Advertising's Future?

MR. ROBERT UPDEGRAFF paints a very stirring picture of the possibilities of advertising, particularly in the near future. After reading his article, I am of the opinion that sooner or later the publishers will no longer need to pay high prices for editorial matter, but they will merely get out issues which will contain nothing but advertising, which is expressed in editorial and news form, so intensely interesting that the public will be glad to buy the publications in order to read the advertising contained in them.

The next improvement, it seems to me, that is necessary, is for us to extend the number of hours in the day to, say, thirty, in order to allow the dear public at least six hours per diem to read advertising. I know that personally my days are not long enough for me to read even all the good articles in the *FORTNIGHTLY*, to say nothing of a complete survey of all the advertisements printed therein. Of course, the advance of economic prosperity in our country is such that perhaps the millennium will soon be upon us, when we will have to work only four days a week and we can spend the other three days reading the tons of advertising matter and direct mail literature that are constantly forced upon our attention by each new issue and the arrival of each new post.

For the past decade we have been mainly concerned with the mechanics of advertising preparation and its coordination with selling efforts. Our

next problem ahead in advertising, it seems to me, is a clearer understanding of advertising media and the reading habits of the public. Maybe some of us would have a big shock coming if we discovered how little the public is actually reading the advertising that we so carefully prepare.

Too much advertising is sold on the basis of "the other fellow buys it also." I cannot accept with equanimity Mr. Updegraff's idea that what is next in advertising is more advertising. I would rather say, less advertising and better advertising and more carefully selected media is the next step in advertising.

S. E. CONYBEARE, *Advertising Manager*,
Armstrong Cork Company,
Lancaster, Pa.

Simplicity and Brevity

WILLA CATHER might well have been reviewing a perfect advertisement when she describes "Tom Outland's Diary" in her latest novel "The Professor's House." She says:

"This plain account was almost beautiful because of the studdities it avoided and the things it did not say. If words had cost money Tom couldn't have used them more sparingly. The adjectives were purely descriptive relating to form and color, and were used to present the objects under consideration, not the young explorer's emotions."

The first sentence demonstrates the value of simplicity while the second seems to suggest a new method of encouraging brevity. Why not place a definite monetary value on each word in an advertisement and govern ourselves accordingly? Suppose the copy space will accommodate 300 words of 10-point type leaded, or a nice block of 50 words well spaced with plenty of "air" around it. If your advertisement costs \$300, wouldn't 50 "six dollar" words be better than 300 of the "one dollar" variety? Here is a thought for the advertising man who thinks that because he is paying for a full page he must fill every square inch or lose money for his firm, or client.

And the good advice to the "adjective addict" in the last sentence! How often we forget the "object under consideration" and indulge in unrelated, romantic revels inspired by our own imaginations and highly personal emotions.

JOHN HENRY,
Penton Publishing Co.,
Cleveland, Ohio.

Guides the improvement of over 700,000 homes



"Practical Counsel On Home Problems"

Our daily mail brings hundreds of letters for advice on individual problems of gardening, home-planning or home-equipment. This is just one instance showing the close relationship between us and our readers.

You may be experienced in hunting big game. If so, your hunting party always includes a guide.

It may also include other friends. You enjoy them. But you follow the guide, because he is the friend whose judgment you trust.

BETTER HOMES and GARDENS has a similar relationship to its 700,000 readers. They follow its guidance in the biggest game of life—hunting for ideas that contribute to home development.

They have grown to depend on BETTER HOMES and GARDENS for practical counsel on home problems. They read both editorial and advertising columns with an eye open for suggestions that lead to home improvement.

So, if you have charge of marketing any product that helps toward a better home, or a higher standard of living, let up-to-date facts on BETTER HOMES and GARDENS aid you in planning the advertising.

Your request for Booklet A-51 will bring Booklet A-51, not a squad of representatives. Why not write for a copy?

700,000 NET PAID

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

PUBLISHED BY E. T. MEREDITH



Which Man Would You Hire?

INFLATED circulation is big and burly, but he is sadly handicapped with premiums and high-pressure salesmanship resulting from excessive commissions.

Dairymen's League News Voluntary Circulation may not be so very imposing in size but he is vastly more efficient. He has at hand unlimited possible sales. Give him plenty of advertising mortar with which to work, and he will build possible sales into *realized* sales—the very structure of your business.

The Dairymen's League News is the recognized dairy paper of the "New York City Milk Shed." It is also a family paper, read with as much eagerness by the wife and children as by the farmer himself. This breadth of appeal gives it a wide range as an advertising medium suitable for all products used in farm homes.

The territory in which the Dairymen's League News circulates is sharply defined. The character of its circulation is remarkably uniform. The responsiveness of its readers has been amply demonstrated. The ever-ascending curve of our lineage graph shows its steadily growing popularity with men who buy advertising space.

The Dairymen's League News deserves a place on your regular schedule. It is also adapted for use as a test medium. For the manufacturer with a limited appropriation it offers an opportunity to cover the wealthiest dairy field in America at the very low cost of 50c a line. Forms close every Monday for Friday of the following week.

A request will bring Sample Copy and Rate Card



DAIRYMEN'S League NEWS

New York Chicago
120 W. 42nd Street 10 S. La Salle Street
F. M. Tibbitts, Bus. Mgr. John D. Ross
D. E. Everett, Adv. Mgr. Phone State 3652
Phone Wisconsin 6001

A Charity Solicitation

[CONTINUED FROM PAGE 36]

costs this college, which is named Berea, \$100 a year per student to carry on. She could, of course, turn away 1500 students each year and break even on the other 1500. Or she could charge \$100 tuition. But then she would be just one more college for the well-to-do. Either plan would be a moral crime. The boys and girls in those one-room and two-room cabins deserve a chance. They are of the same stuff as Lincoln and Daniel Boone and Henry Clay; they are the very best raw material that can be found in the United States.

I have agreed to take ten boys and pay the deficit on their education each year, \$1,000. I have agreed to do this if I can get twenty-four other men who will each take ten. The president, Dr. William J. Hutchins (Yale 1892), who ought to be giving every minute of his time to running the college, is out passing the hat and riding the rails from town to town. He can manage to get \$50,000 or \$75,000 a year. I want to lift part of his load by turning in \$25,000.

THIS is my proposition to you. Let me pick out ten boys, who are as pure blooded Americans as your own sons, and just as deserving of a chance. Let me send you their names and tell you in confidence, for we don't want to hurt their pride, where they come from and what they hope to do with their lives. Let me report to you on their progress three times a year. You write me, using the enclosed envelope, that, if and when I get my other twenty-three men, you will send President Hutchins your check for \$1,000. If you will do this I'll promise you the best time you have ever bought for a thousand dollars.

Most of the activities to which we give in our lives stop when we stop. But our families go on; and young life goes on and matures and gives birth to other lives. For a thousand dollars a year you can put ten boys or girls back into the mountains who will be a leavening influence in ten towns or counties, and their children and their children's children will bear the imprint of your influence. Honestly, can you think of any other investment that would keep your life working in the world so long a time after you are gone?

This is a long letter, and I could be writing a piece for the magazines and collecting for it in the time it has taken me to turn it out. So, remember that this is different from any other appeal that ever came to you. Most appeals are made by people who profit from a favorable response, but this appeal is hurting me a lot more than it can possibly hurt you.

What will you have, ten boys or ten girls?
Cordially yours,

BRUCE BARTON.

RECENTLY
PUBLISHED

By ART DIRECTORS CLUB OF NEW YORK.
—"Fourth Annual of Advertising
Art." A collection of over five hundred
illustrations selected from advertise-
ments shown at the exhibition of the
Art Directors Club, 1925, with an in-
troduction by Earnest Elmo Calkins.
The illustrations represent the best in
advertising pictures and include paint-
ings in color, posters and car cards,
black and white illustrations, pen and



EDWARD MONKS—Swiss
Lensed by General Grippner Shoe Co.
Engraved by Joseph Richards Co., Inc.

ink drawings, photographs, decorative
designs, and reproductions of the com-
plete advertisements showing how the
above material is employed. The an-
nual is distributed by the Book Service
Company, 15 East Fortieth Street, New
York City. Price \$6.00.

By D. APPLETON AND COMPANY, New
York—"Breaking Through Competition."
By Ray Giles. A practical book
dealing with the various methods of
breaking through competition by in-
telligent merchandising policies and
selling methods. Sketches the many
changes that have taken place in com-
petition during the past twenty years
and the reasons therefor and describes
some of the larger changes in merchan-
dising that have come about at the same
time. Includes a study of market pos-
sibilities and the means for extending
them, and discusses the problems of
distribution through the salesmen, job-
bers and retailers. Should be of great
value to the business man who is con-
fronted with the problems coincident
with competition. Price, \$2.00.

By THE BOOTH PUBLISHING COM-
PANY, Detroit. "The Michigan Mar-
ket." A study of the marketing pos-
sibilities of the territory covered by the
Booth Newspapers, which are located
in the eight leading cities of Michigan
with the exception of Detroit. Of value
to advertisers seeking a market for
their goods in Michigan. Contains
statistics and information which will
enable them to plan their campaigns in-
telligently. Free upon request.

The average woman of to-day
is so occupied with her household,
her family, her clubs, her social
activities, her amusements, and
her many other interests, noth-
ing short of the exceptional can
command her attention and en-
croach upon her time.

Among more than 1,000,000 of
them Needlecraft Magazine is
very much of an exception.

They buy it, by the year, in ad-
vance, at the full price, without
extraneous inducement—prima
facie evidence it is wanted and
that it serves a certain, definite
need in their lives.

*The advertising value of this circula-
tion may be had from any Needlecraft
advertiser able to trace sales.*

ROBERT B. JOHNSTON,
Advertising Manager

Fill in, tear out and mail this coupon



Member A. B. C.

Robert B. Johnston, *Advertising Manager*
Needlecraft Magazine
285 Madison Ave., New York, N. Y.

Send complete analysis of Needlecraft Magazine's circula-
tion and reason why it can increase the sale of

Name of firm.....
Individual.....
Address.....

REPRINTED FROM THE NEEDLECRAFT MAGAZINE

Abraham Lincoln Advertising Man

[CONTINUED FROM PAGE 26]

able. He did not let editors forget him. He was very courteous to reporters, and he looked for their reports of his interviews and speeches. He never offered a newspaper man if he could avoid it in loyalty to his own conscience.

When he got deeper into politics, his partner Herndon wrote many editorials in distinct praise of Lincoln:

"The anti-Nebraska speech of Mr. Lincoln was the profoundest in our opinion that he has made in his whole life," said one of these editorials written in Lincoln's office and it was not the only such editorial. Herndon succeeded also in getting an opposition paper to print pro-slavery matter of such radical type, clipped from the *Richmond Enquirer*, as to weaken its hold upon its own constituency, and this he did with Lincoln's knowledge and approval, and to Lincoln's great enjoyment.

THE Republican party in Illinois was virtually organized by twenty-five editors. It was their determination to withdraw from the old parties, mostly from the Whig, that gave the new party any hope of success in Illinois. Its program had to be one of publicity. Its hope of attaining any goal must rest upon widespread appeal to the popular mind. Lincoln sedulously cultivated the owners and editors of newspapers. He did it honorably, and with no unworthy methods, but he did it deliberately and watched the results with keen interest.

Lincoln was keenly aware of the political value of blocks of votes, and for the most part he could not count upon them. The potato famine in Ireland in 1848-9 brought to this country large numbers of Irish immigrants, who began to vote almost immediately and voted the Democratic ticket early and often. William H. Herndon wrote some letters predicting actual bloodshed on account of the way the Democrats were carting wagon loads of Irish railroad construction workers from county to county and voting them where their votes counted the most. In this type of political action Lincoln was at a disadvantage. But there was another group with whom he had better prospects. The German revolution which occurred about the same time sent large numbers of Germans to this land of freedom. Many of them were men of character and conviction. They would have gone naturally to the Democratic party but for their opposition to slavery. Lincoln looked upon this large body of voters as possibly available for his need. There were 50,000 of them in

Illinois by 1850. He determined not to let the Democrats get them if he could prevent it. On the other hand, the leading German newspaper in Chicago was definitely a Whig paper, but was favorable to Seward when he became a Republican candidate.

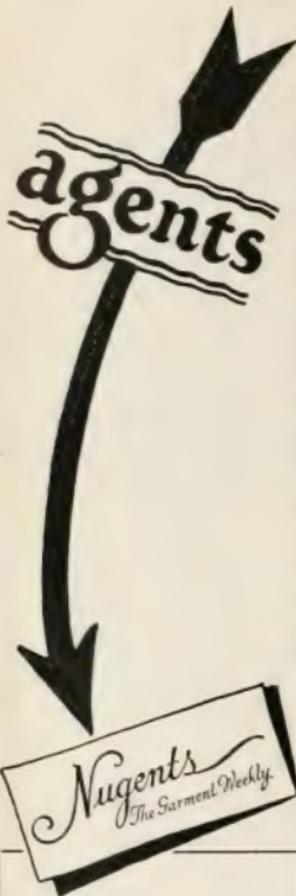
There was in Springfield, Ill., a German newspaper, and its editor had been a Whig, and was in process of becoming a Republican. He was in financial straits, and Lincoln knew it. Lincoln was disposed to assist him, and also he was keenly alive to the importance of having a German newspaper that would support him, not only against the Democrats but against Seward.

This is a bit of history which I had the privilege of discovering. Lincoln bought up that paper, and signed a contract in which he guaranteed to retain the editor, Dr. Theodore Canisius, in control, so long as he faithfully supported the Republican party.

Abraham Lincoln secretly owned this newspaper from shortly after the Lincoln-Douglas debates until after his election to the Presidency, and shortly before he went to Washington he sold it to Dr. Theodore Canisius. Dr. Canisius continued the good work of publicity in a *Life of Lincoln* in German, and Lincoln in due time enabled him to retire from the newspaper business to something more reliable and remunerative. Dr. Canisius was United States consul for many years, and proved a good one.

IF this were all, the story might seem to indicate only that Lincoln was ambitious and exercised his ambition freely in his use of the press. That certainly is true. But Lincoln displayed other qualities than ambition. He showed good knowledge of human nature, as they called it then—psychology we call it now. He knew how to write good copy. He had a good newspaper style. He selected appropriate times and seasons for his publicity. He knew what people were thinking and talking about, and he knew how to tell them what they wanted to hear.

The biggest piece of publicity in Lincoln's career prior to his election to the Presidency was the publication of the Lincoln-Douglas debates in book form. Their first publication was in the newspapers. The Chicago *Times* gave good reports of the Douglas speeches and had ones of Lincoln's; and the Chicago *Tribune* gave poor reports of Douglas's addresses and excellent ones of Lincoln's. Other newspapers copied portions of these more or less verbatim re-

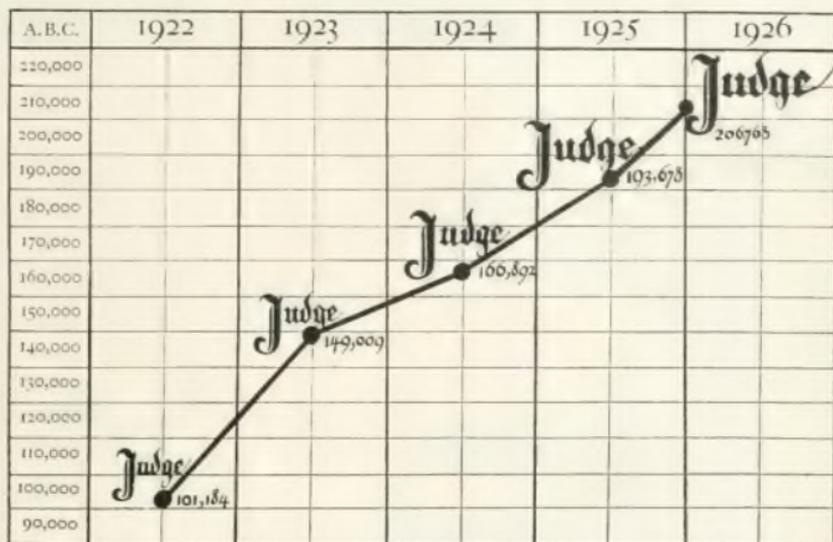


**NUGENTS is a
Highly Specialized
Ready-to-Wear Medium**

and does not go to a single store or store buyer who doesn't buy Ready-to-Wear. It only goes where it pays its advertisers to go.

Published by

THE ALLEN BUSINESS PAPERS, Inc.
1225 Broadway New York



Judge is going ahead

The net sale has more than doubled under management of present owners; and everything indicates an even greater growth in 1926-27.

Growing circulation is the best buy in advertising.

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

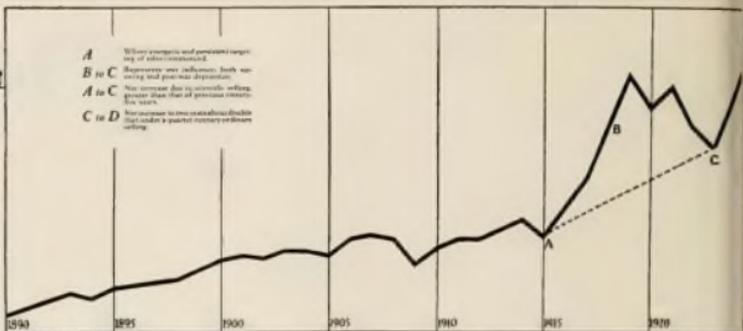
Sales Mount Despite



What the Weston Electrical Instrument Corporation did, as expressed in terms of the McGraw-Hill

FOUR PRINCIPLES OF INDUSTRIAL MARKETING

- 1. Market Determination:** Each Market was analyzed and its sales possibilities were accurately appraised. The application of Weston instruments to solving the problems of such industries was also carefully worked out. This provided the salesman with definite information on which to base their selling and eliminated needless effort.
- 2. Buying Habits:** Since Weston salesmen were selling service first and instruments only as an incident to the service it became important to contact with the men who came closest to the problems involved. This idea was behind the careful study of buying habits.
- 3. Channels of Approach:** The Weston Sales promotion program to get its story to the proper persons was first planned to include the assistance and of exhibitors which cover worth-while buying groups, manufacturers' literature and special accessory work through salaried men. These were supplemented by certain worth-while exhibits.
- 4. Appeal that Influences:** The Weston advertisements and literature were changed from descriptions of instruments and made a source of helpful information. Inducement found in them reflected their qualities and suggestions for more efficient and economical operation. Salesmen based their selling in the same kind of helpfulness. This type of appeal was very helpful in winning recognition for Weston representatives.



*Eloquent Testimony
for McGraw-Hill*

Four Principles of Industrial Marketing

AT SOME time in its career most every business faces a situation that is perplexing. The course is not always charted—the way not always clear.

The Weston Electrical Instrument Corporation faced perplexing situations not only once, but often. Tied up as they were with the electrical industry, their problem continually was to keep abreast of its ever-shifting development.

More than once the company saw markets which consumed as much as 40% of its volume gradually disappear. Fortunately the foresight of Weston engineers anticipated develop-

ments. The needed new types of instruments were ready.

But would Weston continue to keep sales mounting under shifting markets and the highly competitive conditions ahead?

What would be the position of the company when important patents expired?

These were the questions which faced the Weston corporation at various times.

The company answered them by deciding on a policy of intensive study and cultivation of markets. Not only were present markets an-

Shifting Markets

alyzed and appraised, but trends were studied and many types and forms of new instruments were developed to meet the future markets. Complete detailed studies of the production problems of each market were placed in the hands of the Weston field organization. Salesmen were equipped to know where business was to be obtained and how to perform a service to the customer in getting it.

This plan squares perfectly with the McGraw-Hill Four Principles of Industrial Marketing, and the results prove their effectiveness.

The net result of ten years' operation under this plan shows in the chart. A gain in eight years greater than that of the previous twenty-five is an achievement, while a gain in the past two years of about twice the gain of a quarter century is tremendous testimony to scientific selling.

Every manufacturer who sells to industry cannot fail to recognize the soundness of these McGraw-Hill Four Principles of Industrial Marketing. The important thing is to apply them to one's own selling. To help accomplish this the McGraw-Hill Company offers its fifty years' accumulated experience with industry. The same wide knowledge of industry which makes the McGraw-Hill publications the authority in their fields is available to individual manufacturers and their advertising agents in working out their sales programs.

Each McGraw-Hill office is able to extend this service to manufacturers in its territory. Its staff of Marketing Counselors will be available at any time for conference on this most important matter. Such counsel is freely offered in the interest of efficient selling to industry.

The McGraw-Hill Publications

MINING
ENGINEERING & MINING JOURNAL-PRESS
COAL AGE

ELECTRICAL
ELECTRICAL WORLD JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

INDUSTRIAL
AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING
POWER

CONSTRUCTION & CIVIL ENGINEERING
ENGINEERING NEWS-RECORD

TRANSPORTATION
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

RADIO
RADIO RETAILING
OVERSEAS

INGENIERIA INTERNACIONAL
AMERICAN MACHINIST
(European Edition)

DIRECTORIES & CATALOGS
CENTRAL STATION DIRECTORY COAL CATALOG
ELECTRIC RAILWAY DIRECTORY
EMF ELECTRICAL YEAR BOOK
RADIO TRADE DIRECTORY
COAL FIELD DIRECTORY

KEYSTONE CATALOG KEystone CATALOG
(Coal Edition) (Metal Quarry Edition)

ANALYSIS OF NON-METALLIC MINING QUARRYING
AND CEMENT INDUSTRIES

This advertisement is the eighth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Wall Street Journal*, *Cleveland Plain Dealer*, *Chicago Journal of Commerce* and *New York Herald-Tribune*, in *Printers' Ink Advertising and Selling Fortnightly*, Class.

Sales Management, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE BUYERS IN THE INDUSTRIES THEY SERVE

\$42,000.00 Invested in This Building and Equipment Everything From Heating Plant to Floor Covering



Rev. J. Herman Boughn, M. A.
Pastor
Grayling, Michigan

He bought from firms who advertise their product. He knew them to be reliable because he found their advertisements in magazines which accept copy worthy of a guarantee.

Items Purchased

Reed Organ and Blower	\$1225.00
Pews and Altar Furniture	2650.00
Pianos (two)	600.00
Bell	200.00
Hymn Board	6.00
Stereopticon	200.00
Heating Equipment	2400.00
Lighting Fixtures	600.00
Floor Covering	2356.00
Stained Glass	1300.00
Hymn Books	150.00
Communion Service	26.00
Sunday School Chairs	300.00

\$284,445,000.00
for New Church
Buildings in
America during
1926

is the prediction of
The Architectural
Forum after its
fifth annual build-
ing survey.



Michelson Memorial Methodist Episcopal Church
Grayling, Mich.
"The Church of Good Cheer"

The minister who has before him the grave task of gathering funds, selecting plans, letting contracts, and deciding upon equipment for a church plant should have information at first hand. He must know what is on the market. He cannot rely upon the story brought to him by a chance salesman, who is interested only in the sale he can make.

April Issue The Annual Building Number

Forms Close March 5th

Rate per page, \$75.00

Use the Right Medium for Selling the Church Field. 20,000
Active Ministers Buy and Read This Magazine Every Month.
Send for sample copy and rate card.

THE EXPOSITOR

The Ministers' Trade Journal Since 1899

JOS. M. RAMSEY, Manager

710 Caxton Building, Cleveland, Ohio

17 West 42nd Street, New York 37 South Wabash Avenue, Chicago

ports. But there was no plan for their further circulation in book form.

Lincoln, however, believed that his own interests would be greatly advanced by the publication of the entire material in a single volume. Douglas, so far as I am aware, was not consulted in the matter. Lincoln clipped the speeches from the two papers. In his honor be it recorded that he took the *Times* report of the addresses of Douglas and the *Tribune* report of his own. In this as in all else he was scrupulously fair.

It was not easy to find a publisher for this volume, but Lincoln finally got it published in Columbus, Ohio, and it ran through four editions. Lincoln's original copy, the newspaper reports with corrections, is in existence, and is the property of Oliver R. Barrett of Chicago. Not only did Lincoln endeavor faithfully to deal fairly with Douglas in the report, but he cut out the words "Applause" and "Laughter" in the reports of his own addresses. He judged rightly that his speeches did not need these marks of appreciation. That publication, in which Lincoln debated the slavery question on high moral ground, did much to aid in his election. It was an effective piece of advertising, and it was Lincoln's own.

During his administration, he keenly watched the columns of the *Tribune*, and often with disappointment, and he made the New York *Times* virtually the administration organ. Henry J. Raymond knew if any editor knew what the President wanted people to read, and they got it in the *Times*.

The advertising business as it stands today is a relatively new venture in literature. No President then undertook to keep in daily, hourly, touch with the press as Presidents do and must do now. There was no instantaneous photography, and comparatively little use of the telegraph. The Cooper Union speech of Lincoln was not telegraphed to Chicago, but was copied in the Chicago papers from the New York *Tribune*.

NEITHER the Chicago *Times* or *Tribune* had telegraph reports of the Lincoln-Douglas debates; the reporters took their notes to Chicago, transcribing them in part on the train and finishing them after their arrival in the city. Press organizations and advertising agencies did not exist as they do now. But Lincoln's clipping bureau was a very effective one in its own day, and his advertising methods were diligent, honorable, and effective. Next only to P. T. Barnum (with whom he may be compared in this one matter, at least) Abraham Lincoln was about the most effective advertiser in his generation.

He was an honest advertiser. He believed he had something which the people ought to have, and he took pains to let the people know that he had it. And he succeeded in securing a nationwide market for his ideas and principles. It paid him to advertise.

What Industrial Advertising Needs

[CONTINUED FROM PAGE 34]

talking over with you any forward looking step they may have in mind.

Don't keep your imaginative thinking all to yourself. Check up along the line. Be sure that what you have in mind is sound procedure and not a mere stunt.

Don't start work that bears the distinct impression of your imagination, hoping that single-handed it will fight your selling and distributing battle—it won't.

Don't expect immediate miracles just because you know your effort has imagination. Sound results take time to attain.

Don't confuse "fancy" with imagination. Fancy is the lighter and more frivolous word and is often mistaken for the stronger word. Using "fancy" only is like putting a Ford engine in a Lincoln car. The engine will run, but it won't drive the car—very well.

Don't fail to cultivate permanent motives. Project your planning over a period of years if possible. Get everybody working quietly and persistently back of your imaginative thinking.

Don't let your imagination swerve you for a moment from the path of sincerity. Be sincere always, remembering that no matter how fine the trimmings may be, if the advertisement is insincere it cannot carry conviction—it cannot be effective. And also remember, it won't carry conviction if the trimmings are the only real thing about it.

NOW I wish to make a practical suggestion. After all your imaginative thinking is done and the advertisement is complete, why not "edit" your copy or have someone "edit" it? First, consider thoughtfully what you have written, then check your copy against the following questions:

1. Is it in line with copy platform in this campaign—the platform which has been established by the joint counsel of the board, the officers, the sales and advertising departments?

2. Does it quickly engage the reader's interest—not should it, but *does* it? Does it appeal to his imagination, through some of the emotions—love, fear, joy, disgust, wonder, anger, elation, desire to be one of a crowd, acquisition, construction, susceptibility to suggestion, imitation, or habit?

3. Is it built around instructive facts, not mere selfish claims, but facts that are seldom recognized, or sometimes overlooked, or information unselfishly given which will help the man you are trying to influence?

4. Is it written in accurate, technical language, that is, is the technical part free from slips and errors which would annoy the technical man?

5. Is it free from loose, unsound statements of a general nature—verbose claims, half truths, etc.?

6. Is it clear and crisp, even though

FREE LANCE ADVERTISING COPY

as written for

The LIBBYE LINGERIE CO. in Chicago by Oren Arbogust



Part of color portfolio

"We sell lingerie direct to women through house-to-house agents. We secure those agents and teach them how to sell in only one way, by mail advertising. We never meet and never see them. Consequently, our success depends upon copy. It must interest agents, it must sell them, it must make them sell lingerie. It does. Oren Arbogust writes that copy, a dozen or more pieces a month, and we believe it can't be beaten. It is always to the point, sympathetic, understandable, convincing. And it sells, profitably. I can scarcely say more and I am glad to say that."

Walter Liberman, President

The Libbye Lingerie Co., Chicago, Illinois

If you want advertising copy that kicks off old worn methods, if you want copy that works to sell like a salesman sells, if you want copy and layout that tells your sales story as you know it should be told, regularly, monthly, it may be that you can get it here.

OREN ARBOGUST · Advertising Copy

30 N. MICHIGAN AVE., CHICAGO

The Bradford Era

WINS BY 1,060,612 LINES

A NEWSPAPER'S PRESTIGE is evidenced by the patronage of subscribers and local advertisers. THE ERA is first both in number of readers and in number and lineage of advertisements. 1,060,612 lines more than its nearest competitor is THE ERA'S record for 1925.

THE ERA'S total for 1925—3,994,620 lines.

THE BRADFORD ERA

Bradford, Pa.

BRADFORD,

PENNA

New Color Rates

THE following rates on color advertising in The FORUM are now in effect, offering advertisers the opportunity of reaching a discriminating audience at moderate cost.

4-color pages \$400

3-color pages \$350

2-color pages \$250

Circulation Now Over 45,000

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

long copy was obviously called for?

7. Is it reasonably free from waste words and statements? Can it be cut down and strengthened?

8. Could you honestly say that this advertisement is out of the beaten path and shows imagination?

Then edit the headline.

1. Does it show imagination and thought? Is it unusual or striking—not necessarily bizarre, but what one might call "outstanding"?

2. Does it appeal to something interesting, such as promotion, or added efficiency, or in a striking way to one or more of the emotions listed—love, fear, joy, disgust, wonder, anger, elation, desire to be one of a crowd, acquisition, construction, susceptibility to suggestion, imitation or habit?

3. Does it lead naturally into the text, convincingly pulling the reader's imagination along with it?

4. Does it promise sound information?

5. Is it sufficiently concise, that is, does not slake the reader's thirst for additional information to be found in the advertisement?

In closing I cannot refrain from a quotation. Mr. Malcolm Muir, in a recent issue of ADVERTISING AND SELLING FORTNIGHTLY, says: "The most vital problem facing the advertising world is that of getting advertising more widely recognized as an economic force." I know of no better way to begin to bring this about than by the application of imagination to industrial advertising.

I hope I may have contributed to you something constructive looking toward this end.

W. T. Armstrong

Formerly production manager for the John O. Powers Company, New York advertising agency, has become associated with the A. M. Corcoran Service, Inc., advertising typographers, same city, as contact executive.

Theo. Lebensburger

Advertising counselors, Dayton, Ohio, will direct advertising for the Van Horne Company, Franklin, Ohio, manufacturers of radio tubes.

James L. Dalton

President of the Dalton Adding Machine Company, Norwood, Ohio, and president of the Wright-Dalton Store Company, Poplar Bluff, Mo., died in Cincinnati on Jan. 11, 1926.

Dorrance, Sullivan & Company

New York advertising agency, will direct advertising for the Kelly Boquet Cigar, manufactured by the American Cigar Company.

C. A. Kracht

Formerly a member of the advertising staff of the *New York Times*, is now advertising manager of the *Chattanooga (Tenn.) Times*.

Our booklet "Technical Advertising" has proven of real interest to many concerns advertising and selling industrial products.

We will cheerfully send you a copy upon request.

Arthur Henry Co.

INC.
Advertising

483 BROADWAY
NEW YORK

“—a new day is here”

IN the words of a prominent manufacturer of automobiles

“Automobiles in a solid four-mile line during a New York rush hour ferry jam!

“Upwards of 60,000 cars flashing past a given point every day on Michigan Boulevard, Chicago!

“In a single month, 36 miles of new cars delivered to residents of Detroit—poured into streets already crowded.”

A new day is here. Power boating as the national outdoor sport is forging ahead by leaps and bounds.

For boats today are much better adapted to the pursuit of pleasure and happiness than ever before. Modern production methods have taken the worry out of ownership. Utility is now an outstanding feature. Performance can be guaranteed. Luxury afloat lies within the reach of the modest bank account. The waterways are still and always will be, uncongested.

No market offers greater evidence of immediate, tremendous and lasting expansion than the boating field. It's big today. Will be infinitely bigger within the next few years.

Power Boating has been a definite factor in the development of its chosen field for more than twenty years. Today it is read by thousands of boat owners and enthusiasts who can be reached through no other boating publication. Also it is read regularly by every engine manufacturer, boat builder, and marine supply jobber and dealer of importance in the country. We shall welcome the opportunity to tell you how it can serve you best in the development of this important field.

POWER BOATING

Penton Building
New York **CLEVELAND** London
Member A. B. C. and A. B. P.

One of the Penton Publications



*Sweet, grime, smoke and fume
for those who still think cars
are pleasure vehicles*



*Freedom and luxury for boat owners—
prosperity for manufacturers in the
boat, engine and boat outfitting field*

Has House-to-House Selling Passed Its Peak?

[CONTINUED FROM PAGE 20]

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 February 24th issue must reach us not later than February 15th. Classified advertisements will be accepted up to Saturday, February 20th.

militating against the house-to-house selling idea is the natural limits of the method. There has been too much optimism in assuming that the American housewife desires and enjoys the belling-ringer type of salesman. It is true that certain companies, by unusual policies and high standards, have kept their prestige with the consumer, but at least one of even these companies is now suffering a decline for other reasons. The bulk of the house-to-house selling companies, however, have never developed much good will and do little advertising to aid in securing it, with the result that they have encountered a *hose* housewife, rather fed up with the system of selling which constantly brings salesmen to her door. She has been willing to concede that certain types of merchandise—let us say vacuum cleaners and some other household equipment—the perfect understanding of which is aided by a demonstration in the home, should be sold by direct salesmen. But when salesmen bring every type and kind of merchandise conceivable to the house door they quickly infringe upon one of the inalienable rights of women—which is to put on her best clothes and go down town to shop.

The third basic factor limiting the house-to-house seller is the awakened retailer. Having first met the mail order scare successfully and then the chain store scare, the retailer has met the newest house-to-house scare with considerable confidence and skill. He has countered with superior attractions, argumentative propaganda, and even with house-to-house salesmen of his own. A number of national advertisers have aided him in this with the result that the house-to-house seller has plenty of lively competition and has been forced, in many cases, to retreat before the united onslaught of the lively retailers. The novelty of house-to-house selling has also declined and added to its difficulties.

AMORE deadly factor, saturation, has been injuring some companies. An article which once purchased practically supplies the housewife for a few years, or for all time to come, necessarily finds saturation a decidedly real thing. In fact, some of the larger companies have quite failed to calculate it at all and have attributed to one thing or another the increase in selling cost and resistance. They have extended and subdivided their sales territory in a rapid and intensive manner, hoping to counteract the increased sales resistance of the saturation factor.

All these factors, and a few others,

'have united to produce the present situation where the peak of the development of this method has not only been reached but has been passed.

It must be appreciated that special methods of merchandising have their peaks of development. The mail order business is commonly admitted to have reached its peak in about 1919. The department store also, it is generally admitted, has reached the peak of its development.

The chain store and its peak is still somewhat a matter of debate. There are those economists who believe it has already reached its peak—and certainly there is plenty of evidence to support such a statement. Chains are competing against chains in a manner not known before, and the cooperative buying development of independent retailers has also seriously checked the chains, whose consumer prestige is based on price advantage. On the other hand, the application of the chain idea allows so many variations that a more cautious economist hesitates to say definitely that its peak has passed. In fact, the development of department stores into what is virtually a chain system may possibly mean a new era which must be credited to the chain and not to the department store principle.

MANY experiments in house-to-house selling have been made by manufacturing concerns who had been using old channels of distribution. It was stated at a convention of hosiery and underwear men not long ago that in one year past as much as fifty million dollars' worth of goods had been diverted from jobber channels into direct-selling in one way or another, by a change of policy. Much of this is now trickling back, and many manufacturers, especially in the hosiery and underwear fields, have written off their house-to-house selling experiments to profit and loss and gone about the usual methods of selling much wiser as to the nature of the house-to-house "Eldorado."

There is no question as to the inherent soundness of house-to-house selling for certain articles, especially household equipment which is particularly difficult to sell or demonstrate through shop distribution channels; but even in this field it is easy to overdo the method. Turning the clock backward in distribution is not precisely an American principle or policy. Packpeddler days belong to a cruder era than our own and have no real place, beyond certain limits, in modern American life.

As a matter of fact, it is probable

All-

COLUMBIA back covers for 1926 are sold to National Advertisers. Contracts are now being accepted for available second and third covers in two color process.

Actual returns from a questionnaire which was mailed to our subscribers show that more than two million people read COLUMBIA every month.

COLUMBIA

The Largest Catholic Magazine in the World

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

Net paid
Circulation

757,443

Member of the
A. B. C.

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

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



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 home study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as 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, \$4 2/3,
Flexible Bindings, 1930 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 Burroughs Adding Machine Co., Kuppenheimer & Co., Norris & Co., National Cash Register Co., American Radiator Co., Coddin Pen Manufacturing Co., Eastman Kodak Co., Marshall Field & Co., Lord & Taylor, United Clear 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 **HALL LIBRARY OF ADVERTISING AND SELLING** for ten days' free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2.00 a month until your special price of \$17.50 has been paid. If not wanted, I will write you for shipping instructions.

Name

Address

Profession

Company

that the house-to-house selling method has been an abnormal sign of the times; an attempt to cut costs of distribution, for instance; but an attempt which certainly in this particular is a failure. It is now generally admitted, even by house-to-house sellers, that they cannot cut costs of distribution in comparison with the retailer-jobber method. Strong-arm, vigorous salesmanship and intense organization have always been able to put over a new method for a time, but inevitably a reaction sets in and the basic underlying factors show themselves. Any manufacturer still toying with the idea of selling direct to the consumer by house-to-house salesmen will certainly need to think long and hard before he can logically decide to proceed.

Daniel N. Peirce

Formerly vice-president of MacRae's Blue Book Company, is now a member of the Reference Book Department of the McGraw-Hill Company, New York.

B. H. Rankin Company

New York advertising agency, announces that James F. Jennings, formerly of Newell-Emmett Company, Inc., New York advertising agency, has been appointed space buyer in the New York office; and that H. R. Schaeffer has been promoted to the position of merchandising and production manager.

"The Golden Book"

Is now a member of The Quality Group. This announcement was made by the executive committee of The Quality Group on Jan. 13, 1926.

G. A. Roskam

Has been appointed sales manager of the Ingersoll Watch Company, Inc., New York, to succeed F. A. Denninger.

Edgar Kobak

Has been elected vice-president of the McGraw-Hill Company, Inc., acting as the publishing head of the McGraw-Hill electrical publications, *Electrical World*, *Electrical Merchandising*, *Industrial Engineer*, *Journal of Electricity and Radio Retailing*.

Edwin A. Machen & Company

Toledo, Ohio, announces that Frank J. McGinnis, formerly manager of the copy and plan department of the Ames-Kiebler Advertising Company, same city, has been appointed manager of its Cleveland office; and that Hubert C. Persons, Cleveland, has been transferred to the Toledo office.

Casey-Lewis Company

Nashville, Tenn., will direct advertising for the Cokesbury Press, same city, in a national campaign on their new book *Hearts of Hickory*; and for the Wheeler-Okell Company, also of the same city.

American Lumberman

Est 1873 A. B. C. CHICAGO

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

COVERS LUMBER FIELD

THE JEWELERS' CIRCULAR, New York, has for many years published more advertising than have seven other jewelry journals combined.

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.

Compare the editorial contents of all the architectural journals, then you will understand why THE AMERICAN ARCHITECT'S circulation is constantly increasing and why it annually carries the largest volume of advertising and has the most individual and exclusive advertisers.

243 West 39th St. New York

Advertising Men

Find in "Commercial Engraving and Printing" by Charles W. Backman, a mine of valuable information. Second printing, revised 810 pages Over 1500 illustrations. Covers 35 processes, methods and subjects relating to the graphic industries.

Mailed on approval. No advance payment. Write for FREE descriptive booklet, sample pages, contents, terms and other information.

Commercial Engraving Publishing Co.
Dept. WT INDIANAPOLIS, INDIANA

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

THE JOHN IJELSTROM COMPANY
Massillon, Ohio Good Salesmen Wanted

AJ DENNE
The Only Denne in
Canadian Advertising
Chicago, Ill. New York City
Canada may be "just over the border" but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. To this you need
AJ-DENNE C. Company Ltd.
Reford Bldg. TORONTO.

Bakers Weekly A. B. C. A. B. P.
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

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

Steve Nag and Tresa Ferranti

[CONTINUED FROM PAGE 22]

Kosa, Mrs. Joseph Nemeth, Mrs. Jerry Blakek, Mrs. Ralph Smith, Mrs. Raymond McElroy, Mrs. Joseph Green, Mrs. Carl Angelone, Mrs. Ignatius Di Stefora, Mrs. Joseph Lombardo.

Some of these names ringingly oddly in the ears of a man whose great grandfather was a citizen by birth of these United States. Pacanofsky—Welebir Dhont—they are not the familiar Browns, Johnsons and Williams of Anglo-Saxon lineage. But they are standing at your counters—real or hypothetical, as the case may be.

Mr. Spisak may work in a ditch. If so, he needs lots of hearty food—more, for instance, than Attorney MacTavish or Bank Teller Kennedy.

Mr. Vondrak may be a tinner. If so, he probably drives a Ford or he may have mounted into the Buick class. (Have you stopped in front of a big construction job lately and taken a census of the makes of cars?)

Mr. Nag—though his name belies it—may be a perfect husband, willing to buy his wife a phonograph, a kitchen cabinet or a new davenport.

Mr. Krapcho quite likely is of a mechanical bent—get your radio copy down out of the rarified lingo of the experimental laboratory, and you will get a better grip on his interest.

Tresa Ferritto, *nee* Farrantti, quite probably is mistress of a budget that many a Mary Smith or Anna Jones would envy.

And as for the Garstkas and Lukacs and Mirosavishes and Yauchars—well, their money will look just as well in your bank balance as the most cultured expenditures of the Adams, Bancrofts and Cabots.

Why ignore them—give them, at least, a fighting chance to understand your message.

Newell-Emmett Company, Inc.

New York, will direct advertising for the Graybar Electric Company, same city, which was recently organized to take over the Electrical Supply Division of the Western Electric Company.

The Walter A. Allen Agency, Inc.

Hartford, Conn., will direct advertising for the Abbott-Ball Company, same city, manufacturers of bearing balls and balls and tumbler barrels for burnishings.

Charles W. Hoyt Company, Inc.

New York advertising agency, announces that Frank R. Farnham, formerly an account executive with Frank Seaman, Inc., and John D. Lucas, formerly with the United States Rubber Company, have joined its plan department.

2²

The circulation of *The American Mercury* has *doubled twice* in its two years of progress.

—But the advertising rate is still only \$220 a page. (*\$180 on 12-Time Contract*)

*more than
60,000
net paid*



THE AMERICAN MERCURY

730 FIFTH AVENUE

NEW YORK

DISPLAYOLOGY

*Gives the Product
a Chance*



ALDERMAN, FAIRCHILD COMPANY
ROCHESTER, N. Y.

DISPLAYOLOGISTS

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

DISPLAYOLOGY

Give the Product a Chance

IS it a new product that you are going to place on the market or is it a product that's been out a little while and isn't coming up to your expectations?

It makes no difference which it is. Why not give it a chance by putting it in the right kind of a package?

There's no denying that a forcefully designed, cleverly executed display container causes a product to be remembered and makes it to sell to consumers who would not otherwise buy it.

We are displayologists who do just that kind of work.

On this page we show a display container designed for the Richardson Corporation, of Rochester, N. Y., for displaying packages of their Reddy Malted Chocolate. This package, placed on dealers' counters, has already built up a tremendous sale for this new product despite the fact that it has been on the market but a few months.

Many other concerns have benefited by our experience in the same way—such concerns as Huyler's, Putnam Knitting Mills, Hickok's, Stromberg-Carison, all leaders in their respective lines.

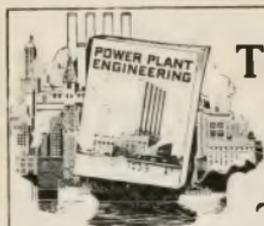
Remember that an attractive display container does not necessarily mean an expensive one. It is our business to adapt them to the client's requirements.

It will cost you nothing to consult with an Alderman-Fairchild displayologist and get his ideas for the better packaging of your line. Why not try it?

ALDERMAN, FAIRCHILD COMPANY
ROCHESTER, N.Y.

DISPLAYOLOGISTS

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



The Market of Quality and Stability

THIRTY YEARS' continuous service to the power plant field exclusively is Power Plant Engineering's record.

The entire activities of its whole organization are directed toward making this one publication helpful to the influential clientele it serves.

Published semi-monthly, on the 1st and 15th, the interval between issues which readers have found best serves their professional needs and advertisers have found to be both effective and economical.

THE power plant market now annually buys for replacements and supplies (exclusive of fuel) in excess of one billion, six hundred and fifty million dollars and the field is constantly growing.

The total cost for enlarging the facilities of existing power plants and for new construction already authorized is in excess of two billion dollars.

The very nature of power plant service makes this great market one of quality, stability and ready to respond to sound merchandising methods.

Through Power Plant Engineering you can reach more than 23,000 power plant men who purchase or influence the purchases for the principal plants of the country—the cream of this quality market.

POWER PLANT ENGINEERING

A. B. C. 537 So. Dearborn Street, Chicago, Ill. A. B. P.

Why One-Price Space in Periodicals?

[CONTINUED FROM PAGE 27]

'multiple' medium for a certain month, showing the number of inquiries produced by each of eight different advertisements, one piece of copy would invariably have produced far more leads than any other. Why? We set out to find the answer.

"Fortunately, some years before we had established a custom in clipping and filing our advertisements, of taking out of the magazine not merely the advertisement itself but the entire page on which it appeared. This gave us as a matter of record the position of the advertisement on the page and the page number.

"Every month for thirty-six consecutive months, with six to eight advertisements in each issue, the first advertisement in the magazine had produced far more inquiries than any other. Yes, no matter what piece of copy drew first position when the publisher spread them through the book, that advertisement pulled by far the largest number of replies.

"The best results were invariably secured from the first advertisement.

"The next best results were secured from the second advertisement.

"An advertisement appearing toward the end of the first advertising section produced better results than one in the middle of that section.

"An advertisement at the extreme back of the issue produced better than one in the middle of the book advertising section."

MORE testimony to an astonishing theory. Here are figures startling indeed, offered to prove that the effectiveness of an advertisement diminishes in direct ratio to its proximity to the center of the advertising section!

Witness Number Three:

The advertiser of a well-known dentifrice recently remarked to me: "I am utterly disgusted with this business of advertising. Periodicals have alternately broken my heart and resurrected my life, with such fickleness that I am a wreck. I know how to write our advertising. The style of each ad is the same—following the outline of our most successful efforts. Yet one month, the inquiries will bury us; and the next, make us feel like Old Mother Hubbard's pup."

"But surely," I remonstrated, "there must be a definite reason back of it all."

"Quite right," he assured me, unemotionally. "The reason is simple. One month my ad will be placed toward the front or extreme rear of the advertising section. The next month it will be buried in the middle. When it is buried, it can't work. Enough people don't see it. And because my appropriation is unexciting, I can't control the situation."

That advertiser's opinion was later

How We Grow



As the Mississippi Coast grows, so grows The Daily Herald—in circulation, reader interest and pulling power in its advertising.

Folks living in and around Gulfport and Biloxi own their homes and live well. Many folks coming here as visitors, remain as residents. These folks are well-to-do folks; with the money and inclination to buy what they want.

To these good folks The Daily Herald goes—taking to them your advertising, selling to them your merchandise and products. And the cost is a good investment, rather than an experimental expense.

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

The Standard Advertising Register

Is the best in its field. Ask any user. Supplies valuable information on more than 8,000 enterprises. Write for data and prices.

National Register Publishing Co.

Incorporated
15 Moore St., New York City
H. W. Ferrel, Manager

Shoe and Leather Reporter

Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

HOW THE FOOD MAKERS HAVE BECOME COSMOPOLITAN CHEFS . . . Told by JAMES WALLEN



Photo loaned by Iva Bailey Allen, International Authority on Foods

PHOTO-ENGRAVING *spreads the World's Table*

DAINTINESS reigns in the dining-room and gone are the spacious days when the troubadour sang:

*"The strong table groans,
Beneath the smoking sirloin stretched immense."*

The refinements of service and provisions for the average home are the result of the campaigning of determined manufacturers of trademarked foods.

These advertisers have changed the breakfast habits of the people in one generation. Luncheon and dinner menus likewise are largely taken from the advertising pages.

Alluring illustration conveys the suggestion of taste and aroma in hypnotic fashion. Appetite is

whetted by visions of enticement, the world's pantry in picture.

Photo-engraving has given the food manufacturer a subtle, persuasive and yet vivid manner of presenting his products to all the world. It has made him a cosmopolitan chef.

The members of the American Photo-Engravers Association are making their craft the right and ready assistant of every other industry. "Your Story in Picture Leaves Nothing Untold."

The Association booklet "The Relighted Lamp of Paul Reveré" may be secured from members or from the headquarters at Chicago. It is a little text book on co-operative effort.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

A "Thought Stimulator"

Every forward looking executive should be reading the Fortnightly regularly for the wealth of practical material in each issue. A fact that is being rapidly realized and accepted by many who were once "too busy for another publication".

Eight thousand two hundred present subscribers offer ample testimony of our steady growth. If this happens to be one of the occasional opportunities you have of reading the Fortnightly, wouldn't right now be a good time to join this representative group and be a regular reader?



ADVERTISING AND SELLING FORTNIGHTLY
9 East 38th Street, New York City

Canadian, \$3.50
Foreign, \$4.00

Enter my subscription to the Fortnightly for one year.

- Check for \$3.00 is enclosed.
 Send bill and I will remit promptly.

Name.....Position.....

Address.....Company.....

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

repeated more or less verbatim by executives controlling equally desirable accounts, whose appropriation puddles dripped with yellow drops, rather than spilled with golden splashes.

All tended to add to this amazing case against "centre-of-advertising-section position."

Witness excused, Jury excused. Now, Court, what are we going to do about it?

Mr. Sumner's reports, the *Keyed Copy* research, the advertiser's conversation, all indicate that the several front and rear pages of the advertising section have vastly more attention value than the middle pages . . . that as your advertisement progressed toward the middle of the advertising section, your returns drop off to 50 per cent, 10 per cent, even 1 per cent of their possibilities.

ADVERTISERS have long known certain accepted "preferred" positions in periodicals, but I doubt whether or not they ever considered the other possible positions throughout the book as weighing heavily in either pan of the scales of fortune.

Yet here are revelations that might explain the great question behind every advertising insertion.

We spend months, sometimes years, making preliminary research. Spend hundreds, sometimes thousands, on copy, artwork, and typography. Frequently, more precious time and energy on exposures before factory hands, wise associates, and typical consumers.

Then the masterpiece pulls one reply from its center of the book position to every 10 lured by Aloysius P. Competitor with his horrible 45 font last minute display, nearer the FRONT of the advertising section!

But haven't you felt all along that there must be some reason, some logic behind it all?

Attention is unquestionably the most important factor in advertising. Your name in print is bound to find some eager prospects among the circulated millions. But the most persuasive piece of copy ever written is not worth a nickel until it is seen.

The evidence our witnesses have quoted is not the result of snap judgment. Every statement sentence, every figure is the result of years of experience.

They point to a staggering conclusion:

Your POSITION in a periodical may mean SUCCESS or FAILURE!

Upon the chance decision of a \$35-a-week make-up clerk may depend the returns on thousands of advertisingly-invested dollars. Upon favors and favoritism may balance your advertiser's account—or his business!

Come to think of it, why should you expect as many customers to find your store on the side street as your competitor's on the avenue?

But why should both locations be charged the same rental? Newspapers have long sold page positions on large

ads or small so that an advertiser can choose where his advertisement will appear, and pay for his choice in a perfectly businesslike way, whereas large advertisements on long contracts are getting the preferred positions in periodicals. Must monster appropriations be the price of successful periodical space buying?

We have found our troubles mathematically. Why not seek our solution the same way?

Accompanying Mr. Sumner's quoted articles were some very interesting graphs. They are the results of three year's research. They strikingly illustrate our premises.

The high return spot is from the advertisement nearest the front of the advertising section. Thence the curve drops in direct ratio to the distance traveled from the front, until the extreme rear of the advertising section is reached. Then returns once more begin to mount.

Might it not be desirable to superimpose upon this graph of results a graph of rates?

As the pages, traveling from the front of the advertising section become less preferred, is it not reasonable for the advertiser to ask that the rates be proportionately adjusted?

Under such a regime, magazine rate cards would have no "flat rates;" instead, a "rate range" might be quoted. In place of offering circulation (how much of it?) at say, \$10 a line, our Utopian weeklies and monthlies would offer circulation (acknowledged portions of it) at say, \$20 to 8c. a line.

THIS situation would unquestionably be more difficult for the publications to handle. Space salesmen would have to carry dummies and sell the approximate position at the same time as the actual space.

But many salesmen have told me they would rather go to such trouble to hold customers, than promise impossibilities and lose them!

As for the advertisers themselves, such an innovation should be welcome. In advance would they know where their advertisement was to appear. Usually the advertisement would cost less than under the present system (for the preferred pages are inevitably limited.) And if they paid rates equal to the present "flat rates" or even in excess, they could be certain of securing out-of-the-ordinary results.

Then could more attention be paid to analyzing copy methods. Fewer sensible copy principles would be scrapped because of apparent failure.

The next step falls to America's advertising men, themselves. If your own experience suggests that relative page position seriously effects a given advertisement's effectiveness, you will want the matter thoroughly investigated. Then any rate-standard revision to a sliding scale must take place automatically. We must leave thorough disinterested judiciary bodies to prove our theories imperfect—or prophetic.

THE 1926 EDITION OF THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY IS READY FOR DELIVERY

The 1926 issue of the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY is now ready in two editions. The one, the regular form and size with which the advertising and publishing fraternity is so familiar, at the usual price, \$15. The other, a special limited edition on thin paper stock for the benefit of those who wish a smaller and lighter volume to conserve shelf and desk space.

This special edition will have a black binding, imitation leather, and will be priced \$20. The contents are exactly similar, comprising all of the information and features of this old-established reference book with complete gazetteer information revised to date and latest population figures, with 350 lists of different classes of publication and over 100 colored maps.

REGULAR
Edition
Size
 $6\frac{1}{4} \times 9\frac{1}{4} \times 3\frac{1}{8}$
Weight
7 pounds
PRICE
\$15.00



SPECIAL
This Paper Edition
Size
 $6\frac{1}{4} \times 9\frac{1}{4} \times 1\frac{1}{8}$
Weight
 $3\frac{1}{4}$ pounds
PRICE
\$20.00

Carriage paid in United States and Canada

An early order gives full service of the book and carries with it a copy of the Mid-Year Supplement free of charge. Further particulars on request of the publishers.

N. W. AYER & SON
PHILADELPHIA

'Impressive Facts About the Gas Industry'



With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**



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

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

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

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

Advertising  Typographers

YOU seldom find two typographers who visualize copy in the same mechanical arrangement. Typography is an art and the size of the Pittsford clientele gives ample proof of the soundness of our artistic sense.

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

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a liberal primary market. Gives real cooperation. An Arthur Carter publication.

Topeka, Kansas

In Sharper Focus

Henry P. Williams

THE year 1859 saw the advent into this world of the present president of Williams & Cunningham. Of his boyhood and early youth we know little save that he graduated from Beloit College in '82. Of his work in advertising, however, it is our privilege to know much.

Musty records have it that he went first into Chicago journalism following his graduation from college. The



Chicago Inter Ocean and then the *Chicago Record* enjoyed his services over a period of some ten years, until in the early nineties he took up advertising work as a free lance copy writer. His first permanent advertising connection, or near-permanent connection, was formed in 1900 with Hart, Schaffner & Marks on a part time basis, though just what his title was has not been handed down to posterity.

Biographical data must, perforce, end in 1901 with his association with Victor L. Cunningham in the partnership which to this day bears their linked names. It is not that Mr. Williams' personality became lost through the association, but rather that he implanted it so firmly upon the new organization as to make its nature corporate rather than corporeal in the minds of those in the field of advertising to whom long association over a period of years has made it familiar.

Probably the keynote of his personality and influence lies in his sincere and heartfelt conception of advertising as a profession. In this conception he was a pioneer, and it has been the strength, far-sightedness and loyalty of himself and a few others of his type that has raised advertising to its present standard of excellence during the twenty-five years that he has been engaged in a position of influence and leadership.

In the true sense of the word he is an artist, but he is as well a balanced and perceptive psychologist. It is his belief, borne out by years of experi-

ence, that far too many advertisers want their advertising to please themselves rather than to perform constructive work, and this tendency he has fought against consistently. His own work is carefully planned to the end of influencing the readers to buy the product advertised, rather than of appealing to their eyesight or of attempting to sell them by deliberate, high-powered talk. This may appear simply a back-handed way of describing any advertising as practiced today, but there is a line of demarcation there; a subtle variance from the campaigns of so many other men.

It is the well merited privilege of Mr. Williams to lead a rounded, balanced life. His personal accomplishments include a thorough practical and theoretical understanding of music which has made him well known and universally respected in the circles devoted to this art. He is an insatiable reader, and his literary taste is unusually catholic. The Cliff Dwellers, a society of writers and musicians with a small and carefully chosen roster of members, has seen fit to elect him to its inner circle, where he is active and indefatigable.

Once a large piano company offered a prize to the individual who could, in a hundred words or so, best describe the place of the piano in his life. Mr. Williams thought a moment, called in his secretary, and in five minutes had dictated a note that won the prize hands down.

Golf knew him as a disciple long before the days of its universal popularity, and even today, so his friends claim, he can hit a ball farther, when he does hit it, than any other man of his years in the United States. His fine, comfortable estate at Glencoe looks directly down upon six of the most attractive holes of the Skokie Golf Club course, where he has played the game for years. In fact, his association with that club dates clear back to the remote days of 1899.

Roughly, sketchily at best, there is Henry P. Williams of Williams & Cunningham as his friends and associates know him. Conscientious to a degree, true to his friends, his ideals and his profession, his has been an irreproachable life, full of sweetness. Four children and six grandchildren stand ready to carry his name and fame down the ages when the time comes for him to pass along, which, if present indications mean anything, is a good many hearty years in the offing.



Increasing the profit on industrial business

MANY a manufacturer selling direct to industry has filled his plant with orders—but not with profit. He hasn't been able to land the profitable business in industry—he has sold his product on a slim basis to close buyers. With his plant running to capacity, he makes only a meager margin.

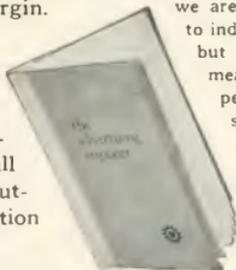
More intelligent sales effort and well directed advertising in the industrial field will succeed where cut-throat competition will fail.

Our years of experience in helping manufacturers sell

direct to industry has shown us how to help them land the profitable business. We have learned the short-cuts to direct sales—we have learned where to advertise in the industrial field and where not to advertise. That means that our clients' advertising dollars are spent where they bring back the results.

More than an advertising agency—we are specialists in advertising to industry. We handle nothing but industrial accounts. That means an accumulation of experience that only years of such specialization can duplicate.

A little booklet, "the advertising engineer," tells an interesting story. We'll gladly send you a copy—and maybe you'll want to get better acquainted.



Please do not ask for this book if you do not sell to Industry.

Russell T. Gray, Inc., Advertising Engineers

1500 People's Life Building, Chicago

Telephone Central 7750

**Industrial
advertising
exclusively**

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

I am interested in your issue. (If you wish to fill me out for \$1.00, send me the issue.)

Name _____

Company _____

Address _____

State _____



that Mr. Munsey and X. were not on friendly terms.

X. interviewed So-and-So and So-and-So and So-and-So. Nothing doing! In sheer desperation, he went to New York and called on Mr. Munsey. "I need \$50,000," he said. "You've got it. Let me have it." Mr. Munsey did.

Radio Advertising

My guess is that 75 per cent of the stuff sent out by the radio broadcasting stations is advertising. From a sales-making standpoint, it may not be very good advertising but, evidently, advertisers think it good enough to pay for.

More than once, though, some such thought as this has come to me: Could not some of the advertisers who use the radio find a better way to use it than by merely "giving a concert"? Take a recent Thursday evening offering of WEA.F. At 7.30, Smith Brothers (Cough Drops) gave a "concert." At 8.30, Hire's (Root Beer) Harvesters gave a "concert." At 9.00, Clicquot Club (Ginger Ale) Eskimos gave a "concert." At 10.00, (Goodrich Rubber Company) Silvertown Club Orchestra gave a "concert."

Thos. Cook & Son have, it seems to me, solved the problem of radio advertising. Listen in, some Tuesday night, at ten o'clock and find out, for yourself, how they have done it.

Mr. Munsey Did

The late Frank Munsey never claimed to be a philanthropist. Born and brought up in Maine, he had the Maine man's belief that a dollar is a dollar. Yet, more than once during his long and active life, Mr. Munsey displayed a liberality, a sympathy and an understanding for which he was not generally given credit.

One case I happen to know of is this: A certain advertising agent found himself, some years ago, sorely in need of funds. He was, you understand, entirely solvent but because of conditions which it is not necessary to disclose here, he was quite unable to meet his obligations. He had to have \$50,000; and he had to have it quick.

If you have ever had to borrow a substantial sum of money, you know that the first thought that enters your mind is, "Who's got that much?"

X. made a list of the men he knew who had "that much." It was not a long list. Mr. Munsey's name was on it. It was on it in spite of the fact

Inventions!

A man who has spent the greater part of his life in the field of electricity, tells me that no invention ever arrives, unexpectedly. The process, he says, is like this: In a sub-conscious sort of way, men become vaguely aware of the need of a new method or a new device. They talk about it. Perhaps they write about it. Anyhow, the knowledge spreads. Eventually, it finds lodgment in the minds of inventors and technically trained men. Working individually, these men try to solve the problem. And it happens, very often, that two or more of them do so, at approximately the same time.

The principle on which the radio is based, he says, was known as long ago as 1868. Nearly half a century slipped by before it could be applied.

My informant went on to say that in common with many other electricians, he believes that sound never dies, that it goes on and on for ever and ever.

An amazing idea!

Perhaps, some day, we shall be able to re-capture the words, spoken a thousand years ago, by men whose bodies long since turned to dust!

There Must Be a Way

Always, in a strange city, when my eyes rest on the blood-red front of a 5 and 10 cent store, do I say to myself, "Well, the business center of this burg isn't far away." For I have learned by experience that Woolworth et al. invariably seek locations close to the heart of a town. And the fact that Woolworth's sales, last year, were not so very far short of half a billion dollars shows that the policy of "going where the crowd goes" is right.

For store-signs and price-cards, Woolworth's expenditures must be very large, but for what is generally known as advertising, they spend—nothing.

Now, one can appreciate the fact that it would be futile for Woolworth to advertise as department stores advertise. The unit of sale—to say nothing of the profit, per sale—is too small. Yet there must be some way of utilizing a force which sellers, in practically every line of business, use with profit on all concerned.

JAMOC.

Starting The Year On Top

7 Months Leadership

Total Advertising

	AGATE LINES
JANUARY, 1926:	
The Sun	1,193,598
2d Evening Paper	1,224,100
Sun's Lead	220,498
DECEMBER, 1925:	
The Sun	1,371,906
2d Evening Paper	1,439,250
Sun's Lead	132,056
NOVEMBER, 1925:	
The Sun	1,541,154
2d Evening Paper	1,482,400
Sun's Lead	58,664
OCTOBER, 1925:	
The Sun	1,642,102
2d Evening Paper	1,690,824
Sun's Lead	41,278
SEPTEMBER, 1925:	
The Sun	1,254,426
2d Evening Paper	1,181,696
Sun's Lead	71,820
AUGUST, 1925:	
The Sun	820,144
2d Evening Paper	793,829
Sun's Lead	62,326
JULY, 1925:	
The Sun	856,858
2d Evening Paper	837,090
Sun's Lead	21,260

National Advertising

	AGATE LINES
JANUARY, 1926:	
The Sun	352,420
2d Evening Paper	229,620
Sun's Lead	122,796
DECEMBER, 1925:	
The Sun	308,266
2d Evening Paper	226,564
Sun's Lead	147,310
NOVEMBER, 1925:	
The Sun	414,684
2d Evening Paper	272,402
Sun's Lead	142,292
OCTOBER, 1925:	
The Sun	414,176
2d Evening Paper	283,306
Sun's Lead	120,814
SEPTEMBER, 1925:	
The Sun	275,154
2d Evening Paper	217,136
Sun's Lead	58,018
AUGUST, 1925:	
The Sun	191,922
2d Evening Paper	160,788
Sun's Lead	31,134
JULY, 1925:	
The Sun	236,652
2d Evening Paper	193,470
Sun's Lead	43,082

THE continued leadership of The Sun in advertising among New York evening newspapers was more pronounced in January than ever before.

In January The Sun led the second New York evening newspaper by 229,498 lines. The Sun's lead during this month was nearly a hundred thousand lines greater than in any preceding month.

The Sun's gain in total advertising in January of this year compared with January of last year was 206,894 lines. This was 72,204 lines more than the combined gains of all the other New York evening newspapers.

National Advertisers have found through experience that The Sun is an extremely effective medium through which to sell their products in New York and for this reason, month after month, and year after year, they use more space in The Sun than in any other New York evening newspaper.

Advertisers prefer The Sun to all other New York evening newspapers because of its demonstrated superior selling power—a selling power that is due to an unusually responsive circulation.

The Sun is read by people who have the means as well as the desire to buy what they need and want—people who have confidence in The Sun as a newspaper and who respond readily to the advertisements which it publishes.

A very rigid censorship on all advertising is maintained.

The

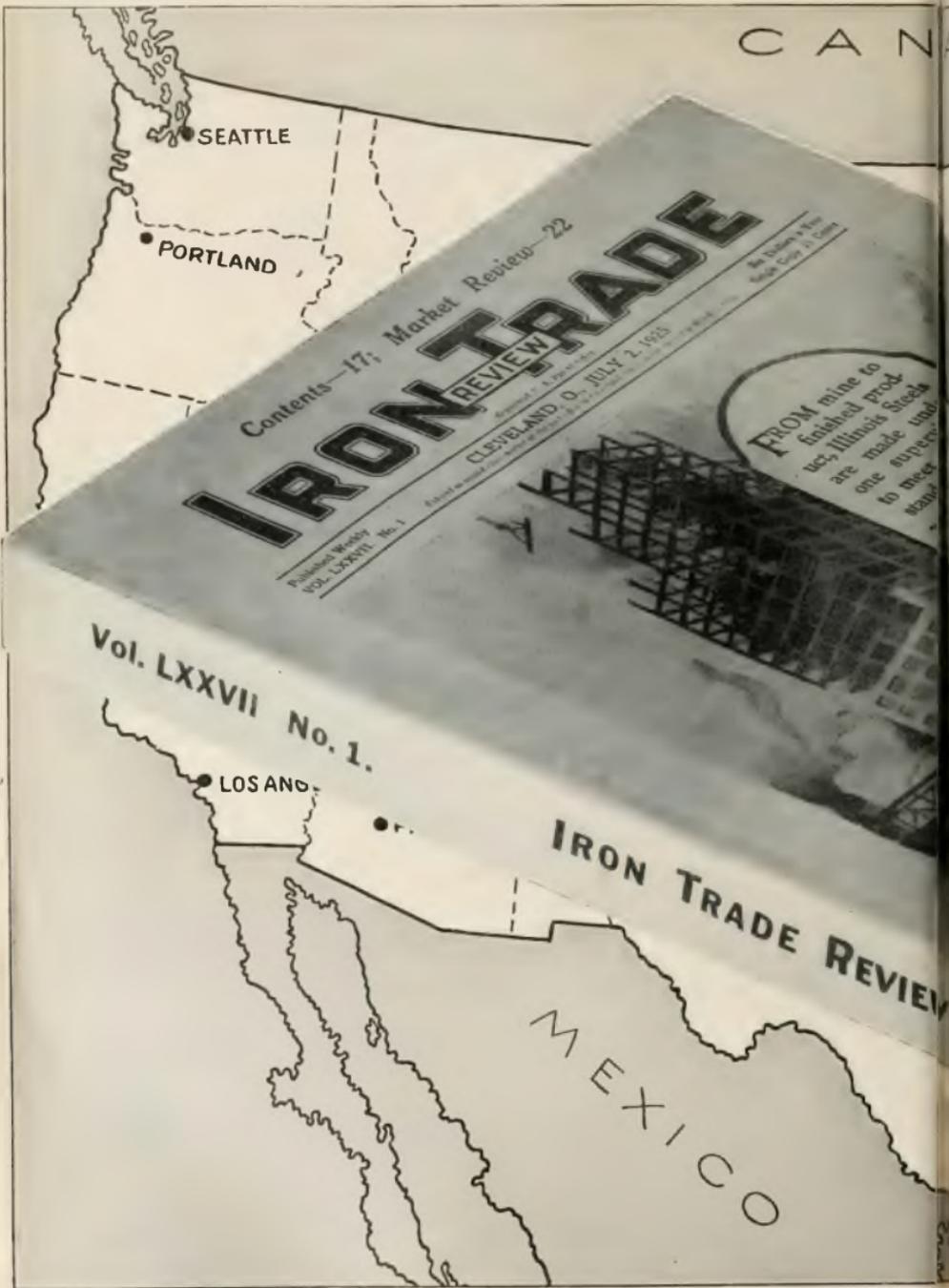


Sun

280 BROADWAY

NEW YORK

BOSTON WASHINGTON, D. C. CHICAGO LOS ANGELES
 Old South Building Munsey Building 208 So. La Salle St. Van Nuys Building
 SAN FRANCISCO PARIS LONDON
 First National Bank Building 49 Avenue de l'Opera 40-43 Fleet St.



CANADA

SEATTLE

PORTLAND

Contents—17; Market Review—22

IRON TRADE REVIEW

Published Weekly Vol. LXXVII No. 1

CLEVELAND O. JULY 1, 1925

FROM mine to finished product, Illinois Steel are made used one suppose to meet



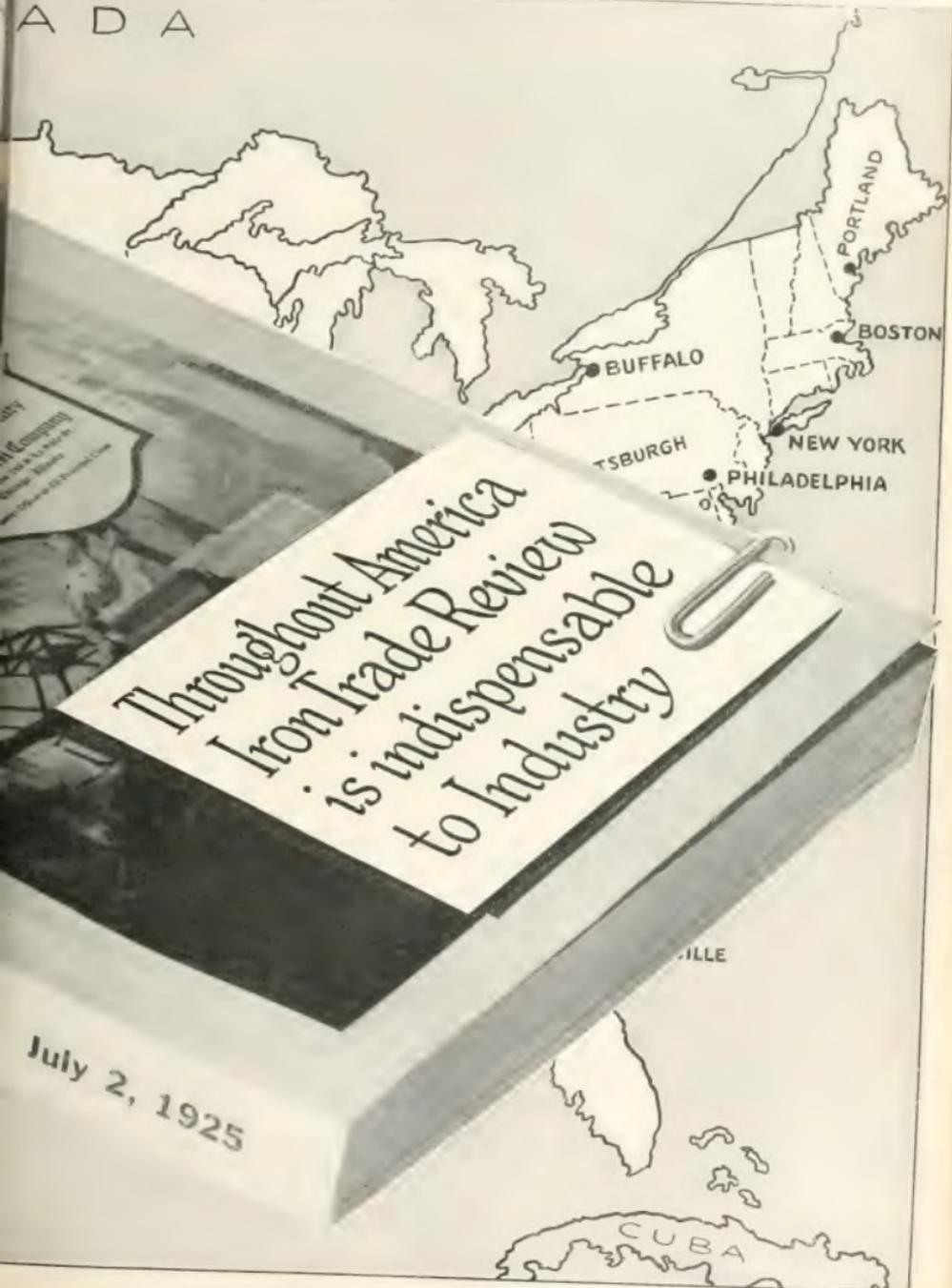
Vol. LXXVII No. 1.

LOS ANGELES

IRON TRADE REVIEW

MEXICO

A D A



Throughout America
 Iron Trade Review
 is indispensable
 to Industry



July 2, 1925

...ILLE

CUBA



The Outstanding Hospital Editor

Matthew O. Foley, Editor of HOSPITAL MANAGEMENT, is the outstanding editor of the hospital field. He is known far and wide for his constructive editorial service and for his definite contributions to hospital progress.

Mr. Foley originated National Hospital Day, which is celebrated each year on May 12, the birthday of Florence Nightingale, by nearly 5000 hospitals in the United States and Canada and many others in all parts of the world.

No publication is a better advertising medium than its editorial service indicates. That is why advertisers who want hospital prestige advertise in the medium of accepted editorial leadership.

Hospital Management

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

537 S. Dearborn Street

CHICAGO

Reading Tastes As a Copy Index

[CONTINUED FROM PAGE 28]

I believe in that copy. J. Daw must be off his pins. Only, J. Daw happens to be the manufacturer, so the copy expires in its infancy.

Who shall judge, who shall judge?

Out of this melange of pro and con, of eulogy and anathema, one thing only can we pronounce with final authority. That is, that one man's hamburger is another man's arsenic, one man's blonde is another man's brunette—and there you are.

Certain conclusions we can draw, nevertheless, not by individuals, but by classes—social, intellectual, economic, professional, layman, whatnot. Certain guide-posts there are to indicate what, if any, sort of copy will and will not navigate the gorge of predetermined groups of humans. And I find myself wondering, of late, if one of the most significant and nearly conclusive of these criterions is not the specific reading taste of the public we mean to reach.

NO, don't be apprehensive. I'm not getting set to magnify this supposition at all, or to propound another psychological monstrosity on the over-harrowed and harassed field of the copy man. I am merely toying with the idea, and inviting you to do the same. It seems to me intriguing and barely possible of suggestive stimulation.

The fact is that the literary inclinations or disinclinations of people differ prodigiously. That divergence in reading habits and capabilities is sensational, if not actually shameful. Your intelligensia itself is split between *The Green Hat* and *Dark Laughter*, between which intervenes a chasm. None is so quick to tire of super-cleverness in writing as your sophisticated reader. Wherefore the cognoscenti-lanceheads shot to pieces on Michael Arlen.

Along that identical line of reasoning, never is it safe to confound the effete rich with the fabled "aristocracy of brains." Wherefore much of the most brilliant prose of our best automotive circles, notably Cadillac and later Rolls Royce, must have been given the desert air in countless drawing rooms.

I mention these unfortunate paradoxes first, because I do not wish to overdraw my account on this matter of the reliability of reading habits. Nothing in this life is certain, and copy is of this life, or should be.

However, in the main, I submit that there are things to be gleaned from a mental picture of your prospect's reading tendencies, preferences, and inhibitions. I admit at once that this is most especially likely if you happen to be addressing prospects not in millions, but in thousands—small groups, class groups, age groups. Your garage man, for example, is not a man who goes

REACHING
MANAGERS OF
WORSHIP
CHURCHES

Now over 10,000 copies per month, all to church executives. The fastest growing publication in the Church Field, Inter-denominational. A business Journal for Pastors.

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

CHURCH MANAGEMENT
636 BURN RD.
CLEVELAND

If it keeps clerks
making change—
it's an

EINSON-FREEMAN
WINDOW DISPLAY

Specializing
in window
store display
advertising

127 E. 29th St.
Lexington 470
New York City

the Fortnightly's is a live, alert, truth-seeking, tradition-defying and responsive audience of more than 8,200 major executives of the largest advertisers and their agencies

KNOW YOUR MAN



The place to take the true measure of a man is not in the darkest place nor in the sunnier corner, nor in the corn-field, but by his own fireside.

All the world's a stage and we're the actors. Business men are prone to cloak themselves and wear a mask. The true man is yet undiscovered until by some distinctive emblem he stands revealed. The Oil Trade is the distinctive emblem that reveals the executive. He reads Oil Trade because it is editorially aimed at him—and, through it, you and he will stand on common ground.

The mask falls away because you appeal to his mind and heart, through a medium as near and dear as his own fire-side.

Write for our booklet "More Business from the Oil Industry."

The Oil Trade

Publishers-Fuel Oil

350 Madison Avenue, New York City

CHICAGO

TULSA

LOS ANGELES

Centrally Made Researches

Why should every agency or advertiser try to go over the same ground, getting facts about an industry?

We have researched and keep up-to-date and sell at a standard price of \$150 each—reports on 357 separate industries. Real Merchandising data.

THE BUSINESS BOURSE

15 West 37th St., New York City

Tel.: Wisconsin 5067

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

ELECTRICAL ANIMATED AND STILL DISPLAYS for WINDOW, COUNTER, and EXHIBITS

Effective—Dignified Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP. 19 WEST 37th ST. NEW YORK

home, presumably, to revel in Galsworthy, Shaw, Carlyle, or William James. The chances are he has forgotten, if he ever knew, all about the intricacies of beautiful prose. If he reads Oliver Curwood or Harold Bell Wright, he does so with inner misgivings as to the futility of the literary ego. Niceties of expression, platitudes, high-toned diction are wasted on him. He wants something succinct, virile, picturesque.

Your flapper prospect (if you happen to be advocating rose-bud garters or ecru stationery) will want her solicitation touched with romance, mayhap—pointed, but not dignified. (She is versed in the mythology of the sheik, via the drug-store library, and she has Euclid chased for cover on the problem of the eternity of the eternal triangle).

SINCE young married women gave up in numbers the quaint custom of having children, certain mushroom publishers could tell you something about the defection of these matrons from the constant-reader class of the hearth-and-home type of magazine, to the glory of the confessional sheet, and the distending of its coffers. Do not be altogether too domestic in your messages to her.

Recall the grave and startling truth that that young man to whom you crave to sell the Oxford bags reads the sporting page of his newspaper first and most assiduously. *Ivanhoe*, *The Cloister* and *The Hearth*, these have fallen into desuetude with him.

Be not over-sure that his busy executive has no time or taste for Emerson or H. G. Wells. Time may have mellowed his outlook upon the durable satisfactions of life.

If you have an adjective that cries out for freedom, before you repress it, think, think of the man to whom it is traveling.

If your vein is humor, remind yourself that most, but not all, folks regale themselves in this vale of tears with the comic strips, that many prefer *Life*, and a few are approachable only with the *Vanity Fair* or Bob Benchley variety. Peradventure your prospect falls into the last niche—or one of the others.

If I were giving a piece of fundamental dogma to a copy man (which God forbid), in the same manner as a doctor first prescribes a cathartic, it would be simple as castor oil. I should counsel him that he should once a year grab a candle, crawl up into the attic, rescue, dust off, and peruse for one hour apiece three books. Mother Goose he ought to read for simplicity, the Bible for beauty, and Edmund Burke for conviction. By this act I should hope to inculcate or renew in him a certain eugenics of composition, a salutary method for giving birth to a healthy idea with the assistance of ink and paper.

This I might conceivably supplement with a wiseacre's saw to the effect that it's a wise copy writer who knows what his public reads.

The Salesman Who Stuck to One Street



IT was a prosperous town, all right. It appeared that the parking space must be for Limousines Only. The salesman's sample-case was full of the Right Sort of Things. He had an engaging manner and there was no vibration in his selling talk. It looked like everything should have been his. He walked Main Street up and down and stopped where it looked good. But the point on his pencil was still sharp.

If he had only turned the corners and given the other streets a chance he could have filled his book in a hurry.

All the stores aren't on one street. One kind of advertising doesn't reach all buyers. You can't cover the South through magazines alone. Not only do magazines fail to reach many classes, but magazine circulations are more scattered in the South than in other sections. In ten great Southern States, the greatest magazine has a circulation equal to only about 1% of the total population.

For, in the South, it's newspapers. They are an institution, the forum and marketplace of this vast and prosperous section. Read thoroughly and intelligently — and newspaper advertisers prosper mightily.

For detailed information on the possibilities of the South as a market, write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the newspapers listed below.

These Newspapers Reach Every Corner of the South

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham News
Monticello Times
Mobile News-Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

De Land News
Fort Myers Press
Gainesville News
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star

Orlando Sentinel
Palm Beach News
Sarasota Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News
Tallahassee Times-Enterprise
Waycross Journal-Herald

KENTUCKY

Paduah Sun

LOUISIANA

Baton Rouge State Times
La Fayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States

New Orleans Item-Tribune
New Orleans Times-Playmate
Shreveport Times

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte Observer
Cohasset Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Richmond Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salsbury Post
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News & Courier
Columbia Herald
Columbia State

Rock Hill Herald
Spartanburg Sun
Sumter Item

TENNESSEE

Chattanooga News
Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Greenville Democrat-Sun
Knoxville Journal
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fayetteville Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star

VIRGINIA-TENNESSEE

Bristol Herald-Courier
Bristol News



"Sell it South Through Newspapers"

to messrs.

EARNEST ELMO CALKINS
NEWCOMB CLEVELAND
S. WILBUR CORMAN
ROY S. DURSTINE
S. KEITH EVANS
JOHN H. HAWLEY
WILLIAM H. JOHNS
C. D. NEWELL
H. L. PALMER
T. L. L. RYAN
ROBERT TINSMAN
MILTON TOWNE
M. L. WILSON

A young advertising man (twenty-five and a college graduate) desires a position with an agency of the type you represent. He wants to become the assistant of an executive who handles important accounts, with the idea in mind of crystallizing his experience so that in time he, too, can graduate from the fledgling class.

His advertising history dates back two years, during which time he has acquired a thorough groundwork in media,

copy, layout, art, type, and the broad general principles by which they are put to use. He realizes that advertising has not yet been reduced to an exact science, and that his knowledge of the subject is infinitesimal in comparison with what he has yet to learn. Consequently, in addition to an earnest desire to make good, he will bring to his new position an open and inquiring mind.

His present employers are the same who hired him two years ago. They are reluctant to see him leave, but realize that the future that they can offer him is too limited. They are paying for this advertisement. It is obvious that he has their enthusiastic recommendation.

If there is an opening in your organization which he may possibly fill, please grant him the opportunity of personally presenting his qualifications for the position.

P. L., Box 357
ADVERTISING AND SELLING
FORTNIGHTLY

Sophistication in Advertising

[CONTINUED FROM PAGE 24]

different way for some time in the New York papers. This concern adopts an amiable tone and makes light largely of the *haut monde* foibles which have become conventionalized. Here the dumb young man, the light-headed flapper, the over-stuffed dowager, the high hat and the lorgnette become objects of mirth. This is sophistication of another sort—the sophistication which takes all these things for granted and laughs at them with an unimpressible levity—but the basic appeal of the advertising is the same. You are cordially invited to join the scoffers, the implication being that only those who know at first hand are qualified to scoff.

Kelly-Springfield, pioneers in this sort of thing, have handled the subject from both these angles over a period of years. They have tried the Rolls and Hispanas of the leisure class and the flivver of the country doctor with equal aplomb, not to speak of all the Buicks, Studebakers, Dodges and what not that have fallen into line incidentally. Good art work has helped materially, while taste in layout and convincing dialogue have conveyed a great deal. Truly, theirs was a revolutionary step in tire advertising, and one whose success has been earned.

HERE is an indictment which may not be altogether fair, but which indicates the danger that threatens advertising of this nature. All too easily it may step just beyond its original purpose and arouse a reaction in the reader which is the direct reverse of the reaction desired. Simply, it is prone to overdo itself and become out-and-out snobbish.

There is a Kelly-Springfield advertisement running at the present time in certain of the college publications. It depicts a scene at New Haven, formerly called by the quaint archaic name of "Yale." There are raccoon coats, and knickers galore, and in the foreground an automobile—which, by the way, is no cut-down Ford roadster. The hero is cheering because he can now get his 'coon coat out of hock, as Dad's check for new tires has arrived on schedule time, whereas his Kellys are as good as new.

Now, that is perfectly all right, and the selling point is well taken. But how many of the thousands of young men who read that advertisement have cars? A large percentage, the writer has reason to know, are getting their checks, not from Dad, but from restaurants where they wash dishes, homes for which they tend furnaces in the early hours of cold mornings, or offices where they work evenings and during spare afternoons. And these checks go for food, lodging, tuition and winter overcoats, rather than for Kelly-Springfield or any other automobile tires.

To such men—and they amount to

nearly fifty per cent in the college of the publication referred to—this advertisement can only arouse a spirit of antagonism. The magic words "New Haven" lend no particular charm, because, aside from the point of money, Yale is just as easy to get in and stay in as any other first class eastern university. That some of its undergraduates do drive their own cars, spend their families' money and generally "put on the dog," is not a fact of which the less fortunate ones there or elsewhere like to be reminded. It is by no means a foregone conclusion that undergraduate purchasing power is an index to the purchasing power to be enjoyed in after life, and I know intimately one potential motor owner who tossed that advertisement aside with a feeling of decided annoyance and a certain mental resolution concerning Kelly tires.

Lewis S. Louer

Vice-president of the Engineering and Contracting Publishing Company, Chicago, succumbed to an attack of heart failure in that city on January 9, 1926. Mr. Louer was well known and highly respected in the advertising, publishing and construction fields, and his death came as a distinct shock to his numerous friends. Mr. Louer was a director of the American Road Builders' Association.

Carter Miller

Advertising manager of the Timken Roller Bearing Company died on January 11, 1926. He had been associated with the Timken Roller Bearing Company for the past six years. Mr. Miller was born in Bay City, Michigan. He was educated in the public schools of that city and later was graduated from Kenyon College, Gambier, Ohio. His association with the Timken Company brought him in continual contact with the leading automotive and industrial companies and he was considered by them to be a keen analyst of business and advertising problems.

I. M. Taylor

Formerly assistant advertising manager of the Franklin Automobile Company, Syracuse, N. Y., and recently advertising manager of the Velie Motors Corporation, Moline, Ill., has returned to the Franklin Automobile Company as advertising manager.

Agricultural Publishers Association

Announces that the following officers were elected at the annual meeting of the board of directors: President, Horace C. Klein, publisher of *The Farmer and The Farmer's Wife*, St. Paul, Minn.; first vice-president, Alfred F. Jones, advertising manager of *The Farm Journal*, Philadelphia; second vice-president, B. Morgan Shepherd, publisher of the *Southern Planter*, Richmond, Va.; secretary, W. C. Allen, publisher of the *Northwest Farmstead*, Minneapolis, and the *Dakota Farmer*, Aberdeen, S. D.; treasurer, C. A. Taylor, publisher of *Farm Life*, Spencer, Ind.

The Advertiser's Weekly

The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britain giving audited net sales figures.

Published for all who wish to be informed on British advertising and its development.

Subscription \$5 annually, post free. Advertisement rates on application to
New York Office
9 E. 38th St. N. Y. City

or

New England Office—c/o Mr. Frank E. Willis, 148 State St., Boston, Mass.

Wood Engraving As An Advertising Tool

[CONTINUED FROM PAGE 40]

clear-cut definiteness and stability; a not particularly inspiring memory of the engravings of another age which, while interesting in museums, hold little appeal in current typographic artistry.

But the wood cut of today, while a wood cut in the true sense of the term, is not reproduced direct on the press. It serves only as the original from which are moulded the electrotypes required, to be reduced or enlarged as the necessity demands by the zinc etching process.

It is not the object of this article to discuss the competitive merits of the direct line wood cut as opposed to the half tone or line drawing for general practicability. So far as the writer is concerned, there are no competitive merits. The wood cut can do certain things which neither of the others can do, and therein lies its real usefulness and salvation.

A certain manufacturer of locks and allied appliances—he shall be nameless and blameless—found himself confronted by the task of supplying illustrative matter for dealer advertising, jobbers' catalogs, etc., in addition to his own expensive catalog. Requests came for electros in every freak size imaginable, to be reproduced on stock of every grade from medium down to the lowest with the majority inclining toward the latter. These must portray the product as it actually appeared with every mechanical detail perfect and in exact scale. As many of these details were of a most delicate nature and could not be implied or merely indicated, it seemed a job for the halftone, and a fine screen halftone at that.

BUT here a mechanical difficulty presented itself. Halftones which would adequately portray the products in all their details would reproduce only as smudges on the stock which was in use by the dealers, jobbers and what not who required them. These men were reluctant to mend their ways for the benefit of the company and can hardly be blamed. Also, they shied at line cuts as it was almost impossible to produce by use of this medium drawings which would satisfy the trade with regard to detail and photographic correctness.

There in a nutshell is the strongest case for the direct line wood cut. On coarse stock where it is impossible to reproduce a fine halftone, the direct line wood cut will appear as perfect in detail as in the original. Halftones such as are used in newspapers are rendered almost quartertones in many cases through the effect of the coarse screen which the paper used makes necessary. Such cuts are frequently unsatisfactory for the purpose desired and often appear smudgy, at that. Line cuts, while

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

Gas Age-Record

"The Spokesman of the Gas Industry"

Don't Waste Free Advertising Space

Our Sign Brackets and Stands Enable You to take Advantage of it!

The space in front of your dealers' stores and on your dealers' store fronts is free advertising space. It's up to you to use it at this strategic point for displaying the name of your product.

You can do this with Challenge Marketing Devices—brackets and stands designed to display porcelain

enameled or lithographed metal signs in approved fashion. They are produced in volume by us for national advertisers who believe in permanent advertising.

Challenge Marketing Devices come in many forms. Special shapes to order. Use the coupon below for catalog.



Salesmen who direct business your way

MICHIGAN STEEL SPECIALTIES CO.

Metal Advertising Display Fixtures

7360 RICHMOND AVENUE

DETROIT, MICHIGAN

PIN THIS TO YOUR LETTERHEAD

MICHIGAN STEEL SPECIALTIES CO.,
7360 Richmond Avenue,
Detroit, Michigan.

Send your latest catalog of advertising display fixtures.

Signed

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they may be substituted, of course, do not do the same work and certainly do not convey the same effect as the photographic reproduction, and the cost is generally more.

This photographic quality is something which the direct line wood cut has been able to approximate very nearly, due to the elaborate Ben Day effects which are now possible. In the first place, the cuts are now made by a partly photographic process. The image is printed from the original directly on the face of the unengraved block. Here it is worked out by hand and on up-to-date machines by an experienced and expert artist-artisan. The halftone effects may be obtained by means of this Ben Day process; effects which approximate very closely those of the halftone with the added possibilities of solid blacks and clean white space unclouded by any screen.

Here is a wide range of possibilities in a medium which is highly flexible. There is no need of expensive retouching of photographs as any faults which become apparent can be remedied right on the cut itself and the electros are always 100 per cent efficient at a saving of one-third in cost as compared with halftone electroypes.

SOMEWHAT the same conditions pertain in the case of the zinc etching. It will produce satisfactorily on any stock only provided that it is etched deeply. However, in order to etch deeply it is impossible to avoid a certain amount of eating away, of undermining of the working surface by the action of the acid which, unfortunately, cannot be trained to eat only straight down. This undermined condition must necessarily hold in the electros even if they are molded in lead instead of wax. In due time they will break down or fill up under hard service, and they always print with rough edges, which is bound to mar the effect.

No accurate scale of direct line wood cut costs can be set up arbitrarily, as can be done with regard to the entirely mechanical processes of engraving. Prices are governed largely by the amount of detail work required by the individual cuts. In general they are easily derived by figuring the cost of a careful pen drawing. This would be the average cost of the corresponding wood cut, from which the electros are cast direct, and the advertiser is saved the cost of the zinc etching in nearly all cases.

This article aims to show the advantages which the direct line wood cut offers the advertiser, and should not be constructed as a brief for this form of engraving as the successor to the other forms in use at present. Each has its place; each does a certain job better than the other can. But under certain conditions, in the performance of certain functions, the wood cut outshines both or either, and there it will eventually succeed them as more and more far-seeing advertisers realize its possibilities.

Amended Complaint Allowed by Trade Commission

ON January 15, 1926, the Federal Trade Commission at one of its regular sessions issued an order overruling the motion to dismiss the complaint against the respondent advertising organizations which have been under the fire of investigation for more than a year. Further, the motion by the Commission's counsel to amend the complaint was granted.

This meeting and the resultant order came as the subsequent step to the preparation of brief by the attorneys for the Commission. This brief, Docket 1251, was outlined and quoted at length in the FORTNIGHTLY of January 13, 1926. The preparation was done upon the recommendation of the Commission's legal adviser after the filing of defensive briefs by the respondents. All this is in the regular order of procedure in such cases. The next step, if this procedure is followed, will be the entertainment of answers from the respondents which, if not sustained as satisfactory by the Commission, will result in the issuing of an order to the respondents to "cease and desist" from the practices enumerated.

The amended complaint, as detailed in Docket 1251, maintains the original charges of conspiracy against the American Association of Advertising Agencies, the American Press Association and the Southern Newspaper Publishers Association, with some change and elaboration of detail. In addition two new respondent associations are named: the American Newspaper Publishers Association and the Six Point League.

Commissioner W. E. Humphrey was absent through sickness from the meeting which issued the order, and on January 22 he issued a statement dissenting with the opinion of the Commission as thus expressed. Elaborated upon in some detail, Humphrey's dissent falls under two main heads:

The agreements and practices alleged:

(1) Do not constitute a method of competition in commerce, they relate entirely to the sale of advertising space in newspapers, and advertising is not commerce; it is service.

(2) Do not constitute a method of competition. Newspapers pay uniform commissions on their advertising rates, which rates are not uniform but fixed by each newspaper for its own purposes and on its own independent judgment. Newspapers may be competitors with each other but they are not competitors with advertising agencies or advertisers. The Commission has no power over the commissions that the newspapers may pay to their agencies.

Commissioner Humphrey goes a step farther and reverses the situation, bringing the charge of coercion against the advertisers:

This whole case may be summed up in this statement: that it is the effort of a very few large advertisers to coerce the newspapers to give them rebate equal to the commission that the newspaper pays to its advertising agencies. In other words it is an effort on the part of certain large advertisers to compel the newspapers to grant them special privileges.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

ADVERTISING AGENCY ACCOUNT

Executive can obtain better than usual agency cooperation and commission from a fully recognized and very active advertising agency, confidence respected. Box No. 356, Adv. and Selling Fort., 9 East 38th St., New York City.

New York Advertising agency, member 4 A's, highly attractive opening for account executive who desires to increase his billing and earnings; in interest to right party; address in confidence. Box No. 351, Adv. and Selling Fort., 9 East 38th St., New York City.

Help Wanted

WANTED—New York and Eastern Representative for Movie Theatre publication, 100,000 weekly. Guaranteed. Representative may handle other publication. Write Balaban & Katz Magazine, Suite 927, 431 South Dearborn St., Chicago, Ill.

A SUCCESSFUL CONCERN SEEKS EXCEPTIONAL MEN

A large New England manufacturing concern, an outstanding success in its field, a consistent national advertiser and a maker of merchandise of exceptional quality, requires the services of several unusual men. To each man selected will be entrusted important responsibility for the merchandising on a national scale of certain divisions of the company's product through its present field force of approximately 250 branch managers and salesmen.

The men chosen will have ample opportunity to acquire the needed special knowledge at the company's factories and offices.

The problems to be solved are difficult and will tax to the utmost the initiative, courage, tact, energy and ability of the men chosen. The reward, both present and future will amply compensate unusual skill and ability.

Men from 30-35 with keen merchandising instinct and with thorough experience who can plan and execute are desired. All applications will have close scrutiny. Further information will be supplied only to those who indicate superior qualifications in their first letter.

An opening also exists for a skilled sales analyst, capable of developing city and county quotas for a line embracing 15,000 items, and functioning in a staff capacity. Sales sense is also important in this work.

Box No. 355, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

Artist—Visuals, lettering, design, posters, booklets, etc. Agency experience. Have some work, but can handle considerably more. Would prefer arrangement on hourly basis, or similar. Entirely reliable. Box No. 358, Adv. and Selling Fort., 9 East 38th St., New York City.

WANTED—By young man with 10 years' newspaper experience, position as advertising manager on daily publication. Former assistant business manager of well known Ohio newspaper. Desire middle western or southern location, but not necessary. Good references. Box No. 354, Adv. and Selling Fort., 9 East 38th St., New York City.

Advertising writing—ability as different as your product. Showed 140 per cent increase for manufacturer in 1925. Advertising planned, written and produced. Moderate monthly retainer. Write Haggard, 303 Fifth Avenue, New York City.

SOME SPECIALTY MANUFACTURER

is not getting a fair share of business in the Western New York and Northwestern Pennsylvania Territory. This is due to unfortunate representation, rather than competitive conditions.

This manufacturer is wanting to find just the right man to take his line and make it go in this territory. To such a man he will offer full confidence and support, a moderate drawing account and a chance to make from \$7,000 to \$10,000 per year.

I want to talk to that manufacturer. Then we can tell whether his line is the right one for me and whether I am the right man for the line. Thirteen years of sales and advertising work in the field and as an executive—is the background I bring to his problem. Box No. 350, Adv. and Selling Fort., 9 East 38th St., New York City.

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.

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.

"GIBBONS knows CANADA"

TORONTO

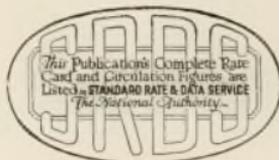
Gibbons Limited, Advertising Experts

MONTREAL

WINNIPEG

"We have found STANDARD RATE AND DATA SERVICE helpful in making up schedules, because of the fact that it assembles a great deal of information in a concise form and enables us to rapidly survey and compare numerous publications without the necessity of handling a multiplicity of rate cards and other papers.

Kohler of Kohler."



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.

USE THIS COUPON

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois

192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$3.00, which is the cost of one year's subscription. The issue we receive it to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order Official Position



Merchants of the Building Industry

The income and profit of the Building Supply Dealer is entirely dependent upon sales and management. His is a business of selling—selling the thousand and one items that go into the construction and maintenance of buildings. To stock these supplies and to serve his community vast yards, expensive handling equipment and fleets of delivery trucks are required.

Because building supply dealers, of necessity, must make these large investments in yards, equipment and supplies, and, because their only source of income is in sales they are mer-

chants of the first rank and, the merchants of the building industry.

To many producers and manufacturers building supply dealers are the department stores and sales outlets of the building industry. For other producers and manufacturers of materials and supplies used in the construction and maintenance of buildings, building supply dealers—the merchants of the building industry—offer new and logical sources of distribution.

Let us tell you how you can secure distribution and profitable sales through this field.

INDUSTRIAL PUBLICATIONS, INC.

407 South Dearborn Street

CHICAGO, ILL.

51 East 42nd Street
New York, N. Y.

Old Colony Club
Cleveland, Ohio

Winter Building Grows Fast—Page 15

Under *two* out of every *three* roofs

SUPPOSE that every Tribune family in The Chicago Territory lived under a red roof. Imagine yourself on an airplane ride, starting from Chicago, and passing out over the cities and villages of Illinois, Indiana, Iowa, Michigan, and Wisconsin.

You would see a mass of red roofs. In 1151 towns in The Chicago Territory you would find two out of every three roofs painted red. Sixty-five per cent of the families read The Sunday Tribune, and in not one of these towns does The Tribune reach less than 20% of the families. Zooming out over Chicago's suburbs, a solid stretch of red roofs, almost unbroken, greets the eye. And on to the outer suburban circle—Aurora, Elgin, Joliet—from two-thirds to three-fourths of all the homes receive The Chicago Sunday Tribune.

More red roofs beyond! Galesburg, nine out of ten; Mattoon, Rockford, Lincoln, Kewanee, more than half; Moline, Monmouth, Pontiac, Princeton, two out of every three. In Indiana, Elkhart, La Porte, Goshen, from one-half to two-thirds. Seven out of ten in Benton Harbor and St. Joseph, Mich.; Escanaba, two out of every three; Iron Mountain, four out of five.

And so on, in Wisconsin, with Beloit, Madison, Janesville, Neenah; and in Iowa—Ottumwa, Muscatine, Keokuk, Clinton, Cedar Rapids—prosperous and populous cities where at least every other family reads The Tribune.

Having visualized this vast array of red roofs—of Tribune homes—consider the



infinite possibilities for sales among Chicago Tribune readers. There is an ever changing, renewing investment of billions of dollars, among the readers of one newspaper—in a rich territory confined to the limits of five adjoining states.

Take a glimpse, for instance, of a few separate rooms in these Tribune homes. Listed below are only some of the commodities for which every

householder is a prospective purchaser:

THE KITCHEN

Stove	Linoleum	Soap
Ice box	Electrical cooking device	Cleaners
Kitchen cabinet	Food products	Brushes
Tables	Aluminum ware	Mineral water
Chairs	Electric dish washers	China

THE LIVING ROOM

Furniture	Light fixtures	Antiques
Rugs	Radio	Drapes
Piano	Pictures	Window shades
Radiators	Vases	Books
Lamps	Clocks	Health accessories

THE BEDROOM

Furniture	Blankets	Jewelry
Mirrors	Mattresses	Toilet goods
Linco	Spring	Cold creams
Bed spreads	Perfume	Clothes
Comforters	Powder	

BATH ROOM

Bath room fixtures	Razors	Towels
Soaps	Tooth brushes	Medicine cabinet
Shampoo creams	Bath rugs	Medicines

BASEMENT AND LAUNDRY

Oil burner	Electric washer	Electric iron
Furnace	Electric ironer	Driers
Hot water heater		

What advertiser has exhausted this market or covered the 1,100,000 homes where The Tribune is read? Only a partial list of the every day commodities used in a few of the rooms under these million red roofs is indicated—just enough to suggest the limitless possibilities in a proper use of Tribune space.

Why seek further fields or more difficult markets when one newspaper reaches more than a million prosperous families in this territory?

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Grow with The Tribune in 1926