

# A book about *your* business

by the folks  
who buy  
your goods



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

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

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

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

out-of-date accounts of someone's else business, but trustworthy information to guide you and us in the making of advertising and sales plans.

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

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

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

# Richards

Facts first ~ then Advertising

*A newspaper's supreme testimony of its value as an advertising medium is its endorsement by shrewd, successful advertisers. They know by experience.*



## Does the combined judgment of all these successful advertisers mean anything?

**A**N advertiser who had an unlimited appropriation, and the patience and faith to forego an immediate return in hope of some deferred "cumulative effect," might afford to experiment with mediums. He might discover some new and hitherto unknown "producer." But who cares to take that risk?

Advertising appropriations *must* yield a return in sales. Few appropriations are so generous that they permit even intelligent experimenting with mediums. Few can afford to hazard an advertising investment for a problematical or speculative return.

That's why advertisers who expect and exact an immediate and profitable return invariably invest in proved mediums, leaving the hazard of speculating to their less experienced competitors.

Four newspapers in Indianapolis, two evening,

one morning and one Sunday, published 37,362,414 lines of advertising in 1925. The Indianapolis News *alone* published 17,897,667 lines—the other *three* divided the little more than half remaining. In *dollars*, the investment in The News in 1925 was considerably greater than in all others combined.

This year, as in the past, some advertisers seeking to cover the rich and responsive Indianapolis Radius will *experiment* with their appropriations. But this year, as during the last fifty-six years, *most* of them will leave the gamble to others and *invest* their money in the medium that has proved itself through half a century—The Indianapolis News.

Occasionally a single advertiser may make a mistake. But **ALL** advertisers **ALL** the time are an infallible guide!

### The Testimony of the Years

**T**HE overwhelming leadership of The Indianapolis News in advertising lineage has been the solid, substantial growth of half a century. Many good newspapers have come and gone in Indianapolis since 1869, but The News has climbed to new heights of success and service to advertisers every year. A 56-year record like this admits of no doubt or question. As proof it is unassailable.

# 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

## New York Advertising Agency

Will direct advertising for the Foster Laboratory, Newark, N. J., manufacturers of pharmaceutical products.

## The G. Lynn Sumner Company

New York, will direct advertising for the Needlecraft Publishing Company, publishers of *Needlecraft Magazine*.

## Oliver M. Byerly

Cleveland, will direct advertising for the Keystone Reamer and Tool Company, Millersburg, Pa.

## Cleveland A. Chandler & Company

Boston, will direct advertising for Furness, Withy & Company.

## Pratt & Florea, Inc.

Is the name adopted by Lewellyn E. Pratt, Inc., New York, planners of advertising specialties and display campaigns, by the association with Mr. Pratt of Park S. Florea. Mr. Florea was for fourteen years secretary and manager of the Associated Advertising Clubs of the World.

## George O. Leonard

Has been appointed manager of the Research Department of the Campbell-Ewald Company, Detroit advertising agency, with which he has been associated for the past six years.

## Chappelow Advertising Company

St. Louis, will direct advertising for the Smith & Davis Manufacturing Company, same city, makers of beds.

## L. F. Sinclair

Formerly sales manager of the Animated Products Corporation, New York, has been appointed director of sales of the Smith-Ilecht Company, Indianapolis, Ind., producers of calendars, advertising novelties, etc.

## E. T. Sadler Company

Chicago, will direct advertising for the following concerns of the same city: Allbright-Nell Company, manufacturers of packing house machinery and equipment; Chancellor & Vaughan, athletic clothing; H. G. Fischer & Company, Inc., X-ray and physiotherapy equipment. The Faichney Instrument Corporation, Watertown, N. Y., have also appointed this company as advertising counselors.

## Charles C. Green Advertising Agency, Inc.

Philadelphia office, will direct newspaper advertising for the Philadelphia branch of the Commercial Casualty Insurance Company.



## The Thumbnail Business Review

By Floyd W. Parsons

**T**HE slump in the stock market has served to increase the caution being exercised by business executives generally. Employment continues in most lines on a satisfactory scale. Wages are maintained on a "prosperity basis." Most of the important indices of business conditions continue favorable. Car loadings are close to a record total, and bank debits, the best single measure of the nation's business, are running larger than ever before at this time of the year. There is no speculation in commodities worth speaking of. Railroad facilities, factory capacity and labor supplies appear to be wholly adequate to take care of all demands.

Just how long business will continue at a high rate of activity, in the face of a declining tendency in commodity prices, is difficult to ascertain. The present industrial structure is being well supported by the strength existing in building construction, the automobile industry and iron and steel production. The foreign situation is more unsettled than ever. The business reaction in Germany is severe and there appears to be no break in the dark side of the British picture. A coal strike in Great Britain may add to difficulties, while financial conditions in France are hectic.

There is good justification for our believing that we may avoid the distress of a great major depression with its accompanying drastic readjustments. But nothing is gained by closing our eyes to the truth that the plans and expectations of many people could be easily upset by a moderate decline in two or three industries. The present method of doing business on a part-payment plan would not operate so smoothly if there was a reduction in the present high earnings of our workers.

## Hommann, Tarcher & Cornell, Inc.

New York, will direct advertising for Esmond Mills, Esmond, R. I., manufacturers of blankets.

## John Sullivan

Who resigned in November, 1924, after serving several years as secretary-treasurer of the Association of National Advertisers, has established a business as marketing counsel with offices at 1819 Broadway, New York.

## L. J. Gallbreath

Until recently engaged in advertising and sales promotion work for the Bridgport Brass Company, has been appointed to take charge of publicity and sales promotion for the American Brown Boveri Electric Corporation, New York, as assistant to Earl G. Hines, recently appointed general sales manager.

## O. G. Carpenter

Formerly with Ruthrauff & Ryan, Inc., New York advertising agency, has become associated with the New York office of the Lyddon & Hanford Company as an account executive.

## The J. C. Menkin Company

New York advertising agency, announces the removal of its offices on May first to 67 West 44th Street. Milton M. Heyman, formerly with the Blackman Company, has joined the Menkin organization.

## "The Literary Digest"

New York, has opened new offices in Cleveland and Detroit to handle increasing business from the Mid-Western territory.

## Fay Keyler

Formerly with Rickard & Company, Inc., New York advertising agency, has been appointed sales promotion manager of *Radio Merchandising* magazine.

## Tyson Continues to Handle Morse Industrial Advertising

On page 75 of this issue a news item appears in reference to the advertising of the Morse Chain Company of Ithaca, N. Y. This refers only to the automotive advertising of this concern, which has always been handled separately in Detroit. The Morse industrial advertising will continue to be directed by O. S. Tyson & Co., Inc., New York. Since the firm containing the previous item had already gone to press when the correction was received, the *FORTNIGHTLY* takes this opportunity to right the matter in the interests of the companies involved.

## Frank Corcoran

Has resigned from Barton, Durstine & Oshorn, Inc., New York, to become associated with Pedlar & Ryan, Inc., same city.

[ADDITIONAL NEWS ON OTHER PAGES]



## ONE OUT OF 218,000!

You know this man, and you know something of his buying needs. You would look on him as a fine prospect if you could approach him in the right way. Yet he is only one of 218,000 like him whom you may approach through Nation's Business!

Since this compilation was made the total of the subscribers to Nation's Business has increased well over 218,000!

Have you a message for these men?

Presidents .....	54,657
Vice-Presidents .....	24,758
Secretaries .....	23,588
Treasurers .....	11,580
Partners & Proprietors ..	13,317
Directors, Chairmen of Boards, Comptrollers, General Counsels, Su- perintendents and En- gineers .....	9,337
General Managers .....	17,229
Department Managers ..	16,295
Major Executives .....	171,061
Other Executives .....	13,099
Total Executives .....	184,160

# NATION'S BUSINESS



MERLE THORPE, Editor

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

# 271,894 Lines Gained

IN January and February of 1926, over January and February of 1925.

1925 was the greatest year in the history of THE BIRMINGHAM NEWS. Every month was a record breaker—yet 1926 bids fair to shatter the 1925 record.

The record for January and February 1926, as compared with January and February of 1925, for the three Birmingham papers is as follows:

NEWS	AGE HERALD	POST
1926—2,682,232	1,229,956	816,802
1925— <u>2,410,338</u>	<u>1,350,482</u>	<u>622,888</u>
Gain 271,894	Loss 120,526	Gain 193,914

The News gained 29,946 lines of National Advertising in January and February, 1926, as contrasted with a gain of 19,068 lines for The Post and a loss of 2,320 lines for The Age Herald.

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

*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

# Can you beat this for Straight-line Advertising?

The textile industry has the fewest executives per thousand workers of any industry. This was shown in a recent survey.

What does this mean? Simply that this industry—the second largest—has the greatest concentration in buying power.

To industrial advertisers we offer a huge market—an industry sharply defined, whose buying power is concentrated. Finally, we offer a medium that goes to the heart of that industry—to men who control 95% of its purchases.

This subject is discussed in greater detail in "How to Sell to Textile Mills" a copy of which will be sent to anyone genuinely interested in this market.

## Textile World

*Largest net paid circulation in the textile field*

*Audit Bureau of Circulations  
Associated Business Papers, Inc.*

334 Fourth Avenue, New York





## *Honorable Mention*

Every little while, some publisher's representative tells us that something nice has been said of us. Of this we are appreciative, because we are human and prideful of a good name. But we are more prideful of requests by consumers for the goods we help advertise for our clients—honorable mention over the counter and by the cash register. It goes without saying that any good advertising concern should be careful in the way it *spends* the money of others. Distinction is in *making* money for them. The conclusion is in the fact that we have grown in twelve years from a desk in a corner to a suite of thirty offices.

### The Geyer Company *Advertising*

Third National Building, Dayton, Ohio.

# Buffalo the Wonder City of America

Now Going on—

## Buffalo Pure Food Show

Under the Auspices of the

### Retail Grocers of Buffalo

and

## THE BUFFALO EVENING NEWS

The retail grocers of Buffalo have again sought and received the co-operation of the Buffalo Evening News in presenting their annual Pure Food Show. An average of twenty thousand people are in daily attendance—all readers of Buffalo's great home newspaper, the Buffalo Evening News.

*Cover the Buffalo Market with the*

## BUFFALO EVENING NEWS

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

EDWARD H. BUTLER  
Editor and Publisher

*Present Average  
141,018*

*National Representatives*

## KELLY-SMITH COMPANY

Marbridge Building  
New York City

Waterman Building  
Boston, Mass.

Atlantic Building  
Philadelphia, Pa.

Tribune Tower  
Chicago, Ill.

# Producing Results in the World's Greatest Market

**I**N the rich responsive New York market, where the sales opportunities for advertisers are greater than in any other market in the world, The New York Sun produces exceptional results for advertisers:

*Because it is read by people with purchasing impulse and purchasing power.*

*Because it is a home newspaper and reaches all members of the family.*

*Because its readers have confidence in the news and advertising which it publishes.*

For eight consecutive months advertisers have used more space in The Sun than in any other New York evening newspaper.

In February The Sun published 1,241,782 lines of advertising—leading the second New York evening newspaper by 52,090 lines.

The Sun's gain in February 1926 compared with February 1925—a gain of 222,796 lines—was larger than the gain of any other New York newspaper, seven-day morning as well as six-day evening. It exceeded the combined gains of all the other New York evening newspapers by 20,464 lines.

[[ *The Sun is first in advertising among the evening newspapers of New York because it is first in its ability to produce results.* ]]

## The



## Sun

280 BROADWAY

NEW YORK

BOSTON  
Old South Building

WASHINGTON, D. C.  
Munsey Building

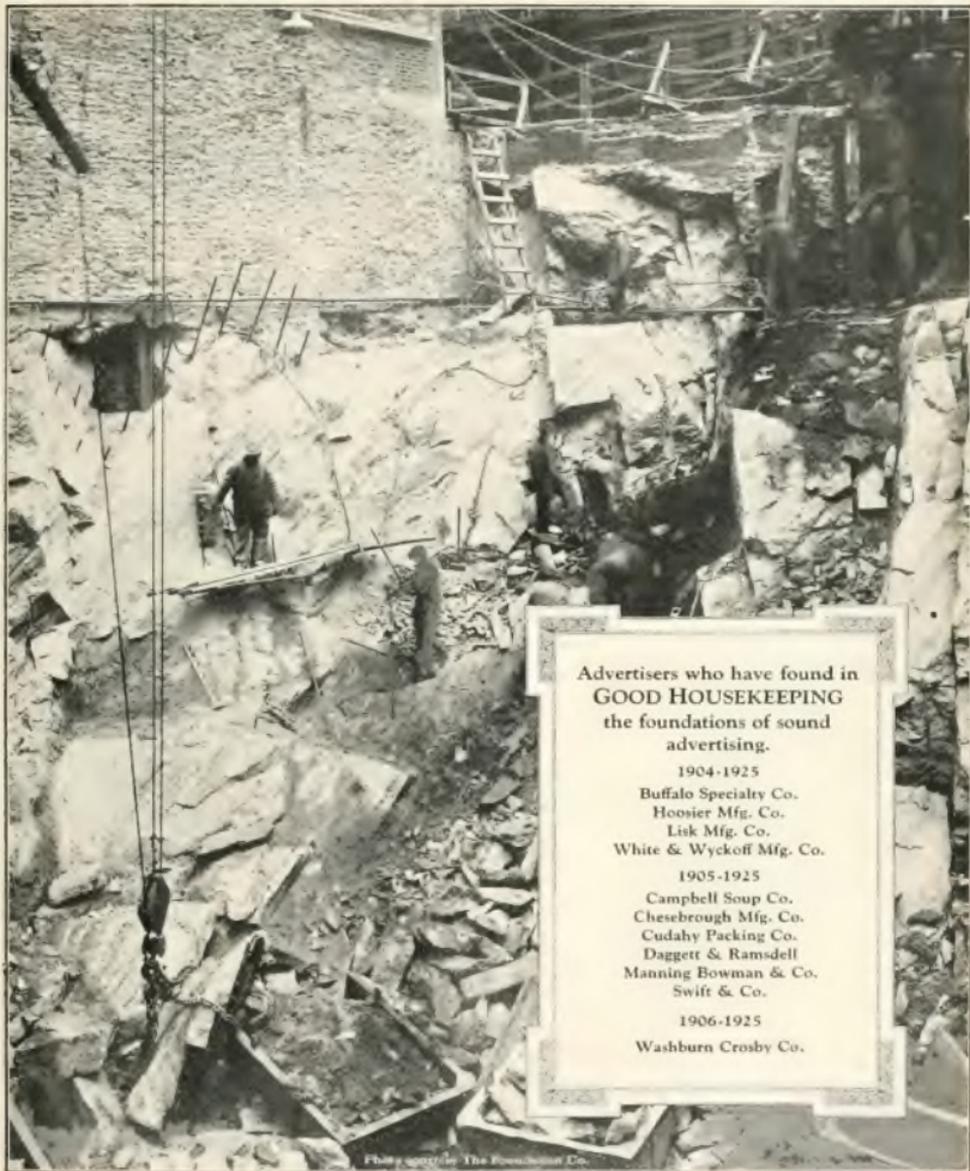
CHICAGO  
208 So. La Salle St.

SAN FRANCISCO  
First National Bank Building

LOS ANGELES  
Van Nuys Building

PARIS  
49 Avenue de l'Opera

LONDON  
40-43 Fleet St.



Advertisers who have found in  
**GOOD HOUSEKEEPING**  
the foundations of sound  
advertising.

1904-1925

Buffalo Specialty Co.

Hoosier Mfg. Co.

Lisk Mfg. Co.

White & Wyckoff Mfg. Co.

1905-1925

Campbell Soup Co.

Chesebrough Mfg. Co.

Cudahy Packing Co.

Daggett & Ramsdell

Manning Bowman & Co.

Swift & Co.

1906-1925

Washburn Crosby Co.

Photo courtesy of The Foundation Co.

# Secure Foundations

# There is a key market product

*In it population is densest,  
richest—grocers most  
numerous, most powerful*

**WHAT** really builds business for a grocer?

Isn't it *concentrated* demand—many calls for your goods instead of few—large consumption instead of slow sales?

Wouldn't it be better for your product in Boston if 61% of the grocers within thirty miles of City Hall reported active turnover than if 100% were barely satisfied with sales?

If one judges by what retailers themselves do in Boston it would seem so. For the great Boston stores rely on *concentrated* advertising in a key trading area.

## *The key trading area 12 miles around City Hall*

In Boston the key territory is Boston City plus the surrounding suburbs for an average area of twelve miles around City Hall.

In this territory are 1,700,000 people. In it, too, are 61% of all grocery stores within a radius of thirty miles—and by far the most powerful stores.

From this twelve-mile trading area the Boston department stores draw 74% of their total business. The per capita wealth is about \$2000. Here the finest stores in Boston report 64% of their charge accounts.

## *Here the Globe leads in circulation*

You can cover this territory through the Boston Sunday Globe which here delivers 34,367 more

copies than the next largest Boston Sunday newspaper. This Globe circulation is *concentrated* in the key territory; it is not scattered over the thinner outlying population.

And you can back up such a campaign effectively through the daily Globe which exceeds the Sunday in total circulation in the same territory.

Such advertising concentrates upon retailers with real leadership. It reaches population with the highest buying power in Boston.

It will move merchandise.

## *National advertising in Boston may profit by the retailers' example*

Certainly Boston department stores *know* the market which is their daily study. They know where Boston buying power is highest, where they can make the most sales per dollar of cost, where advertising reaches the most responsive market.

85% of every dollar spent in the grocery store is spent by women. Filene's of Boston credit 84% of their sales to women purchasers. Note the close parallel in these figures.

For food products, for drug products, could there be any stronger evidence of the Globe's businesslike blanketing of the Boston market than its leadership in department store lineage?

### 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.

# in Boston for the food manufacturer



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

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

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

# The Boston Globe

*The Globe sells Boston*

# Youth ! Beauty ! Charm !



## What Does Your Product Offer?

If you were beauty editor of *The Delineator* or *The Designer*—

And could read only a few of the flood of letters that pours in daily—

If you could see with your own eyes the eager questing for beauty, youth and charm—

You would be amazed at the vastness of this market which awaits your wares.

A young mother worries because baby's coming has robbed her cheeks of their color.

What secret of charm will help a wife retain her husband's admiration and love?

Is there anything that will help dry skin, oily scalp, brittle nails, sallow complexion?

A torrent of questions from anxious hearts. Flappers, wives, mothers—all seek aid in the vital problems of beauty.

What does your product offer? Can you bring back the bloom to faded cheeks, smooth away wrinkles, freshen, revivify, restore?

Have you the gay colors of youth, the loveliness of beauty, the gift of charm to give?

Can you make a smile more dazzling, bring a sparkle to tired eyes, a sheen to silken hair, a touch of color, a breath of perfume?

Then put your message before the eager eyes of these women. Tell them of the youth and beauty and charm that can be theirs.

Show them how your product will serve them—and they will buy.

You can reach this great and responsive market through *The Delineator* and *The Designer* (*The Butterick Combination*)

### And Remember:

Under the Butterick Blue List Method we solicit by telephone subscriptions from those women:

1. Who have telephones because convenient
2. Who have charge accounts at department stores because convenient
3. Who come regularly to shopping centers where advertised goods are sold because convenient
4. Most of whom (85 out of 100) are married and buy for their families.

These women are selected prospects for your products—and they are all readers of *The Delineator* or *The Designer* (*The Butterick Combination*).

# THE DELINEATOR and THE DESIGNER

[ *The Butterick Combination* ]

Chicago

New York

San Francisco

# Advertising & Selling

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"SALESMEN," declared B. J. Williams in his current article, "are just as human as men in any other line of work. And they should be treated like human beings."

Mr. Williams is Director of Sales of the Paraffine Companies, Inc., and knows selling and salesmen from the ground up. In his article, "Hiring Ten; Firing Nine," he takes issue with the "hard-boiled" type of sales manager who is a driver and little else. His plea for understanding and cooperation on the part of the boss is based not on any sticky sentimentality, but on a foundation of cold dollars and cents.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Catedonia 9770

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

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

CHICAGO:  
JUSTIN P. 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. 4d  
Telephone Holborn 1900

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

Copyright, 1926



## A "NATIONAL" AGENCY *In the Truest Sense*

Each of the eight McCann Company offices is an advertising agency in itself, rendering full service to clients in its section, including analysis and study of the client's business, the preparation of plans, and the creation and placing of the advertising. Yet a client of one McCann Company office is a client of all, and each office cooperates with the others in (1) reporting on local marketing conditions, (2) keeping in touch with salesmen, branch houses and distributors, (3) making investigations in its territory and (4) preparing local advertising, if necessary.

This, we believe, makes the McCann Company a national advertising agency in the truest sense.

## THE H. K. McCANN COMPANY *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

MARCH 24, 1926

# Advertising & Selling

## FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

## "Hiring Ten; Firing Nine"

The Hard-Boiled, Unsympathetic Sales Manager Is on the Way Out

By *B. J. Williams*

Director of Sales, The Paraffine Companies, Inc.

**D**URING the years that I was sales manager I earned the reputation of hiring ten and firing nine in order to get one real salesman."

This statement is taken verbatim from a recent issue of a popular business magazine and is attributed to the vice-president and general manager of a large eastern corporation manufacturing a food product. Upon reading it I pinched myself and rubbed my eyes to be sure that I was really alive and awake. I could scarcely believe I had read aright. I felt sure that my faculties had "tricked" me in some way, for I thought it could not be possible that a man occupying a position of responsibility in a successful business institution could be guilty of expressing publicly so medieval a sentiment. So I read it again, but there was no mistake. It was there, written word for word just as I have given it.

It has been a month or more since I read it and I have not since been able to get it out of my mind. I call your attention particularly to the wording of this statement: "I *earned* the reputation." He might have had the reputation without *earning* it, for he might have been charged *falsely* with "hiring ten and firing nine." But, no, he states most emphatically that "I *earned* the reputation," etc. The form of the statement makes it evident that he was proud of the fact and enjoyed the



reputation. What manner of man is this, anyway, who would strike so discordant a note and advertise himself so out of step with the march of progress?

I have been mixed up with salesmen many years. First, as a salesman for an installment house selling silverware, jewelry, clocks, and blankets from house to house on a dollar down and a dollar a month basis; then as a soap salesman going from one little grocery store to another wrestling with "the Armenians, the Portuguese, and the Greeks," not to speak of Italians, Poles, Hungarians, Bohemians, Russians, and the many and various other nationalities

poured into the "melting pot" at Pittsburgh and thereabouts. How well do I remember what it meant to me to receive a word of commendation and "a pat on the back" from my sales manager at the end of one of these hard discouraging days. And how I would read and re-read the letters containing a word of encouragement — frequently reading into them much more than was intended by the writer, with the result that I would start out the following day with renewed energy and the high enthusiasm engendered by kind words and encouragement.

Later, as an executive with a firm employing more than a thousand salesmen, I traveled to every part of the country and with these salesmen sold goods in practically every town and city of any size or consequence in the United States. With the exception of the special salesmen attached to my department, these men were not under my control. I had no authority over them. It was my job to interest them in a line of merchandise of which they knew nothing and cared less, and I did it simply by being human and honest and sincere. I knew my line, and I had a genuine interest in and liking for every man with whom I came in contact. I was not sparing with credit for work done. If out with a salesman and we booked an order, whether for five dollars or five hundred dollars, I gave the salesman all the credit

for it. I made it a rule, also, to go farther even than that. I would not only so advise his immediate superior but I would write the same thing to the main office at Chicago. Need I say that these men were my friends and would work their heads off for me? They were and they did. This is just plain everyday human nature, and salesmen are very human I have found.

During the years I was engaged in personal selling and later in executive sales work, I have associated with and have been in hundreds of salesmen's homes. I have known their wives and kiddies, and I know how human they are, and how, on the whole, they respond to just and sympathetic treatment. I have known them in trouble—when they have had sickness and worse at home, and when, on top of it all,

they were out of work and out of money. I have seen one under such conditions secure a position and go to work with fear and trembling. Old man trouble and his team mate discouragement had trailed him so long that he was almost afraid to start out in the new job lest he fall down. Such a man needs encouragement, not criticism. He needs some one to lead him along—to buoy him up, to help him "Adjust his sights" to the hill of hope rather than the valley of doubt. In the hands of a competent, just, and sympathetic sales manager, men like him have made good and have proved valuable assets to their firms.

On the other hand, I have seen such men directed by hard boiled, unsympathetic sales managers, not only fail to make good but become so discouraged that they were hope-

less and almost helpless for the rest of their lives.

Time was when a great gulf separated employer and employee, when the employer regarded himself as in some way superior to the men who worked for him, when he who wielded the "biggest stick" and was the best "driver" was regarded as being the best manager; but those days are gone. Men unitedly have demanded and secured better working conditions and more humane treatment and much to their own surprise employers have found that where this was done the money value of the men was increased. In other words, under better working conditions and more considerable treatment, the men not only did more work but *better* work.

Now if this be true with lumber

[CONTINUED ON PAGE 66]

# Business Rises in Protest

By Jesse H. Neal

LAST year the postal rates on nearly everything were sharply increased to meet an anticipated deficit due to the advance in wages given the postal employees. This year the Postmaster General tells us that the income of his department will be insufficient to meet the outgo by some \$42,000,000. The inference is that the business interests of the country cannot hope for any relief from high postal rates this year.

It is not true in my opinion, that there is an actual deficit this year, but on the contrary I assert that a fair and businesslike allocation of costs, would show a profit or surplus of more than a hundred million dollars. Nor am I alone in this belief, for I am in a position to know that the resolution recently adopted by the Executive Committee of the Associated Advertising Clubs of the World represents the views of the many important business organizations banded together in our association.

Little by little Congress has converted our Post Office Department into a gigantic tax collecting machine to procure funds for activities and services which by no stretching of proper accounting principles could be charged to the users of the mails.

The Post Office Department is making air mail experiments; it is absorbing a loss on foreign mails in the interest of closer international relations; it is selling for the Treasury Department a

vast amount of documentary and proprietary stamps; it is maintaining a savings department; it is giving a favored rate concession to over 6000 labor, religious and institutional papers published not for profit; it has made a hog census, a crop census and a farm census; and it obtains statistics of exports and imports for the Department of Commerce.

Furthermore the Department is carrying free of all charge, matter for the blind, newspapers circulated in the county of publication, the tons and tons of government mail, and the mail of the Congressmen and Senators. This is not all.

As rapidly as possible every section of the country is being given the benefit of rural free delivery at an enormous annual cost. It's a fine thing; no one objects to it, but this is a social service, a subsidy to rural residents, an expense that should come out of the general treasury of the United States. It is not an expense that should be borne by any one class any more than the cost of public education.

The total cost of all these services performed for the public welfare and not just for users of the mails, is about \$150,000,000 annually. Allocate that expense where it belongs and the legitimate postal operations of the department will show a handsome annual profit more than sufficient to permit of substantial reductions in the present rates.

# Meet the Radio Gyp

By R. Bigelow Lockwood

UP to a few years ago women held the palm for window shopping and bargain hunting. This pastime was universally recognized as strictly the females' prerogative, and mere man never questioned their supremacy nor encroached upon their hobby until an infant industry appeared on the horizon. This industry was radio, and its alluring grip fastened upon the tired business man and his countless masculine co-workers. Strong men who had scoffed for years at the antics of their wives became as putty under the spell and elbowed their way to the front ranks of those who stood motionless, gazing at radio window displays. Brokers rubbed shoulders with office boys and truck drivers mingled with clerks. Almost overnight a new class of buyers came into existence, speaking a new language and manifesting the buying characteristics at which formerly they had been the first to scoff and scoff vigorously.

Radio was, and is still, a man's game. Women are seldom, if ever, seen window shopping for radios, for the lure of radio buying hinges on the masculine desire to tinker with things mechanical.

To this happy hunting ground, stocked with game, came the gyp; a term which applies more strictly to radio than to any other field. Nailing the black flag of

piracy to the masthead, the gyp embarked upon an expedition of price cutting and the unloading of inferior goods which is threatening to demoralize the standardization and ethical conduct of legitimate radio selling.

Before going behind the scenes with the gyp, let us sketch briefly the setting for his operations and the peculiar characteristics of the great mass of buyers with whom he does business.

FIRST, the radio industry is yet largely in the experimental stage. New circuits and temporary fads introduce an element of confusion and cause a complex merchandising situation which changes rapidly. Almost overnight a run on certain equipment will be developed, and the gyp is quick to take advantage of this shifting demand and cash in by cutting prices to the bone.

The radio fans are true bugs, if ever there were any, and may be di-

vided into three general classes: 1. Those who buy sets and then let well enough alone. 2. Those who are constantly itching to change their sets or add equipment to improve reception. 3. Those who build their own sets, knock them down and constantly experiment with new hook-ups.

From the standpoint of the gyp, the first class offers the opportunity to sell one set and to build subsequent business through the occasional sale of tubes and batteries. The second classification is more profitable, for the feeling of unrest on the part of the radio fan is greater, while the third class is what is known as "easy meat." The market for the gyp is ready-made.

"Gyps" may perhaps be defined as follows: Dealers who cut prices simply to bore under the other fellow and determine to sell their goods at the lowest prices in town.

For example, consider three gyp [CONTINUED ON PAGE 46]



RADIO has lifted the supercilious male into the class of his previously scorned sister as a window shopper. The radio gyp, a type made possible by the unsettled condition of the business, specializes in window displays which flaunt price in flaming colors on merchandise which varies from *bona fide* trade marked goods to the lowest quality odds and ends made specially for the cut-price trade

# The Coming "Iceless" Revolution

By H. A. Haring

ON a torrid Texas afternoon it was necessary to travel eighty miles out from Houston on a local passenger train. At the third station, four boys and a man rushed into the coach during the brief halting of the train, but they came no further than the ice-water faucet of the car. One of them had a small pail, two others had cups, all of which were filled with its cooling water. The very next station brought one boy on a similar errand; another station, several more.

When I quizzed the train crew about the matter, one of them gave this enlightening reply:

"It's against orders. But the S. P. never misses the ice water. I used to live in one of these towns myself, and I never saw a piece of ice till I was over twenty; today this town we're coming to hasn't an ice-box, nor a soda fountain."

Not a soda fountain! And yet the town, as viewed from the car window a few moments later, was found to have at least two paved streets, while the young things ogling on the platform had the same colors that Houston girls displayed on their faces. The town is censused close to 2,000. Yet its people know not ice. The comforts of screened windows and electric fans have come to them, making the alkaline heat endurable much as the same conveniences have made life possible for Americans at Tampico, but of cooled drinks and solid butter they have none.

From the Carolinas to the Rockies is a vast stretch of territory wherein winter is never cold enough to make natural ice. To the cities has come, since about 1890, manufactured ice, but artificial ice-making is not commercially profitable in the smaller cities. Individuals live without ice; dairies and meat markets pay the cost of heavy losses and



(© Brown Bros.)

THE iceman's track across the kitchen floor is the first sales argument for refrigeration "by wire." Throughout the country, following the spread of home electrification, a vast new market is opening for electric refrigeration. Soda fountains and butcher shops are only two of the many types of retail concerns that will realize huge advantages from the "iceless revolution" in the tropical and sub-tropical sections of the country

deterioration; soda fountains and soft drink palaces do not exist. The only ice cream is that shipped from the cities in bulk containers.

Near Troy, Texas, an hour was spent with a farm household whose daughters have gone to famous colleges, whose home is one of wondrous beauty and comfort. The wealth of the family comes from two crops: cotton and watermelons. Their guest they regaled with melons the like of which he had never tasted, but with all their wealth they confessed that "until last summer we never had iced watermelon," followed by tales of the wonders that Frigidaire had wrought in their farm life in a twelvemonth.

THOSE who have undertaken to market—or advertise—the new specialty face a most interesting task of developing new markets. Since the invention of the sewing machine, some sixty years ago, no specialty has approached electric refrigeration in the prospect it holds for revolutionizing domestic condi-

tions. The sales possibility is immense, because without argument the housewife agrees that she endures endless vexation over the iceman's drip on her floors. Shopping trips must be planned with reference to the hour of his coming; week-end outings must be carefully arranged so as to leave home with the ice-chest filled and return before the last chunk has melted away. Next to the desire of every woman to escape washing dishes a thousand times a year is her wish to throw away the "ice card" which so regularly adorns her doorway.

This situation covers the more obvious market for "iceless" refrigeration. The manufacturers of the new commodity have done more than enter a promising field. They are most surely about to bring upon American life a few

fundamental changes of far reaching nature—a mild social reform, if you will.

Electric refrigerator salesmen will push their way into every home where electricity is available. Nor will they overlook the home with its own lighting plant, for refrigeration is practicable even with such low-voltage power.

They will solicit sales in large areas for which ordinarily no market exists for a specialty. Income tax ratings and automobile registrations bear no relation, in many sections, to the market possibilities for the new sort of refrigeration. Such a state as Alabama, for instance, offers an unbelievable outlet, referring not to the cities and towns but to the rural population—a field that is low even in sales for shoes and fertilizer and Fords. Within the last year more than 2,000 rural homes in that state were connected with electric power service. Said a public utility general manager of that state to me within the past three months:

"Our records show that under half

[CONTINUED ON PAGE 78]

# Don't Shout! I Hear You Perfectly

By G. Lynn Sumner

NOT long ago there fell into my hands a sales manual prepared for the representatives of a concern which makes enlarged pictures. It is the function of the salesman to canvass from house to house and sell women folks on the idea of giving up the treasured photo of some departed member of the family long enough to have it done in crayon into a 17x22 art masterpiece for the front parlor. It is an incident of the business that when the enlargement is delivered it is brought in an ornate frame that involves a substantial additional outlay on the part of the purchaser, but that feature is beside the point at issue.

The point is that some years back the enlarged picture business was one of the most industriously worked occupations known to the great open spaces of rural America. Based as it was upon a sentimental appeal, it was highly fruitful of results and the back woods fairly swarmed with solicitors. Before the busy housewife on the farm had her clothes on the line Monday morning, a salesman was at the door. And half a dozen times during each week she had to turn from the preparation of dinner or come in from the garden to battle high pressure selling appeals of more enlarged picture agents.

Finally the farm folks set up about themselves various means of protection. All farm house screen doors were securely equipped with inside hooks and in some instances loud baying, ferocious-visaged watch dogs were tethered to rings sliding on trolley-like overhead wires that enabled them to cover a surprising amount of territory.

This was the state of affairs that was known to exist when the salesman's manual in question was prepared. And so it was recognized that one of the first problems of the canvasser was his approach, the problem of getting attention, of getting into the house in order that he might tell his story. And this, as I re-



member it, was the suggested method:

"In summer canvassing, the screen door will usually be found hooked inside. Ring the bell or rap loudly. As the party responding approaches the door, step back and peer intently down the road, as though you might be looking at a horse running away or some other exciting happening. The curiosity of the housewife will almost invariably prompt her to unhook the door and lean out to see what is going on. Then as you turn toward her, step forward quickly so that one foot is placed in the doorway, making it impossible to close the door. With this advantage gained, you can, by quickly engaging her in conversation, win an entrance to the house and the first difficult problem will have been overcome."

I REALIZE I have told a long story to make a point, but I am constantly reminded of this ingenious device for securing attention every time I turn the pages of a publication these days and review the weekly or monthly grist of advertising. And here and now I rise to call attention

and to ask a very pertinent question.

It is a statement of obvious fact that every published advertisement has more competition to meet today than ever in the past. First of all the number of publications has increased to a point where every news-stand has taken on the variety of a notion counter. Where once you made your casual choice from among a dozen offerings, you now must pick from no less than half a hundred. Back in the office of the art editor begins the shrewdly laid campaign to get your attention. A cover design must have news-stand value. It must be strong enough and vivid enough and colorful enough to "stand out".

Once you are inside the cover, you experience the sensation of casting yourself with abandon into a vast crowd of individuals, each dressed for the sole purpose of attracting your attention, each speaking in a voice keyed to catch your ear, each displaying wares alleged to be necessary to your comfort or enjoyment or health or advancement in life.

Aggressive sales and advertising effort have filled the highways of periodical pages with salesmen, who, venturing forth with the full expectation of having to fling themselves against a Lincoln Highway lined with locked screen doors, have fortified themselves not merely with runaway horses but with every imaginable device to induce you to pause and listen or to pause and read.

I give ear to this tumult of shouting for attention and I am disturbed. Has advertising, in too many instances, lost its balance? Have we become such slaves to the formula of (1) attention (2) interest (3) desire (4) the name on the dotted line," that we are trying to sing all songs to the same tune, depending only upon sheer lung power for supremacy? Do we start the preparation of every advertisement with the known quantity: "The first thing



What's Eating You?—Haste?

### TIMKEN BEARINGS

to do is to get attention?" And is attention such an overbalancing element that we are warranted in employing headlines and illustrations that have nothing whatever to do with the product or the service to be advertised, in the hope that once attention is gained, we can bring forth the other hand from behind the back and display the package that we wanted to talk about all the time?

I raise these questions because I firmly believe that the public mind, fickle though it may too often be, is nevertheless the most dangerous thing in all the world to trifle with, and that every extravagance is followed as sure as death and taxes by a reaction.

There are two distinct dangers, as I see it, in advertising that resorts to unusual devices for attention. The first is the danger of attracting attention only to the advertisement itself instead of to the product it is intended to promote. How often does someone lay before you an open magazine or newspaper and say "Now *there* is a clever advertisement!" But does he add, "I'm going to answer that," or "I'm going to get some of that this afternoon?" He does not. The advertisement, through its own cleverness, has pushed the product into the background.

The second danger of attention shouting is that it has a tendency to undermine public confidence in the serious business of advertising itself, than which nothing is more serious, certainly, to advertising men.

The unfortunate truth is that advertising had its inception in stunt form and it has been trying to outlive it ever since. The bombast of the side show barker and the extravagance of the circus poster, gave

**E**XAMPLES of current advertising in which emphasis has been placed upon attention value. In this article Mr. Sumner raises the question of whether or not there is a growing tendency to stress too heavily this element by calling into service illustrations not entirely relevant to the subject



Dr. Evans' Tooth Powder & Dental Cream

advertising a heritage from which it has gradually emerged because men of vision saw its power as a business force. There are still those who insist upon flippantly referring to it as the "advertising game," and every time they use that expression they lay another log for advertising to burn.

Advertising is in a stronger position today than at any time in the past, better able to justify its own case and demonstrate its value in economic distribution. But there are still those ready to lay it by the cars at the slightest provocation.

**M**AYBE I'm way off on this whole question, but I have a very definite conviction that most folks can be interested in anything that really interests them. I believe that every product or service offered by a reputable concern that serves a useful purpose can be interestingly presented without the necessity of resorting to too spectacular methods to get attention.

The greatest single advancement ever made in selling methods was the discovery that the thing to sell was not the article itself, but its uses and enjoyments and advantages. The application of that principle to advertising has changed the pages of our periodicals from catalog pages to pages teeming with human interest.

Advertising that serves a real purpose, advertising that tells us through picture and story of new



"I DID" "No, you DIDN'T"  
"I think I did"

Illustration of a man and woman, as presented by the use of special lines

W  
HAMMERMILL  
BOND

uses and new enjoyments, has influenced beyond calculation our whole standard of living. It has taught us the rules of health and prompted us to buy foods, it has made a virtue of cleanliness and led us to use more soap, it has encouraged care of the teeth and made us buy more tooth paste, it has stimulated pride in personal appearance and we have bought more clothes, it has shown us how to rest and we have bought better beds and mattresses, it has inspired us to live in lovelier homes and we have bought rugs and furniture, it has shown us how to save time and we have bought kitchen cabinets and modern office equipment, it has shown us the joy of open roads and we have bought enough motor cars to carry our entire population at one time to one grand outdoor picnic.

Advertising has done all these things by being *interesting* to people who are always ready to be interested, not by merely attracting attention, too often to itself alone.

This is not intended to be a book advertisement, but many years ago the man who was I believe the first advertising counselor wrote a book that should be constantly within reach of every advertising man who struggles with this problem of getting the public to listen. It is a little book called "Imagination in Business," by Lorin F. Deland. It points out very clearly the difference between "imagination" and "invention." The "imagined" appeal is sound. The "invented" appeal is artificial. If you have not already done so, you will find it mighty interesting to put the advertisement you have just written—or just paid for—to this test. Is it imagined or invented? The answer is pretty likely to tell you what sort of response it will bring.

# Do We Pay Too Much For Attention?

In Our Struggles to Have Our Advertisements Noticed, Have We Sacrificed Too Much?

By S. H. Giellerup

**A**N impossible number of advertisements have been published in the last twenty-five years. At least twenty million will go forth on hopeful errands this year, each of them being reproduced from five to five million times. Certainly nothing could be more familiar to the public than advertising, and it has occurred to me that nothing could throw more light on our own efforts than the opinion of the public regarding them. We are constantly professing expert knowledge of what the public thinks of other people and their products; let us inquire now about ourselves and what it thinks of our work.

Without question, the public today has a higher opinion of advertising men than it had twenty-five years ago. No longer do we encounter upon inhospitable doors signs reading, "No admittance to beggars, pedlars and advertising men." Yet, while the business of advertising has become one that is deemed highly desirable, I am afraid the public still looks upon it with a sort of knowing wink. Allusions to it as a sort of "trick" business are occasionally made. Many consider it a "game" wherein fat salaries are paid to those who can think up clever stunts, dash off snappy slogans, and by some simple ingenuity work miracles with slipping businesses.

In the Sept. 9, 1925, issue of the FORTNIGHTLY was an article en-



Photo by Eastman

**T**HE editor and the advertiser both strive for our attention as we thumb through any publication. Each must obtain it or he will have failed in his purpose. But more important still is Remembrance, without which nothing is achieved

sterling worth of the banker, the lawyer, or the engineer. He is a snap-doodle sort of party, flashing brilliant suggestions with the enthusiasm of a short-circuited trolley wire.

Perhaps the novelists and playwrights are wrong about this. Perhaps they misinterpret the public's ideas. We must admit, however, that they are not without some justification. The people's conception of what constitutes advertising is strange indeed. I have heard it claimed that such philanthropies as Rockefeller's and Carnegie's were made primarily for advertising purposes. When Ford adopts a six dollar a day minimum wage, or America

adopts "The Terewth." It appeared originally in *G. K.'s Weekly*, London, and is a criticism of advertising by a layman. In it, the author condemns English advertising as essentially untruthful and not to be taken seriously. Such a criticism could not be made of American advertising, although some of the evidence indicates that our trouser-legs are still spattered with the mud of charlatanism. Professional men may be right to abhor advertising. They may be wrong. But they are part of the public, and as such contribute to public opinion.

Novelists and playwrights, on the other hand, utilize advertising to the full; yet what is their opinion of it? The advertising man of play and story has little of the solid

adopts "Yes, We Have No Bananas!" as its temporary national anthem, our neighbors adopt a "You can't fool me" expression and tell each other that it is all done for the advertising.

These and other circumstances make the public's attitude plain. People think us superficial, insincere. Somehow our work has given them an opinion not entirely favorable. What is there about advertisements to produce such an impression? Are they really superficial and insincere? The majority of advertisements attempt to convey information. The reader also secures information from the articles and news items. Let us compare, therefore, the advertiser's pages with the editor's pages, which must, if they are to survive,

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## What's the matter with the men who *almost* succeed?



THEY ARE THE MEN WHO ALMOST SUCCEED.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.

They are the men who are always on the verge of success, who are always on the verge of failure, who are always on the verge of being successful, who are always on the verge of being unsuccessful.



Once in every  
man's life-

**TOO MUCH SPEED**



OUR first recollections of scare copy date back to the horrendous era in which pleasant morning coffee cups sprouted waving octopus tentacles. That was the wallop packed by those who, back in the gay nineties, would sell us substitutes for strong drink. And now in the more enlightened middle nineteen-twenties, the scare copy hook is still present, but as Postum does it, coffee-fatigue is pictured as a most aristocratic ailment. The series is notable for both the interest of its copy and the uniform excellence of its illustrations.

# The "Psychography" of Advertising Copy

## Why Advertising Mirrors the Character of the Advertiser

### By Marsh K. Powers

**I**N the writing of biography in recent years a new trend has been evident, a movement sufficiently well marked and defined to have earned a name of its own. The new trend subordinates the restrictions of strict chronological sequence and makes no effort to include all possible details of incident and cross reference. Instead the primary aim is to arrive at and interpret motives and thus reveal inner characteristics.

The term selected to identify this movement is the coined word "psychography." Among writers whose works are considered examples of the new movement are Gamaliel Bradford, Lytton Strachey, M. B. Werner and a fellow-member of the writer's amazingly inky-fingered college class, Meade Minnigerode. In greater or less degree all of these are primarily intent on discovering and revealing the permanent traits of character of their subjects.

The phrase "psychography," however, has its advertising application as well as its biographical use.

In one form or another, the thought has been repeatedly stated that "all that your prospect sees of your advertising program is the message you print for his attention." Consciously or subconsciously, the prospect applies the principle of "psychography" to what you print in the effort to estimate how much credence he should place in your statements. What you say, how you say it and how you display it—all pour automatically into his mental test-tube for personal analysis of your character and reliability.

A recent article in the architectural journal, *Pencil Points*, contains two paragraphs well worth reproducing in this connection. Veteran copy writers will recognize the essential truth in the following statements:

Someone has said, "A man can't paint a picture bigger than he is."

That doctrine is fundamental. A man cannot make a design better than he is! To him who knows how to read it, your work will always look just like you. If you express weakness or insincerity, so will your work. If you express nervousness and jerkiness, your design will show interference of motives. You will choose broken pediments and interrupted outlines as a natural result of your nervousness, whereas if you are robust and calm you will select strong forms and masses, simpler surfaces, fewer motives, and get carrying power in your principal shadows.

If you are expressing weakness and evasiveness physically and morally, your designs will betray it in conflicting motives and apologetic or imitative subterfuges; on the other hand, if you are a devotee of frankness and honesty, your designs will show it.

**A**T first glance it might seem that no matter how accurately the above comments apply to the architectural draftsman's task, the analogy to advertising is decidedly remote, since so great a bulk of advertising copy in publications is not written by the advertisers themselves but by writers in the advertising agencies of their selection. The argument might, therefore, be plausibly advanced that the reader of an advertisement who sought to analyze an advertiser's character from a printed message was actually, though unwittingly, analyzing the character of an individual copy-writer.

Experienced copy-writers know otherwise. They know that, willfully, their work reflects the institutions whose commodities or services they are presenting through the printed page. And they know, too, from bitter experience, that it is effort largely wasted to attempt to lift an advertiser by his own bootstraps and a slow process to metamorphose him by the power of printer's ink. There is an architectural parallel to this truth also. At another point in his article, Mr. Breiby, previously quoted, explains—

No matter how clever an individual draftsman may be in draftsmanship or

design, his work must always be governed by those from whom he receives his income for service rendered, and though particular drawings will tell of individual ability, the influence of the master designer, who is the architect, must always be felt, and the draftsman must follow the traditions of the particular office where he is employed.

Now, let us return for a moment to the assertion, "A man can't paint a picture bigger than he is," and its corollary, "If you express weakness or insincerity, so will your work." The advertising example of weakness is the advertiser who cannot "stay put"—who changes his program before any progress could prove successful, who is continually aiming his advertising at new targets, whose advertising is in a state of continual flux and hence achieves for him no clear-cut and definite reputation. No copy-writer can permanently conceal such an advertiser's basic unreliability of character and purpose. Behind such an advertising policy (if it can be called a policy) there will almost always be found similar inherent weaknesses in product and sales-methods which the advertising, in some miraculous and unexplained manner, is counted upon to offset.

**A**RENT there too many individualities contributed to the final printed advertisement to permit it to be the picture of a single individual, especially since, more often than not, that individual is actually a corporation or a partnership?

Fortunately, the answer is "No."

Fundamental characteristics persist, even though soft-pedaled now and then in individual insertions, and the advertising, over a period of months, inevitably and accurately reflects them, for the reader's benefit and protection.

The blow-hard insists on superlatives—is not satisfied without a liberal application of "mosts" and "ests"—and thereby betrays himself.

The rigidly conscientious adver-

[CONTINUED ON PAGE 86]

# The Plutocrat in Overalls

By Gilbert L. Parks

**W**ITHIN the past half year a slight rash of complaint has broken out in the public print, calling attention to the growing distress of the so-called better classes. The rapid industrial expansion since the war has wrought a change, which economists, used to dealing with broad running averages and the decennial senses, are beginning to realize.

Approximately 300,000 families, out of the total of 27,000,000, have yearly incomes of \$10,000, or better. But it is not the wealth of individuals in America which is most notable; it is the general standard of well being among the masses.

Only a few years ago there was a vogue of cartoon humor, in which the plumber and the laborer were depicted as going to work in automobiles. Today, it is far too ordinary to be funny. The vanishing middle class compels a readjustment of current business methods, particularly in the field of advertising, and, as always before, those first to sense the new order will capture the markets of the oncoming generation.

Of the 20,200,000 motor vehicles now registered throughout the country, 17,700,000 are passenger cars—more than a car to every three income receivers. One manufacturer reports that of his sales last year on a car priced between \$500 and \$1,000, between 65 and 70 per cent went to wage earners. Other investigations show this is fairly typical, not only of other low priced cars, but with all cars, say up to \$2,000.

Secretary Hoover has pointed out that according to the United States Department of Labor, wage rates are 128 per cent above 1913, while prices are but 70 per cent above that base.

Working people, today, prize luxuries above all else. They will cut down their expenditures for clothing, they will economize in food,



© Fairbank & Fairbank

**T**HE condition of labor in America today is far better than it has ever been anywhere. Wage rates have increased 128 per cent since before the War, while the increase in prices is only 70 per cent higher. The time-honored picture of the average middle-class home must be erased from the advertiser's mind, for there is practically no middle class in this country today

they will live in crowded tenements, but they will keep a car, a piano, and a radio.

Yet advertisers have been unwilling to conceive this change. They still retain the mental image of a typical family to whom they address all their sales efforts, but it is a before-the-war conception. A trace of irritated scorn still prevails at the vulgar taste of the masses.

**I**N the December issue of *Harper's Magazine* an anonymous author details poignantly the trials of a member of the professional class in attempting to live in accord with custom on an inadequate income. Today, there is no middle class. People are either rich or poor, and the members of the one time middle class group are today most often poor. Inside the home we find penny wisdom in small economies, the kind of wisdom that dulls the edge of 90 per cent of all national advertisers' messages, that there may be the pound folly of "living on a nice street," "having a nurse for the baby," club dues, church contributions, and charity hold-

ups which are given in the prideful manner of the publican thanking the Lord that people do not realize the actual poverty buried beneath.

The author of "Living on the Ragged Edge" says: "We have seriously tried to cut down in every possible way, but we are either too obstinate or too weak to alter our most fundamental ideals of what life should afford us and our children. Perhaps we lay emphasis on the wrong things as necessities."

Obviously, the things which she lays emphasis on are not to any great degree the visible manifestations of wealth which our national advertisers are most concerned in distributing. The laborer in America, some of the newer critics complain, has been dazzled by

the materialistic conception of America's plutocracy. When skilled labor demands a wage increase, and such demands have been markedly successful, it has its eye on tangible luxuries.

Katharine Fullerton Gerould, writing in *Harper's* on "The Plight of the Genteel," makes a very clear distinction between the tangible luxuries desired and obtained by the wage earners and the aesthetic satisfactions which so nearly exhaust the buying power of the professional class.

She writes, "Being householders, we are the employers, if you like—in however small a way—of butchers, grocers, carpenters, electricians, cab drivers, and laundresses. We want their services and their provisions; they want our money; we might conceivably envy them their motor cars, their fur coats, and their bank balances; they envy us nothing that we have. Our intangible possessions, such as they are, arouse no desire and no emulation within them."

Later: "Travel, the opera, books and pictures? We do not have them

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# THE • EDITORIAL • PAGE

## Acceleration

THE recent news that Daniel Guggenheim has created a fund of \$2,500,000 for the promotion of aviation has considerable significance aside from its size, in that it means that the "art" of flying will receive very definite acceleration beyond that usually supplied to a new art by necessity or commercial considerations.

Picture the accelerating influence if a fund proportionately large had been placed at Gutenberg's disposal when the printing press and movable type were in their infancy, or if the steam engine or the steam-boat or the telephone had been backed by millions in the early stages of their development.

But it is not alone the fact of this fund that is now placed to the credit of aviation that stirs our imagination: it is the thought that in the future every new art that promises to serve mankind will have its friends who will come forward, as Mr. Guggenheim has done, and place large fortunes at its disposal that the world shall not have to wait. Nor is this without commercial significance: it means a more rapid development of industries and markets, once their promise looms on the world's horizon.

## Listerine's Advertising Experience

FROM a financial advertisement in the columns of the daily press, we extract this significant paragraph concerning the advertising experiences of The Lambert Company:

The company's advertising of Listerine has had an unusual record. Starting with practically no expenditure in 1921, each monthly increase in advertising has been met during that month by an increase in profit as great as the advertising increase and a substantial additional profit. The growth of our advertising expenditure is indicated by the fact that in 1925 our advertising expenses were about \$2,100,000, and in 1926 they will exceed \$3,000,000. . . . During the last four years we have spent over \$4,400,000 in advertising.

## Boomerangs

A CERTAIN large industrial concern recently learned in a very definite way why it is poor business to knock competing products.

Some eighteen months ago one of its engineers wrote a report comparing his company's device with a competing device which operates on a different principle. He recommended that this be used as the basis for the company's advertising and selling, featuring the advantages of his company's principle and showing up the weaknesses of the other principle so pointedly as to be inescapable.

The advertising manager and the agency which serves this advertiser were both against this on the general ground that knocking is poor salesmanship.

Last month the company bought out the competing company and took over the manufacture and sale of its device, which enjoys a considerable popularity. It is now laying plans for a doubly profitable business,

selling the two devices to two different schools of engineering thought.

## Charlie King Is Dead

A COLORED man died the other day whose passing is a loss to many of our readers. True, he occupied a minor position in the world of advertising, but his death is mourned by several hundred men who will long remember him for his dignity, his simple courtesy, and his rare ability to remember names and faces, and the firms they represented.

The Magazine Club is collecting a fund for Charlie King's family—not because it is in any immediate financial need, but as a gracious tribute to the memory of a fellow worker. In honoring Charlie King, for 20 years reception clerk at the Batten Agency, advertising is honoring itself.

## Returned with Rate Card

THE Inland Press Association took an obvious step last week, and one which we think is justified, when it decided that the reams of matter received by its members from press agents be returned—not to the press agent but to the advertiser—with an advertising rate card.

## H. R. 8586

ON January 29 a bill was introduced in the House of Representatives to prohibit the carrying by the mails of any newspaper, circular, pamphlet or publication containing any advertisement for the sale of any pistol or revolver. It says:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled:

"That no newspaper, circular, pamphlet, or publication of any kind containing any advertisement for the sale of any pistol or revolver, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier. Whoever shall knowingly send or cause to be sent anything to be conveyed or delivered by mail in violation of the provisions of this section, or shall knowingly deliver or cause to be delivered by mail anything herein forbidden to be carried by mail, shall be fined not more than \$1,000, or imprisoned not more than two years, or both; and for any subsequent offense shall be imprisoned not more than five years. Any person violating any provision of this section may be tried and punished either in the district in which the unlawful matter or publication was mailed, or to which it was carried by mail for delivery according to the direction thereon, or in which it was caused to be delivered by mail to the person to whom it was addressed."

This bill is similar to other bills that have been up before and we suspect that it will share a similar fate. But it again indicates the trend of public sentiment. In our opinion the organized interests of publishing and of advertising could profitably study and take action on the subject rather than have legislation passed that says: This is against the law! In other words, if any housecleaning is advisable or necessary, it should come from within the industry rather than from without.

# The Travel Blurber

By Charles W. Stokes

THE other day, there came into my office a prosperous - appearing middle-aged man, the president (his card said) of a manufacturing company.

"I want you," he said, "to read these poems, and see how X. affected my wife." He mentioned one of the most famous resorts on our line. "She was there only three days," he continued proudly, "and she wrote those sonnets." She writes quite a lot of sonnets."

What could one do? The poems, six in number, were supposed to express different moods into which X. had struck the poetess all of a heap. They weren't exactly rotten, but they would never jar either William Shakespeare or Elizabeth Barrett Browning out of the sonnet kingdom.

"Well?" said I, feeling for the secret push-button that would bring a boy rushing in with the message that the passenger traffic manager wanted me at once.

"I was wondering whether you would like to buy them. It seems to me they would be of considerable value in your advertising."

I was very patient with him. I explained how X. was the best advertised resort in America, how its extraordinary individuality had inspired poets, painters, and writers to the highest frenzy of creativeness, how what was left over we preferred to write ourselves, how the public doesn't like highbrow stuff in railroad advertising, and how railroads are just like other people who advertise, anyway, in being rather squeamish about using sonnets.

"The only reason I took the trouble to show them to you," he said indignantly, "was because they struck me as being so much better than the punk stuff you're using now. I wish you good-day!"

And there you were! It only needed him to say that he was a large stockholder and would see the president immediately; we have so many like that that we keep a special form letter.

In modern travel literature there



are only two types. Firstly, there is the rather mauve type, which is usually serialized in expensive monthly magazines and later issued in book form at prices considerably beyond the reach of the proletariat; and, secondly, there is the railroad type, which is gladly yours for the asking, without money and without price. One of the intelligentsia has been cutting enough to say that railroad literature is the "blurb of travel."

THE railroad folder has been blamed for many things, from the so-called "curse of tripperism" to the empty cans that litter the National Parks. It has been accused of causing forest fires, vulgarizing nature, and decimating the elk herds in Montana.

The "blurb," if you remember, is the snappy little synopsis which publishers print on the "jackets" of new books, to whet the appetite of the hesitant purchaser, and is much despised and bedeviled by book-reviewers.

In a few weeks now, gentle reader, you will be wondering where you will spend your vacation. Do you get out an encyclopaedia—or an atlas? Do you really consult your own intelligence at all? No; you get a few score of railroad folders from obliging ticket-agents, and spend the next few nights torn be-

tween the rival attractions of Yosemite and Atlantic City. One thing you never do give the railroad folder its due credit for; it has made Americans the most inveterate race of travelers on the face of the world.

Wasn't it Shakespeare who said "home keeping youth hath ever homely wit?" In other words, the tourist who goes tearing up and down the length and breadth of the land, and who gives us high-brows such a hearty laugh—he is the trade which follows the flag. He has built California, and has helped the stern coasts of Massachusetts and Maine into a state of opulence. He is the bully boy with the glass eye to whom the Italians and the Dalmatians and Roumanians and the Bermudians and the Bahamians bow down and worship.

Railroad companies use a diversity of advertising—some more than others, truly, but all some. But they all agree that the illustrated folder is the keystone of their advertising arch. They don't need it, of course, to sell a round-trip ticket, good for return on day of issue only, but they simply couldn't exist without it when they go gunning after tourist business. American tourists love to get a multiplicity of travel literature and gloat over it months before they make up their minds where they are going.

The travel complex is rather interesting. On the one hand the average American traveler is so critical of defects. He will kick like a steer if he doesn't get service or if the Lover's Leap isn't just exactly where the picture says it is. Your bouquet of blurbs must be at least 99 and forty-four hundredths pure. But, on the other hand, he is so pathetically eager to be hornswoggled into believing that he has just taken the best trip on earth, and that there was not one cent of his dollar for which he did not get full value. He pays you (the transportation company which is at that moment handling him) the sincere compliment of blotting all competing attraction:, past, present

[CONTINUED ON PAGE 68]

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  
John D. Anderson  
J. A. Archbald, jr.  
R. P. Bagg  
W. R. Baker, jr.  
F. T. Baldwin  
Bruce Barton  
Robert Barton  
Carl Burger  
G. Kane Campbell  
H. G. Canda  
A. D. Chiquoine, jr.  
Margaret Crane  
Thoreau Cronyn  
J. Davis Danforth  
Webster David  
C. L. Davis  
Rowland Davis  
Ernest Donohue  
B. C. Duffy  
Roy S. Durstine  
George O. Everett  
G. G. Flory  
K. D. Frankenstein  
R. C. Gellert  
B. E. Giffen  
Geo. F. Gouge  
L. F. Grant  
Gilson B. Gray  
E. Dorothy Greig  
Mabel P. Hanford

Chester E. Haring  
F. W. Hatch  
Roland Hintermeister  
P. M. Hollister  
F. G. Hubbard  
Matthew Hufnagel  
S. P. Irvin  
Charles D. Kaiser  
R. N. King  
D. P. Kingston  
A. D. Lehmann  
Charles J. Lumb  
Robert D. MacMillen  
Wm. C. Magee  
Carolyn T. March  
Elmer Mason  
Frank W. McGuirk  
Allyn B. McIntire  
E. J. McLaughlin  
Alex F. Osborn  
Leslie S. Pearl  
T. Arnold Rau  
Irene Smith  
J. Burton Stevens  
William M. Strong  
A. A. Trenchard  
Charles Wadsworth  
D. B. Wheeler  
George W. Winter  
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

# Grocery Jobbers Are Moving Small-Townward

By G. H. Cleveland

**T**HE most recent development in the grocery jobbing business seems to be a back-to-the-farm movement of city jobbers. Small town jobbers have apparently fared better than their big city brothers during recent years; but now the big city jobbers have awakened to this fact, and are putting considerably more effort into going after country business.

Does this mean that the city jobber is through as an important factor in the distribution of groceries in large cities?

All of those interested in the grocery business have watched the struggles of city jobbers, and particularly the big houses, in their effort to retain their city business and to make a profit. Handicapped by their overhead because of maintaining large warehouses and considerable numbers of employees, they have been at a disadvantage competing with small jobbers.

We have watched these big jobbers try the cash and carry plan, have seen them try to assure themselves of a certain volume by price or advertising concessions to groups of retailers who signed up to buy exclusively through them. There have been other schemes, but they have not resulted in progress.

The result is that right now we are seeing many consolidations of city jobbing houses and changes in ownership. One of the most recent changes in ownership would be humorous if it were not sad. It marks the passing of some old-timers, and the coming into power of a small town jobber who has bought controlling interest in this big city wholesale house. The way the story books all used to read was that the big city fellow swallowed the small town chap.

There is no authentic evidence that chain stores are on the wane, and as long as they maintain their present volume they will be sold direct by most manufacturers. Although chain stores only control a portion of the business, yet it is of sufficient size in most big cities to make the possible

volume for the jobbers far too small.

None of us know whether it is actually the intention of the A. & P. Company to try to have 50,000 retail stores in the United States; and should they attempt it, anybody's guess is good as to whether they will be successful or not. Apparently they are going to spread out more, and this can also be expected of some of the other large chains. Thus, today there is reason to believe, that taking the country as a whole, business for big city grocery jobbing houses will continue to decline.

**O**F course, most big city jobbing houses have not concentrated just on city business, but have sold in the natural trade territory outside of their city, and sometimes far beyond. Also, the desk jobber has never placed any limit on his territory as long as he could make a few per cent on the sale, particularly on orders where he could get the manufacturers to make drop shipment.

I do not know how the small town jobber is going to like to have his big city brother for a playmate. It wasn't so bad when he just had to compete with the salesmen of the big city jobber, but having a branch house in his home town may be a different thing for the small town jobber.

I am not sure that this back-to-the-farm movement of the big city jobber will appeal to many manufacturers, because the small town jobber has been their best friend. Individually, the business of each small town jobber has not amounted to anything like the volume from the big city jobber, but as a rule he has been a much more consistent friend. The new movement just adds another problem to those that the manufacturers already have.

The small town jobber has been loyal. He has sold many lines for years, and in many cases to the exclusion of all competing brands. He knows that he and his customers make money on these lines, that they are satisfactory to users, and he isn't interested in dividing the busi-

ness by taking on lines made by competitors.

As a rule the small town jobber is not a private label house, so it is not necessary to keep proving to him a great many things that have to be proved constantly to city jobbers. The small town jobber pays attention to efforts to help him, and his customers, the small town retailers, do more to boost individual lines than city retailers do.

The big city jobber, by establishing branches in the small town, is not going to help the situation any, unless he buys out the small town jobbing house already there. The establishment of branch houses will not create more business, but will divide the existing business between the branch house and the local jobber. No gain is made, and the city jobber has simply helped to extend the chaotic conditions of the city to the small town.

The big Nash chain of wholesale grocery stores in the Middle West, is apparently convinced that the future for grocery jobbing is in the small towns. I cannot think of one branch of theirs which is located in a large city, and the new houses which they are taking on are all in small towns. Their policy seems to be the acquiring of existing jobbing houses, rather than the starting of competing houses.

**W**ITH this back-to-the-farm movement, there seems to be a tendency on the part of some city jobbers who have been strong private label houses to be more friendly to nationally advertised lines. It is one thing to push a private label when a jobber has established customers, but when the number of these customers is reduced and new customers have to be sought, it costs too much money to buck the sales resistance of nationally known goods. The chances are that these retailers are satisfied with nationally advertised goods and that they don't give a tinker's dam about private labels, even at a price concession. A few jobbers who started in a local way

[CONTINUED ON PAGE 76]

# THE BILLION DOLLAR MARKET



83.88% Renewals

is a real indication of the value  
of the *Railway Age* to its readers.

Simmons-Boardman Publishing Company

*"The House of Transportation"*

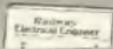
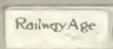
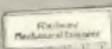
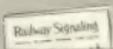
30 Church Street

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

New York, N. Y.

1007 Euclid Ave., Cleveland  
Washington, D. C.

San Francisco  
London



## SIMMONS-BOARDMAN PUBLICATIONS

ALL A.B.C.

ALL A.B.P.

# Coty and McKesson & Robbins Exclusive Distributor Plans

By De Leslie Jones

**T**HE newest and most brilliantly successful solution of time-honored distribution difficulties (for concerns adapted to it) is the exclusive distributor system.

Nearly fifty companies are now operating on this basis, and I have not yet found one that does not pronounce it a success. In fact it is so successful that they are loath to talk about it, as a general adoption of the plan would decrease the benefits they derive from it.

Perhaps the best way to present this subject concretely is to describe first the company which has operated it longest and with most conspicuous success, McKesson & Robbins; and second the newest and most prominent example, Coty.

The significant thing is that the same reasons are responsible for nearly all those adopting the plan, for the ills of the distributive system are fairly alike. Contributing factors have been high selling cost, mounting general expense, price-cutting and the inability under existing laws to force a price maintenance agreement. Undoubtedly price-cutting is the most potent of the reasons for the development of the plan, as Coty, Inc., have made the change practically on the score of eliminating price-cutting. Some companies have a mixture of selected jobbers, as well as other methods of distribution, according to conditions and territory. Many others are frank in saying that the principal reason for the increased use of selected, exclusive jobbers is that it gives the manufacturer greater control of the conditions under which his wares shall be sold.

If the jobber is made a special sales agent, as distinguished from an exclusive jobbing house, he is required to make less investment of money, though possibly more in effort. The goods sold through him are handled in much the same way as through salesmen. The jobber is not a buyer of goods—he is merely an agent operating on consignment, payment being made when the goods are sold. This is the McKesson &

Robbins plan. The jobber so selected finds this to his liking, as his money is not tied up in stock. But the manufacturer who hopes to attain national distribution via this plan must have large resources at his command. He has, however, the advantage of having his goods always in the jobber's hands, while the latter has every inducement to roll up sales, in that he always has on hand a stock for all demands.

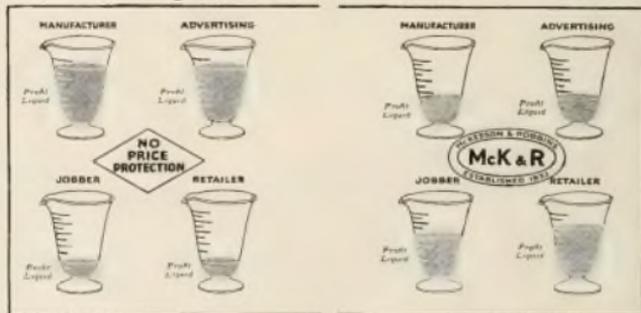
Until about 1916, the McKesson & Robbins concern was primarily a jobber in itself, although it had done some manufacturing for many years previous to that time. It maintained a large stock of drugs and drug sundries, selling these to the drug trade through its force of salesmen who covered practically the entire United States. As its own line of products was confined largely to such drug products as quinine, narcotics, etc., there was no marked competition between its own goods and those of other makers. However, a company was organized under another name, and, in turn, these products were sold to other jobbers. Along about the time men-

tioned another factory was built in Brooklyn for the manufacture of a line of household remedies and similar goods, these products to be sold through its own jobbing house. Later another factory was built at Perth Amboy, thus extending the manufacturing end considerably. The company thus had two complete selling organizations—one selling to the retail trade from the wholesale house, and one selling to the wholesale trade from the factories.

**I**N the meantime, costs of selling went up, as every wholesaler and manufacturer knows. Railway, hotel, in fact every sort of traveling cost has risen enormously. Under the competition which existed in the McKesson & Robbins organization, it seemed necessary to make some sort of readjustment. Naturally the trend was toward manufacturing rather than selling. Since the company had maintained for years a force of salesmen in direct competition with the jobbing houses in various parts of the country, a problem of considerable magnitude

[CONTINUED ON PAGE 84]

## Two Selling Systems: Who Gets the Profit?



**NO PROTECTION!**  
The distribution of profit is where the manufacturer depends almost entirely on building up consumer demand by advertising, and does not protect the profit of the jobber and the retailer.

**PROTECTION!!!**  
ABOVE shows the McKesson & Robbins distribution of profit which recognizes the jobbers and retailers' influence in selling and pays them for it.

Write us for the name of YOUR nearest special distributor.  
**McKESSON & ROBBINS, Inc.** 31 UNION SQUARE, NEW YORK CITY

# THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL WEEKLY PAPER

## BARON WARMS OF WORLD RUSH FOR PROSPERITY

Baron Hugel, German, has been designated by League of Nations...

## London's Fight With Water in the Capital

London's water supply is being improved by a new system...

## Boy Scout "Cool Turns" Will Help Toward College Education

The new franchise bill will give Scout boys the right to attend college...

## WATERWAYS AID WINS FAVOR OF RAILWAY CHIEF

For convenience of transport to their business...

## President Ends His First Year With Added Prestige

Such a high honor is conferred on the President...

## CHAMBERLAIN DENIES PLEDGE GIVEN TO FRANCE

Foreign Secretary says he never intended to give...

## RELIGIOUS SETS SEEK FREEDOM IN RHENANIA

Protestants and Catholics are fighting for religious freedom...

## REPUBLICANS MAY BRING UP ALIEN ACT

House Republicans may introduce a bill to restrict immigration...

## RECORDS OF THE YEAR

Summary of the year's events and statistics...

## RECORDS OF THE YEAR

Summary of the year's events and statistics...

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Summary of the year's events and statistics...

## RECORDS OF THE YEAR

Summary of the year's events and statistics...

Chicago, Illinois.  
January 13th, 1926

The Christian Science Monitor,  
Boston, Massachusetts.

Gentlemen:--

The fact that we are continuing our advertising for Monarch Cereals in The Christian Science Monitor through 1926 indicates that we are satisfied with the returns from our 1925 advertising.

We believe the Monitor has a list of subscribers who have unusual confidence in your paper's advertising columns, a confidence that is deserved because of your conscientious censorship of all advertisements.

Yours very truly,

REID, MUDDOCH & CO.,  
(Signed) H. W. ARMSTRONG,  
President.

HWA MVD

Plan of the House Tax Expenditure

### OIL COMPANIES EARNINGS CLIMB

Standard of Indiana, Gulf, Texas, and others report gains...

### RECORDS OF THE YEAR

Summary of the year's events and statistics...

### RECORDS OF THE YEAR

Summary of the year's events and statistics...

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### RECORDS OF THE YEAR

Summary of the year's events and statistics...

### NEW YORK STATE ENFORCEMENT BILL FINDS STRONG SUPPORT

State Department in New Albany is Ample's Bill...

Making the Cooking Burden Lighter!

THE CHRISTIAN SCIENCE MONITOR

Advertising Office in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Liverpool, Dublin, Kanton, Ceylon, Harbin, San Francisco, Los Angeles, Manila, Portland, Ore.

Advertising Office in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Liverpool, Dublin, Kanton, Ceylon, Harbin, San Francisco, Los Angeles, Manila, Portland, Ore.

# The Installment Selling Situation Viewed at Close Range

A Symposium on a Pertinent Economic Problem by  
Men in Positions to Know It Best

A FEW weeks before President Coolidge approved with reservations the installment selling idea, Samuel W. Reyburn, president of the Associated Dry Goods Corporation, said:

"Those who adhere to a false idea of thrift and frown upon the sound economic principle of paying for things as they use them, inflict unnecessary denial upon themselves. The truly thrifty man is the man who organizes his buying in line with his resources, present and future, not the man who hoards for the sake of hoarding.

"Decent, satisfactory, comfortable living, always within one's means of present and future fulfillments of obligations, is necessary to success in any business or calling, and credit is necessary to such a standard of living.

"Figures supplied by the comptroller of the currency show for the decade from 1914 to 1924 the number of savings banks decreased from 2100 to 1603 but the number of depositors increased from 11 to 14 millions, the total deposits from 4900 millions to 8400 millions and the average amount per depositor from \$545 to \$742.

"Life insurance policies outstanding increased during the same decade from 39 to 86 millions, the amount of insurance from 21 to 64 billion and the average policy from \$515 to \$742.

"Who wants to go back to the pre-war condition of output, wages and standard of living?"

Max Davidson of Muskogee, Okla., where he is engaged in retail business went to New York in January, 1926, and was quoted in part as follows by the *Daily News Record* (N. Y.):

"Any installment selling scheme must be figured into the overhead, and no store selling on such a basis can undersell a cash store. The retailer offering goods on a deferred payment basis must not only figure in his increased cost of doing business by that method, but he must also take into consideration his credit losses. If a man comes into a store with a hard luck story af-

## Editor's Note

IN the previous issue of the FORTNIGHTLY we published an article, abstracted from a report by the Department of Public Relations of the National Association of Credit Men, which took up the problems of credit in the financing of installment sales. In that same illuminating and comprehensive report, "Installment Merchandising, Compilation No. 2," appeared a wealth of further material in the form of various opinions of the situation, voiced by men in positions to view it closely from first hand. Believing these to be of value in themselves, and believing the whole subject of installment selling to be of vital interest to the American business, we take this opportunity to present some of these opinions to our readers in symposium form

ter he has made the fifth or sixth payment about lack of employment, sickness or something else which causes an interruption of payments, the retailer is out of luck. The customer may eventually resume his payments, but the merchandise on his back has a very low salvage value, and the merchant is stuck."

"The criticisms that have been made against the installment buying system have emanated to a considerable extent from manufacturers and trade associations whose products are not marketed under this plan," said A. R. Erskine, president of Studebaker Corporation. "Objection is made that installment sales of automobiles have reduced the buying of clothes, shoes, etc., and it is thought that consumers would buy more of these articles and fewer automobiles, if credit was withdrawn. However, the consumers would spend their money in either case.

"Let us assume for a moment that these efforts to stop installment buying of automobiles were successful. What would happen to American industry? As only 25 per cent of the buyers now pay cash for cars, and perhaps another 10 per cent could qualify, the remaining 65 per cent would have to do without and only 35 per cent as many automobiles would be built. Therefore, about 1,500,000 persons would be thrown out of employment, and social distress would immediately seize upon the industrial region north of the Ohio River.

"What would happen to the manufacturers of clothing, hardware and shoes if this region was put on the rocks? How could the railroads, banks, mines, and other industries of the country

prosper under such a condition of paralysis at the chief industrial center of the country?

What is true of the automobile case is true in smaller measure of the piano, radio, furniture, and other industries. With a withdrawal of installment credit, mass consumption would shrink tremendously, and business would face a debacle.

"The great majority of banks of this country are in favor of conservative installment selling, and it is quite unlikely that any hostile organization, or body of men, can switch these thousands

of banks over to the side of the very small minority which opposes it. Installment selling is legitimate and desirable banking business, and, besides, the progressive bankers of the United States are too intelligent to espouse any policy which would wreck national prosperity.

"Contrast present living conditions in America with those existing in industrial England, Germany, and Italy, where wages are so low that workmen only buy the necessities of life. Europe could appreciably correct this condition and approach our standards by doubling wage rates and establishing consumer credits which would automatically increase consumption and, therefore, employment. This evolution will occur in Europe before America will go back to the \$2.50 daily wage, because the world will see the light of the new day."

Part of a report by Arthur J. Morris, President of the Industrial Acceptance Corporation, is significant because Mr. Morris is one of the best authorities in the country on the financing of installment paper. In speaking of automobile banking he said:

"One of the evils already charged to automobile progress, and one to which we automobile bankers must necessarily give heed, is that the promiscuous use of motor cars, particularly when bought on time, promotes extravagance and contributes to the unsound inflation of credit. When the sale of automobiles is over-stimulated to such an extent that their ownership and opera-

[CONTINUED ON PAGE 80]



THIS picture is extreme. Extremely modern. Extremely interesting. It is an interrupting conception of a fashion figure, used to express the adaptability of Belding's Silk to the mode of the moment. It stops the reader. It says "modernness". It is the interrupting keynote of an advertising campaign extending through national, local, and trade publications, to the windows and counters of the dealer's store.

This highly successful advertising, based upon the Interrupting Idea principle, was prepared for Belding Bros. & Company by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

# Can the Public Library Help?

Our Taxes Support an Active Agent All Too  
Little Used by the Business Man

By Ethel Cleland

Librarian, Business Branch, Indianapolis Public Library

**H**OW much of my goods can I sell?  
Where can I best sell my goods?

To whom can I sell my goods?

To these questions, which every manufacturer, every jobber, every retailer must ask himself, modern business, having developed scientific methods for getting at the correct answers, says:

Find out how much, *survey the market.*

Find where, *analyze the territory.*

Find to whom, *build a mailing list.*

Industrial research is definitely recognized as a legitimate and essential function in the production of goods. More recently, under the term "commercial research," the same general principles which govern scientific investigation into the problems of industry have been carried over into the equally vital field concerned with the distribution and marketing of the finished product.

Of the various developments and types of commercial research, none are more important than the three here under consideration: The thorough survey of the possible and probable market, the analysis of prospective selling territory, and the compilation of a live list of presumable buyers. Each of these is, after all, just a plan decided upon before action begins; a *budget in terms of facts and figures* rather than dollars and cents. Above all, they are plans that have been carefully considered and worked out—plans based on the most recent figures obtainable and on absolutely reliable figures and facts from authentic sources—plans from which logical conclusions can be drawn and reasonably correct forecasts made.

*Facts and figures!* Just here is where the up-to-date public library, which has for some time been steadily strengthening its resources to serve better the hitherto somewhat neglected class of business men and women, has much to offer in the way of substantial aid.

Libraries all over this country are storehouses of all kinds of trustworthy information which are put daily to real use—and should be used a thousand-fold more—by research departments, both industrial and commercial, by bureaus of surveys following general and specific markets, by sales promotion departments, by sales managers, by advertising departments, by credit men, by the forces working on the ever shifting, always elusive mailing lists and, perhaps most of all, by the general agency which undertakes all kinds of investigatory work for all types of business and must necessarily be in close touch with many sources of organized information. For all these specialized departments and special workers, the library stands ready to furnish a vast assortment of facts and figures which, interpreted for the special problem under consideration, can form the basis for future policies and campaigns.

**T**HE world of business would gain appreciably if the idea could be wiped out of people's minds that libraries, and especially reference libraries, are exclusively for students and scholars of the academic type. As a matter of fact, many reference volumes, even those more commonly in demand by the average library user—such as encyclopedias, dictionaries, almanacs, yearbooks, histories, picture collections, geographies and atlases—are constantly being consulted by business folks.

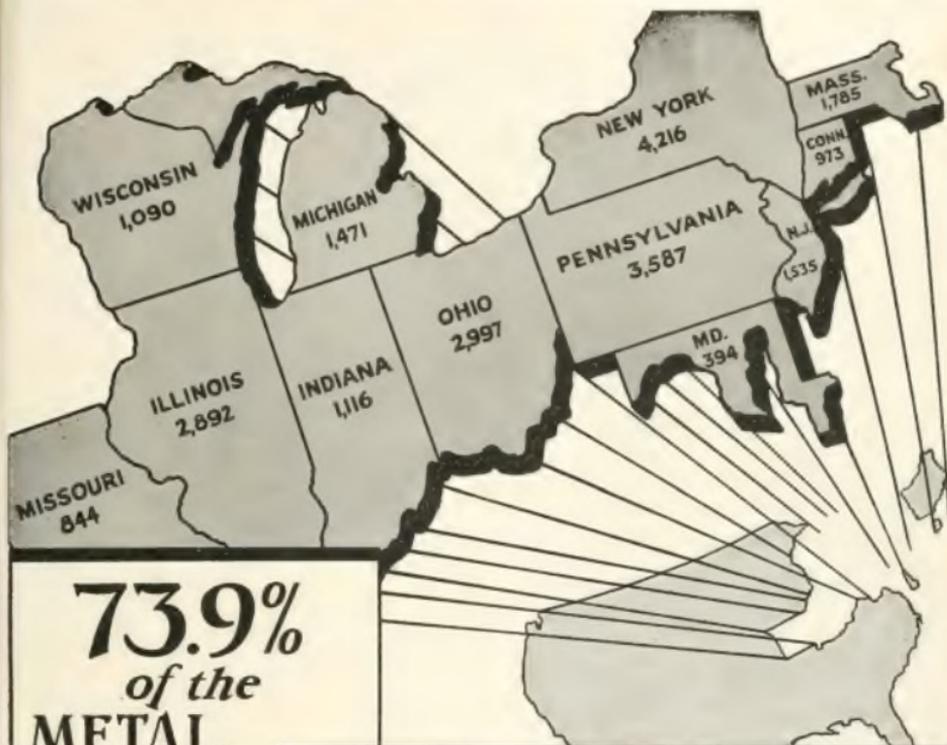
It would be very interesting to have a record of how many times a day in a public library of a large city, the volumes of the current issue of the *United States Census* with its many supplementary volumes and bulletins are put to practical use in furnishing data needed for business investigations. Here are not only the latest figures as to the population of this country, by states, by counties, by cities and by towns but here also may be found an array of analyses of these figures by sex, age,

race, occupation, etc., etc. In similar detail and of as great value for a general or a specific business analysis are the figures regarding the industries of this country contained in the *Census of Manufactures*, a fat volume which the Census Bureau now issues every two years.

The *United States Statistical Abstract*, an annual publication of the Bureau of Foreign and Domestic Commerce, overflows with figures and tables on hundreds of topics of basic economic interest, such as those in the fields of manufactures, finance, agriculture, foreign trade, etc. The *Year Book of the United States Department of Agriculture* presents each year the latest and most authentic statistics on every phase of agricultural production. The great source of information on quantities and incidence of minerals for this country may be found in another annual publication, *Mineral Resources of the United States*, issued by the United States Geological Survey. Much of the most important data contained in all these, in the Census reports and in other Government publications is available in advance sheets, preprints and reprints.

**I**N this space it is impossible to give more than a hint of the Government publications housed in any library of moderate size which can be employed by him who knows how to use them. The *Reports of the Internal Revenue Department* analyze our population by income from the income tax returns. Much in demand for current figures and facts are such Government periodical publications as the *Federal Reserve Bulletin* which furnishes financial and significant business figures monthly; the *Monthly Labor Review*, from the United States Bureau of Labor Statistics, which follows closely the trend of prices, building, unemployment and wages; *Crops and Markets*, issued every week by the Department of Agriculture; *Weekly Weather and Crop Bulletin*, from

[CONTINUED ON PAGE 64]



**73.9%**  
*of the*  
**METAL  
 TRADES  
 PLANTS**  
 are in the  
 12 states  
 shown

*~and*  
**70.5%** *of the*  
**ENTIRE IRON AGE CIRCULATION**  
 is in the same 12 states

Naturally, THE IRON AGE follows industry regardless of location.

It not only has a greater total circulation numerically and by percentage than any other publication in the same field but it also reaches more Buying Units (Companies).

It is therefore the strongest publication in its field.

# As the Australians Advertise

EVERY once in so often a subscriber in some remote corner of the globe writes in for the answer to some question or with comments upon this and that phase of advertising. This week a letter arrived from W. B. Edwards of Melbourne, Australia, who, in his own words, "combines the duties of Secretary of the Australian Sulphate of Ammonia Propaganda Committee with those of Publicity Officer to the Colonial Gas Association." The letter is dated Dec. 24, 1925.

Enclosed Mr. Edwards sends some samples of his work for these two organizations as fair specimens of the direction being taken by the advertising of the Antipodes. We find them interesting enough to be worthy of a little comment.

In the first place, it is interesting to note that from these indications Australia appears to be following the American rather than the British standards of advertising. Comparing the examples at hand with insertions of a similar nature which may be found in our own publications, one is struck by the fact that they shape up extremely well.

It is only natural that we, especially those of us on the Atlantic coast, should know little of Australia, far removed and little visited as it is by us. But why should we look upon it as a country greatly different than our own? True, it is on the other side of the equator and half way around the world from us, but its terrain is not dissimilar and

there is no reason to assume that its people are different in any marked degree. At any rate, they come from the same basic stock as we do and the chances are that they are growing along the same general lines.

The gas advertising consists of direct mail matter together with some publication insertions. The former includes a couple of neat little booklets with four-color covers. The body matter is tastefully typographed and enhanced by some very well done delicate line drawings. The appeal is to the housewife, and the physical nature of the whole is admirably calculated to enhance this appeal to the utmost. There is also the first of a series of "talks" by "The Thoughtful Husband" which is printed on light pink coated stock. This deals with the fuel situation and the advantage of gas in this capacity.

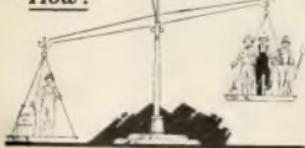
THE publication advertisements feature many forms of gas application as fuel. Gas fires, gas wash coppers and gas kitchen ranges all come in for their share of attention. Reproduced on this page is one of those insertions dealing with travel to the winter resorts. Apparently Australia has her Florida, even as we have ours, except that hers is called Queensland. Recalling from our primary school days that big patch in the northeastern section of the island, generally colored green, it seems difficult to imagine that people are actually traveling up

there on their vacations even as we would set out for Pinehurst if we were in analogous position. Quaint, too, is the reference in the copy to "our gloomy Southern Winter," especially when we stop to think that this winter comes during the months of June, July and August.

The Sulphate of Ammonia campaign appeals direct to the farmer. Apparently the Australians are taking no chances of allowing their soil to play out as ours has played out in so many sections of the country through ignorance of proper fertilizing. Twelve separate insertions are included in the consignment of samples sent by Mr. Edwards. We assume that they are run in the Antipodean equivalent to our farm papers or perhaps in the newspapers, but we have no way of being sure. They emanate from the Australian Sulphate of Ammonia Propaganda Committee. Mr. Edwards does not state the exact nature of the committee, so it remains a moot question with us as to whether it is the enterprise of a private firm, a governmental branch or a cooperative organization.

## Fertilisers Save Farm Labour

### How?



THINK of the increased acreage that would have to be cultivated if science had not pointed the way to these fertilising methods. Estimate the value of the extra labour and plant required to till that increased acreage. And when talking fertilisation, don't forget the part that

### Sulphate of Ammonia

plays for Sulphate of Ammonia is nitrogen in its cheapest fertiliser form and the keen demand for it today indicates the very high value which the up-to-the-minute agriculturist places on it.

*Sulphate of Ammonia literature is posted free on request to*

The Australian Sulphate of Ammonia Propaganda Committee  
340 COLLINS STREET, MELBOURNE.

**ASK THE MAN WHO USES IT**

There's a sound reason behind the use of every bag of

**SULPHATE OF AMMONIA**

For it is pretty safe to say that the men who are getting the big yields are fertiliser users on a large scale. Experience has taught them the value of Sulphate of Ammonia, and they use it not only as part of their annual fertiliser programme, but as a top-dressing during the growing period.

Obtain a trial tin of Sulphate of Ammonia free!

Handbook, "Fertilising Particulars," is posted free on request to

**The Australian Sulphate of Ammonia Propaganda Committee**  
340 Collins Street, Melbourne.

**Many People will go to Queensland this Winter**

Many people will spend a lot of money in avoiding our "gloomy Southern Winter."

There are many more, however, who will install one or more

**GAS FIRES**

in their homes, and will just as effectively avoid the rigors of Winter for a purely nominal cost.

In fact, Winter with a GAS FIRE is just as comfortable as Summer with an Ice Chest.

The modern GAS FIRE, too, is a work of art. We have a variety of sizes and styles at our Showrooms:

160 CANTERBURY ROAD, SURREY HILLS.

# Jilters of "copy"

IT is in the third act of Rigoletto that the Duke sets the gallery a-stamping with the aria, "Woman is fickle."

And in the first act of Hamlet you will find the oft-quoted lines, "Frailty, thy name is woman."

But we hereby assert that woman has some dangerous rivals for the crown of fickledom. The women of history and romance are "off with the old and on with the new" with no greater celerity than some advertisers betray toward the copy story that is theirs to tell.

A central idea upon which to build your advertising—one that is basically sound and peculiarly yours—is a hard thing to find; but it is often much harder to keep.

Too often casual criticisms, comments that seem to have some importance at the moment but appear trivial six months later, are advanced as reasons for straying from a sound advertising platform.

For example:

"Our Seattle dealer complains . . ."

"Why do we always say 'X-X Paint spreads 50 per cent further'? We told them that in the last two advertisements."

"Let's freshen up our advertising for 1926. How about a testimonial series?"

"There's too much text and too little display in our advertisements. Our vice-president went through last week's Post without seeing our page."

These observations are doubtless offered with a sincere desire to help. But what real help are they in impressing your story on the minds of the consuming public?

If you have a copy platform that ties the service your product renders to a need the consumer desires to satisfy, bind it to yourself with hoops of steel.

Change your copy approach for new interest in your main theme and vary the layout to suit, but be absolutely certain that all roads lead back to that central idea.

Indeed, the lengths to which some seasoned advertisers go in holding to their basic idea may surprise you.

Palmolive magazine copy, we note, varies but little after the first few opening paragraphs.

The main text of advertisements of Fleischmann's Yeast remains almost word for word the same, month after month.

To the man or woman who has not read, believed, and acted upon this message it is still news.

For the news of your world is simply what you haven't heard. And it does not make very much difference whether it happened yesterday or six months ago; until you know it, until you have found it out, the subject is still news.

Re-read the last piece of copy that was submitted to you. If it appealed to some human need, if it presented interestingly the news about your product, if it was based upon your central advertising idea—*run it!*

We would almost say run it again next month, and the month after.

Some day when advertising agencies are less sensitive to the criticism that "our agency doesn't seem to bring us any new ideas," there will be less fickleness on the part of advertisers, less jilting of sound advertising themes, less confusion of the public to whom the messages are addressed.

GEORGE BATTEN COMPANY, INC.

Advertising



# THE 8-pt PAGE

by  
Odds Bodkins



I DESIRE to bring up a question for discussion. It came to me as I was trying to get into Fannie Hurst's latest book, *Appassionata*.

I greatly admire Fannie Hurst. As a student of life she has probed below the surface; she knows what is in people's hearts and minds and souls. But I can no longer take much pleasure in her books.

Last evening I picked up *Appassionata*. Boldly I waded into the story—or perhaps I should say, boldly I tried to wade into the story. But I couldn't get in. I was blocked by a maze of word pictures. Pictures made with choppy sentences and half sentences and single words.

Said I to myself, "The authorities on story writing continually admonish writers to *picturize*. And picturizing surely is the foundation of good storytelling. But Miss Hurst has come to make a fetish of picturizing; she slows up her story so that I cannot get at it. It is as though she has a rope tied to my imagination which she will pay out only so fast as she is willing to, which in this case is not fast enough, for I find myself irritated."

And then I said to myself, "I am tired I had best lay aside this book and take it up again when I shall more willingly place myself at Miss Hurst's disposal."

I wish I might report that my second taste was more palatable but it was not. This evening as I laid the book down after forcing my way through a few more pages, it all came over me what the trouble is. Miss Hurst wants to do *all* the picturizing. She refuses to give me a chance to create any pictures for myself. I must gulp down her predigested pictures one after another as she lades them out, until I am sufficed.

It was this that brought the question to my mind: Isn't it possible that much advertising copy is so completely predigested that it loses in its effectiveness by giving the reader no chance to picture and imagine for herself or himself? That it is so thoroughly masticated and pre-assimilated, as it were, that it is *mush* to the reader?

I don't say it is, mind you—and, in fact, I'm going to say no more on the subject at this time lest I be open myself to the criticism of over-masticating

But I should like to hear from others. What do you think, E. E. Calkins, and Feland of Batten, and J. D. Adams of Corman, and Henry Eckhardt of Lillibridge, and Gundlach of Chicago, and James Wallen—to mention but a few of the advertising men I should like to hear from.

—8-pt—

The other Sunday night "Chic" Sale, erstwhile vaudeville headliner, now appearing in *Gay Paree*, came over to the house for waffles and coffee, and we fell to talking of audiences.

"Funny thing," said Chic, "but if you drop anything—even a piece of paper—on the stage, or kick up a rug, or knock anything over, you absolutely lose your audience until you've picked it up or fixed it. It worries the whole house."

Important for salesmen to realize, mused I, and made a mental note to pass it on in 8-pt.

—8-pt—

A reader of this publication sends me a proof of this Lifebuoy Soap

Kenneth Levegood of Elmira, New York, sends me this copy from an advertisement in the *Ulster County Gazette* of Saturday, January 4, 1800, the same issue, incidentally, containing an account of George Washington's funeral.

Luther Andrus and Co. Have this day been opening GOODS both fresh and dry.

He has received near every kind, That you in any store can find. And as I purchased by the Bale, I am determined to retail. For READY PAY a little lower Than ever has been had before. I wish my brethren means to live; But as for credit I shall not give. I would not live to rouse your passions. For credit here is out of fashion. My friends and buyers, one and all I'll pay you well to give a call. You always may find me by my sign A few rods from the house divine

The following articles will be received in payment: Wheat, Rye, Buckwheat, Oats, Corn, Butter, Flax, Ashes and Raw Hides. These articles will be taken at the Ecopus prices. CASH will not be refused.

—8-pt—

I was much interested in this copy which appeared in a recent Chase Brass advertisement:

A writer of New York in about 1850, says Percy Hammond of the *New York Tribune*, wrote:

"Most of the brass mills in Connecticut are busy making the brass hoops which ladies wear in their skirts."

Times change. Nowadays, they are busy making Thermos bottles, shower baths, electrical fixtures and thousands of other things, as unused in 1850 as "brass hoops" are in these days of 1925.

One of our own factories alone makes over thirty-three thousand brass articles—all

CHASE BRASS.

What a commentary on the necessity for flexibility in industry, and for keeping one's eyes and ears and mind open to discover what people are going to want and need (and the two are by no means synonymous!) tomorrow and next year.



## The secret of her charm

What's the secret? The perfect skin which she gets—smooth, soft, clear, and glowing—comes from the use of Lifebuoy Soap.

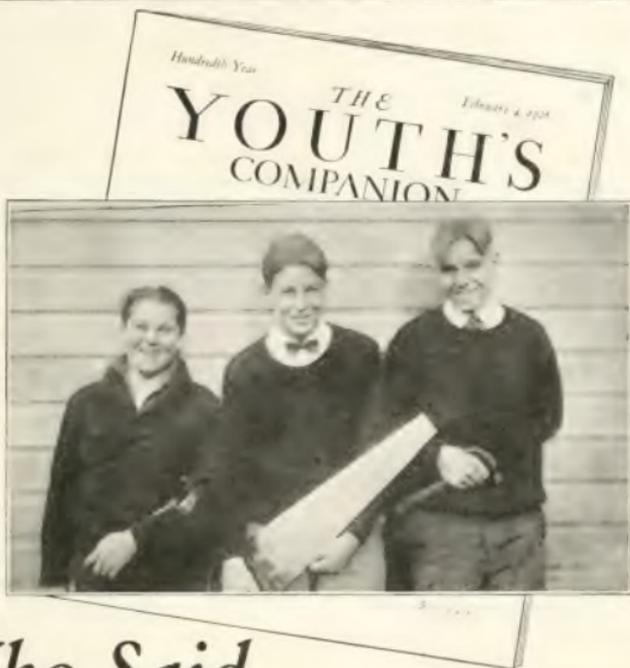
Thousands of girls use Lifebuoy Soap for a more clear, softer, and more beautiful skin. Washing with Lifebuoy Soap keeps the skin soft and clear, and free from blemishes.

Lifebuoy Soap is an antiseptic soap which cleans thoroughly and keeps the skin soft and clear. It is the secret of her charm.

Use  
**LIFEBUOY**  
HEALTH SOAP

advertisement with the suggestion that I add it to my collection of frank, obvious but dramatic, interesting, in-offensive and effective advertisements.

Well..... Yes; I guess I'll do it. It is mighty well handled for a bath-tub motif.



## Who Said Boys Don't Like Work?

Here are three who tried the Y. C. Lab methods—now look at 'em! That's the beauty of the Y. C. Lab idea—it gets under their skins. It puts constructive ideas in their brains and money in their pockets. It is a big idea for big boys and it's boys like these (199,000 of them) who are eating up the straight dope which the Companion is publishing in its Lab Department.

The motto of the Lab is: "Test Everything Out." Whatever the Companion illustrates, from a golf ball tester to a 2-car garage, can be built and *has* been built by boys them-

selves. No theory, no guesswork and each test is supervised by a trained expert.

### THE YOUTH'S COMPANION 100 Years Young

instructs as well as entertains. It is building circulation and advertising value by building good citizens. Your particular interest is the eager curiosity of these boys in what you advertise in the Companion. For theirs is the urgent voice of youth telling their own families what's what in cars, clothes, motor cars and all the rest that make up Dad's monthly bills.

*Better write now for rates. By far the best buy in the youth's field.  
Circulation 225,000 (ABC) net paid, rebate-backed, guaranteed*

## THE YOUTH'S COMPANION

8 ARLINGTON ST.

BOSTON, MASS.

*An Atlantic Monthly Publication*

# Expenditures of Some Advertisers For Newspaper Space in 1925

FOR the third successive year the Bureau of Advertising of the American Newspaper publishers' Association has compiled estimated figures on the annual expenditures of prominent advertisers for newspaper space. This list for 1925 is the most comprehensive yet prepared by the Bureau, including as it does 227 concerns which invested \$50,000 as a minimum. However, in making this list public the Bureau points out that the list is incomplete as it stands, due to the compilers' inability to secure important figures regarding some of the concerns which should fall in this list.

The Bureau's estimates as compiled to date follow:

Albers Brothers Milling Co. \$	65,000	Cantilever Co. ....	70,000	Hewes & Potter .....	55,000
All Year Club of Southern California	225,000	Carnation Milk Products Co.	75,000	Heywood-Wakefield Co. ....	*130,000
Aluminum Cooking Utensil Co. ....	250,000	Celotex Co. ....	190,000	Hills Brothers Company. ....	200,000
American Cranberry Growers Exchange	65,000	Champion Spark Plug Co.	100,000	Hollywood Resort & Industrial Board. ....	750,000
American Importers of Spanish Green Olives	200,000	Cheek-Neal Coffee Co.	300,000	Hood Tire & Rubber Co. ....	100,000
American Lead Pencil Co.	110,000	Chevrolet Motors. ....	*1,500,000	Hoover Company. ....	50,000
American Leather Producers, Inc. ....	116,000	Chicago, Burlington & Quincy R. R. ....	300,000	Hopper & Co., Edna Wallace	400,000
American Sugar Refining Co. ....	100,000	Cluett Club Co. ....	500,000	Houbigant, Inc. ....	130,000
American Tobacco Co. ....	1,700,000	Climalene Co. ....	120,000	Hupp Motor Car Co. ....	625,000
Andrea Inc., F. A. D. ....	125,000	Colgate & Co. ....	135,000	Illinois Central R. R. ....	345,000
Anheuser-Bush Inc. ....	200,000	College Inn Food Products Co. ....	95,000	India Tea Growers. ....	200,000
Anthracite Coal Operators	500,000	Columbia Phonograph Co.	150,000	International Cement Corp.	125,000
Armour & Co. ....	150,000	Congoleum Co. ....	80,000	International Magazines Corp. ....	275,000
Armstrong Cork Co. ....	460,000	Conklin Pen Co. ....	50,000	International Mercantile Marine Co. ....	500,000
Associated Oil Co. ....	200,000	Copper & Brass Research Assn. ....	70,000	Interwoven Stocking Co. ....	90,000
Atwater-Kent Company	*400,000	Corn Products Refining Co.	200,000	Johns-Manville, Inc. ....	200,000
Auburn Automobile Co. ....	*200,000	Coty, Inc. ....	300,000	Jordan Motor Car Co. ....	500,000
Atchinson Topeka & Santa Fe R. R. ....	475,000	Crane Co. ....	100,000	Kayser & Co., Julius. ....	300,000
Aunt Jemima Mills Co. ....	75,000	Cunard Line. ....	260,000	Kellogg Company. ....	1,500,000
Auto Stop Safety Razor Co.	500,000	Cunningham, E. T., Inc. ....	100,000	Kelly-Springfield Tire Co.	160,000
Babbitt, Inc., B. T. ....	125,000	Cycle Trades of America	90,000	Kolynos Co. ....	100,000
Baker & Co., Walter	150,000	Davis Motor Car Co., Geo. W.	75,000	Kops Bros. ....	115,000
Bayer Company	1,000,000	DeForest Radio Co. ....	200,000	Kraft, J. L. & Bros. ....	200,000
Barrett Company	150,000	Devoe & Raynolds Co.	150,000	Lambert Pharmacal Co. ....	550,000
Bauer & Black	125,000	Dodge Bros. Inc. ....	*1,500,000	Larvex Corp. ....	140,000
Beech-Nut Packing Co. ....	60,000	Doherty, H. L. & Co. ....	250,000	Lehn & Fink. ....	130,000
Best Foods, Inc., The	100,000	Douglas Pectin Corp.	300,000	Lever Bros. Co. ....	1,750,000
Borden Sales Co. ....	285,000	Douglas Shoe Co., W. L.	100,000	Library Bureau. ....	100,000
Boyce-Veeder Co. ....	100,000	Dubilier, R. & C. Co.	60,000	Life Savers, Inc. ....	400,000
Brandes, C. & Co. ....	200,000	Duz Co., The. ....	115,000	Liggett & Myers Tobacco Co.	1,750,000
Brandenstein, M. J. Co.	200,000	Eastman Kodak Co.	210,000	Lipton, Thomas J. ....	250,000
Buick Motor Car Co. ....	220,000	Edgecombe-Newham, Ltd.	60,000	Literary Digest. ....	1,150,000
Cadillac Motor Car Co. ....	500,000	Edison Electric Appliance Co. ....	50,000	Lorillard, P. Co. ....	1,150,000
Caldwell & Co. ....	50,000	Electric Household Utilities Corp. ....	200,000	McCall Company. ....	100,000
Calumet Baking Powder Co.	1,275,000	Eureka Vacuum Cleaner Co. ....	200,000	Macfadden Publications	1,100,000
California Fruit Growers' Exchange	250,000	Famous Players-Lasky Corp.	150,000	Magnavox Co. ....	145,000
California Prune & Apricot Growers	175,000	Fansteel Products Co.	180,000	Marmola Co. ....	400,000
Canada Dry Ginger Ale, Inc.	500,000	Fleischmann Co. ....	450,000	Marmor Motor Car Co.	280,000
		Florence Stove Co. ....	75,000	Maytag Company. ....	*1,000,000
		Florida Citrus Exchange.	75,000	Metropolitan Life Ins. Co.	100,000
		Ford Motor Car Co. ....	*2,500,000	Michelin Tire Co. ....	150,000
		Forhan Company. ....	550,000	Miller Tire & Rubber Co.	100,000
		Franklin Automobile Co.	*185,000	Nash Motors Co. ....	500,000
		French Lick Springs Hotel Co. ....	175,000	National Carbon Co. ....	425,000
		Freshman Co., Chas. ....	220,000	New York Central Lines	400,000
		Gardner Motor Co. ....	200,000	Nicholson File Co. ....	50,000
		Garod Corp. ....	50,000	Normandy Products Co.	60,000
		General Cigar Co. ....	850,000	Northern Pacific R. R.	170,000
		General Electric Co.	75,000	Northwestern Yeast Co.	100,000
		General Motors Co. (Institutional)	300,000	Olds Motor Works. ....	*600,000
		General Petroleum Co.	150,000	Onyx Hosiery, Inc. ....	65,000
		Ghiradelli Co. ....	70,000	Pacific States Electric Co.	100,000
		Gold Dust Corp. ....	93,000	Pacific Steamship Co. ....	135,000
		Goodall Worsted Co. ....	110,000	Paige Detroit Motor Car Co.	1,100,000
		Goodrich, E. F. Co. ....	750,000	Palmyra Co. ....	700,000
		Goodyear Tire & Rubber Co.	350,000	Paraffine Companies, Inc.	95,000
		Gossard Co., H. W. ....	75,000	Parker Pen Co. ....	230,000
		Greater Vancouver Publicity Bureau	50,000	Pathek, Inc. ....	110,000
		Gulden, Chas. Inc. ....	75,000	Peerless Motor Car Co.	265,000
		Hart, Schaffner & Marx.	650,000	Pennsylvania Cement Co.	50,000
		Heinz Co., H. J. ....	600,000	Pepsodent Co. ....	800,000
		Hecker H-O Company	150,000	Perfection Stove Co. ....	100,000
				Philadelphia Storage Battery Co. ....	175,000
				Phoenix Hosiery Co. ....	75,000

[CONTINUED ON PAGE 89]



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

# Mrs. Hyde Park . . . .

**W**IDE streets and wider lawns; trim boxwood hedges and garden beds that soon will wear the colors of Spring. And in this frame of beauty, homes worthy of their frame—homes that tell you before you enter the kind of woman you're about to meet.

And Mrs. Hyde Park is all you had expected—a woman whose culture matches her means. The books and magazines in the library tell her interest in club and civic activities; in her happy, healthy children you glimpse the business and social leaders of tomorrow.

Naturally as Purchasing Agent for her family, Mrs. Hyde Park has ample purchasing power to secure for herself and her family the best the world can offer.

## “P. A.”

Knowing these things about Mrs. Hyde Park, you would expect her to be an *Enquirer* reader. And she is! Daily, to this suburb—a suburb that includes 2,430 residence buildings—2,252 *Enquirers* are delivered.

Of equal importance to you, Mr. Advertiser, is the fact that almost every family in Hyde Park is listed in the income tax reports. In other words, Mrs. Hyde Park is not a figure-head “P.A.”—she is a Purchasing Agent with real purchasing power. Talk to her through the paper she herself chooses—*The Enquirer*.

I. A. KLEIN

New York

Chicago

# THE CINCINNATI

*“Goes to the home,*



R. J. BIDWELL CO.

San Francisco Los Angeles

# ENQUIRER

*stays in the home”*

# Meet the Radio Gyp

(CONTINUED FROM PAGE 21)

radio stores in Providence, R. I.

"Pay Less Here," reads a sign in one window.

"We Are Determined to Sell Radios at the Lowest Prices in Providence," cries the display placard of another dealer across the street.

"We Guarantee to Meet the Lowest Price of Any Reputable Dealer in Providence," reads the sign of a third dealer around the corner.

With gyp cutting gyp in this manner, what chance has the radio industry to become stabilized?

Who is to blame?

First at fault is the dealer who tries to re-establish himself as the lowest-priced house in town by slashing prices to the bone. Second, the jobber who continues to sell him. Third, the manufacturer who sells to the jobber who continues to sell to the gyping dealer. And the standard price house that cuts its own prices to meet the cut-throat competition is contributing its own share to the general confusion.

E. B. Ingraham, secretary-treasurer, Times Appliance Co., New York, defines the gyp as follows in a recently published statement: "In general, a gyp is an unscrupulous merchant who misleads the public by misrepresentation, imitation of trademarks and other misleading practices. He is a dealer who engages in malicious advertising, such as advertising an article at a very low price, even below cost, for the purpose of attracting customers. This practice invariably destroys the confidence of the public in the trademarked article."

Cortlandt Street, New York City, is the running sore that is keeping the radio industry awake nights, trying to find a solution to the infection that spreads from this congested radio gyp center. Packed within a radius of a few blocks, and never far beyond the rumble of the elevated railway, the gyp transacts

**No Greater Bargains Anywhere**  
Sweeping Reductions on \$100,000 Radio Stock

**BARGAIN COUNTERS**  
Special purchases of new, fresh, standard merchandise, aggregating \$100,000, placed on sale at the lowest possible price cuts in the history of radio.

**BARGAINS GALORE!**

**BIG VALUES!**  
THE NEW \$1.00 BRANDS HEARSETT 02920LD \$3.95

**BARGAIN COUNTER**  
Value from \$1.00 to \$2.00 if 19c is 89c

**MAMMOTH RADIO SALE!**  
Special purchases of new, fresh, standard merchandise, aggregating \$100,000, placed on sale at the lowest possible price cuts in the history of radio.

**GREAT STOCK REDUCTION**  
A Whale of a Sale! Everything Drastically Cut!

**SALE!!**  
FORGED LOT 1111 \$35

**HEADLINES** such as these appear continually in the radio sections of the newspapers, their aim being to attract large crowds to the establishment of the gyp. Their success is best testified to by the crowds which line up, rows deep, before the counters of such establishments. Frequently high grade products are advertised at slashed rates, but the prospective purchaser generally finds these products "temporarily sold out." But he is in the store, which is all the gyp desires

his trade. Some of the stores are fairly pretentious, others are mere sidewalk stalls with most of the stock displayed outside, but all of them are constantly at each others' throats, cutting and slashing prices to meet competition. The windows are, for the most part, a riot of price tags and equipment, packed to overflowing. The sidewalk stalls directly under the elevated are loaded with cheap parts and reeking with red cards announcing the prices. Any old hole in the wall will do for a dyed-in-the-wool gyp; yellow paint and screaming placards doing their share to engage the attention of the radio shopper. And what a business some of them do!

**DOWN** there is a man they call "King of the Gyps." His name is not essential, but he is selling nearly a million and a half dollars' worth out of three little stores. Day after day frenzied radio fans crowd his counters in rows two and three deep, shoving for room. Five men clerks, packed shoulder to shoulder, hand out cut-price tubes and sell them to the tune of 5000 a week. In another part of the store the crowd before the battery counter is just as great, and 3000 "B" batter-

ies are distributed weekly. The one store of the three under discussion is about 16 ft. wide and 60 ft. long. At the time it was observed there were eighteen salesmen hard at work, supplying parts and equipment as fast as eager hands could receive it.

Not all gyp merchandise is defective, and one difficulty that stands in the way of controlling the situation lies in the fact that many brands of standard articles, perfect in every particular, and packed in their original sealed containers may be purchased with safety at the gyp stores. It all depends whether or not the buyer gets stung on his own knowledge of radio,

and the degree of care with which he makes his selections. If he uses his head, steers shy of orphan equipment and inspects his purchases carefully he can save money—hence the attraction for patronizing the gyp dealer. When the same standard make vernier dial, for example, that sells for \$2.50 at a store that upholds prices can be purchased for \$1.25 from the gyp the average radio fan will shop around a bit and save the difference. This applies to tubes and countless other parts.

On the other hand, careless buying can result in actual, downright loss, for the gyp rarely will refund the purchase price, although the article may usually be returned subject to credit. Gyp stores, especially the cheap sidewalk stalls, are usually well stocked with orphan equipment, obsolete parts and merchandise that is either defective in some way or fails to measure up to a standard. Radio reception, above all else, is dependent upon quality, and the gyp who knowingly sells defective stock is striking a blow at the entire industry.

As a matter of interest and preparation for this article, the writer put in several noon hours radio shopping in the gyp center of New

# POWER

Fred R. Low

*Editor in Chief, Past President A S M E, Past Member American Engineering Council, Chairman A S M E, Boiler Code Committee, Business A S M E, Power Test Code Committee, Author of several Engineering works, Member Nat Assoc. Machinery Engineers—an outstanding figure in the industry. Editor of POWER for 37 years.*

A. D. Blake

*Associate Editor of POWER for 15 years, Graduate Mechanical Engineer, 3 years power plant construction experience—Member A S M E, N A S E, Member A S M E, Sub-committee on Industrial Power.*

C. H. Berry

*Associate Editor, 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

*Electrical Editor, Five years instructor in Electrical Engineering, five years in the design, construction and operation of electrical machinery, and eleven years on POWER Editorial staff, Member A I E E, N A S E and Association Iron and Steel Elec Engineers.*

L. H. Morrison

*Oil Engine Editor, Graduate Mechanical Engineer, 15 years experience in design, erection and operation of oil engines, Sec. Gas Power Section of A S M E, Member N A S E, Author authoritative works on oil engines.*

P. W. Swan

*Associate Editor, 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, Member N A S E.*

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, Member A S M E.*

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, Member N A S 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**

Devoted to the Power Problems  
of All Industries

## Consulting Engineers for instance—

Men Make Papers—and the quality of POWER'S Editorial Staff is naturally reflected in the quality of its readers.

Consulting Engineers, for instance.

Consulting Engineers are busy men. They have time only for these industrial publications that contain meat for minds of their calibre.

Of POWER'S 27,000 subscribers, 1,113 are Consulting Engineers—companies or individuals—such names as Day & Zimmerman, Philadelphia; Stone & Webster, Boston; Thomas E. Murray, New York; McClellan & Junkersfeld, New York; Dwight P. Robinson & Co., New York; Charles T. Main, Boston; The Rust Engineering Company, Birmingham; Peabody Engineering Corporation, Los Angeles; Sargent and Lundy, Chicago; Byllesley Engineering & Equipment Corporation, Chicago, and so on.\*



## Do they read it?

Statesman of international reputation  
 Owner of a major league baseball team  
 Manufacturer of a famous piano  
 Well known Chicago packer

Such are included in the four per cent returns of a recent direct advertising program. The product is an expensive lawn sprinkling system.

Prospects are people who have both the means and the inclination to improve their lawns and gardens. And it was desired to approach only those prospects in territories covered by field representatives. Plainly, one medium and no other was indicated—direct advertising.

That the direct advertising, planned and produced by Evans-Winter-Hebb, was logically executed is evidenced by the returns.

A little portfolio, in which this as well as other applications of direct advertising are illustrated, will be gladly sent to executives who use direct advertising.

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

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

York. The device asked for was a certain patented dial whose successful operation depended upon a nut hidden beneath a removable cap. At a number of gyp stores the price of this dial varied from seventy-five cents to a dollar, but under the gloom of the elevated the same dials were displayed on a sidewalk stall for thirty-five cents. Under the suspicious eye of the "outside man," the caps were removed from six dials, picked at random from the pile. In every case the adjustment nut was missing, rendering the dial as useless as a piece of putty.

But where does the gyp get his goods?

One channel is found when the manufacturer of an article gets overstocked and dumps his product. Another trick of the manufacturer is to unload some other standard article which he handles, giving it to his dealer cheap on a bribe against cutting his own product. Or a jobber overstocks, needs cash and disposes of his line at a cheap price.

**T**HERE are two ways by which the gyp gets in touch with these bargains—direct and through the carpet bagger, the latter individual playing an important part as a go-between. When a jobber or manufacturer does not wish to enter into the transaction direct, he calls in the carpet bagger and makes a deal. The carpet bagger generally pays cash and the sales transaction is not recorded. Samples are loaded in his private car and the goods are offered to the gyp dealer often as low as five cents profit on the dollar. That this form of bootlegging is profitable is proved by the fact that last year a certain industrious carpet bagger cleaned up \$48,000. Merchandise farmed in this manner is usually standard and dependable, but the practice is hurting the industry and doing the manufacturer more harm than good. This disclosure explains some of the price cutting on standard sets as well as miscellaneous equipment and parts.

Still another source of supply lies in tracing the radio stores that stock up, start in business and then fail. In such cases immediate money must usually be realized and the gyp is quick to get on the job with a cash offer. Equipment thus secured is of good standard quality, but bought so cheaply that cut prices will yield a profit.

No good manufacturer with a reputation to maintain will allow seconds to get on the market, but occasionally the bar is lifted and parts with slight imperfections will find their way to the gyp's shelves. Shop worn stock is also purchased, and of course there are cases where actual deception is practiced in the matter of copying trade names so closely as wilfully to mislead. And further down in the slime are found products manufactured especially for the gyp trade, batteries that last a week instead of six months, tubes that burn out and parts cheaply thrown together. Is it any wonder that the average radio buyer must

# 403,170 automobiles in Oklahoma

⚡ [ A 27% Increase ] ⚡

*--and yet the Oklahoma Farm Market  
offers you automotive advertisers  
a greater opportunity than ever before--*

**R**EPORTS from the Reuben H. Donnelly Corporation show that Oklahoma had 85,984 more automobiles on January 1st, 1926, than a year ago. A clear 27% increase! All in all, there are 403,170 motor cars in Oklahoma . . . . . convincing proof of the big buying power of this youthful State!

Yet the Oklahoma farm market offers you automotive advertisers greater sales opportunities than ever before. Farm indebtedness is now at a minimum. And the cash income from 1925 crops exceeds the last five-year average by \$45,000,000! The stage is all set for profitable automobile and auto accessory sales in Oklahoma. Oklahoma farmers need your product! The Oklahoma Farmer-Stockman, Oklahoma's only farm paper, is the one and only way to influence the farmers of Oklahoma. Begin advertising in the Oklahoma Farmer-Stockman now!

*Carl Williams*  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

*Ralph Miller*  
Adv. Mgr.



# s e e d s

**T**HE food on our table, the clothes on our backs, the essentials of our daily life go back to the ground—and come from the ground through *seeds*. The success of a whole year's effort, planting, cultivating, harvesting, depends on the humble seed. Our nation spends millions of dollars in agricultural colleges to further improve—seeds.

Business today is just as dependent on its seeds—advertising. And the amount of money annually so spent is tremendous. Business, too, has found it profitable to select and improve its seeds in every detail—particularly in engravings.

But the difference is that such improvement does *not* cost money. For good engravings, despite their greater and better results, cost no more than poor ones.

**Gatchel & Manning, INC.**

C. A. STINSON, *President*

*Photo Engravers*

*West Washington Square 230 South 7th St.*

**PHILADELPHIA**

watch his step, or that the radio industry as a whole is passing through a critical period in its existence?

The consensus of opinion seems to be that manufacturers and jobbers must clean house first if they are to banish the gyp and stabilize the industry so that list prices may be maintained. The gyp is not wholly to blame for the present situation, and if manufacturers would use more discrimination in placing their products, cut down the number of jobbers and exercise a closer control of wholesale outlets it is probable that much of the present price cutting could be stopped. As things stand now, the manufacturer cannot find out what jobbers would enable him to do this, and the right jobbers would probably handle a bigger total of business.

One more viewpoint, from M. C. Rypinski, vice-president, C. Brandes, Inc., New York City.

"I believe that the gyp radio dealer will disappear naturally as the public learns to discriminate in its purchases between dependable merchandise as regularly carried by the responsible dealer who backs up the manufacturer's guarantee and gives 100 per cent service, on the one hand, and the gyp radio dealer who cuts prices on popular merchandise to attract trade to his store, in order to sell them inferior merchandise at a profit."

**T**HE United States Supreme Court, as a matter of fact, answers the question for legitimate dealers who realize that full margins are needed in order to carry on a year 'round business. In the Beech Nut Packing Co. case the Court ruled—

"By these decisions it is settled that in prosecutions under the Sherman Act a trader is not guilty of violating its terms who simply refuses to sell to others, and he may withhold his goods from those who will not sell them at the prices which he fixes for their resale."

Contracts for enforcing the suggested resale price are unlawful, but a manufacturer can announce in any form he pleases the resale price. If the dealer slashes such resale price the manufacturer can lawfully throttle him by refusing to deal with him further. This appears to put the solution of the gyp problem largely in the hands of the manufacturer.

Naturally, the gyp, being out for the money and a quick turnover, will buy when and where he can. Likewise the public will continue to shop for bargains as long as they are offered and respond to scare-head price cutting advertising, regardless of the fact that many times standard sets are listed as "come-ons" and the dealer "happens to be sold out" when the buyer calls.

The radio industry needs a good housecleaning. Reliable manufacturers, jobbers and dealers want, and if the truth were told many of the gyps themselves would welcome, the establishment of prices. Competition is becoming too strenuous.

**300,000**

**a big circulation**

**300,000**

**a responsive circulation**

**300,000**

**a merchandising circulation**

**300,000**



**Sunday Detroit Times**



# THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS  
ARE FRANKLY EXPRESSED



## Those Who Don't Read

**I**F there were a way to compel buyers of America thoughtfully to read long dissertations regarding particular merchandise, I would cram with fine type every inch of advertising space which I buy for my clients. But, unfortunately, for one person who reads an advertisement through, there are tens of thousands who get only a more or less vague impression from it. And that impression is tremendously important.

The problem arises, I am sure, from a misconception of the nature of advertising. Advertising is not paper salesmanship. It is not an economic medium for directly selling goods, although it may be a tremendous factor in the sales process. It bears the same relation to salesmanship that a seeding machine bears to a harvesting implement. The one sows the seed; the other reaps the crop. And these two things must not be confused.

The only conception of advertising I know of which is productive of definite results without excessive expenditures is this—*advertising is reputation building*. People buy the known, the familiar thing; they avoid the unknown and the untried. If crowded and ugly type arrangements help best in making a commodity thoroughly and favorably known, then by all means they should be used. But I am sure that there is a better way to accomplish that all-desirable end.

GLEN BUCK,  
The Glen Buck Company,  
Chicago, Ill.

## The Mail Order Appeal

**T**HE point Mr. Gundlach makes that mail order buyers are not different animals from those who buy from stores cannot, we believe, be emphasized too strongly. As a matter of fact, they are exactly the same people, for under modern living conditions there is practically no one who does not buy more merchandise from stores than by mail, except those living in a negligibly few isolated sections which, since the automobile, are almost extinct.

To the buyer the method of obtaining the merchandise (either by mail or from stores) is merely a detail, and the same copy with a change in the last paragraph will be equally productive whether you say "mail the coupon" or "go to your dealer," as both Mr. Gundlach or ourselves have very definitely proved.

The big thing, as Mr. Gundlach so ably points out, is what you say about

your goods, and it takes as thorough a canvass as the space will permit to make a sale in most instances unless, of course, you are merely trying to keep the name before the public which is quite a different matter.

W. B. RUTHRAUFF,  
Ruthrauff & Ryan, Inc.,  
New York.

## Qualitative vs. Quantitative Markets

**T**HE battle rages between those advertisers who wish to break down circulations into classes of readers and those who insist that after all, a reader is a reader and at least a potential purchaser of any given commodity. May it not be possible that the smoke of conflict has tended to obscure the real issue for each of these advertisers: namely, where can I obtain the largest amount of return for my advertising dollar?

Let us admit that the ideal advertising campaign would bring its message before the eyes of every individual who might at any time consider purchase of the commodity. But most campaigns must be, not ideal, but expedient. The average manufacturer has at his disposal a limited appropriation for advertising. His question is not, normally, how to reach every possible purchaser of his product but to pick his media that the largest possible percentage of the readers of his advertising shall be not only willing but able to buy his product.

The point has been raised that any particular reader, taken from a group now unable to purchase a new product, may, at some later day, be a good prospect. True, but we must deal in averages rather than in individual cases, and the chances are that each individual who steps out of the class of impossibilities will, as he tends to become a better prospect, begin to read the publications devoted to the upper strata. In fact he will do so if for no other reason than to show that he can.

Another man wishes to market a laundry soap. To him, large circulation is the governing factor, for large circulation invariably presupposes an average type reader. He probably black-balls those publications appealing exclusively to men (if there are such publications still extant). But any publication reaching large numbers of women of the middle class, or below, is bound to find a good percentage of readers who are definitely interested in

laundry soap and, what is more important, who buy laundry soap.

Certainly it seems dangerous for anyone marketing a "shopping line" to dash boldly ahead without regard for the identity of his readers. Unless he has such tremendous sales and such perfect distribution as to be able completely to blanket both the immediate and the potential market, he will do well to pay attention to whatever facts are available on the quality of circulation. Such attention will probably be amply repaid by a decrease in the percentage of advertising expenditure to sales. Also, the conscientious copy writer must know to whom he is writing. For, verily, that which pleases the Park Avenue matron will not interest the post-mistress at Painted Post, unless it be properly interpreted to her.

Why not admit, if we must generalize, that additional information as to the qualitative make-up of the circulation of any publication will tend to do more good than harm and that, particularly for the manufacturer of high priced goods, the quality of his circulation is, if not as important as the quantity, at least a pertinent factor.

DONALD C. FOOTE,  
J. Walter Thompson Company, Inc.,  
New York.

## More on Keyed Advertising

**I**AM sorry that Mr. Owsley has grown so panic-stricken at my really very mild suggestion that *possibly* position in a magazine affected returns.

If the matter is worth continued discussion at all, I think that it is worth bringing facts and figures rather than generalities to bear.

While it is true, as Mr. Owsley states, that direct returns are not the end in all advertising, I think that most people who have spent any time in working with keyed advertising look upon direct inquiries as an exceptionally valuable method of comparing the comparative pulling power of individual advertisements. The concrete is always so satisfactory!

Mr. Owsley's generalities are particularly vulnerable when he says that the publication "as a whole is either an avenue or a side street." That is a space buyer's point of view—not a reader's. Who will deny that Sixth Avenue is to one strata of our population what Fifth Avenue is to another?

CARROLL RHEINSTROM, Director,  
Advertising Service Bureau,  
MacFadden Publications, Inc.,  
New York

# HUMOR and SENTIMENT

combine to lend absorbing reader interest to the pages of

## CollegeHumor

COLLEGE HUMOR is more than a humorous magazine. It is more than a collegiate magazine. It is a magazine combining humor, sentiment, satire and fiction in a way which appeals to everyone who loves youth and romance.

Striking a new and responsive note in American magazines, College Humor has established itself firmly in the minds and the hearts of a new reader group. Its rapidly growing circulation testifies to this fact.

College Humor offers its advertisers an effective and economical entree to the buying minds of hundreds of thousands of persons— young in years or in hearts.

This group composes a valuable segment of the national market which can be completely covered by no other magazine.

The rapid advance of College Humor during the past two years begins a new chapter in the development of American magazines—a chapter of tremendous import to every buyer of advertising space.

Write us saying when and where you want to hear this story.

*NOTE—Read the first installment of Donald Ogden Stewart's "Mr. and Mrs. Haddock in Paris, France" in our April issue. This will give you a good idea of the editorial magnet which makes more than 330,000 persons buy College Humor every month and pay 35 cents a copy.*

**Circulation More Than 330,000 Net  
\$2.00 A LINE**

## CollegeHumor

B. F. PROVANDIE, Advertising Director  
1050 NO. LA SALLE STREET  
CHICAGO

SCOTT H. BOWEN, Eastern Mgr.  
520 Park Avenue, NEW YORK

GORDON SIMPSON, Representative  
Chapman Bldg. LOS ANGELES, CAL.

# 1925 OIL PRODUCTION

## \$150,000,000

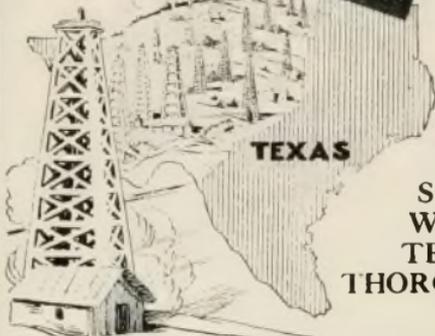
### IN WEST TEXAS

—OUR TRADE TERRITORY

AND  
THAT'S  
ONLY  
ONE  
ITEM

**WEST TEXAS PRODUCED  
57,435,088 BARRELS  
OF OIL IN 1925**

Cotton  
\$150,000,000  
Livestock  
\$120,000,000



**SELL  
WEST  
TEXAS  
THOROUGHLY**

—And with ONE Medium—

The Star-Telegram and Record-Telegram

MORE CIRCULATION IN THIS TERRITORY THAN ANY THREE  
OTHER MEDIUMS COMBINED

Sunday, Net Paid— Over 120,000  
Daily, Net Paid— Over 115,000

No Premiums—No Contests

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

**Fort Worth Record-Telegram**  
(MORNING)

**FORT WORTH STAR-TELEGRAM**  
and **Fort Worth Record**

AMON G. CARTER  
Pres. and Publisher

Charter Member  
Audit Bureau of Circulation

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

## Two Respondents Reply to Trade Commission

THREE replies have been received by the Federal Trade Commission to the amended complaint issued against the respondent associations in the advertising "conspiracy" case. These emanated from the Southern Newspaper Publishers Association and the American Association of Advertising Agencies, two respondent associations named in the original complaint as well as in the amended one, and an individual newspaper publisher in Texas. All of these documents arrived in the hands of the Commission within the time limit originally set for the filing of replies, but since the other respondent organizations named have been granted a time extension, the case may not yet be said to have passed into its next logical phase.

In the January 13th issue of the FORTNIGHTLY the Commission's brief petitioning for the amended complaint was summarized in some detail under the title "Docket 1251." The issues involved were then made clear, as well as the attitude adopted by the Commission in the matter. Simply the case involves the American Newspaper Publishers Association, the Six Point League and the American Press Association in addition to the two respondent organizations previously named. These associations are charged with conspiracy to prevent national advertisers who place their space direct from enjoying the 15 per cent agency discount, and with concerted hostile action against "house agencies" unrecognized by the Four A's.

The text of the two replies recently received from the S. N. P. A. and the Four A's may best be characterized as sweeping denials of all the accusations made against them, laying special stress on the service of agencies to publishers, and on the contention that advertising is in no sense interstate commerce and hence does not come within the jurisdiction of the Federal Trade Commission. The two replies are very similar in tone and context, and many assume thereby that much the same tone will characterize the briefs of the remaining respondents when they are filed.

It is too early at present to speculate as to the action of the Commission. However, the FORTNIGHTLY plans to follow the case closely and will report in full the important events as they transpire.

### New York Advertising Agency

New York, will direct advertising for the Vigorade Laboratories, Trenton, N. J.

### Arthur K. Fox

Formerly advertising manager of Cosgrove & Company, has become associated with The Buchen Company, Chicago advertising agency.

### Survey of Sales Organization

You have expert accountants to audit your books—Why not engage a sales organization expert to make a survey of your sales organization?

It will quite certainly be worth 5 times its price.

The services of J. George Frederick nationally recognized authority, are available for such work.

**THE BUSINESS BOURSE**  
15 West 37th St., New York City

Tel.: Wisconsin 5067

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



## 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 Napa Way Magazine

**The William Feather Company**  
665 Carston Building, Cleveland, Ohio



## THE NEW WAY TO INDIA

Hendrick Hudson was a sorely disappointed man. He sought a North West Passage—a new way to India. All he discovered was—New York.

There it was—potentially the greatest market in the world—but Hudson couldn't see it. Principally because he was looking for something else.

Among American advertisers there are many Hudsons. They can always be interested in new ways to do the same old thing, but lack the vision to do a new thing. Show them the means of increasing sales in a market they are reaching already and you will meet with an instant response. But show them a new market that they have never dreamt of before and you will fail to interest them.

They want a new way to India. They are not interested in New York.

Comfort Magazine offers to American manufacturers a quick, certain path to a market that many of them never reach. This market consists of the millions of homes on the farms and in the small towns—homes that are sold through the cross-road stores, away from the normal paths of distribution. Comfort reaches these homes as no other medium can reach them, because Comfort does not take the easy short cuts to a convenient circulation.

Comfort is prepared to show any manufacturer how he can get the necessary distribution to sell this rural market. The addition of this market is the surest way to increase your present sales.

*Write to our nearest office for further information.*

# COMFORT

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

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

# The Plutocrat in Overalls

(CONTINUED FROM PAGE 28)

because they cost too much; they do not have them because they do not want them. Are they, then, pure of desire? By no means. They want expensive cars and expensive clothes; they want the best cuts of meat and costly radio sets; they want every labor-saving device, from the electric range to the electric refrigerator. They want, according to their own conception, the civilized and comfortable life; only they do not mean by a civilized and comfortable life precisely what we mean. They do not mean by it privacy ensuring space, or intellectual progress, or high aesthetic satisfaction. They mean physical comfort and the ability to purchase costly objects."

**P**ERHAPS an even better perspective in viewing the American phenomenon of the wealth of the wage earners is obtained by the foreign visitor to these shores. Bronislaw Huberman, the violinist, made some very interesting observations, recording them last October in a newspaper in Vienna (Reprinted by *The Living Age* for November 21.)

"I set up housekeeping in America and engaged a servant. His monthly wage was a hundred and ten dollars. A European who converts this sum into the money of his own country may half-incredulously pity me. But he would be wasting his pity, for a hundred and ten dollars was no larger a percentage of my American income than the wages of a similar servant in Europe would have been of my income at home. But the significant fact was the relation of that man's salary to his expenses. He had to pay nothing for room and board. Suppose he wanted a pair of shoes. He could buy them for five dollars, or about four per cent of his monthly wages. But let us assume that he was a little more ambitious and wanted a Ford automobile. The price of that was two hundred and sixty-five dollars, or less than two and one-half months' salary. Now point out to me any country in Europe, even before the war, where a servant could buy a pair of substantial shoes for a day and a quarter's wages, or an automobile for seventy days' wages!

"Still another example from a different occupation. In getting aboard a sleeping-car I hung on to my precious violin-case. That aroused the interest of the colored porter. When I began to practise, as is my custom when traveling, I could not keep that porter out of my compartment. It turned out that he owned a hundred Victrola records of Kreisler, Elman, Heifetz, and my modest self, which he criticized in his characteristic dialect, to my intense but suppressed amusement. Now I never met, even in the most musical

countries of Europe, a railway porter who could talk with me appreciatively about the quality of my playing as reproduced on Victrola records."

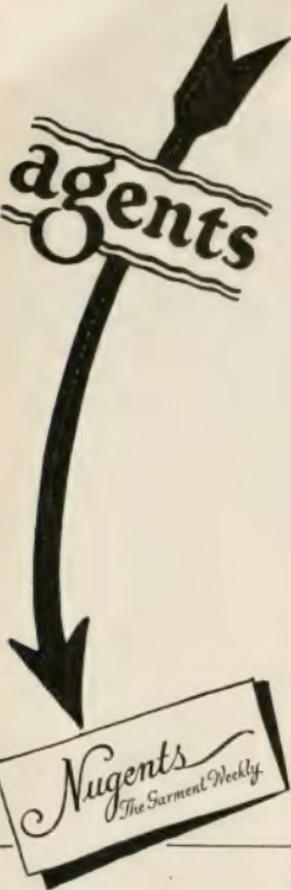
One of the most important elements of waste which the new social order has provoked is the increasing duplication of established magazines favored by advertisers for planting the seeds of buying desire. The genteel are becoming inevitably submerged by the rising tide of moneyed wage earners, to a state of proud poverty. They turn more eagerly to the inexpensive treasures of the mind and pleasures of the imagination which can be had for least money. More than ever before they are forced to resort to the simple luxury of literature.

That probably accounts for the slightly more than normal increase in magazine circulations within the last year or so. This would be born out by the fact that current investigations indicate about four magazines go to a single family. Indeed, in the case of the professional and the executive group, five or six magazines to a family seems more nearly accurate so far as we can ascertain.

**I**N the most detailed study which considers magazine circulation duplication by occupational groups, it was found that 481 magazines went to families whose heads were executives, merchants, commercial travelers or professional people; two magazines per family were received by the clerical and skilled workers; and there was only one magazine going to every three families among the semi-skilled and unskilled classes. Yet in the latter two groups there are more wage earners per family than there are in the first group.

The advertising man is, after all, interested in the people who actually get the money. Of all the income receivers employed in this country, in 1920, 26,700,000 were adult males, 6,400,000 were adult women, and 5,500,000 were juveniles still living at home. In allotting incomes to the families in lower occupational groups a large share of the wages received by the adult women and the young people still at home must be included in the family buying power.

The best method of reaching and influencing this group seems to be the most important problem. The tabloid newspaper is becoming successful in overriding the delicate sensibilities of advertisers and agents. There is one other partial solution afforded by the phenomenal growth of the new confessional magazines. Dr. Poffenberger in his "Psychology of Advertising," says, "Translated into terms of mental age, we might say that advertising,



**\$6.00 a year**

Is the subscription price paid regularly by 75% of the best ready-to-wear retailers in nearly 3,000 cities, for 52 weekly issues of NUGENTS.

Obviously, it is this type of reader, whose ready-to-wear department is so important that he pays \$6 a year for an

**EXCLUSIVE READY-TO-WEAR PAPER**

the manufacturer of Ready-to-Wear is most interested in reaching.

THE ALLEN BUSINESS PAPERS, Inc.  
1225 Broadway New York

# COLUMBIA

The Largest Catholic Magazine in the World

The 1,211,908 men who read COLUMBIA will doubtless have many Camels. They won't have to "walk a mile" for them, either, because Camels are likely to be among the biggest sellers at cigar stands in Knights of Columbus club houses and council rooms throughout the country.

For Camels are featured in colors on a number of COLUMBIA covers this year. Their advertising will gain added effectiveness from the fact that, as disclosed by our questionnaire investigation, 568,082 of COLUMBIA'S subscribers are under 45 years of age. These men are active, responsive readers, ready buyers of the things they want, and loyal to the magazine they read.



“—have a Camel”



Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million 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

Net Paid **757,443** A. B. C.  
Circulation **Audit**

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

Western Office  
J. E. Jenkins, Western Mgr.  
131 S. La Salle St.  
Chicago

## The "Cream" Shoe Market of the Country

The Entire U. S. Shoe Market

150,000 Retail Outlets for Footwear in the United States buy 3 billion dollars of shoes and Shoe Supplies every year

— BUT out of all these 150,000 retail outlets —

The "Cream" Market

15,000 Cream Dealers buy a billion dollars worth of footwear a year and sell it for billion and a half dollars!

The BOOT AND SHOE RECORDER's total net paid circulation in the United States on June 27, 1925, was 13,080. The RECORDER goes weekly to 78.3% of the 15,000 "cream" outlets

Total Retail Shoe Business of the United States

RECORDER subscribers do 60% of all the retail shoe business of the United States They sell to over 65,000,000 persons

### BOOT and SHOE RECORDER

New York  
Chicago  
Philadelphia

The Point of Penetration to the Shoe Market  
207 SOUTH STREET, BOSTON

Chicago  
Cincinnati  
St. Louis

A. B. F.  A. B. C.

to be understood by three-fourths of the population, must be written so as to be comprehended by a child of eleven years."

There is no reason why advertising men should disdain to practise their art in terms of the lowest common denominator. Now that the market rests with the wage earners and since we must regretfully admit that the wage earners do not have the literary appreciation of the professional group, we must recall that the purpose of advertising is to sell goods and therefore employ the most direct method of gaining the end.

In the *March Atlantic Monthly*, Oswald Garrison Villard gives a rather desultory résumé, entitled "Sex, Art, Truth and Magazines." Mr. Villard is more inclined to be snobbish than practical, yet he is convinced that the masses are reading where they did not read before. However, he does grasp the *raison d'être* of the new order when he says, "In a sense it is a readers' revolt against the conventional and sophisticated story which ornaments the pages of the more sedate, conservative magazines." But it is more than that; it is a new medium for entrenching the manufacturer in the new market. It is one phase of the social phenomenon which must be accepted in reaching the purse strings of the plutocrat in overalls.

#### O. S. Tyson and Company, Inc.

New York, will direct advertising for the Lehigh Structural Steel Co., Allentown, Pa., engineers, fabricators and erectors of steel buildings and transmission towers.

#### Edward I. Pratt

Has resigned as advertising manager of the Kellogg Switchboard & Supply Co., Chicago, to become associated with the Bryant Electric Co., Bridgeport, Conn. He is succeeded in the Kellogg organization by A. D. Boal.

#### John J. Beck

Formerly connected with the Mumm-Romer-Jaycox Co., has joined the Robbins & Pearson Co., Columbus, Ohio, advertising agency, as account executive.

#### N. Y. Advertising Agencies Baseball League

Has been organized among some of the leading advertising agencies in New York City. Individual awards have been offered, and elaborate prizes will be presented to teams first and second in league's standing. The following companies have entered teams in the competition: Barton, Durstine & Osborn, George Batten Co., Calkins & Holden, Federal Advertising Agency, H. K. McCann Co., Ruthrauff & Ryan, Frank Seaman, Inc., and J. Walter Thompson Co.

#### Norman F. D'Evelyn

San Francisco, will act as advertising counsel for Edward R. Elliot, Inc., newly organized investment banking house of the same city.

## "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**





Kansas City Branch No. 2. 1000 yards to Muehlebach and leading hotels.

Birmingham No. 2, one of 7 branches scattered over Birmingham and suburbs to the Tutwiler.

Five more Willys-Knight cars recently added to Richmond No. 1 equipment.

# Salesmen Like Saunders Convenience Near Hotels and Railway Stations

**I**T is a real convenience that Saunders System branches are located near the railway stations and one or more leading hotels. Many are right adjoining or back of your favorite hostelry. Very often in congested districts, our service excels your own car availability.

As salesmen become acquainted with Saunders Drive-It-Yourself System, they readily forego personal or company cars. Both mileage and incidental expenses decrease and your men produce more and better results in less time.

Consider, for instance, our Detroit Branch No. 1! It is directly back of the Statler, between Washington Blvd. and Bagley Ave. with drive-out to both streets. The Tuller is right across Bagley Ave., and the new Book Hotel just two blocks down Washington Blvd. This branch is closer than any downtown garage. Your men can cover Detroit trade and its scattered industries at a time saving which many executives on field trips tell us is really astounding.

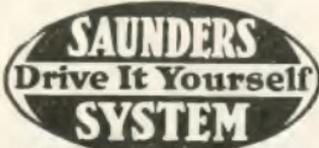
Traveler's Identification Cards, issued gratis, make this service instantly available to your men, at all our branches in 20 states. They merely pay for the miles they drive, when, as, and if they need a car. And you are adequately insured against liability, property damage, fire, theft, and also collision. Just send list of salesmen's names and addresses and cards will be forwarded to you for distribution with your instructions.

## SAUNDERS DRIVE-IT-YOURSELF COMPANY, Inc.

Executive Offices: 325 Saunders Bldg., Kansas City, Mo.

Partial List of Saunders System Branches. Wherever You Go, Consult the Telephone Directory.

- Alton
- Atlanta (2)
- Augusta, Ga.
- Baltimore
- Bassener, Ala.
- Birmingham (4)
- Cedar Rapids, Ia.
- Chattanooga (3)
- Chicago (2)
- Cincinnati (3)
- Cleveland (2)
- Colerain Springs
- Columbus, O. (2)
- Columbus, Ga.
- Council Bluffs
- Dallas
- Davenport
- Dayton (2)
- Denver
- Des Moines
- Detroit (2)
- Evansville
- Galesburg (2)
- Houston
- Indianapolis (2)
- Kansas City (3)
- Knoxville
- Livonia
- Louisville (3)



Wherever You Go!

## Wherever You Stop!

- Alton—2 blocks from the Postage or Howe
- Atlanta Adjacent to Atlanta-Biltmore
- Birmingham Opposite the Molton, adjacent to the Tutwiler.
- Chattanooga Opposite the Patton
- Cincinnati—2 blocks to Sinton or Gibson
- Cleveland—4 blocks up Euclid from Statler.
- Colorado Springs Opposite the Antlers.
- Columbus—2 blocks to Doublet or Neil.
- Dayton—Opposite the Gilbons.
- Denver—2 blocks to the New Albany. Brown Palace or Shirley Plaza.
- Des Moines—2 blocks from the Palace.
- Detroit "Back of the Statler."
- Houston—2 blocks to the Hess.
- Indianapolis 2 blocks from Monument.
- Knoxville 2 blocks to the Parricut.
- Louisville—1 block to the Watterston, Seibach or Kentucky, 2 to the Brown.
- Macon, Ga.—Next to the Macon.
- Milwaukee—2 blocks to Hotel Wisconsin.
- Nomah—Opposite the New Postbox.
- Mobile—1 1/2 blocks from the Battlehouse or Whitley.
- Montgomery 1 1/2 blocks to the Gay-Trauzor.
- Nashville (2)—1 block from Maxwell House.
- Oklahoma City 1 block from the Skivron.
- Omaha—2 blocks to the Fontenelle and others.
- Peoria—1 block in the Jefferson.
- Springfield, Ill. 2 blocks to the St. Nicholas or Abraham Lincoln.
- Springfield, O.—1 1/2 block to the Shawnee or Bancroft.
- St. Joseph, Mo.—1 block to Robidoux St.
- Taleto "Back of the Seeb."
- Tulsa—Round corner to the Mayo, 2 blocks to the Ketchen or Tulsa.
- Washington Near six downtown hotels.
- Waterloo—Opposite the Ellis.
- Wichita—Round corners to the Lassen. Ninety branches similarly located.
- Macon, Ga.
- Marysville (2)
- Milwaukee 2
- Mobile
- Madison
- Montgomery (2)
- Nashville (2)
- New Albany, Ind.
- Northwest, O.
- Oklahoma City
- Omaha (3)
- Peoria (3)
- Philadelphia
- Pueblo
- Richmond, Va.
- Rockford
- Rock Island
- St. Louis
- Springfield (2)
- Springfield, O.
- St. Joseph, Mo. 2
- St. Louis
- Taleto
- Tulsa
- Tuscaloosa, Ala. (2)
- Vincennes, Ind.
- Washington, D. C.
- Waterloo
- Wichita



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

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

### Gas Age-Record

9 East 38th Street  
New York

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

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

## Gas Age-Record

"The Spokesman of the Gas Industry"

## National Advertising and Groceries

By E. M. SWEASY

**C**AN you turn your mind back to the grocery store of your youth? Unlabeled boxes of crackers—some with gritty currants—barrels of salt meats, huge cans of lard and butter, sacks of beans; green coffee-beans, tough and tasteless; flour, rice, onions, potatoes, and dried fruits for the abhorred cheap boarding house.

A blue can with a red label, Libby, McNeal and Libby's corned beef, and nearby that old standby, Royal Baking Powder, with Borden's Eagle Brand Condensed Milk for its companion in the pioneering fraternity of preserved foods.

White and brown sugar in great barrels, heavy barrels of kraut, and alongside kegs of stinking pickles . . . hogshheads of molasses which flowed from the sticky, fly covered faucet . . . and back of all this ill-smelling mess were brogans, rubber boots, overalls, tubs and tins, harnesses and nails, bales of wire and horse-shoes, single-trees and axle-trees, mouse traps and coffee grinders . . . the whole miscellany of primitive contraptions one can never forget.

Grocery stores are now busy marts where people stop, get waited on quickly and step out again. The grocer is an important merchant with little time for neighborhood gossip.

No longer does he sell coffee in the bean and keep a store full waiting while he grinds two bits worth with the attendant noise, smell and elbow grease.

The advertising that did all this did not come without its long years of struggle, hardships, colossal costs, many failures, constant strife, resistance, courage, initiative, and "the worthy pride the fine pioneers of advertising had in their hearts and which they manifested in their vigorous, persistent efforts constantly to produce a product that was to have the faith of the trade and the customer."

Yet back of every well known food brand is a story that would fill volumes.

The idea . . . the money to start with . . . the structure . . . the machinery . . . the laboratory . . . the system . . . the product . . . the advertising . . . selling . . . shipping . . . accounting . . . striving for uniform quality—the worry over timeliness . . . the condition of trade, the attitude of the consumer, over competition, law suits, new conditions; good and bad times . . . labor . . . efficiency . . . jealousies . . . management . . . welfare . . . public opinion . . . politics . . . replacement . . . family education . . . health . . . over-riding long lines of friends who try to keep one from breaking out of the rut . . .

What penalties one pays for success!

Abstracted from a bulletin to sales staff of American Weekly.

# The Strata of Authority

LET us go in search of "the demigod Authority."

With whom in America does authority reside?

Well, once there was a phrase about "the Upper Ten". . . . Then there was a Four Hundred . . . . And then there was a Ten Thousand.

The democratic mind, scanning the huge pyramid of 25,000,000 families, can no longer conceive that all the best stuff lies in such shallow strata at the apex.

What existing lists of names will guide us in deciding how far down the pyramid we should penetrate, in order to make a sound market estimate or a sales quota?

The Social Registers? Who's Who, with its 25,357 notables? The Directory of Directors? Obviously, these are still too special and restricted.

The rosters of clubs, of college graduates, of learned societies and the professions? No, we all know hundreds of worthwhile folk whom those lists exclude.

Income tax payers? Experience has already shown up the jokers in income tax returns. They underestimate the wealth of farm states and distort the relative values of many cities.

Home ownership is not a reliable criterion, considering the importance of the millions of tenants.

Automobile ownership has become too nearly unanimous to indicate buying power for other commodities.

By eleven years of constant circularizing, The Digest has proved to its own satisfaction that *the best broad index of the market for good goods is the telephone in the home.*

The 8,500,000 homes with telephones make up the more provident, competent and vigilant strata of Americans. By concentrating upon the telephone market, The Digest has increased its circulation to more than 1,400,000 copies per week. The telephone reaches alert people at every income level and The Digest reader is a further refinement of this quality of alertness. Because The Digest readers are alert, active and wide awake, they are the instigators of decisions and habits, they influence others and are most valuable to the advertiser.



## The Literary Digest



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

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

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

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



Lee S. Felger Building

**"The journal all the coupons come from"**

"In handing me your letter of the 7th, one of the girls asked me if it wasn't from 'the journal that all those coupons come from.' 'We only wish that we had made the acquaintance of Osk. Hygiene, and its interesting qualities, on a much earlier anniversary.'—D. M. BURCHARD, *Lee & Felger, Technical Books*.

**ORAL  
HYGIENE**

Every dentist every month  
PITTSBURGH, PA.

CHICAGO: W. B. COXANT, Peoples Gas Bldg., 1141  
E. COOK ST.  
NEW YORK: STUART M. STANLEY, 53 Park Place,  
Bldg. 2047.  
ST. LOUIS: A. D. MCKINNEY, Spillane Trust Bldg.,  
Ohio St.  
SAN FRANCISCO: HUGER A. JOHNSTON, 125 Mont-  
gomery St., Newark 3922.

# In Sharper Focus

## William H. Rankin

WILLIAM H. RANKIN first saw light in New Albany, Indiana. That was on Feb. 18, 1878.

His father died when he was seven. His mother decided to take him, his two sisters and his brother back to her home town, Glasgow, Scotland. There William H. Rankin at once acquired the nickname "Little Yank." He soon mastered "soccer football" and devoted three years to a close study of the mer-

chandising situation in Glasgow. He decided that the outlook was none too good for the prosperity and advancement of the Rankin family. So he sold the rest of the family the idea that they had made a mistake in leaving dear old Indiana and induced them to return, bag and baggage.



During the summer vacation, Rankin realized that if he were ever to be a successful advertising and merchandising man he must know the people who buy the goods. So he drove a grocery wagon, mastered the butcher's art and learned how to cut and sell meat direct to the ultimate consumer over the retailer's counter.

One summer he worked in the De Pain glass works covering red hot fruit jars and another as messenger and delivery boy at the White House Department Store. He was then earning \$1.50 a week but quit because he got no real sales experience. He next ran a fruit stand in the Market House on commission. His first day's work netted \$3.00. This induced Mr. Harry L. Patourel to make a deal with him to take all of his time at the rate of \$4.50 a week—an increase of \$3.00 a week, or 200 per cent, due to salesmanship.

Realizing that he must have a busi-

ness education, he took a complete course of bookkeeping, business practice and stenography at the Spencerian Business College, Louisville, Kentucky. After graduating, his first job was as a stenographer in the Bell & Coggshall tobacco box plant. In the next three years, he made several changes—the Merchants Dispatch Transportation Co., the general offices of the L. & N. Railroad, and finally as rate clerk in the general freight department of the I. C. Railroad.

But Will Rankin was never a real success as a secretary, stenographer or rate clerk. He could never learn to put his heart and soul into work dictated to him. So early in 1902 he was fired because of a mechanical error he had made.

This was the turning point in Rankin's life. He says that if he had not made that mistake he might be a private secretary still!

Through his Y. M. C. A. work, Rankin had made friends with Mr. McGuire, assistant to George A. McCulloch, publisher of the Muncie *Star*. When McCulloch decided to start a newspaper in Indianapolis, Rankin got his chance. Starting in as secretary, he soon became assistant circulation manager of the *Star League*.

But he had always wanted to be an advertising man, although everyone told him he could never make good at it because he did not drink. At last an emergency occurred and Rankin was sent to St. Louis to solicit a full page advertisement of "Goodfellow Whiskey." He came back with a 10,000 line contract in his pocket. That made him an advertising man. Then he became business manager of the Bobbs Merrill magazines, Indianapolis, serving in that capacity for three years.

In 1908 Thomas Balmer offered him the Western management of the Street Railways Advertising Company at Chicago. Rankin accepted and in eighteen months learned more about advertising than he had in the eighteen years preceding.

Barron Collier, the manager of the Street Railways Advertising Company, decided to transfer Rankin to New York. Rankin then made his last change and became vice-president of the John Lee Mahin Advertising Agency of Chicago, which was later to become the William H. Rankin Company of New York and Chicago, under which name it now functions.



## That New Skyline of Ours

**A** NEW skyline in the famous 49th State! Homes! . . . A skyline of new homes being built throughout St. Louis and The 49th State.

And a newspaper has inspired this thing.

Here's one of the biggest projects the Globe-Democrat has ever carried out. And we've just published a handsome booklet telling of this interesting plan. . . . Showing how the Globe-Democrat Small Home Bureau is helping readers build homes.

. . . Showing photographs of some of the homes already built.

. . . Showing how our Home-builders' Page in the Sunday Globe-Democrat is winning new business not only for contractors and material supply firms, but for all who sell things pertaining to the home—furniture, appliances, musical instruments, radio, and all the rest.

Here's a key to multiplying sales. . . . And a book is waiting for you—a free book which will elucidate.

Write for it, or ask our nearest representative to bring it, and explain it.



*One of the most interesting booklets we have ever published.*

# St. Louis Globe-Democrat.

St. Louis' Largest Daily

NATIONAL REPRESENTATIVES

F. St. J. Richards, New York  
C. Geo. Krogness, San Francisco

Guy S. Osborn, Chicago

J. R. Scolaro, Detroit  
Dorland Agency, Ltd., London



## Our gain is yours

A year ago the advertising rate of \$220 per page went into effect based on 38,000 circulation.

Meanwhile the circulation has increased 60%—but the rate is still \$220 per page.

More than 60,000  
net paid circulation

### THE AMERICAN MERCURY

730 Fifth Avenue  
New York

## Can the Library Help?

[CONTINUED FROM PAGE 38]

the Weather Bureau; the *Survey of Current Business*, a monthly compiled and issued jointly by the Census Bureau, the Bureau of Foreign and Domestic Commerce and the Bureau of Standards, and *Commerce Reports*, a weekly survey of foreign trade conditions and activities, from the Bureau of Foreign and Domestic Commerce.

Primarily and almost exclusively for business needs is the whole group of trade directories. The big ones, *Kelly's*, which lists the manufacturers of the world; *Thomas's*, *Hendricks's* and others more or less complete for those of this country alone; *Ayers' Annual*, where every American newspaper and periodical may be found—all these are literally pored over by business men daily. And of special trade directories there are hundreds—one for practically every trade and business and occupation one can think of.

THE standard and periodical indexes to the more general business and financial magazines furnish a key to many articles and discussions of too recent development or interest to be found in books. And, just as each occupation has its trade directory, so each has its own trade journal, sometimes several, devoted to some one particular field of business enterprise. These trade papers contain an enormous amount of specific information to be found nowhere else. Since they are not often systematically indexed anywhere, a number of libraries index them themselves or clip them so that material of value from their pages may be filed by subject and thus made readily available. A whole story as long as this article could easily be written on what library files of pamphlets, clippings and other more or less ephemeral material have been able to supply for business use on recent, elusive or very specific points.

Designed especially for the analysis of territories, several libraries, failing to locate in encyclopedias, geographies and general reference sources, just the detailed, up-to-the-minute information often demanded about various sections of this broad country, have built up extensive files of material exclusively about places. Here under the name of state or city may be found as complete a collection as possible of statistical and descriptive data including booklets, clippings, maps, lists of names, reports, periodical or book references—anything, in fact, which would help present the actual facts of that locality.

Is it the fault of the public library that much of its best and most alive material for the business men of the community is not known and lies unconsulted and unused? Or must the blame fall on the business man himself who, so progressive in other things, forgets, ignores or never knows this active agent his taxes are helping to support?

The News *New Yorks* Picture Newspaper  
now sells *more than*  
a million copies *every day*  
—and you can't overlook a million!

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## Round Out Your Marketing Ability With This Great Library It will PAY You Well!

This year's experience has mainly in Advertising—your great Home Study Course and Reference Library will give you the Sales Management side of Marketing!

Are you "long" in selling experience? The set will give you an ideal grasp of the Advertising and Correspondence side!

No matter where in marketing knowledge you need development—this famous set of books will do the trick for you!

This Library covers its material ground on courses existing for ten times as much. Written in the most instructive style, profusely illustrated with half-tones, line drawings, graphics, charts, maps and tables. Complete workings of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions.

## S. Roland Hall's Library of ADVERTISING and SELLING

Four Volumes, 3323 Pages, 5 1/2 x 8, Flexible Binding, 1000 Illustrations, \$1.50 in ten days and \$2.00 monthly for eight months.

Hundreds of far-reaching items and lessons are made clear to you. Thousands ahead in the marketing world—hundreds of experts in all branches of marketing have this great set of books on their desks for constant consultation. You will afford to be without the help these books can give you?

### Over 3000 pages of income-increasing FACTS

After all, these books were written with but one idea in mind: to increase your income! They have done that for hundreds of other men and women—why not for you? Learn to use the sales producing plans and methods that have been proved over and over again in actual practice for hundreds of successful firms all over the country. Put this theory to work for you for five hours a week and see your income increase right! The best assurance of successful success is the ability to make specific and accurate decisions—based on the facts!

Regular Price \$20  
Special Price for Set \$17.50  
Small Monthly Payments  
Mail this coupon NOW!

Examine it for 10 days FREE

### FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.  
370 Seventh Ave., New York

You may send me the HALL LIBRARY (4 VOLUMES) for \$24.00 (10 days) for ten days' free examination.

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

Name   
Home Address   
City and State   
Name of Company   
Position  A. P. 21-24

# "Hiring Ten; Firing Nine"

[CONTINUED FROM PAGE 20]

jacks and laborers, how much more is it true in the case of salesmen?

The salesman who is happy in his work not only sells more merchandise, but he renders better service in every way. Under such conditions "salesman turnover" is reduced to a minimum. This confidence in the company and the regard for its personnel is communicated to the customers, which increases tremendously the salesman's value to the firm.

In this criticism of the "hiring ten and firing nine" theory of sales management, I desire that it be distinctly and clearly understood that it is not based on a soft and sickly sentimentality, nor is it in any sense "sob sister stuff." If it cannot be justified on a hard-fisted dollars and cents basis, then I am through, but first let us study the matter from these several angles.

### 1. Cost of Hiring and Training a Salesman.

After a careful and long-continued study of the matter I am sure that in organizations where the line is at all difficult or extended, and where the men are given a reasonable opportunity to qualify—say a sixty or ninety days' trial—the cost of hiring and training a salesman would not be less than two thousand dollars, and in many cases considerably more.

First, there is the time spent in interviewing a man, which usually involves a number of men and several meetings. Then there is the matter of looking him up, making inquiries, both written and verbal, regarding him. Considerable time is then spent in coaching him. In many lines days or even weeks are spent at the factory for this purpose, which again takes up the time of one or more individuals. Then more coaching and instruction must be given him at the office, which uses up the time of the sales manager and his assistants.

When finally he is ready for the road he is usually accompanied by a high-priced salesman or some one from the office, all of which costs money. Later still it will be necessary for the sales manager or other competent person from headquarters to go out and spend some time with him. When the cost of all this, plus his own salary and traveling expenses, are taken into consideration (not to speak of the profits on sales lost by a new man that might have been secured by a competent experienced salesman), the average cost will be little if any below the sum I have mentioned. But if the amount involved were only one-half of this, it would run into a lot of money in an

organization of any size operating under "the ten to nine" theory.

### 2. Selection of Salesmen.

In the directions for cooking a rabbit the foremost injunction is to "first catch the rabbit." Likewise, the first and most important consideration in developing and directing a sales organization is to select the salesmen properly. Not enough study is given by the average sales manager to the different types of selling he has to do and the different types of sales ability required for the various positions, territories and products. Any sales manager of experience knows, or should know, that as a rule it requires a different type of man for city trade than for country trade, and that frequently it requires men of entirely different temperament and personality to sell different items in the same line.

More attention should be given to the record and the moral qualifications of the applicant. The sales manager for a legitimate concern who does not regard character as the most important qualification in a salesman is making a big mistake and laying up trouble for himself, for no matter how much sales ability a man may possess or how large or profitable his sales, sooner or later he will prove to be a liability rather than an asset. A higher standard on the part of sales managers and a closer scrutiny of the records of the men they employ would save them much trouble, reduce their turnover, elevate the company in the estimation of its customers, and eliminate from the profession these undesirable individuals who are a menace to our commercial life and who discredit the many thousands of honest, honorable men engaged in selling for a livelihood.

### 3. Handling Salesmen.

Salesmen, and particularly new men, should be carefully and firmly handled. It is assumed that they are familiar with the policies of the company, and any deviation from the policies or from their instructions should be treated seriously. But the attitude of the sales manager should be sympathetic and helpful.

Men in many if not most lines of work will render satisfactory service if their state of mind is not "just right." A mechanic on a job may be mentally disturbed and out of sorts—may even be bitter toward his employer—without it affecting either the quality or quantity of his work. Not so with a salesman. If, or when he becomes mentally upset or is thrown out of balance in any way this is immediately reflected in the quality of his work. It is a common occurrence for a salesman who has been

"called down" or who has received from headquarters a letter of criticism, to quit work for the day, or if he continues to call on the trade he does so without results in the way of orders. Indeed, I have known such conditions to be prolonged for days and in extreme cases even for weeks. How important, therefore, in the interest of "orders" to keep the salesman in a happy, contented frame of mind.

With all my experience I have never been able to determine definitely the thing or the quality, if we may so designate it, that determines or consummates a sale or that brings about that oneness or "meeting of the minds" that results in an order. But I am constrained to believe that there is something akin to the spiritual about it—there is a magic indefinable something that draws men together and makes them *en rapport* or "in tune" with each other. And my experience and observation tells me that this condition obtains with salesmen in direct ratio to their happiness and contentment of mind. I do not mean that a salesman cannot do business unless the conditions from this angle are perfect, but if he is worried or distressed in mind his efficiency will be correspondingly reduced. He gets the maximum results and does the Big Things when he is happiest and most at ease in his mind.

#### 4. Value of Good Will

Nobody questions the value of good will to a commercial institution. Thousands, if not millions, of dollars are spent annually in advertising and otherwise for building up this desirable asset, and yet we ignore or destroy entirely the most potent factor in the development of good will for our institutions when we deal unfairly with our salesmen, hurt their pride or otherwise irritate and unsettle them without just cause. An unhappy and dissatisfied salesman unconsciously breaks down good will for his company, while a happy, contented salesman just as unconsciously promotes and develops this very desirable and valuable factor.

#### 5. A Strong Organization.

And last of all, it should be kept in mind that a strong, effective organization can be built up only with strong men, and that strong men are not attracted to and do not remain with organizations that are directed or controlled by men who are domineering in their attitude toward their associates or who do not give them a square deal.

I am fully persuaded, therefore, that to build a business that lasts, a surer, firmer foundation must be laid than is comprehended in the theory of "hiring ten and firing nine to get one real salesman."

#### Ralph W. Andrews

Formerly with the Standard Oil Company of Indiana, Minneapolis Division, has been placed in charge of production in the copy department of The Wm. A. Ingoldby Company, Los Angeles advertising agency.

## You who have heard of Dallas' prosperity— hark to the market-master!

WM. WRIGLEY JR. COMPANY

WRIGLEY BUILDING  
402 NORTH WICHITA AVE.

OFFICE OF  
PRESIDENT OF THE BOARD

CHICAGO, February 4th,

1926.

Mr. C. B. Dealey, Pres't.  
A. H. Belo & Company,  
Dallas, Texas.

Dear Sir:

The Dallas News was on our first list for newspaper advertising and has been used on every schedule since.

The Evening Journal has been used by us since its first issue.

The Semi-Weekly Farm News is also used regularly with the advertising of Wrigley's Chewing Gum.

This long continued and consistent use of your publications seem to us the best evidence we can offer of our successful and satisfactory results from them in winning Texas to the use of Wrigley's "After Every Meal."

Wishing you continued success,

Yours very truly,

WM. WRIGLEY JR. COMPANY.

The Dallas Morning News and The Dallas Journal are sold to advertisers (but never to subscribers) at a special combination rate. One order, one billing, one set of plates, mats or copy.

In the  
Lumber  
Field



It's the  
American Lumberman

Established 1873

Published Weekly CHICAGO, ILL.

If it keeps dealers asking  
for more merchandise—  
it's an  
EINSON-FREEMAN  
WINDOW DISPLAY

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



# The Travel Blurber

[CONTINUED FROM PAGE 30]

## Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



## 6 Reasons why you will find the Fortnightly your most valuable business magazine.

1. Long, tiresome introductions to articles delight you with their absence. Articles are packed with interest instead of being merely crowded with words.
2. The Fortnightly never has a "write-up" of an advertising campaign until it has proved out.
3. The Fortnightly does not "glorify" advertising. It doesn't believe that advertising is super-anything. It doesn't believe that it can accomplish the impossible.
4. The Fortnightly has its own personality. It is not a machine-made publication. Each number grows out of the daily happenings and contacts and correspondence with business executives.
5. The Fortnightly is written by authorities. When an article needs to be written, the Fortnightly goes to the best man in the field and gets him to write it.
6. The Fortnightly is not afraid of an idea because it's new. It is out for new ideas—good ideas.

Advertising and Selling Fortnightly  
9 East 38th St., New York City

Please enter my subscription for one year (26 issues). Send me bill for \$3.00 when first issue is mailed.

Name .....

Address .....

Company .....

Position .....

and future, absolutely from his mind.

Hence the importance of forming his mind quickly for him and before the other fellows get a crack at it. This is the function of the railroad folder. That is why nearly all railroad literature makes its appearance simultaneously, at always about the same date, between the end of March and the middle of April. It could be got ready at any time—February, say, or October; but among railroad blurbers there is a kind of a gentleman's agreement that they won't solicit in each other's territory until everybody is good and ready. The weak sister is thus taken care of, and Sylvan Beach given the same start as the Grand Canyon.

NOTWITHSTANDING that, the transcontinental or trunk lines have the advantage of the short lines, because they have the traveller longest. It isn't always a question of comparative expenditure, for I know one short line of less than 300 miles which puts out the highest grade of advertising matter, and never pays an artist less than two or three hundred dollars for a cover design. But you can't really impress the tourist unless you have him with you for at least the wakeful part of a day. Contrary to the common idea, a railroad is not selling scenery; the scenery isn't the railroad's to sell. All the road does is to sell service—and you can't render much service, say, on the night run between Boston and Bar Harbor. A night on the sleeping car here is just the same as any other night on any other sleeping car elsewhere. To sell your road to the tourist you must have him with you for at least one meal.

This means daylight and that he looks out of the windows occasionally. The long haul is a powerful incentive to blurb-writers—and consequently California, the Pacific Coast and Lake Louise are overrun every year with tourists, although it takes several hundred dollars to get to the Pacific Coast and back. A western line that has as wonderful scenic attractions as any on this continent rearranged its entire schedules because it was rushing its westbound limited through the best part of the mountains between 8 p. m. and daybreak. I know another western road that issued a special blurb about its electrification system, and still another that wrote a blurb about some rather wonderful tunnels, which, as a result, people go miles to see.

Railroad folders divide naturally into three kinds. There is, firstly, the straight timetable, which has no advertising potentialities at all. Next there is the booklet about some particular train-de-luxe, such as the California Limited or the Royal Palm. These

booklets have certain blurb values, but mainly they ignore the scenery and tell you about the service on this special train. Lastly, there is the blurb proper, which has done more to make Americans dissatisfied with staying in one place than all the Horace Greeleys of the last six centuries.

Now some hints to young blurbers. It is very imperative that you initiate your folder at least six months previous to its issue. The previous summer, when that year's rush is over, is a good time to start; this gives everyone in the organization, from the president down to the train announcer, a chance to take a good crack at it. By the time it has been changed to conform to all these people's suggestions you are well over Christmas, and having then resolved to issue it between the end of March and the middle of April, you will find that highly important matters of policy, such as whether or not to run a through sleeper to a certain place, will not be decided until March 28.

THE next thing is to study your competitors' productions of the previous summer, to see what ideas you can swipe without actually getting jailed. Having decided the format, you hunt up an artist and commission him to paint a cover. Twenty per cent of the cost will go into the map insert. American travelers are wolves for a railroad map—especially if it is an insert and can be unfolded to its full five-foot length. The young blurb must settle in his own mind whether he will use photographs to illustrate his text or write text to explain his photographs. In either case, it is a lead-pipe cinch that at the last moment, March 29, say, he will find one absolutely essential photograph missing. Another thing that will age him prematurely is checking up his data, to see whether 18 lb. trout really are caught in Long Lake, whether they don't mean perch, whether the Mudlark Country Club has a 9-hole course or 10, and whether he has got in all the hotels.

Having decided these details, the blurbler can devote the remainder of his superfluous energy to the stylistic angles of his masterpiece. His composition must be a cross between free verse and an encyclopedia. He must tickle the reader's palate with some juicy morsels of descriptive prose, and at the same time he must sling in the practical dope that travelers demand. A difficult job!

Nothing in my own career as a blurbler has gratified me more than an incident which I witnessed last summer. I do occasionally travel over my own system to refresh my memory of the magnificent scenic attractions which we blurb about. Back on the rear plat-

# The Field of Greatest Yield



**All-Fiction Field**  
 13,000,000 People  
 read these famous fiction magazines

\$3.700 a Page

Circulation 2 780 000

Sixteen Magazines of Clean Fiction

Read by Everybody—Everywhere

**"Old friends," said the architect, "are the best, like old wine—if the reformers will permit the simile. I've taken the Record since its cradle days 34 years ago, and I'm told I now have over six thousand fellow-architect subscribers. The figure is 6,635 you say? Thank you."**

*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 December, 1925—11,537)

## The ARCHITECTURAL RECORD

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

Member A. B. C.

Member A. B. P., Inc.

## 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

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. Chicago, Ill.

Phone Harrison 7131

## TESTIMONIALS

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

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

**Commerce Photo-Print Corporation**  
80 Maiden Lane New York City

form of the observation car were two middle-aged women, obviously country school-teachers, who were enjoying a trip which must have represented the savings of years. They employed a kind of team-work. One of them called off the notable sights as they slid past; the other, reading from a folder, which I recognized by its hectic cover as my own, chanted back in sing-song voice what the booklet said about it.

"Mount Mosquito," said the announcing lady.

"A naked abrupt pyramid of solid granite, rearing its noble head 9,872 feet above sea-level, and dominating the . . ." and so on and so forth, intoned the chanting lady. But shortly she raised her head, with a very puzzled look.

"Where is Mount Chromo?" she demanded. "The book says that a few minutes after we pass Mount Mosquito, and just before we get to the Devil's Pitchfork, we pass Mount Chromo on the left, affording a glorious vista o'er a sea of companion peaks. You just said the Devil's Pitchfork, but you missed Mount Chromo."

They were so bitterly disappointed that an obliging trainman joined the discussion. "You're one peak up, ma'am. What you said was Mount Mosquito was really Mount Chromo, and the mountain you're coming to next will be Mount Sterno, instead of Mount Thermos, as you would otherwise call it."

And they were both happy again.

### Hicks Advertising Agency

New York, will direct advertising for the following accounts: Louis Roessel & Company, silk manufacturers; Jane Rae Dresses, Inc.; Superior Garment Company. All these concerns are in New York.

### Hugh L. O'Neil

Formerly of the staff of *Harper's Bazar*, will represent Columbia in New York City and New Jersey.

### Oliver M. Byerly

Cleveland, will direct advertising for the Burgess-Norton Manufacturing Company, Geneva, Ill., manufacturers of B-N Piston Pins.

### Roy Dias Brickner

Has been placed in charge of copy for the Bedford Advertising Agency, Brooklyn, N. Y.

### "Better Buses and Motor Coach Transportation"

Is the new name of *Better Busses*. Joseph E. O'Connor, Chicago, has been appointed Western manager and George H. Hanauer, New York, has been appointed Eastern manager of the publication.

### Lampert-MacDonald Company

South Bend, Ind., will direct advertising for the Delta Electric Co., Marion, Ind., manufacturers of electric lanterns and head and spot lights for automobiles, motorcycles and bicycles.

# Here Today—Gone Tomorrow

EVERY market is constantly DROPPING OFF from the top, and just as constantly BUILDING UP from the bottom. Each year 2,500,000 newly born Americans begin consuming, 400,000 somewhat older Americans are graduating from high schools, 1,250,000 brides begin house-keeping and 1,250,000 young husbands begin spending their pay envelopes in a different way.

Each year 2,000,000 families move into new homes or apartments. And then, on the other hand, every year 1,400,000 Americans die, and perhaps an almost equal number lose their productive capacity. Thus, in a few years a MARKET MAY BECOME ENTIRELY NEW; and it may move beyond the influence of goodwill previously obtained.

The artillery of commerce must be trained upon ever-shifting targets. It can NEVER RELAX its fire. The target of yesterday is passing out of range, and today a new one is swinging into view.

Confronted with this ceaseless prospect-turnover, this constant falling-off of old markets and oncoming of new ones, what are WE doing? Not only maintaining a publicity campaign of unparalleled continuity and intensity, but also expanding it step for step with the increase of our sales.

And the steps are increasingly long—the intervals between them increasingly short. Behind your sales of CAMPBELL'S SOUP there is a power greater than has ever been put behind the merchandising of any grocery product.

It is an IRRESISTIBLE POWER—working twenty-four hours a day, seven days a week—overcoming the forces of prejudice and ignorance, tearing down the walls of sales resistance, breaking into NEW MARKETS, carrying our educational message to each fresh generation of buyers, piling up priceless reserves of GOODWILL for our distributors. WE are doing OUR part.

*A clever editorial from the house organ Optimist by the Campbell Soup Company on the fundamental necessity of persistent advertising to keep pace with progressive, changing minds of the masses who are the customers of retailers.*

*Campbell Soup color page ads appear in the American Weekly section of the Sunday Hearst newspapers on March 21, April 11 and April 25. All retailers of foods should remember these dates and arrange aggressively to sell while the public is actively buying.*

# Be on the Lookout for This

From Campbell Soup Co. House Organ—*The Optimist*.

THE Magazine Section of the fourteen Hearst Sunday newspapers is called the American Weekly. This somewhat lurid section, in addition to the powerful appeal of the sensational feature stories for which it is famous, is everywhere read by housewives and home makers, who search it for its menus, patterns, beauty hints and dress styles.

"A four-color page ad of Campbell's Tomato Soup will appear on the back cover and

may be seen on Sunday mornings by over four and a half million families in Seattle, San Francisco, Los Angeles, San Antonio, Milwaukee, Detroit, Rochester, Syracuse, Boston, New York, Baltimore, Washington, Atlanta, Chicago and some seventeen thousand cities, towns and villages in proximity.

"Within the next few days we are sending you a copy of the American Weekly of the issue of Sunday, March 7th, containing the first insertion in this new medium of one of Campbell's colorful, appetizing messages—as we want to be sure that you see for yourself what is undoubtedly one of the most striking newspaper advertisements ever published."



THE American Weekly is too big an advertising force not to be thoroughly analyzed and understood by every substantially ambitious maker of branded goods.

The cost of advertising in the Weekly is about one-third that of other national mediums when comparison is based on circulation. The price per color page is \$15,000, and per line, \$8. "It is not so much how much you pay, it is what you get for what you pay."

The fourteen important cities in which the American Weekly wields its colossal influence on the most responsive buying power known are:

New York	Milwaukee
Chicago	Rochester
Detroit	Boston
Los Angeles	Atlanta
San Antonio	Syracuse
Washington	Baltimore
San Francisco—	Seattle
Oakland	

CLASS OF SERVICE	CHARGE
TELEGRAM	BY LETTER
NIGHT MESSAGE	NIGHT LETTER

If kind of message service desired is not indicated, the message will be sent by the most economical method.

# WESTERN UNION



# TELEGRAM

NEWCOMB CARLTON, PRESIDENT      GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
TELEGRAM	BY LETTER
NIGHT MESSAGE	NIGHT LETTER

In case of these symbols, the message will be sent by the most economical method.

The time of the message is the time of the message as shown on all messages, in STANDARD TIME.

RECEIVED AT      M2 11 1/2      359 al count punctuations and 16 pgs  
New York NY Feb 26 1926

New York, March 1, 1926

To the Wholesale and Retail Grocery Trade:

The strongest, liveliest, most smashing color page advertisement ever published in the history of the grocery business will appear SUNDAY March 7th:

Advertising CAMPBELL'S Tomato Soup

You know and we know that the quality of CAMPBELL'S Soups and lots of advertising have made them as standard as gold for you. But the point you want explained now is this:

What is the American Weekly and what will the CAMPBELL ad do for me?

The American Weekly is the colored magazine section of the Sunday home-delivered Herald newspapers, distributed in fourteen important cities—in 375 cities of over 15,000 population or in a total of 17,000 cities, towns and villages in all, reaching right into the new buying power developed by the war and nursed to enormous proportions by restrictive immigration laws.

It has the largest circulation of any publication in the world reaching nearly 5,000,000 homes every Sunday.

Women read it for the menus, patterns, styles and the fascinating feature stories.

One advertiser received 174,000 replies from mothers with children from one color page ad.

It is read by over 20,000,000 people and directs more readers to retail stores than any advertising publication in America.

The time to be aggressive in selling is when the public is active in buying.

Display CAMPBELL'S soups in windows-- on counters--list them in your ad-- get your share in this smashing drive for soup business.

Such will be the greatest soup buying month the grocery trade has ever known.

Sincerely,  
The American Weekly.

A full color page ad in the Weekly is read in nearly 5,000,000 homes at about the same time on Sunday morning. It creates and stimulates household conversation about an advertiser's brand which develops a nation-wide thought wave that finally moulds public opinion to so favorable an attitude as to insure a general demand for a brand, and offset every form of resistance.

Advertisers who have displayed the courage and fortitude to spend large sums to acquire national prestige for their brands know that the cost to do this is insignificant when compared to the solidity, independence and prosperity of the commercial position which they achieve.

The New York office of the American Weekly is at 9 East 40th street, and the Chicago office is in the Wrigley Building.

# Do We Pay Too Much For Attention?

[CONTINUED FROM PAGE 25]

be wholly sincere and soundly helpful to the reader.

Magazine and newspaper pages contain the utterances of two men, and two men only—the editor and the advertiser. Fundamentally, the efforts of these two men are focussed on the same object. Both are appealing to the reader's interests—his interest in pleasure, information, food, health, clothing, children, home, travel, education. If you write an article on any of these subjects and take it to an editor, he will, if it be interesting enough, buy it from you and print it. His only question is "Will the people who buy my magazine be glad to read this?" The advertiser feels much the same way. He also is anxious to have people read what he publishes.

It is frequently claimed that the editor's task in getting attention is much easier than the advertiser's. The reader, of course, buys the publication for the editorial content, and he will unquestionably turn to the editor's pages first. Stories, articles and news items, however, are sandwiched in between advertisements. If he reads the editor's, he is bound to see the advertiser's columns, and once the reader sees them the advertiser's problem is then the same as the editor's: Each subject must be brought to the attention of that group which is interested in it. So far there is no difference, but has the editor an advantage when it comes to interest?

Before you answer this question, consider what the reader has at stake. He has paid for the publication a sum not less than two cents and usually not more than thirty-five cents. But he is always on the verge of paying—for food, clothing, furniture, entertainment—sums as many times as great as thirty-five cents. Your interest in anything that you buy is inseparably bound up with your investment in it, and your investment in what the editor sells you is insignificant when compared to what the advertiser sells you.

THE problems of the two men continue to be the same when the reader reaches a point where conviction should begin. The editor must convince his readers that the money spent for his paper and the time spent reading it were profitable investments. He must create a feeling of satisfaction; a sense of pleasure experienced or information acquired. The advertiser is restricted to information. The editor may with profit entertain the reader; the advertiser must inform him. This distinction, however, serves only to emphasize the mutual necessity for leaving conviction.

Both must also secure action. The editor must cause the reader to buy the

next issue or renew his subscription. The advertiser must cause the trial or inspection of his product. But what a difference between the methods of the two in achieving the same ends. Turn the leaves of any magazine and you will find that, as a rule, the advertiser's pages are no more like the editor's than the moon is like the sun.

Consider the text. Although it is intended for the same eyes, the advertiser thinks 12 to 4 point type is necessary, while the editor is satisfied with 9 and 10 point. The reader, when he shifts from editorial to advertising matter, is forced to adapt his vision not only to type of a different size, but to type of a different design. Three of the four principal type-faces used by advertisers—Goudy, Garamond and Kennerley—are seldom used in stories and articles. The advertiser just as seldom uses the editor's type. In typographic shops that specialize in setting advertisements, type of such style and size is usually not to be found.

THE variation continues. The quantity of text and the arrangement of it are markedly different. The advertiser averages 250 words to the page, the editor five or six times as many. The editor reserves one half to three-quarters of an inch around the edge of each page as a margin or border of white space. The advertiser is not satisfied with this. Either he increases the margin or he puts a border of some sort around his message. In editorial pages, as a rule, the space is divided approximately 40 per cent to pictures and 60 per cent to text. In advertising pages the reverse is true. In illustrating fiction, the editor practically always uses paintings and drawings. In illustrating articles, he uses photographs most of the time. Yet the advertiser, who certainly does not want his message to be considered fiction, resorts generally to paintings and drawings.

Readily enough, I will admit that it is beyond the power of the average reader to analyze page make-up as I have done in the foregoing paragraphs. The average advertiser, even if he has the requisite knowledge of type, copy and lay-out practice, would be unlikely to take the trouble. But whether the difference is analyzed or not, all parties are fully alive to its existence. The public knows what looks like an ad. and what doesn't. Laws have been passed to force advertisers to label copy that looked like editorial matter with the word "advertisement." There is certainly a great difference, one that is both real and apparent, and it is here we must look for the insincerity, for

the superficiality, if they really do exist.

BEFORE I continue, I must disclaim any intention to be critical. I am attempting to point out facts, and to allow you, the reader, to draw your own conclusions. One fact is that the advertiser uses larger and bolder type than the editor. Let us examine this fact. Let us ask "Why?" Is it that readers are more inclined to act on the advice that is printed in large and bold type? If so, what happens when all advice is given with the same emphasis? Are readers more easily convinced when such type is used? They may be, yet few advertisers will ever advance such a claim as a reason. So we rule out Conviction. Are readers more easily interested by the use of such type? Would you, for instance, find this article more interesting if it were set in 14 point Bodoni bold? You will agree, I am sure, that Interest, too, can be ruled out. All that is left now is Attention.

The advertiser is unlikely to deny that one of his reasons for using big and bold type is to gain Attention. He will point out, however, another reason: i. e., such type is easier to read. But is it? I beg you not to answer "Yes" merely because up to now you have always considered it so. If big type, bold type, be such a convenience to the reader, why do not those editors who compete so fiercely for his favor clinch it at once by setting all text in 12 point Cheltenham?

No matter. Whether large or small be more readable, one important reason for the advertiser's choice is his effort to gain Attention. And is it not also his reason for arranging the type as part of a design? The shape and position of the text cannot conceivably make the words more interesting, more convincing, or more likely to secure action. It looks as if the reason for this, too, is the effort to gain Attention. The same answer seems justified when you ask, "Why do his illustrations run to the bizarre and fanciful?" It seems justified when you ask, "Why does he surround his message with borders and with white space that the editor gets along without?"

I think you will agree that these things are done to get Attention, even if you also have the feeling that there is an additional motive. Attention is twin object to Remembrance. Your advertiser wants the reader to notice that his product is being advertised and, having noticed, to remember it.

Thus, the chief significance of the great difference in methods is the great difference in the value which

advertiser and editor place upon Attention and Remembrance. In order to get Attention, the advertiser reduces his message to a skeleton and chooses striking pictures rather than sincere ones. In order to be Remembered, he tries to make his advertisement distinct from all others and does so not by advancing original ideas in his message, but by all sorts of original tricks and devices in his presentation of the message.

I am not maintaining that all advertisements should look like editorial articles. I am seeking, with you, for the cause of the public's opinion of us and our work. I am pointing out certain advertising practice to be different from editorial practice and speculating as to whether this difference is the reason. I am asking, and urge you to ask yourself, "Have we gone too far in our efforts for Attention and Remembrance?" If we have, how are we to know it save by regarding advertisements through the eyes of readers? Is the reader today approaching the situation of the fabled fox searching for food in a snow-clad forest? He came upon an icicle in the shape of a bone and for a few minutes crunched hungrily upon it. "There is the feel of a bone in my teeth," he complained, "and the sound of a bone in my ears—but nothing gets down my stomach."

#### Frank H. Jones

Boston, will direct advertising for the New England Tank & Tower Co., Everett, Mass., manufacturers of tanks and agitating machinery.

#### New York Advertising Agency

New York, will act as advertising counsel for the S. Grover Graham Co., Newburgh, N. Y., manufacturers of pharmaceutical products.

#### The Wildman Advertising Agency

New York, will direct advertising for Luxury, Inc., Brooklyn, N. Y., manufacturers of Luxury Lingerie, and for the Denville Silk Co., New York, manufacturers of Sprinkleproof Silks. Frank B. Foster, formerly associated with the Richard Foley, Harry Porter and Harry C. Michaels agencies, has joined the Wildman organization.

#### The Fred M. Randall Company

Detroit, will direct advertising for the following concerns: Detroit City Gas Co., United States Mortgage Bond Co., United States Trust Co., and the Mortgage Guarantee Co., all of Detroit; and the Morse Chain Co., Ithaca, N. Y.

#### "The American Funeral Director"

For the past ten years published by the Periodical Publishing Co., Grand Rapids, Mich., has been sold to Kates-Hoytson Publications, Inc., New York. The new editorial and business offices will be located at 1614 Broadway.

## BRITISH ADVERTISING'S GREATEST REFERENCE WORK

### 100,000 QUERIES CONCERNING BRITISH ADVERTISING ANSWERED IN ONE BIG VOLUME.

November 30th, 1925, was the date of publication of the first Great Reference Work covering every branch of British Advertising—the BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26.

This volume gives for the first time information and data needed by all advertising interests, concerning British advertising, British markets and British Empire Trade. You can turn to its pages with your thousand and one advertising questions concerning any phase of British advertising, media and methods—and know that you will find accurate and up-to-date answers.

You will see from the brief outline of contents adjoining, that this ANNUAL is really an Advertising Encyclopedia. It contains a Series of Directories and complete Reference Data covering every section of British advertising—a Market Survey and Research Tables—a complete Advertising Textbook covering the latest developments in British advertising—and the Official and Full Report of the First All-British Advertising Convention held this year at Harrogate.

#### CONTENTS—In Brief

Nearly 500 pages, large size, crammed with data, facts, ideas.

**First**—A Complete Advertising Text-Book on the Advertising developments of the Year Methods, Media, Men, Events. 22 chapters, 25,000 words—A complete Business Book in itself.

**Second**—Market Survey and Research Tables—as complete a presentation as has yet been given in Great Britain of how to analyse your market, how to conduct research, how to find the facts you want, how advertising—launch your campaign and push your goods—together with actual detailed facts and statistics on markets, districts, population, occupation, etc.

**Third**—The Official, Full and Authoritative Report of the First All-British Advertising Convention at Harrogate. Another complete book in itself—60,000 words, 76 Addresses and Papers—constituting the most elaborate survey of the best and latest advertising methods, selling plans and policies, and distribution schemes, ever issued in this country, touching on every phase of publicity and selling work.

**Fourth**—A Complete List and Data-Reference and Series of Directories covering every section of British Advertising: Fourteen Sections, 5,000 Separate Entries with all relevant facts about each, more than 250,000 words, embracing thirty-two Sections with complete Lists and Data on British Publications, Advertising Agents, Overseas Publications, Overseas Agents, Billposters, Outdoor Publicity, Bus, Van, Tram and Railway Advertising, Signs, Window Dressing, Display-Publicity, Novelty Advertising, Aerial Publicity, Containers, Commercial Art, Postal Publicity, Printing, Engraving, Catalogue and Fancy Papers, etc., and a complete Section on British Advertising Clubs.

Really Four Works in One—A Hundred Thousand Facts—The All-in Advertising Compendium.

#### Sign this Coupon and Post it To-day—

To the Publishers of British Advertising's Annual and Convention Year Book, 1925-26,

c/o "Advertising & Selling Fortnightly,"  
9 East 38th Street,  
New York.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK 1925-26" by return, enclosing herewith \$1.00 as full payment.

Name

Address



four books in one. It contains: a Series of Directories and complete Reference Data covering every section of British advertising—a Market Survey and Research Tables—a complete Advertising Textbook covering the latest developments in British advertising—and the Official and Full Report of the First All-British Advertising Convention held this year at Harrogate.

The 12 Directory Sections and the many pages of Market Data and Research Tables will alone be worth many times the cost of the book to those American Advertising Agents, international advertisers, in a paper and magazine, who are interested in advertising in Great Britain, in British and Colonial markets, or in securing advertising from Great Britain.

For instance, here are given the 1,100 leading newspapers, magazines and periodicals in Great Britain and the Empire—with not only their addresses and the names of their advertising managers, but with a complete schedule of all advertising rates, page and column sizes, publishing and closing dates, circulation, etc. Nothing so complete, comprehensive and exhaustive as this has ever before been produced in any country. In the Market Survey Section likewise there are thousands of facts, figures and statistics given in the various Tables and Analyses.

The working tools of any American advertising manager who is in any way interested in British business or in British advertising cannot be complete without this great work of reference. It answers any one of 100,000 specific advertising queries a manager might have, and gives the advertiser and advertiser alike the best of both worlds—the year's 1925-26 advertising figures—more than 3,600 entries in the Directory section alone, each entry containing between 1 and 100 words. The individual pieces of market data—full reports of all events and editorial quotations and addresses at the Harrogate Convention—and finally, altogether 176 articles and papers, each by a recognized advertiser and selling expert, giving complete practice of British advertising methods, media and men up to the minute of a year's lagging on the part of a student of advertising—the result of more than 15 years' separate and independently prepared investigations—the combined efforts of a score of experts—the help of more than 2,000 advertising men in collecting the data—all these have brought together in this volume every line of information you can need.

And withal, the price of this work is so more than commensurate with its utility value. To secure the volume, return, postpaid, from the publisher, the money order, or check, or bill in the coupon enclosure, attach your check or money order, or bill, and the British Advertiser's Annual and Convention Year Book 1925-26, will be in your hands by return.

# Grocery Jobbers Are Moving Small-Townward

[CONTINUED FROM PAGE 32]

with private labels have been able to establish some brands more or less widely, but they did it in the same way as manufacturers would.

What is this going to mean to manufacturers of products sold to grocery jobbers? The manufacturer who has felt that the country jobber is worth while has very little to worry about. His fences are built because he has established his line and made his friendships.

**T**HE other type of manufacturer who has done most of his work in the city and now wants country business, faces a problem that may not be any too familiar to him. Heretofore, he has counted on the city jobber getting the country business for him, but when the city jobber has to establish country branches and in many cases let these branches do their own buying, some manufacturers may find they have a surplus of goods to sell.

The back-to-the-farm movement of the jobbers may not mean anything to many manufacturers who will continue to concentrate their efforts in the centers of population, figuring that if they don't get the business through jobbers it will come through the chain stores, buying combinations of independent retailers, etc. But to the manufacturer who has the same vision as the jobbers and decides that Main Street has possibilities for him, it means changes in methods and mediums.

City selling is conducted along fairly well recognized lines. Specialty salesmen, newspapers, posters, car cards, demonstrators, can all be used because the expense is offset by the vast number of prospects in a very restricted area. Not so with the country. The use of specialty salesmen in the country tends to build brutal expense accounts. Add to this the decrease in the number of stores which it is possible for the salesmen to work in a day and selling costs per unit go up. Not so good, is it? Similarly with demonstrators who need crowds to work with. They can't get them every day in small town stores. Moreover, local demonstrators are scarce in small towns, so it means importing them with consequent expense for hotel and transportation charges.

It is an interesting study deciding how to advertise to the consumers served through the small town jobbers. As *Needlecraft Magazine* says, there seems to be no generally accepted idea of what constitutes the small town market. Some claim it is towns of 25,000 population and under. Others

believe that it consists of towns of smaller population, even down to 2500 and under. It is a matter of analysis and individual decision for every manufacturer. What we might call a small town in the East would be classed as a city in certain parts of the West and South. Here are some figures taken from the 1925 edition of Thomas' Wholesale Grocery Register. In New York state there are 76 jobbing towns and 26 of them have less than 10,000 population. Similarly Ohio has 69 jobbing towns, 31 under. Michigan 69 towns, 32 under. Illinois 72 towns, 36 under. Wisconsin 44 towns, 25 under. Oklahoma 56 towns, 43 under. North Carolina 130 towns, 102 under.

I arbitrarily counted the jobbing towns under 10,000 because it enables me to point out something about mediums. The manufacturer who is following the jobber to the small towns may find that his advertising, heretofore considered national, needs changing. For advertising grocery products, many of us would pick the same six magazines as the leaders—five women's magazines and one general magazine. But where do these magazines circulate? The per cent of the circulation of the six magazines in towns of over 10,000 is respectively, 38, 45, 53, 62, 64 and 65. If the dividing line between small town and city is less than 10,000, the per cent of city circulation of all of them would be still higher.

**I** LIKE the magazines that circulate to small town folks. Most of them are well edited and well printed and surprising results have been secured from some of the magazines which have 75 per cent or more of their circulation in towns under 10,000. I am not talking about mail order advertising either. It is my opinion that the good small town magazines are going to justify their existence as they never have before.

It is pertinent to mention that all the people who are served by small town jobbers and retailers, don't live in the small towns. A large number of them live on farms. We cannot overlook the farm papers if we are going to follow the jobbers back-to-the-farm. National farm papers, local farm papers, good ones and not so good. Here's another interesting study. Who buys the grocery products which are used on the farm and does the whole family really read the farm paper from cover to cover? Two questions for the advertiser to answer for himself, although he will have plenty of help from the farm papers.



## We Not Only Preach Advertising— We Practise It!

The above card appears in all the N. Y. Interboro subway cars! It is but a part of our aggressive campaign to build circulation this year.

In the last six months of 1925 our A. B. C. statement shows an increase of over 25,000.

July 4th issue  
48,509

Dec. 19th issue  
\*98,038

\*Including 22,502 single issue bulk sales

It is good business to advertise in a live, fast-growing publication. Contracts closed now on a yearly basis, get the advantage of greatly increased circulation without additional cost. Act now.

100% BUYING POWER IN

# The MAGAZINE of WALL STREET

Member A. B. C.

42 BROADWAY  
NEW YORK

Ohio and Michigan Rep.

DICK JEMISON

Hal T. Boulden & Associates  
Finance Bldg., Cleveland, Ohio

New England Rep.

Hal T. Boulden & Associates  
824 Park Sq. Bldg.  
Boston, Mass.

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

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

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

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

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

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

## RUSSELL T. GRAY, Inc.

Advertising Engineers

1500 Peoples Life Building  
CHICAGO

Telephone Central 7750



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

**Industrial  
advertising  
exclusively**

## HOTEL EMPIRE

New York's newest and most  
beautifully furnished hotel—  
accommodating 1034 guests  
Broadway at 63<sup>rd</sup> Street.

ROOM WITH PRIVATE TOILET.  
\$250  
ROOM WITH PRIVATE BATH—  
\$350  
ALL OUTSIDE ROOMS

Sweater News  
and  
Knitted Outerwear  
The  
Underwear & Hosiery  
Review  
**Tie-up**  
Your Consumer's Campaign  
with Trade Publicity  
for Sample Copies address:  
**KNIT GOODS PUBLISHING CORP.**  
93 Worth Street New York City

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

**AJ DENNE**  
The Only Denne in  
Canadian Advertising  
We give "the best" Counsel  
and Service in your Canadian Ad-  
vertising, based on years of practical  
experience in this field. Ask our  
advice on methods and media.  
**AJ DENNE C. Company Ltd.**  
Rutland Bldg. TORONTO

Folded Edge Duckline and Fibre Signs  
Cloth and Paraffine Signs  
Lithographed Outdoor and Indoor  
Displays  
**THE JOHN IJELSTROEM COMPANY**  
Massillon, Ohio Good Salesmen Wanted

**Jewish Daily Forward, New York**  
Jewish Daily Forward is the world's largest Jewish  
daily. A B.C. circulation record is combined total  
circulation of all Jewish newspapers published. A  
leader in every Jewish community throughout the  
United States. A House of distinction. A  
result producer of unspangled merit. Carries the  
largest volume of local and national advertising  
matter. Effective merchandising service. Rates on  
request.

# The Coming "Iceless" Revolution

[CONTINUED FROM PAGE 22]

(meaning these 2000 rural homes) have cars. They're not prospects for suction sweepers because most of them haven't a carpet to sweep, but every woman will fall for an electric refrigerator on sight, and just as soon as the Coca Cola salesman get in their work these folk will learn what a 'cold bottle' means."

**FIFTEEN** or sixteen States are virgin ground for the iceless refrigerator. Climate is the reason. In this potential market moreover, competition with the old-fashioned icebox exists only in the larger towns, towns where artificial ice has been commercially possible. For all the homes in this territory, refrigeration in the home means an overturning of their mode of living so far as eating goes.

"Why does the South eat so much salt pork?" Again is climate the answer. Fresh meat is out of the question where ice is lacking. Diet is, accordingly, restricted to salted meat and fish, smoke or dried being the only alternatives. Chickens, in all the South, are cooked too soon after killing to suit Northerners' tastes, but few know that climate explains why they pall. The cities have, of course, freed themselves from these limitations to diet, but all smaller towns and rural homes live as for centuries they have been forced to live. For them electric refrigeration spells fresh meats and all the other fresh produce that enriches the modern table.

As another illustration of new markets, take Idaho—the country's source of prunes, politics and those huge baked potatoes of dining-car fame. Idaho boasts, too, the highest dam in the world. More than one big dam, however, furnishes the general use of electricity in that endlessness of high valleys. More rural homes are heated with electricity in Idaho than anywhere else, we are told; during haying time one recent season an investigator dropped into seven rural homes in succession where an electric cook stove was preparing dinner for the field hands. Imagine the field for refrigeration by electric power in a land where current, delivered on the farm, costs but a fraction of a cent per kilowatt.

The domestic market, although the most obvious, is not the ultimate field of profits for this specialty. Manufacturers of soda fountains, in personal talks, state that the bonanza business of their industry will date from 1926. "Iceless" cabinets are sweeping the drug stores and soft drink emporiums, of which the country now boasts about 400,000. In the single State of Texas,

already mentioned for its lack of ice, I encountered within two weeks sixteen salesmen employed by wholesale druggists alone, who were canvassing that State for the new type of fountains.

"A rural market for fruit extracts and flavorings did not exist in Texas," remarked a Fort Worth drug wholesaler, "because a sweetish drink is good only when it's iced. If we can sell the dealer his fountain equipment, we're pretty sure of getting his supplies business—leastwise till it's paid for."

Butcher shops, too, will appear in hundreds if not thousands of villages from Virginia to Arizona. Heretofore, "fresh meat" at such places has been as meaningless as "ice," and for the same reason. A single maker of butcher-shop showcases has contracted with a manufacturer of iceless refrigerator units for 500,000 such units for 1926 delivery, all to be used for meat-shop equipment. Similar innovations are ahead for delicatessen shops, florists, vegetable and green goods grocers, and the like, there being no less than 225 industries and lines of merchandise into which electric refrigerating units will fit.

**CURIOSLY** enough, even this lengthy enumeration failed to list passenger cars and refrigerator cars. No great stretch of imagination is needed to picture an end of our railroad icing stations for fruit and vegetables, meat and dairy produce en route to market. An electric unit built into a freight car, would seem to be the most efficient method of a perfection of cooling far beyond the approximation of temperature now used for perishable shipments.

The present method of iced water for passengers is certain to disappear. Then will come to us a realization of the utterly unsanitary and almost nauseating manner of handling ice for this purpose. Observe, if you will, at any passenger terminal how ice for your car is held on the platform on open trucks. Then follow with your eye the manner of handling over the car roof, into the water cooler, including the utter indifference to the ultimate use: drinking water.

The iceman's track over the kitchen floor is the first sales argument for refrigeration "by wire." The women, whose preferences dominate household buying, are boosters for the new specialty, and their enthusiasm sign-posts a real bettering of living conditions not only in this country but also abroad, especially in sub-tropical lands. Since the sewing machine, no invention promises so much for the people.

# The Cow Is Mightier Than the Steel Plant

**T**HE cow is not spectacular. She has no palatial offices in Wall Street; she is never seen riding her Rolls-Royce through the streets of Pittsburgh. No Carnegies and Schwabs pile up enormous fortunes by milking her twice a day and Fording the milk over to the separator.

The business of the cow is transacted back "in the sticks," as you call it, and her owners read *The Country Newspaper*, every week, ads and all.

This is of vital importance to you, Mr. Advertiser, for the reason that the annual income of the dairy industry of the country is greater than the income from that pride of America and envy of the world—the iron and steel industry!

And that isn't all, the cow supplies beef as well as milk, and the annual value of the beef cattle of America could buy all the colossal output of cigarettes, cigars and smoking tobacco.

Dairying is but one of many sources of vast income confined exclusively to the country and small town districts. The small town people produce practically everything which great cities manufacture and sell. These rural folks get their money first. They get more and more of it every year.

They buy more goods every year; more in variety, more in volume. They buy, on the average, 60% of everything America sells.

You can reach some of them some of the time in other ways, but there is only ONE way to reach all of them all of the time.

*Advertise in The Country Newspaper!*

*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

# Installment Selling at Close Range

[CONTINUED FROM PAGE 36]

Who?

ELSE

Is

THERE IN  
YOUR OFFICE

Who

OUGHT TO BE  
READING "THE  
FORTNIGHTLY."

But

Isn't...

tion will prove economically detrimental, and convert the owner and operator from an economically sound member of society into an extravagant and unsound dissipator of his limited resources, and when the automobile banker, wittingly or unwittingly, intentionally or otherwise, contributes to that state of affairs, the automobile industry and we who are allied with its development will not only merit criticism, but the evil itself will stem the tide of automobile progress, and our progress as automobile bankers."

James Simpson, President of Marshall Field and Company, expressed this opinion on installment sales at the close of 1925:

"Buying certain commodities on the installment plan is, of course, nothing new, but the present extension of such buying into the field of general merchandise is a departure from sound traditions and from the dictates of common sense. A diamond, a piece of furniture, a washing machine, may be repossessed and have considerable resale value, but to sell merchandise which deteriorates quickly in value and is of a highly personal character, like a suit of clothes, and expect to receive payment out of future earnings, is departing far from conservative merchandising. While the early effects are stimulating to sales, the reaction to continued prosperity and national well-being are, in my judgment, sufficient to condemn the practice.

"To retail merchants I would say there is no reason today for speculating in merchandise. The producing capacity of the country is large. Goods that can be sold will be produced. I do want to emphasize the fact, however, that to insure economy and orderly production, forward orders should be placed for a reasonable proportion of requirements. By such cooperation retailers will enable wholesalers and manufacturers to supply the kind of goods wanted when they are wanted."

A Milwaukee banker in speaking of installment sales from a credit executive's point of view says:

"The weaknesses of the credit risk are well known to us. In the first place the installment buyer is generally of very limited means. Secondly, he is generally of uncertain income, and, thirdly, he generally knows little about the budgeting of his receipts and disbursements.

"We all appreciate that installment buying leads to marked stimulation of trade. Manufacturers, merchants and retailers thereby benefit from greater sales and earnings. On the other hand, the consumer is unwisely burdened with debts, because of his installment purchases. The installment business then shapes itself into making the business

man richer, and the consumer poorer. The inevitable result, no doubt, will be a further broadening of the gap between capital and labor. In this connection, the old story of 'save and have' for times of unemployment, illness, old age and other contingencies, is a theme which we are throwing to the four winds in the present day. To be sure, savings bank deposits have largely increased in recent years, but same can hardly be pointed to as a bulwark of the installment buyer, for it is the general opinion that the installment buyer has contributed only a very small portion to the heavy gains in total savings deposits.

"As previously stated, installment buying has stimulated trade to a remarkable degree in recent years. Industry naturally has been expanding as have larger inventories, and greater credits been accumulated all along down the line from manufacturer to retailer. The tendency then is toward a period of inflation.

"The aftermath of this inflation, no doubt, will be reflected in unemployment and accompanying failure of labor to pay its installments and other debts. This will probably give sequence to the accumulation of a lot of second-hand merchandise acquired through foreclosure of chattel mortgages, installment contracts and other property liens. The resulting disorganization occurring in business, and finance is a problem which we should make ready to solve."

Ray B. Prescott, a consulting statistician, gives a view of motor car installment sales, and its attendant banking that is worthy of study. Mr. Prescott in *The Times* (N. Y.) on Jan. 10, 1926, said:

"There are several elements of danger in the present financing methods (for automobiles). First, a large percentage of the people buying cars on time are of small financial means who have mortgaged their current and future incomes to satisfy their present desires. Second, many undesirable financial corporations have been enticed into this field of finance in anticipation of large profits, with men at their heads who know little or nothing about financing, being in many cases chiefly salesmen. Third, much of the huge increase in installment credit has been due to extremely easy money loaned at very low interest to these finance corporations. It is quite certain that as soon as the interest rate is strengthened, many of the weak finance corporations will find loans more difficult, which may mean their elimination. These surplus funds in the bank, which have been loaned to these finance corporations to exploit installment credit, cannot be available for long duration because the banks are already beginning to tighten up their demands."

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

ADVERTISING AND SELLING FORTNIGHTLY

1500 Broadway, New York, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Send me \_\_\_\_\_

Enclosed find \$\_\_\_\_\_ for \_\_\_\_\_

Send me \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Send me \_\_\_\_\_

Enclosed find \$\_\_\_\_\_ for \_\_\_\_\_

Send me \_\_\_\_\_

NUMBER FIVE OF A SERIES GIVING GLIMPSES INTO VERMONT INDUSTRIES



Ballou Refrigerator Co., Burlington



Bobbing Logs by Ox Team Near Stone

## The Lumber Industry in Vermont

*One more of the many reasons why aggressive  
advertisers have an excellent opportunity here*

### *Vermont's Many Resources*

Vermont's resources are diversified. The state is stable because of its farming, dairying, and manufacturing. Its lumber industry is another factor in providing a check on depression.

### *Diversified Wood Products*

Vermont's importance as a producer of lumber and lumber products has long been recognized. It pro-

duces a variety of woods which in turn are converted into hundreds of different articles, many as diverse as cigar boxes, silos, brush handles and refrigerators.

### *Value of Products*

Vermont's lumber and timber products, according to the last census, were valued at \$8,362,000. Extensive forests still cover many portions of the state. The forest fire hazard is practically

nil, owing to the regularity of rain fall.

### *Geographical Location*

The wood producing industries are located in all sections of the state. Barre, Burlington, Brattleboro, Rutland, Bennington and St. Johnsbury all have manufacturing plants using Vermont wood. From these points, which are also the railroad centers, these products are shipped.

## VERMONT ALLIED DAILIES

Barre Times     ∴     Brattleboro Reformer     ∴     Bennington Banner  
Burlington Free Press     ∴     Rutland Herald     ∴     St. Johnsbury Caledonian Record

## Spellbinders

**T**HIRTY years ago—I get this by hearsay!—no trade paper solicitor was equipped for his job unless he wore a frock coat and a silk hat with a sky-blue (or blue sky) lining.

These were elegant and eloquent gentlemen with persuasive and pervasive qualities. They bulked large in height and girth. The hearty hand-shake and infectious laugh were the acme of acting.

They radiated magnetism; knew the one about the Irishman and the sleeping car; could hum "A Bicycle Built for Two" in two keys at one time; and were usually armed with a flock of publications, one or more of which they fitted to the manufacturer's product—when they found out what that was. Many a man bought a 3AA to fit a 12 foot. Yea, those were the happy days for old Personality Plus. He was it and controlled the trade paper "gaue."

Times do change. To find a plug hat nowadays is in the nature of a discovery. The Prince Albert is nearly as extinct as the cross-word bird in three letters. The publisher controls his own property. But, alas, an occasional space buyer purchases the salesman, and accepts the publication—a sort of tail to the transaction. The Powerful Pleader is with us still.

I ask full consideration for the merits of the publications themselves. Forget the man who brings the story. He may be sawed off on hammered ground, but if he has the goods, in the way of a magazine that produces, he is your oyster every time.

*A. R. Mauger.*

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

The Focused Facts concerning RESULTS from through the use of Industrial Power will be sent you by mail or accompanied by a first rate specimen of the Genius Hound who will not stop you either on the back or the wrist.



### The Best Equipment for Life

I am unable to work up as much enthusiasm regarding Dorsey's "Why We Behave Like Human Beings" as some of my friends. Nevertheless, I find in it many a sentence that sticks in my mind. This one, for example: "It almost seems as if the best equipment with which to start life is a widowed mother who turns one adrift at eight."

### Radio Advertising Men

Before very long, there is going to be a demand for a new type of advertising man. His first, perhaps his only qualification, will be his voice. It must be of almost bell-like clearness and it should have in it a touch—but only a touch—of culture; for he may be called upon, once a week or oftener, to address audiences which are larger than the largest subscription list of any publication.

If in addition to having a good voice, this man has the ability to prepare his own stuff, that is to say, if he is more than a human phonograph, he will be paid a whaling good salary; for he will be worth it.

### They Make Their Own Markets

To me, the most extraordinary thing about the automobile, the radio and the phonograph is that they have made their own markets.

A quarter of a century ago, nobody was unhappy because he was not possessed of a machine which would transport him from place to place at a speed of forty miles an hour. Nor in the minds of perhaps more than a dozen men did the thought dwell that, some day, one could hear in Chicago or Denver or St. Paul, the music of a symphony orchestra playing in Carnegie Hall, New York.

Yet when the automobile and the radio came, everybody wanted them—and most people have them.

The inventive genius of man is not exhausted. "We are working towards a condition," says J. B. S. Haldane in "Daedalus, or Science and the Future," "when any two persons on earth will

be able to be completely present to one another in not more than 1/24 of a second. We shall never reach it, but that is the limit which we shall approach indefinitely."

If and when any such device comes, there will be a market for it. Be sure of that!

### Time Was Made for Slaves

I had as my guest, recently, at a "high-brow" luncheon, a man of Latin ancestry.

When I 'phoned him, asking him to come, he came back at me with the query, "How long will it last?"

"Not later than 2.30," I assured him. "Too late! I have an engagement at two."

"Well," said I, "you can leave at a quarter of." And on that understanding, A. accepted.

The luncheon was four or five minutes late getting under way. A. looked at his watch. "Too bad!" said he. When the ice-cream came, he again looked at his watch. "My! But they are slow." The after-luncheon program, which usually commences at one o'clock, did not begin on scheduled time. "What's the delay?" A. asked, as he once more consulted his timepiece.

Followed, for nearly an hour and a half, speeches, songs and all the other features which make the weekly luncheons of the Blank Club very much worth while.

The luncheon ended at 2.30. A. slowly rose from his seat. He was smiling from ear to ear. "Great!" said he. And he never looked at his watch. What was a business engagement to him, a Latin, when he was enjoying himself?

### Tastes Differ

When, as happens occasionally, I get pleasure from a play, a motion picture or a lecture, I consider it my duty to tell everybody I know that they simply "must" take it in.

Hereafter, I am "off" that sort of thing, for I have learned that attractions which appeal to me do not necessarily appeal to others.

A case in point: There is, at the moment, an exotic musical "show" on Broadway which seems to me to be too good to be true. Of the nine men and women who have seen it at my suggestion, five "did not think very much of it"; two thought it had "too much Broadway stuff about it"; and the other two were non-committal. JAMOC.



## The Doctor's Own Prescription

*(Another Advertisement to Publishers)*

**T**HERE was once a publisher who had built up a group of magazines so ably edited that the readers believed implicitly what they read in the editorial columns.

As a result, the manufacturers who advertised in those magazines received wonderful returns. The readers naturally had *faith* in the advertisements.

This publisher, therefore, "believed" in advertising—for others. But he didn't believe in "wasting money" by telling about his own products—this group of magazines—in the "advertising papers." The way to get business for those magazines, thought he,

was to send solicitors to call on prospective buyers of space.

And of course that *is* the way to get business. It is done by the manufacturers who advertise in their own magazines. But, besides sending out salesmen they also advertise. Why?

You, as a publisher, can answer that question—for your advertisers.

Why not for yourself?

You prescribe advertising for them—to help their salesmen. Why not prescribe it for yourself—to help your salesmen?

For heaven's sake don't say your business "is different."

Advertising  
& Selling  
FORTNIGHTLY

## 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.

# McKesson & Robbins and Coty Plans

[CONTINUED FROM PAGE 34]

presented itself in the contemplated change from being a jobber to using Coty as a sales organization.

As this seemed the strategic move, however, the company undertook it. It picked out two or three jobbers and presented to them the plan of appointing them as sales agents in a given territory. Having got their consent to accept consigned goods, the company sent salesmen to these jobbers. These salesmen worked out of the jobbing house, and the McKesson & Robbins wholesale salesmen were withdrawn from that territory. In this way the jobbing sales agent not only had the exclusive rights to the sale of McKesson & Robbins goods in his district, but he was also relieved of competition from other lines previously sold by McKesson & Robbins as jobbers. With the aid of the house salesmen to demonstrate the line, it was usually easy to get the active interest of the jobber in that line. In this way the company has appointed enough agents to cover the country, and has withdrawn its own wholesale force. The results of this policy have been extremely satisfying. McKesson & Robbins now have a carefully selected list of some seventy jobbers, and more than a hundred requests from others to fall into line have been turned down. As a special incentive to greater selling effort, in addition to the usual commission of 15 per cent an extra ten is given as a sales compensation. More than that, sufficient goods for a display by the jobber are donated to him free. In turn McKesson & Robbins suggest a selling price, but if this is not maintained the free goods and counsel are withdrawn. The jobber is free to discontinue the arrangement by thirty days' notice.

**T**HE result is that the volume of sale has been more than doubled and is growing constantly. The price has been cut 30 per cent, which reduction has been passed on to the jobber, and the McKesson & Robbins selling force is cut down to one-tenth of its former number.

Thus the McKesson & Robbins example is one of first-grade importance. Indeed, they were probably the originators of the plan.

The case of Coty, Inc., is somewhat different. A condition had come to pass that required some definite change of policy. It was an acute case of "gyp-itis." Coty products were being used as a bait to get people in the store, and were being sold in many cases at a downright loss. The demand

for Coty products has always been an active one, and it proved a drawing card. As a result there was an epidemic of price cutting resulting in such unhealthy and chaotic conditions that drastic action was called for. The name was falling into disrepute.

Up until August 1, 1925, Coty products were sold to three classes of distributors: the service jobbers—maintaining a warehouse and editing catalogs; the cooperative jobbers—an outcome of the old buying club, and others frankly classed as "gyps."

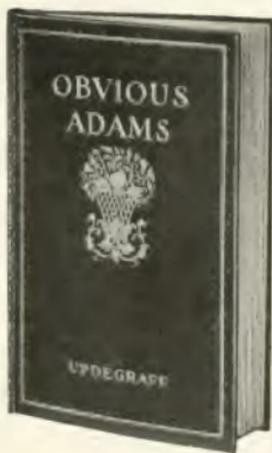
On August 1 a change was made, based on a study of conditions all over the country and extending over several months. Now Coty sells to the first two classes, eliminating as far as possible the latter. It sells as well to retailers, maintaining a standard discount to all. Coty takes the definite stand that price cutting as a lure and a bait is unethical and unfair; that everyone is entitled to a fair profit. A statement of this policy has been made to the trade.

**W**HILE in the case of McKesson & Robbins it is required that the special agent sell no other full line similar to theirs, Coty makes no such stipulation. Neither does Coty give the jobber a special discount for his selling expense. Nevertheless Coty has worked out special incentives, as follows: It maintains a staff of salesmen of its own, and from time to time one of these is sent out to some jobber, to work for him as the jobber sees fit. He is paid by Coty. Usually the jobber is well pleased at this arrangement and offers an order; but the house salesman is instructed not to accept it, with its consequent implied obligation. It is of course the sincere hope that the Coty salesman will do his utmost to push Coty wares, yet no restriction is laid upon his activities; he is frankly sent to do the jobber's bidding. Coty appreciates the value of good will, and seeks to build it up by this means.

William F. Rightor, director of sales, says: "Although the plan has been in operation such a short time, we are well satisfied with the results. The volume has grown considerably already.

Perhaps the most happy factor is that the jobber as well as we share in the advantages. Coty's products are no longer bandied about as a lure and a bait, but enjoy respect. Moreover the jobber now benefits by a price which turns him in a profit and not a loss. He loses nothing of the former popularity of the brand, and has every incentive to push our line."

# When E. M. Statler Read "Obvious Adams"



—He immediately ordered copies sent to  
the Managers of all his Hotels

**L**IKE many another high-calibre business man he recognized in the story of **Obvious Adams**, the sound philosophy that makes for business success, whether the business be writing advertisements, managing a department or running a great metropolitan hotel.

An "obvious" man himself Statler wanted his managers and their assistants to see clearly just what it is that keeps a business on the ground and makes profits. So he sent each of them a copy of this little book, written several years ago by Robert R. Updegraff as a story for the Saturday Evening Post, because he saw that it would crystallize one of the biggest and most important of business principles and make it graphic and unforgettable—give it to them as a working tool.

For this same reason advertising agencies, newspaper publishers, bankers and business men in many other lines are purchasing **Obvious Adams** in quantities at the new wholesale prices to distribute broadly through their organizations, to executives, department heads, salesmen, and office workers.

Have **your** people read it? Wouldn't it be a good business investment?

### Quantity Price List

500 copies or more,	40c per copy
100 copies or more,	44c per copy
50 copies or more,	46c per copy
25 copies or more,	48c per copy
10 copies or more,	50c per copy
Single copies,	55c postpaid

**KELLOGG PUBLISHING COMPANY**  
30 Lyman St. Springfield, Mass.

**Better Direct-Mail Results!**

Catch the eye with Selling Aid Cuts! Picture sales ideas Increase "pull." Send 10c. today for proofs and advertising plans.

**SELLING AID**

808 Wabash Ave., Chicago

**House to House Selling**

Manufacturers' Questions about Straight Line Marketing are invited.

**The MARX-FLARSHEIM Co.**

HOEKWAY BUILDING, CINCINNATI  
The leading advertising agency specializing in straight-line marketing

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

If your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubts and get the order. Don't leave testimonial letters lying idle in your files—give them to your own and increase your sales thru their use.  
Write for samples and prices.

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

# The "Psychography" of Advertising Copy

[CONTINUED FROM PAGE 27]

tiser unhesitatingly eliminates the slightest over-statement, never allowing his printed promise to gild the actual merchandise, even by inference.

The four-flusher refuses to admit specific statements or guarantees, preferring to keep himself unhampered as to the quality he will deliver. The timid advertiser follows suit and equivocates, too, though from wholly different reasons.

The self-sufficient executive measures all art and phraseology in terms of his own taste and establishes close limitations according to that taste.

The straight-thinking, hard-hitting executive enforces a similar clarity in printed statements, refusing admission to intricate phrasings or complex sequences.

**I**T is a fortunate thing for advertising as a whole that this sway of personality is so definite. It is the factor which will forever keep advertising from becoming a monotonous standardized procedure.

No conscious reasoning is required on the part of the reader of advertising to react to these facts. We apply exactly the same intuitive analysis to the words and manner of the salesman who visits us in our office, the clerk who shows us goods over a counter and the office-seeker who angles for our vote. It is automatic—we cannot do otherwise.

The assertion has been made that no man can write his own autobiography in such a way that it fails to portray his true character. No matter how intently he endeavors to center the spotlight on points of his own selection, whether virtues and admirable accomplishments or vice versa, the true picture emerges even from the shadows, from what is left unsaid as well as from what is published.

Advertising is not very different. For instance, the sympathies of the advertiser of mineral water who let the shadow of a liquor bottle stretch across the background of an illustration were not in the least concealed by the fact that the bottle itself was kept out of the picture. He is as definitely aligned with the antagonists of prohibition as though he had made a signed statement to that effect.

A few years ago a certain Ohio manufacturer was afforded a wholly logical opportunity to enliven his advertising with a fortuitous picture of a Follies beauty, in the usual semidaily, the picture happening to have a very direct tie-up with his product. In the type of publications employed by that advertiser, such a photograph

would have had all the attention value of the same girl in the same costume parading down a machine-shop! "No," was his verdict, "I can't believe that we have yet exhausted the advertising possibilities that are built into our goods and I can't warm up to the idea of commercializing the sex appeal in order to sell goods. Sex gets all the attention it requires without our advertising it. I'd get no satisfaction out of any sales made through such an advertisement."

Radically different from that viewpoint is the philosophy exposed in an amazing message recently utilized by a radio advertiser. It ran as follows and must have roused resentment in more than one woman's mind, through its naive assumption that woman's goal on earth is to get the "good things of life" without observing any compensations as to the methods employed—

**To THE GIRLS—WORKERS ALL**

You girls are workers—all of you, from Rosie behind the counter of Main Street's Great Emporium or Annie taking dictation in Wall Street to Tottie Brightlite who works Jack Nuriche for the good things of life.

Even when little Gloria Staholm slips an arm around Daddy's neck and playfully pulls his ear, she's working—Dad. And why not? How else to gain those things that make life pleasant?

**A**N advertiser who lumps Tottie Brightlite in, indiscriminately, with all other girls of her age is publishing his conviction that all women are gold-diggers and thereby casually and gratuitously insulting the feminine sex. Obviously, this wasn't his intention but no one who felt strongly to the contrary could have written or approved those introductory paragraphs. How he feels about women is mirrored there. (I might add that I would never have seen the particular advertisement in question, had it not been called to my attention by an aggrieved member of the sex which it discusses so cynically.)

The instinctive effort to gauge the reliability of the seller is already centuries old. The past half-century has added a new requirement for buyers of merchandise and services which might be paraphrased as "Caveat reader of advertising!" The past quarter-century has, of course, seen decided progress in eliminating that type of advertising which is little more than printed thievery, but there is still wide latitude in the descriptions applied to legitimate commodities. As one observer has phrased it—"Advertisers have yet to standardize on the degree of enthusiasm permissible!"

In the meantime, however, the reader



THE BIBLE, THOMAS & CO. LITHO, LONDON - U.S.A.

# EXCELLENCE

**M** EDIOCRITY — false economy — in any detail of your sales literature lowers its effectiveness. In preparing all your printed matter you look well to the quality of your art work, engraving and printing. Likewise, look well to the quality of the paper on which every job is run. Only a coated paper of Cantine excellence can insure the impressive presentation that the halftones and selling description of your products deserve.

Book of sample Cantine papers and name of nearest jobber on request. Address: The Martin Cantine Company, Dept. 000, Saugerties, N. Y. Since 1888, manufacturers of fine coated papers exclusively.

### Contest Winner

*Irvin Morgenstern Press, 318 West 39th St., New York City, and Fred G. Wolf of The Blackman Co., of same city, were the winners of the January Cantine Contest. Their impressive Litho Portland Cement folder was printed on Cantine's Ashokan.*

# Cantine's

## COATED PAPERS

**CANFOLD**  
STANDARD WEIGHT  
 AND HEAVYWEIGHT GRADES

**ASHOKAN**  
NO. 1 KEMSEL BOOK

**ESOPUS**  
STANDARD  
 NO. 2 KEMSEL BOOK

**VELVETONE**  
HEAVY STOCK - BEST IN CLASS

**LITHO C.I.S.**  
COATED ONE SIDE

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who heeds advertising applies his own rule-of-thumb tests—the same that he applies to the individual salesman. He seeks to gauge credibility and reliability. With the ever-increasing assault of advertising on his purse, this ability to gauge accurately becomes yearly more important to him. One bit of evidence that he has already grown measurably wiser in his selections is the number of veteran advertisers who have thrown the superlative into the discard as an ineffective tool, a hook that has lost its barb.

Already the reading consumer has made recognizable progress in accurately weighing the worth of advertising messages. Each year his progress will probably continue. Each year he will grow shrewder in his analysis of character-behind-the-advertisement. Each succeeding year, even in the necessarily limited circle of my own personal friends, I am conscious of a more critical and intelligent analysis of both advertising statements and advertising procedure. Keen and sound comments on methods, from both men and women, show the new attitude and broader understanding. The more important that advertising becomes in the distribution of goods and services, the more inevitable this progress becomes.

The "psychographical" reading of advertising is no new thing—it will simply become more general as time goes on and exert a wider influence upon advertising results.

## League of Advertising Women of New York

Entertained eight hundred men and women, members and guests, at dinner on the evening of March 16 at the Hotel Astor. The affair has become an annual event, and this year took the form of a Mardi Gras, being held in the Belvedere room of the hotel. The committee in charge consisted of Emily E. Connor, dinner chairman; Laura Rosenstein, program chairman; Mildred Kallfelz, printing chairman; Beatrice Brown, reception chairman, and Elsie E. Wilson, treasurer, in charge of reservations. Minna Hall Simmons is president of the league.

## Iron Age Publishing Company

Announces the removal of their Cleveland office to 1362 Hanna Building. The publications involved are *The Iron Age*, *Hardware Age*, *Hardware Buyers Catalog* and *Electrical Goods*.

## Culver Service

An organization which aims at the establishment of a clearing house for photographs, has been formed by D. Jay Culver. Offices have been opened in the Knickerbocker Building, New York City.

## Young & Rubicam

Philadelphia and New York, will direct advertising for the Coldak Corporation, New York, manufacturers of electric refrigeration machines.

# Newspaper Expenditures

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Pierce Arrow Motor Car Co.	385,000
Pillsbury Flour Mills Co.	150,000
Pompeian Laboratories	150,000
Pond's Extract	215,000
Portland Cement Assn.	350,000
Postum Cereal Co.	685,000
Potter Drug & Chemical Co. (Cuticura)	800,000
Proctor & Gamble Co.	350,000

Quaker Oats Co.	500,000
Radio Corporation of America	500,000
Ralston Purina Co.	110,000
Reo Motor Car Co.	575,000
Rickenbacker Motor Co.	700,000
Royal Baking Powder Co.	150,000
Royal Typewriter Co.	90,000

Sar-A-Lee Co.	50,000
Savage Arms Corp.	60,000
Shilling & Co., A.	100,000
Scott & Bowne	175,000
Seaboard Air Line R. R. Co.	100,000
Sheaffer, W. A. Pen Co.	200,000
Shell Co. of California	100,000
Sherwin-Williams Co.	85,000
Shredded Wheat Co.	500,000

Silver King Mineral Water Co.	55,000
Simmons Co.	420,000
Sloane, W. & J.	180,000
Smith Co., Alfred H.	125,000
Socony Burner Co.	115,000
Sonora Phonograph Co.	50,000
Southern Cotton Oil Trading Co.	300,000
Southern Railway Co.	200,000
Squibb, E. R. & Son.	350,000

Standard Oil Company of California	750,000
Standard Oil Company of Indiana	1,275,000
Standard Oil Company of New Jersey	350,000
Standard Sanitary Mfg. Co.	300,000
Stein, A., & Co.	100,000
Straus, S. W. Co.	350,000
Studebaker Corp.	2,000,000

Tau Tea Co.	100,000
Tide Water Oil Co.	125,000

Union Oil Co. of California	300,000
Union Pacific R. R.	500,000
U. S. Gypsum Co.	50,000
United States Rubber Co.	900,000

Vacuum Oil Co.	110,000
Van Ess Co.	90,000
Vick Chemical Co.	200,000
Vitamin Food Co.	60,000
Vivaudou, Inc.	250,000

Wahl Co.	250,000
Watt & Bond	125,000
Warner Bros. Pictures	500,000
Westinghouse Electric & Mfg. Co.	500,000
White Co.	200,000
White Rock Mineral Springs	120,000
Willard Storage Battery Co.	130,000
Williams, J. B. Co.	50,000
Williams Oil-O-Matic Heating Corp.	200,000
Williamson Candy Co.	100,000

Winslow Boiler & Engineering Co.	125,000
Wrigley, William, Jr. & Co.	1,250,000

\* Includes dealer advertising.



Rate for advertisements inserted in this department is 36 cents a line—6 pr. type Minimum charge \$1.80. Forms close Saturday noon before date of issue.

## Business Opportunities

GET YOUR COPY OF OUR BULLETIN OF PUBLISHING PROPERTIES FOR SALE

Address: HARRIS-DIBBLE CO. 345 MADISON AVE., N. Y. C.

We can now sell space and represent another trade or class publication of merit, Chicago and Western territory, organized representatives with experienced sales staff. All references. Friedman & Peck, 431 S. Dearborn St., Chicago, Ill.

Outdoor Advertising business for sale, located in Brooklyn, sacrifice \$500 to quick buyer. Excellent opportunity. Grauer, 1665 Linden St., Brooklyn, N. Y.

## Multigraphing

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

DEHAAN CIRCULAR LETTER CO., INC. 120 W 42nd St. New York City Telephone W5 3483

## Position Wanted

AMERICAN MERCHANDISING AND ADVERTISING EXECUTIVE, successful record, seeks an opportunity to demonstrate proven ability; unquestionable references. S. Horowitz, 1 East 42nd Street, New York City.

## SOME MANUFACTURER

is not getting his share of business from Philadelphia territory due to unsatisfactory representation. I am an experienced salesman and want to talk to that manufacturer in regard to selling his product in this territory. Box No. 374, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING MAN with agency experience copy, visualization, layout and all details of production—seeks connection with a growing agency or progressive advertising department. Box No. 372 Adv. and Selling Fort., 9 East 38th St., New York City.

SALES ENGINEER, long experience selling engineering lines, with business and financial experience interested in a high-class position only; salary or drawing account essential. Box No. 361, Adv. and Selling Fort., 9 East 38th St., New York City.

POSITION WANTED with progressive New York Publisher, Agency or Direct-mail Producer. Can show executive, promotional and selling experience as Advertising Promotion Manager for business publications, as well as working knowledge of copy, layouts, production, etc. If you have a real opportunity for a hard worker write Box No. 374, Adv. and Selling Fort., 9 East 38th St., New York City.

## Position Wanted

ARE YOU LOOKING FOR A SALES-MANAGER?

There is now available a man who has made a successful record as sales and advertising manager of one of the foremost concerns in his field. He has the ability to handle salesmen and can initiate and execute complete campaigns. If you will outline briefly the nature of your proposition he will be glad to confer with you. Box No. 371, Adv. and Selling Fort., 9 East 38th St., New York City.

An experienced woman writer who has contributed to: Farm Journal, Kansas City Star, Peoples Popular Monthly and others, would like to get out copy for house organs, manufacturers or advertising agencies. Have written ads for a number of large Charlotte, N. C. concerns. Other qualifications as follows:

Has had two courses in dietetics. Verse and sells as a pharmacist. Mother of two young children. Write for free catalog, care and feeling of children, journalistic features of interest to women in general and Household Departments. Opportunity. Substantial Wages. Box No. 370, New York, N. Y.

## SECRETARY TO ADVERTISING MAN

An educated young woman with broad business experience, recently secretary to the head of a medium-sized advertising agency, seeks a position (New York City only) as secretary to an advertising man. Experienced stenographer and can write own letters. Can assume responsibility and have personality that enables her to meet people. Moderate salary. Box No. 363, Adv. and Selling Fort., 9 East 38th St., New York City.

## Help Wanted

DISPLAY SALESMAN, must have following with high grade advertisers to finance process reproduction plant; \$5,000 required; excellent opportunity. Andrew Propper, 357 Union St., Brooklyn, N. Y.

Advertising Salesmen thoroughly experienced and capable of soliciting national accounts. Exceptional liberal advance commission basis. Every possible cooperation to men accustomed to earn upwards of \$5,000 yearly. Outdoor Advertising Inc., (Brokaw Bldg) 1457 Broadway New York

A manufacturer, located in the East, of an old established nationally advertised floor covering, has an opening in its Trade Promotion Department for an experienced man, between thirty and forty five years of age. Must be able to write striking and concise copy for newspaper, magazine and trade advertisements; prepare pamphlets and literature such as is commonly used by dealers, and have the capacity to originate ideas and carry them through to a successful conclusion.

It is also essential that he be familiar with the requirements of the average merchant and be able to suggest practical sales helps. Time to be spent principally in the head office, with occasional trips in the field, visiting dealers. Reply stating age and experience, salary expected, and submit samples of work. Address H. C., Box No. 375, Adv. and Selling Fort., 9 East 38th St., New York City.

# What's happening South?



**W**HEREVER business men gather for discussion of the problems of production and distribution, the talk will turn to the amazing development of the South.

Startling as the growth of the South must seem to other sections, it is but the logical outcome of the growing realization of the overwhelming natural advantages that are here. The great trek Southward of Capital, Industry and Population was inevitable.

Here is a great and easily accessible market for commodities of all kinds. Business is good in the South. People can and do buy. Automobile registrations gained 23% as against the national increase of 13% during the past year. Building in the South last year increased 45% over 1924.

Here is Opportunity! How best can you take advantage of it? What is the most logical place for your factory, branch plant or selling organization?

## *Industrial Headquarters of the South*

THE most careful analysis of the South will lead you

to the same conclusions arrived at by many of the country's leading business executives: that Atlanta is the ideal manufacturing and distributing point for this rich area.

Five hundred and sixty of America's greatest corporations have established branch plants and selling organizations in Atlanta to serve the South. In the past year, 83 new industries were attracted to Atlanta, bringing an increase in annual payrolls of \$4,500,000. Why did they all choose the same city?

Atlanta is served by eight great railroad systems. Fifteen ports are easily accessible. 25 of the 26 industrial minerals are in the immediate vicinity. Hydro-electric power is cheaper, with one exception, than in any other industrial center. Intelligent Anglo-Saxon labor is plentiful. The high degree efficiency of these

*... No longer can Industry serve the entire United States from any one point however centrally located.*

workers contributes to reduced production costs.

Atlanta is a city of diversified industry, manufacturing and distributing over 1500 different commodities. It is the financial capital of the South, ranking 15th city in the United States in bank clearings.

## *Let our Industrial Engineers Serve You*

THE services of our Industrial Engineers are at the disposal of interested executives. We will gladly prepare a special report of the Atlanta Industrial Area in relation to your business. This report will be sound, unbiased and wholly dependable. It will be made entirely without obligation or cost, and may readily be the means of opening up new channels of profit for you. All communications will be held in strictest confidence.



Write to INDUSTRIAL BUREAU  
2009 Chamber of Commerce

# ATLANTA

*Industrial Headquarters of the South*





# FRANCE

*through the  
eyes of her  
Immortals*



"Paris is an ocean... however carefully you search... there will remain some virgin regions, some unsupported caverns..."  
"Pere Comus" — Balzac

## It's true of all France

not Paris alone! So why not step into that alluring country six days before you had expected to... and back in the well-known French service as it sails the high seas.

For you can go to France on a bit of France itself... a French Liner. With its quick camaraderie among interesting passengers. Its sun deck that invites an easy chat... an invigorating deck game. Its cuisine that tempts the soul of a gourmet. Its vivacious parties and gay dances.

All too soon you are in Paris... a Mares' Polo in the making. You discover quaint, irresistible shops, imposing restaurants, the calm of the wide, green-shaded Bois. Over all, the indelible charm and gaiety of springtime in Paris!

Turn to the French Alps. Cling to that snow-

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**R**AILROAD tickets cost more than scissors, hotel rooms are more expensive than library paste, travelling demands more energy than sitting in a swivel chair while wielding a pencil or pounding a typewriter under the direction of a vivid but not necessarily accurate imagination.

If the editorial policy of *National Petroleum News* were to be shifted to less expensive methods, we could "save" many thousands of dollars the first year but, thereafter, both the subscription and advertising

volume would shrink and dwindle away.

The principal reason why "N. P. N." carries the *largest dollar-volume of advertising* of any oil publication to the *largest paid-in-advance circulation* ever attained in the oil industry is because of its consistent willingness to spend money to get the live news and to get that news quickly and accurately by sending its editors right to the spot where the news is breaking. It costs but it *pays*. It pays us and it *pays the advertisers* in

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