

Advertising & Selling

FORTNIGHTLY



Drawn by Lucian Bernhard for the Pepperell Manufacturing Company.

FEBRUARY 24, 1926

15 CENTS A COPY

In this issue:

"Brevity and White Space—Are They Fashionable Fetishes?" By E. T. GUNDLACH; "Hand-to-Mouth Buying Did Come to Stay" By KENNETH M. GOODE; "Twenty-Eight Years After" By CHARLES AUSTIN BATES; "What Happened in the Thermiodyne 'Mistake'?" By J. GEORGE FREDERICK

*Regarding Their Advertising in
The Chicago Daily News (exclusive)
the Wood Conversion Company,
Manufacturers of*

Balsam-Wool *write*

"You will probably be interested to know that we are planning to renew our contract with The Chicago Daily News for our 1926 advertising campaign in this territory.

"Our volume of BALSAM-WOOL Sales in Chicago this year has been more than double that of 1924, and this year (1925) our advertising appeared exclusively in The Daily News. We do not, of course, attribute all this increase to The Daily News advertising, as our products, our sales efforts and all the other elements of sound business played their great part. However, fully realizing that advertising is a big factor in successful business building, we intend to use next year the same medium—The Daily News—which has certainly delivered the goods.

"We sincerely appreciate the splendid co-operation and service your staff has given us this past year."

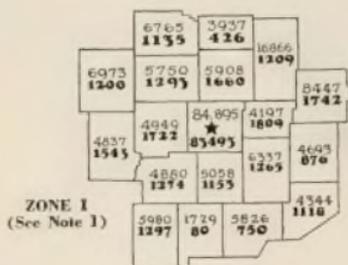
This contains a suggestion for other manufacturers of building materials and allied products who are after maximum sales in Chicago and a maximum return from their advertising.



THE CHICAGO DAILY NEWS

First in Chicago

For years it has been an accepted generality that a morning newspaper should have superior distribution in the suburban trading area—here is an evening newspaper that is the exception



ZONES I and II
(See Note 2)



The most unique evening paper distribution—in America!

HANDICAPPED by the lack of time allowed for suburban distribution by its hour of publication (as all evening newspapers are), The Indianapolis News has surmounted all obstacles and created probably the most unique evening suburban distribution in America—by private motor truck.

The News' unique suburban distribution is of such monumental advantage to the advertiser that it is beyond the power of these words to convey. Intensive study scarcely reveals its full significance. But consider these facts:

In the suburban area (black on the map above) there are 25 evening newspapers, other than The News, and 4 morning papers published. Their total circulation is 212,708. Yet in this area alone, against local competition of such magnitude—The News has a circulation of 106,986!

In the same area (defined as "suburban" by the A.B.C.), The News has an R.F.D. (mail) circulation of only 3,283—only one-seventh of the total suburban circulation outside of the city! Suburban subscribers need not and do not wait for the twelve to twenty-four-hour delivery by R.F.D. and then receive old news, when they can

get the two to four-hour delivery by The News' motor truck delivery, and get new news!

The Indianapolis News' suburban circulation comes naturally through public demand for it, without forced circulation methods. The saving is put into this costly and efficient private motor delivery.

The swift News motor delivery is available, by necessity, only to farmers and townspeople who live on main highways. It cannot reach the byways penetrated by the R.F.D. Naturally, then, subscribers who are accessible to The News' motor delivery are by that very fact easily accessible to retail outlets for merchandise.

This means simply that The News' outside circulation is rigidly selected for you by the system of distribution. It eliminates suburban subscribers who are inaccessible to retail stores. It selects only those

who live on main highways and who can respond immediately to an advertisement because they can easily and conveniently reach the stores where the merchandise is sold.

Remember these facts when you see claims for leadership in R.F.D. circulation. The News' "R.F.D." circulation is small, according to A.B.C. reports, because The News maintains its own swift, costly, efficient R.F.D.—by private motor truck.

The Indianapolis Radius

1. ZONE I. The immediate "suburban" area, population 809,000. Note on the map the number of families in each county (1920 census) and The News circulation, as of July 1, 1925 (in bold face figures).

2. ZONES I and II. These two zones, the inner and outer, comprise together the Indianapolis Radius, population 1,292,712. Bound to Indianapolis by an unparalleled transportation system, and welded into one compact market by the concentrated circulation and influence of Indiana's foremost newspaper and greatest advertising medium.

Indianapolis News Circulation

(Publisher's Report to A.B.C. for Year 1925)

City	83,893
City and suburban	106,986
City, suburban and country	127,872

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

Tracy-Parry Company

Philadelphia, will direct advertising for the Jacob Hornung Brewing Company, same city, in a campaign in Pennsylvania and New Jersey on Hornung's White Bock.

The Penton Publishing Company

Cleveland, Ohio, reelected all its officers at the annual meeting of the company on Jan. 30, 1926.

Robert C. Wilson, Jr.

Formerly a member of the advertising staff of the *National Geographic Magazine*, has joined The Dauchy Company, New York advertising agency.

J. L. Tupper

At one time connected with the Dayton (Ohio), *Daily News*, has joined Advertising Producers-Associated, Inc., Chicago, as assistant to the layout director.

Chappelow Advertising Company

St. Louis, Mo., will direct advertising for the Self-Flex Belt, manufactured by Woodward & Cochey Manufacturing Company, Chicago.

A. E. Tregenza

For the past two years assistant to the president of the Chicago Fuse Manufacturing Company, has been appointed vice-president in charge of sales of that organization.

Enoch Wolberg

For twenty years advertising manager of the *Jewish Daily News*, New York, died at his home in Brooklyn, on Feb. 17, at the age of fifty-three. He had been connected with the newspaper for forty years, rising from the position of office boy.

William S. Marr

Has been appointed production manager of the John O. Powers Company, New York advertising agency.

Collin Armstrong

For many years a prominent member of the New York Advertising Club and at one time executive secretary of the American Association of Advertising Agencies, died at Glen Cove, L. I., on February 10. He was 72 years of age. Mr. Armstrong resigned as Financial Editor of the *New York Sun* in 1909 in order to found an advertising agency under his own name, which organization is now known as Smith, Sturgis & Moore.

Fred E. Winsor

Has resigned as executive secretary of the St. Louis Advertising Club to accept the position of local manager for the St. Louis territory for the General Outdoor Advertising Company.



The Thumbnail Business Review

By Floyd W. Parsons

NOTWITHSTANDING many reports to the contrary, the farmers of our central agricultural states will have more money to spend during the first half of this year than they did a year ago. This is important in view of the fact that over 70 per cent of the income of the people in our Middle West comes either directly or indirectly from farming operations. Car loadings continue at a fair rate. The settlement of the anthracite strike, the strong banking situation and the helpful attitude of the government toward business are all favorable factors of much importance.

☐ The export movement is satisfactory and domestic business in most fields is continuing at a normal pace. A healthy caution pervades the whole industrial fabric, and this spirit of restraint has prevented overbuying and any violent bidding up of prices.

☐ At the present moment the indications point to a decline in the volume of production in some of our basic industries this spring or summer, with an accompanying recession in commodity prices. How far the decline will go and how long it will last are the mooted questions. If we are to judge by past experiences, we are not in for any prolonged industrial depression.

☐ But drastic declines in business never develop under easy credit conditions such as now exist. The major depression that started in 1920 came when the credit situation was strained. In 1912 there was a slowing down of trade, but credit was easy and the decline was neither severe nor long-lived.

Charles C. Green Advertising Agency, Inc.

Philadelphia, will direct advertising for E. F. Gillespie & Company, Inc., investment securities, Philadelphia and New York.

Dorrance Sullivan & Company

New York, will direct advertising for the Super Ball Radio Antenna of the Yahr & Lange Drug Company, Milwaukee, Wis.

Harry E. Ostmark

Formerly associated with the H. K. McCann Company, New York, has joined the art department of the Corman Company, advertising agency, same city.

New York Advertising Agency

New York, will direct advertising for Matamel, a product of the Newton Laboratories, Inc., same city.

Federal Advertising Agency, Inc.

New York, will direct advertising for the Alfred H. Smith Company, same city, sole importers of Djer Kiss perfumes and toilet goods products.

The G. Lynn Sumner Company, Inc.

New York, will direct advertising for "Gilbrae fine Fabrics," manufactured by Amory, Browne & Company, Boston, Mass.

Van R. Pavey

Formerly with the Federal Advertising Agency, Inc., New York, has become associated with the Wienes Typographic Service, same city.

R. M. Blankenbaker

Formerly with Henri, Hurst & McDonald, Chicago advertising agency, has become associated with Calkins & Holden, Inc., New York.

MacManus, Incorporated

Detroit, will direct advertising for the Great Atlantic & Pacific Tea Company, Jersey City, N. J.

Federal Advertising Agency, Inc.

New York, will direct advertising for W. A. Hathaway & Company.

John C. Sterling

Formerly with Barton, Durstine & Osborn, Inc., New York, has been appointed vice-president of the McCall Company, New York.

John A. Murray

Advertising manager of the *Messenger of the Sacred Heart*, died Feb. 16, 1926. Mr. Murray was at one time advertising manager of the *Brooklyn Citizen*, and later was connected with the old *New York Graphic*, the *Evening Telegram* and the *New York Herald*.

[ADDITIONAL NEWS ON OTHER PAGES]



He makes shoes and buys betel nuts!

This man who operates a shoe factory in New York State has innumerable interests besides covering feet! His agents buy betel nuts in the bazaars of Rangoon and hides in the dusty market of Ninji Novgorod. His shoes find their way to remote parts of the world, and all the world contributes to his needs. Within his own country he buys the products of almost every industry—all sorts of metals, lime, coal, paint, paper, wood, oil, rope, every imaginable commodity that goes to the building and operating of a city factory.

This diversity of needs is characteristic of all successful business men, whether their operations be large or small. The complexities of modern civilization compel an unconscious

correlation between all businesses. Their common problems bind them together into this one great audience, though their special interests may be widely different.

Over 215,000 successful business men subscribe to *Nation's Business*, recognizing it as the one authoritative magazine that covers the economics of all business and the legislation at Washington that affects it. Over 53,905 are presidents of business organizations!

These 213,000 leaders in American business may be subdivided into groups representative of various industries. But all have many interests in common. All depend upon one another in some particular.

No matter what you have to sell you will find a broad and rich market among them!

NATION'S BUSINESS



MERLE THORPE, Editor

Published Monthly at Washington by the Chamber of Commerce
of the United States.

Leading the * South In Local Lineage

ONCE more The Birmingham News led the South in the volume of local advertising carried in one year. The News stood second in national and second in total volume.

This tremendous local lineage is made possible by the complete coverage, the reader confidence and prestige, the character that The News has. Local merchants long ago learned that the cost per sale is less when their advertising is placed in The News.

	LOCAL	CLASSIFIED	NATIONAL	TOTAL
New Orleans Times-Picayune	10,166,735	5,149,344	2,772,775	18,088,854
The Birmingham News	12,121,802	2,001,244	2,849,826	16,972,872
Dallas Times-Herald	11,662,961	2,201,076	1,946,887	15,810,924
Memphis Commercial-Appeal	9,762,962	2,867,214	2,890,545	15,520,722
Atlanta Journal	8,756,692	2,315,754	2,816,884	13,889,330
Houston Chronicle	8,401,680	2,791,880	2,686,922	13,880,482
Louisville Courier-Journal	8,461,006	2,694,631	2,415,932	13,571,569
Dallas News	7,853,909	3,079,743	2,356,985	13,290,637
Richmond News-Leader	7,998,732	2,122,316	2,053,534	12,174,582
Charlotte Observer	8,112,944	1,419,712	2,102,506	11,635,162
Louisville Times	7,614,441	1,910,060	1,601,883	11,126,384
Atlanta Constitution	6,130,978	1,799,770	2,164,400	10,095,148
Houston Post-Dispatch	6,412,854	2,034,662	1,575,770	10,023,286
New Orleans Item	7,023,431	1,689,423	1,308,918	10,021,772
Norfolk Leader-Dispatch	6,674,794	1,121,386	1,649,172	9,445,352
New Orleans States	6,860,574	1,265,397	966,694	9,092,665
Ft. Worth Star-Telegram	5,083,806	1,352,680	2,583,504	9,019,990
Nashville Banner	5,572,504	1,139,236	1,723,344	8,435,084
Birmingham Age-Herald	5,481,896	1,507,856	1,354,850	8,344,766
Knoxville Journal	5,670,714	1,404,459	1,006,775	8,081,948
Chattanooga News	5,453,579	872,938	1,446,249	7,772,766
New Orleans Tribune	4,049,939	1,145,832	991,217	6,186,978
Birmingham Post	4,039,616	318,682	553,532	4,911,830

*Florida newspapers are excluded owing to abnormal conditions, real estate advertising comprising the greater portion of the total volume carried by them.

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

Has No Records to Break But Its Own

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

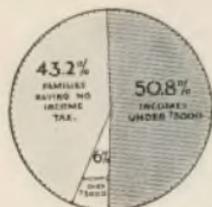
Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

J. C. HARRIS, Jr.
Atlanta

New York City Incomes vs. Circulations



Families paying no income tax . . . 43.2%
 Incomes under \$5,000 . . . 50.8%
 Incomes over \$5,000 . . . 6.0%

Population, New York City (1923)	5,930,000
Families	1,347,727
Income Tax Returns	765,745
Incomes Under \$5,000	683,393
INCOMES OVER \$5,000	\$81,766
Morning paper, city circulations	1,569,902

		Rate:
American	175,054	\$.60
Herald Tribune	142,113	.65
Mirror	201,601	.50
Times	203,997	.80
World	249,673	.60
Total five papers	972,438	\$3.15
NEWS (December 1925)	847,137	1.30
Total all papers	1,819,575	\$4.45

(City circulations and general one-time rates from Standard Rate and Data. Six months average for all papers but News; News average of December 1925 used. City circulations only—not totals).

You pay for mass circulation anyway!

There are some posies in every garden, but a darned sight more grass. The total city circulation of the six New York morning papers is 1,820,000 copies—but there are only about 82,000 families with incomes of more than \$5,000 per year in New York City. These 82,000 "quality" incomes are distributed among the 1,820,000 circulation, and constitute only 4.46% of the whole. No one paper has the whole 82,000. Each paper has but a portion, so you get about 95% mass circulation in whatever paper you buy. And the rate you pay is not determined by the paper's small portion of quality circulation, but by the size of the whole circulation. Why not, then, Tell It To Sweeney in The News? Use the Daily News Marvelous Million circulation, and cover about half of the New York City morning field in one paper, at one time, at one lower cost? Get the facts!

Have you received your copy of "Quality Circulation"?
 Send us request to advertisers and advertising agencies.

THE NEWS
New York's Picture Newspaper

25 PARK PLACE, NEW YORK
 Tribune Tower, Chicago

—ask *him* why
he smokes a
Webster



Webster
Cigars
TEN TO TWENTY FIVE CENTS

THAT section of America lying west of the Alleghenies is witnessing "the impossible" in cigar merchandising.

Removed from the market during the war period with its scarcity of good leaf, Websters made their re-appearance in dealers' cases at a time "when there wasn't room for another cigar success."

But the recollection of Webster fragrance and bouquet seems to have lingered in the minds of millions—a recollection that was adroitly fostered by Webster advertising and promptly capitalized by Webster quality.

Week by week new territory was opened, new dealers were stocked, new smokers won—and new names appeared on the list of newspapers carrying Webster advertising.

It is an axiom of the cigar business that a popular brand, once off the market for any period, cannot regain its leadership.

But the Webster Cigar Company of Detroit has punctured that axiom in a spectacular way—again proving that a worthy product, aggressive merchandising, and consistent advertising are the unbeatable combination.

The Webster Cigar Company is a Campbell-Ewald client.

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

CAMPBELL-EWALD COMPANY

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



General Offices: DETROIT, MICHIGAN

NEW YORK
CHICAGO
CINCINNATI
LOS ANGELES
SAN FRANCISCO
TORONTO

Advertising Well Directed

HOW LONG SHOULD A BRIDGE BE?

OF late, when several agency men are gathered together in the name of advertising, a favorite topic of debate has become, "How far should agency service go?"

That question—to us at least—was completely cleared up years ago on the fourteenth hole of a certain Long Island golf course. We refer to the serious and considered utterance of one member of the foursome—"My new brassie isn't long enough to reach the ground."

Our policy on the question of service is quickly given. It reads something like this: "The advertising agency should go far enough to make certain that it is doing for the advertiser all those things which the agency can do better than the advertiser."

Does this policy smack of a lack of definiteness? No!

For the order we recognize as sound is the order suited to your particular needs, your particular de-

sires, your particular habits.

As a policy it deters us from vending your goods, or from routing your salesmen, or from financing your new enterprise.

It shields *you* from telling the public those things about your product which seem important to you as a manufacturer but possibly fill no human need in the consuming breast.

It frees *us* to concentrate upon learning from the consumer what nature of thing it is he desires to buy, and then marrying his needs to the qualities your product carries—and the all-important task of adroitly presenting this story.

It means that our work is not finished until we have

closely examined every hand that touches your product after it leaves your factory. The power of the printed word is brought to bear for even smoother relations between you and your sales force, the jobber, the jobber's salesmen, the retailer, the retailer's salesmen.

In other words, where advertising can be used to promote your business, there should our eyes be turned.

And operating with "the work to be done" as our common guide, we seem to be pleasantly free from the irritations that attend some agency-advertiser relations.

Possibly the two are more nearly blood relations than some folks imagine.

GEORGE BATTEN COMPANY, INC.

Advertising



Buffalo the Wonder City of America

GROWTH!

1920—93,341

1921—101,918

1922—106,061

1923—113,748

1924—123,039

1925—128,502

January **1926—138,295**

Average daily circulation—All except
January, 1926, are A. B. C. Audit figures

**The average daily circulation of the Buffalo Evening News
is the largest in New York State outside of Manhattan.**

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER, *Editor and Publisher*

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

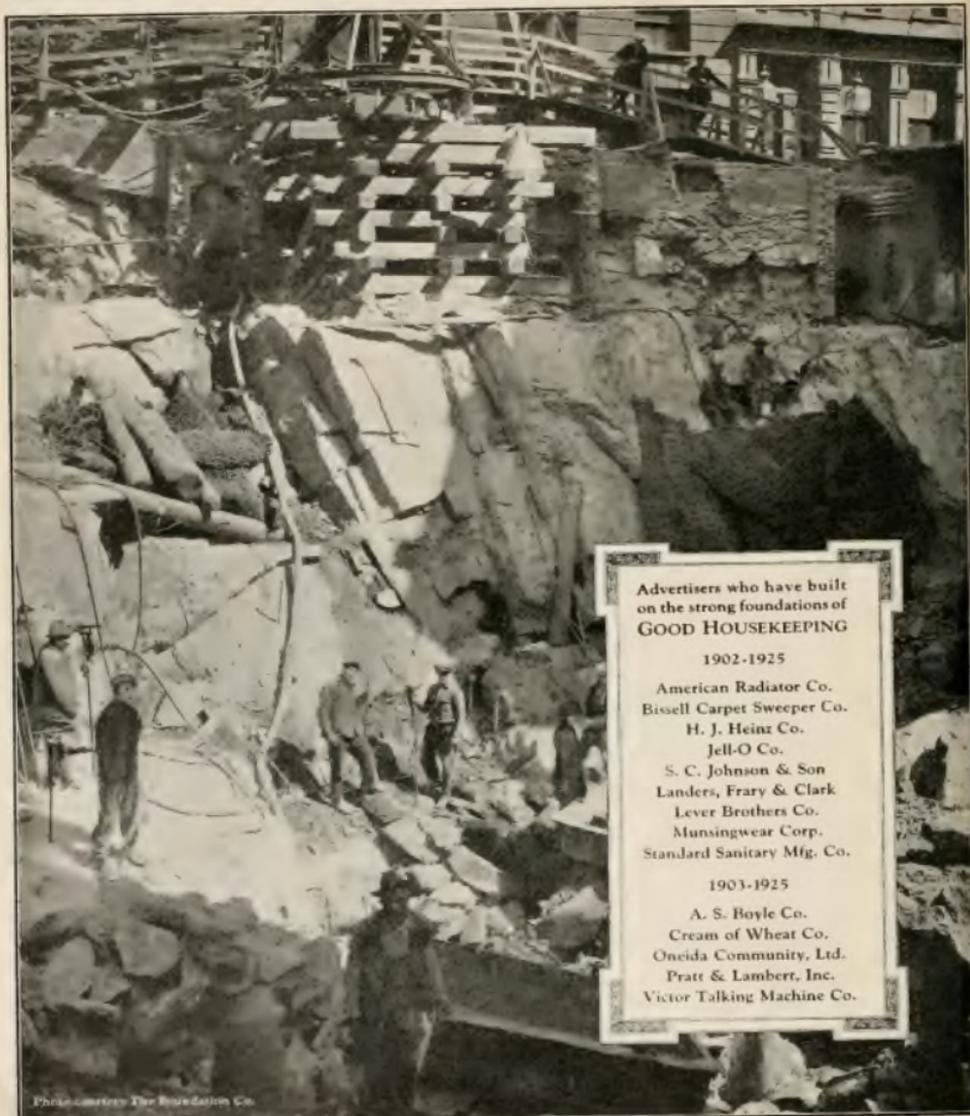


Photo courtesy The Foundation Co.

Advertisers who have built
on the strong foundations of
GOOD HOUSEKEEPING

1902-1925

American Radiator Co.
Bissell Carpet Sweeper Co.
H. J. Heinz Co.
Jell-O Co.
S. C. Johnson & Son
Landers, Frary & Clark
Lever Brothers Co.
Munsingwear Corp.
Standard Sanitary Mfg. Co.

1903-1925

A. S. Boyle Co.
Cream of Wheat Co.
Oneida Community, Ltd.
Pratt & Lambert, Inc.
Victor Talking Machine Co.

**Foundations for
Sound Advertising**

*"Mrs. Henry Jones is Visiting
Her Daughter in Chicago"*

News Item Read by Every Member of 9,560,000 Families

NEWs about the neighbors is the most interesting of all news. The country newspapers are chockfull of news about the neighbors. That is why they are read more thoroughly than any other publication. The advertisements are read, too. They are news about the neighbors. The country storekeeper is everybody's neighbor — everybody's friend.

Change the names in the local news items in all these thousands of country newspapers and they would all read alike. Change the names of the papers themselves, and how could you tell them apart?

The point the national advertiser should remember is that all these country papers are practically one paper. They couldn't be more identical in all essential features if they were published under one name, by a great publishing house in New York, Chicago or Philadelphia. Their 9½ million circulation is ONE circulation — reaching one prosperous, responsive class of people.

But — if these thousands of papers were edited from one central point, they would lack the local news interest that gives them their chief appeal — and lose their greatest value as advertising mediums.

As it is, you can cover the rural districts of the entire country with this great medium, The Country Newspaper, or you can cover just those zones or sections you want to cover. You don't have to buy the entire circulation, whether you need it or not. The Country Newspaper is the one national medium in which their is no waste.

The country newspapers represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any market, group of states, counties, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminate waste.

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

Is selling the one of your

*Successful Boston retailers prove
the existence of a key market upon
which to concentrate advertising*

*B*OSTON seems to be a city with a shopping radius of at least 30 miles.

It actually *is* a city with only a 12 mile shopping area.

This fact the Boston Globe discovered in a recent investigation of Boston. It discovered that despite a dense, rich population making almost an unbroken city for 30 miles around City Hall, Boston department stores make 74 per cent of their package deliveries to customers living within 12 miles.

They obtain 64 per cent of their charge accounts within this same 12 mile area.

Estimates from some authoritative sources credited as high as 90 per cent of all business volume to the population living within 12 miles.

The Globe concentrates upon Boston's key market

That population numbers 1,700,000.

It forms two-thirds of all the population living within 30 miles of Boston.

It is rich—with an average per capita wealth of about \$2,000.

Here, within this 12 mile area, the Sunday Globe has the largest newspaper circulation in Boston. This is the Globe's market. Daily and Sunday the Globe delivers an almost equal volume directed against this key retail trading area.

And because of this uniform seven-day concentration upon the key market the Globe carries Sunday as much department store lineage as the other three Boston Sunday newspapers combined.

During 1925 the Globe had daily a commanding lead in department store space.

That is only logical. These Boston stores know their market in great detail. Their sales figures must reflect the Globe's concentration upon the most representative homes. And so the stores use the Globe *first*.

Concentrate your advertising through the Globe

Always the sound plan is: *Cover the key market first and heaviest. Command this and you will ultimately command all.*

The Globe offers every advertiser this command of Boston's key market.

No, Boston is not peculiar—not different from other cities. It seems different only because a habit has grown up of thinking loosely of Boston's buying habits—of claiming for Boston a trading area based entirely upon what people *might* do instead of upon what they *actually* do.

If you will accept the evidence of faith which Boston department stores have in the 12-mile Boston key market you will see why the Globe *is* Boston.

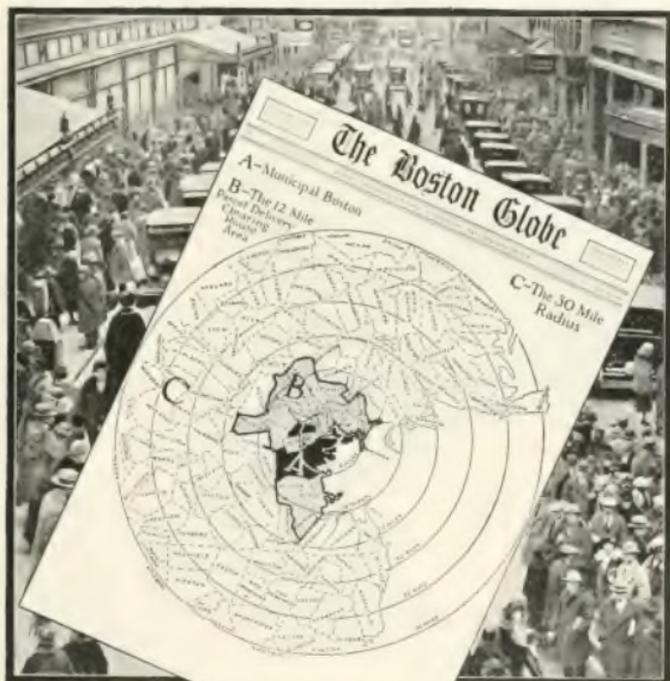
TOTAL NET PAID CIRCULATION IS

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.

Boston market problems?



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—199,393 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston



A Delineator house built by
A Delineator reader from
A Delineator house plan in
The DELINEATOR

Founder of BETTER HOMES IN AMERICA

The Butterick Combination [THE DELINEATOR
and THE DESIGNER.]

Advertising & Selling

FORTNIGHTLY

Brevity and White Space—Are They Fashionable Fetishes? E. T. GUNDLACH	19
Expressing the Inexpressible EARNEST ELMO CALKINS	20
What Happened in the Thermodyne "Mistake"? J. GEORGE FREDERICK	21
Prize Winning Advertisements Selected by Harvard Jury	22
Super-Censorship and Second Rate Advertisements PAUL S. DENNISON	24
Why Do Druggists Sell Bath Robes and Grocers Sell Hair Nets? DE LESLIE JONES	25
Golfitis ROBERT WARK	26
Hand-to-Mouth Buying Did Come to Stay! KENNETH M. GOODE	27
Why Should Real Estate Be Subject to Spasms? JAMES H. COLLINS	28
The Editorial Page	29
When to Give Quantity Prices? ARTHUR W. DAVIS	30
Twenty-eight Years After CHARLES AUSTIN BATES	32
Your Sales and the Five Per Cent L. W. C. TUTTILL	34
Jury Designates Recipients of Harvard Advertising Awards	40
The 8-Pt. Page By Odds Bodkins	42
The Open Forum	52
In Sharper Focus WILLIAM R. HOTCHKIN	62
E. O. W.	76



THE complete details of the administering of the Harvard Advertising Awards under the provisions of the Bok endowment are given in this issue. In addition to the gold medal reproduced above, awarded to the individual most distinguished for his service to advertising, three awards were made for campaigns, three for individual advertisements and one for research. Reproductions of the winning insertions will be found on pages 22-23, and the details of the competition on page 40.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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

CHICAGO:
JUSTIN F. BARBOUR
Peoples Gas Bldg. Wabash 4000

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Sweetland Bldg. Superior 1817

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

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

Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Toute Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925

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

Copyright, 1926



THIS POSTER

*in use during the present season by
The California Prune and Apricot
Growers Association, has drawn
much favorable comment.*



ALWAYS CLEAN-ALWAYS FRESH

WHEN 11,319 prune growers march to market with their combined crop they want profits.

Yet this harvest of many thousand tons must be sold with dispatch. It cannot be moved in volume when fresh fruits are in the markets; neither can any part of it be carried over with advantage to the next season.

The advertising problem is to keep the American housewife thinking more often and more favorably of prunes, during the logical consuming season, than she thinks of competing foods.

We were selected as Advertising Agency by The California Prune and Apricot Growers Association, as well as by other great California cooperatives, because of our particular fitness in experience and in facilities to solve such problems.

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

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Advertising & Selling

FORTNIGHTLY

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Brevity and White Space—Are They Fashionable Fetishes?

By E. T. Gundlach

BREVITY in advertising was, for many years, a fetish. It reached a climax during 1919 and 1920 when income tax payers, who did not know why they were advertising, indulged in "institutional" campaigns.

The recession of 1920 and 1921 brought a time when advertisers insisted upon "copy that would pay." And thus has come about the greatest change yet witnessed in the practices of the advertising business—a change in magazines and newspapers from publicity for publicity's sake to the printing of a message designed then and there to cause inquiries or sales. The evolution is progressing under our eyes each month. More and more the white space is being utilized; less and less are mere pictures for the picture's sake permitted to occupy space at \$40 and \$50 per square inch.

But in the opinion of the writer, this evolution away from brevity has but begun. The present era of copy is, generally speaking, a compromise between art for art's sake, white space for the sake of white



A PAGE in a metropolitan newspaper once every seventh day in the year costs approximately the same as one of the world famous electric signs does for 365 days. High priced newspaper space, contends Mr. Gundlach in this interesting article, should be used as a medium for actually selling merchandise and not for merely giving it general, widespread publicity

space and real utilization of every inch for the advertiser's message. And, furthermore, the advertiser who will not utilize his space by saying his say, and the advertiser who can find no real argument but merely has his name to pound into the public ear and eye, will gradually disappear from the magazines and newspapers, for the simple reason that these advertisers have several much more economical media for keeping their names be-

fore the public, such as the radio and outdoor displays. Perhaps the dailies, weeklies and monthlies are already recognizing this fact since they are encouraging the kind of copy heretofore despised as "long winded."

Yet brevity and white space remain, to a certain degree, "fashionable fetishes." This may be in part due to the conventions of the past in advertising, and partly to a perfectly natural antipathy we all feel against the talkative bore. In fact, the chattering magpie, a rather shrewd little chap who, with a little more education, might write some successful soap or breakfast food copy, is despised as a nuisance; while the most stupid of birds, the owl, is set up as a symbol of wisdom.

However, while mere loquaciousness is by no means salesmanship, it is, perhaps, not as ineffective as the sales talk of a salesman who has only a sentence or two to say and then perforce must stop. Not one of us believes that a salesman should summarize all the points regarding his product in a few words and

present that summary, and then wait for an order.

But we know that a good salesman should be at least a reasonably fluent talker, and that he must back up his first point with many minor points. He must go on readily to a second and a third point, always following up each remark with subsidiary facts. When a salesman talks to an audience of more than one, for instance a purchasing agent and his assistant, he must state his proposition in further detail, re-

peating the same arguments in different language in order to reach two different types of minds.

Among super-salesmen, the palm is often given to the special representatives of the advertising field. And the readers of the FORTNIGHTLY will agree that paucity of diction is not a widespread fault among them. Yet these men who insist upon taking half an hour or longer to array fact after fact about the value of some advertising medium are among the loudest proclaiming the

efficacious power of white space.

Give the advertiser a chance to write his own "ads" and see what happens! He may begin with some feint at a literary headline, but unless he is deliberately made self-conscious, he will talk and talk, or write and write. Why? Because he knows his subject; he has so many points, so many real arguments. And he feels instinctively, from long experience in selling his own goods, that it is the array of many, sometimes of all his points, that changes

[CONTINUED ON PAGE 44]

Expressing the Inexpressible

By Earnest Elmo Calkins

FOR many years the art used in advertising has been slowly struggling toward realism.

The first step was when advertising artists learned to draw, or to put it a little differently, when the change was made from artists who could not draw to artists who could. But these better pictures, while correctly drawn, left much to be desired. They were too passive, too inert, told too little of the story.

Next came the demand for action and expression. The figures in the advertising pictures must be doing something, and they must look as if they enjoyed doing it, or at least wear expressions appropriate to the action, and immediately the advertising pages became livelier as the people on them appeared to live.

The next step was the introduction of still life, painting inanimate objects so realistically that they told the story, a story of quality, or of deliciousness or of interest, and this phase of advertising art in turn has been carried to a superlative degree.

Today the color pages of the leading women's magazines display foods so well painted and the paintings so well reproduced, that they are probably about as realistic as still life paintings can be made, and many of the pictures of figures wearing clothes, driving cars, listening to radios, opening bottles of ginger ale, or what not, are life-like, full of action, full of interest, with expressions so carefully graduated that the very conversation between the group can be read from the picture.

And now advertising art having reached this high plane of realism, asks "What next?" and already the answer is revealed in the advertising. The Art world proper, the world of Art with a capital A, has been experimenting with forms for several years, and has rapidly developed such remarkable phases as cubism, vorticism, modernism, impressionism and any number of isms in which there is an attempt to express something that exists in the mind rather than in matter. Advertising, quick to appropriate for its own use

any force of power, or trend, or tendency, that can be made useful, has already begun to experiment with New Art.

The advertising of goods affected by fashion is first to show this new note because fashion itself mirrors new tendencies in art and is susceptible to new movements, and so has been greatly influenced by these experiments of young artists to overthrow the carefully perfected technique of their elders and indulge in a fling of their own.

And so the new designing reflected in patterns for dressgoods, for instance, begins to be reflected in the advertising of those dressgoods, and other articles not so closely related to the field of art—automobiles, for instance—are also introducing in their designs that strange new note which stands for something that cannot be expressed by plain bread-and-butter realism, that fourth dimension in advertising art.

That same influence may bring a new technique into copy also. One has only to read the works of the younger writers to realize that they have found a new form of expression. One may despise it, as some of us old ones do, but one cannot deny its strange, sinister power. Such a book, for instance, as Dos Passos' "Manhattan Transfer" shows that words do not necessarily need to be used in their old relation to each other any more than do forms and colors and patterns, and so perhaps there is a suggestion of vividness and intensity in this new conjunction of words descriptive of an object, or a scene, somewhat approximating the effect produced by these new art pictures, which may irritate and tantalize you, but which still draws you within its power as a snake charms a bird.

Advertising is the latest and most precocious child of our modern industrial civilization, and it is going to lose no time in seizing for its own purpose any development of the arts that it can use to help itself forward on its errand. Modernistic art is already being used in advertising design, and surely we shall see modernistic writing appearing in the copy.

What Happened in the Thermodyne "Mistake"?

By J. George Frederick

ONE of the most astounding situations which has developed in years in respect to national advertisers and distributors came to pass the other day.

John Wanamaker's New York store printed an advertisement telling about a large quantity of Thermodyne radio sets which were to go on sale. These sets were a job lot purchase. The ad made the following statements, which constitute a startling commentary on national advertising and an astonishing method of advertising a national advertiser's remainders in a period of general overproduction. After describing the Thermodyne Company's selling of sets through the United Cigar Stores, it went on:

It was a new idea. It seemed a great idea. "These Thermodyne radio sets are so good, so easily operated with the master control, that we will sell them through a great chain of stores that stretches over America. People will buy them on sight as they buy other things."

So the manufacturers of Thermodyne radio started a big national campaign of advertising—with double-page spreads in national magazines and in important city dailies.

Distribution—quick and large—thus assured, as they thought, they geared up their factories for a great output to sweep the country. Then came the awakening—the public wants to buy their radios from radio stores, who know their business, who know the product, who because of their knowledge can advise purchasers what to buy, show them how to use it, install it, and stand back of it with real service. The great idea did not succeed. It was based on a wrong method of distribution.

Oh, yes; thousands of Thermodyne sets were sold, but other thousands remained—unsold—and piled up at the factory—until production was halted. Now they come to Wanamaker's, the

THE PREMIER RADIO STORE
WANAMAKER'S
is now prepared to offer for the first time in New York
AT AVERAGE HALF PRICE
These Nationally known Radio Sets

The Famous Master Control
Thermodyne
This 6 tube set COMPLETE \$98

This 5 tube set COMPLETE \$79

RADIO SALES—OPEN UNTIL 9 P. M. TOMORROW
Both Sets Complete with This Standard, High Grade Equipment

TERMS: \$15 First Payment; \$2.50 Weekly
JOHN WANAMAKER NEW YORK

pioneer radio store, for distribution in the metropolitan district.

We offer them at half their advertised price, not because they are worth only half, but to market them quickly in one great sale, so that a new and better method of distribution may begin. It is a case of a really great product suffering because of an unwise plan of distribution.

THE publication of the advertisement stirred up lively curiosity and comment throughout not only the radio field, but actually throughout the whole range of business.

For a number of days after it appeared an average of about 500 sets a day were sold, it is said, as the result of this advertising.

Naturally, this remarkable method of presenting a job lot of merchandise at the expense of the maker's reputation as a merchan-

diser instantly brought forth both hisses and applause from the trade world, according to the slant of the individual. Everyone who knows how the department store mind works will realize that the department store chortled gleefully over the sting provided for national advertising by this Wanamaker advertisement. The department stores, it is well known, have no particular love for national advertising and national trademarks, since these are rather ominously constricting their field. Lew Hahn, managing director of the Retail Dry Goods Association, naturally made the comment for the department stores and linked the matter up with price maintenance—which provides another lively angle of approach in this incident. Mr. Hahn made the point that John Wanamaker is in favor of price maintenance, but that not only has Wanamaker in this and other instances

taken pleasure in offering to the public nationally known radio sets at a big cut in price, but that Bloomingdale Brothers in New York and the Sheppard Stores in Boston—also supposed to be price maintenance supporters—recently have done the same with radio sets. No matter how much a store may be in favor of the principle of price maintenance, was Mr. Hahn's contention, the opportunity of offering merchandise of standard merit at cut prices is seized and used. He claimed that the assertion that cutting prices "degrades" the merchandise is an insincere plea. Mr. Hahn says that it is the cutting of merit and not prices that degrades the merchandise.

Another economist, closely allied

[CONTINUED ON PAGE 66]

Prize Winning Advertisements Selected by Harvard Jury

"LET WASHINGTON DO IT"

AN IOWA shoe dealer writes—"There ought to be a law to limit the styles of shoes."

As a people, we have come to export the Federal Government to perform economic miracles. "Pass a law" has become the national pastime.

If we think the price of wheat is too low, we say to Washington—"Please raise the price of wheat." If we think the price of sugar is too high, we say to Washington—"Please lower the price of sugar."

We ask Washington to lower the freight rates and in the same breath request higher wages for railroad labor. We haven't yet thought of a glorious third law compelling the railroads at the same time to pay higher dividends—and to pay them silent!

Aren't we asking too much of our legislators? They can not represent the cynic who says that the trouble with representative government is that it truly represents. It does truly represent—and therein lies its great strength.

But it can no more repeal economic laws than it can repeal the laws of nature. WASHINGTON is just a great concentration of American activity—hard-working, honest doing its best under a deluge of instruction from all of us, the burden of which is—"There ought to be a law . . ."

Last year 100,000 new laws were proposed to this land of the free, where already there are 1,000,000 on the statute books.

We have come to ask Congress to do everything from enacting a maternity bill to running a three-billion-dollar merchant marine.

We forget that our forefathers who created the greater form of Government of all time did not design that political mechanism to approve business enterprises.

The checks and balances, designed to prevent political liberty from ever being abused, prevent efficient operation of business projects. As Herbert Hoover

puts it, "The Government lacks capability of decision." Which is proper. It can't not censor. There must be debate. Even not later. Business must make quick decisions.

Yet we go blithely about, asking Washington to enter new fields of business activity. We forget that every entry requires more laws, more officials, more expense, more taxes.

MORE insurance, every law which asks Government into business makes us that which has made the Nation great—individual reward for individual effort.

The national legislative mill will soon start grinding again. A large part of us, by far, will deal with business questions, your business and your neighbor's.

For this is an eventful age—an age in which industry has become so interrelated that a law directed to one activity extends out and on, affecting a score of others in unlooked-for instances and locations.

AN IMPERATIVE need today is a better understanding of the growing relations between Government and business, and also a better appreciation of the dependence of every citizen upon every other. **NATION'S BUSINESS** is a magazine devoted to this end. It is published in Washington by the larger business organization in the country, and is founded on the belief that anything which is not for the public good is not for the good of business.

The value of **NATION'S BUSINESS** is recognized by American business men as attested by the publication's growth. The circulation of **NATION'S BUSINESS** rose year after year 1925. Today it is 100,000!

This test of your health
is made every morning
Do you pass the test?

You have to test your health
to know it.



Advertisement text for a health product, including a testimonial and a list of distributors.

Advertisement text for a health product, including a testimonial and a list of distributors.

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NATION'S BUSINESS



WORLD TRADES, CHICAGO

PUBLISHED MONTHLY BY WASHINGTON AT THE CHAMBER OF COMMERCE OF THE UNITED STATES

DIRECTLY above is the prize winner for the individual advertisement most effective in the use of text. Written by Merle Thorpe for *Nation's Business*. Above, right, a specimen from the Postum campaign, Young & Rubicam, receivers of award for most excellent national campaign. At right, illustration from advertisement of Hay's gloves, McKinney, Marsh & Cushing, Inc., selected as most effective in the use of illustration. For further details of the Harvard competition see page 40 of this issue.



Super-Censorship and Second Rate Advertisements

By Paul S. Dennison

ON Thursday, Oct. 2, at 2:10 in the afternoon, John Bertram, head salesman of The Johnson Manufacturing Company, walked into the place of business of the largest user of the kind of products made by his company. The story of that solicitation deserves to be recorded.

"I'm here," began Bertram, "because I believe I can show you a way to make more money. If I can do that, then—"

At that instant the telephone bell rang—it was President Johnson calling Bertram.

"Don't waste time that way," he ordered—"tell him right at the start-off how big our factory is and how long we've been in business."

Bertram loyally followed instructions. As succinctly as possible he sketched the history of his company and its production facilities, then took up the broken thread of his story. "Just let me show you the actual figures which some of our customers have reported to us."

Here a office boy ran in with a note addressed to Bertram, who opened it to read the following memo—"Don't give out any definite figures. Just say we've been 'uniformly successful.' Exact figures might get us in wrong." Bertram knew the signature well from long experience—it was the signature of his sales-manager.

Bertram's face betrayed a flush roused by the interruption but he gamely struggled on, though conscious that his prospect's attention was beginning to waver. "Now let me point out the outstanding facts about our article—"

"Special delivery letter by Air Mail for Mr. John Bertram, care of this office," announced the office boy.

With a whispered curse, Bertram ripped it open. It was a crisp notation over the treasurer's signature. "I am convinced that we can get our message across just as effectively in half-length interviews. I believe our present policy is unjustifiable and wasteful."

At this point Bertram's prospec-

tive customer took a decisive hand in the proceedings. "Sorry, Mr. Bertram," he said, "but this is all the time I can give you today—there are a dozen and a half people waiting to see me. Some other time, perhaps. Good day!"

The following Saturday morning Bertram confronted his employer in the latter's sanctum and demanded to know why his interview had been so censored that its effectiveness had been nullified.

President Johnson was not in the least perturbed. "Bertram," he explained in a bland and kindly voice, "you know that we give you full rein with most prospects. Don't think for a minute that we don't recognize how well you've done with them. But this case was different—you see this time you were going up against the very biggest customer in our line, so naturally we wanted to be absolutely sure that everything was done in just exactly the right way. That's why we all got together and gave freely of our time and experience to help you."

"But," sputtered Bertram helplessly—"you didn't help me. You gummed up my presentation completely—I never did a poorer job."

"Oh, but I don't agree with you—I think we said just what we should have said. Let's see—you go back there again on the 29th, don't you? Well, then, we ought to have a session right away to decide just what you shall say. I'll call a conference immediately."

* * *

ALL of which is, of course, the apparent figment of an active imagination. No salesman was ever so cribbed, cabined and confined as the fictitious Mr. Bertram. The woes of Mr. Bertram are simply a parable, attempting to parallel a curious advertising phenomena which has long puzzled me.

The riddle might be stated thus—"Why is such a large percentage of the advertising appearing in high-cost space so decidedly inferior in interest, vitality and conviction to

copy appearing in publications whose page cost is only a fraction of that of the big bulk consumer magazines?"

Certainly it seems wrong-end-to-not to find the finest examples of printed persuasion in the space which calls for the largest dollar investment per line.

It seems that as long as the proposed insertion is one to appear in space of moderate cost, its approval and release are entrusted to a qualified and responsible individual and the rest of the advertiser's organization pursue a policy of "hands off." But let the cost of that insertion climb up into the thousands and the whole executive personnel must pass judgment upon it, regardless of the individual advertising experience of each.

ASUPERFLUITY of chefs has spoiled many a banquet.

The John Bertram parable is not so inexcusably far-fetched. No one would expect a trained salesman to accomplish his maximum results if every phrase, gesture, and pause in his presentation had to pass a committee review and be subject to the individual whims of half-a-dozen only partially informed critics. The advertising man, however, is, time and again, required to function to please a Board of Censorship.

Yes—as you may have suspected—I am a copy-writer, in an agency.

Is it a confession of weakness on my part when I say that my best work—and the best work of my associates—only rarely gets into the big national magazines?

The very same advertisers who have put up to us squarely the job of getting results from campaigns of small unit cost per insertion and have benefited generously from handsome returns from small investments, are often the worst offenders when the time comes to carry this message out to the million and two-million circulations.

A combination of stage-fright and self-consciousness grips them.

Copy which produced abundantly

[CONTINUED ON PAGE 80]

Why Do Druggists Sell Bath Robes and Grocers Sell Hair Nets?

By De Leslie Jones

IS it a game of "tit for tat" among retail lines that is responsible for the ever-increasing tendency to take on articles of a distinctly foreign nature? Why does the drug store, for instance, handle coffee, bathing suits, shoes—even bathrobes? This evolution from a source where one originally obtained little more than cod liver oil and the family doctor's prescription to a place where one can get a very satisfying meal, or purchase a bathing suit—how did it come about? Is there any significance to the development from a distribution point of view, or is it entirely casual and "stunty"?

The answer must be yes and no, for there are cross currents, and the situation is not the same in different lines of trade. In the case of the drug trade the evolution came about by various slow stages. Mr. Jones, coming home late from a lodge meeting and recalling his wife's admonition to bring home some washcloths, decides he must not risk Mrs. Jones' ire, so his solution is the simple one of asking for them at the drug store. It's the only store that's open—so he decides to "chance it." He looks so disappointed when the clerk says no, that the alert druggist makes a note to get them, and thus he has a new item on his list.

But the process repeats itself. It is Sunday—a picnic is planned. Someone thinks it a bully idea to take along hot coffee. But how—there is no thermos bottle—and besides, the onslaught of the week-end guests has depleted the supply of coffee to a sorry state. "I know what we'll do," pipes up Jane, "we can get a thermos bottle at the drug store—and coffee too." Jane is dispatched to the drug store and, whatever the hour, returns with the



© Brown Bros.

THE selection of retail outlets is of prime importance in every marketing campaign. One manufacturer of a 5c package confection found some years ago that 21 different classes of retailers sold his product! How and why the strict retail merchandise barriers are breaking down is discussed in this article by De Leslie Jones

thermos bottle and also the coffee.

And so it goes—the community itself has pushed the drug store into its expansion of lines.

The drug store, be it noted, is in a very special sense a flexible community service center. It alone of retail distributors has a "night bell" in many instances; and the druggist is made a half way station to the doctor or the hospital. Its personal, emergency service standard and consequently its night and Sunday hours have been the primary reasons for its evolution into a small edition of a department store.

But in addition to being the natural "place of resort" when one wants something that one can't get readily elsewhere, the drug store is also rather better managed, on the average, than any other independent retail outlet. The druggist is usually a man of some education and this accounts for part of the alertness to the handling of lines that offer opportunity for profit. There is considerable difference between just retailing and aggressive, intelligent retailing. The prescription business

of a drug store is not profitable; the drug store must make its profit on other things. Intelligence has indicated that it has an opportunity provided by the public habit of "see if the drug store carries it" to stock lines of goods which offer a really good profit, and thus bring up the general average of the store's profit percentage. Such new articles also increase the average of sale, which is always a gain. If the average of sale is 33 cents, it only needs an increase to 40 cents to double the profit. Many of these new items that a drug store carries are very powerful aids in thus increasing the average of sale.

What about the grocery field? Packaged goods

make it convenient to handle certain foods in drug stores — such as mayonnaise, coffee, etc., but drug stores will probably never handle groceries of a bulk nature, or perishable foods. They will undoubtedly adhere strictly to those commodities which they can handle without jeopardy of spoilage.

But the grocery too has been "adventuring" a little in new lines—certainly the chain groceries. Every large city has its "village" aspects of life, the same as any obscure hamlet; and a merchant comes to realize that he represents a service to his community and thus takes on lines which mold into the general character of merchandise he handles.

The chain stores aim at a weekly turnover — whereas, the average grocer makes a ten or twelve times turn-over yearly. Chain stores, in their effort to cut down overhead won't carry any slow moving articles; but on the other hand they go out searching for new fast moving ones. They carry a stock of goods less than one-fourth of the average retail grocery store, but confine themselves

to goods that sell quickly. The regular independent grocer hasn't done much to enlarge his line. He has always carried too many items anyway.

A grocery chain made rather a neat turn a few years ago selling hair nets, but it was obviously a stunt, not a real permanent addition to the grocery line. Fruits, vegetables and bakery products are now being added widely to grocery chain stores that never handled them before.

The hardware stores, to a much greater extent, have been in the process of evolution. No longer does one see the uncompromising display of wrenches, nails, etc., in the

window—for here one can now buy the bride's supply of silver, the oil stove, the washing machine and the radio. While this might lead to almost any lengths it seems that no two hardware dealers are alike, for one may carry a complete line of sporting goods, such as skates, ski apparatus, etc.—and the next one may stick very closely to what comes within the actual scope of hardware.

Household silverware has certainly come to stay in the hardware store. The International Silver Company's campaign among hardware dealers includes extensive advertising in the pages of hardware publications, as a matter of course.

Hardware dealers are a very high

grade of retailer and are willing to expand and take on any new lines that they find profitable. They have experimented often; for instance with radio and each dealer, if he found it unprofitable, soon dropped it. Radio is especially a good illustration. Many dealers handled radio for a while and made a lot of money. Then came the price-cutting methods of department stores; the pressure of radio and electric supply stores on manufacturers to narrow down their distribution; and the result was that many hardware dealers dropped radio. The sudden coming of the radio industry and the distribution confusion which resulted,

[CONTINUED ON PAGE 78]

Golfitis

By Robert Wark

Manager of Sales, The Heelan-Sealer Sales Company, Buffalo, N. Y.

IS the subject of golf in advertising overdone? This is a pertinent question and one that we must all face sooner or later. To those of us who are golf enthusiasts this might come as a shock. To those, however, who view every ad in the light of its pulling power this question will be timely.

I say, without hesitation, that it is. For the past year or two almost every ad has shown someone swinging a golf club. No matter where we turn we see the golf ball, the swinging clubs, the country golf links, etc., that are so familiar to the eyes of our "élite" but that mean nothing to Mr. Average Man.

Sometimes I wonder whether we are writing advertising copy for ourselves, for the president of our company, or for the people who are to buy our products.

Let us analyze this matter a little closer. Let us set aside our personal likes and dislikes and see just who are really interested in golf. They constitute such a small group of persons that no one selling commodities, other than golf toggery, etc., should make a special appeal to them. They are in no way representative of any particular class or group but constitute only a small fraction of those who are interested in buying any of the commodities generally used.

Look around. I see a friend of mine who sells orthopedic shoes telling golfers all about tired feet. Think of the hundreds of sales folks

who get tired feet from standing all day. Compare their purchasing power with that of the golfer and then ask yourself the answer.

If golf were something in which most folks took a mild interest it would not be so bad. Even if folks did not take much of an interest in golf, outside of a chosen few, the ads might still have some value if there was no discordant thought aroused in the minds of the people. The truth is, however, that most people who do not play golf have a distinct aversion to it and either ridicule golf and golfers or else they treat them with silent contempt. To Mr. Average Man golf is a game that can only be afforded by the rich. Mr. Average Man has neither the money to join exclusive golf clubs, nor the time to chase balls around the green. Mr. Average Man is interested in his own world—in the folks he knows—the experiences he has daily. To him there is only one way to appeal and that is by talking to him in his own language, about the things with which he is familiar. He knows nothing of the sports that the rich and would-be rich indulge in. All he knows about is his own work, play, home, etc., and the only sentiments that can be aroused in him by golf pictures are those that do not tend to increase his purchases.

Let us stop writing ads that sound nice to ourselves. Let us quit playing to the galleries because the president or sales manager likes our

stuff. Remember, all ads should be written to our prospective purchasers and not to the officials of our company. Let us remember the story of the commonplace. Let us hold in mind that the umbrella and alarm clock mean more to Mr. Average Man than the golf sticks, links, etc.

If we are selling golf supplies then let us use illustrations that appeal to golfers. If we are selling the necessities of life then for goodness sake let us use illustrations that tell our prospects all about what we want them to buy and talk to them in their own language.

Advertising is printed salesmanship. It is salesmanship to the masses. It is telling your story in the most effective way to the greatest number of people. Shut your eyes for a minute and imagine yourself telling the members of the Bricklayers' Union to buy your chewing gum because it helps you play a better game of golf. Picture yourself telling the plasterers, carpenters, hod carriers, etc., to use your soap because it freshens you up for your appearance on the links. You wouldn't think of doing this, yet that is just what your ads are doing when you use the golf appeal to reach the masses.

Let's get back to earth. Let's talk plain talk and remember that if one picture is worth "ten million words" it must be the right kind of a picture, so that it will tell the kind of a story we want told.

Hand-to-Mouth Buying Did Come to Stay!

By Kenneth M. Goode

THE year 1925 was strange. It will go down in history as THE YEAR THAT NEVER WOKE UP!

Looking back from now, it seems impossible. Statisticians, diagnosticians, and prognosticians—amateur and professional—wasted tons of type all the year pointing out that things were not so good. Or not so bad. Or both!

As late as Sept. 21, Roger Babson made a speech "to close the mouths of pessimists who are howling about business conditions at the present time," and predicting that 1925 would turn out "a fairly good year for those willing to work hard and deliver a dollar for every dollar received." But, even at that, he was a little red Santa Claus in a dull wilderness of doubt.

On Columbus Day—appropriately enough—Oct. 12, 1925, the *New York Times* noted:

"The 'absence of forward orders' is as much a matter of comment in the trade reports today as it was last March, or in the middle of 1924."

And, in an able financial editorial, on Sept. 19:

"The probability is that the trading community represented by the wholesale merchants and middlemen will not recognize an unusually large trade until the old-fashioned practice of 'boom times,' the placing of orders far ahead because of rising prices, is resumed."

Unfortunately for the prophets the old-fashioned practice of large advance orders never was resumed. Nor were "wholesale merchants and middlemen" the only ones misled. Right through the fall, mercantile



© Brown Bros.

IN 1925 pessimists were howling about the deplorable condition of business, but about Christmas they awoke to the fact that 1925 had been the greatest year in our industrial history. There had been none of the old-fashioned large advance orders because merchants, like their brothers of the push cart, had come to appreciate the advantage of close buying and rapid turnover, which had been made possible by the great improvement in our transportation facilities in the past few years

reports were distinctly gloomy. Not even Wall Street really appreciated the astounding retail activity going on quietly under the new rules.

Then—just about Christmas time—everybody awoke suddenly to the fact that 1925 had been the greatest year in all our industrial history. Heaviest volume of manufacturing ever known; profits largest in six years; high efficiency, ample and easy money; sound general credit; prudent restraint of production to visible consumption. About that time an item in the *New York Times* read as follows:

"One of Wall Street's leading bankers was called on the telephone one day last week by one of his friends and asked to give his opinion as to what were the two most important developments in business and industry in 1925. He did not hesitate in his answer.

"The first, in my opinion," he declared, "is the vast improvement in distribution of goods which has taken place.

"The second is to a great extent a corollary of the first. It is easy money."

"It is dawning on business men and bankers that there is no longer, under our present excellent system of distribution of goods, any necessity for tying up vast sums of credit in huge supplies of raw and finished materials which may not be used for months hence and for which there may or may not be an active demand when they are ready for distribution.

"The motor bus is to some extent responsible for this. The efficiency of our railroads is to a larger extent responsible. We needed just such an awakening, as the period of deflation brought us to realize that a rapid turnover of goods is the safest and soundest method of business procedure."

Now, for our little screech: the modest "I-told-you-so" of a fortunate forecaster.

Exactly nineteen months before this paragraph just quoted from the *Times*—May 18, 1924—we published in the FORTNIGHTLY this statement:

"American merchants will no more return to the old method of buying than American women will return to street-sweeping skirts. Both had tasted freedom. Hand-to-mouth buying is here to stay."

To show that this wasn't just a lucky jab—that the new movement was pretty clear even in the Spring of 1924, may we not beg the privilege of calling just a few more of our shots?

"Business is bad this June chiefly because everybody insists on it... a million good right hands that might be digging up business are, for the moment, devoting their entire energies to feeling each other's pulses. . . . Nevertheless, people as a whole haven't stopped buying."

"Railroads plus motor trucks have worked a revolution. . . . The merchant today gets his goods fast enough to follow the demand."

[CONTINUED ON PAGE 38]

Why Should Real Estate Be Subject to Spasms?

By James H. Collins

MENTION real estate as an investment, and the man or woman with a little money chills in doubt, or laughs in contempt. The real estate operator himself speaks of his business with some apology. Capital is largely put into real estate, not steadily, day after day as a routine matter, as into other basic securities, but is flung about, risked and largely lost in land booms. No such solid investment public backs the realtor in his legitimate community developments, as backs the public utility companies in their extension of plant and service. When the general public goes into real estate, it is commonly in a wild market such as now prevails in Florida.

Real estate as a business suffers from spasms. Real estate is the business of community growth. It should be as orderly and constant as business growth, and financed in the same steady way. But it isn't. Investment capital is attracted chiefly in speculative excitement, the investor doesn't expect to make a reasonably safe six per cent, but gambles for hundreds and thousands. Eventually, money is lost, and thus real estate as a business advances by going five steps ahead and four backward, with long depression pauses in between.

No better illustration could be found than the effect of the first New York subway on property values nearly 20 years ago.

A route up lower Broadway was considered first. That famous thoroughfare, from City Hall to Union Square, was the stronghold of the garment trades. To be in the garment business at all, and not on Broadway, was to be out of touch with buyers—out of the world. Of-



THE general public has yet to be educated to the point where it will seriously consider real estate as a sound, conservative investment. The business as a whole has been subject to violent fluctuations, brought about largely by the prevalent belief that easy money is to be made swiftly in such new developments as spring up almost over night in many urban and suburban communities. The present chaos in Florida is typical of a situation which realtors of vision should do all in their power to correct

and loft space was limited, the street being a canyon of old-fashioned "iron front" stores converted to manufacturing uses. Consequently, rents were high, and landlords enjoyed such a monopoly of the clothing business that they did little to improve their property.

The landlords were "sitting pretty." So when their street was considered as a subway route, they opposed the project. "Take that damn ditch somewhere else—we won't have our street torn up!" was their attitude, and through influence they shunted it over onto Centre Street.

Fourth Avenue, up which the first subway ran between Union Square and Forty-second Street, was at that time a street of little shops and old-time low buildings. The antique dealer predominated in its business life, though there were still many

shops catering to the daily needs of old New York families living in the side streets. Property values were low, from the business property viewpoint. Fourth Avenue, if anything, seemed bound down grade.

Suddenly the town woke up with an idea. Why not a new clothing center on Fourth Avenue, right along the subway? There was an orgy of buying, assembling, speculation. Tall loft structures rose as if by magic. The concerns downtown were solicited as tenants and signed up on good leases for modern quarters, specially designed for their purposes. They moved, and the landlords in lower Broadway were left with empty buildings. They immediately began clamoring for a subway, but it took long to build, and their tenants never came back, nor did their monopoly.

A little later the effect of the subway was felt far uptown in the fields and goat pastures of the Washington Heights section. New York today is keen to begin speculating in property values as soon as a new transportation line is put tentatively on paper. But then, the actual thing had to be finished before it was visualized. When New York saw, it believed, and the Washington Heights section underwent a wild boom in which fortunes were made overnight.

Last summer, Mr. Babson said something about a \$6,000 house being about the right average for thousands of folks who could invest that much for a few months of winter sunshine. Especially elderly people, many thousands of them from the Corn Belt farms, to whom such a Florida home might mean five to 10 years more of life. Be-

[CONTINUED ON PAGE 58]

THE · EDITORIAL · PAGE

Ice, Ignorance and Inertia

ONE of the most significant developments of recent years in the field of marketing is the Electric Refrigeration Council, which met a short time since at the Westchester-Biltmore for the purpose of organizing for cooperative effort in the promotion of electric refrigeration.

This infant industry appears to be taking a page from the experience of older industries, which have learned that cooperation is not incompatible with vigorous competition. Not only are the leading electric refrigerator manufacturers planning to invest a generous sum in cooperative advertising, through the Society for Electrical Development, but we understand that they have agreed that in their individual advertising they will refrain from any veiled references to competitors' machines that would tend to arouse mistrust in connection with the refrigerator employed, and that, furthermore, they will refrain from injurious references to the ice business.

This broad-gauge attitude will save the electric refrigerator industry a great many hundreds of thousands of dollars in the years to come, for whereas in so many new industries the advertising and sales efforts of the first decade or two have been devoted largely to knocking each other and thus retarding public acceptance through the fear or mistrust aroused, these manufacturers are moving forward together almost from the start with an intelligent appreciation of the wisdom of a policy of fairness to each other and a common-sense attitude toward their common competitors—ice, ignorance and inertia.

Leased Departments

ONE phase of marketing on which comparatively little has been written is the leasing, by syndicate companies and manufacturers, of complete departments in department stores and specialty shops. It will probably surprise many readers to learn that a recent investigation of the Department of Commerce indicates that no less than 30 per cent of the department stores operate one or more leased departments.

Large department store owners in the metropolitan cities have as a general rule opposed such practices, but the tendency, according to the report, is increasing in the case of medium-sized department stores in cities of 50,000 to 100,000 population, comparatively larger stores in smaller cities and specialty shops in the more populous centers. A limited edition of the report which contains copy of a model license agreement between contracting parties is now available and can be obtained, gratis, from the Domestic Commerce Division of the United States Department of Commerce.

While this method of tenant operation has obvious limitations, it possesses certain distinct advantages for the manufacturer in enabling him to secure location in a developed market where a certain volume of trade is already waiting. Following, in order of their importance, are departments most frequently leased: 1. Millinery. 2. Hair goods; hair dressing; manicuring. 3.

Crockery and glassware. 4. Carpets and linoleum. 5. Furniture, or house furnishings. 6. Optical goods. 7. Pianos, other musical instruments and sheet music. 8. Wall paper. 9. Shoes. 10. Furs. 11. Sewing machines. 12. Dress patterns. 13. Men's clothing. 14. Cleaning and dyeing.

The Pennsylvania's Opportunity

IN his recent address before the New York Advertising Club, General W. W. Atterbury, president of the Pennsylvania Railroad, brought out strongly the value of advertising on the personnel of a great organization when he said:

"When two hundred thousand employees are at work upon a situation you can readily appreciate that a little additional effort upon the part of each of these employees will make an enormous difference in the results as a whole.

"In the hands of these two hundred thousand employees lies the expenditure of five hundred million dollars a year.

"Now if we can increase the efficiency of these employees by even so little as 5 per cent, you can see that we would reduce our operating expenses by twenty-five million dollars."

The pity of it is, that with this possible reduction of \$25,000,000 in operating costs, a considerable portion of which the General tacitly admitted might be brought about by advertising, the Pennsylvania has fallen short of its opportunity. It has seemed to pin its faith almost more on free publicity than on a broad-gauge program of paid advertising such as some of its competitors have used so effectually, and such as would be adequate to do the big job the General outlines.

Dividends and Advertising Results

NEVER in any year of American history has such a huge sum of money gone out to the public in January in the form of dividends; nor to so large a number of investors.

The figures are tremendously heartening for advertisers, in expectation of 1926 results. Five hundred and nine million, two hundred and fifty thousand dollars is the grand total of January dividend payments, on every type of security—Government, industrial, railway, etc. A year ago the total was \$458,625,000.

A five dollar bill to every man, woman and child in America can swell sales for commodities very appreciably; and, figured on a family basis, it amounts to about \$21 per family.

There are now a total of about 14,000,000 stockholders in the United States, but by no means all of these were presented with dividends. In fact, the \$166,500,000 representing dividends alone was paid out by a total of only 525 corporations. The remaining \$342,750,000 represents interest on bonds, etc.

Since so large a number of employes are now stockholders, the widespread resumption of dividend payments represents added income and will be reflected, unquestionably, in advertising response in 1926. It constitutes a splendid prop to prosperity, which, some experts aver, will sag somewhat, at some time or other, in 1926.

When To Give Quantity Prices?

By Arthur W. Davis

Comptroller, The American Products Company, Cincinnati, Ohio

ONE of the most serious problems which face the sales manager of today is that of determining under just what conditions quantity prices to his customers are profitable to his company. For illustration, let us first consider a few typical examples of unprofitable quantity price granting.

The Old Reliable Company has been buying from us for over twenty years, and although they are not large consumers of our product, we feel that some consideration should be shown them for this long association. So for this reason The Old Reliable Company gets a so-called quantity discount on their rather small purchases.

The Wave Company has been one of our customers for some time, buying in small lots at the regular price. They are approached by one of our most formidable competitors, the Highway Corporation, who offers to sell them their requirements in small lots on a quantity price basis. In order not to lose the Wave business, we meet the competition and continue to sell them the accustomed small quantities, but at a quantity price.

During a business depression our volume begins to decline. We become uneasy. Selecting the names of some of the large users of our products, we send our salesmen out with instructions to inform these customers that if they will purchase their future requirements from us now, we are in a position to give them a very low price. The companies see an opportunity to supply themselves with our product for some time to come at an unusually low price and accept our offer. The



FACTORY production can be speeded up to turn out great volumes of manufactured goods, but unless this quantity can be sold at a profit, mere volume is bound to prove uneconomical. It is questionable business to give concessions to old customers who have bought in small quantities over a period of years and to overstock the small buyer by one large order at the quantity price. The results are likely to be unfortunate

size of their order eliminates what would otherwise have been a profitable demand for our product for from three to six months.

Now, the question I have been asking myself is this, "Why should anyone sell on a quantity price basis if no profit accrues from the transaction, or even if the normal profit is greatly reduced?"

Let us see now just what happens to the small buyer who finds himself in the unenviable position of competing with a quantity buying organization, and to the manufacturer who attempts to sell them both on the usual sliding scale of prices. We will assume that both are retailing cigars. A certain manufacturer is developing the distribution of his cigar, The General Rush. This cigar was originally planned by the maker to sell to the consumer for five cents, for which he expected to get four cents, and upon which basis he formed his whole plan of distribution for this product.

The large buyer approaches the manufacturer with the idea of purchasing The General Rush in large quantities, provided the price of the cigars is three and a half cents each. This provision is made in order that the cigar can be offered to the public for four and a half cents. The manufacturer has arosy dreams of a wide distribution of The General Rush through this outlet, and consents to sell on the three and a half cent basis, although he doesn't know the exact extent of the profit reduction he is taking. He feels, however, that the added volume will compensate for it and that the volume he is now getting from the smaller buyer at the

regular price of four cents will also help to offset this profit reduction.

Well, a few months pass, and the cash position of the manufacturer becomes a little tight. Finally he resorts to the banks. The bankers are told that the added volume has outrun the capacity of his working capital. The annual statement isn't available just yet, but statements of increasing volume are shown, and inasmuch as the company has made a satisfactory profit in the past the only thing to conclude is that this increasing volume means a corresponding increase in profits. A loan is granted.

The year ends, and to the manufacturer's surprise, he finds that he has just broken even. He calls for an analysis of his sales, and the cat jumps out. Instead of 85 per cent of the year's volume having been sold at regular prices, the situation has been reversed.

In the meantime the public is getting The General Rush at a lower

[CONTINUED ON PAGE 54]

BRUCE BARTON

ROY S. DURSTINE

ALEX. F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

*A*N advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander
Joseph Alger
J. A. Archbald, jr.
R. P. Bagg
W. R. Baker, jr.
Frank Baldwin
Bruce Barton
Robert Barton
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. Frankestein
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
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

Twenty-Eight Years After

By Charles Austin Bates

THE following was first printed in the May, 1898, issue of a modest magazine called *Charles Austin Bates Criticisms*, to which publication, through several combinations and consolidations, the FORTNIGHTLY has become the ultimate successor:

Edward W. Bok probably knows more about the attitude of the average woman toward any given question than any other man living, or any woman, for that matter.

The *Ladies Home Journal* has been built up by doing carefully the things that women expect it to do, and still more carefully avoiding doing those that they dislike.

This attitude is very marked in the advertising policy of the paper. The right to discriminate against any kind of advertising, or some characteristic of some particular advertising is exercised more rigorously than in almost any other publication I know anything about. Patent medicines and all proprietary medicines are ruled out, among other things, and a very close censorship is maintained over the

style of pictures used to illustrate the advertising of otherwise blameless things.

All this is suggested by the fact that the following illustration used to advertise the R. & G. corset was refused by *The Ladies' Home Journal*, and the other one given on this page had to be substituted in its stead.

The opinion of Mr. Curtis of *The Ladies' Home Journal* on this matter was not that the picture was offensive or immodest, but that a great many of the women readers of *The Ladies' Home Journal* would think so. What these readers think about such things is important, and is the standard in the office of *The Ladies' Home Journal*.

I am told by Mr. Curtis that even so innocent looking a picture as this one, which incurred the displeasure of the editor of the *Journal*, if used, would cause quite an increase in the *Journal's* originally large mail, from the letters which the readers of the *Journal* would write deprecating its use.

Quite a problem is presented to advertisers of things for women's wear of a more intimate nature, to present them in such a way that they may be both attractive as an advertisement,

and, at the same time, inoffensive as a picture. Of course I use the word "inoffensive" purely in *The Ladies' Home Journal's* sense.

For my part, I see nothing at all out of the way about this R. & G. girl; at least, no more so than the other picture on this page, which came up to the *Journal's* requirements, but then, I am a man, and I do not suppose that I can look at this thing in the same way as would a woman who reads this entertaining and discriminating paper.

Seriously, I think Mr. Bok and Mr. Curtis are entirely right. They are not running *The Ladies' Home Journal* for my perusal, or for that, of people like me, but for the benefit of the 825,000 women readers of this country, a portion of whom have prejudices, which they are bound to respect, if they wish to retain that admiring attitude and the annual receipt of one dollar for subscription. There is no danger, whatever, as long as *The Ladies' Home Journal* maintains a position which draws the line at either the attitude or the costume of this R. & G. girl, that it cannot be taken safely into any home in the land.

There are two points to be noted:

THE picture at left was rejected because readers might regard it as being immodest. This was in 1898. Below is the form in which it finally appeared. The advertising at right appears in 1926



Since A Woman is Frankly A Woman

It is not only a woman's duty to be frank, but it is also her right. She should be frank in her dress, in her speech, in her actions, in her thoughts. She should be frank in her love, in her friendship, in her loyalty. She should be frank in her honesty, in her integrity, in her honor. She should be frank in her courage, in her strength, in her power. She should be frank in her wisdom, in her knowledge, in her skill. She should be frank in her beauty, in her grace, in her charm. She should be frank in her goodness, in her kindness, in her mercy. She should be frank in her love, in her friendship, in her loyalty. She should be frank in her honesty, in her integrity, in her honor. She should be frank in her courage, in her strength, in her power. She should be frank in her wisdom, in her knowledge, in her skill. She should be frank in her beauty, in her grace, in her charm. She should be frank in her goodness, in her kindness, in her mercy.

And it would be a woman's duty to be frank in her dress, in her speech, in her actions, in her thoughts. She should be frank in her love, in her friendship, in her loyalty. She should be frank in her honesty, in her integrity, in her honor. She should be frank in her courage, in her strength, in her power. She should be frank in her wisdom, in her knowledge, in her skill. She should be frank in her beauty, in her grace, in her charm. She should be frank in her goodness, in her kindness, in her mercy.

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Vanity Fair SILK UNDERWEAR AND HOSIERY





Consider First the Railway Men

you want to reach—then investigate the publications that reach them most intimately and effectively. This is important, for your railway sales are largely dependent upon the success you have in influencing the right railway men.

You *can* select the right railway men and reach them effectively through the five railway departmental publications which comprise the *Railway Service Unit*—because each one of these railway publications is devoted exclusively to one of the five branches of railway service.

Our Research Department will gladly cooperate with you in determining your railway market and the particular railway officers who influence the purchases of your products.

Simmons-Boardman Publishing Company
 "The House of Transportation"

30 Church Street

New York, N. Y.

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

6007 Euclid Ave., Cleveland
 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.

A.B.C.

A.B.P.

One is that *The Ladies' Home Journal* can afford to be independent on this, or any other question. The pressure upon its advertising space is always greater than it can accommodate.

Then moreover, it has become what it is by its policy. And this policy consists of a nice discrimination of what most women prefer. The small class of women who would quarrel with this policy are a class to which *The Ladies' Home Journal* does not appeal anyhow, and aren't worthy of its consideration.

This question is one that ought to

interest advertisers in these lines. If there is a good reason for the position of *The Ladies' Home Journal*, it is a reason that ought to hold with any advertiser of women's wear, or of anything else, about the illustration of which there may be two opinions. These things are to be sold to women, and if a large number of women feel strongly enough about the matter to write letters when their favorite magazine publishes pictures of which they do not approve they will certainly feel strongly against the article advertised. As the object of the advertiser is to

get the good will of these women, and, incidentally their patronage, he must certainly consider their point of view.

PLEASE observe in cut number 2 the copious chest-protecting ruffles. The original photograph had none of these. They were added in the art department of the *Ladies' Home Journal*, to make sure the demure young person could not possibly be mistaken

[CONTINUED ON PAGE 72]

Your Sales and the Five Per Cent

By L. W. C. Tuthill

Does It Pay to Humor the Five Per Cent?

YESTERDAY—which was Thursday—I attended a sales convention. Men were present from all parts of the country, but not too many men. Just enough to make it a really business-building thought interchange.

The address of welcome was delivered by the president to each man in person as he came in. I heard him ask the man from Kansas City if he received the pair of arch preserver shoes for Little Henrietta; heard him ask another whether his wife still put a sprinkling of nutmeg on her wonderful fall pippin apple sauce. It seemed that his idea of a sales convention was something more like a church sociable than a complicated, charted, time-allotted-talks of complicated mechanism, propelled by a so-called "presiding officer."

Admittedly there was a man up front, a vice president, but somebody had whispered in his ear that the boys from the firing line were the gasoline and spark plug that really made the wheels go around; that all he need do was keep his hand on the steering wheel and the throttle and see that traffic signals were respected.

When the question of printed matter and the last catalog in particular came up in the meeting, one man from North Carolina made some pertinent remarks about its cost. He contended the firm was spending a needless amount for what he called "tall hat" stuff. Taking their 32-page catalog and that of a competitor, he made what he thought was a deadly parallel. He made it very clear that not 5 per cent of the firm's customers would appreciate the difference between the finely laid out and care-

A WELL known mail order specialist criticized a New York advertising agent because his printing was so "high-hat." The advertising agent's reply forms this article. The FORTNIGHTLY would like to hear from readers who have had experience on both sides of the question and can give comparative results

fully printed book of theirs, and the "good-enough" one of the competitors.

Furthermore, the difference in the cost of the two booklets, in the quantities his office used them, would make a considerable difference in their branch's overhead during the course of the year.

TO this there was a rather unanimous agreement.

Then the sales manager, who had come by way of the advertising department, rose and made these pertinent comments:

"Twenty-one years ago, when I came to this concern as assistant advertising manager the head of sales gave me the job of getting out a catalog.

"He told me exactly what was needed—how many pages there *must* be, how many cuts there *could* be, what the weight of the paper would *have* to be. And under no conditions could the cost exceed a certain rather shrivelled sum. When it was printed and laid on my desk it certainly looked exactly like that certain sum.

"That afternoon the president strolled leisurely in and, drawing a chair up to my desk sat down—leisurely, but ominously. He picked up the catalog and his remarks

about it made caustic lime seem like soothing syrup in comparison. Then he asked why it was the way it was.

"When in defence of the head of sales I vouchsafed the remark that 'there wouldn't be 5 per cent who would notice the difference if it had been printed any better, and see the money we saved.'

"He replied: 'It's been my observation that the 5 per cent you speak of are the leaders in every community.

And whether the other 95 per cent admits it or not, they eventually get their follow from that 5 per cent. What they do, or don't do, filters right down through the line. Therefore, if you can get the Five Percenters the remaining Ninety-Five is comparatively easy. You can get the bulk of the Ninety-Fives with the catalog printed for the Fives, but you can't get any of the Fives with the Ninety-Five catalog.'

"So young man, after this everything you do for this concern in the printed matter line is to be aimed at the Fives."

THEN the one-time assistant advertising man of this successful concern with its numerous factories and branches, passed around a few of the 21-year-old catalogs, also copies of the one the North Carolinian had targeted. The result was a complete reversal of opinion in favor of the Five Percenter.

"Which only goes to show how little a thing will lead to crime," as Mark Twain remarked at the Missionary Fund Raising Meeting, when the minister talked so long that, when the collection plate was passed, Mark instead of putting in anything, took out 10 cents.



The Furniture Stores of Des Moines

indicate the city's importance as a retail shopping center.

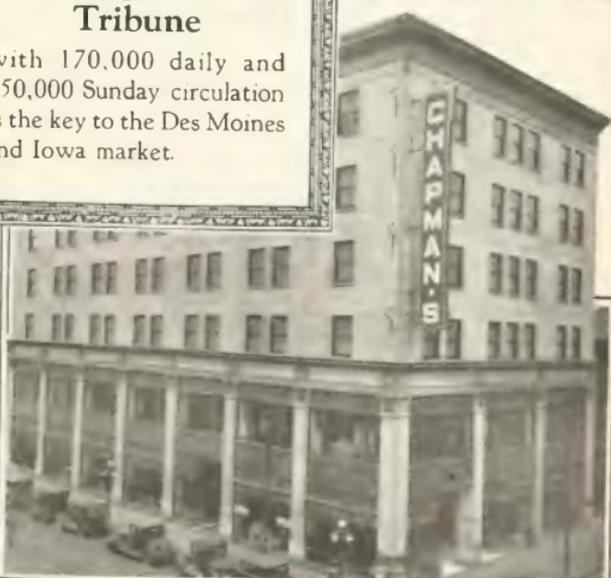
850,000 Iowans

live within retail shopping distance of Des Moines.

(A. B. C. City and Suburban)

The Register and Tribune

with 170,000 daily and 150,000 Sunday circulation is the key to the Des Moines and Iowa market.



The Answer Is, "They Don't!"

By Charles F. Wark

Sales Manager, Pilgrim Steam Laundry Company, Brooklyn

THIS is a more or less open letter to that dear old laug producer, Strickland Gillilan, and I'm making it, not in my wage-earning capacity as the man in charge of sales and advertising of one of the leading laundries of the metropolis, but in my professional capacity as an advertising man.

When you, Mr. Gillilan, hark back to your mothering instincts, I have a sneaking thought that you're seeking to escape your responsibilities for the sins of the fathers. And in this particular case you're attempting to make the owners of button conserving establishments responsible for the shortcomings of a short-sighted and long since extinguished generation.

There is no such piece of equipment in a modern laundry as a "Mangle" (see any catalog of laundry machinery). That dinosaur among appliances passed out in the eocene age, along with horse cars and wash boards.

1. Clothing, in the modern laundry is sent merrily through these beneficial processes—*sorting*, *washing* (in a smoothly revolving device called a laundry wheel, in gallons and gallons of fresh water), *extracting* (the laundry's gentle centrifugal water-removing process which has supplanted the primitive housewife's evil and fabric destroying wringer—your true button remover) and then the finishing processes. These are two fold—certain frilly, ruffled things are ironed by hand—using thermostatically controlled irons. Towels, sheets, plain underwear and similar pieces are gently passed between the slowly revolving surfaces of the flatwork ironer.

No "mangle" in that cycle, is there? And the flatwork ironer is so nicely adjustable, so quietly and unobtrusively mellow in its operation that wet tissue paper may be fed into it and it will emerge beautifully flat, wrinkleless and dry.

There's your answer—But, still speaking as an advertising man, I want to ask you a pertinent question, Mr. Gillilan.

You are a literary man. Words are your tools. You cannot plead ignorance nor lack of understanding. Yet you deliberately call Messrs. Funk and Wagnalls to witness as to the meaning of the word mangle—and then quote the definition of

Mangle (Man g l) v. t.

That little "v. t." is your undoing, for as you well know, you manhandled that

excellent team of lexicographers when you suggested that the definition of the verb was derived from the noun.

Unto Caesar hast thou appealed. Very well, unto Caesar shalt thou go. What do Funk & Wagnalls say of

Mangle n

That's the noun. "A machine for smoothing cloth as sheets, tablecloths, etc., by rolling pressure. Orig. a simple household apparatus consisting essentially of a reciprocating weighted box or table moving on rollers beneath which, on a polished table, the clothes,

etc., were placed in order to be pressed."

By the words of your own mouth do you stand condemned. "A simple household apparatus"; that's what a mangle is. And it trails along with a lot of other household bad companions—the back-breaking clothes boiler that filled our youthful abodes with unsavory odors generated by soiled garments cooking in the juices they exuded; the wringer (look up Funk & Wagnalls' definition of "wring" and "wringer"); the metal surfaced wash-board and all the rest of the ill favored lot of clothes destroyers.

May I suggest that laundry owners are human beings, a cross section of the well known human race, and therefore including about the average number of rogues, public-be-damners, and just plain morons. Not more than the average, and at the same time, not less.

After all, the homely old virtues of square dealing, promptness, pleasant manners and plain honesty really pay. And that, Mr. Gillilan, goes, not only for the laundry business but for the profession of letters as well.

You "paused for a reply"; this is it.

Strickland Gillilan Paused Too Long

By Albert Stritmatter

Editor, The Starchroom Laundry Journal, Cincinnati, Ohio

WHY, Oh Why Do Laundrymen Mangle?" asks Mr. Strickland Gillilan in ADVERTISING AND SELLING FORTNIGHTLY of January 27, and closes by saying, "I pause for a reply." While he is pausing—

In some ill-conceived moment the word "mangle" was applied to the use of the machine which, in laundries from the beginning, has ironed "flat work"—sheets, table cloths, etc. As Mr. Gillilan very clearly explains, in his article, the word "leaves a bad taste in the mind" of the possible laundry customer. Just as this horrible example of a mixed metaphor may have affected the reader of this article, so "mangle" arouses wrath in the mind of the housewife whose goods, as she supposes, have been "mangled." It is striking that the laundryowners did not realize this.

However, some 15 or 20 years ago, there came a realization of the condition which was stated so clearly and pointedly by Mr. Gillilan, and for considerably more than a decade the word "mangle" has been taboo among the laundry trade. The machines which iron flat pieces, sheets, table cloths, and even some wearing apparel, are now known to the trade and to the public as "flat work ironers,"

and there are but two classes of people now who refer to these machines by the old name.

The first class is the remnant of that older generation, which, having "mangled" for a generation or so, finds it difficult to abandon the habits so acquired. The other class is an advertising agency which, handling a laundry account for the first time and having failed to study the industry before shooting the first piece of copy, in some unaccountable way stumbles upon and uses the word "mangle." In our own journal, such advertising agencies are always informed that this word does not appear in the industry any longer.

To hasten the habit of using the newer term, some inspired individual in the laundry business, suggested that anyone who used the word "mangle" should be assessed a fine of \$1. Go into any modern laundry today, especially if you wish to sell that laundry anything, and use the word "mangle." Immediately, the enterprising, wide-awake laundryowner will assess you \$1 and, if you don't pay it, the chances are you'll never sell him.

Mr. Gillilan is right in his article—but 20 years behind time. That's the reply!



Reg. U. S. Pat. Off.

YOU are reading this advertisement because the picture *interrupted* you. There is no other display to catch your eye—no headline to arouse your interest. And yet....*you stopped.*

The Kleinert's Baby Pants picture is an example of the Interrupting Idea in a trade-mark. It worked on you—in demonstrating an advertising principle. It works for the I. B. Kleinert Rubber Company—in selling Baby Pants. It is one of the many interrupting elements in the Kleinert advertising prepared by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

Hand-to-Mouth Buying Did Come to Stay!

[CONTINUED FROM PAGE 27]

A new rhythm in trade has been set up—call it piece-meal buying, hand-to-mouth or what not, executives ignore it, advertising men least of all."

"And advertising will have to do more real work. . . . The thing to force down in times like these is not advertising expenditure, but advertising waste."*

The *Literary Digest*, ever alert for new economic factors, did us the honor of reprinting the article. But at that time, the hand-to-mouth movement, now seen on every hand and praised by every mouth, was neither recognized nor accepted. It was mourned as slow business. It was fought as bad business.

"We'll get the 's yet!" said one gentleman whose opinion I consulted. "They tried it on us three time before. But we made them sit up on their hind legs and beg for goods before we got through with 'em!" (Needless to say my friend was a jobber.) As late as Aug. 15, 1925, the executives of the great American dress industry took a "strong stand" and sent a definite protest against piecemeal buying to 500 newspapers throughout the country. Not to jobbers alone, but to manufacturers and bankers as well was this new method distinctly unwelcome. It threatened to disrupt the financial schedules of the whole manufacturing system. As a matter of fact, its unexpected success is largely responsible for the billions of cheap money that, fortunately for our prosperity, are working off their speculative energy in stocks and real estate and not in commodities.

As long ago as Sept. 4, the *New York Times* pointed out:

"The monthly bulletins of interior Reserve banks are beginning to emphasize the fact, which certainly has a part in the present low rates for money, that merchants are not borrowing from banks in proportion to the season's increased trade, for the reason that their policy of ordering goods only for prompt requirements is enabling them to turn their merchandise quickly into cash, without recourse to long credit."

Or, let us look at it from his own angle, with the editor of *The Railway Age*.

In this connection *The Railway Age* says in an editorial in the current issue:

"The large expenditures by the rail-

ways in recent years, by helping to make improved freight service possible, have contributed to bringing about enormous reductions in inventories in all kinds of business which have released billions of capital, the availability of which for other uses is one of the principal causes of the present prosperous condition of the country."

Nevertheless, the vehement textile jobber who expected once more to hammer the retailer into subjugation had lost his trusty anvil. Rising prices that served so well on three previous occasions now fail him. In spite of the greatest money inflation in the world's history, with more than half of all the gold in this country—prices still tend downward. And, barring catastrophes and minor variations, prices will continue in their steady downward trend.

For the first time in history, probably, inflation in money is matched by inflation in goods!

In food stuffs and agricultural the downward move will be slower; but in every sort of manufactured product, the first sign of high prices will bring from eager, underworked factories a flood of goods to swamp the buyer. The balance between production and distribution was never so delicately—and dangerously—adjusted as it is at the present time.

This doesn't mean that Prosperity is over. Not at all! The great Bull stock market seems not yet satisfied. The Long Island real estate boom is still in run. But the two chief factors in 1925 production—building and automobiles—can't hope to continue forever their present pace. And what other industries can fill their giant brogans a year from now? That is something at which we can only guess.

The American public has plenty of money; too much cash, perhaps, and almost certainly, too much credit. Anybody can buy anything. For a tea set or a taxicab, a \$5 book or a \$50,000 house, only a nominal cash payment and a reasonable reputation is required. Installment buying is an excellent thing. And the \$120 that every family in America is said now to owe, left to itself, would, along with hand-to-mouth buying, help tremendously to stabilize trade.

Will it be left to itself? Will organized selling leave credit buying within the margins of safety?

Even now business is asking itself this question—"Where do we go from here?"

Wages today are as high as they are ever likely to be. As much of our pop-

ulation is employed—working at these high wages—as is ever likely to be. Buying, therefore, is about as widespread and bountiful as it is ever likely to be.

Consequently, the next change, when, as, and if it comes, must necessarily be toward tightness and a slowing down of buying.

When that change does come (not for ten years, we hope) won't it find the average American citizen well loaded with his favorite luxuries? His struggle will be to continue payments already pledged. He will not, as in past "depressions," be in a position to support the market by new buying as new bargains offer.

Plunging into that mass of sluggish buyers, like State constabulary into an unmanageable crowd, must drive, nevertheless, the high-pressure salesforce of thousands of giant businesses whose very existence depends on volume at any cost.

When the irresistible force of mass-production finally meets the immovable body of supersaturated buying in a narrow business road—what is going to happen?

Today the popular conception of a successful business is one that can beat last year's sales figures. Every month that becomes more difficult; for, as prices drop, a greater number of units must be sold. Whether the gross quota is finally achieved through a cut in one's own prices or a fight against a competitor's cut, the effect on net profits is likely to be, in all probability, equally discouraging.

Giant expansion for its own sake—big business for the sake of mere bigness—huge sales to gain small profits—all bring back in an age we have almost passed.

The United States has so grown that very few organizations are great enough to cover it in more than a single carefully chosen line, let alone dominate it. High wages and installment buying, motor cars, magazines and moving pictures have so broken down class and caste; geographical and financial distinctions have so changed, that an entirely new viewpoint is creeping into our more modern business vision. There will be less desk pounding and a whole lot more calculating. It is possible even that the elderly executive, with brains beneath his baldness, will return from exile to sit beside the now fashionable young go-getter. Intelligence, information, judgment, and above all, selection, will govern our next great industrial era. The coming market is the natural market!

*What Is the Answer to Hand-to-Mouth Buying? K. M. Goode, Advertising & Selling, *Fortnightly*, June 18, 1924.

**Is Hand to Mouth Buying Here to Stay? K. M. Goode, Advertising & Selling *Fortnightly*, May 21, 1924.

75,196

executives in 14,436
subscribing firms

read **THE IRON AGE** *every week*

A NEW count and detailed analysis of Iron Age readers show facts of vital significance to every advertiser and potential advertiser in The Metal Trades Field.

They are the result of a close double check of the individuals reading The Iron Age in the 14,436 subscribing firms. They are specific facts upon which to base sound conclusions.

Complete figures will be sent you upon request.

Jury Designates Recipients of Harvard Advertising Awards

OFFICIAL announcement of the winners of the Harvard Advertising Awards for 1925 was given out on the evening of Feb. 22 by Dean Wallace B. Donham of the Harvard Business School, official administrator of the awards under the provisions of the Bok endowment.

Advertisements from all sections of the country were considered by the jury, which met at Cambridge late in January. The personnel of this jury was carefully selected many months beforehand with the object in view of obtaining a group of men truly representative of all phases of advertising, in order that its verdict might be altogether balanced. Serving on it were the following men: Henry J. Allen, Ex-Governor of Kansas, owner and publisher of the *Wichita Beacon*; Bruce Barton, President, Barton, Durstine and Osborn, Inc., New York advertising agency; Neil H. Borden, Assistant Professor of Advertising in the Harvard Business School; Dr. M. T. Copeland, Professor of Marketing in the Harvard Business School; Mac Martin, President of the Mac Martin Advertising Agency of Minneapolis; Malcolm Muir, Vice-President and Chairman of the Sales Board of the McGraw-Hill Company, New York, publishers; Stanley Resor, President of the J. Walter Thompson Company, New York advertising agency; Tim Thrift, Advertising manager of the American Multigraph Sales Company of Cleveland; and C. K. Woodbridge, President of the Associated Advertising Clubs of the World, and President of the Dictaphone Corporation of New York.

The gold medal for distinguished personal service to advertising, highest award of the Bok series, goes this year to Earnest Elmo Calkins, President of Calkins & Holden, Inc., New York advertising agency, for "his pioneering efforts in raising the standards, both of planning and execution of advertising, for his integrity in the profession, and for his unselfish devotion to the young men with whom he came in contact."

His citation further details his progressive work in establishing agency practice as we have it today,



Earnest Elmo Calkins

Awarded the gold medal for distinguished personal service to advertising

his efforts in merchandising, planning, etc., and his high accomplishments in the fields of art and typography.

HIS literary work is described as follows:

"The first book describing the working of the new type of advertising agency, and the relations of client, agent and medium, was *Modern Advertising*, written by Mr. Calkins jointly with his partner, Ralph Holden. Mr. Calkins has also written for the *Atlantic*, *Scribner's*, and other magazines, and is a contributing editor of **ADVERTISING AND SELLING FORTNIGHTLY**. He was given the honorary degree of Doctor of Literature from Knox College, in recognition of his work in the field of advertising.

"Although handicapped by an incurable deafness, his vivid personality and fine intellect have been a constant inspiration in upholding the highest ideals of the advertising fraternity, and for this service he has been chosen by a unanimous jury as the recipient of the gold medal for the year 1925."

Three cash prizes of \$2,000 apiece,

accompanied by certificates, were awarded for individual campaigns. The first of these, "for the national advertising campaign deemed most conspicuous for the excellence of its planning and execution," was awarded to Young & Rubicam, Philadelphia advertising agency, and the Postum Cereal Company, Inc., for the campaign of Postum. No differentiation was made this year between institutional and merchandising campaigns in the selection of this award.

To the Joseph Richards Company, Inc., New York advertising agency, went the award and certificate for the most excellent local campaign for a manufacturer. The winning entry in this class was the campaign of the Tide Water Oil Sales Corporation for their product, "Tydol" gasoline.

A similar prize and certificate for the best local campaign for a retail concern was awarded to Pedlar & Ryan, Inc., New York advertising agency, for their series for Ovington's, specialty store, same city.

Specimen insertions from these three campaigns will be found on pages 22-23 of this issue. It should be borne in mind, however, that no reproduction of a single advertisement can be said justly to represent an entire campaign. The specimens reproduced were carefully selected as the most typical possible, but all of these campaigns are so extensive in scope and include so many ramifications, that we can hope to convey at best only an inkling.

Three awards carrying each \$1,000 cash and a certificate were given for distinguished individual advertisements.

FOR the individual advertisement most effective in the use of text, the award was made to Merle Thorpe of *Nation's Business*, Washington, D. C., for an advertisement of that periodical.

Willard D. Humphrey of McKinney, Marsh and Cushing, Inc., Detroit advertising agency, received the award for the advertisement most effective in the use of pictorial illustration. This was an insertion for the Hay's Glove Company, Gloversville, N. Y. The illustration was the

[CONTINUED ON PAGE 79]

Fred R. Low

Editor in Chief, Past President A.S.M.E., Member American Engineering Council, Chairman A.S.M.E., Boiler Code Committee, Chairman A.S.M.E. Power Test Code Committee. Author of several Engineering works, Member Nat. Assoc. Stationary Engineers—an outstanding figure in the industry. Editor of POWER for 35 years.

A. D. Blake

Graduate Mechanical Engineer, 3 years power plant construction experience—Member A.S.M.E., Nat. Assoc. Stationary Engineers, Member A.S.M.E., Sub-committee on Industrial Power, Member A.S.M.E. Executive Committee on National Defense, Associate Editor of POWER for 15 years.

C. H. Berry

Holds degree of Master of Mechanical Engineering. Formerly Assistant Professor Steam Engineering at Cornell, then Technical Engineer of Power Plants, Detroit Edison Company. Member A.S.M.E. Power Test Codes Committee, Chairman A.S.M.E. Sub-committee on Steam Turbines, Member American Refractories Institute.

F. A. Annett

Five years college instructor in Electrical Engineering. Five years in the design, construction and operation of electrical machinery, and eleven years on POWER Editorial Staff. Member Am. Institute Elec. Engineers, Nat. Assoc. Stationary Engineers and Association Iron and Steel Elec. Engineers.

L. H. Morrison

Graduate Mechanical Engineer, 15 years experience in design, erection and operation of oil engines, Sec. Gas Power Section of A.S.M.E., Member Nat. Assoc. of Steam Engineers. Author authoritative works on oil engines.

P. W. Swain

Graduate of both Yale and Syracuse. Instructor in Power Engineering at Yale for two years, Chairman Papers Committee of American Welding Society, Chairman Sub-committee on bibliography of feed water investigation, A.S.M.E. and N.E.L.A.

A. L. Cole

Three years of design experience, 8 years as chief engineer of a 15,000 kw station. Specializes on boilers and powdered fuel.

Thomas Wilson

Western Editor, Graduate engineer, 20 years practical experience. Member A.S.M.E. and Western Soc. of Engineers. Member Executive Committee of Chicago Section A.S.M.E.

I. S. Proper

News Editor, Experienced in both library and newspaper work, handles news section of POWER.

F. L. Beers

Copy Editor, Member of POWER Staff for 25 years, to whose hands all copy must go for final check and approval.

These People Make
POWER

Men Make Papers

What distinguishes one industrial publication from another? Publications are all the same to the eye—white paper, black ink. The thing that sets them apart is the *brain that goes into them*. POWER has power because of the brain power and experience of the men who edit it. It leads its field because its editors are leaders in their profession.

POWER

10th Avenue at 36th Street
NEW YORK

THE 8-pt PAGE

by
Odds Bodkins



IT is an old saying, and a good one, that the best part of many pieces of advertising copy is written with the rubber end of the pencil.

I have always found scissors very effective in copy writing, too. When copy won't seem to boil, I cut it apart, paragraph by paragraph, and mix it up and then put it together again, challenging every paragraph as it comes up for reinstatement. Some paragraphs just naturally don't get reinstated!

And when I strike a bad spot in the middle of a paragraph, or even in the middle of a sentence, that refuses to clarify to suit me, why I snip the paragraph or the sentence apart in the middle, to break the connection in my mind and let me start afresh.

Very helpful system.

—8-pt—

For a long time I have intended measuring up some metropolitan newspaper to ascertain the proportions of news to features and advertising. But Morris Markey has saved me the trouble. Entertaining the same curiosity, he acted on his impulse, and he reports in *The New Yorker*:

"The newspaper happened to be the *World*, a mid-week edition which contained, in all, 256 columns. If you can endure a statistic or two, the paper was divided as follows:

"News, 67 columns; features, 35 columns; advertising, 118 columns; market reports, 28 columns."

The most interesting fact, to me in this analysis is the columnage (if I may coin a rather clumsy term) of features—more than half as large a volume as news, and greater by eight columns than market reports. I wonder if we advertisers fully appreciate the important part features play in tying circulations to their newspapers.

—8-pt—

Douglas Wakefield Cutler, of the Charles C. Green agency, recently told an audience at the Jersey City Y. M. C. A. pretty much all about advertising when he said:

"Advertising is any means or method for the communication of essential information as to where, when and how a commodity or service may be obtained and why it is desirable. It an-

nounces to the world a new invention; a new product—or an old one for modern use—and tells *where* it may be obtained, *when* it is available, *how* it serves its purpose, *why* it should be purchased. It is a natural medium of business intercourse through which buyer and seller are brought together for a mutual exchange of value and satisfaction."

It would be well if all advertisements were checked up against this: Where? When? How? and Why? specification.

—8-pt—

"Why shouldn't dentists advertise—and use illustrations in their advertise-

JOSIAH FLAGG, jun.
SURGEON DENTIST:
AT THE STONE-HOUSE, BEACON-STREET,
BOSTON—

CONTINUES his practice with useful improvements. Affiance to the poor gratis.
CASH given for live Teeth, and Gold Cobbs, or Duff. May 26, 1792.

ing?" I asked myself when I ran across this reproduction of an early dental announcement in *The Gateway to Health*.

Strike out the last paragraph and this antique advertisement would be good today!

—8-pt—

I like the spirit of this paragraph from a letter I received this morning from Amy B. Richards of the editorial staff of *Modern Priscilla*:

"When I realize how easy it is to make people know you, trust you, confide in you, like you, by a few words on a printed page, I am more than ever impressed by the need for men and women of high calibre in the adver-

tising and publishing field who will not betray that trust and confidence."

—8-pt—

I bumped into this interesting statistic in a form letter sent out by the *St. Louis Globe-Democrat*: "We made a survey recently among 10,000 St. Louis families and found that 68.6 per cent make their decisions on the day of purchase."

Decisions, yes; that is possible; but I should say based on selections or preferences shaped over a period of months or years, influenced by advertising in many mediums.

Worth thinking about, though, this "decision" idea in connection with newspapers and other local mediums.

—8-pt—

There has come into my hands a booklet issued by Brown University, which gives me great hope that men are beginning to learn how to use advertising in the natural way I conceive it should be used.

The booklet in question is titled, *The Growth of Wm. Rogers*. It is the story (and should not every advertisement tell a story?) of the education of Wm. Rogers, "the best taught Brown undergraduate," who, in 1765, received the undivided efforts of the entire Brown Faculty, consisting of James Manning.

The message of the booklet is, that the ideal faculty-student ratio is one-to-one, whereas the present Brown ratio is one teacher to seventeen students, which needs correction, not to the one-to-one ratio, to be sure, but at least in that direction rather than the reverse. And this quite naturally leads to the presentation of Brown's need for money for a new recitation hall, more instructors, etc. These it asks for, in a simple, straightforward, self-respecting way.

If Brown doesn't raise the \$1,200,000 it has set out to, my faith in the power of intelligent Asking will have suffered a serious set-back.

THE YOUTH'S COMPANION MARKET

—and growing steadily under the impetus
of aggressive Atlantic ownership

Buy Advertising Space *on a Rising Tide*

The Y. C. LAB. is gaining
keen boy readers every week!

Girls' fashions and telling girls
how to make pocket money has
earned a tremendous response!

This is all you pay for

This is what you get

SHORT CLOSING DATE

NATIONAL PUBLICITY

May We Submit More Data?

Guaranteed
Circulation
225,000

Net paid
average
over
260,000

299,000 Boys
Plus
278,000 Girls
Plus
221,000 Fathers
Plus
232,000 Mothers

Over a Million Readers

THE YOUTH'S COMPANION

8 ARLINGTON ST.

100 Years Young

BOSTON, MASS.

An Atlantic Publication

Brevity and White Space—Are They Fashionable Fetishes?

[CONTINUED FROM PAGE 20]

the prospect into a buyer, and he knows that a casual mention in two or three sentences *never* brings an order from anyone except from those whose minds were made up in advance.

It seems like a self-evident contradiction—this acknowledged necessity of securing only salesmen who know how to talk well and fully, and this current superstition for brevity when the salesman writes.

THE explanation seems to lie in the fact that the moment we think about advertising, we put ourselves into an artificial state of mind; we step outside of ourselves; we get away from our natural selves; we begin to hunt for some mysterious "psychology" which is above the daily routine of our lives. We must find "keys" and "formulae"; we seek for artifices and devices, and we swallow that champion cure-all of the advertising quack—the merchandising "plans"—yet there is no more to the whole proposition of advertising than to say what you have to say and to say it, succinctly of course, but as fully as time or space will permit.

You may answer, in response to these last words, that a man will listen at length, but that he will not read at length. I answer that he will not listen if he is not interested, and he will not read if he is not interested. There are various devices to restore a lagging conversation, and these devices in other forms are, to a large extent, similarly efficient in restoring interest by type effects. I know perfectly well that with long copy I do become a bore to a great majority of the readers of my advertisement; and that they have a very simple device of "tuning me out" by turning the page. Is it not absurd, however, to say that therefore a salesman-on-paper must be brief, that he must quit after a few words because presumably a large majority of those who read will "tune him out"? Does the majority concern me at all? I, the advertiser, am concerned only about the very small minority among the millions of readers who may buy, or at least may inquire further about my goods.

In all of the above I do not mean

to deny the value of terseness of statement. A sentence should be recast until the last word has been saved. But that element of brevity refers to the number of words used to express a thought. It has no reference to the number of thoughts to be expressed. To secure this, and not the conventional kind of brevity, it is probably best to compose an advertisement in the first place by writing two to three or four times as much as the space will permit; put in a lot of thoughts and a lot of arguments that you know in advance cannot be used in full. Then cut down the copy, omitting first one idea of lesser consequence, and then another; then reducing other thoughts to fewer words. This is something quite different from the idea of chopping off thoughts just because they take valuable white space (as if the space had any value to us except because of the words printed upon it), or that we should express an idea by a forced brevity of language, a manner of speech that cannot convince because it is artificial and contrary to the dictates of common sense.

Permit me to take entirely at random an advertisement from the current issue of a magazine. I shall now hunt for any one of a number of those literary masterpieces of aphoristic advertising. Here is one:

To the Madam: "Traditional Ford reliability lends confidence and brings complete relief from worry."

Is this "English as she is spoke"? Or a poor imitation of the unreadable Mr. Carlyle?

Let us imagine a woman going to a Ford dealer and asking:

"Mr. Smith, would I have much trouble with a Ford?"

AND Mr. Smith, the Ford dealer, answers: "Madam, traditional Ford reliability lends confidence and brings complete relief from worry"—and having said his say, the dealer devotes the rest of his skill-in-salesmanship to golden silence (white space).

Now, would not Mr. Smith say something like this:

"Madam, the Ford factory stands for reliability. Every Ford car is tested and retested before ship-

ment. It is inspected in every detail. Just look at this, etc., etc. Ask Ford owners anywhere. I'll give you the names of a number of women who are driving Fords—your own neighbors, perhaps. And they drive them with complete confidence. The Ford factory has millions of customers, etc., etc."

And if he is any kind of a salesman, he will utilize all of the time still at his command (in this case it is white space) for all possible points to back up his original argument.

IXPANDED the automobile dealer's language in a manner in which most of us would talk. If the dealer becomes too "gassy," the woman will walk out. He must say something that hits home in each sentence. To that extent he seeks brevity, but not brevity as a rhetorical ideal. Even from the point of view of rhetoric, we must not strain for brevity. A little rounding out makes easier reading. And easier reading means clarity. And clarity, in final analysis, means force. It is a real force; and to me as a plebeian ad-writer, seeking to reach the *hoi polloi*, it is the only real force.

Cutting down in advertising doesn't mean cutting out needless or tiresome incidentals. It does not mean cutting to the bone. When we have cut to the bone, we have taken out the meat and life blood. Incidental expletives, even extraneous comments are, by no means, always amiss. And skillful repetition within a single piece of copy, even though it means the omission of some additional arguments, is one of the strongest features to bring conviction.

On this question of brevity versus terseness of diction, one might write a treatise. But I am no authority on rhetoric; I am concerned merely with the most serious problem confronting the advertising departments of newspapers and magazines and the advertiser, and it is:

Large space does NOT pay anywhere near as well in proportion as small space unless it is utilized with the utmost care (except for figuring the general impression made by large space).

There are some qualifications to



Mr. Cincinnati Music-Lover —virtuoso in living

Tap, tap! A hundred musicians stiffen into statues. The conductor's baton rises, falls—two chords crash forth Beethoven's "Fate" Symphony has begun. Out in the audience, Mr. Cincinnati Music-Lover leans forward, absorbed. . . Like Huneker, Mr. Music-Lover believes that every one interested in music should be able to play himself. So, tomorrow evening at his "baby grand," he will be strumming softly to himself. Later, the masters will play for him on his cabinet phonograph, or the radio will fill the room with some great singer's voice.

But, Mr. Music-Lover isn't completely bounded by the "classics." His moods demand Gershwin as well as Mozart, Berlin as well as Bach.

This enthusiasm of Mr. Music-Lover for the "most intangible of the arts" has actually colored the character of the city. It has made Cincinnati the musical capital of America. The Con-

servatory and College are Meccas for hundreds of students. The Symphony Orchestra has no superior; the May Festivals are known around the world.

But Mr. Music-Lover has interests other than music. The polo field and golf links see him often; the better clubs prize his membership; business hails him as one of its leaders. . . And The Daily Enquirer knows him, too. It meets him every morning at the breakfast table, bringing him all the news of all his interests.

How many Mr. Music-Lovers are there? One knows they number in the thousands. One knows, too, that they buy clothing as well as music, automobiles as well as pianos. One knows, finally, that they are influenced in what and where they buy by what they read and where they read it. . . You, Mr. Advertiser, can decide what they shall read—The Daily Enquirer will supply the "where!"

**84,000
Music-Lovers
hear the
Symphony!**

During the season of 1924-25, approximately 84,000 music-lovers heard the Cincinnati Symphony Orchestra. Approximately 50,000 people heard 17 separate artistic concerts; music shows took in three times as much at the box office as dramatic offerings. More than three out of every four homes in Greater Cincinnati have pianos. More than 160,000 phonographs and 120,000 radios have been sold here.

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"

City	Population	Newspaper	NEWSPAPERS				BILLBOARDS			FIBER SIGNS		
			Cost per page for one day	Number of pages per issue	Rate per square inch	Number of lines showing	112 in. x 252 in. (28,224 sq. in.) posters	20 in. x 48 in. (9,600 sq. in.)	Number of square inches required for one month	Number of square inches showing	Cost of sign and lettering per inch each	Cost per 1,000 square inches showing life of sign
Kansas City, Mo.	360,000	Star	\$1,276.80	350	3.65	32	903,185	\$576.00	\$637	2,454	\$28.60	\$3.26
Minneapolis	417,000	Tribune	807.63	324	1.91	82	1,135,408	845.20	461	1,285	285.40	3.76
Chicago (Oak Park & Evanston)	3,017,000	Tribune	2,156.00	373	6.42	125	3,528,000	2,500.00	1,708	3,835	1,150.50	3.26
Detroit	1,044,000	News-Globe-Driver	1,165.80	363	3.05	80	2,257,920	1,712.00	557	2,454	736.20	3.26
St. Louis	813,000	Globe-Driver	960.00	354	2.71	90	2,540,160	1,518.00	597	2,761	828.30	3.26
Total			\$8,145.28	1,774	3.46	369	10,414,656	\$6,851.20	\$657	11,320	\$3,296.00	\$3.26
Atchison, Kan.	17,000	Globe	\$84.00	332	.26	6	169,344	\$43.20	\$255	184	\$57.20	\$3.26
Coffeyville, Kan.	14,000	Journal	70.56	317	.20	5	111,120	34.80	255	132	45.90	3.26
Pittsburg, Kan.	23,000	Headlight	86.32	355	.27	7	197,968	76.80	388	215	64.50	3.26
Ponca, Kan.	30,000	Capital	201.60	332	.61	14	395,136	165.60	414	130	129.00	3.26
Wichita, Kan.	72,000	Boiler	309.60	374	.93	18	451,884	150.90	333	451	147.30	3.26
Total			\$822.08	1,740	.47	48	1,354,752	\$470.40	\$347	1,473	\$441.00	\$3.26

the above; such as a large specialty selling at a high price; any article of merchandise in which the display of the merchandise as such is of primary importance; a few articles where the number of possible prospects constitutes an extremely large percentage of the circulation. Possibly there are other minor qualifications, but essentially the principle is correct. Large space does not bring results in anything like the proportion that small space does unless it is filled with copy and with the very best sales copy at that.

IBASE this statement on the results obtained by every man who has had experience in the lines of advertising in which results are checked, namely, department store advertising, classified columns, and mail order advertising. They all agree that after the point of reasonable display has been reached, mere increase in the size of the type, mere enlargement of the white space has no proportionate value. If then, without copy to fill the white space the full pages are to be justified in a periodical, they can be only on the ground of impression. On that subject of impression, I present a tabulation prepared for me regarding the value of outdoor display as compared with newspaper and magazine advertising. From the point of view of keeping a name before the public the former puts every periodical, in my opinion, to shame.

Advertisers who need the newspapers and magazines, and the periodicals themselves should, therefore, be vitally concerned with the problem of constantly finding better ways to use large space, for large space is an essential not only to the periodicals, but to the advertiser who wants growth on a big scale.

Yet even after an advertiser has seen by checking results from cou-

pions, free samples and the like how his cost per inquiry mounts when he uses large space, and after he has been finally convinced that the way to use his space is by bringing in a much larger amount of his sales talk, he fights shy because he is told "People will not read small type."

Who said they won't? I buy a newspaper for two or three cents and a magazine for five or twenty-five cents. I buy it to read 6-point type in the one and 8-point type in the other. Very little editorial matter is set in larger sizes. I and some twenty-five million other Americans pay our money to read that 6-point and 8-point type.

It may be argued that more people would read if the type were a little larger, say eight-point or ten-point, which is easier for some eyes. And it may, perhaps, rightfully be said that a mass of gray type is appalling unless it is relieved by splashes of display type or by an illustration. This, too, the editors have recognized, for they give us a chance to see whether or not we want to read on. They use display headlines, and most of them relieve the gray by pictures and bountiful subheads, an art in which one of my early newspaper teachers, Arthur Brisbane, excelled. It is exemplified today in the seemingly helter-skelter, but in reality highly skilled "Hearst make-up."

SO in advertising copy, more than in editorial matter, we must be careful to give the reader a chance in the headline and leading subheads to see if he is interested. And we must avoid a repellent monotony by type display, illustration or both. And, furthermore, we may compromise a bit and use eight-point or even ten-point as body type, but the idea that "people will not read small type" is certainly exploded by one glance at the editorial matter

and the alleged "necessity" of using pica or billboard type in the body of newspaper copy becomes a mere chimera.

There is an outstanding example among copy men who never feared six-point type, and that is Mr. Perkins of the former Fuller Agency. He practically developed the reading notice style of copy in dailies. His four and six inch single column advertisements for thirty years and longer have been crowded with type; his large ads contain display, but rarely with much white space. His successes in certain lines have been, of course, conspicuous.

ANOTHER agency, Ruthrauff & Ryan, carried the method even further. They began it fifteen years ago with mail order copy at which even I, with my belief in small type, gaped in wonderment. Later they adapted their methods for daily newspapers on propositions sold to dealers, with eminent success. This kind of copy consists of a headline (with or without an illustration, and if with an illustration, then one bearing directly on the topic in hand) and a mass of six-point, five-point, sometimes four-and-a-half-point type, argument, appeal, testimonials and all else in as many words as the copywriter can squeeze in. Needless to say, however, after you get past the headline the copywriter has something to say in every sentence. If he had not both the multiplicity of ideas and the quick, pat way of expressing each idea, this copy would "fall down" woefully.

In fact, by direct check-up of results between competitors using different methods, the copy of the long argument character stands head and shoulders over mere publicity with its slogan or two. This has been proved in competitive campaigns of which several advertising agencies in

The Quality Group Now Includes The Golden Book Magazine

HERE A MILLION AND THERE A MILLION



HAVE you ever watched a space buyer making up a list for a large advertising account?

He juggles millions. Here a million, there a million. Lop off the ciphers—disregard the fractions—what's a hundred thousand more or less?

Yet these hundred thousands represent, not mere printed pages, but living human beings, with brains, and hearts and souls. In the flicker of an eyelash comes the decision whether or not some great cross-section of humanity is going to see your advertisements.

One of the fine distinctions between advertising agencies is in the degree of respect for human values which can be read between the lines of the cold figures on the schedules.

And those figures betray also the degree of respect for the advertiser's dollars.

In this day of huge circulations, huge appropriations and huge commissions, the temptation is to lump the list in terms of millions. For many products, that is good enough. For many others it is downright wasteful.

Often a publication which would give the most value per dollar is passed over because it is too small to bother with. Somebody is too busy juggling the millions.

We have recognized this tendency to the extent of banding together, so that THE QUALITY GROUP may be reckoned with as a homogeneous unit of three-quarters of a million.

We have refused to go beyond that, to drive up our circulation to a million.

We will not sacrifice quality for quantity. The fact that many advertisers and agents have been dazzled by millions does not alter the basic fact that THE QUALITY GROUP has just what it has always had—a powerful advertising influence upon a powerful body of readers.

Painstaking buyers of space still appreciate that 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



Enlisting dealers or helping dealers to sell

WHETHER or not dealer distribution should be established before consumer demand is created, retail outlets must be opened at some time or other in the marketing of goods. Once opened, they must be made to function satisfactorily.

Evans-Winter-Hebb has been privileged to cooperate with manufacturers in many lines of business both in extending dealer organizations and in increasing the efficiency of dealers already established.

On the strength of results alone the execution of direct advertising by Evans-Winter-Hebb is commended to manufacturers who are interested in improving their dealer situation.

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

EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West

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

the United States have the record.

On mail order advertisements, where tests of \$250 to \$500 are frequently permissible, I can state positively that an advertisement set in six point will not pay comparatively when reset into eight point. There are cases where we have found a certain sized "ad" set in six point with the words cut down and part of the copy reset in eight point pay better, but that was, no doubt, because the extra words were of no real value and the crisper language pulled better.

IN enlarging an "ad" from 100 lines to 140 lines, the results are often increased proportionately by cutting down the number of words and using the extra space merely for larger illustration and blacker, heavier display of the headline, and a bigger "punch" in the subhead, with the body of the copy still set in six point. This kind of copy could sometimes be increased very largely, possibly into a full page without any big, proportionate loss in results because, in some cases, the increased display is a sufficient attention-getter; that is, provided the article is one of high price or one used by a large percentage of all the readers.

In 95 to 98 per cent of all cases, however, where mail order space is enlarged, the best results are obtained when you find longer copy expanding the basic idea by additional ideas; therefore using many more words than in the smaller copy. It is the additional number of words, expressing additional ideas, that makes the larger copy a success. If a full page can bring four times as many replies as a quarter page, the most we hope for has usually been accomplished. Take on a somewhat hypothetical case, the mail order results will run something like this:
Ad 1-A, 100 lines, \$200.00, 200 replies—\$1.00 per reply

Body in six point type, moderate display of headline and of illustration.

Ad 1-B, 140 lines, \$280.00, 220 replies—\$1.27 per reply

Illustration and headline same as 1-A. Body of the ad reset from six point into eight point—an increase of 40 per cent in space; at most an increase of 10 per cent in the number of replies.

Ad 1-C, 140 lines, \$280.00, 300 replies—\$93 per reply

Larger headline, somewhat bigger illustration, a good sized subhead. Body of type in six point as in the small copy. This takes place in a case where the headline and illustration were rather cramped, in Ad 1-A. If they had not been, then Ad 1-C could not have brought even 40 per cent more replies.

Take this same proposition now in 800-line pages:

Ad 1-D, 800 lines, \$1,600.00, 400 replies—\$4.00 per reply

Same copy as 1-A set in much larger type because of page space. As a matter of fact, this Ad 1-A is purely hypothetical. I am merely guessing at the four fold figure in this instance as neither I nor anyone else familiar with mail order copy has thus expanded space by merely using larger type. As a matter of fact, by adding to the arguments and adding to them well in the copy, we get this:

Ad 1-E, 800 lines, \$1,600.00, 1200 replies \$1.50 per reply

This is the original copy somewhat expanded by some additional arguments. These seemed not much to add to the argument in the 100-line talk because of the character of the



Oklahoma City is Distributing Center and Advertising Center for this Great Territory ~ ~

George Mansfield, in Advertising and Selling Fortnightly of January 27, divides the entire United States into thirty-five sales territories.

District Nine centers at Oklahoma City. A study of transportation, area, wealth, salable population, jobbing facilities and marketing opportunities leads Mr. Mansfield and other leading students of marketing to the fact that Oklahoma is one of the nation's primary markets; one whose wealth cannot be denied; one which requires special cultivation and one that can be worked most effectively and economically from Oklahoma City.

The map above shows Sales

District Nine. The dotted circle is Oklahoma City's retail trade radius—a territory thoroughly covered by the Daily Oklahoman and Oklahoma City Times, one that these newspapers alone blanket without any secondary media. The Oklahoma City market is dominated by Oklahoma City jobbers. It is served in large measure by Oklahoma City retailers.

Here is a well-defined market; one that is enjoying the fruits of its second consecutive banner crop year. Here is a market easily worked from Oklahoma City—a market that may be cultivated through Oklahoma and Times advertising at one low combination rate.

The map above is reproduced from Advertising and Selling Fortnightly, January 27, 1926, page twenty-three. It is obvious that Sales District Nine, centered at Oklahoma City and includes the state of Oklahoma and Panhandle Texas. This territory is undeniably the sphere of Oklahoma City jobbers.

An Oklahoma City connection is almost essential to secure proper volume in the Oklahoma market. Our Merchandising Department can assist you in securing desirable representation here.

A \$10,000 Survey

\$10,000 have been invested in an impartial advertising-agency survey of marketing opportunities in the Oklahoma City territory. Full particulars are now available in a concise, eighty-page volume. Write for your copy.

NET PAID CIRCULATION -
138,445

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

E. KATZ SPECIAL ADVERTISING AGENCY, NATIONAL REPRESENTATIVES
New York, Chicago, Kansas City, Detroit, Atlanta, San Francisco



seeds

NATURE always looks ahead. Her bravest efforts, her most beautiful results, are never sufficient achievement in themselves—but all reach forward to repetition. Even the meekest and most brainless bird that flies protects with uncanny skill the nest and eggs which hold for it the promise of immortality.

Man, in his business or profession, looks ahead to that same perpetuity. He, too, plants and protects the seed of the future in many forms which we today call advertising.

And by the excellence of detail which insures the life of that business seed, he increases the percentage of future profit. Not the least of precautions a

user of advertising should take, is care in the selection and use of engravings.

Gatchel & Manning, Inc.

C. A. STINSON, Pres.

Photo Engravers

West Washington Square 230 South 7th St.

PHILADELPHIA

proposition. But the headline was printed huge with strong subheads and a very large, particularly well etched halftone of the merchandise. 8 and 10 point type was used. (The reader may wonder why the mail order advertiser would take this larger copy at \$1.50 per reply when he can buy inquiries at \$1.00. The reason is that he must do so in his best media. He will use smaller copy also at \$1.50 in the poorer media.)

Ad 1-F, 800 lines, \$1,600.00, 1600 replies \$1.00 per reply.

Now the key to success has been found. An ad eight times as large would still bring eight times as many replies. (Only in the rarest cases will a large ad bring more replies in proportion than the smaller ad.) How was it done in this case? As it is done in all cases of mail order copy, and usually after several fruitless experiments. The display of headline and illustration is enlarged as in Ad 1-E; the number of words is increased to the addition of other real arguments closely correlated, not divergent points, backing up the original first points, and emphasizing that original first point. And all this copy, with the exception of possibly the introductory 8 and 10 point line or two in each paragraph, is set in the same six point type as the original small 100 line advertisement.

The above illustrates the principle of every success in large copy mail order specialty advertising—the increase of space by better utilization of display and by the addition of many more words, never, or practically never, by any great enlargement of the type of the smaller ads.

The stereotyped answer may be given: "Oh, that's mail order advertising—that's different," as if some different kind of an animal writes letters to business houses than the one that goes to the store for shopping!

THE principle shown in the above figures apply to you, Mr. Advertising Expert, when you are reading an advertisement about something you are thinking of buying. But if the copy interests you, that is if it keeps telling you more and more, e. g., about the new automobile attachment on which you are thinking of spending \$5.00, you will read the details about that automobile attachment in eighteen point or ten point or six point, whichever type I choose to have you read. This applies to the advertising expert as it does to every other human being when he is a prospective buyer. The only time it does not apply to him is when he is judging as an expert; and that is the time when his soul turns inward and his judgment becomes perverted. Now isn't that just about correct?

In conclusion I would like to ask the publisher of some newspaper or magazine what right he has to take any advertiser's money merely to keep the name before the public. There may be a superior dignity to the 370 odd square inches in a page of the *Chicago Tribune*. But if on those 370 square inches you ask me to print my name and a few words of a banal nothing, it must be, indeed, a truly superior kind of dignity that I acquire in one day when one considers that I can have my name on 125 billboards in the city of Chicago for one whole month at approximately the same cost. For here are the figures:

The *Chicago Tribune* for one page, one day, costs \$2,195. A "representative" showing on billboards, every one of which I can see as well as that newspaper page, costs \$2,500, and the boards

stay up for thirty days. One page in the *Chicago Tribune* once every seventh day in the year costs more than \$100,000, or about the price of the world's most famous electric sign for 365 days at Broadway and Forty-fourth Street, New York.

Yet we know that the *Chicago Tribune* is one of the great pullers of the country. It pulled consistently for years for the United States Shipping Board where coupons were used to sell tickets; it pulls on every kind of business men's articles, on cheap cigars, on expensive cigars, on domestic cosmetics, books, and so on. But it pulls only when the "ad" pulls. When the "ad" pulls well in the *Podunk Gazette*, the *Chicago Tribune* pulls perhaps double or treble. If the "ad" pulls zero in *Podunk*, the *Chicago Tribune* strikes a zero.

We use the *Tribune* and the other daily newspapers of this country because in that white space we can put something more than merely the name. We can put in arguments, offers and carefully worked out illustrations of merchandise. The copy in a newspaper, a medium that is bought to be read, can be so worded that men will read it and think and act on their thoughts. An outdoor display can do that only in a vaguely remote way. We cannot afford to use newspaper space for that vaguely remote purpose. We must use that white space for the one purpose in the accomplishment of which it outclasses its competitors.

With this article are some tabulations of a few towns picked at random to show the relative cost of mere publicity, mere name-before-the-public copy in newspapers versus outdoor display. They tell their own story.

The Buchen Company

Chicago, announces that Ralph G. Klieforth has been appointed assistant space buyer; and that Lawrence J. Condon, formerly assistant manager of the agency credit department of the *Chicago Tribune*, has been made head of the accounting department.

The Morrill Press

Fulton, N. Y., announces the establishment of a New York City office at 152 West Forty-second Street.

Toledo Scale Company

Toledo, announces that the controlling interest in that company has been acquired by Hubert D. Bennett, same city, and that the company has been reorganized. The following officers have been elected: Hubert D. Bennett, president; O. C. Reeves, first vice-president; W. C. Gookin, second vice-president.

"People's Home Journal"

New York, announces the removal of its offices to 285 Park Avenue, same city.

National Outdoor Advertising Bureau

New York, announces the removal of its offices to 1 Park Avenue, same city.

Unless an
earthquake hits us
the next
A. B. C. and P. O.
statements of the
Detroit Times
are going to show
us still
making records
in circulation growth;
but don't make
the mistake of
thinking that even we
can give you full
coverage of the
Greater Detroit
market of population
a million and a half.



THE OPEN FORUM



WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED

The Stimulation of Sales

UNDoubtedly there are many problems facing advertising today, and to my way of thinking as a production man, one of the biggest problems is to stimulate selling to keep up with production.

We see factories all around us operating at only fifty or sixty per cent capacity, because they are unable to find a market for their capacity production. Just as long as a condition like this exists there is a problem and a challenge facing advertising.

People never worked shorter hours than they do now, and consequently never had as much leisure time in which to use things, and to be open to new suggestions in the use and display of these things that are, or can be made.

Advertising is the balance wheel between production and selling, and both a job and a problem are involved.

J. ALLEN SWAINBANK,
Clinton, Mass.

Where to Advertise

UNDoubtedly Mr. Jamar of F. A. Patrick and Company, Duluth, Minn., whose wool comes from sheep that thrive in the snow is justified in objecting to artists not giving the detail of correct sportman's accoutrements the proper attention. But as long as the makers of sporting goods avoid the wide open spaces where the most sportsmen are, their offense in using incorrect art is after all confined to a pretty small world.

It is seemly here that some sportsmen rise to remark that their kind comprises the population of a good sized city. So it does. The true out-of-doors man has a right to snicker or sneer at a drawing that is inaccurate. But I assert without fear of successful contradiction that the great mass of sportsmen never see those objects of bad art. They are not published where they can see them.

In explanation, I have some newspaper experience, and know that of all the various features and sections of the daily newspaper the sports pages inevitably get the most attention from the most men. In short, the real and the would-be sportsmen are there, daily, and even twice a day—but they seldom if ever see good or bad art for illustrating sportsman's attire or material. Garters, socks, shirts, hats, shoes, razors—yes, but rarely a national advertiser of guns,

fishin' tackle, flies, bait, canoes, tents, or trick shirts.

Isn't it in the vision of these folks to see that the kid who fishes barefoot with a ten-cent bamboo and bent pin will be the tanned lawyer of a few years hence who will buy and use the best steel rod and hand-painted bait? Must you be a dyed-in-the-wool sportsman before you can be interested in the Real Thing?

I am not selling newspaper space, nor would I pull a line out of the sportsman's periodicals—but it does seem almost obvious that where the most minds are concentrated on sports is the very best place to go to sell sporting goods. With good art, to be sure, Mr. Jamar, but with *something*.

It is my humble observation that more sporting goods are advertised by the railroad advertisements in picture and copy incidentally, and in any one day's issue of a newspaper than are advertised in a whole year by the manufacturers and sellers of such merchandise.

JOHN C. STEPHAN,
East Cleveland, Ohio.

Selecting the Right Men

MR. WILLIAMS' letter, "Finding Men," raises a subject well worthy of thought. The future of advertising, like that of any other profession, lies in the caliber and the character of the men who enter it.

Every so often a fellow says to the writer: "I'd like to 'go in' for advertising—it's a good paying game." These men generally look upon advertising as a sort of dignified bucket shop proposition wherein the principals reap quick and large rewards for very small efforts. Any young man who looks at advertising in this way had better far take a course in bricklaying, for, in his case, the rewards will be swifter and surer.

Real advertising men, men who combine the mind of the salesman with the mind of the publicist, are to my way of thinking born, and wholly made. A man who thinks in terms of 'cuts' and borders and white space is not a real advertising man; it is the spirit which gives life to advertising—and not the letter.

Organized advertising has set high ideals for itself. It must recruit itself from among men of high integrity, learning and culture. The maintenance of these ideals will make even more secure the status of advertising, and

all industry will be the beneficiary—and through industry, the people.

WILLIAM E. KERRISH,
Boston Gear Works Sales Co.,
Norfolk Downs, Mass.

Tabulating Space Values

THE recent article, "Why One-Price Space in Periodicals?" by Carroll Rheinstrom, puts an urge into an old question.

The value of advertising space is generally based upon what the advertiser's expenditure should bring back. Returns, measured with respect to the coupon, request for catalog or booklet, and to intangible returns credited to good-will or institutional appeals.

And as mentioned in other articles which your publication has featured, the fractional page advertisements, one or in series, have a value which can be measured by the space, page and number of pages with which one advertisement must compete.

I have combined the various factors mentioned by Mr. Rheinstrom and Mr. Sumner, together with figures of my own, to a copy of the old stand-by, *The Saturday Evening Post*. Applied to determine the relative value to the advertiser, and then measured in cost. All pages are assumed to be in one color, and also full page advertisements. The unit cost (that asked by the publisher) is fixed, first, as the worth of the poorest page; second, as the value of the best page.

	Approximate page number	Relative value of borders	If best space is at 10¢ per page
Best Page—Inside Front Cover	\$29,409	\$7,000	
	9	26,600	6.335
	33	16,200	4.340
Facing Read Matter	31	26,000	6.325
	50	9,500	2.333
	70	8,100	2.205
	85	8,830	2.065
	105	8,170	1.932
	175	7,560	1.799
Poorest Page	140	7,000	1.666
	160	7,100	1.827
	175	8,960	2.135
	195	13,000	3.164
Back Cover	18,600	4,667	

If the suggestion made by Mr. Rheinstrom should be put into effect, how would the publisher determine the individual page rates? Would he measure their worth on the best, average or poorest page? I'm not telling you, it is beyond my imagination; I'm asking you! Perhaps your readers would like to battle with the problem.

C. D. MADDY,
Brooklyn, N. Y.



18 Phi Kappa Psi's read this copy of College Humor from cover to cover

THAT College Humor has more readers per copy than any other magazine is borne out by this letter from Dick Ballard of Phi Kappa Psi, University of Iowa.

[EXHIBIT "A"]

This copy of College Humor has been read and assimilated by the following men of parts of the Iowa Alpha chapter of Phi Kappa Psi:

Doug Swale	Elisha Avery Crary, IV
Bob Cuhel	Dick Ballard
Fit Larrabee	Boney Larsen
William Larrabee, III	Bill Heiser
Don Graham	Eric Wilson
Pat Crouse	Frank Kemp
John Schirmer	Dan Dutcher
Dick Romey	Bob Chaffee
Winslow Tompkins	Greek Young

All of the above are men who have more than a passing acquaintance on other campuses, either through athletic ability, or hardiness at bumming and gate crashing.

DICK BALLARD

SCOTT H. BOWEN, Eastern Manager
250 PARK AVENUE, NEW YORK

College Humor

B. F. PROVANDIE, Advertising Director
1050 NORTH LA SALLE ST., CHICAGO

GORDON SIMPSON, Representative
CHAPMAN BLDG. LOS ANGELES, CAL.

330,021 NET DECEMBER ISSUE \$2 A LINE

When to Give Quantity Prices?

[CONTINUED FROM PAGE 30]



agents

Nugents
The Garment Weekly

There's Business Here!

On An Average of
500 READY-TO-WEAR BUYERS
arrive in the New York Market every week and register. Each one receives the current issue of NUGENTS by special messenger and receipts are obtained.

There's Business Here!

THE ALLEN BUSINESS PAPERS, Inc.
1225 Broadway New York

price, the large buyer is making a nice profit, the small buyer has been forced out through inability to meet the competition of the larger buyer, and the manufacturer is holding the bag.

Where formerly the small buyer bought for four cents and sold for five cents, making a profit on sales of 20 per cent, the large buyer is buying at three and one-half cents and selling for four and one-half cents, making a profit of 22 per cent. He has, as a result of the "quantity price," added 2 per cent to his income, whereas the small buyer has lost out entirely, and the manufacturer has suffered a reduction in his own profit to the extent of 14 per cent.

SUDDENLY the large buyer changes his source of supply and adopts another brand of cigars, because the manufacturer has been unable to maintain the high quality of The General Rush under profit depression. So what is the situation? The manufacturer has lost, the small buyer has lost, and the large buyer has been hurt because of lowered quality, which has caused a loss of business volume and confidence on the part of his customers.

Let us analyze a typical condition which I found in a large concern which was afflicted with the quantity price disease.

This company was selling a staple article, and their top price gave them a gross profit on sales of 12 per cent. At the end of the year their records showed a net loss of 2 per cent on sales. This is what an analysis disclosed:

Gross Sales	Quantity Discount Per Cent	Net Sales	Loss due to Discount
\$100,000	at Net	\$100,000	
100,000	at 2	98,000	\$2,000
400,000	at 3	388,000	12,000
100,000	at 5	95,000	5,000
200,000	at 6	188,000	12,000
300,000	at 7	279,000	21,000
\$1,200,000		\$1,148,000	\$52,000

The company's goods had cost them 88 per cent of their gross sales, or \$1,056,000, which had left them a gross profit of \$92,000. Their expenses had been \$115,000, leaving them a net loss of \$23,000. If their volume had been sold at the regular price, they would have profited to the extent of \$28,000. Their discount scale ran like this:

Pieces	Discount
500	2 per cent
1,000	3 per cent
3,000	5 per cent
5,000	6 per cent
10,000	7 per cent

Thus it was found that actual mer-

chandise value to the extent of \$52,000 had been passed on to the customers, and ultimately to the consumers. Their discount scale had been arbitrarily arrived at, the primary consideration in the arrangement having been trade customs and competitors' practices. They did not attempt to forecast the actual volume of business they expected to do under these various discount brackets, and for this reason could not add the \$52,000 loss to all of their prices in proportion to the total volume done under each bracket. On the other hand, this condition would not have obtained if they could have satisfactorily proved that the reductions in their regular profits on the quantity prices were offset by actual savings of expenses in handling these sales. The prices were set blindly, with the usual consequent loss on operations.

Now, in order to absorb this \$52,000 loss without affecting the net profits of the company, this schedule, providing no savings were effected through these quantity sales in actual operating expenses, should have been as follows:

Gross Sales	Percentage of Gross Sales	Discount Added to selling Price
\$100,000	8%	\$4.36
100,000	8½	4.36
400,000	33½	17.33
100,000	8½	4.36
200,000	17	8.80
300,000	25	13.00
\$1,200,000	100	\$52.00

FROM this schedule, it can be seen that to the Company's prices added the loss through discounts is the proportion that the discount volume bears to the total sales. Now, although the company's prices would be somewhat higher under the revised schedule they could still maintain the discount scale in vogue in their industry as with their competitors, and thus eliminate the \$52,000 loss.

There will be, doubtless, some contentions raised at this point that the increase in the selling prices due to prorating of the discounts will tend to lower the volume of business done and will result in a loss from operation. However, any business organization which can not sell its products at a price which will yield a fair profit would be better off by placing their invested capital in secure investments.

There is no doubt that any concealing a number of different articles, whether they are of related types or not, should have a separate method of ascertaining the selling price of each. Some articles do not have the same



These fleets of sales cars at 85 Saunders branches reduce sales expense, save time and eliminate waste, supervision and investment on your part

Motorized Selling Gains New Force With Growth of Saunders System

NORTHRUP, KING & CO., of Minneapolis, reports that salesmen spend 21% of each day driving, 5% working on cars and only 8% in selling. This is an unnecessary indictment of sales methods.

By eliminating all work on cars, actual selling time could be increased 62%. Probably half of the 21% spent in driving is due to cross-country driving and "shoe-string" routing. Save this waste also by proper routing and you treble the present selling time of each man.

Motorized selling is today gaining new force by use of Saunders Drive-It-Yourself System from 85 branches in the important cities of 20 states.

Sales executives now realize that for traveling salesmen a motor car only at times is an asset—at other times, a distinct liability. By renting cars when an asset and by driving a radius of 25 to 60 miles out of each major city, your men can route themselves over each trade territory more rapidly and without "doubling back." After each trade area is covered, they eliminate the wasteful "driving through" by discarding the car



for rail jumps between major towns and renting another car at the next Saunders System station.

This combines motor car flexibility with speed and economy of rail travel. And it conserves both time and energy of your men for vigorous sales solicitations. Without a dime of capital investment or supervision on your part, you can place one or one hundred cars in your sales service when and where you please, with standard insurance protecting you against liability, property damage, fire, theft and also collision above \$25 damage.

Since originating the Drive-It-Yourself industry, Saunders System has led its development, refinement and standardization to increasingly better business levels. Clean, new equipment, standard makes without ownership marks. Free Road Service, low rates and elimination of "extra charges" are results of centralized ownership and 10 years' specialized experience in volume operation.

Traveler's Identification Cards—issued without charge—are accredited instantly at all Saunders System stations. May we send a card for your personal use and one for each salesman?

SAUNDERS DRIVE-IT-YOURSELF COMPANY, Inc., 324 Saunders Bldg., Kansas City, Mo.

Executive Offices:

Akron
Atlanta (2)
Augusta, Ga.
Baltimore
Bessemer, Ala.
Birmingham (4)
Cedar Rapids, Ia.
Chattanooga (2)
Chicago (2)
Cincinnati (3)
Cleveland (2)
Colorado Springs
Columbus, O. (2)
Columbus, Ga.
Council Bluffs

Dallas
Daytonport
Dayton (2)
Denver
Des Moines
Detroit (2)
Evansville
Galesburg (2)
Houston
Indianapolis (3)
Kansas City (2)
Knoxville
Lincoln
Louisville (3)

"10 Years of Practical Operation"



Wherever You Go!

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



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.

turnover as others, some require more storage space, some require more capital investment, some more labor to pack and ship, some more administrative attention, some are more perishable than others, and some articles are seasonal. If one takes these factors into consideration, he can, with a proper analysis of expenses necessary to market these various articles, scientifically determine a price which will not be predicated on the theory that the cost to sell is the same in every instance. These facts are pertinent when we approach the other side of the quantity price theory in determining the exact amount of expenses saved through quantity sales.

If it can be definitely and scientifically determined that an actual saving can be made in production, selling, shipping and administration, quantity prices are all right. However, where a concern is manufacturing a standard article, it does not matter to the production department whether a million pieces are sold in lots of one thousand or ten thousand; and if the article is packed in standard packages it matters little to the shipping department. If the increased volume doesn't decrease the selling and administrative overhead to the extent that such reduction offsets the reduction in selling price, the good are better off in the company's warehouse.

E. M. Staehle

Formerly in charge of industrial advertising for the Westinghouse Electric and Manufacturing Company, East Pittsburgh, has become Eastern Representative of the Keystone Mining Catalogs, succeeding Edward B. Day. He will have his headquarters at the offices of the McGraw-Hill Company, New York, which recently acquired the Keystone catalogs and directories.

Peck Advertising Agency, Inc.

New York, will direct advertising for "7-11" candy, manufactured by I. Auerbach and Sons.

Raymond T. O'Connell

Manager of the service department of the *Textile World* and an instructor in advertising at New York University, will be the lecturer in a course in business paper advertising at New York University.

The Pratt & Lindsey Company, Inc.

New York advertising agency, announce the removal of their offices 250 Park Avenue, New York.

H. Dayton Crowell

Formerly in the advertising department of *Sport Life Magazine*, is now associated with *Dream World* and *Treasure Detective Mysteries*.

The Erickson Company, Inc.

New York, will direct advertising for the Miller Rubber Company, Akron.

Gas Age-Record

"The Spokesman of the Gas Industry"

Popular Radio goes to large size

429 line standard with
May Anniversary Number

This is the second step in Popular Radio's big campaign to increase newsstand sales and add 50,000 more subscriptions to the 25,000 now on its books.

The new rates are temporary. While they last advertisers will enjoy *more* circulation, *positions* with reading, *larger* space, without increased cost.

Old		New	
224 lines	(double column) \$300	286 lines	(double column) \$300
112 lines	(single column) 165	143 lines	(single column) 150
56 lines	(half column) 90	71 lines	(half column) 75

Space sold only in double column, single column, half column, page and $\frac{1}{3}$ page units.

New 429 line page at \$400 gives 91% more lines for 33% more rate.

Press date is advanced five days. Last copy for May goes to printer March 15th.

POPULAR RADIO

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

Your Salesmen

should have as good tools as these—



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

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

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

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

May We Submit Specimens for Inspection Purposes?

THE H. R. HUNTING CO.

Worthington Street
SPRINGFIELD, MASS.

Why Should Real Estate Be Subject to Spasms?

[CONTINUED FROM PAGE 28]

fore the boom Florida was full of such houses. Its communities grew by building them. Today, in the mad excitement, nobody has time to think of anything smaller than the millionaire's ocean-front bungalow.

However, Florida will go back to it, and there may be a fortune there for the fellow who does, in Florida homes, what Henry Ford did in automobiles when others were building them for millionaires.

I AM writing this in a section of California that, years ago, had its real estate spasm, and has not yet really recovered. Anybody with six thousand dollars to spend could have a bewildering choice of bungalows. And this is a community with many property owners who have bungalows and apartments to rent to visitors. They have discovered real estate as an investment, and are getting better returns from their capital than any sound securities would yield. They have learned that real estate is a good basket for your eggs if you put them in and watch the basket.

The first thing I ever wrote for George Horace Lorimer was a short yarn about a quaint character who had become rich in real estate. "Write me a little piece about him," suggested Lorimer when I told him of this character's admiration of his Self-Made Merchant letters. The point of the magazine story was that Doctor So-and-So, a millionaire from the Middle West, had an office opposite the Waldorf. His Eastern business affairs were not many, so he employed only an office boy. At noon, they shut the office up, and the Doctor took the office boy to lunch. And as the Waldorf was handier, they went there.

This Doctor made his money by investing the profits from a publishing business in local real estate in his city. Real estate never failed him, because he selected on the lines of the city's growth. Once a friend came to him with a mine. Ten thousand dollars invested in development work would almost certainly pay fifty thousand profit within a year. The Doctor believed his friend. He had ten thousand handy from the sale of a piece of real estate. The mine did pan out big in less than a year. But the Doctor's money wasn't in, and he had no regrets.

"If I'd put that money in the mine, and made so much that quick," he said, "it would forever have spoiled me for investing in local real estate, and eventually I'd 'a' gone broke in mining or some other speculation."

About real estate as an investment,

the real estate fraternity has taught the public but one fundamental—that it is an economy as well as a virtue to own your own home. First, money in the savings bank, then life insurance, and third, the installment purchase of a home—those are the three cardinal virtues of the young couple starting out in life, and year after year thousands of them make the first payment on a cottage. The installment house is a staple of the real estate business. Speculation in it is exceptional, and restrained.

But for the rest of real estate, the general public thinks of it, not as something to be bought like bonds or stocks, with the surplus of income, but as something that may make one rich overnight. In the speculative spasms that come in the community from time to time, and occasionally as a national excitement, people who have been putting money away in safe places draw out millions to margin property "site unseen."

Such a viewpoint is unfair toward the real estate business, as well as harmful to the community. You must know cities and towns which have been set back years in normal growth by a few short months of real estate speculation.

LAND values grow with community growth, and they cannot be forced. The results of cumulative growth are often realized in quick development of a certain section that has come into its own, but if the development froths up into a boom there is usually a setback.

It isn't possible to get something for nothing in real estate, any more than in steel profits or railroad earnings, but real estate, well chosen and supervised, will make more money for invested capital than anything else except one's own business. It will make money on straight earnings from use, and in many cases yield a profit on the "unearned increment."

"Several million dollars are coming into this town the next few months," a hotel man in West Florida told me. Local people had bought logged-off lands for a few dollars per acre, years ago, and held them, and had now sold out at a big profit. When I suggested that the town ought to be prime territory for bond salesmen, however, the man shook his head.

"Our folks are used to eight and ten per cent on money. The kind of bonds that are safe don't pay that, and the kind that they've bought in the past weren't any good.

You will find these folks everywhere,



MORE WORLDS TO CONQUER

There was nothing the matter with Alexander's ambition; but there was something radically wrong with his information.

There were whole scads of unconquered world lying around, of whose existence he knew nothing. But what is more important still, Alexander had very signally failed really to conquer that part of the world he thought was his. He held all the big cities, had branch offices in the high spots both ways from Macedonia, with a few tax jobbers in between. Yet there were millions of folks out in the sticks and in the small towns who had never heard of Alex. It is a safe prediction that if he had really done a thorough job of conquering these folks, his world kingdom would not have blown up so quickly.

Among American manufacturers we list a lot of Alexanders. They sit on top of the world, pointing with pride to their volume of business in

Detroit or the number of dealers in New York. But they do not realize the untouched possibilities in the northern peninsula of Michigan or in Herkimer County. Like Alexander, they sigh for more worlds to conquer while the major portion of their known world pays them no tribute whatsoever.

To these manufacturers, Comfort offers a new market, just as large as their old one; a secondary market, perhaps, because it is a little harder to reach and a little harder to sell, but a prosperous, profitable market, none the less.

In addition, Comfort is prepared to show any manufacturer how he can get the necessary distribution to sell this rural market. To that end, Comfort invites your correspondence. Comfort is a necessary medium to any manufacturer who seeks complete coverage of his possible markets, who really desires complete conquest of his world.

COMFORT

THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

W. H. GANNETT, PUB., INC.

NEW YORK · 250 Park Ave · AUGUSTA, MAINE · CHICAGO · 1635 Marquette Bldg.

"Advertisers," said the architect, "ought to keep on advertising. Who were the two men who made the first successful trans-Atlantic flight in an airplane? I'll bet you've forgotten them. Did I say advertisers OUGHT to keep on advertising? I meant MUST."

Ask us for the latest statistics on building activity—and for data on the circulation and service of The Architectural Record.

(Net Paid 6 months ending June, 1925—11,660)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

but they are a pretty slender crowd compared with the millions of Americans who put their money into securities and thrift institutions. Real estate as a solid everyday investment is something Americans have still to discover, and the real estate business is fully twenty years behind the procession in creating an investment public.

The real estate man who knows his business is constantly teaching clients the art of realty investment. He goes to the merchant, the doctor, the widow, with a store, an apartment building or a residence, all set forth in terms of price, cash payment, mortgage, income and probable increase in value over a term of years, and sells his proposition as the banker sells bonds.

HIS business is fundamentally sound. But it has never reached the teaching stage through which other investment business has passed.

"Why not teaching to cure the spasms in real estate?" suggests a friend of mine. "I find that there's a better foundation to begin building on than the investment bankers had fifteen years ago. Every newspaper in the land prints a real estate page at least once a week; many of them run realty sections Sundays, and there is real estate news every day.

"If the real estate men could get together on some constructive plan they could start locally almost anywhere. It wouldn't be necessary to organize a national association or to raise a big advertising fund. An advertising man would take hold of the local real estate pages as a starter. He would get the best heads in the business, locally, to say something about the growth of the community—in which directions it was expanding, how fast it was reaching out Washington Street, and why the character of Hill Avenue was changing, and how much values had increased in the Heights section the past five years.

"Speculation brings a certain amount of growth, but at an awful cost to the community. Investment would bring just as much growth, steadily, at a reasonable price. The savings bank depositor doesn't expect his balance suddenly to double, the policyholder knows that protection is what he really buys, the bond purchaser starts out with the understanding that he is to get twenty-five dollars for a coupon twice each year. Land isn't a bit different. It will earn so much money, and no more, according to its value to somebody who can use it for a bungalow or filling station, and any competent realty appraiser can show you how the wheels go round—so much investment, so much rent, so much for insurance, taxes, etc.

"The other investment specialists have let folks see the wheels go round. So, I think the first real real estate page started in a newspaper will find as keen an audience as any other investment news. And the first realtor who uses his paid advertising to offer advisory service, instead of specific pieces of property, will find people shoveling a path to his door."

For a Fraction of Usual Cost

This Form of Dealer Co-operative Advertising

establishes a permanent, economical electric display satisfying both national and local advertising needs;

obviates much of the need for the increasing high cost of newspaper, bill-board, direct-mail literature and other local advertising helps.

Quantity-prices for standard dealer electric signs enable you to give or resell Flexlume Day-and-Night advertising displays for a moderate cost each. Write for details.

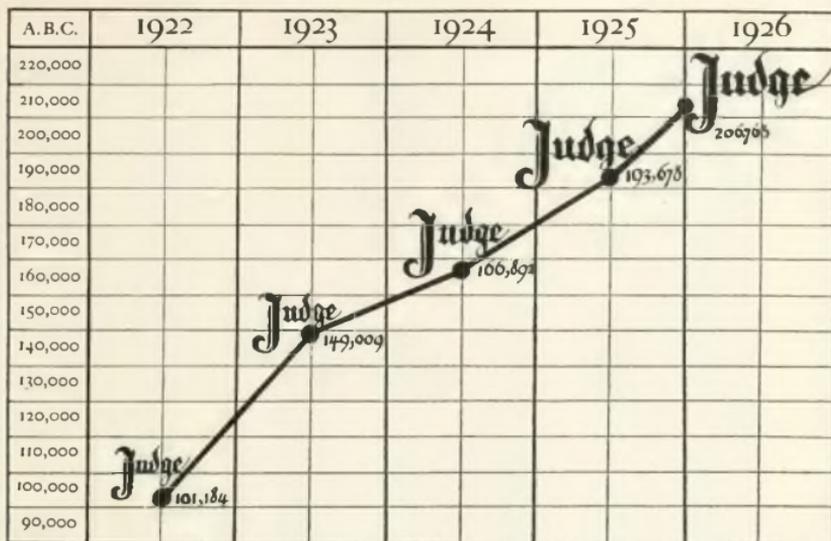
We also build exposed lamp and other types of electric signs for those who prefer or require them.

FLEXLUME CORPORATION

1460 Military Road, Buffalo, N. Y.

"Flexlume" Offices All Principal Cities





Judge is going ahead

Net sale has more than doubled under management of present owners.

These are a few of the advertisers whose copy has now started or is about to start in Judge.

American Tel & Tel
 Mennen Company
 Liggett & Myers
 American Bond & Mortgage
 American Chiclé
 Forhan Company
 Douglas Shoe Company
 United Hotels Company
 Gen. Tire & Rubber Co.
 Durham Duplex Razor
 Old Town Canoe
 R. J. Reynolds Tobacco

Fisk Tire Company
 Santa Fe Railway
 Dunhill Cigarettes
 Anso Cameras
 Molle Shaving Cream
 Freshman Radio
 Allerton Houses
 American Tobacco Co.
 Tycos Thermometers
 Coty, Inc.
 Boston Garters
 Kelly-Springfield

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago



Absorbine Plant.

"We look upon the wonderful reader interest maintained by Oral Hygiene in a somewhat selfish way, for it means that our announcements get a fuller measure of circulation."—*W. F. Young, Inc., Absorbine, Jr.*

ORAL HYGIENE

Every Dentist—Every Month

Home office, Pittsburgh, Pa. Chicago, W. R. Conant, Peoples Gas Bldg.; New York, Stuart M. Stanley, 53 Park Place; St. Louis, J. D. McKinney, Syndicate Trust Bldg.; San Francisco, Roger A. Johnston, Alexander Bldg.

The STANDARD ADVERTISING REGISTER

Gives You This Service:

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

Write or Phone

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

In Sharper Focus

William R. Hotchkin

MY father's maternal grandfather was a merchant who stuck so close to his business that he was burned to death after he had closed his store on Christmas Eve, supposedly while buried in the figures of his pre-holiday sales. Such is my birthright to retelling.

Most of my other ancestors were preachers—practically all of them were



(c) Maresca Studios

Puritans—back to Governor Bradford, of Plymouth Colony, himself.

Can you imagine it? Page Charles Darwin!

As to advertising. I was a "town crier" the very first day that I was born—crying out to Providence, much as Fred Aldred and Gordon Schonfarber do it all over Rhode Island today. They say I kept everlastingly at it for years.

At the age of seven I did bill posting, on the woodshed, to exploit my first store, where I sold "busy-work"—picture cut-outs, pin-wheels and other wares from my own factories (like Macy's) for pins and bottles. The pins were negotiable through my mother who paid me 1c for twenty. The bottles were cashed by my father who was a country doctor, and used them.

Yes, I was a good merchant then. My family tried to make a preacher out of me—and nearly did. I also had yearnings to be a civil engineer. But grandpa's blood told—also necessity.

My father's health broke down and I had to go to work. Since I had been permitted by the local storekeeper to run down to the cellar and get kerosene and potatoes for him and at times to cut off a plug of chewing tobacco for men in a hurry, there was one job I knew, and Wm. F. Gable & Co., Altoona, Pa., hired me.

My political and religious contributions to the local newspapers amused and highly interested my employer and he asked me to try the advertising.

Gee, it was great fun! Then A. A. Christian, advertising manager for John Wanamaker, Philadelphia, saw some of my direct mail stuff and hunted me up. John Wanamaker found that I was the grandson of his old rural clergyman friend, and though suspicious about it, took the chance. After three years in Philadelphia, the New York store needed an advertising manager and I was sent to fill the job.

Two weeks later J. W. contracted for a full page each week day in the *New York Times*—starting Adolph Ochs to wealth and my right arm to ruin. We simultaneously started selling pianos. The trade prophesied ruin. But the piano-player had arrived, and the aggressive and picturesque battle of words between John Irving Romer for the Pianola and myself for the Angelus was credited by the *Musical Courier*—in words of such fulsome praise as I would not repeat—with giving such desire-compelling publicity to this miracle mechanism that the piano industry attained its first great development. A million-dollar piano business was secured by Wanamaker's in a half dozen years.

After ten years of sawing wood and splitting infinites at Wanamaker's, Gimbel Brothers lured me into managing the advertising for their New York store, just opened. Three years on that hectic job convinced me that I needed a "rest" and I went into the agency game for three years.

The BIG IDEA that took me out of the department store work was to develop my Successful Store Promotion Service, syndicated to retailers. Yes, it really was "successful"—else I might today be raving in print about the glories of the gorgeous, glittering, glamorous silks of this amazing season!

Having been a wiz at arithmetic and algebra, I became a Solver of Problems for merchants and advertisers—been doing it for the past twelve years.—served more than a thousand different merchants and advertisers and have never been asked for a dollar back. That's why I still believe in that business principle.

What was my most successful promotion?

Selling that recent expedition to Bermuda to a whole boatload of the Winter Golf League and making them like it.

My pet fad? Golf. There were 73 prizes awarded at Bermuda and I didn't get hit. Neither did I lose any money on my golf bets. I'm a merchant—do good merchandising on the first tee and protect the profits.

Author of two books on store-keeping. The librarian of the Harvard University Graduate School of Business Administration recently wrote me that old copy of my "Manual of Successful Storekeeping" was worn out. Wanted a new copy. Probably used it for a door stop.

Best thing I ever wrote? Hasn't been published yet.

Best job I ever did? The next one.



D & C Paper and the D & C Idea File

The old psalmist was right—"Of making of many books there is no end." Much studying is a weariness to the flesh. But often, as we sit down to tackle another printing problem, there comes a vagrant recollection, elusive as a wisp of smoke, of something we dimly remember as "just the thing." But we can't lay our hands on it.

That's where the D & C idea file

comes in. Compact, yet it contains many helpful pieces that come to you through the year. So convenient you'll keep it right in your own desk. For in those pieces you'll find all the essentials and worthwhile variations of your daily printing needs. You'll find it a big help—a real source of inspiration. You should get this series. Ask your local paper distributor—his name is in the list given below.

DILL & COLLINS

Master Makers  of Printing Papers

List of DILL & COLLINS Co.'s distributors and their offices

ATLANTA—The Chatfield & Woods Company
BALTIMORE—J. Francis Hock & Co.
BOSTON—John Carter & Co., Inc.
BUFFALO—The Union Paper & Twine Company
CHICAGO—The Paper Mills Company
CHICAGO—Swizart Paper Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Co.
CONCORD, N. H.—John Carter & Co., Inc.
DES MOINES—Carpenter Paper Company
DETROIT—The Union Paper & Twine Co.
HARTFORD—John Carter & Co., Inc.
INDIANAPOLIS—C. P. Lesh Paper Company
JACKSONVILLE—Knight Bros. Paper Co.
KANSAS CITY—Birmingham, Little & Prosser Co.
LOS ANGELES—Blake, Moffitt & Towne
MILWAUKEE—The E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Co.
NEW YORK CITY—Marquardt, Blake & Decker, Inc.
NEW YORK CITY—Miller & Wright Paper Co.

NEW YORK CITY—M. & F. Schlosser
OMAHA—Carpenter Paper Co.
PHILADELPHIA—The Thomas W. Price Co.
PHILADELPHIA—Rievel & Co., Inc.
PITTSBURGH—The Chatfield & Woods Company
PORTLAND, ORE.—Blake, McFall Co.
PROVIDENCE—John Carter & Co., Inc.
RICHMOND—Virginia Paper Co.
ROCHESTER, N. Y.—Geo. E. Doyle Company
SACRAMENTO, CALIF.—Blake, Moffitt & Towne
SEATTLE, WASH.—Carter, Rice & Co.
ST. LOUIS—Acme Paper Company
ST. PAUL—E. J. Stillwell Paper Co.
SALT LAKE CITY—Carpenter Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SPRINGFIELD, MASS.—John Carter & Co., Inc.
TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Co.
WASHINGTON, D. C.—Virginia Paper Co.

Art Center, 65 East 50th Street, until March 6th



Lucien Bernhard has come to America for good. He has asked me—a stranger—to write a cordial invitation to you to visit his exhibition in the Art Center. There are proofs of many of the extraordinary posters that made him for so many years the most conspicuous figure in European advertising art. There are the cunning packages Bernhard has designed. . . if you chanced to visit his studio you would come home and talk excitedly about his color, his versatility, his showmanship and the merciless practicality of his daring . . .

PAUL HOLLISTER of BARTON, DURSTINE & OSBORN

*Set in Bernhard Type by The Typson Printers, Inc.,
for The Bernhard Studio, Times Square, New York*

Action Promised in Florida Fraud Cases

FRAUDS and fakers in the Florida real estate field may be expected to show signs of fight following announcement of a joint operating program on the part of the Better Business Bureau movement and Florida business interests, designed to protect the nation-wide public from land swindlers in that State.

Active participants in the drive will be the National Better Business Bureau and affiliated local bureaus in 43 cities and the Florida State Chamber of Commerce, representing 176 local commercial bodies.

The announcement followed receipt by the National Better Business Bureau of a letter from A. A. Coult, general secretary of the Florida chamber, confirming the arrangement and stating that all information now in possession of the chamber will be placed immediately at the disposal of the bureau's investigators.

H. J. Kenner, general manager of the Better Business Bureau of New York City, on returning from Jacksonville, Fla., where arrangements were made to launch the work, stated that a minimum of three months' activity is contemplated, with extensions of time as conditions warrant.

"John N. Garver, former manager of the Better Business Bureau at Buffalo, has been on the ground for three months surveying conditions," said Mr. Kenner, "and now he is to have at his disposal a staff of field investigators who will work closely with State and Federal officials. In cooperation with H. C. Mitchell, manager of the Better Business Bureau at St. Petersburg, and A. A. Coult of the Florida State Chamber, Garver already has developed evidence in several important cases which soon will be subjects for action."

It was stated at the headquarters of the National Better Business Bureau that Edward A. Schwab, in charge of national fraud investigations, expects to leave for Florida soon to help get the work under way.

Wimberly-Hubbard Agency, Inc.

Is the new name adopted by the Wimberly Advertising Agency, Inc., of Fort Worth, Tex. Max E. Shippee, formerly advertising manager of Montgomery Ward & Company's Fort Worth store, has been placed in charge of a new branch office which the company has opened in Houston.

The General Industries Company

Elyria, Ohio, manufacturers of Juvenile Talking Machines, Meisselbach fishing reels, and other devices, has secured the manufacturing and selling rights to the Dulce-Tone radiophonograph link and loud speaker, formerly made by the Tagle Company, Cleveland. The Powers-House Company of the latter city will continue to direct the Dulce-Tone advertising.

The Circus Adjective

The old-fashioned circus handbill is now rarely seen. What is more the kind of adjective that used to flourish in it is all but extinct. The description of the bareback riders of the circus as the most stupendous aggregation of equestrienne talent in the universe now raises only a smile. For language as hyperbolic one must turn to political oratory.

Time was when advertising copy rivaled the circus poster. A sale was stupendous, for nothing like it had ever happened in the annals of trade. Hardly a trace of this is now left. Advertisers have reacted strongly against this extravagant use of language. As one of them recently pointed out, exaggeration is more apt to amuse people than to amaze them.

The problem of finding the right adjective is still difficult. It has been suggested that the advertising fraternity might well go into the advertising business itself and publish an appeal for a new set of adjectives, the old supply having been worn threadbare. So might just as well the politicians, to say nothing of the poets. What is needed, however, is not a new supply of adjectives.

Of those the supply is always more than adequate, as a Keats or a Coleridge has no difficulty in demonstrating. Wonder and astonishment are among the least stable and persuasive of mental states. Interest and imagination are always to be had for the asking.

Reprinted from the New York Herald Tribune of December 27, 1925.

Walter E. Lopeman

Has been appointed advertising manager of the Sandusky Cement Company, Cleveland, Ohio.

Stanley B. Reed

Formerly director of service for the Frank D. Jacobs Company, has been appointed executive secretary of the Poor Richard Club Convention Committee. The Poor Richard Club is Philadelphia's advertising club.

Guy Brown Wiser

Formerly of the Studebaker Corporation, South Bend, Ind., has been appointed art director for the Robbins & Pearson Co., Columbus, Ohio.

Churchill-Hall, Inc.

New York, will direct advertising for the Dorfan Company, Newark, N. J., manufacturers of Loco-Builder electric trains.

Boston Export Round Table

Will hold a dinner and smoker-conference on the evening of March 5 at the Boston City Club. Speakers will include Chauncey D. Snow, Manager, Foreign Commerce Department, United States Chamber of Commerce; Thomas W. Pelham, Director of Sales, Gillette Safety Razor Company; Ernst B. Filsinger, Export Manager, Lawrence & Company; and Warren L. Houglund, Foreign Sales Manager, L. S. Smith & Bros. Typewriter, Inc.

March—our biggest issue

Advertisers invested more money in our March issue than in any other issue in the history of "Good Hardware."

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York





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

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

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

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

Advertising  Typographers

UNDOUBTEDLY the full page advertisement enjoys an advantage over its little brother, the eighth-page advertisement. The small advertiser can greatly reduce his disadvantage by using our typography based on twenty years' experience.

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

TESTIMONIALS

Speaking of testimonials here's one we appreciate very much. You know how you do it. Our photolite are back almost before we realize the letters have been turned over to you. Real service.
Let us prove that for you. You want photographs when you want 'em. We get them to you.
Commerce Photo-Print Corporation
80 Maiden Lane New York City

What Happened in the Thermiodyne "Mistake"?

(CONTINUED FROM PAGE 21)

with the distribution groups. Ralph Borsodi, who is the author of a book called "National Advertising versus Prosperity," had a long interview in *Women's Wear* in which he made the point that the retailer, in principle, is a representative of the consumer and not, as national advertisers insist upon, an outlet for the manufacturer and, therefore, an agent and representative of the national advertiser. From this point of view he concludes that the retailer owes no allegiance for price maintenance to the manufacturer, but owes his first duty to the consumer to sell as cheaply as he can.

IT is well, now, to interject some definite facts regarding the Thermiodyne sale. Not finding such definite facts in the discussion going on in the trade, the writer made his own investigation. He first sought out John W. Guibord, president of the Thermiodyne Radio Corporation. Mr. Guibord, realizing that his merchandising plans had become a center of controversy, readily consented to tell the facts. He said:

"I had expected to see and comment on the Wanamaker copy before it was printed, but somehow it didn't happen. I regret that such a statement appeared. The facts of the matter are quite simple and the conclusion drawn in the Wanamaker advertising are certainly broad and hardly warranted. Like other radio manufacturers, we planned for a big year in 1925 and, like other radio manufacturers, we ran into what the trade is already aware was a year of overproduction. We spent approximately \$500,000 on advertising, which was pretty broadly scattered in newspapers, magazines, trade papers, etc., and its quality as advertising was quite usual and, I am certain, of at least average competency.

"This advertising pulled in no greater or no less ratio than radio advertising did for other companies in 1925, and to hint that our whole national advertising program was a failure is entirely wrong. It is true that we manufactured a great many more sets than any other company. In only one respect was our plan a failure and this had nothing in particular to do with the advertising. We made a special deal, for New York City alone, with the United Cigar Stores by which our sets were put in their windows and the store referred any inquiries they had from customers to a separate corporation of our own—

a retail service organization which had every facility for serving the consumer. Bear in mind that this was entirely confined to New York and that when this plan did not produce the expected sales and inquiries, the failure, such as it was, was confined entirely to New York, and was only an incident in our campaign as a whole. I would not say that the United Cigar Stores registered a failure any more than I should say that the Thermiodyne Company as a whole suffered a failure. It was simply an individual, separate experiment which did not 'pan out,' at least to the extent we had hoped.

"Good business simply impelled us to sell a considerable quantity of these sets as best we could. We did not even sell them direct to Wanamaker's. We sold them to a merchandise broker, or distributing broker, who in turn sold them to Wanamaker. Our other selling work went on as before, and it was not by any means our experiment with the United Cigar Stores which was responsible for the overproduction, which was almost universal in the radio field in 1925. We will advertise almost as heavily in 1926 as we did in 1925. Our national advertising has not been a failure."

HERE we have proof from first hand source that the statements of the Wanamaker store are misleading. Obviously, it would be ridiculous to spend half a million dollars on national advertising in order to sell goods in the United Cigar Stores in New York alone! The picture which Wanamaker draws "of a really great product suffering because of an unwise plan of distribution" is equally misleading. There is nothing wrong about the Thermiodyne general plan of distribution, which is the same as every other radio company's plan—with, of course, the exception of the New York United Cigar Stores selling experiment.

Equally uncalled for is the inference given in the Wanamaker ad that "big, national campaigns of advertising, with double page spreads in national magazines and important city dailies" were a business error in this instance. The subtle suggestion offered by the Wanamaker ad seems to be that the national advertising expenditure, if avoided, would have enabled the manufacturer to sell to the public, through department stores like Wanamaker's, the sets at the present sale price of approximately half the full advertised price. Quite obviously, no company could make and sell sets of the same quality at such a

COLUMBIA

The Largest Catholic Magazine in the World

A FAMILY appeal magazine delivered to the homes of more than three quarters of a million (757,443 A. B. C. Audit) members of the Knights of Columbus and read by over two and one half million people in their immediate families.

The returns from a questionnaire sent to COLUMBIA subscribers show that every copy of COLUMBIA has 3.6 readers, grouped thus:

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336
Total	2,766,644



The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office
J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago

\$150,000,000 Cotton Crop!

And that's
just one
item!

**WEST TEXAS'
1925 COTTON CROP
1,549,072 BALES**



**OIL, \$150,000,000
LIVESTOCK, \$120,000,000**

That's the kind of a market blanketed by the Star-Telegram and Record-Telegram.

The newspapers with a Billion Dollar Territory all their own

NET PAID SUNDAY CIRCULATION OVER 120,000

NET PAID DAILY CIRCULATION OVER 115,000

More circulation in this territory than any three other newspapers combined.

Without the use of contracts or premiums.

**FORT WORTH STAR-TELEGRAM
(EVENING)**

**FORT WORTH RECORD-TELEGRAM
(MORNING)**

**FORT WORTH STAR-TELEGRAM
AND SUNDAY RECORD**

AMON G. CARTER,
Pres. and Publisher

Charter Member
Audit Bureau of Circulation

A. L. SHUMAN
Vice-President and Adv. Dir.

Let Us Make a Sample Electro For You—FREE



Printed from electrolyte from
direct-line woodcut. Send for
special portfolio about direct-line
engraving.

For over one-third of a century we have specialized in catalog and dealer service electrolytes for national advertisers. They are deep and print clean.

Ask us about our "no extra charge" shipping service direct to the consumer. It saves time and money.

To prove the quality of our long-life electrolytes, send us a minimum original, mentioning this advertisement, and we will deliver to you a long-life electrolyte. *No charge.*

FIELD & BEATTIE, Inc.
227 Fulton Street New York

Over one-third of a century on Fulton Street

reduction as an ordinary operation of business. Further, the statement was made by Wanamaker that the Thermodyne people planned to sell them "through a great chain of stores that stretched over America." The experiment was conducted only in New York. If the writing of such department store advertising as this is a representative instance of how carefully a department store prepares its advertising and its selling arguments, the great store of Wanamaker does not show up to great advantage nor, indeed, does all department store advertising. It would have been the easiest thing in the world for Wanamaker's to have verified its facts and corrected its errors before jumping into print with such statements. Five minutes over the telephone would have sufficed.

DEPARTMENT stores seem to represent the increasing volume of nationally advertised trademarks, and the accompanying steadying of price and quality and establishment of identity with the consumer. The department store has in the past mainly existed upon "distress" merchandise, job lots, remainders, unidentified and untrade-marked goods, whose value it could very conveniently juggle as it saw fit. It could then make all the comparative statements it desired. Its most joyous opportunity is to cut an advertised price and then advertise itself as a noble protector of the public interest. The plain fact, of course, is that the only reason in the world why it can do this is because a single manufacturer, or an entire industry, has made the mistake of overproduction. In this way the department store claims credit for the operation of the simple law of supply and demand, and actually preens itself before the public as being the one who brought about the law of supply and demand! Overproduction naturally means the lowering of price, and vice versa. It was only four or five years ago when the department stores were acting in quite the reverse position in this same radio field, taking a tremendously long profit and actually sometimes selling radio merchandise at a premium, because the supply was then far below the demand.

The department store furthermore actually tries to eat its cake and have it too, because, while it affects to depreciate national advertising, it is precisely the nationally advertised article which it most gleefully seeks to sell at a discount, if it can; thus by its own actions proving the superior power of national advertising. The public always swarms into the department stores far more readily to buy a nationally advertised article at a cut price than to buy an unknown article at a cut price.

In 1925 a tremendous number of radio sets of many makes were thrown upon the market for such prices as they would bring. The 1925 market had been overcalculated and there was serious overproduction. As auction blocks, remnant counters and bargain



A vital factor in industrial selling

From the "Machine Shops" of every industry—railroad shops, automobile shops, shops that build telephones, typewriters, turbines, tractors, plows, printing presses, steamships, steam shovels, looms—come vital ideas to meet and mingle in the pages of *American Machinist*.

Here the production and technical men of all these thousands of "machine shops" learn each week of new methods, materials, tools, machines in their own and allied industries.

Here, therefore, you producers of machine shop equipment and supplies find your widest opportunity to tell your story to the men who study, who plan, who specify, who buy.

*Published at 10th Ave. & 36th St.
New York*

—a McGraw-Hill paper

American Machinist

A roar of triumph out of Texas

Texas newspapers are telling of their gains. The welkin rings, and echo answers 'rah for us.

At this writing three broadsides have come to us at The Dallas News, from widely scattered points in our great state, each claiming first 1925 honors for its particular daddy.

We wonder what the folks in the bright bourne we vaguely term the "North 'n East" think of our Southwest, anyhow.

We are making a virtue of our blessing. Why shouldn't we gain? Texas has been at the very forefront of America's brilliant pageant of prosperity for three years now.

The Texas newspaper that did not make at least a five or six per cent space-gain last year was unworthy of its opportunity.

* * * * *

Give The News a pat or two for its almost-a-million-line gain, will you—you who make a fetish of such things?

And then forget it?

* * * * *

Speed the day when newspapers will be judged by the volume of business they reject.

*Dallas is the door to Texas
The News is the key to Dallas*

The Dallas Morning News

When linage volume ceases to be a talking-point for advertising salesmen the standards of advertising and publishing practice will move upwards.

It is time advertisers asked their publishers *what kind of company*, and not *how much* company their messages will be required to keep!

* * * * *

From the advertising-quality standpoint, as well as the newspaper-quality standpoint, The Dallas News is Texas' master-medium.

It carries more advertising of high-class things than other papers do, for two reasons.

First, because it reaches more people who want, and can buy, high-class things.

And second, because its policy keeps its columns safe for high-class advertising; safe from the sort of stuff that lessens readers' faith.



stores for goods priced at unheard of prices, the department stores have always been a remarkable outlet. But what kind of distributor wouldn't be, for merchandise at half off the regular price? There are no real laurels for the department store in this. In fact, the keen students of the department store well know that its weakness today lies precisely in the hectic necessity for special sales and its apparent inability to get on a basis where it can do its business on the normal level of service and public confidence in regular lines at regular prices.

The contention of Borsodi that the retailer is not an agent of the manufacturer but represents the consumer, and thus owes it to his client to be for the client and against the manufacturer, cannot stand a moment's analysis. The manufacturers, the national advertisers, are on the consumer's side as much as any retailer who ever set up shop. Campbell's Soups, one of the largest national advertisers, has cut the cost of soup to the public far beyond anything that any retailer ever dreamed of, much less ever did. So have scores of other national advertisers. The right, the fair, the only conception of "who is the consumer's friend" is that both manufacturer and distributor find it to be to their best interests to be for the consumer. Once either of them cease to be for the consumer, they promptly deteriorate.

The assumption that price cutting shows friendship to the public is entirely wrong. It is not a friendly act to the public to cut price because the invariable outcome is that other distributors lose interest in the article, with the result that it is no longer widely available. That is a distinct inconvenience and loss to the public. Nor is it by any means an unfriendly act for a manufacturer to set a reasonable price and make a fair profit on his goods, since that insures that the goods will move forward on a healthy, sound economic margin and will be available every day and everywhere at a uniform price.

The especial significance and importance of this case is due to the fact that it presents a great many slants upon distributive conditions and national advertising.

PROVE IT! SHOW THE LETTER

If your salesman could show identical specimens the testimonials return and orders received from satisfied customers, it would remove doubt and end the matter. Don't waste testimonials letters lying idle in your files—give them to your men and increase their sales this year.
Write for samples and prices.

AJAX PHOTO PRINT CO., 21 W. Adams Street, Chicago

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A B.C. circulation agent to maintain total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of unshakable worth. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

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.

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

THE JOHN IJELSTROEM COMPANY
Marion, Ohio Good Salesman Wanted

The Plymouth Advertising Company, Inc.

New York, is the new name of Snodgrass & Gaynes, Inc. There is no change in ownership or personnel.

K. L. Hanman, Advertising, Inc.

Oakland, Cal., will direct advertising for the S. T. Johnson Company, same city, manufacturers of Johnson Oil Burners.

C. Douglas Wardrop

Formerly editor of Radio Merchandising, has been appointed vice-president of N. E. Vail & Company, Inc., real estate, bond and mortgage house, Mount Vernon, N. Y.

True Economy

THERE are few jobs of printing direct-mail matter and sales literature for which the use of a Cantine coated paper is not good business, and a sound economy.

If that job you are working on right now is worth art work, fine engraving and carefully written copy, it is also worth being made as impressive as possible. A Cantine coated paper will enable the printer to achieve this end.

The effectiveness of your printed matter, more than its price, determines its real cost to you. Book of sample Cantine papers and name of nearest jobber will be sent on request. Address: The Martin Cantine Company, Dept. 321, Saugerties, N. Y. Since 1888, manufacturers of fine coated papers exclusively.



CANFOLD

SUPREMACY FOLDING
AND PRINTING QUALITY

CONTEST WINNER

N. W. Ayer & Son, of Philadelphia, and Mr. Challenger of that organization, won the December Cantine awards with their handsome prospectus of Coral Gables advertising—printed on Cantine's Canfold.

Cantine's

COATED PAPERS

CANFOLD
SPECIAL FOLDING
AND PRINTING QUALITY

ASHOKAN
NO. 1 ENAMEL BOND

ESOPUS
SPECIAL
NO. 2 ENAMEL BOND

VELVETONE
SPECIAL BOND, Best in Field

LITHO C. I. S.
COATED ONE SIDE

571,441 Homes

Religious Home Weeklies

Sunday School Times
Christian Endeavor World
The Searchlight
The Outlook
Christian Standard
Christian Union Herald
Presbyterian & Herald and
Presbyter
Religious Telescope
United Presbyterian
Reformed Church Messenger
Christian Leader
Gospel Advocate
Southern Churchman
Richmond Christian Advo-
cate
Presbyterian of the South
Baltimore Southern Metho-
dist
Southern Christian Advocate

Boys Group

Forward
Outward
Waterwood
The Way

Monthlies

King's Business
Presbyterian Survey
Record of Christian Work
St. Andrew's Cross
Westminster Teacher
Earnest Worker
Hendelberg Teacher
Osterlein Teacher
Bible Teacher
America Church
Sunday School Magazine

Quarterlies

Reformed Church Quarter-
lies
United Brethren Quarter-
lies
Standard Quarterlies
United Presbyterian Quar-
terlies
Methodist Protestant
Quarterlies
Episcopal Church Quarter-
lies
Wide Quarterlies

Volume of Circulation, Favorable Rate, Reader Confidence, Minimum competi- tion for attention and character of cir- culation are the deciding values of an advertising medium. Nowhere in the advertising field can all of these factors be found in such gratifying thoroughness as in

The Religious Home Weeklies

The seventeen publications that make up this great medium are among the finest in the denominational and interdenominational press. Because of their similarity of purpose, lack of duplication, and finest of circulation, advertisers are considering this a valuable addition to field of national media.

This is just one of five units of our list reaching almost 3,000,000 of the most substantial homes. They are:

Group	Net Paid Circulation
Religious Home Weeklies Com- bination (17 weeklies)	571,000
Boys' Group (4 weeklies)	427,000
Teachers' Monthlies Combina- tion (6 monthlies)	181,000
Religious Press Monthlies Group (4 monthlies)	122,000
Religious Press Quarterlies Combination (7 Units)	1,593,000

Rates compare favorably with other pub-
lications having quality circulation

If you will suggest a convenient time, one of our representatives will be glad to present to you in a concise and intelligent manner the opportunities to be found in this field.

The Religious Press Association

800-803 Witherspoon Building
1902 North American Building

Philadelphia
Chicago, Ill.

Twenty-Eight Years After

[CONTINUED FROM PAGE 34]

for a brazen hussy. You will note that the material is muslin, silk next the skin being, at that time, regarded as conclusively damning evidence of im- morality.

This search into the dim and un- regretted past was instigated by recent advertising of the Vanity Fair Silk Mills, an example of which is herewith reproduced.

O, Migosh! If this represents the present woman's point of view—and not wholly uninterested observation on the street, on the beaches and in the ballroom convinces me that it does— what a change has come over the spirit of her dreams. And yet, truly, "since a woman is frankly a woman," isn't it possible that Messrs. Bok and Curtis were mistaken? Have the women really changed, or have they simply broken loose?

The Vanity Fair advertisement asks: "Why conceal beneath a formless exterior your most poignant charm?" And says: "Vanity silk sheathes the body in a revealing contour, destroying not one of nature's lines."

JUDGING from the picture one must say that nothing much is destroyed or omitted and that there is ample opportunity to perceive "the most poignant charm."

Is this really the sort of thing that makes the strongest appeal to the women of today? I wonder. Is this top-notch advertising, or will it give offense to some large groups who have not as yet become addicted to "self-expression" and scandalously frank revelation?

How often have we been told that woman do not dress to please the men, but to please other women? And now that the process seems rather to be one of undressing than of dressing, well—er—well, I ask you?

A very serious question arises. Aren't the silk people possibly inviting trouble? Isn't there danger that this advertising may ruin instead of stimulate their business? Will not emphasis of the desirability of complete revelation suggest some further curtailment of the sinuous sheathing?

It is explained that: "When the artist draws a clothed figure the nude is sketched first." How can one tell just what that may put into the girls' minds? In Kipling's poem, *The Female of the Species*, he says of man: "Very rarely will he squarely push the logic of a fact,

To its ultimate conclusion in unmitigated act."

and he makes it plain that women are different.

Certainly the ultimate logical conclusion to be drawn from this copy is—"no silk." Net nudity apparently is regarded as the acme of artistry.

Moral: Sell silk short.



If it keeps shelves empty
—and sales books full—
it's an
**EINSON-FREEMAN
WINDOW DISPLAY**



KEEP YOUR COPIES

At the conclusion of
each volume an in-
dex will be published and mailed
to you.

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



Do it right—or not at all

One of industrial marketing's greatest evils is "the shrapnel campaign"—spreading sales and advertising effort out too thin.

It takes a certain minimum effort to make a real impression in any one field.

For the industrial advertiser whose appropriation is limited it is far better to turn his guns on a few large industries than to delve in a half-hearted way into many.

For example the textile field offers the industrial advertiser a huge sales unit sharply defined—easily accessible. It also offers through *Textile World* a straight-line method of reaching the men who control the industry.

If you are ready to cultivate this industry talk the matter over with us. We certainly ought to know how this industry can be developed—we *do*.

In the meantime write (using your business stationery) for a copy of "How to Sell to Textile Mills."

Textile World

Largest net paid circulation in the textile field

*Audit Bureau of Circulations
Associated Business Papers, Inc*

334 Fourth Avenue, New York

"This Way In!"



THIS way into the Billion Dollar Market of the American retail shoe store!

This way into the respect and attention of more than 13,000 paid subscribers.

This way into a fine, friendly welcome for the salesmen of any manufacturer or wholesaler catering to the retail shoe trade.

This way into "The Recorder-Store," gentlemen!

BOOT and SHOE RECORDER

The Point of Penetration to the
Shoe Market

207 SOUTH STREET, BOSTON

Chicago
Cincinnati
St. Louis

A. B. P.



A. B. C.

New York
Rochester
Philadelphia

Business Publishers Offer Prizes

TO better serve their readers by encouraging writers of advertising copy to increase the news value of advertisements appearing in our publications, they, the New York Business Publishers Association, Inc., have decided to offer prizes to the value of \$100 and \$50 respectively to be awarded as follows:

First Prize—To the contestant submitting the six advertisements judged as best stimulating reader interest through featuring timely happenings or developments.

Second Prize—To the contestant submitting the second best six advertisements of the same classification.

The contestants to be individuals claiming authorship of the idea and text of the advertisements.

The individual advertisements of each set of six may or may not relate to the same subject, advertiser or publication.

No restrictions are made as to the number of advertisements which may be submitted by a contestant.

Only new advertisements which have appeared in member publications of the New York Business Publishers Association, Inc., subsequent to Feb. 18, 1926, to be eligible.

Attraction Value—While the purpose of the contest is to develop the news angle of advertising copy, proper consideration should be given the general appearance of the advertisement, as in the interest of better advertising in its broad sense, favorable attraction value will receive due consideration.

Entries—To be submitted by mail addressed to the Secretary of the New York Business Publishers Association, Inc., A. E. Bohn, McGraw-Hill Company, New York, and postmarked not later than Sept. 4, 1926.

Identification—Each contestant to adopt a distinguishing mark or emblem and affix it to each advertisement submitted. Such mark or emblem, together with the name of contestant, should be enclosed in sealed envelope marked: "Advertising Contest, New York Business Publishers Association, Inc.," and submitted to the secretary of the association.

Awards—To be made at such time and place, by such judges and under such rules as may be designated by the directors of the New York Business Publishers Association, Inc.

Contestants may be employed by the advertiser, the publisher or by an advertising agency and members of the association are earnestly requested to cooperate by inviting the writers of advertising copy appearing in their publications to participate in the contest.

Eugene A. Mannion

Formerly advertising director of the Durand Steel Locker Company, has become associated with Advertising Producers Associated, Inc., Chicago. Mr. Mannion will be in charge of copy and industrial research.



House Organs

We are producers of some of the oldest and most successful house organs in the country. Edited and printed in lots of 250 to 25,000 at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

We produce The Imperial Magazine.

The William Feather Company
685 Caxton Building, Cleveland, Ohio

\$1.50 per dealer Questionnaire 75 cents per consumer Questionnaire

Here is a service—covering the entire U. S.—as standard as Dun's or Bradstreet's. Why pay hotel and railway bills for travel? We have 220 cities and towns covered with local, resident investigators.

Make use of this service, it is unsurpassed for brass tack merchandising analysis.

THE BUSINESS BOURSE 15 West 37th St., New York City

Tel.: Wisconsin 5067

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

What Newspapers Sell For

NO metropolitan newspaper has ever sold for a price approaching that reported paid for the *Chicago Daily News*—\$14,000,000. The *Pittsburgh Press*, when purchased by the Scripps-Howard Newspapers in 1923, was said to have netted its owner, Col. O. S. Hershman, \$6,000,000. Other sales in the million or near-million class, include the following:

1912—*New York Press*, by Frank A. Munsey, \$2,500,000.

1916—*New York Sun and Evening Sun*, by Mr. Munsey, \$3,000,000.

1919—*St. Louis Republic*, by *St. Louis Globe-Democrat*, \$750,000.

1920—*New York Herald, New York Evening Telegram and Paris Herald*, by Mr. Munsey, \$4,000,000.

1922—*Detroit Journal*, by *Detroit News*, \$1,000,000.

1922—*Seattle Post-Intelligencer*, by W. R. Hearst, \$1,000,000.

1922—*Pittsburgh Dispatch and Pittsburgh Leader*, by *Pittsburgh Gazette-Times* and *Chronicle-Telegraph, Pittsburgh Post and Sun*, and *Pittsburgh Press*, more than \$2,000,000.

1923—*New York Globe*, by Mr. Munsey, \$2,000,000.

1923—*Pittsburgh Press*, by Scripps-Howard, \$6,000,000.

1923—*New York Evening Post*, by Cyrus H. K. Curtis, more than \$1,500,000.

1924—*New York Evening Mail*, by Mr. Munsey, \$2,000,000.

1924—*San Francisco Bulletin*, by C. S. Stanton and others, \$1,000,000.

1924—*New York Herald and Paris Herald*, by *New York Tribune*, more than \$5,000,000.

1924—*Albany Times-Union*, by W. R. Hearst, \$750,000.

1924—*San Antonio Light*, by W. R. Hearst, \$600,000.

1925—*Syracuse Journal*, by W. R. Hearst, more than \$1,000,000.

1925—*Philadelphia North American*, by C. H. K. Curtis, \$1,700,000.

1925—*Tampa Tribune*, by local business men, \$1,250,000.

1925—*Worcester Telegram and Gazette*, by George Booth and associates, \$2,000,000.

Reprinted from *Editor & Publisher*.

Leon A. Friedman

Formerly associated with Irwin Jordan Rose Company, Inc., is now conducting his own advertising business at 1440 Broadway, New York.

George F. Nolan

Who formerly conducted an advertising and publicity service of his own, has joined the New York office of the United States Advertising Corporation, Toledo, Ohio.

69%

69% of its total, over 40,000 net newsstand sales at 50 cents per copy.

Unmistakable evidence of *exceptional* reader interest.

*Total net paid
over 60,000*



THE AMERICAN MERCURY

730 FIFTH AVENUE

NEW YORK

Legerdemain

In this gentle art, things are not what they seem. The hand is quicker than the eye and the optical illusion is fostered.

Distressing as the truth is, it must be confessed that what in effect is legerdemain is practiced in most of the trades and industries.

I'm not prepared to say whether or not advertising has more than its fair share of the sleight-of-hand boys. At times it would seem that it has plenty. They conjure with figures and statistics. They shuffle and deal mysterious allusions to buying habits and market demarcations. They chant wisely on canals of approach and copy appeal.

In the language of the day, their stuff is hot.

When, after all, they are merely trying to make a living—even as you and I.

They seem to forget that the simplest way is the best way. That all advertising can hope to do is to help sell more goods at the least possible added expense. That when the "farthest north" in this has been reached it is time to sit down and give the advertiser the benefit of the results without inventing new frills and ways in which to make it cost him more.

As I have said more than once, the only thing that really counts is results. The sleight-of-hand is nix with the smart business man.

A. R. Maujer.

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

All its life INDUSTRIAL POWER has been offered on the basis of legitimate results. We would welcome a chance to reason with you personally on this subject.



Thinking in Carload Lots

"If," said a manufacturer of a product whose sales, yearly, run into millions of dollars, but which reaches the public in 5 and 10-cent units, "if we thought of our product in terms of its retail price, we would not advertise it. We wouldn't have the courage. What gives us the backbone to spend half a million dollars a year for advertising is to think of our product in carload lots. Which, by the way, is how it usually leaves our factory."

"Jim" Newsome Is Dead

Died, Feb. 5, in Chicago, James B. Newsome, the oldest porter in the employ of the Pullman Company.

His connection with that company began Sept. 10, 1870—55½ years ago! In all that time, it is said, no passenger ever lodged a complaint against him.

Few people knew Newsome's last name. Tens of thousands knew his first name. Small-town bankers, stockmen and traveling salesmen innumerable, went out of their way "to ride with 'Jim'." He could always be depended upon. A smiling, patient, kindly soul, he never showed the least sign of irritation; nor was he ever flustered. He never forgot a name or a face and he brought to his work a spirit that glorified it.

Jim was a law unto himself. There were no rules for him. And if all men approached their jobs as he did his, there would be no rules for anyone.

His passing was regarded as of sufficient importance to justify the Associated Press in putting a 300-word story about him on the wires. What makes that circumstance all the more notable is that—Newsome was born a slave!

One Experience Was Enough

Passing along 36th Street the other day, I noticed at the corner of Seventh Avenue, a twelve or fifteen-story building, the entrance to which was very much more impressive than that of any of its neighbors. It took more than one glance to make me realize that the building in question was the Hotel

Mills—a hotel for those who are "down but not out."

Then, through my mind, flashed the details of something which happened quite a number of years ago.

A certain New York advertising man, in his desire to learn how the "submerged tenth" lives, made up his mind to spend three days and nights at the Mills Hotel. He let his beard grow, donned his oldest suit of clothes and, looking and feeling very much like a tramp, turned up at the Mills late at night. He was assigned a room in which he passed an uncomfortable night. His breakfast, next morning, was not entirely to his liking; nor was his luncheon. Nevertheless, his resolution to "see the thing through" was unshaken. However, about five o'clock, he decided, suddenly, that he had had all the experience he needed and, somewhat shamefacedly, started for home—two days ahead of his schedule. He found his apartment empty—not even the servants were at home. They and their mistress had taken advantage of the absence of the head of the house to go on a holiday.

X, passed a lonely evening—and a lonelier night, for, if my recollection is correct, it was not until the afternoon of the following day that his household was functioning along normal lines. He is not greatly interested, nowadays, in sociological matters. One experience was enough.

A Strange Condition

A friend of mine tells me that in the drafting-room of the concern with which he is connected, not only himself but all his co-workers are of European birth—Russians, Germans, Czecho-Slovakians, Danes, Greeks, Swiss, etc.

I have no fault to find with this, though it seems strange that in a group of technically-trained men, numbering a score or more, there should not be at least half-a-dozen Americans. That is not the case.

A Chance for Promotion

One of the inducements which were put before me when, thirty years ago, I was being considered for a job with a certain corporation was that the connection offered a "splendid chance for promotion."

The man at the head of the department with which I would have been identified retired January 1, 1926.

Suppose—just suppose—I had taken that job!

JAMOC.

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



Reproduced from a drawing made for the Standard National Bank by J. Conacher. Courtesy of The Blackman Company

ADEQUATE—dramatic critics use this as a synonym for mediocrity. Are your engravings merely adequate? Why be satisfied when it is easy to obtain brilliance for them? ¶ This organization has long been known as a producer of fine engravings that are more than adequate—that are graced with that subtle touch of craftsmanship which closely approaches genius. ¶ If your present engraver is merely adequate, put us on trial.

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



Earn more money through business writing

Thousands of men and women have in their the latent ability to write good business copy and to earn good money doing it.

S. Roland Hall tells you how. He gives you the practical training needed to take advantage of the profitable opportunities in the business writing field. He gives you in this library the training necessary to qualify for such well-paying positions as correspondence supervisor, collection correspondent, sales letter writer, house organ editor and publicity writer. He tells you how to write business stories and articles for magazines.

S. Roland Hall's Library of **PRACTICAL Business Writing**

Four volumes, 1272 pages, 5½ x 8 in.
Fully illustrated, library binding
\$1.00 in ten days and \$2.00 monthly
for five months.

These four meaty volumes tell you just what you need to know to turn your business writing ability into cash. They give you training for work in writing business magazine articles, publicity matter, advertisements, surveys, reports, sales letters, adjustment and collection letters, etc.

Free examination Send no money

Small monthly payments
These four books will increase your earning power, by giving you a thorough mastery of business writing principles and methods.

Put this set to work
for you in 1926
Mail this coupon—NOW

McGraw-Hill FREE EXAMINATION COUPON

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

You may send me the S. ROLAND HALL PRACTICAL BUSINESS WRITING LIBRARY for ten days' free examination.

If the books are satisfactory, I will send \$1.00 in ten days and \$2 a month until your special price of \$11.00 has been paid. If not wanted, I will write you for shipping instructions.

Signed
Address
Position
Company A.P. 2-24-26

Why Do Druggists Sell Bath Robes?

(CONTINUED FROM PAGE 26)

is excellent indication of the very flexible nature of lines of goods today. Radio was "grabbed" by department stores, hardware stores, electrical supply stores, phonograph stores, music stores, and finally cigar stores.

There was soon conflict and confusion. The radio shop developed—specializing on radio alone. The electric supply dealers rather insisted that they were the "legitimate" distributors. A hectic meeting of the trade was held to proclaim this. But radio is too extensive an industry for any line to subvert, and even chains of radio stores have developed.

The cigar stores and their "flyer" in radio was perhaps the boldest foray into a new line that could be imagined; but it has not been a success. Somehow the public could not be convinced that radio could be merchandised like packages of cigarettes; radio is too much of a service proposition.

THE cigar store chains have been successful in selling candy, razors and blades, hair-cutters, clocks and watches and small cameras, etc. One of the heads of one of the largest chain of cigar stores when asked what led to this increasing repertoire of the once exclusively tobacco-distributing center, replied: "Well, we lease a store for five years for, say \$3,000 a year. We've built up quite an even patronage on cigars and cigarettes. At the end of the year we find we are making a comfortable profit. About the time of the expiration of our lease, the landlord comes 'round and raises the rent to \$6,000, and we find ourselves with only the same source of income from the tobacco products. Naturally, it becomes necessary for us to expand and take on other merchandise on which we can make a profit. Our profit is then not wholly dependent on one item alone.

There is another angle to this subject—that of the manufacturer desiring to widen his distribution to other retail outlets than cramp him now. There is danger as well as hope of profit in this, however. The Ingersoll Watch Company was "in bad" some few years ago with the jewelers and other distributors, largely because it sold anybody and everybody. Little "holes in the wall" sold the watches; station news stands and cigar stores and stationery stores. The regular dealer became rather annoyed at the number of competitors he had in his community.

There is sound logic in widening the retail outlets for a product which is definitely cramped by its present outlets; but it is no simple thing to accomplish amicably, and it should not be done at all without a careful survey to make sure of its soundness.

Sweater News
and
Knitted Outerwear

Underwear & Hosiery Review

Tie-up

Your Consumer Campaign
with Trade Publicity

For Sample Copies address:
KNIT GOODS PUBLISHING CORP.
63 World Street New York City

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman
CHICAGO, ILL.

AJD

The Only Denne in Canadian Advertising

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

A.J. DENNE & Co. Company Ltd.
Retail Bldg. TORONTO.

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 March 10th issue must reach us not later than March 1st. Classified advertisements will be accepted up to Saturday, March 6th.

Jury Designates Recipients of Awards

[CONTINUED FROM PAGE 40]

work of Roy F. Heinrich of Detroit.

For the advertisement most effective in the combination both of pictorial illustration and text, the award was received by Mrs. Erma Perham Proetz of the Gardner Advertising Agency of St. Louis. The advertisement was for Pet Milk, and was illustrated by Andrew Loomis of Chicago.

Reproductions of these advertisements will also be found on pages 22-23.

The final award, \$2,000 cash and a certificate, went to H. G. Weaver of the General Motors Corporation, for "a research which developed an index of effective buying power for consumers by counties in the United States, considered by the jury to be the most conspicuous research coming under its attention, the purpose of which was to bring about economy or secure efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising." No other research award was made.

Announcement of the awards to be given for the coming year will be issued in the near future. The jury has recommended several minor changes in the awards, the most important of which are the inclusion of an award for the advertising campaign of industrial products deemed best, and an award for the best local campaign produced locally in any small city or town.

Carl Percy, Inc.

New York, producers of store display advertising, announce their removal to 450 Fourth Avenue, same city.

Griswold-Eshelman Company

Cleveland, Ohio, will direct advertising for the Associated Metal Lath Manufacturers' Association, Chicago.

Gilbert E. Malone

Formerly with The Tin Decorating Company, Baltimore, has become associated with the service staff of Dorrance, Sullivan & Company, New York.

"Motor Maintenance"

Is the name of a new monthly publication that will be published by Topics, Inc., in the early spring.

P. J. Baietti

For the past four years advertising manager of Alfred Decker & Cohn, Chicago, makers of Society Brand Clothes, has joined the staff of Hanff-Metzer, Incorporated, New York advertising agency.

Van R. Pavey

Formerly director of typography for the Federal Advertising Agency, New York, has become associated with the Wiens Typographic Service, same city, as director of art and service.



That Irresistible Appeal

Have you ever seen a golfer who would fail to respond to the challenge of a dandelion or a clover blossom?

He clips them off with a perfect stroke and a thrill of satisfaction. The appeal is irresistible; the response immediate.

By the same token, advertising directed to the oil man who counts most through the publication nearest his heart is irresistible in its appeal and gets immediate response.

Oil Trade is a much favored publication by big men in the Oil Industry. They like it and, since the buying for the Industry has graduated from the derrick to the swivel chair, it is only common sense that the appeal is direct and effective through a publication favored by the executives---men responsible for results.

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

"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**

Advertisers' Index

[a]

Ajax Photo Print Co.	70
Allen Business Papers, Inc., The	54
American Lumberman	78
American Machinist	69
American Mechanic	75
American Press Association	13
Architectural Record, The	60
Atlanta, City of	82

[b]

Bakers Weekly	70
Barton, Durstine & Osborn, Inc.	31
Batten Co., Geo.	10
Beruhard Studio	64
Birmingham News, The	7
Boot & Shoe Recorder	74
Boston Globe, The	14-15
Buffalo Evening News, The	11
Business Bourne, The	74
Batterick Publishing Co.	65

[c]

Campbell-Ewald Co.	9
Cantine Paper Co., Martin, The	71
Chicago Daily News, The	Inside Front Cover
Cincinnati Enquirer, The	45
Colledge Humor	53
Columbia	67
Comfort	59
Commerce Photo-Print Corp.	66
Crowe & Co., E. R.	57, 61

[d]

Dallas Morning News	70
Delineator, The	16
Denne & Co., Ltd., A. J.	78
Des Moines Register & Tribune, The	35
Detroit Times, The	51
Dill & Collins Co.	63

[e]

Einson & Freeman Co.	72
Empire State Engraving Co.	77
Evans-Winter-Hebb, Inc.	48

[f]

Feather Co., The Wm.	74
Federal Advertising Agency	37
Field & Beattie	68
Flexlume Corporation	60
Fort Worth Star-Telegram	68
French Line	Inside Back Cover
Furniture Manufacturer & Artisan	66

[g]

Gas Age-Record	56
Gatchel & Manning, Inc.	50
Good Hardware	65
Good Housekeeping	12

[h]

Hunting Co., The H. R.	58
------------------------	----

[i]

Igelstroem Co., The John	70
Indianapolis News, The	4
Industrial Power	76
Iron Age, The	39

[j]

Jewish Daily Forward, The	70
Judge	61

[k]

Knit Goods Pub. Co.	78
---------------------	----

[m]

Market Place	81
McCann Co., The H. K.	18
McGraw-Hill Book Co.	78

[n]

National Petroleum News	Back Cover
National Register Publishing Co., Inc.	62
Nation's Business	8
New York Daily News, The	8
Nugents (The Garment Weekly)	54

[o]

Oil Trade, The	79
Oklahoman Publishing Co.	49
Oral Hygiene	62

[p]

Pittsford Co., Ben C.	66
Popular Radio	57
Power	41

[q]

Quality Group, The	47
--------------------	----

[r]

Religious Press Ass'n, The	72
Richards Co., Inc. Joseph	3

[s]

Saunders Drive-It-Yourself Co., Inc.	55
Simmons-Boardman Publishing Co.	33

[t]

Textile World	73
---------------	----

[w]

Wood, Inc., Rusling	Bet. 50-51
---------------------	------------

[y]

Youth's Companion	43
-------------------	----

Super-Censorship and Advertisements

[CONTINUED FROM PAGE 24]

for them in the "lesser" mediums (and would produce commensurately in a larger field) will no longer pass their blue pencils. Descriptions previously approved without question are pruned, modified and devalitized. Fear of omitting any sales-argument, no matter how trivial and uninteresting, is very apt to become a governing emotion. The copy becomes verbose, stilted and lifeless, made so by the insistence that it—for some unexplained reason—must now satisfy five or six officials instead of one. The first year in the national field is the hardest. Thereafter, the body of self-appointed critics become annually less and by the fourth year we are very apt to be allowed to use copy approximately as effective as that which had appeared in the "lesser" publication five years earlier. With poorer copy, however, it is sometimes impossible for the big circulation magazines to pay out, so sometimes the advertiser doesn't survive the period of super-censorship.

WHEN an advertiser carries censorship too far, it is useless and wasteful for an agency to assign its best copy-writer to that advertiser's work. Does that hit you as illogical? Reason it out.

If a piece of copy is put on paper with the foregone assurance that it will be chopped to pieces and re-assembled, where is the justification in assigning an expensive man to the job? Since the copy is written only to be re-written, any reasonably able copyman can furnish a suitable first draft and worry along through the details of revision until a release is secured. The star of the staff can better be employed on accounts which directly benefit and profit by his experience and ability.

That's one result of super-censorship—another is that it takes a stout-hearted optimist to maintain his enthusiasm in the face of it. Few men are so constituted that they can deliver their best against continuous criticism and repeated refusals of their workmanship. Getting the O. K. then becomes the goal of their effort. Their creative enthusiasm is transferred to some other account where their energy is better repaid.

Then there's a third result of super-censorship which is quite decidedly ironical.

I've explained why it is uneconomical in many instances to assign a star copywriter to a super-censorious advertiser. The truth goes even farther. Dozens of super-censorious advertising committees are actually better satisfied by the output of second-rate copy-producers than by the work of the first-rank experts. The committees-of-censorship actually want second-rate advertising—it's the kind that pleases

them. The piece of copy which the expert would never turn out in a year of service is the piece they accept with least misgivings.

Of course, there is one broad truth which bolsters up the copywriter's philosophy through tribulations of the nature here described. He sees others in advisory capacities handled in parallel fashion.

He sees architects compelled to erect structures which fall short of their designers' artistry. He sees physicians' advice over-ruled or ignored. He sees interior decorators forced to appear as guilty of artistic atrocities. It's an item in the day's work repeated in many places.

On the other hand, he often envies John Bertram, salesman, who, when he goes out to make his presentation, can make full and effective use of all the fund of experience he has built up, who, free from committees and away from critical supervision, can drive ahead toward his goal and then stand or fall by the measure of his results.

The copy-writer can usually proceed on this basis so long as the space to be used appears before a limited audience. It is when he is asked to take his message out before the millions that his hands are most frequently tied.

Illogical?

Yes—but true.

Van MacNair

Formerly associate editor of *Drug Topics* and *Drug Jobbers Salesman*, and also editor and manager of *Display Topics*, is now associated with the Vicks Chemical Company, Greensboro, N. C., manufacturers of Vicks VapoRub, in charge of advertising copy and plans.

The John S. King Company

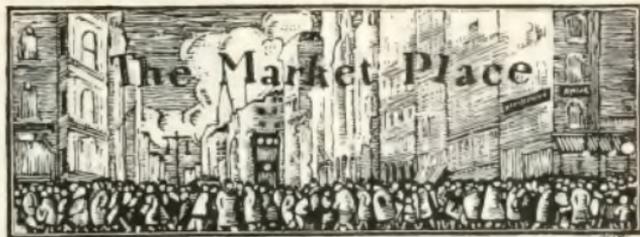
Cleveland, Ohio, announces the removal of its offices to Carnegie Hall, Huron Road, same city, and that the following additions have been made recently to its staff: John E. Wiley, formerly with Green, Van Sant & Company, Baltimore, account executive; Lou Neidlinger, member of art department; Kenneth Ede, formerly with Henri, Hurst & McDonald, Chicago, member of research department; Charles Weber, production department.

Harvey E. Golden

Formerly assistant general export manager of the General Fireproofing Company of New York City and Youngstown, Ohio, has been appointed New York branch manager and export manager of the A. J. Lindemann & Hoverson Company and Alcazar Range and Heater Company, Milwaukee, Wis.

H. L. Roth

Formerly director of plans and research for the Charles W. Hoyt Company, Inc., New York advertising agency, has been elected vice-president of the Commanday-Roth Company, Inc., New York, in charge of merchandising and direct advertising.



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

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.

GET YOUR COPY OF OUR BULLETIN OF PUBLISHING PROPERTIES FOR SALE
Address:
HARRIS-DIBBLE CO.
345 MADISON AVE., N. Y. C.

Help Wanted

Wanted: Young man who can handle details of sales promotion work for small company in machinery line, including trade paper advertising and direct by mail. Location, New York State. Box No. 352, Advertising and Selling Fortnightly, 9 East 38th Street, New York City.

Position Wanted

Advertising Writer-Salesman: young man, impressive personality and appearance; splendid background, experience planning, writing, selling; available immediately. Box No. 359, Adv. and Selling Fort., 9 E. 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.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filing In, Folding, Etc.
DEHAN CIRCULAR LETTER CO., INC.
14 West 40th St., New York City.
Telephone Penn. 3566.

Opportunity for Specialty Sales Manager

Manufacturer of nationally advertised high-priced household appliances wants Sales Manager to develop and carry on re-sale plan. Man must have proven record of successful accomplishment. He must know how to hire and keep men; how to train and inspire them so as to get consistently high performance. He must know how to set-up an operating system for the control of sales activities based on budgeted calls, demonstrations and sales.

This is a sales development and will result in one of the largest re-sale organizations in the United States. Therefore, the man who gets this job will have an unusual opportunity to make a handsome place for himself.

Write fully giving past history; listing jobs and specially successful accomplishments in the line of sales organization and performance. Box No. 360, ADVERTISING AND SELLING FORTNIGHTLY, 9 E. 38th St., New York City.



33rd in population, 14th in bank clearings—a city whose zone of influence is wide and growing.

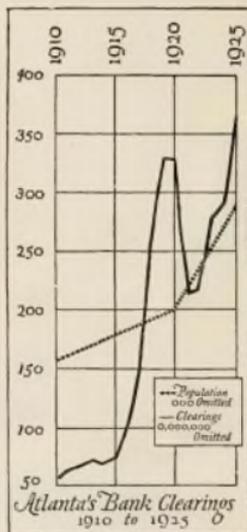
The Financial Capital of a Rich Area

THE sharp, climbing graph of Atlanta's bank clearings makes it evident at once that she is the financial headquarters of a wide and busy district—the NEW South to which all eyes are turned—the section whose amazing growth out-distances all efforts to record it.

Atlanta is Southern headquarters for 560 nationally known concerns. They have come here to gain distribution and manufacturing advantages—and their testimony is that labor, power and raw material savings are worth while.

Eight great railroad systems radiate in every direction from here. Quick delivery service. Overnight hauls. Every facility for modern distribution and marketing is available.

There are vital reasons why more selling offices, warehoused merchan-



A striking demonstration of growth

dise, assembly plants and factories should be located in Atlanta. They are reasons whose roots strike deep into the new necessities of marketing in a nation too broad to be properly served from any one point—however centrally located.

Confidential Survey

To give you complete information, strictly applicable to your business, the Industrial Bureau of Atlanta is ready to prepare a special survey, confidential, without publicity, and on the basis of sound economics. No local bias enters in. No "opinions"—just plain facts on which you can decide for yourself.

Write for full information to

THE INDUSTRIAL BUREAU

2003 Chamber of Commerce

ATLANTA

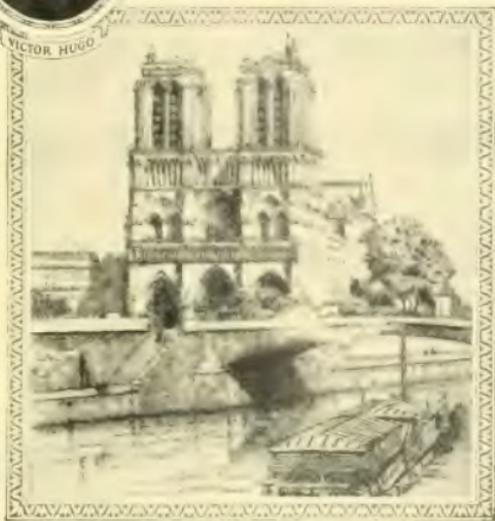
Industrial Headquarters of the South





VICTOR HUGO

FRANCE through the eyes of her Immortals



"There is no limit to Paris...it makes the fashion...it jets...it sparks...it is superb...its theatres, its art...are the manuals of the human race."
—Victor Hugo

Are you looking for

a new stimulus? And new things to talk about? Then sail for Paris, the world centre of gaiety . . . of forgetfulness of past things.

If you want delightful camaraderie, sparkling conversation and tempting cuisine . . . sail away on a de Luxe French Liners. Its café terrace on the promenade deck is a foretaste of the boulevards. The serve of its dances a herald to the joyousness of Paris.

Best of all is the complete rest that comes with the perfect service of a friendly people. It will make your trip throughout France a memorable one. You will revel in the all embracing welcome, as well as the vol-au-vent, in any hotel or café on the picturesque road from Paris to . . . where you will!

It may be at fashionable Biarritz on the Basque coast . . . with the Pyrenées in the distance. Or at Vichy . . . of the famous waters. Or oriental Mentone, wreathed in orange trees, laurel roses and cypresses.

Take your own car, uncrated, with you . . . or rent a car over there. Touring in France is remarkably inexpensive; and the cost of your entire trip will be no more than that of your usual vacation here.

Write for the interesting brochures on the de Luxe French Liners, the *Paris* or *France*, which sail first to Plymouth, England—then to Havre, the port of Paris. Or for those on the One-Cabin Liners, the *De Grasse*, *Rochambeau*, *La Savoie* and *Suffren*, which go direct to Havre . . . where there is no transferring to tenders; just down the gang-plank to the special boat-train waiting. In three hours . . . Paris and all that lies at the other end of "the longest gangplank in the world."

French Line

Compagnie Générale Transatlantique
19 State Street, New York



Offices and Agencies in principal cities
of Europe, Canada and the United States,
or ask any travel or tourist agent



News with a Thrill —means advertising with a pull

"N. P. N." Editors enjoy one fundamental advantage over the occupants of many editorial chairs—the industry whose activities they report and discuss is replete with red-blooded topics, with exciting incidents, with experiences alive with romance.

Under such circumstances it needs only their expert and seasoned pens to produce a paper highly charged with reader-

interest, a publication which is read regularly and intensively by those oil men whose influence is decisive in their companies' affairs—the men you want on your side when an order is about to be placed.

You need never be afraid of reader-neglect if your message is appearing in the closely-read pages of National Petroleum News.

NATIONAL PETROLEUM NEWS, 812 Huron Road, Cleveland, Ohio

NATIONAL PETROLEUM NEWS

District Offices:
TULSA, OKLAHOMA
808 Bank of Commerce Bldg.
NEW YORK
312 Madison Ave.

District Offices:
CHICAGO
360 North Michigan Avenue
HOUSTON, TEXAS
608 West Bldg.

Member
A. B. C.

Member
A. B. P.