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In Two Sections—Section One

# Advertising & Selling

## FORTNIGHTLY



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Drawn by Donald Gardner for Piedmont Cigarettes

APRIL 21, 1926

15 CENTS A COPY

*In this issue:*

"Despise Not the Filling Station, Mr. Sales Manager" By H. A. HARING;  
"Selling the 'Cracker'" By AMOS STORF; "Making Salesmen Advertising  
Representatives" By DR. LESLIE JONES; "The Case Against Compromise"  
By ROBERT R. UPDEGRAFF; "Is Direct Mail Losing Its Directions?"

# Display Advertising Ideas of 17th Century Italy



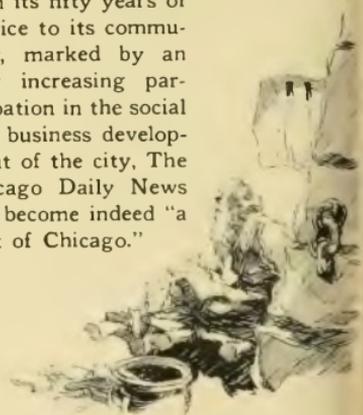
**I**N that imaginative work entitled "The City of The Sun," the Italian writer Campanella pictures a city whose walls were covered with posters depicting important events of the day, educational and historical subjects, and items listed for barter and exchange. That was a form of display advertising as conceived by a man of seventeenth century Italy. It was a revolutionary idea at that time. Campanella, who had been imprisoned for his ideas, wrote the book during a twenty-one year term in a Florentine prison. Although the book could not safely be published until after his death, his idea lived on.

The idea of display advertising, therefore, is not modern in its origin. But its modern interpretation is so broad as to be revolutionary. And it has revolutionized business and business methods.

Modern cities have no walls; but there is proportionately more advertising space in one issue of The Chicago Daily News, with its circulation of 400,000, than on the imagined walls of Campanella's dream city. And the advantage to both readers and advertisers of having the paper in the home is quite apparent.

The rapidity of the development of modern display advertising is indicated by the fact that in 1901 The Chicago Daily News published 4,036,748 agate lines of display advertising and in 1925, 15,730,825 lines. Thus in less than twenty-five years, while the population of the Chicago metropolitan area was increasing about 90%, display advertising in The Chicago Daily News increased more than 355%.

In its fifty years of service to its community, marked by an ever increasing participation in the social and business development of the city, The Chicago Daily News has become indeed "a part of Chicago."



## THE CHICAGO DAILY NEWS

First in Chicago



## ....about this censorship of copy:

**Y**ES. The Indianapolis News censors advertising copy. It is pretty generally known that The News has rejected or ruled out more than a million dollars' worth of advertising in the last ten years, most of it in the medical classification.

This wasn't done from some exalted prudery, nor from some feeling of paternalism for News readers or a "protective instinct" toward them.

Indianapolis and Indiana people have a sort of possessive pride in The News. They have put it on a pedestal from which it dare not fall. The confidence of its readers is priceless.

When readers find one of those inevitable and unavoidable typographical errors which even eternal vigilance can't keep out—they write a letter to the Editor.

When some news story, entirely vouched for, that would pass unnoticed in another newspaper, happens, even mildly, to shock their sensibilities—they write a letter to the Editor.

Editorial mistakes and shortcomings that they ignore with impersonal disinterest in another newspaper would be intolerable in The News.

It's hard to live on this pedestal. But it's *worth it!*

The public is incredibly exacting, but it has rewarded The News magnificently with loyalty and patronage.

If The Indianapolis News *were* to relax ever so slightly its censorship of advertising (which is unthinkable), these thousands of loyal readers who have looked up to it for years as the very pinnacle of journalistic cleanness and integrity would register a storm of bitter protest. Loss of faith in a fallen idol!

Copy in The News is *clean*. It can't get there unless it is.

And the simple fact that copy does appear in The News gives it an endorsement, with the largest body of newspaper readers in Indianapolis, that is literally beyond price.

# THE INDIANAPOLIS NEWS

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

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LATT  
The Tower Bldg.

# Page 5—The News Digest

## Annual A. P. Meeting and A. N. P. A. Convention

Is being held at the Waldorf-Astoria, New York, on April 20 and 21. The Associated Press annual meeting took place in the Astor Gallery of the Waldorf-Astoria on April 20th; the A. N. P. A. annual convention is to commence at 10:00 a. m. of the following day in the Grand Ballroom.

The annual banquet of the Bureau of Advertising, A. N. P. A., will be in the Grand Ballroom at 6:30 p. m., April 22.

## Churchill-Hall, Inc.

New York, will direct advertising for The David T. Abercrombie Company, manufacturers of outfits for explorers, prospectors, hunters and campers.

## Fred E. Mann

For the past five years western manager of *Woman's World*, has been appointed western manager of *Needlecraft Magazine*, with headquarters in Chicago. Mr. Mann has been identified with the magazine field in the West for many years, serving for a long time with *Ladies' World* and *McClure's Magazine*.

## Albert Frank & Company

Chicago office will direct advertising for the Broadmoor Hotel, Colorado Springs, Colo.

## Campbell-Ewald Company

Detroit, will direct advertising for the Keystone Watch Case Co. and the Paintex Co. through their New York office.

## Toledo Advertising Service, Inc.

Is the new name adopted by The Ames-Kiebler Co., Toledo, Ohio. The change in name does not affect the plan of organization or the personnel of the company.

## E. Clark King, Jr.

Recently editor of *Detroit Publicity* and publicity director of the Detroit Convention and Tourists' Bureau, has been appointed assistant advertising manager of the Kelvinator Corporation.

## R. Marshall, Advertising

Detroit, is the name of a new agency which will specialize in technical accounts. Mr. Marshall was for many years president of the Concrete-Cement Age Publishing Co., and R. N. Jackson, its associate, was advertising manager of *Building Materials*.

## Paul H. Hartley

Formerly with N. W. Ayer & Son, Philadelphia, and the Eugene Mueckin Co., same city, has been appointed to the staff of George Batten Co., Inc., New York.



## The Thumbnail Business Review

By Floyd W. Parsons

WHILE the reports of corporations now being issued show normal earnings, it is evident that industrial conditions have not justified the high levels reached in the prices of many securities. The liquidation in stocks, while bringing heavy losses to many people, has removed one of the dangers that overhung business.

Leaders of trade and Federal officials particularly are loud in their denials that there is any prospect of poor business this year. "Conservative optimism" is the keynote in most places. Inventories are being held down and production schedules for summer and fall trade are being planned on a modest scale. Credit conditions continue fairly good, and the high general average of employment still persists. There is no clear-cut tendency to reduce wages as yet and the margin of profit in most lines is sufficient to maintain dividends.

Crop prospects are encouraging although the season is very late. Cold, wet weather is retarding farm work in all sections of the country. Frosts have damaged some early fruits, but rain and snow on the plains have proved beneficial. Five or six weeks must pass before the crop outlook can be stated with assurance.

Building contracts in March were the largest on record for that month. More than a billion dollars will be spent on roads this year. The Federal Reserve Board has just declared that business is sound and that our efficiency will enable the nation to weather any economic crisis. The return to a gold basis by many nations has brought relief to the American farmer.

## Groesbeck-Hearn, Inc.

New York, will direct advertising for Bragg-Kliesrath Corporation, Long Island City, manufacturers of B-K vacuum booster brakes for trucks and busses; and for G. F. Heublein & Brothers, Hartford, Conn., manufacturers of Brand's A 1 sauce.

## Colgate & Company

Effective Jan. 1, 1927, the advertising of Colgate products will be directed by George Batten Company, Inc., New York City. This company is already directing the advertising of Colgate's Rapid Shave Cream, but will, hereafter, also prepare and place the advertising of Colgate's Ribbon Dental Cream, FAB, Cashmere Bouquet Soap and the other Colgate lines.

## John Budd

President of the John Budd Company, New York, publishers' representatives, died at his home in New Rochelle on April 18.

## J. B. Scarborough

Former Western manager of the *American Magazine*, has been appointed advertising manager of that publication, succeeding W. S. Carlisle.

## "Liberty"

Announces the opening of a Pacific coast advertising office at 705 Union Bank Building, Eighth and Hill streets, Los Angeles, Cal. Keene L. Fitzpatrick is the Pacific Coast representative.

## Roy Walker

Formerly of the Capper Publications, has been appointed Detroit advertising manager of *Nation's Business*, with offices in the Board of Commerce Building, Detroit.

## Copeland Products, Inc.

Detroit, manufacturers of electric refrigerating systems, announces the following appointments: C. W. Hadden, formerly with the Maxwell and Chrysler Companies and recently general sales manager of the Velie Motors Corporation of Moline, Ill., to the executive staff of the company; W. D. McElhinny formerly with "Frigidaire" Electric Refrigerators, as vice-president in charge of sales; George W. Mason, formerly general works manager of the Chrysler Corporation, as general manager.

## Zero

Well-known commercial artist, will leave the Federal Advertising Agency, Inc., New York, on May 1 in order to establish an independent advertising art service.

## M. P. Gould Company

New York, will direct the advertising this year for the Thousand Islands Guests Association, Watertown, N. Y.

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

New York, announce that Mr. Maurice R. Hart, formerly in the production and sales departments of the Morse Chain Company, has been appointed manager of the Buffalo district. An office has been opened in the Elliott Square Building, Buffalo, N. Y.

[ADDITIONAL NEWS ON OTHER PAGES]



## He won't listen to Flowers!

You may address the ladies in the fanciest terms. Make your message as flowery as you wish. It is gracious and becoming to show a poetic consideration for them. *But remember that the man who pays the bills is a business man*—and he prefers the language of business!

He may be a metropolitan banker, meticulously correct in all his habits, or he may be the supervising engineer of a great industrial plant behind the sodden levees of the Mississippi, clad carelessly in muddy canvas. But he is the man who pays the bills! And he is glad to do it. No man in the world takes greater pride in his home and his family!

There are 218,000 seasoned and successful business men who subscribe to Nation's Business. They regard it as the voice of American business. Over 54,000 are presidents of business organizations!

These 218,000 business men form one of the most notable groups in the world. As a class, they are probably the best dressed, the best living, and have the best cared for families in all the history of civilization.

Nation's Business is a magazine for seasoned business men, who have special interest in its messages.

They will buy, if you have something worth while to sell!

# NATION'S BUSINESS



MERLE THORPE, Editor

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

# March Building Permits Set New Mark \$2,688,000

Post-Office Receipts Also  
Smash Previous Figures.

These new records today place Birmingham as the attractive market for a productive campaign. General business conditions were never better. Birmingham's industries are going full capacity. Every one is employed. The \$4,300,000 payroll goes into the channels of trade each week. Birmingham is growing soundly and steadily as the thriving industrial city.

## In Birmingham It's The News

Reaches every worthwhile home in Birmingham.  
Gives complete coverage in the trading zone around Birmingham.

### Coverage

Reading Homes in Birmingham .....	52,440
Daily City Circulation .....	46,684
Sunday City Circulation .....	51,057

Many advertisers both Local and National have used The News columns exclusively for years.

### Reader Acceptance

In every city Department Stores know and use the one newspaper which has the Reader Acceptance—the response to their advertising. In Birmingham they consistently choose The News, as the lineage figures show.

For the Year 1925 of all the Department  
Store advertising in  
Birmingham appeared  
in The News.

65%

Daily 79,000 Sunday 92,000 April 1

The News continues to gain in National advertising. The first three months of 1926 show a gain of 76,650 lines over the same period in 1925.

# 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

## *The Northern Nine Counties of New Jersey*

**T**HE Northern Nine Counties of New Jersey represent one of the great markets of America.

It is a market great in itself; because it represents nearly two and one half million people accustomed to the highest living standards.

In proportion of the population reporting incomes above \$3,000 it is the second largest of any State in the Union; in percentage of dwellings wired for electricity, the third largest; in per capita expenditures for dwelling construction, the fourth largest.

It is not alone, however, one of the most prosperous and desirable markets in itself. It is an integral part of the New York market. It comprises 28 per cent of metropolitan New York; larger than either Manhattan or Brooklyn, and larger than all of the other metropolitan counties put together.

Although made up of several hundred cities and towns, it is still in effect one single community; a concentrated, compact and unified market, with uniform standards of living practically unsurpassed throughout the country.

In this territory, Charm, The Magazine of New Jersey Home Interests, is predominant; its circulation of 81,237 the largest and by far the best of any periodical.

May we acquaint you more fully with the facts about this most desirable area for the cultivation of sales, and show you how we can help you in reaching it most effectively?



# CHARM

*The Magazine of  
New Jersey Home Interests*

Office of the Advertising Manager, 28 West 44th Street, New York

“Did that ad pull?” asked the President, pointing to a color page from *The American Weekly* stuck on the wall in the advertising director’s office.

“I think it did,” said the modest director. “Wait ’til I call up the Treasurer for his final report—

“How much money have you received from the color page in *The American Weekly* on dishes? What? Repeat that—\$167,000—are you sure?” asked the astonished director. “All right, thanks.”

“\$167,000 in actual cash, Mr. President.”

“Astonishing!” said the President. “Doesn’t seem possible.”

“Well,” the director commented, “it was a good ad and a good proposition for the customer.”

“Sure it was,” the President agreed, “but the 5,000,000 circulation of the *Weekly* put it into a lot of homes.”

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The *American Weekly* is distributed from 14 cities every Sunday to nearly 5,000,000 families, giving the advertiser effective and intensive coverage not only in these cities but in most of the worthwhile accessible markets of the United States. Its color pages supply advertisers with the most powerful advertising appeal known among mediums. \$15,000 a color page—\$8 a line.

9 East 40th St., New York—Offices—Wrigley Bldg., Chicago

Map showing distribution sent free

“The old time letterhead is good enough for me!” said old Horace J. Gannett, stubbornly.

“Plenty”, thought his younger business friend—but he didn’t say so. Probably the people who do business with you aren’t going to go out of their way to offer you advice about your letter paper. Probably the people you’d like to do business with are not going to give you their reactions to your stationery, whether favorable or unfavorable.

But—thinking now from their point of view—your stationery is a factor of your business which they know intimately. To them it represents the house. It is an appearance. It is a contact.

Don’t forget that the memory-value of an old style letterhead is far less important than the favorable recognition of an effective new one. Give a thought to your letterhead. Give a thought to your paper, remembering that fine business paper is today a substantial symbol of successful business. If you go that far with us we do not believe we will have much difficulty in demonstrating that Crane’s Bond enjoys the reputation of being the finest bond paper there is.



*Ask your lithographer, printer, or stationer to put your letterhead, checks, statements and contracts upon Crane's Bond, as well as any other business form which reaches the outside public.*

CRANE & COMPANY, INC. DALTON, MASSACHUSETTS

# Buffalo the Wonder City of America

**THE BUFFALO RETAIL GROCERS' ASS'N**  
OFFICE OF ASSISTANT MANAGER  
 BUFFALO, N. Y.

MAY 28th, 1926.

Buffalo Evening News  
 Buffalo, New York

Gentlemen:

Within seven weeks last year by reason of your excellent cooperation the Food Show attracted an attendance of 197,961. This year has been also of an exceptional nature the attendance being 247,000.

In view of this our adequately written and appreciation of the many favors of the News to the great success of both the Food Show and the Food Show. We have been inspired to make an effort to do better than last year and we are sure that the news of the show, and only the news, the news, is responsible for the tremendous record showing attendance of 247,000.

The success of Buffalo News group among the people of the West is an advertising medium of the highest order. It is a medium of the highest order and a medium of the highest order. It is a medium of the highest order and a medium of the highest order.

The great success of the Food Show is a result of the cooperation of the News and the Buffalo Retail Grocers' Ass'n. We are sure that the news of the show, and only the news, the news, is responsible for the tremendous record showing attendance of 247,000.

Yours truly,  
 J. J. [Signature]

Head Office of The News Group at 200 West of Pennsylvania Ave. St. Louis, Mo.

POPULATION  
OF BUFFALO  
538,016



PEOPLE AT  
FOOD SHOW  
197961



YALE BOWL  
SEATS  
80,000

FOOD SHOW ATTENDANCE  
WOULD FILL YALE BOWL  
TWO AND ONE-HALF TIMES.

## "The Mighty Power of the NEWS to draw great throngs of people"

**B**UFFALO'S recent Food Show demonstrated, in a dramatic way, the pulling power of the Buffalo News. . . . The Food Show was conducted by the retail grocers and was sponsored by the News. . . . No other paper carried a line of news or advertising relating to it. . . . The registered paid attendance was 197,961 . . . a figure greater than one-third the population of Buffalo . . . greater, indeed, than the expectation of the grocers themselves, who know so well the remarkable reader influence of the News. . . . No better evidence could be had of a newspaper's advertising effectiveness.

Cover the Buffalo Market with the

## BUFFALO EVENING NEWS

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

Edward H. Butler, Editor and Publisher  
Kelly-Smith Co., National Representatives

Present Average Now  
Over 140,000

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

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

## “The Most Important Service Rendered by any Class of Citizens” — Arthur Brisbane

**T**HIS is Mr. Brisbane's estimate of the value of the country publisher's service to his community and his country.

It is a just and logical estimate. The man who makes the small town newspaper is the most useful and influential man in America. His advice is sought and respected. He works hard, all the time, for the best interests of the community. He welcomes and prints the little items which get his readers' names into print, and is right there with glowing descriptions of the weddings, the parties, the meetings of the Ladies Aid.

Because its editor is the most useful man in America, The Country Newspaper is the most useful publication in America. And because it is useful; because it is personal and intimate; because it accurately reflects the life of the community, it gets quick, profitable returns for its advertisers. No other medium you can use brings so large a return for the money invested.

Use The Country Newspaper to reach that most fertile of all fields, the country and small town sections of America. You can buy all of its 9½ million circulation, or you can buy that part of it which covers any State, section or zone you wish.

### 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

# In 9 Ways

## I can help an agency succeed

From nine different standpoints I can contribute to its SERVICE and its BILLINGS

1. **BY UNUSUAL WRITING**—In this I bring you valuable experience. My copy has appeared in many magazines and newspapers. You have read it more than once and when I quote the headlines you will remember the advertisements. Clients see in these advertisements their own enthusiasm for their own handiwork. Readers see in them the deep sincerity of one who believes in every claim he makes. They get a widespread reading. They begin at the point of greatest public interest. They begin clearly, simply, but always they begin dramatically. Always they are salesmanship in print.

2. **BY KNOWING THE GOOD AND BAD IN LAYOUTS**—For years I have been a student of presentation methods. During those years thousands of layouts have come to me for approval or revision and frequently I have outlined the original draft. Through this experience and through constant contact with some of the most skillful art directors in the business, I have acquired comprehensive knowledge of visual principles and typography—more comprehensive in fact than that possessed by the average man who does nothing but make layouts. The application of these principles enables me to create or help create a wholly original and distinct style for any series of advertisements.

3. **BY THE CREATION OF IDEAS**—Sometimes a product has no distinguishing feature—is just another item among a group of tiresomely similar competitors. I can find for such a product an adequate peg on which to hang the selling story. Sometimes the nature of an article makes its use or itself difficult to illustrate. Here again an idea is necessary and here again I am prepared to furnish it. Sometimes a client will not be satisfied unless he is continually shown something new, some novel treatment of his copy, some striking offer of either goods or samples, some contest for enhancing reader interest. Such a client would not be new to me.

4. **BY ANALYTICAL AND PAINSTAKING STUDY OF CONSUMER HABITS**—No greater opportunity confronts an agency today than this: Acknowledged leadership in knowledge of consumer habits. Many agencies profess expert acquaintance with the buying

My services would be valuable in either a large agency or a small one. In a large agency, because of my ability to get along with other people, to play ball with the team. In a small agency, because of my familiarity with all sides of advertising, my long experience with accounts of many kinds. The man who is now serving a few accounts, but could go out and secure others if only he could be released, would find in me an answer to his problem.

public. Few agencies make good that claim. All too frequently advertising is carried on unprofitably because of ignorance of how and why consumers purchase. All too frequently accounts are lost because agency plans have not been based upon the rock of adequate information. From practical experience, I know what information to secure and usually the most efficient method of securing it.

5. **BY THE QUANTITY OF WORK WHICH I CAN HANDLE**—I have always been a big producer, have always undertaken and completed more work than the average. For this I claim no special credit. I must work hard, must use up abundant energy. Yet this characteristic is to you of great importance. Not only do you make a payroll saving, but you put yourself in better shape to meet emergencies.

6. **BY CAPABLE MANAGEMENT OF ACCOUNTS**—I am fairly familiar with all branches of agency service. I can take a big, complicated account and organize it, get it running smoothly. Put such an account in my hands and I will relieve you of all worry about meeting closing dates. During the past few years, I have prepared many plans, and in preparing them I have studied, in as scientific a manner as possible, the characteristics of types of media, comparative value of different publications, positions, sizes of space, seasons, etc. Then I have followed these plans through to completion, right down to the actual production of the plates and printed material. I have also been responsible for costs and have learned to avoid

many of the wastes which nibble away the net profits on the edge of gross commissions.

7. **BY MY ABILITY TO HANDLE CLIENTS**—I have been dealing with clients for a long time. I know how to win their confidence and tactfully prevent them from carrying out unwise changes in their advertising plans. I know the necessity of keeping them enthusiastic about their advertising; yet avoid promises which cannot be fulfilled. I can lend a sympathetic ear to their proposals; know when to yield and when to urge a point. Have learned that at the basis of sound agency-client relations are sound rules of personal conduct.

8. **BY SUCCESSFULLY DIRECTING THE WORK OF OTHERS**—My executive experience has been sufficient to permit me to make this statement unreservedly. For years I was a director of copy in a large agency, and under my guidance the writers did some of their best work. I have never had much difficulty in getting men to work with me and claim a knack of picking good men for advertising jobs. I abhor friction among associates and constantly strive for that *esprit de corps* so often sought, so seldom realized.

9. **BY INGENUOUS METHODS OF SOLICITING NEW BUSINESS**—Most advertising agency solicitors make a fairly standardized approach. I appreciate the need for something more, for some question, some proposal, to break through the prospect's usual indifference. In this work I apply the same careful planning, original thinking and energetic execution that I bring to bear in serving an account. Then, too, this service to existing accounts often furnishes a most valuable basis for the soliciting of new ones. I have some well thought out opinions on what constitutes desirable business, views I am confident you will find worth while considering.

\* \* \* \* \*

Because I've made important promises, please do not think I think I've learned it all. I've but begun to learn. It is difficult to show humility when striving to convey to others the confidence you feel in your own ability. Whether I have the proper attitude you could tell on meeting me. I'd like to show you samples of my work. I'd like to show you point by point why I can help you in the nine ways I've described. I want a salary of from twelve to fifteen thousand, depending on the location of the job and the opportunity it offers. And I can earn it.

M. F. K., Advertising & Selling Fortnightly.

# Is Boston really a *The Boston retailer*

His solution of the problem lies in  
concentrating his advertising  
upon a 12-mile shopping area

**I**F a Boston department store using millions of lines yearly in all Boston newspapers is unable to draw an appreciable percentage of its business from a greater distance than 12 miles, what does this fact prove?

It proves the existence of a natural, normal trading area for Boston. That area is the result of the habits of Boston's people—not invented by any medium—not to be altered by any advertiser—as definite as the force of gravity and as impersonal.

## *There is a 12-mile limit around Boston*

Most national advertisers think of Boston as a city with a 30-mile trading radius. This seems logical. But within this 30-mile radius are five cities that are entities in themselves. Hundreds of shopping centers have grown up.

And when the Globe interviewed Boston department stores it developed that 64% of the charge accounts in one most representative store and 74% of the package deliveries of all leading Boston department stores lie *within 12 miles of City Hall*.

## *The 12-mile area is Boston's Key trading market*

In the 12-mile area lies a population of 1,700,000, with a per capita wealth of nearly \$2000. In it, too, are the largest number of retail outlets in most lines—and nearly all the retail leaders—the stores which are bellwethers for

any scheme of distribution. *And in this area the Sunday Globe delivers the largest circulation of any Boston newspaper.* Daily its circulation is even greater than on Sunday.

That is why great Boston department stores buy the Globe first—in 1925 placing in it daily their greatest volume, and on Sunday as much lineage as in all the other Sunday papers combined.

All because the Globe's circulation—built entirely upon editorial and news interest and unhampered by premiums or any other less valuable form of circulation growth—actually followed buying power and buying habits!

## *Concentrate through the Globe in this Key trading area*

The Globe has gained its preponderance of circulation in this Key trading area simply by making a newspaper that Boston men and women wish to read. Such policies and features as the Globe's racial, religious, and political impartiality; its carefully edited woman's page—the oldest in America; its complete sport news,—these built the Globe's circulation.

Study the map herewith. It shows the trading area of Boston as retail business in Boston defines that area. Through the Globe, concentrate upon that area. In Boston, buy the Globe first.

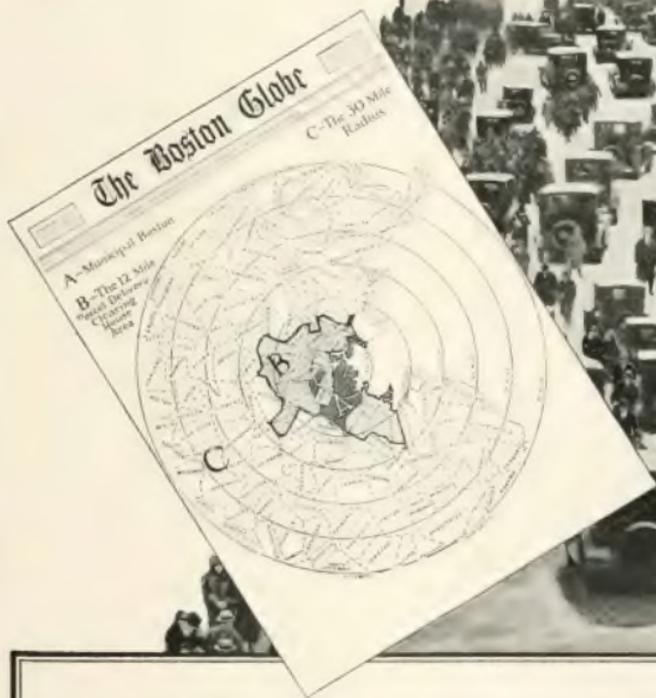
### TOTAL NET PAID CIRCULATION IS

279,461 Daily

326,532 Sunday

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

# difficult market ? says "NO"



**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*

More than

# 3,000,000 Meals

a Day!

What Part Does Your Product Play in Them?

How would you like to help plan three million meals a day?

Three times a day, every day in the year, women face the same old question, "What shall we have to eat?" But more than a million good housewives find the answer to this perplexing problem in their magazine, *The Delineator* or *The Designer*.

One reason they take *The Delineator* or *The Designer* is because they get so many splendid ideas and suggestions, not only for better, easier housekeeping, but for better cooking too. And they keep the editors busy planning new menus, different recipes and dishes—as well as issuing a veritable kitchen library of practical, helpful pamphlets, leaflets and booklets on cooking.

With this wealth of advice and help on this most difficult of all problems, do you wonder *Delineator* and *Designer* readers are appreciative?

But what of *your* product? What part does it play?

Sell to this market through the advertising pages of *The Delineator* and *The Designer*—where more than a million women select the foods for their more than three million meals a day.

Is the story of your product there now?

**Remember This** 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

## FORTNIGHTLY

Despise Not the Filling Station, Mr. Sales Manager!	19
H. A. HARING	
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"WHERE do we go from here?" an ever-increasing number of motorists asks as the warm days bring them out into the open. And this question is generally followed immediately by others, such as, "Where do we eat?" "Where do we get gas, spare parts, sunburn lotion, tooth paste or what have you?"

We have read extensively of how the advent of the automobile has revolutionized retailing in the country districts, and of the steps taken to meet this revolution. However, the fact that this popular mode of transportation is rapidly creating an entirely new type of retail outlet is something which has eluded our attention so far. In this issue H. A. Haring tells of this outlet and dilates upon it in detail for the benefit of sales managers.

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## The Canadian Market

Canada is our second best customer, buying more goods from us than either France or Germany or Italy or Japan or any other nation except Great Britain. 1925 orders amounted to \$647,421,521. 69% of the families own their own homes and 30% have motor cars—a remarkably high percentage when you consider that cars are on the average 50% more costly than in this country. The proximity of the Dominion to the United States enables you to keep a close supervision over all Canadian business activities.

In making plans to enter this important market it should be borne in mind that Canadians have different laws, different customs, different holidays. 28% of the population speak and read principally the French language. Trade situations such as the present movement for price maintenance among the Canadian drug trade give rise to special merchandising problems. For these and many other reasons it is advisable, in connection with the preparation of your sales and advertising plans, to have the help of Canadian counsel such as is available through our Toronto and Montreal offices.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

APRIL 21, 1926

# Advertising & Selling

## FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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# Despise Not the Filling Station, Mr. Sales Manager!

By H. A. Haring

**T**HE thermometer on San Antonio's streets registered 108 of a day last September, when the general manager of a drugs wholesale house stopped short as he and I were stepping into his automobile. Grasping my arm he said:

"It's only eight or nine blocks to The Gunter, but if you don't mind walking that far to lunch, I'll give you an object lesson of the things we've been saying."

The first block had two gasoline filling stations, on the two corners, with a tire-repair shop within the block. At the first of these filling stations, my host pointed out a small show-case for automobile accessories of the usual quick-moving sort.

"And do you notice," was his remark, as he mopped at his perspiring face, "that with the accessories are three lines of our house's branded goods?" The eye could not miss the cold cream, hand lotion and talcum powder put out by this wholesale druggist; nor the competing lines of the best-distributed toilet goods in the Southwest

(made, by the way, in Memphis). The tire-repair place, a few doors further away, devoted fully a third of its show-case to three varieties of lotion and one of talcum powder; but the filling station on the far corner of the block offered nothing

for sale other than lubricants and gasoline. Within the very next block, however, was a small garage of the repairing type but without storage space. Prominently displayed close to the office door were two of the wholesaler's brands and two other makes of lotion.

Over the show-case was a placard, with the wording:

"Powder in the casing keeps the tube from sticking; Cold cream in the pores keeps the sun from biting."

"We sell it!"

Thus went the wholesaler's object lesson from block to block. Not all the filling stations, of course, had displays of druggists' sundries, but, as we entered the welcome coolness of The Gunter, the wholesaler continued:

"In your State [New York], everything's hot dogs and soft drinks. Here in South Texas, ice costs too much for the soft drinks to pay at filling stations; and wieners spoil too fast in the heat, even if they could keep the bugs out of them. But some imaginative soul,



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**T**HE gasoline filling station, from a humble dispenser of motor fuel and lubricants, is rapidly expanding into a more general field of trade. The sweeping changes in American living which the automobile has brought about, the great trend of the people toward the out-of-doors and the open road, seem in a fair way to establish an entirely new type of retail outlet which the forward-looking sales manager will do well to study

between heats at the gasoline pump, stumbled upon the cold cream idea. You can bet the salesmen of our house are boosters for it. The filling stations will never equal the drug stores as merchandise outlets, yet they yield our company a neat total. . . . None of these filling stations has a comfort room for the ladies, but it'll pay you to step into one of them when you're out in the suburbs or in the country. Glim the stuff they display for the women. You'll even find powder puffs and rouge sticks."

That phrase "comfort room for ladies," to the sales manager, may unearth a new world of selling possibilities. What the open friendliness of the corner saloon offered to men in the way of personal comfort previous to 1919 is today provided both for men and for women by the country-side filling station. Four summers ago such conveniences for the motoring public were rare; in 1923, one of the important oil companies determined that every new filling station must include in

its construction complete facilities of this nature; competition has brought about similar accommodations in all the newer gasoline-vending places.

At once has followed a most unexpected result. Motorists no longer hop into their cars as soon as the tank has been refilled with gas; they go within the building to wash off the grime of handling the hose or the cap of the reservoir. More vital yet, while the filling is in progress, other members of the party saunter within, invited by the assurance of comfort.

Department stores use double-page spreads to advertise special sales, largely for the purpose of enticing customers to enter the store, wherein the proprietor trusts his skill at display to attract sale of other merchandise. Corner drug stores give away goods at cost, without regard to overhead or profits, solely for the sake of drawing patrons across the sill of their doors. To the filling station, however, through appeal to another human

need, has come a steady patronage of persons, many of them on leisure bent and all of them obligated under a mild form of personal courtesy which inclines them to repayment, provided only that the method be furnished.

During the weeks since that "object lesson" of the San Antonio wholesaler, the opportunity has come to observe filling stations in upward of twenty-six States west and south of New York. To satisfy what may have been idle curiosity, a systematic study of the development was made for Cleveland, Pittsburgh, Detroit, Chicago and Peoria, in each case for the city itself and for the adjacent country roads. The method was not an exhaustive one, inasmuch as it was not attempted to census all filling stations; but by careful selection of city streets and country thoroughfares, the effort was made to secure a fair sample of conditions.

It is presumed that a filling station shall handle gasoline, lubricants, and the accompanying prod-

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# "Breaking Into the Advertising Game"

By Earnest Elmo Calkins

THE stream of calls and letters from young men and young women to whom advertising work is a goal continues unremittingly. Not a week passes without a caller; not a day without a letter. And many of them make a good impression. To be sure, there was the young man who wrote last week, giving his age as 23, and closing naively with the belief that he still had his best years before him. And that other chap, aet. 25, who acknowledged that advertising had been his life work.

I confess to a violent prejudice against correspondents who use the expression quoted as the heading of this article. And herein lies one explanation for the crowds of young people seeking openings. They do not want to go to work—but advertising is a game. One of them confessed to me that he turned to advertising because he had a distaste for commercial life! He evidently thought it was a cloistered occupation, like illuminating manuscripts. Some of them cannot remember a single advertisement in this week's *Saturday Evening Post*, or this morning's *Times*. It is evident they do not read advertising. Their

reasons for wanting to do advertising work often show that they have no idea what advertising work is, and no interest whatever in advertising. Their most frequently offered reason is that they like to write. As though a man chose architecture because he liked to draw, or law because he was fond of reading.

But in spite of this, there is still a large body of earnest, determined, well-balanced young people about which something should be done. What is one to tell them? For law, medicine, architecture, engineering, there is a well-established approach. What have we? Do advertising agents as a class look kindly on schools of advertising? Are there special ones they can recommend? And what courses? How long a preparation? And what is the next step?

Is not this something the Four A's should concern itself with? We may feel no concern about the aspirants, but ought we not keep some control over the supply of future advertising agents, set up standards, tabulate and classify the kind of knowledge and experience necessary? Mr. President, I move you appoint a committee.

# Making the Salesmen Advertising Representatives

By De Leslie Jones

ONE of the most extraordinary changes that has come to pass in modern salesmanship is undoubtedly that of transforming the sales force into a body of local advertising counselors. Perhaps it has never been put in quite this way; we know the process better as "cooperation between the advertising and the sales departments."

The extent of such a change is made visible to its full extent only when it is presented to you from an unfamiliar point of view, as it was to me not long ago by a small-town retailer.

"You asked me," said he, "what kind of salesmen makes the best hit with me. Well, I don't know. . . . It's a fellow like Tom Tulley, who travels for the Central Paint Company. Before Tom traveled this district, a breezy old time drummer had his job, and I thought he was a good salesman. He was always cheerful and good natured, and every Christmas I used to get a fine box of cigars from him. He certainly could 'yarn,' that fellow. As soon as he came, the boys 'round the village would all drift into the store to listen to his jokes. And he sure did know paint.

"When he quit and Tom Tulley was given the territory, I was inclined to be grouchy because his predecessor had become a kind of a village institution. I wasn't particularly cordial, until he made me prick up my ears by asking me point blank whether I wasn't feeling the competition of Midville, six miles away, now that the concrete road was opened up. That fact had been worrying me a lot. The first thing you know Tom was plotting with me a clever little local advertising plan, for which his house would furnish

a lot of helps—more than I ever knew any house to offer me before. He left me all pepped up. The next time he came around he actually took off his coat and completely dressed my window—not only with his own



THE farmers liked him because he was a good mechanic and was always willing to talk to them by the hour about their farm machinery. I thought him a valuable man myself, until the company opened my eyes by putting a new man in his job who concentrated on helping us dealers to do the direct selling to the actual consumers

firm's goods, but with other lines as well. He didn't tell a single story and the village loungers were rather disgusted. What's more he didn't talk paint at all, which was surprising to me. He didn't talk a thing to me except advertising, and his talk about advertising was about my entire stock of goods and not merely paint. I thought a lot about Tom in the interval between that visit and his next one, and I surprised myself by consulting the calendar rather impatiently about his return. I was keen to see him again, because I wanted to know what he thought of some advertising copy my son had prepared for the local newspaper. I delayed this advertising in spite of my son's and the newspaper's protests, until Tom arrived, and I remember I was very much worried

for fear he'd leave before I had talked out all of the things I wanted to ask about. That was certainly a novel sensation, as I had always had a feeling of wasting time when other salesmen had called. Tom Tulley has been very valuable to me in keeping my business going under the new automobile and good roads conditions of competition.

"But Tom's not the only salesman who makes a hit with me. There's another chap who comes to see me only twice a year who is also one of the new breed. His house used to send a man who was liked by some of the farmers who trade here because he knew so much about farm machinery and mechanics. Invariably he would talk to some of my customers for an hour or two about machines, and I always thought he was a very valuable man. Once in a while he even went out with some farmer to his farm to fix some piece of machinery. He certainly was a good mechanic.

"But this new man who took his place didn't mix with the farmers at all. I think I remember kidding him because he was obviously a little green about farm mechanics. But he turned out to be a real whiz in advising me how to sell more farm machinery. What he didn't know about the technique of farm mechanics was a lot, but he made no apologies for it. He opened my eyes by telling me that his house had completely changed its policy and now put men on the road who were experts at helping dealers sell rather than experts at understanding machinery. The salesman before, he told me, had been graduated from the factory to the sales force according to a system that had been in operation for years. His company

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# Wooden Soldiers' Uniforms

By John Sullivan

IT'S been said many times before—and written about: time and time again have men stood up in conventions with a sheaf of advertisements torn from a publication during the train journey to the convention, and made witty and facetious remarks that kept the audience giggling and secured for the speaker a "return" engagement. Criticizing particular advertisements is a form of mental exercise that requires no 64-ounce brain, and some men do it very well. It is also a field in which the onlooker, so to speak, doesn't necessarily see more fully or more accurately than the writer of the advertising or the firm that pays for it. And, if it should be contended that the objective value and direction of every advertisement should be apparent to every reader of it, including the critic, that is to assume that every twelve-year old mentality—plentifully represented in the world—is a prospective buyer of the merchandise advertised.

But why this kind of introduction? Simply because I am preparing to do some criticizing myself; something like the man who virtuously disclaims a liking for whiskey in advance of a verbal onslaught upon the Eighteenth Amendment. I am not, however, intending to "clown" over some particular advertisement, but to inquire and endeavor to elucidate, why there is so much *uniformity* in advertisements, particularly in certain classes of industry.

If, as declared by an exponent of the Taylor management system, sales of goods can always be made simply by *exposing* oneself to the sales, then let us have uniformity in advertisements, especially if the supreme function of the human brain is to insinuate its container inside a door and phonograph, "Do you want a . . . ?"

And the complaint or criticism that I am uttering is that a vast number of advertisements are just doing that—poking an eye around the jamb of the door, and mechanically asking, "Do you want a . . . ?"

The word "uniformity" has been used to characterize advertisements taken, as it were, out of the same barrel, and the names of the manufacturers inserted wherever conven-



ient or desirable; advertisements with which the old parlor game of "musical chairs" can be played, one manufacturer's name jumping into an advertisement as another's jumps out of it.

THE essential trouble with, or accusation against, these advertisements goes deeper than uniformity, for, after all, uniformity is only the effect. They are afflicted with a poverty of *definition*. The source of confusion or difficulty of decision on the part of the prospective buyer is not only that these wooden soldiers' uniforms and faces are standardized, but that, as a rule, even the number of their units are missing from the shoulder straps. They cannot even be identified by the dollar sign. The firms themselves possess identity; judging from the advertising, their merchandise does not.

For example, so almost invariably is the protective quality of the different brands of dentifrice urged, that the reader, in order to decide upon the brand he will buy regularly, is driven to make his decision according to which tastes better than the others. The society ladies in the cosmetic advertisements all have a beauty which is indefinable—and undefined. So almost impossible is it to decide from furniture copy and illustrations—prices carefully omitted—what make to buy, that one

just goes down to the store and buys the nondescript article.

In the absence of definition, the purchaser can but incline to the substitutes that everywhere confront at the point of sale; or else, in desperation or supinity, ask for the product that (advertisingly) shouts the loudest. Which reminds me of a learned advertising gentleman who so far disbelieved in the persuasive virtue of the advertisements he was writing as to tell me once quite emphatically that advertising was entirely ineffective without the force of money. He pinned his faith to double trucks, and even, on occasion, to quadruple ones.

The other day, passing down Broadway, I was attracted to a window space in which an automobile was being displayed inclined at an angle of 35 deg. or 40 deg. on a wooden frame, being held in position solely by the hydraulic brakes. I turned away after a brief inspection, and then went back again. As I estimated the angle of the incline, I could not but wish I had had that particular car in North Carolina last summer instead of the one that would slide downhill in spite of all attempts to hold it with the foot brake.

Well, what's the answer? In what is probably the majority of our advertisements there is attention-arresting quality. There is desire on the part of readers to buy. But they don't know what or which to buy. The fault cannot be with the goods, and the fault is not with the firms as manufacturers. The trouble, then, must be with the firms as advertisers, which is to say with the men who direct or prepare the advertising.

But where and why is the trouble? Is it incidental or is it fundamental and inherent? Is this failure to define a peculiarity of advertising men and advertising writers, or is every son of man afflicted with it? I think that all of us are more or less subjective in our thinking processes. That is, we act as though we were both the object to be defined and interpreted as well as the interpreters; as though we were both the problem and the solution; as though the object had nothing in it except what our mentality put into it; as

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ONE of the greatest problems facing the Florida merchant is the securing of his wares; a far greater problem than the selling of them. The congestion of freight traffic by rail, water and truck is so severe as to force a condition almost in the nature of an authorized embargo

## Selling the "Cracker"

The Florida Cross-Roads Storekeeper Has Become a Merchant; His Store an Establishment

By Amos Stote

THE day of the carpetbagger is passing in Florida. Like unto the seven-year locust forays which used to turn Kansas farming sections into sights more dreadfully depressing than a scarred battlefield, and which used to send credit men hurrying over the territory where salesmen had gone but a short time before and acquired writer's cramp taking orders; like unto this, and yet vastly different, the carpetbagger has swept over Florida.

Rich man, poor man, beggar man, (yes) thief, doctor, lawyer, merchant chief—and even some real real state men—were all chasing over Florida, leashed by the lure of land. This is just as true as it is alliterative. Also, you may add preachers and politicians to this catalog of real state carpetbaggers.

I have heard of an evangelist or wo who were heavily involved in activities looking to amassing treasure where rust doth corrupt and where friends and thieves may asily break in and steal.

There is also a reliable story commonly current to the effect that one

W. Jennings Bryan, of a variety of earthly prominence, used to be paid weekly—in advance—for lecturing on the merits of a certain very much advertised land development project within the generous confines of Florida.

EVEN to this day the daily papers of at least one city carry reading advertisements announcing that Governor Soandso will lecture today at Suchandsuch property, on Florida. While I have not attended any of these lectures I am willing to bet my equity in a lot that he daily makes at least casual mention of the investment merits of the particular soil on which he stands. Even so has Florida found a use for politicians, thereby putting us, in a new way, in the debt of the real estate developer.

After which flippant introduction, made in an effort to smile through tears at what greed has done to Florida, especially the people of Florida, I will proceed to attempt to suggest market conditions and opportunities in that State.

I firmly believe there is no better place in this country for the promotion of the sale of almost every kind of merchandise, than Florida.

This may sound contradictory, even absurd. But hear me out. Suppose we look at it from this direction: Florida has been suffering from a real estate boom. It may be safely said that the boom has passed. No one would, if they could, give you any figures as to the number of men, women and children who once thought themselves in the real estate "business" down here, who are now very well aware of the fact that they are out of it.

The big real estate organizations have had a mighty dropping off of sales people. School teachers, farmers, circus performers, senators, baseball players, retired merchants, expired actresses and commercial cave men and women—these have gone back to their old jobs, or on to sign up with some new venture.

The circus has left town. The epidemic has passed. The day of reevaluation is now upon Florida: Reevaluation from the standpoint of

lots and acreage. A vast, physically healthy, financially vulgar state has risen up to confound its seducers. The building of business is about to be carried forward with the accelerated speed of a strong man recovering from an illness to find his strength renewed and his bank account increased.

If I were selling things to real estate people in Florida, I would look well to their credit standing. But the merchant! Here we have, without disrespect, a horse of an entirely divergent shade. While the real estate show has rioted itself through all the stages of the well authenticated and correctly absurd travesty of economic procedure belonging to booms, the merchant who has stuck to his job has been doing business to an extent and at profits, real profits, which went far beyond his most presumptuous hopes.

Florida has a land area of 54,861 square miles, or some thirty million acres. This, I seem to remember reading, is about the same size as the full roll call of the New England states. Florida has increased in population by about three hundred thousand consuming citizens during the last five years. This gives the state a little more than a million and a quarter people at the present time, not counting tourists.

I am not good at figures, so I can't say that Florida has more available breathing space than any other state, but one must admit that thirty million acres for a million and a quarter people is something to beat, and allows for a bit of expansion.

However, the problem of selling the future generations of Florida is, at least to some extent, a future

problem. On the other hand, as the orator says after tying himself in knots to show off his skill in getting out of them, these figures do demonstrate that Florida has great room for population increase.

Between 1920 and 1925 the population of the United States increased seven per cent. During this same period the population of Florida increased twenty-nine per cent. And that's that. Only it isn't, for this increase is going to be greater, so far as genuine, rooted population is concerned.

In times of peace prepare for profits. If all the land sold in Florida during the last five years could be put edge to edge it would probably cover the North American Continent. This era of property changing hands faster than nickels get new papas in a crap game, has passed. But it left Floridians, the humble natives of former days, with more cash than they can count.

Now the era of building is upon Florida. Also the era of agriculture, with two or three crops a year.

Many of the newcomers, and more especially those who have been talk-

ing of going back North for the last several years, have been caught unwittingly by this semi-tropic charm: many of these brought a few things with them, but comparatively little when it comes to settling. Those who have been debating the staying question during this time, and they are legion, have been living in scantily furnished places, with

precious few things they really cared about. They spent so much time out of doors that they made themselves content with cramped quarters and poor furnishings.

With the building of homes they will furnish, in fact are doing so now, with a completeness that satisfies them. They will not want some of the things they had in colder climates, but they will want other things more suitable to this climate. More summer furniture and fewer over-stuffed "suites"; fewer heating plants, but more electric heaters and fans and gas grates and water heaters; fewer rooms and more porches; fewer carpets and more rugs and floor polishes; fewer heavy draperies and more awnings and window shades; fewer wool garments and more wash stuffs, both for underwear and overwear; fewer felt and more straw hats. Cold drinks all the year.

When you come right down to cases, the selling opportunities in Florida are not only increasing daily in direct proportion to the increase in population, but are increasing

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© Edwin Galton

**M**ANY of the newcomers, attracted to Florida by the prospect of gain, have been unwittingly caught by the semi-tropical charm of the place and remained to establish definite residence. The congestion which has characterized the past is rapidly relieving itself, and, as the homes become permanent, new markets are being opened to the keenly aggressive merchant

# Replying to Docket 1251

## Sweeping Denials of Allegations in Amended Complaint Characterize Replies of Publishers and Agencies to Federal Trade Commission

**F**IVE briefs, all pleading for dismissal of the amended complaint of the Federal Trade Commission, have now been received and filed by the Commission in its case against the five respondent organizations named in the now famous advertising "conspiracy" case. These comprise the American Association of Advertising Agencies, the Southern Newspaper Publishers Association, the American Press Association, the American Newspaper Publishers Association, and the Six Point League. As all said respondents have now been heard from, and the case is pending an early hearing before the Commission.

The five briefs are unanimous in their denial of the existence of any "conspiracy" as was alleged in the complaint against them, generally disclaiming sufficient knowledge of the alleged conspiracy to permit the making of any answer to the charges. Each respondent describes its organization in detail, stressing purposes, powers, etc., with the view of showing themselves powerless of such action as has been attributed to them.

Stress is laid upon the assumption on the part of the respondents that advertising in no sense may be considered as interstate commerce and hence does not fall within the jurisdiction of the Federal Trade Commission. Replying on this count to paragraph nine of the complaint, the Southern Newspaper Publishers Association has this to say:

The respondents further aver and plead that the contract for advertising is not a part of interstate commerce, that the use of advertising space in a newspaper is not a part of interstate commerce, and expressly deny that advertising or any part of what any one or more or all the respondents have done or are doing that is complained of is interstate commerce, and show that any one or more of all the respondents do does not either restrain advertising in newspapers or interstate commerce but on the contrary promotes both.

### Editor's Note

**I**N the January 13 issue of the FORTNIGHTLY we published a detailed synopsis of the brief submitted by counsel for the Federal Trade Commission, moving that the complaint against respondent advertising agencies and newspaper publishers be amended. In fairness to all concerned we promised at that time to give similar treatment to the briefs of rebuttal filed by said respondents when they should be made public. Limited space makes equally detailed synopsis impossible, so we have endeavored here to summarize the case as we have been able to deduce it from perusal from the five briefs in question, illuminating the discussion with extensive quotations which, in our opinion, best illustrate the crucial points in the issue. The five briefs are almost identical in tone and content, differing mainly in the burden of stress laid upon different phases of the case by the different individuals.

As our readers will remember, the original complaint was issued by the Commission in December, 1924, against the American Association of Advertising Agencies, the Southern Newspaper Publishers Association and the American Press Association. After the preparation of counter briefs by the respondents and the holding of a hearing before the Commission, counsel for the latter produced in January of the current year a new brief, the memorable Docket 1251, petitioning to amend the original complaint to include broadened charges and to name two new respondents—the American Newspaper Publishers Association and the Six Point League. The current summary presents the reply to this indictment.

Once again the FORTNIGHTLY calls attention to the fact that its interest in this case is purely reportorial. Its editorial policy in this connection has been stated previously.

Pressing on to paragraph ten of the complaint, the S. N. P. A. brief continues:

The respondents also expressly deny that any or all of the acts and practices of respondents are to the prejudice of the public and constitute unfair methods of competition within the intent and meaning of Section 5 of Act of Congress, entitled, "An Act to Create a Federal Trade Commission, to define its powers and duties and for other purposes," approved September 26, 1914.

The American Association of Advertising Agencies, commenting on

this phase of the situation, has this to say:

Respondents aver that national advertising is very important and highly beneficial to all classes of industry but deny that said national advertising is "essential and indispensable" as alleged in the complaint, as a means for the distribution of goods in interstate commerce.

Newspaper card rates come in for much detailed discussion. It is explained that the terms "gross" and "net rates" are utilized in the business solely for the convenience of the buyers and sellers of advertising space and are not considered official terms. Each newspaper, say the respondents, fixes its own rates independently, governing these by such physical factors as enter into its own immediate circumstances. In a great many cases, it is pointed out, the agency and the independent advertiser are billed alike, the former later receiving as rebate the trade differential (generally 15 per cent of the space rate) plus certain cash discount; this for distinct and definite service rendered.

This problem of agency service is discussed at some length and very definitely defined. To quote from the Four A's brief on this subject:

The business of the agency is not commerce, but is entirely one of service.

(a) To the broad field of advertising in general, in promoting the wise and effective use of advertising, in enlarging its scope and value as a reliable medium of information to the public and in making it profitable and of permanent value to all concerned.

(b) To the advertiser. The advertising agency enables the advertiser and potential advertiser to make an advantageous use of advertising. By so doing, it renders a double service to the advertiser—first, in making his advertising profitable to him; second, in increasing and sustaining the volume of advertising, which enables the publisher to charge a rate to all advertisers lower than would be profitable if the volume of advertising were small, and also enables the publisher greatly to enlarge the number of his reading public by selling and circulating his publication at a price far lower than would otherwise be possible. . . .

(c) The service of the agency to the publisher as hereinbefore set forth . . . in developing and producing for the publisher a large number of accounts covering a wide field of industry, in assuming credits, in active soliciting of new advertising accounts so that they will be continuous and successful.



# Is Direct Mail Losing Its Directions?

**J**UST what—from an agency's standpoint and from an advertiser's standpoint—is the low-down on this much bandied-about tool of advertising, direct-by-mail? There are those among us, in both classes mentioned, who have a notion that direct mail may have become more of a "gospel" than part and parcel of proved advertising practice.

Advertising has experienced a long and successful struggle for its own identity, its own accredited reputation as a sound adjunct to modern business. It has fought for its integrity, its economic justification, its dignity, its very existence as an institution. It has defended itself and secured its position apparently, on each of these points, against outside attack.

It has waxed mighty in the land of its nativity. It has overthrown its adversaries from without, and it has suffered no really serious domestic strife within its own ranks. There are those who believe, however, and not totally without reason, that advertising now finds itself on the eve of brisk internal differences, if not active dissensions. There are those who sense in the breeze a conflict impending, compared to which the memories of such antonyms as *national* and *trade paper*, *printed* and *poster*, *specific* and *prestige*, *illustration* and *copy*, shall be as nothing.

And the germ of this possibly gladiatorial contest they detect in the gradually heightening color of the dispute between the advocates of periodical advertising and the advocates of direct-by-mail.

There has long been wafting in the gentle zephyrs a pretentious cloak of cooperation between these two elements. The avenues of advertising have in years past been redolent with the smoke of the peace-pipe jointly pulled upon by gentlemen of both factions (before they knew themselves as factions), each of whom was content to say with a modicum of jealousy, "Watch my

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## Editor's Note

**A**PROMINENT reader of this publication feels moved to unburden himself of some convictions about a form of advertising which has value and stability enough to withstand assault, yet which may benefit from such frank examination at this stage in its development.

The article is not to be construed as expressing the views of the FORTNIGHTLY, but it does represent the FORTNIGHTLY's spirit of frankness in dealing with any method or medium of advertising.

In an early issue we plan to publish a reply from a man prominent in the field of direct-by-mail advertising, in the interest of a fair and honest discussion of the subject. Meanwhile the Editor will be glad to receive letters of comment from other FORTNIGHTLY readers.

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smoke." And who was there so officious as to separate the Turkish from the Kentucky Burley?

But of late months, as competition has perhaps drawn the matter to a head, the truth, it seems, will out. And the truth is that in large measure the commercial interests of these two disciples of allied but independent advertising processes are at strict variance. And the old adage now often works out on advertising problems like this: that two hedges are sometimes no better than loggerheads.

**C**ERTAINLY direct mail, the little brother of publication advertising, is now growing up and is displaying on occasion a most unfraternal disposition. Direct mail has kicked the slats out of the cradle and now sets out to kick the slats out of some healthy advertising appropriations. It waxes lusty in the larynx and means to get itself heard. In some respects it reminds one strongly of an infant bawling for a bigger slice of cake.

There seems to be a pronounced flavor, in much of the direct mail movement we are now witnessing, of propaganda. The inference is that direct mail has something, so to speak, up its sleeve. There is a delicious aroma of superiority about

its preachments: It has the goods, and will show up most any job of periodical advertising on short notice, for the asking. There is about this pose something strangely reminiscent of the contraband Cuban cigar vendor, with the box hid under his coat, or the beverage monger with the real plaid-label stuff. Something that doesn't quite "set right," at least with most people.

Let it be understood that the present writer completely disclaims any conscious prejudice, any grudge-founded opposition toward direct mail. He is a believer in and a constant user of direct-by-mail advertising. He is emphatically not antagonistic toward direct mail as such, but he is unhesitatingly antagonistic toward its attitude in regard to all other methods of advertising, especially magazines. His feeling is one of criticism toward the cocky attitude which many organizations and exponents identified with this branch of advertising take toward other tried and tested forces in the business. An economics of jovial snobishness has luxuriantly flowered among a certain set of these gentlemen, and this will eventually have to be rudely sat on. Not because it is upstartish, but because it has so far insufficient evidence to warrant it—and if there were sufficient evidence it wouldn't exist. This sort of infantile bullying never goes with seasoning or maturity or heavy accomplishment in any branch of business.

In general, when publication or other well-intrenched advertising has been called into court against direct mail, the advertising agencies have supported the cause of periodical advertising. They have continued to espouse this side in defiance of cross-examination from clients, and as a result agency reputations as a class have been impeached. It is the belief of this writer that agencies as a rule have been sincere in their conviction that the burden of proof rests rather with direct mail than

# The Case Against Compromise

Concerning an Edict to Abolish Certain Sizes of Type

By Robert R. Updegraff

**A** NENT this white space controversy started by E. T. Gundlach in the *FORTNIGHTLY* recently, I've wondered a good deal in the past few years whether there are more than two fundamentally effective types of advertising—one the so-called mail-order type that tells everything—using 6-point if necessary; the other the poster type featuring at most two or three sentences, but doing it persistently, and with that shrewd utilization of mass psychology which served some of our early American advertisers so well.

It would seem as though it were our eternal compromising that weakens so much advertising. A page advertisement starts out as a poster with a simple, forceful message to flash to the world in two or three sentences; perhaps illustrated, perhaps not. But before we get through we have added thoughts and facts and fancies and pictures and trademark cuts and branch offices until the message has to be set in 18-point or 14-point or 12-point. It doesn't tell the whole story, of course: just touches the high spots. But there is the booklet to send for, and that tells the story completely in 8-point or 10-point, with pictures to enliven it and illustrate the points as they are brought out.

Now the question that insists on presenting itself for consideration is: If that story in 8-point or 10-point is necessary to a clear understanding of whatever one is trying to sell, then why not print it as the advertisement?

Everybody wouldn't read it, of course; but does everybody send for the booklet? And wouldn't more people read it all if it were all there on the page to be read? (The experience of mail-order advertisers demonstrates that they would.)

Perhaps one magazine page would not suffice for the whole story; or, on the other hand, perhaps a full page would be more space than the story required. Then why not a half page or a quarter page or two pages or three pages? Or, in the news-

paper, as many columns as the story requires.

"Yes—but—" a hundred readers will start to object.

Yes; of course there are cases where it wouldn't be practical to run a page, or half a page, or three pages of 8-point in the magazines, or several columns in the newspapers. Plenty of them. In an advertising agency they come up every day. But there are also plenty of cases in which what might otherwise be effective poster advertisements in these same spaces (or perhaps in spaces half or one-third as large) are thoughtlessly killed in effectiveness by compromises in 12-point and 14-point and 18-point, due largely to habit of mind and failure to keep the elemental purpose of advertising clearly in view. The copy in many of these compromise advertisements represents little more than relief to the advertiser's or the copywriter's own conscience; the fact that the effectiveness of the advertisement is being sacrificed is obscured by a cer-

tain virtuous sense of having comfortably filled the space.

One could almost wish that for a period of two years all type faces between 10-point and 24-point might be abolished by edict, and advertisers be forced to decide between telling their whole story, to those who chose to read it, or telling the whole public some one thing, whether they chose to read it or not! By the end of that two years we should very possibly be nearer a science of advertising than we are likely to be ten years from now with the intermediate sizes of type to aid us in our compromising!

*Now!*

MORE THAN  
EVER—

Ask  
the Man  
Who Owns  
One

**S**UPPOSE advertisers were forced to decide between telling their whole story to those who chose to read it, and telling the whole public some one thing, whether they chose to read it or not

*These Four Fascinating Books*  
will bring to life the skillful Craftsman hidden in your fingers

1. *The Art of the Book*  
2. *The Art of the Pottery*  
3. *The Art of the Glass*  
4. *The Art of the Metal*

Each book contains 24 pages of 6-point type

**LE PAGE'S GLUE**  
In Bottles and Tubes

# THE · EDITORIAL · PAGE

## Is Popular Disbelief Growing?

**I**N his opinion dissenting to the decision in the Ostermoor case, Federal Trade Commissioner Humphrey makes these comments on truthfulness in advertising:

"The order is an attempt to compel exact truth in advertising. It will be noticed that the order allows no room whatever for exaggeration. It eliminates the thrilling and time sacred art of "puffing". . . .

"If this rule of exactness is to be enforced in advertising by pictures, then what will be done with a large part of magazine advertisements? What will be done with the advertisements by picture, exaggerating the thickness of the enticing cakes representing the wonderful power of self-rising flour? What of the shaving soaps that misrepresent the thickness of the lather on the beautiful face of the Shok? What will become of our seed catalogues, if the pictures must correspond with the finished product? What of the 'before and after' pictures of baldness cures? Must they, like Providence, number the hairs when the photographs are taken? What of the fat and lean photographs? Must there be no exaggeration of poundage? What of the countless thousands of patent medicine advertisements if the cured victims must be represented exactly as they are? What about the millions of dollars that are spent in advertising the virtues of creams, powders and other toilet articles?

"If this order is sustained and the policy therein announced enforced, it will destroy one-half of all the magazine advertising in America. . . ."

We think Mr. Humphrey's views are symptomatic of a growingly dangerous public attitude which advertising interests should study with serious concern. The cumulative influence of just such advertising as the learned commissioner tolerates is expressed in the following extract from a letter by a well-known agency executive:

"We have had occasion lately to test in a laboratory way the actual results of some of these more extreme campaigns, and in every case have discovered an extraordinary lack of any conviction whatsoever. Women seem to feel toward many products of the hour exactly as they feel toward a popular song. It is a passing whim, rather than a settled liking. We have found that women quickly develop a sort of tolerant, amused contempt for products which they have been seduced into buying through obvious misrepresentation. That is to say, in their minds the product is associated with a lie."

What have our readers to say?

## Outdoor Advertising Regulating Itself

**A**NENT the heated discussion concerning State and Federal regulation of outdoor advertising that took place two years ago, and the many false rumors which were circulated at that time, we read with interest of the progress of self-regulation initiated by the outdoor advertising interests.

At the annual convention of the industry held in Kansas City last fall a five-year program was subscribed to "to make outdoor advertising creditable in substance and decorative in appearance."

The following standards of practice were adopted:

1. No structures to be erected which will constitute hazards to traffic.
2. No structures to be erected which mar or impair scenic beauty.
3. No structures to be erected within the limits of State or municipal highways (public right of way).
4. Structures to be erected only upon land owned or leased by the member companies.
5. No copy to offend moral sense of the public or to suggest violation of the law.

6. No tacking, pasting, tying or placing cards, panels or signs of any description, other than standard structures.

We learn that since that time bulletins placed without regard to traffic hazards have been removed, signs legally placed on private property removed because they interfered with scenic views; in Pennsylvania alone 20,000 objectionable tin, muslin and cardboard signs were removed from highways and adjacent property.

We compliment the Outdoor Advertising Association, not only in putting its house in order, but in taking the public into its confidence and reporting the progress of its campaign of self-regulation.



## Standardizing International Advertising

**T**HE question of advertising in general and of questionable advertising in particular was recently entered into at length by the Pan American Congress of Journalists, and the 21 republics represented unanimously adopted a creed which it is hoped will serve to both raise and standardize the quality of international advertising. Newspaper advertising, the journalists pointed out, is itself a form of news and should therefore be governed by similar regulations to assure the public of its accuracy.

Dr. Ramiro Guerra of Cuba, who opened the session on advertising, asked that patent medicines, personalities, unreliable financial inducements and all suggestive matter be eliminated from the advertising pages. He particularly deplored the widespread use of the semi-draped female figure by commercial artists as an attention-getter for everything from automobiles to soft drinks. Dr. Guerra went on to say that it was not the moral tone of the advertisements alone which was to be considered but the standards of the periodicals themselves, as it was possible for advertising to "bring about a lowering of the moral tone of the press, robbing it of independence, forcing it to adopt prejudiced opinions or to keep a suspicious silence in respect to matters of public interest which affect a class of its advertisers." As a protection, then, to both periodicals and public, Dr. Guerra submitted the following creed which was enthusiastically approved:

1. That it is advisable to establish a uniform system of methods, both in provisions of law and rules governing periodicals, looking toward the censoring, sifting out and elimination of misleading or fraudulent advertisements, for the protection of the public against unscrupulous advertisers, and those of bad faith.

2. That every advertisement which tends to exploit or promote vice, even if but indirectly, or one which is an offence against decency, or one which is not based on honest and legitimate business, should be refused or suppressed.

3. That it is advisable to designate a committee to study the possibilities and advantages of organizing an international advertising service, to be carried on by the periodicals themselves.

4. That all influence of advertising upon the policies and management of periodicals should be proscribed through its repudiation and condemnation by the press itself, brought to bear on every case in which this principle of press ethics is broken."

Our journalist friends seem to have taken a seven league stride in the direction of raising advertising standards all over the world.

# Technical Copy Material In the Highways and Byways

By R. Bigelow Lockwood

**D**IGGING up good material for technical advertising copy is like hunting for buried treasure. Often the chest lies deep, and a lot of back-breaking effort is required to uncover it, while again the reward may be so near the surface that a corner sticking out may escape notice unless the eyes and instinct of the searcher are well trained.

There are two ways to go about hunting for technical copy material: 1. Start with a definite idea in mind as to the kind of data required—

and then dig it up; 2. Enter the search with an open mind, free from opinions, and depend upon circumstances and ingenuity to give the clue. The second method is particularly valuable in doing preliminary scouting, previous to the working out of a complete plan.

Let us compare the two methods by the following instances:

A large and long established manufacturer in the power plant field felt the need for an intensive technical advertising program arriving at a definite objective. This objective was determined after the most careful market analysis and a survey of company sales policy. The objective was simple. Its aim was to build a background hinging on the many long years it had served the field faithfully; years which stretched back before the Civil War. With this fact gen-

erally known, it was felt that the sales force could arrive more quickly at the point where they could talk actual business to prospects. The stage was set for the copy man, who was called in from the outside.

In this case, the copy man was a distant relation to one of the blood hounds that chased Eliza across the ice. Having whiffed the scent, he packed his bag, hopped a train and in due course landed in the office of the company. Being a well-bred chap, he listened politely to what he was told and then got busy. Temporarily he adopted Missouri as his native state and assumed an attitude of faint suspicion.

"If you tell a reader," he explained, "that you were doing business in 1850 he may believe you, but the mere statement lacks conviction. Why not look up tangible proof that you were serving the field long before the Battle of Gettysburg was fought?"

"How?" questioned his listeners.

"Well, a company as old as this must have some ancient records. Somebody must have kept sales ledgers and filed correspondence. Where is it?"



Courtesy Engineering News-Record.

**T**HE modern copy-writer is daunted by no obstacle in his search for data. He may find it on a slender girder many stories above the ground or in the dim passages of a mine many feet below. Like the treasure hunter, he must be ever alert and prepared for any danger



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  
Harriet Elias  
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  
Gustave E. Hult  
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

"We have a vault—" began the assistant to someone higher up.

"A vault!" murmured the copy man. "Suppose you lead me gently but swiftly to that vault."

And in two minutes the treasure was found. Covered with dirt in a corner, and neglected for years, lay a wealth of material; old specifications dating back to the period when Sherman marched to the sea; letters brown with age, their brittle leaves carrying a promise of service; telegrams delivered in long-hand before the days of typewriters; old ledgers whose pages were filled with the fine script made by a hand which long since had laid down its pen.

Quickly the possible headlines came to mind. "Before the Days of Typewriters." "When Abraham Lincoln Took Oath of Office." "Long before the opening year of the Civil War." Here lay news interesting—a direct tie up—tangible proof that the company actually had been rendering service for years. The search for copy material was ended and modern methods of engraving and printing flashed the message of these old records broadcast.

On the other hand is the instance of another copy man who called at an advertiser's plant in search of new material. Here, no preconceived objective existed other than to present strong selling arguments in favor of the machine tool which was being advertised. Due to repetition of talking points the copy had become stale, and the visit of the copy writer was made solely for the purpose of collecting fresh data. In consequence, the interview was approached with an open mind and a desire to absorb as much information as possible.

It so happened that the executive interviewed possessed an engineering rather than a sales viewpoint, and the points brought out in the discussion, while highly technical and doubtless of value from a strictly engineering side, lacked news interest. It did not take the copy investigator long to find out that little could be gained from this source, and presently he asked to walk through the shop alone.

The machine in question was a large boring mill with many controls

necessary for its operation, and the copy man paused beside a workman in charge of one of the machines.

"Is that easy to operate?" he asked.

Instantly the operator shot back a reply which determined the copy angle for the next year.

"It is so easy," he said, "that I could draw a two-foot circle on the floor and never have to move out of it to operate every lever." In this simple statement, made at random by a workman who knew his

he dons regulation miner's clothes, wears a typical mine lamp cap and drops down a thousand foot shaft after signing a personal safety release.

"What's the use of telling her?" remarked this man to the writer. "She would only worry, and I have to go anyway." And contrasted to this below ground searching for copy data, is the copy writer crawling along a steel girder in some giant skyscraper to ask some workman perched at the far end how he likes a certain type of pneumatic riveter. It's all in the day's work!

News interest in advertising is an expression that has become slightly frayed around the edges, yet searching the columns of the daily press is a favorite hunting ground for material, provided there is a direct tie-up between the news and the product advertised.

The sinking of the submarine S-51 off Block Island last fall is still fresh in memory, and the work of the deep sea divers who attempted the rescue operation was the subject for many columns of front page space. Deep beneath the surface it was necessary to use lights, and in consequence deep sea diving lamps were employed. To conduct power to these lamps many fathoms down, the use of tough, flexible and non-sinking cord with a specially compounded cover was required. The United States Rubber Company makes such a cord, and its particular brand was selected. With these facts at their disposal, the copy angle centered around the obvious element of news interest, with the result that a striking piece of copy was prepared which featured photographs showing the divers at work, descending from their boat with their portable lamps, cord attached.

In any search for copy material, it is well to remember that industry has gone on record in numerous tests as expressing a desire for performance facts above all else. What a machine actually does, the time it takes to do it and the cost of the operation are all points of primary interest and importance to readers, therefore data of this nature should be kept in mind and uncovered whenever possible.

**Giving Light to Navy Divers**

Receipts of its equipment, portable and unobtrusively used for illuminating, U. S. Royal Portable Cord was selected in previous years to the deep sea diving lamps used to illuminate work on the submarine S-51, which sank off Block Island last fall.

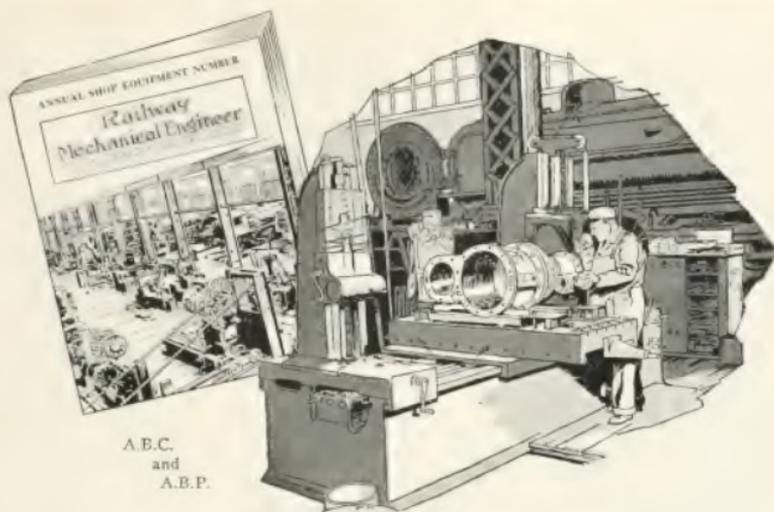
These lamps, one of which is shown on the illustration at the left, were delivered by the United States Rubber Company. Throughout the work, U. S. Royal Portable Cord furnished unobstructed power to these lamps, even between the surface.

Could you see the many possibilities? Many prominent scientific articles of soft water, compressed air and 4-1/2" Royal Cord have been used.

U. S. Royal Portable Cord has established a standard of quality and service by which all other portable cords are judged. Tough, flexible, non-sinking. The specially compounded cover is acid, oil, and water-proof. There is an ample 1/2" U. S. Royal Portable Cord for every situation. For no need you fall particular and a complete list.

United States Rubber Company  
1700 Broadway New York City  
Wholesale in 100 Hudson Street

**U.S. Royal Portable Cord**



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

## The Annual Shop Equipment Number

The *Railway Mechanical Engineer*, established in 1832, has for the past ten years focused the attention of the railway industry during convention time on better shop methods and equipment through its June Annual Shop Equipment Number.

This issue has built a reader interest and exerted a widespread influence among railway men the magnitude of which has not been even closely approached by any other publication in the world. It is the one big issue of the year to the mechanical officers and shop supervisors in the steam railway industry. It is the issue that hammers home the movement for better shop methods and equipment which is featured

throughout the year in the eleven other issues of the *Railway Mechanical Engineer*—the publication that is devoted *exclusively* to the daily problems of the men who are responsible for keeping rolling stock in service.

We want you to know about the Annual Shop Equipment Number, the June issue; about the biggest machine tool exhibit in the history of the June railway convention and about Machinery Hall which this year, for the first time, will be a building by itself. We shall be glad to furnish you with detailed information regarding this issue and the railway convention at Atlantic City.

Simmons-Boardman Publishing Co., 30 Church St., New York  
"The House of Transportation"

Chicago: 608 S. Dearborn St. Cleveland: 6007 Euclid Ave. Washington: 17th & H. Sts. N. W.  
New Orleans: Mandeville, La. San Francisco: 74 New Montgomery St. London: 34 Victoria St.

# Railway Mechanical Engineer

# English Advertising as Mirrored In a Number of "Punch"

By M. L. Wilson

LAST week I was laid up with the grippe. They brought up to me the fresh copy of *Punch*, February 27.

I like *Punch*. I pay \$8 a year for it in good American money. I read it carefully each week, even to the page of paragraphs headed "Charivari"—most of which I cannot understand and most of which I can't understand how anybody can think funny.

As I browsed through this number, I thought, "I've always read the text. But I've got plenty of time. Why not take a little look at the advertisements?"

I sought vainly for one of those scholastic announcements of the W. S. Crawford Agency. Mr. Crawford usually employs a classical dialogue to get over his message. It is a translation from Plato or Sophocles, which in archaic lingo leads up cleverly to the subject of distribution, marketing or salesmanship. During Mr. Crawford's last visit to New York, he told some of us agents at luncheon that this kind of advertising brought results.

I mused, "Would a quotation from 'The Republic' or 'The Frogs' pull in America?" I decided it wouldn't.

I found that in the general make-up of the advertising there seemed to be no special aim to group advertisements of the same size and character. The general scheme seems to be to place pages and half pages only in the front part of the book. (Halves on left hand pages, full pages on right). This scheme is followed more or less loosely in the back, with the introduction of quarter pages and smaller spaces. No editorial matter appears on any page with advertisements. This issue contains 13 full pages (3 of which are two color), 15 pages, 5 two-through pages, 33 quarter pages, 38 less than quarter pages. Thus by far the majority of advertisers use a space of quarter page or less.

There are nine automobiles advertised—three in the front, six in the back. In no case are any of these advertisements on a page facing each other; usually one or two pages separate them.

The main illustrations in the advertisements are line. Of eighty advertisements, only twenty-nine are half-tone. Many of the drawings are good. Of that there is no doubt, though sometimes they seem a little wide of the mark in hitching up to the text.

The trade names known to us make up quite an impressive list. Columbia Records, Steinway Pianos, Burberry Overcoats, Daimler, Chrysler, Isotta Fraschini cars, Fox Puttees, Palmolive Soap, Gillette Safety Razor, Mazda Lamps, Carter's Seeds, Yardley's Soaps, Exide Batteries, Huntley & Palmer Biscuits, Remington Typewriter, Cuticura, Musterole, Mobiloil and Victor Records (under the name of "His Master's Voice").

The first thing that struck me when I started to closely examine the advertisements was the variation of English "stock" matter from ours.

"Obtainable from your usual dealer."  
"Of all tobacconists."  
"Sold by all stores, cutlers, ironmongers, hair dressers, chemists, etc."  
"Write for lists (catalogs)."  
"Appointed agents."  
"Gradual payments."  
"Hostlers to discerning men."  
"Sold on the hire purchase system."  
"Ask your draper."  
"Seedsmen by appointment."  
"If your dealer does not stock them."  
"Your usual dealer will do."  
"Used by the royal households and the nobility."  
"Branches in all principal provincial centers."  
"Agents throughout the Kingdom."  
"If 'phones why not 'grams—so we see

'phone Mayfair 4224  
'grams Corellis London."

Then there is this—

"Pine North 2598 and 2599. Bus, train or tube to the door. Business hours 9 a. m. to 7:30 p. m. Thursday, close at one. Saturday, open till 9."

I got a letter the other day from England and the British Government had stamped this urge across the envelope—"Buy British Made Goods."

*Punch* advertisements literally bristle with this "British manufacture" as a selling point.

"All Columbia Goods are manufactured in Great Britain."

"British hats for men."  
"Use B. P. and you are sure of using a British product."

"British scientific research and manufacturing methods will be applied in all these foreign factories under direct control and supervision of a British directorate."

Then it came to me that many of these advertisers were obviously addressing a market outside of Britain, as well; the Columbia Record advertisement, for instance read—

"Columbia is proud to announce the formation of a powerful organization, financed and controlled by British capital to operate in foreign markets. Columbia is probably the only British industrial company controlling factories in twelve other countries in the world, including Australia, France, Italy, Austria, Germany, Switzerland, Spain, Sweden, Poland, Argentine, Brazil and the United States."

The Chrysler branches are listed as in India, Ceylon, Arabia, Australia, South Australia, West Australia, New Zealand, Tasmania, South Africa, North Africa, West Africa and East Africa, Belgium, Congo and Rhodesia.

Are these names familiar to you? Karachi, Camp Aden, Launceston, Durban, Dakar, Nairobi, Elizabethville and Bulawayo. They are a few of the many places where you can get Chrysler service.

In our home last year we had an English governess whose main appreciation of American life was its "Central heating and limitless hot water." I gathered from what she said that England had not yet emancipated herself from the toil of

[CONTINUED ON PAGE 66]



# Newspaper Advertisements Require the Proper Typography

By Charles Brodie

**B**EFORE considering the subject of the practical value of good typography to newspaper advertising, let us consider first what good typography is, both from the typographer's point of view and from the layman's.

In attempting to produce a specimen of good advertising, the typographer must bear in mind the nature of the copy appeal, the quality of the product, and the medium in which the finished insertion is to appear. These three factors play a large part in determining the nature of the typographic dress. It is quite evident that a piece of copy written around a delicate feminine appeal could not properly be set in type denoting strength and ruggedness, and conversely, a piece of copy for structural steel could not be properly type-set in delicate Garamond or Kennerley.

It is the typographer's function, therefore, to set not only a harmonious unit as a unit in itself, but, what is more essential, to produce something which is harmonious to the product advertised and to the specific appeal behind that advertising. In other words, he must have a very definite understanding of the language of type.

It was in this respect, incidentally,

that many of the specimens submitted in a recent typographers' contest of a New York newspaper failed. Many of the contestants bent their efforts toward beauty in composition without giving sufficient consideration to the advertising appeal and without giving the various points in the copy their proper display value. Where typography calls attention to itself without properly expressing the product advertised, it defeats its own purpose.

And, of course, the typographer must be thoroughly familiar with the mechanical possibilities of various type faces, and must know the effect of proper spacing not only between lines, but also between words. He must know at what measures various fonts and sizes of type faces will look their best and must bear these things in mind if he hopes to produce a piece of really good typography. In addition to this, should he hope to do outstanding work, he should have sufficient cultural background to make him thoroughly conversant with the various schools of painting. His sense of beauty and harmony can be thoroughly developed only by a trained appreciation of art.

By the layman, good typography is probably recognized only subcon-

sciously; in other words, by reason of his lack of technical knowledge he probably does not realize the part it plays in the development of a good advertisement but knows merely that it strikes him favorably, or otherwise, without quite understanding why. The psychology of the appeal escapes him, and there remains only the feeling that it is good or bad, as the case may be. The fact remains, however, that because of the great development of typography in the past few years, as applied to newspaper advertising, and because of its almost universal use,

[CONTINUED ON PAGE 72]

VAN GLEW  
VAN HOBEL  
VAN DILL  
VAN PHIL

**OT** THESE four beautiful styles of Van Heusen are your constant insurance on the hottest day.

Choice of fine and sturdy piece of smooth, strong, moisture-resisting material—lightweight and cool—yet not too stretchy. The Van Heusen collar is made of a material that is woven in a way that makes it stand up to the heat and moisture of the day. The Van Heusen collar will keep you cool and comfortable all day long. For all occasions in the World of business, recreation, and sport, wear Van Heusen collars. 12 STYLES—36 CENT

**VAN HEUSEN**  
the World's Smartest COLLAR

Ask your dealer for Van Glee, a non-stretch collar with the Van Heusen Collar emblem.

PHILADELPHIA **O** NEW YORK

Van Heusen  
Terminal  
Barber Shop

**PALMER HOUSE—Chicago**  
Home Trade for New York and The American Continent

Terminal Barber Shop

**The Shelton**  
Caters to Visitors

**W**HETHER a man is visiting New York for a few weeks or a few days, he will find a welcome and accommodation at The Shelton. In fact, we shall be glad to see him if he only wants to stay overnight. For The Shelton, in spite of its magnificence, still preserves the old-fashioned hospitality of an inn. Stay as long as you can, but do not hesitate in an emergency to use The Shelton as an overnight convenience. Make it your headquarters, whether you are staying in New York or just passing through.

The world's most luxuriously appointed  
Residence for Men

\$7 PER DAY AND UPWARDS  
\$9 PER MONTH AND UPWARDS

**The SHELTON**  
A RESIDENCE FOR MEN  
Lexington Avenue, 45th and 46th Streets

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# *The* SINCLAIR LAW *of* LUBRICATION

FOR EVERY MACHINE, *of*  
EVERY DEGREE *of* WEAR *there*  
*is* A SCIENTIFIC SINCLAIR  
OIL *to* SUIT *its* SPEED AND  
SEAL *its* POWER.

THE Sinclair Law of Lubrication is an *interrupting* way of presenting a scientific fact in a memorable manner.

The problem was to say: "*Sinclair recommends the right oil for your car, based on its degree of wear.*"

The solution was this Interrupting Idea—developed by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York, and successfully used by the Sinclair Refining Company in all its advertising.

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# Talk to Your Men and Let Them Talk to You

By B. J. Williams

Director of Sales, The Paraffine Companies, Inc., San Francisco

**I**N communicating with my men on the road I write just as I talk. I use a dictaphone and talk into it just as though the fellow were sitting before me—emphasis, gestures, and all. Sometimes I wish I had a machine that I could stand up and holler into and where I could swing both arms as I did it.

To carry out further the idea of talking to the men, I use no salutation on ordinary letters, but just give the name and start right in. When the boys get a letter starting "My dear Blank!" they know there is something coming and settle themselves for a trimming—some constructive criticism, an analysis of their work, a discussion of their points of weakness and strength—some real information and advice, a word of commendation, or a message of sympathy.

Nothing gives me greater pleasure than to write the men of an increase in salary or a bonus earned, except to be able to commend them for a good piece of work done, or some marked progress in their development.

I know many sales managers who are very generous of criticism but very sparing of commendation. When you do a fine piece of work for the boss or for a client, you like them to mention it, don't you? Well, the salesman is human just like you are. I know I haven't yet reached the point where I can't enjoy a word of praise and I know that my men are the same.

In dealing with salesmen, we should remember that salesmanship is at once a vocation and a sport; a means of livelihood and a game that brings out all that is best in us of enthusiasm, effort, and achievement, and the results are not measured wholly by dollars and cents. I am a poor fisherman but I like to fish, and the fact that every fish I have ever caught has cost me, I am sure, almost a hundred dollars, in no way

affects my interest in and zest for the game.

When a salesman pulls off a good deal, let him tell or write you about it, and in his own way. Indeed, if you don't let him tell it in his own way, he won't tell it at all. When I first became associated with The Paraffine Companies, fifteen years ago, I frequently went out on big deals. Upon my return the general manager would ask, "What success?" I would start in at the beginning and give him all the details—how, when I called on the buyer he gave me the frozen face and passed me the ice pitcher. Then I would relate what I said to him and how gradually he began to warm up, etc. About this time the general manager, with a trace of impatience, would ask: "Well, did you get the order?" and down inside I would say (I didn't dare say it aloud), "You go to thunder! If you don't let me tell this story in my own way, you don't hear it." Then I would bite out, "Yes!"

**D**ID you ever see a fellow who had returned from a deer hunt and in reply to your question "What luck?" say he had got two deer and let it go at that? No, indeed! He would tell you of the preparations for the trip. How they started out at two in the morning and how, after driving up the mountain as far as the roads ran, they parked the car and "packed" in the rest of the way, and how, when near the topmost ridge, they spied a deer, dropped their packs and took a shot at it, but missed. And how later, after striking camp, they brought down two beautiful bucks. Every detail was given—even to dragging them into camp and starting home. In the telling he lived over again all the excitement and pleasure of the hunt. Well, that's the way a real salesman feels and acts.

Be patient, therefore, in listening to him tell how *this* account was secured and *that* bill sold.

My personal contact with the out-

side men is, in large measure, through the medium of a weekly letter written me by each salesman, in which he touches the high spots and gives me a resume of the week's work and his experiences. These weekly letters I read very carefully and for the most part acknowledge each one of them. If a nice bunch of business has been secured or a good piece of selling has been done, he is commended. If there are indications of carelessness or a lack of intelligent effort, he is criticised. If he is discouraged, I endeavor to encourage him. If he has problems, I help him to solve them. If he is sick, I sympathize with him and tell him to go home and take the necessary care of himself until he is well again. I do not razz him for a lack of business, but if he is not measuring up, I do make a careful study of the man and the conditions under which he is operating, to ascertain the cause. There is always a reason. Usually the quickest and best way to locate the trouble is to have the department or district manager under whom he works go out and spend a few days with him on the trade.

Many of the problems naturally encountered, while serious in the extreme to the salesman and especially to new men, are after all very simple and an old story to me, as they would be to any sales manager of experience. I do not treat them lightly, however, but write the salesman at whatever length may be necessary to cover the entire matter and make it clear to him. Such letters range from two to a half dozen pages each and involve all sorts of subjects, from the policy of the company—general competitive conditions, prices, products, and processes—our attitude toward our competitors, down to and through matters that are largely if not wholly personal.

**I**N one case, I may recommend a course of study or reading to improve a limited vocabulary and sup-

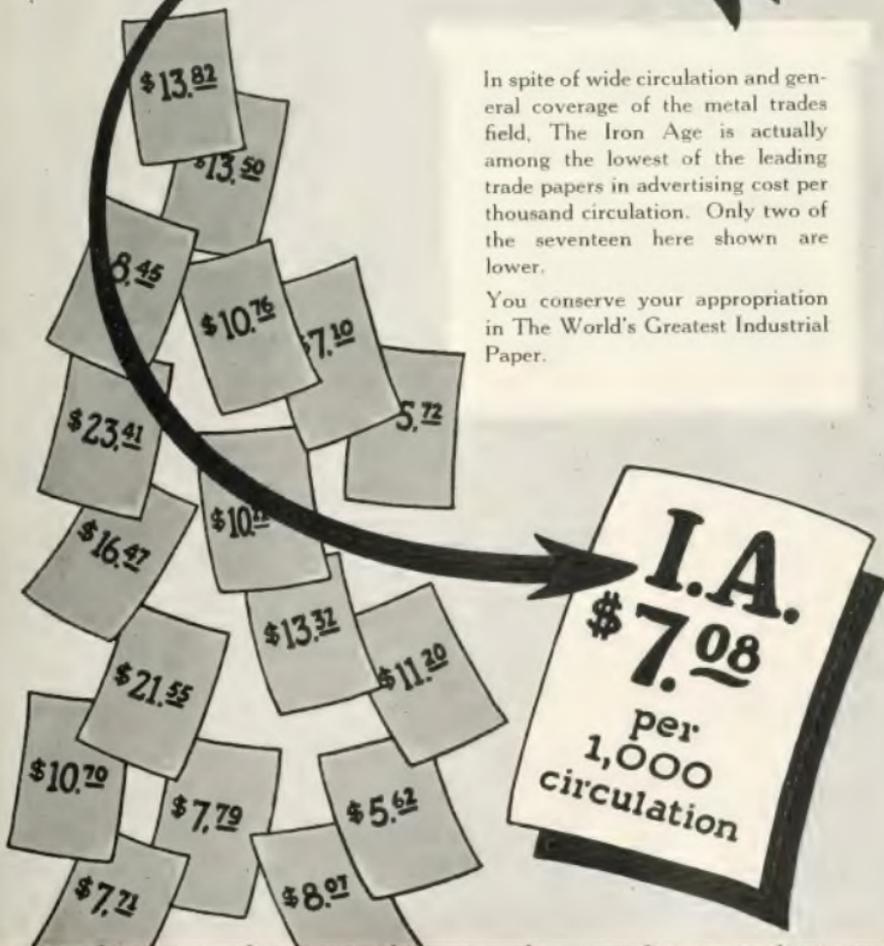
[CONTINUED ON PAGE 92]

# COVERAGE

-yet the cost  
per thousand circulation  
is low

In spite of wide circulation and general coverage of the metal trades field, The Iron Age is actually among the lowest of the leading trade papers in advertising cost per thousand circulation. Only two of the seventeen here shown are lower.

You conserve your appropriation in The World's Greatest Industrial Paper.



# THE 8-pt PAGE

by  
Odds Bodkins



IF I were to publish all the comments that have come to me as a result of my observation as to my difficulty in getting into Fannie Hurst's *Appassionata*, the 8-pt. Page would become a 6-pt. page! Some of those who have commented have expressed sympathy for me for my unwillingness to make my mind putty in Miss Hurst's hands and let her make pictures in it in her own way and in her own sweet time. Others—and in particular Irvin F. Paschall—join me in my distress. I. F. P. writes: "It is a joy to my heart to read your comments about Fannie Hurst's last book" and then gloats over me in this un-Christian fashion: "However, I will say that I have attained a victory that you appear to have gone without—I read the whole book!"

In his comments, Henry Eckhardt takes occasion to write his Copy Creed:

#### DEAR BODKINS:

That's a timely question you raise, that of predigested copy.

My pet copy philosophy boils down to this: Many words actually hinder thought. These are the words that complicate sentences, stretch them out, and overdo the details. Let us strike out those words.

Other words hinder reading. These are the words that destroy interest and clarity—the generalities, banalities. Let us substitute particularization and picturization. This philosophy, which had its birth with Herbert Spencer, has given rise to the sort of writing which you condemn in Fannie Hurst. Half-sentences. Exclamations. Paragraphs in terms of dashes.

Basically, it is right. Walt Whitman wrote that way. Sherwood Anderson writes that way. If Fannie Hurst annoys you, it is because this way of writing is unnatural to her.

Advertising copy must aim at the greatest possible word economy. The ultimate of this path is a series of word-picture flashes. When amateurishly done, it leads to blah. When well done, it is superb.

Well expressed, that, and with all the merit of word-economy it preaches, a fine short-course in copywriting!

Because it seems to relate advertising copy to humanity and round out the discussion, I am going to quote one other letter, from Carroll Rheinstrom of the MacFadden Publications:

#### DEAR ODDS BODKINS:

The technical object of writing as an art, is not to give information but to stimulate ideas. Its finest development is pure suggestion. The writer must understand that his reader has a mind, potential with the ideas that he would like to preach into the reader's consciousness. What is not already in the reader's mind, he cannot place there. He can do no more than stimulate the present material into conscious activity.

The quality of such suggestion ranges from the highly subtle to the elementary. The degree is determined by an estimate of the imaginative power of the reader. Imagination, of course, is a variable quality; beginning at an almost minimum in the young child and ranging slowly up to its highest expression in what we call the intelligent person.

As we all know, 87 per cent of the population of this country range somewhere below the middle in the imaginative scale. Therefore, quality of suggestion in the literature designed to persuade such minds

should border closely on the elementary. Advertising designed to reach the masses should be simple, concrete, explicit, taking every precaution that the springs of the imagination are touched.

Advertising to the classes (speaking in terms of imaginative quality rather than financial quality) can be cared in fewer words and phrases; here, of course, they must be chosen with extreme care.

To persons like yourself and myself—I am flatterer and egotistic enough to claim—I personally know, however, that solid pages of six and eight-point type are read every day by thousands and thousands of people who send in the coupons with their good money.

If Miss Hurst were to choose as her subject a book of etiquette, rather than a scientific character study, she would undoubtedly make a very successful copy writer. I hardly believe that I would engage her, however, for a campaign on Estey organs or Rolls Royce motor cars. This is but an opinion, however, and I will be very much interested to read what some of your celebrities have to say upon the matter.

—8-pt—

The Kansas City business men have rushed in where angels fear to tread, as witness this reproduction of the already famous page advertisement.



Get out your magnifying glass and read it carefully. In my very humble opinion it forms an admirable object lesson in how not to advertise religion to young folks.

The desire for religion, like the desire for soap or shoes, must come from an inner realization of the need; the problem of writing the copy is to fan the spark of that realization into a steady glow with skill and sincerity,

not to try suddenly to set it aflame with verbal benzine. I wonder not that one of the Kansas City younger set characterized the advertisement as "applesauce!"

And yet I believe the church might be "sold" to the youth of today by means of advertising—a human, understanding kind of advertising that would command respect from youth because it would deal in the pictures that go to make up the life of youth, without rendering itself bizarre through the use of language which youth repudiates the instant its parents embrace it.

—8-pt—

Interesting advertising statistic, this, sent out over the ether from WNAC, Boston, in a radio talk by District Attorney Thomas C. O'Brien under the auspices of the Boston Better Business Commission: "In Boston alone seven leading newspapers ran the equivalent of 29,575 full pages of advertising in 1925."

That is over 81 pages every day in the year, including Sundays!

—8-pt—

In one sentence Cortland Smith pictured the old days of advertising in his introduction of Will Hays on the occasion of his recent address at the New York Advertising Club. He said: "...at that time it was considered smart to get \$100 worth of advertising for \$1 and then in some way to avoid paying the \$1."

That was the system! In those days the checking department was one of the really profitable departments in an agency!

—8-pt—

Picture of the mass of humanity from *The Private Life of Helen of Troy*; Helen speaking: "They are afraid of life, afraid they won't succeed, or won't get married, or something. When their fears are removed they are so relieved that they settle down and never take a risk again."

Or is this so?

# You Are Entitled to Space Facing Editorial—

*Are You Getting It?*



## Every Advertisement in The House Beautiful Faces or Adjoins Editorial

Every advertisement in The House Beautiful faces or adjoins editorial. No bulk advertising pages face each other in a single issue of the magazine, excepting unit two-page spreads by individual advertisers.

The flat size was adopted in magazine making to provide this advantage. The House Beautiful adheres to it in practice. The magazine consistently gives this premium value to every advertiser, *without exception.*

The House Beautiful gives the greatest tangible attention value per line at a cost based upon the most interesting form of class magazine make-up. Of further importance—it includes for the balance of this year a liberal bonus above the net paid circulation of 70,000 ABC rebate-backed, guaranteed. May we give you all the facts?

## THE HOUSE BEAUTIFUL

*A Member of the Class Group*

NO. 8 ARLINGTON STREET

BOSTON, MASS.



# PURBLIND

The Spanish conquistador turns back defeated. He has ventured half-way around the globe for the gold said to lie glittering in the sun-light on the shores of the Pacific. Directly under his horse's hoofs lies one of the richest petroleum pools in the world, but all he sees is the sand, cactus, and sage that cover the top of Signal Hill.

The conquistador has many descendants among American manufacturers. Because they do not see the wealth that is under their feet, they take it for granted that it doesn't exist.

Comfort Magazine has sunk a shaft into a reservoir of wealth that is yours for the working.

There are millions of homes on the farms and in small towns—homes sold through the crossroads stores, away from the beaten paths of distribution. Comfort reaches these homes as no other medium can reach them, because Comfort does not take the easy short cuts to 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

AUGUSTA, MAINE

NEW YORK · 250 Park Ave · CHICAGO · 1635 Marquette Bldg.

LAST FORMS CLOSE 15TH OF SECOND MONTH PRECEDING DATE OF ISSUE





## Once a month for ten years and still going

**P**URCHASES of different articles develop at different tempos. Some are made on a moment's impulse. Others may slowly ripen over a period of months or years.

Direct advertising can be used to promote the development of either purchase. But manifestly the method of utilizing it will vary between these two extremes.

The first calls for mail order tactics. Action must be intense and rapid. When, however, the purchase is one to be long and carefully considered, the technique of selling, and with it the wise advertising procedure, must be timed to a different pace.

An excellent instance of this latter selling task is presented by an Evans-Winter-Hebb client, whose product, a leader in its field, is one that the typical man does not buy quickly. He grows up to the point of ownership.

For ten years the client has maintained, with the cooperation of dealers, a large mailing list of logical prospects.

To this list has gone, on a schedule calling generally for

one mailing a month, a continuous series of direct advertising. On occasions these mailings have been devoted to some special announcement of timely interest.

But in far the greater number of cases they have developed again and again the basic reasons why the product is a wise purchase, why it merits confidence, why it deserves consideration by any man who is in the market for a product of such character.

THAT this direct advertising, executed by Evans-Winter-Hebb for ten years, has been successful is evidenced by the client's continued expansion, the client's wider use of direct advertising and the ever-increasing enthusiasm of dealers for it.

The story of this campaign without end, as well as reproductions of some of the mailings, will be gladly sent to executives who use direct advertising.

**EVANS-WINTER-HEBB Inc. Detroit**  
818 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

stores as to be almost automotive in character.

In one suburban location stands a tire factory. Near it five filling stations were interviewed. All carry complete stocks of workmen's gloves, which, they report, are sold to employees of the plant, many of whom come to the filling stations for their lunches (in whole or in part). At another place, a railroad Y. M. C. A. brings demand for leather gloves, of which the owner says:

"The yards and call station are close by. The men drop in here all hours of the night for gloves and tobacco. The gloves make us a fine profit but the tobacco only brings them in."

Another filling station owner makes this significant comment:

"A FILLING station's like a drug store. It's always open. I make a lot of extra money with my Ford parts and brake linings and tools, because most men do their tinkering on the old car or for the wife on Sundays and nights, when the hardwares are closed.

"Since September (speaking in February), I've sold eight dozen 12-inch Stillsons; three gross of Mazda lamps; ten cartons of toilet paper; and \$450 of aluminum ware. Next year I'm going to stock heavy on the aluminum. It goes big with the women hereabouts."

Near Detroit, one filling station had an attractive display of first-aid kits with which were shown bandages and iodine. The owner declares that during 1925 the place sold \$1,148 of these supplies, but this was apparently due to special sales effort.

"Whenever a dame lingers a minute in the place, I try her for a first-aid kit. Ten to one there's none in the car, with them a-knowing all the time they ought to have it. Then I sell her enough extra bandages to fit out a hospital, and a box or two of cotton."

Another filling station, north of Detroit where the summer colonies abound, stocks radio tubes and radio supplies; safety razors and pajamas; for the peculiar wants of the neighboring cottagers. "Our best business comes after ten o'clock," says the proprietor, "when the regular stores are shut up for the night. If we had seven Sundays a week, we would be the top-notch, for you never would believe how many things people will be wanting of a Sunday morning."

At another filling station, near a famous bathing beach on Galveston Bay, was met a real merchant, who, led on by a willing listener, told this of himself:

"Everyone has a side line, and most of them sell Coca-Cola and soft drinks. Not me. They're messy and cost a pile of money for ice. What I wanted was a side line that wouldn't draw a swarm of flies. A friend of mine from Houston put me next to what I did.

"They come out here and go in bathing and burn their skins red. You know how it is when you go for a

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



## “Out where the blue begins” with Mrs. Bond Hill

When “Junior” was a year old, Mr. and Mrs. Bond Hill decided to give up apartment living and build a home out where the air was fresher and the sky a little bluer. Just off Paddock Road, on the crest of the rise beyond the B. and O., they found the spot—and here they built a charming home.

Today, five years later, “Junior” has a three-year-old brother, so Mrs. Bond Hill has her hands full. But she never misses a meeting of her bridge club; she retains her enthusiasm for books and the theater. She is, in brief, a young woman who refuses to grow old.

As Mrs. Bond Hill will tell you, one of the means she relies on

to keep “up to the minute” is *The Enquirer*. She likes its “progressive-conservative” treatment of the news; she likes its timely feature articles, its newsy woman’s page.

And Mrs. Bond Hill is typical of her community. In this growing neighborhood are 386 residence buildings. 228 *Enquirers* are delivered here daily.

Such a “community following” is naturally of interest to the advertiser. Especially when it is duplicated in every other buying section of the city. For it means, Mr. Advertiser, that your message in *The Enquirer* goes into not only the *right* kind of homes, but it goes into practically *all* of them.

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”

# The Unbreakable Bond

**C**AN you imagine more than a million and a half families? No one can. Can you visualize several million individuals? No. And yet it is true that the Scripps-Howard newspapers—twenty-four of them in the leading cities—have gathered together in one group more than 1,500,000 families, comprising an enormous family group in themselves—a family of readers and of buyers. Held together by the unbreakable bond of confidence established through many years of reading and trusting the pages of these great publications.

Why do they read these newspapers? Because of accurate, truthful news. Because of honest, fearless editorials. Because of helpful and interesting

features and articles. And they read them, not only for these valid reasons, but also because these newspapers carry on the bold spirit of Horace Greeley . . . the pedestrian common sense of Ben Franklin . . . the proudest traditions of American journalism. The Scripps-Howard newspapers stand courageous and independent. Because they owe allegiance only to the truth—and no newspaper is infallible—they are quick to admit a fault and ready to correct an inaccuracy. Small

wonder that more than 1,500,000 Americans here rest their faith!

Not only do these Americans believe in the sincerity of Scripps-Howard newspapers, but they believe in the



SCRIPPS-HOWARD

## SCRIPPS-HOWARD

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Cleveland (Ohio) . . . Press	Washington (D.C.) . . . News	Toledo (Ohio) . . . News-Bee
Baltimore (Md.) . . . Post	Cincinnati (Ohio) . . . Post	Columbus (Ohio) . . . Citizen
Pittsburgh (Pa.) . . . Press	Indianapolis (Ind.) . . . Times	Akron (Ohio) . . . Times-Press
San Francisco (Calif.) . . . News	Denver (Colo.) . . . Express	Birmingham (Ala.) . . . Post



You can share this confidence profitably. Note that last word.

merchandise offered for their approval in these newspapers. Merchandise from hundreds of manufacturers is brought into their homes through advertising. A new automobile, a new necktie, new equipment for a factory, clothing, shoes, wearing apparel . . . the advertising columns of the Scripps-Howard newspapers are a forum of worthy products.

In each of twenty-four leading cities you will find a Scripps-Howard newspaper believing in its readers, and trusted by them. And whatever you manufacture—clothing, a household product, motor-cars, shaving soap, anything in fact which the modern American family needs and uses — you can share the common confidence which these newspapers represent.

*The Scripps-Howard newspapers are, above all, family newspapers. They interest every member of the family. They have the latest radio pages and up-to-the-minute market reports. They have sections for the home-maker and the hostess. They carry authoritative fashion news and thrilling sport features. They have fascinating stories and pictures for the children. Reviews of books, critiques of music and comment on the theatre—these for the older members of the family—round out the many-sided appeal of these publications.*

*Through the co-operation of every member of the Scripps-Howard organization, these newspapers have achieved new heights in education, information and entertainment.*

# NEWSPAPERS

CLIENTS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC.  
National Representatives  
250 Park Ave., New York, N. Y.  
Chicago Seattle Cleveland  
San Francisco Los Angeles

Memphis (Tenn.) . . . Press  
Houston (Texas) . . . Press  
Youngstown (Ohio) . . . TELEGRAM  
Ft. Worth (Texas) . . . Press

Oklahoma City (Okla.) . . . News  
Evansville (Ind.) . . . Press  
Knoxville (Tenn.) . . . News  
El Paso (Texas) . . . Post

San Diego (Calif.) . . . Sun  
Terre Haute (Ind.) . . . Post  
Covington (Ky.) . . . KENTUCKY POST  
Albuquerque (N. Mex.)  
STATE TRIBUNE

## SUPREMACY IN SYRACUSE

*Study these figures of circulation of  
The Syracuse Journal*

Average net paid	
City Circulation .....	34,393
Average net paid	
Suburban Circulation .....	21,559
Average net paid	
City and Suburban .....	55,952
Average net paid	
Country Circulation .....	9,374
<b>TOTAL AVERAGE</b>	
<b>NET PAID CIRCULATION</b> .....	<b>65,326</b>

The postoffice statement (for 6 months ending March 31, 1926) of the second Syracuse newspaper (morning) is 55,034 and the third Syracuse newspaper (evening) is 47,884.

The Journal leads the second paper by 10,292.

The Journal leads the third paper by 17,442.

The Journal's city and suburban circulation is more than 1,000 greater than the total circulation of the second paper and over 7,000 more than the third paper has all told!

The Journal has the largest daily circulation ever attained by any Syracuse newspaper.

And the Syracuse Sunday American tops each of the other Syracuse Sunday newspapers in circulation. For the six months ending March 31, 1926, it was 78,883. For March, 1926, the Syracuse Sunday American was over 82,000.

## SYRACUSE JOURNAL-AMERICAN

THE JOHN BUDD COMPANY—National Advertising Representatives

picnic yourself—all itchy about the time you get dressed and next day all hell to pay for the fun you've had. They used to come out of the water here with their shoulders red and their shanks redder. So I put in cold creams and lotions.

"First I put in the ten-cent size. That was worse'n a dry hole over at the oil wells. The little bottles don't hold enough when they get a real tanning. Usually they come here in parties of two girls and two fellows, and the guys fall for the fifty-cent size. The four of them smear themselves all over, and by the time they've dressed the burn's all gone; and if I'm not too busy I josh them a bit when they come out.

"A couple o' girls'll carry a trunkful of powder and paint in their vanities but only a thimble of cold cream—not enough to cover a sunburn the size of a Mexican bracelet.

"Talk about invisible bathing suits. The smaller the suits, the niftier they suit me. . . .

"Labor Day I sold \$10 or \$12 of lotions. Not so bad for a country hick. The same day I sold about \$2 of combs and maybe \$5 of talcum."

**T**HE filling stations as interviewed give a definite slant as to the future of side-line selling. Time after time, the query was met with quick rejoinder to the effect that next season this or that is to be added. Fully ten per cent of all stations visited are definitely preparing to expand their lines of merchandise.

Everywhere, too, the inquirer was asked, "What can I put in that'll get the women?" It is almost unbelievable how many of these stations will add, for 1926, lines of salad dressing and packaged potato chips, crackers and cookies, packaged fruits and other lunch delicacies. One enterprising station near Wheeling wants to find a small book descriptive of coal mining that would sell for fifty cents or a dollar, of which he believes "it will sell easy along the National Pike, for thousands of them come through who never saw a coal mine and they want to know all about it."

In the suburban localities, household tools and supplies needed for Sunday tinkering are a real demand. In this way the filling station, with its never-closed door, supplies goods such as the drug stores do not handle.

In Cleveland, as illustration of the extent of this development, one of the leading oil companies has embarked on a unit system of filling stations. Each of their new stations is being constructed in three units, occupying, as a rule, a whole city lot rather than only the frontage. The filling station itself is central. This is flanked by an auto-wash station, with limited storage space, which offers a service of washing and lubricating cars. The third unit is called the "barbecue"—patterned after the genuine barbecue of Tennessee—which is a small restaur-

First of the Kellogg Pocket-Profit Books. Constructive selling philosophy. Inspirational. Helpful. Order enough copies for your entire sales force.

## "SALESMAN'S FRIGHT"

by Ray Giles

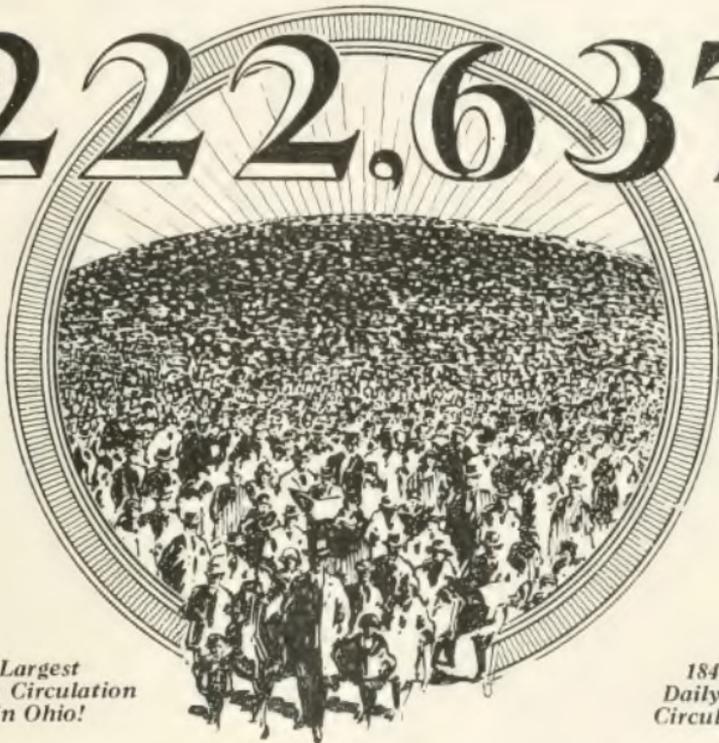
10 copies or more .....	25c	per copy
50 copies or more .....	23c	per copy
100 copies or more .....	22c	per copy
500 copies or more .....	20c	per copy
1000 copies or more .....	18c	per copy

(Examination copy, 25c postpaid)

KELLOGG PUBLISHING CO., 6 Lyman Street, Springfield, Mass.

Average Daily Circulation of  
The Cleveland Press for the  
six months ended March 31 is

222,637



*Largest  
Daily Circulation  
in Ohio!*

*184,047  
Daily City  
Circulation!*

This is the largest total circulation ever attained by any daily newspaper in Cleveland or the State of Ohio! A daily average gain of 11,427 paid subscribers since October 1st, 1925; a gain of 21,273 since April 1st, 1925; a gain of 27,822 in 18 months. The largest six months—12 months—and 18 months circulation gain of any Cleveland daily newspaper!

Now 21,522 more circulation than the daily Plain Dealer! And 54,857 more circulation than the Daily News!

184,047 of this was CITY CIRCULATION! This figure breaks all former city circulation records for Cleveland and the State of Ohio, morning, evening and Sunday and is a gain of 9,877 in six months, a gain of 18,223 in 12 months, a gain of 26,823 in 18 months!

Now 16,267 more CITY circulation than the Daily News has TOTAL circulation!

Growing as fast as Cleveland itself! And selling one paper a day for every Cleveland English reading family! This is Leadership!

THE PRESS IS THE FIRST ADVERTISING BUY IN CLEVELAND!

# The Cleveland Press

NATIONAL REPRESENTATIVES:—ALLIED NEWSPAPERS, INC.,

250 Park Ave., New York City

410 N. Michigan Blvd., Chicago

CLEVELAND, CINCINNATI, SAN FRANCISCO, SEATTLE, LOS ANGELES

A  
SCRIPPS-HOWARD  
NEWSPAPER

FIRST  
IN  
CLEVELAND!



## How Farm Women -buy TOOTH PASTE (for Example)

Surveys made in territory closely covered by **THE FARMER'S WIFE** show that 61.7% of toothpaste sales were centered on two brands that have been advertised to farm families.

Dealers were interviewed in more than 60 towns ranging from 900 to 48,000 population. They reported 49.5% of their total dentifrice sales are to farm families.

Similar figures can be shown for other products. The farm woman is the keystone of distribution in thousands of trading centers. This fact has given **THE FARMER'S WIFE** a logical and compelling position on the schedules of advertisers who seek sales beyond the very few extremely large cities.

You can reach 800,000 representative farm women through the only magazine edited especially for them.

# THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS  
St. Paul, Minnesota

Western Representatives  
Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois



Eastern Representatives  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Members Audit Bureau of Circulation

rant and through which delicatessen supplies are retailed.

Without advertising, these triple-unit filling stations have become an outstanding success in Cleveland. It is the announced intention of the management to buttress their reputation by an advertising campaign, a step in merchandising which may give new impetus to the filling station as an outlet for a limited assortment of fast-moving merchandise.

This is the first of two articles on the gasoline filling station, by Mr. Haring. The second will appear in an early number.

### Moser & Cotins

Utica, N. Y., will direct advertising of Ivanhoe Mayonnaise for C. G. Meaker Company, Inc., of Auburn, N. Y., and for a new line of decorative garden furniture for Unadilla Silo Company.

### Charles W. Hoyt Company, Inc.

New York, will direct advertising for the Arch Preserver Shoe Company and the Buffington Company, both of New York; and the Holland Butterine Company, Jersey City. Through their Springfield office, they will direct advertising for the Coburn Trolley Track Manufacturing Company, of Holyoke, Mass., and the Eastern Dairies Company, Springfield, Mass.

### The Arthur Hirshon Company, Inc.

New York, direct advertising for Blyn Shoes, Inc., American Union Bank, Simplex Winder Company, Gidding, Tappe, and Clayton Company.

### Alfred J. Silberstein, Inc.

New York, will direct advertising for American Venus Hat Company, Keane-Patterson Insurance Agency, Federal Fur Dyeing Corporation, all of New York, and Hotel Nassau, Long Beach, New York. Theodore Rosenwald, Jr., formerly with the *New York Times*, has joined the copy staff of the Silberstein organization.

### Metropolitan Advertising Golf Association

Announce their schedule of tournaments for 1926: May 20, Inwood Golf Club; June 17, Knickerbocker Club; July 15, Pelham Country Club; September 14, Winged Foot Golf Club.

### Penton Publishing Company

Cleveland, announce the following appointments in their business departments: G. O. Hays, Eastern manager, *Iron Trade Review* and *Daily Metal Trade*; L. C. Pelott, Western manager, *Iron Trade Review*, *Daily Metal Trade* and *The Foundry*; A. L. Klingeman, Central Western manager, *Iron Trade Review*, *Daily Metal Trade* and *The Foundry*; S. H. Jasper, Pittsburgh manager, *Iron Trade Review*, *Daily Metal Trade* and *The Foundry*; J. F. Ahrens, Eastern manager, *The Foundry* and *Abusive Industry*; John Henry, sales promotion manager, and F. F. Light, circulation manager, *Iron Trade Review*; H. N. Pickett, sales promotion manager, *Daily Metal Trade*; F. F. MacMichael, copy and art service manager.



By THE RONALD PRESS COMPANY, New York.—“Cost Accounting For Sales.” By Joseph Robert Hilgert, Ph.D. This work covers the problem of accounting for sales costs as distinguished from production costs. It gives an organized, flexible system suitable alike to large or small concerns, and represents the methods by which many companies are successfully costing their sales operations to-day. 26 practical forms include both daily and monthly reports. Price \$4.50.

By THE RONALD PRESS COMPANY, New York.—“Writing Advertising.” By James Davis Woolf. The secretary of J. Walter Thompson Company explains for the benefit of inexperienced writers his plan of creating advertising. It is equally useful to the writer who prepares the copy and the sales executive who must judge it. The volume gives a systematic handling of the whole writing problem and covers every step in the process of building live selling copy. Illustrated. Price \$3.50.

By PERIODICAL PUBLISHING COMPANY, Grand Rapids, Mich.—“The Record Survey.” An abridged edition of a survey made by the R. O. Eastman Company, Inc., Cleveland, Ohio, which shows the merchandising possibilities in the furniture and home furnishings field. This abridged edition contains only the highlights but it furnishes an advertiser with the facts which he should have at hand when working out his advertising campaign and schedule. It contains numerous tables of statistics and colored charts which should furnish a measure by which to gauge future advertising investments the better. Free upon request.

By “THE MILWAUKEE JOURNAL.”—“Greater Milwaukee Facts & Figures 1926.” An illustrated brochure of facts and statistics concerning Milwaukee. They are compiled from authoritative sources and cover such subjects as agriculture, building, finance, industry, public utilities, and population. The tables and diagrams, which are numerous and detailed, would be indispensable for any consideration of the city as a market. Free upon request.

By JAMES F. NEWCOMB & COMPANY, INC., New York.—“Under the Surface.” A consideration of the less obvious of sales opportunities. Contains suggestions as to how markets can be built up, and the necessity for so doing. Distributed free upon request.

By THE A. W. SHAW COMPANY, Chicago.—“Salesmanship Applied.” By Paul W. Ivy, Ph.D. A study of the basic principles of selling and the direct, practical application of these principles. The sale itself is analyzed in detail with especial reference to the objections of the prospect and the plans devised to overcome them. Price \$5.00.

remarkable  
 six-month averages—  
 Sundays,  
 304,779  
 evenings (except Saturdays)  
 241,481  
 each a great gain  
 over last  
 year—  
 The Times is  
 a big factor in the live  
 Detroit market—  
 but it doesn't give  
 full coverage *alone*—  
 you need *two* evenings  
 and *two* Sundays  
 to do the job *right*



# THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS  
ARE FRANKLY EXPRESSED



## Charles King II

**T**HE editorial comment on Charles King which appeared in your issue of March 24 was sincerely written and is greatly appreciated by me and by our organization. It may interest you to know that in this position of reception clerk, the father who held that position so well for fifteen years, is succeeded at the same desk by his son, also Charles King.

WILLIAM H. JOHNS, *President*,  
George Batten Company, Inc.,  
New York.

## "Don't Forget" or "Remember?"

**"D**ON'T forget your Kodak" has been nationally advertised throughout Australia; personally, I have more confidence in the suggestive possibilities of "Remember your Kodak." I wonder if some of your psychologically inclined advertising men have ever tested the respective values of "Don't Forget!" and "Remember."

Quite a number of recent *Saturday Evening Post* advertisements have concluded with "Don't Forget—" and, though its use in Australia jarred, its use in your enlightened advertising world has fostered doubt regarding what I gaged to be a factor tending to lessen the efficiency of any message.

E. T. MILLINGTON,  
The Millington Advertising Service,  
Perth, Western Australia.

## Don't Shout—Yell!

**I** AGREE with Mr. G. Lynn Sumner that most folks can be interested in anything that really interests them and that in those instances it isn't necessary to use an illustration that shouts to get attention. But I can't agree 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." I know of a number of reputable concerns offering products that serve useful purposes that have had to yell in their advertisement illustrations in order to jolt the public out of its customary rut of indifference.

These spectacular campaigns were decided on only after thorough investigation gave evidence of the need for them. But they went over big and were not only referred to as clever advertisements but they did just the opposite from what Mr. Sumner cautioned against in his article—namely,

because of their cleverness they made a distinct impression on the reader and, instead of pushing the product in the background, served indelibly to impress the product on the reader's mind.

Isn't it true that a picture may not illustrate the commodity directly but still may be a very effective picture provided it has high attention and interest value?

After all, Advertising is Advertising. Many times attempts to "dignify" it merely lead away from profits.

CARL H. RUPRECHT,  
New York.

## A Three-Cornered Daily Salesmen's Meeting

**O**UR salesmen's meeting every morning is not only attended by our city salesmen, but also by the sales manager, advertising manager and credit manager.

At this meeting, orders secured from customers the previous day are turned in; collections on account are reported; complaints are aired; prospects of securing new business are discussed.

Instead of each salesman writing a report of his activities, he makes an oral report, which is taken down in shorthand, transcribed, and becomes a permanent record. This encourages the men to make fuller, more detailed, comprehensive reports than would be the case otherwise.

If a discussion arises regarding sales policy, the sales manager is at hand to render a definite, authoritative decision. With all interested parties present, there is no danger of confusion arising due to failure to inform any member of the sales organization regarding the matter under consideration.

In the event a present or prospective customer's credit is in question, the credit manager can immediately render a decision regarding the customer's credit status in so far as this company is concerned.

Frequently one of the salesmen reports calling upon a certain party. Possibly another salesman has secured some information regarding this party—either direct or through a third person. This information, added to the information being presented by the salesman who is reporting his call, makes it possible to determine the best method to follow in going after the individual account.

If no other benefit resulted from this method of holding daily salesmen's conferences, the close contact which is

maintained between the several departments especially interested in sales—and payments therefor—makes it worth while.

If you want to secure the largest degree of cooperation from the members of different departments, whose work gears up closely, bring them together periodically to discuss their own problems—and to consider them in their relation to the other fellow's problems. Then you will secure sympathetic, coordinated effort.

J. N. BRIGHTWELL,  
*Advertising Manager*,  
Wofford Oil Company,  
Atlanta, Ga.

## Yes, Mr. Gingrich Is Right

**R**EFERRING to the article on page 20 of your issue of March 24, by Jesse H. Neal, the statement is made that the Post-Office Department is carrying free of all charge "matter for the blind."

This statement has been made in other printed matter objecting to the present postal rates, but some people understand it as meaning *all* matter for the blind. The postal regulations specify that this covers publications printed by the braille or any raised letter system for the blind, so naturally it does not seem to cover other mail sent to or by people who are blind. If you find this to be true, you may wish to print a correction.

N. S. GINGRICH,  
*Advertising Manager*,  
Mishawaka Rubber & Woolsen Mfg. Co.,  
Mishawaka, Ind.

## The Forum Idea

**I** BELIEVE very much in the Forum idea. I have felt for many years that free discussion of advertising practice is just as interesting and helpful as the usual reportorial account of how John Blank & Company got a new crop of dealers by a certain form of campaign.

I take a tip from lunch-table discussions. They are frequently in the abstract but deal with live topics—the things that a lot of us are thinking about. I like good argument, even sometimes when it approaches controversy, provided it is fair and enlightening. I wonder if it isn't true that good argument has won just as many cases before juries as hard facts ever won.

S. ROLAND HALL,  
Easton, Pa.

## CollegeHumor Carries Absorbing Serials and Short Stories Contributed by the Leading Writers of the Day

**T**HE pages of College Humor form a reliable "Who's Who?" in American fiction. Many of the short stories and most of the serials appearing in 1926 will be published in book form. Our fiction program reads like the composite announcement of the most important publishers. All or part of the following books appeared first in the pages of College Humor:

- "GLITTER" BY KATHERINE BRUSH—  
*published by Minton, Balch and Company.*
- "SHOW BUSINESS" BY THYRA SAMTER WINSLOW—  
*published by Alfred A. Knopf. Listed as one of the six best sellers in Chicago Tribune*
- "MR. AND MRS. HADDOCK IN PARIS, FRANCE" BY DONALD  
OGDEN STEWART— *to be published in July by Harper and Brothers.*
- "THE GOLDEN DANCER" BY CYRIL HUME—  
*to be published in August by George H. Doran.*
- "FRATERNITY ROW" BY LOIS SEYSTER MONTROSS—  
*to be published in September by George H. Doran.*
- "THE TALK OF THE TOWN" BY LYNN AND LOIS SEYSTER MONTROSS—  
*to be published in December by George H. Doran.*
- "WHAT COLLEGE DID TO ME"—  
*to be published late in the year by Brentano's.*
- "THESE FRANTIC YEARS" BY JAMES WARNER BELLAH—  
*will appear simultaneously as a moving picture and in book form.*

Thus the editors combine the brightest humor and the most scintillating satire with interesting and entertaining fiction to create absorbing reader interest in every page. And this absorbing reader interest brings ready advertising response.

¶ Circulation 340,000 Net—\$2 a Line ¶

## CollegeHumor

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

CHICAGO

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

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

# COPY WRITER

## *Wanted*

In the New York Office of a leading national agency there is an opening for a male copy-writer of more than average experience and ability. These are the specifications:

The work will be on food products, and experience in writing food copy on well known nationally advertised food products is most essential.

Evidence of outstanding ability to write sound, interesting and convincing copy must be shown.

If two years of copy work with us shows capabilities for work in directing accounts, such an opportunity will then be open.

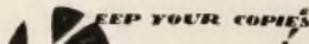
Preference will be given to those who are at present employed, but who are seeking a bigger and more profitable opportunity.

Salary, now and later, will be fully commensurate with indicated ability.

Applicants must be over 30 years of age and under 45.

In answering, state clearly and concisely your business experience from year to year since leaving school, your advertising experience in detail, list the advertising accounts on which you have written copy, and state whether or not at present employed.

**BOX 379**  
**ADVERTISING & SELLING**  
**FORTNIGHTLY**



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

## Finding Industrial Copy Material

[CONTINUED FROM PAGE 32]

A certain successful salesman in the machine tool field illustrates this very clearly in the selling methods he employs. For one thing he never carries a catalog or even a picture of the machine he is selling. When approaching a new prospect, his first objective is to secure permission to walk through the plant, preferably alone. It rarely happens that he does not find methods of production in use which cannot be materially improved by the special machine he wishes to sell. Translating such methods into terms of speed, time and cost of production, he checks these factors against the results assured by his machine on the same work. After browsing around sufficiently to build up his case, he returns to the main office and unloads somewhat as follows:

"I notice, Mr. Blank, that it is taking you seven minutes to machine your commutator castings. You are using ten K— lathes on this work and employing ten machinists, one for each lathe. This operation is taking you just four minutes too long for each casting and you are using six more men than is necessary."

At this stage Mr. Blank begins to sit up and take notice. "How would you propose to do it?" he probably asks.

Jumping into the opening, the salesman explains the general principle of his machine and guarantees the time and performance.

"Let me see a catalog," asks Mr. Blank, and is told to his surprise that the salesman never carries a catalog. Further, Mr. Blank is told that the things he is really interested in are guaranteed performance and costs, rather than specifications of machine design. That this principle of selling is sound is proved by the number of machines the salesman installs on trial without even showing a picture of one.

So, after all, digging up good material for technical advertising copy is like hunting for buried treasure. The treasure lies somewhere far beneath the surface.

### *Chester H. Ober*

Formerly of *Factory*, has joined the advertising staff of *The Iron Age*. He will make his headquarters in the New York office, 239 West Thirty-ninth Street.

### *Wm. J. Morton Company*

Announce the removal of their Chicago offices from the Tribune Building to the Wrigley Building, 410 North Michigan Avenue, Room 1370.

### *Miss Etta Klima*

Formerly manager of the New York office of the C. C. Carr Advertising Agency, is now associated with the Tampa, Fla., office of the Caples Co.

*Now*  
**101,769**  
 in Oklahoma City  
 and *Suburban Radius*

**Intensive OKLAHOMAN & TIMES Circulation in Market of 728,624 Population insures a profit on advertising investment.**

**D**URING the six months ending March 31, 1926, the circulation of the Daily Oklahoman and Oklahoma City Times in Oklahoma City and its official suburban radius averaged 101,769 copies daily—these figures are from the publisher's report to the Audit Bureau of Circulations.

This is the greatest degree of concentration ever achieved by these newspapers in this market.

Since the population of Oklahoma City and the official A.B.C. territory is 728,624, this circulation represents a copy each day for one person in seven, or a paper each day for 64% of all families.

Advertisers may thus win the entire greater Oklahoma City market through the use of these newspapers without necessity of secondary media.

**Maximum Coverage  
 One Economical Combination Rate**



*The Greater Market  
 of Oklahoma City*

Oklahoma City's retail market, the population of which is 728,624, is less than half of the total market influenced by the Oklahoman and Times and covered most economically by Oklahoma City jobbing houses. If you desire maximum volume in Oklahoma and Panhandle Texas, it is almost essential to secure representation in Oklahoma City. Our Merchandising Department can assist you in securing desirable representation here.

net paid  
 circulation  
**143,864**

*The* **DAILY OKLAHOMAN**  
**OKLAHOMA CITY TIMES**

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

# This Continental Competition Bugaboo

By Royal H. Miller

Export Manager, The Turner & Seymour Mfg. Co.

WHEN I first started in the export business, which incidentally was considerably more than a year or two ago, one used to hear a great deal about the packing of the average American firm struggling to develop an export business in markets where our forefathers had been doing business ever since the days when the skipper was not only master of the vessel he commanded, but director of the enterprise as well, and the entire success of the venture rose or fell according to his capabilities. Even today in almost any export conference or convention there is some poor misguided lamb who insists on calling the attention of the gathering to the fact that we of the export fraternity know nothing about packing for shipment to foreign countries and possibly care even less.

Now we have come to a new export bugaboo—perhaps it is as well called by the above title as any other, for certainly that name best describes it. Here in domestic trade each salesman has some pet excuse which is frequently used to cover not so much a lack of effort on his part as a failure to secure actual orders commensurate with his effort expended.

Sometimes one rather wonders whether, after all, we are entitled to attempt to sell our products in countries clear across the world where we meet not only the merchants with whom we rather at the Tuesday meeting of the Rotary, but merchants from Germany, England, France and all our other important mercantile competitors. We receive a letter from our representative in China—he writes that our what-you-may-call-it may not be sold there, for a cheaper one can be purchased from a manufacturer in Germany—or perhaps it is a representative in Buenos Aires who writes in to us that he can not sell our jigabunties there for some merchant in France offers Mr. Lopez ninety days terms where we will allow only thirty days on our sight draft with documents attached.

Do not mistake me, for I am not ridiculing the idea that there is any such thing as an entire lack of continental competition, but my finger is pointed at those representatives, and others, who have not learned that no matter what price an American merchant charges for his merchandise there is definite reasoning back of the policy that determined that price in the beginning.

For example—John Jones in Ger-

many Strauss to make our atmosphere more complete, undersells us in India. His product outwardly is practically the same as our own—at least it looks it to the novice—inwardly there is all the difference between black and white, for into our product has gone that very definite something we call Yankee quality. Perhaps we are making nails and the head of ours is attached more firmly, and the shank moulded more strongly, than that of our friend Ludwig. In addition we use a more attractive package than this competitor of ours—in fact altogether our line is more conducive to building a definite lasting business than this so-called competitor of ours.

Yet—in spite of this our salesman writes in that he is unable to secure business because we are ten per cent higher in price than Herr Strauss. What shall we do? Shall we attempt to meet this man on his own ground and lower our standard to his own or shall we try to raise our customer to the plane on which we work. Experience has taught us that our policy is the wise one if we are to develop our business to last over a period of years and to increase in volume as time goes on.

THE agent would in many cases urge us to do the former for it appears to him more natural, and infinitely easier, than to raise the type of his customer's merchandising. It seems to me that the thing to do is to follow our own policy, and go back at our agent from the angle that our product is sufficiently better than that of the other merchant or manufacturer to justify the ten per cent difference in price.

This is certainly the basis that will build for us the definite lasting business that we who are in foreign trade for keeps seek to secure. If we meet this continental merchant on his own ground we shall be falling into that class which writes orders on a price basis only and retains that business merely as long as their price remains the lowest.

After all, some of this bugaboo is only that and no more—little more than an alibi to justify, or to attempt to justify poor results. Shall we take it with a grain of salt or swallow it whole? Let's salt it a bit and then go back at our friend and representative with that same assurance of quality that possessed the old time Yankee skipper.



agents



Nugents  
The Saviour Weekly

—the Ready-To-Wear BUYERS paper.

—every reader a customer or prospective customer.

—largest specialized circulation in the field.

Your advertising dollar here buys 100 cents worth of selling effort PLUS.

Every working day in the year a current copy of NUGENTS is placed in the hands of every registered Ready-To-Wear Buyer the morning he arrives in the New York Market. 26,477 received their copies last year.

Published by

THE ALLEN BUSINESS PAPERS, Inc.  
1225 Broadway New York

# COLUMBIA

The Largest Catholic Magazine in the World

Williams' Shaving Cream and Aqua Velva, an after shaving preparation, products of the J. B. Williams Company, of Glastonbury, Connecticut, are advertised regularly in COLUMBIA.

Practically all of the million and more men readers of COLUMBIA are potential users of these products and of course the J. B. Williams Company participates in the loyalty and confidence with which this great host of men regard their magazine.

It is to be expected, therefore, that this advertiser, like many others, will receive a satisfying return from the investment in COLUMBIA productiveness.



The tube with the unsinkable biacron.



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

"Meet  
the Wife,  
Too"

"No  
Buried  
Ads"

78%  
Circulation  
in  
Big Buying  
Centers Only

99%  
Newsdealer  
Circulation

## "Consumer Influence"

### The Proved Profit Factor in Advertising

—“*You tell the Millions—They'll tell the Dealer*”

**T**

RANSLATED into terms of sales and profits, advertising means selling the consumer.

If it fails in that, it is wasteful. Mrs. O'Grady and the Colonel's lady are the real buyers for the great department stores, chain stores and corner stores of the country.

So are plain Bill Jones and John Smith. They tell every department store, chain store, every corner merchant what to buy. Dealers buy for their customers, not for themselves. Jobbers buy what the "trade" tells them to buy. Sales sheets start with the consumer.

Thus, to pay out, advertising must sway the millions. **For con-**

**sumer demand, as all records prove, is the only traceable source of dealer demand.**

The value of the great trade marks of today from Wrigley's Gum at 5c to a Rolls-Royce at \$10,000 is predicated on consumer demand.

That is why leading advertisers are flocking to the columns of Liberty—a magazine unique in the weekly field that offers four exclusive advantages which cut advertising costs to the consumer in a major way.

**1**

**"Liberty Meets the Wife, Too"**

85% of all advertisable products are influenced by women in their sale.

Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of Liberty's readers are women. Every issue appeals alike to men and women because of Liberty's unique policy of editing to both. That means a 100% reading in the home. **Because Liberty appeals to the whole family its reading is multiplied.**

## 2

### "No Buried Ads"

Every ad in Liberty is printed at or near the *beginning* of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask "Will my ad be read?" when that ad is booked for Liberty.

## 3

### Minimum Circulation Waste

78% of Liberty's total circulation

is in districts which return 74% of the total taxable incomes of the country, 48% of the total motor-car registration and in which by far the great majority of advertised products are sold.

## 4

### 99% Newsdealer Circulation

Liberty has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Liberty is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is *responsive* because it is 100% *interested* in Liberty.

For those reasons, Liberty has become an advertising sensation. Its rise is without parallel in advertising or in publishing.

If your problem is reaching the consumer—find out what Liberty has to offer you.

**5c Liberty**  
A Weekly for the Whole Family

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of Liberty is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

## Selling More Than 65 Million People

☞ The Boot and Shoe Recorder, with 13,080 subscribers, goes weekly to 78.3% of 15,000 High-Rated Merchants.

☞ Thus Recorder subscribers do 60% of the retail shoe business of the United States, selling to over 65 million persons.

### BOOT and SHOE RECORDER

The Point of Penetration to the  
Shoe Market

207 SOUTH STREET, BOSTON

Chicago  
Cincinnati  
St. Louis

A. B. P.



A. B. C.

New York  
Rochester  
Philadelphia

## A "Knock" and a "Nosegay"

By James M. Campbell

*The Knock:* An English woman who lives in India and who was a fellow-guest at the London "board-residence" where I stayed for a fortnight or so in August, made this statement to me:

Do you know what we (English) think of you Americans? We think that with you, it is a case of every man for himself—that you give no thought to those who will come after you."

I wonder if there is not some foundation for this. A considerable percentage of our agricultural land is no longer fit for cultivation. The end of the lumber industry is in sight. Many of our copper and zinc mines are not far from being depleted. Our supply of oil, we are told, will be exhausted in the next sixty years. Coal and iron ore are, it is true, abundant, but even they are not nearly so cheaply mined as was the case a few years ago.

Perhaps, without our realizing it, we of this generation are living on our capital; and by so doing, are giving no thought to those who will come after us.

*The Nosegay:* A brighter picture is painted by this remark, made by a young Irishman with whom I fell in conversation on a railway train in Scotland:

"You're getting all the brains in the world, you Americans—from Germany, Great Britain, everywhere."

It may be that the best brains in the world may solve the problem of a decreasing national wealth. Let us hope so.

### E. E. Oppenheimer

Formerly with the McGraw-Hill Company, New York, has been appointed Eastern representative of Rock Products, Chicago.

### D. Gus Schneider

Of Schneider Advertising Agency, Providence, R. I., will join the Boston office of Barrows, Richardson & Alley, New York, on May 1.

### The News-Times Publishing Company

Publishers of the *El Dorado Daily News* and *The Evening Times*, El Dorado, Arkansas, announce the addition of Leland O. Fredricks, formerly of the *Springfield, Mo. Republican*, to their local display advertising staff.

### Gordon K. MacEduard

Advertising manager of the Frischkorn Florida Company, Dunedin, Fla., has been elected president of Dunedin's first Chamber of Commerce.

### Oliver M. Byerly

Cleveland, will direct advertising of Lang's Daylight Reflectors for Lang's Daylight, Inc., same city.

## HERE IT IS - MAIL NOW

ADVERTISING AND SELLING FORTNIGHTLY  
9 EAST 38th STREET, NEW YORK, N. Y.

CANADIAN, \$3.50  
FOREIGN, \$4.00

Enter My Subscription to the Fortnightly for

- One Year (26 Issues) at \$3.00  
 Two Years (52 Issues) at \$5.00

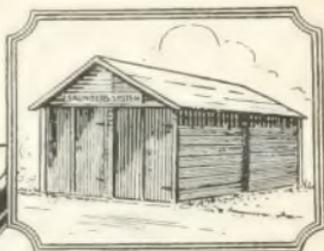
Name ..... Position .....

Company .....

Address .....

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

# Serving a Nation With What It Wants and Needs



In 1915 the Saunders System began operation, occupying but one-half of this small building in Omaha, Nebraska.



Today 85 stations in principal cities make Saunders service available "wherever you go."

## Rent a New Car— Drive It Yourself

Founded in 1915, The Saunders Drive It Yourself System has grown until today Saunders Service is of national scope, covering virtually the entire United States and serving the Nation through 85 stations located in principal cities. From a business of but a few dollars in 1915, it has increased so rapidly that in 1925 the total volume was well up into the millions.

### You Can Rent A New Car From Saunders System

The above map shows the location of Saunders System stations—all conveniently located to hotels and theatres.

You can rent brand new Chryslers, Buicks, Dodges or Fords at very low rates. It is not necessary to own an automobile nor rent taxicabs.

Drive the car as far or as long as you need—pay only for the miles traveled. Individuals, salesmen and representatives find Saunders rented cars used in connection with railroad travel much cheaper than tying up capital and paying interest on a new car.

Depreciation on unused mileage and upkeep are eliminated the Saunders System way.

### Identification Cards Furnished Free

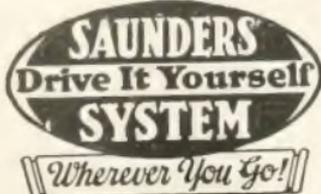
We will furnish your salesmen or representatives free identification cards that are introductions to any Saunders Drive It Yourself station in America.

Step into any Saunders station, choose your car, Chrysler, Buick, Dodge or Ford, use it as long as needed. Pay only for mileage used.

We stand all upkeep, repairs, insurance and other costs. New cars in all Saunders branches.

Write today for identification cards and free booklet.

SAUNDERS Drive It Yourself Company, Inc.  
1214 Wyandotte St., Kansas City, Mo.



#### YOUNG BUSINESS MEN WANTED

We need a few young business men under thirty-five years and in train for lesson book sale. They must be able to participate in ownership of their company at the start, with the condition that investments may be withdrawn at the end of one year. Salary plus a percentage of profits from book sales will be paid. Write particulars and references to the national, Vice-Pres. An advertisement enclosed.

Advertisers who want to reach every dentist every month use Oral Hygiene because it not only reaches dentists: it reaches their minds, too.

## ORAL HYGIENE

Pittsburgh, Penna.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448

NEW YORK: Stuart M. Stanley, 53 Park Place, Barclay 8547

ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43

SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086

## 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 7986

# In Sharper Focus

## Truman A. DeWeese

HOW did I break into advertising? That's an interesting story, but it makes an awful draft on the personal pronoun "I" and strains my native modesty almost to the breaking point. The only excuse I can think of for telling it is that it might serve as a warning to young men and young women who are tempted, as I was, away from honest trade by the allurements of fame and fortune that come to advertising.

The only other excuse I can think of for telling how I broke into advertising is your request that I write it for

It was a live newspaper, ably edited, and exerted a great influence in the community, but along came the sheriff and closed us out. I never knew why he did this, unless it was because we didn't pay our bills. It was the first time I ever realized that the publisher of a country newspaper was expected to pay his bills.

A year or so afterward I was night editor of the *Indianapolis Journal*, under Lige Halford, who was afterward private secretary to President Harrison. After a year of this kind of experience, I took a reportorial position on the South Bend (Indiana) *Tribune*. While occupying this position I married a Hoosier girl, which was the best thing I ever did. After making sure of the Hoosier girl for a wife, I became managing editor of the Aurora (Illinois) *Beacon*, the owner of which had just been appointed postmaster of the town.

I took hold of the *Beacon*, and crammed so much McKinley stuff into it that it attracted the attention of Mr. H. H. Kohlsaet, who had just bought the Chicago *Times-Herald*, for the ostensible purpose of purifying and regulating public morals, but really to bring about the nomination of McKinley for President. Kohlsaet baked good pies and had a chain of restaurants—perhaps it would be more appropriate to call them "beaneries." When he found I could write good McKinley stuff, he offered me a place on the editorial staff, and I took it. I was an editorial writer for this pie-man for ten years.

In the meantime I was butting into advertising, because I soon saw that the money was in that end of the newspaper business. I was spilling out gray matter in large chunks, electing presidents, and doing all sort of stunts, while the advertising manager, who was sleek, well-fed and well clothed, never got back from lunch until 3 p. m., and drew a salary of seven thousand dollars a year.

Then I made up my mind I was in the wrong part of the building. I used to talk advertising with John Lee Mahin, on the train, between Evanston and Chicago. He finally induced me to write some articles for *Mahin's Magazine*. The articles seemed to make a hit—that was because I knew nothing about advertising—but it did get me some outside work and enabled me to poke my head under the advertising tent.

One day Charlie Raymond of the J. Walter Thompson Company asked me to go to Milwaukee with him and inspect the Pabst brewery. I learned the brewing business in a day, and on the train coming home I said to Ray-



the FORTNIGHTLY. But before I picture the evolution of an advertising man from a country clodhopper I want to explain the snapshot above. I am standing with my son on the links of the Los Angeles Country Club, and the beatific smile on his face is intended to express his satisfaction over having trimmed me at golf. He is a lieutenant in the United States Navy. [Now, why in heck should a naval officer be able to trim an old-timer in a land-lubber's game? Perhaps my love for this lad had something to do with it, who knows?]

As a boy I learned the printer's trade during vacations, and that naturally took me into the newspaper business. In partnership with another printer, by the name of Christophe], I started the Elkhart (Indiana) *Daily Journal*.



## HOUSE-TO-HOUSE SELLING



### CAN YOUR MERCHANDISE BE SOLD BY THIS METHOD?

Furnaces, brushes and dresses are but a few of the myriad products being sold by the house-to-house representative. What about your product?

For a thorough and comprehensive study we commend to your attention a series of articles the first of which will appear in our issue of May 5th. This series by H. B. Flarsheim, Secretary, Marx-Flarsheim Company, will discuss plans and methods of selecting, training and compensating salesmen, building a sales organization, marketing methods, etc. Mr. Flarsheim has had a wide experience in this field so that his articles are authoritative and will be of the utmost value to the advertising or sales executive interested in this phase of distribution.

Obviously the articles will not be propaganda for direct selling but will discuss the "thorns and weeds" just as frankly as the roses—the dangers and disappointments of this type of merchandising just as openly as the successes.

If only a casual reader the attached coupon presents the logical course to assure yourself every issue, not only the house-to-house series, because after reading a couple of issues it is only natural that you will want the Fortnightly regularly.

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

Canadian, \$3.50  
Foreign, \$4.00

Enter my subscription to the Fortnightly for one year.

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

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

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

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

mond, "I have the idea." What the Pabst Company was trying to accomplish was to take Blue Ribbon Beer out of the barroom and get it into American homes, by playing it up as a healthful, wholesome beverage. Each bottle had a little nice blue ribbon tied around its neck in a bow knot. I then wrote a series of advertisements for magazines, in which I stressed the fact that the ingredients of beer came from good old Mother Earth; that it was a wholesome cereal beverage made with barley and hops. I discovered that the Pabst brewery went fourteen hundred feet into the earth for artesian water—but I also discovered that this water never got into the beer—it was used for cooling purposes, because its temperature was always the same. As a matter of fact you can't make beer out of artesian water; you have to make it out of soft water, like the water in the Missouri River or in Lake Michigan. I don't know whether this copy put Blue Ribbon Beer into the homes or not; it certainly did not put it into our home. I am a Presbyterian by marriage.

While doing some publicity work for the World's Fair at St. Louis I received a telegram from William B. Rankine of Niagara Falls, asking me to eat lunch with him the next day in the New York State Building. He said: "Perky has quit; he has left the company. About a year ago he said to Mr. Porter and myself: 'There is only one man who really understands Shredded Wheat and the reasons for the process. His name is DeWeese, and he lives in Chicago.'"

At that time Mr. Rankine was most influential in the management of the Shredded Wheat business at Niagara Falls. In about thirty minutes I had made a deal whereby I was to take hold of the Shredded Wheat advertising as soon as the World's Fair was over with; and here I am, and here I have been for twenty years. And after all these years devoted to the work of getting Shredded Wheat across to the consumer, I begin to believe that Perky was correct.

#### The S. M. Massie Company

Cleveland, announce the opening of a branch office in Boston, temporarily located at 116 Bedford Street. They will direct advertising for The Traveler Shoe Company and the Lasher-Peerlow Company, manufacturers of blow torches and automotive products, both of Boston.

#### Frederick L. Wertz

Display counsel, New York, announces the addition to his staff of Morris L. Beard, formerly in the advertising and sales departments of Colgate & Co., and C. C. Agate, formerly advertising manager of the Manhattan Electrical Supply Co., Inc.

#### Critchfield & Company

New York, will direct advertising for Columbia Pictures Corporation, same city.

# Good Will

*at*

## Compound Interest

Good Housekeeping has accumulated Good Will through the same inevitable process that increases capital at compound interest.

### Total Accounts

*The Good Will enjoyed by Good Housekeeping is shown by the confidence that advertisers have in it. Consider the records of advertising carried by the six leading women's magazines during 1925. Good Housekeeping carried 723 accounts as against 524 carried by the second magazine. Good Housekeeping advertisers used 1682<sup>7</sup>/<sub>10</sub> pages as compared with 1442 pages in the second magazine. And 286 accounts used Good Housekeeping exclusively as compared with 85 in the second magazine.*

**T**HERE is no secret in Good Housekeeping's success. It has forged ahead in the same way that any other business enterprise succeeds and for the same reason.

We have turned out just as sound and reliable a product as possible and then sold it in a way to retain friends once made while adding continuously to their number.

We have served American women by providing them with a magazine upon which they could depend without any

reservation whatever. We have kept unbroken faith with our readers, making sure that every advertising page as well as every editorial page should be worthy of their trust.

As a result, Good Housekeeping has acquired in unsurpassed degree the most important asset that any business can possess.

Is it any wonder therefore that advertisers of food products find it profitable to share in this Good Will?

Last year, for example, Good

Housekeeping carried 90 food accounts, of which 29 appeared there exclusively and in none of the other of the six leading women's magazines. The second magazine carried 65 food accounts, none exclusively. And as against the 350<sup>19</sup>/<sub>20</sub> pages of food advertising in the second magazine, Good Housekeeping carried 399<sup>3</sup>/<sub>4</sub> pages.

Such Good Will is felt by advertisers and consumers alike. Millions of women feel as does one who recently wrote us: "I have had many salesmen sell me articles giving as their reason that the articles were advertised in Good Housekeeping."

## GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

*This is the first in a series.*

**The Architectural Record has  
6,635 Architect and Engineer  
subscribers**

**28% more than its nearest  
competitor—42% over the 3rd  
paper in the field—and 47%  
over the 4th**

*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.

I am looking for a position as an advertising or sales executive, either with some eastern agency or manufacturer.

As a background I have had ten years of strenuous training (six years with the same organization).

I have trained salesmen, worked in the field with them—taught them how to merchandise the manufacturer's advertising to the best advantage.

I have edited a successful house organ and know all the details of printing and production from beginning to end.

If you feel that you can use a man with these qualifications, I will be glad to go into further detail with you. Kindly address communications to Box No. 381, Advertising and Selling Fortnightly, 9 East 38th Street, New York City.

## English Advertising in "Punch"

[CONTINUED FROM PAGE 34]

scattered heating and carrying hot water all over the house.

This week's *Punch* has a picture of a lady chimney sweeper powdering her nose, and in a recent issue of *Punch* appeared another chimney sweeper joke. So it is fair to deduce that to get heat in England you have to light a fire in each room and that if you want hot water, the maid has to tote it up to you.

This is brought out indirectly in an illustration in a shoe advertisement. A very fine drawing shows a pair of shoes, a copy of the daily *Times* and a water can—to my American eyes—placed before the door of the sleeper.

He needn't awake right away, however, for farther on there is an advertisement of an "ever-hot water can" which keeps water hot for three or four hours.

*Punch* is in the healing business as a side line.

There are medicines in this issue advertised to alleviate all sorts of ills: depression, headaches, a disordered liver, inactive kidneys, rheumatism, gout, sciatica, eczema, throat irritations, colds, coughs, lumbago, pains and aches in the back and joints, acne, psoriasis, chilblains, nasal catarrh, loss of taste and smell, deafness. And the most of these medicines are made in America.

The automobile advertisements are unusual to our eyes because we are not accustomed to seeing one in less than page space. Here many are smaller.

The Chrysler page is breezy. "Country's getting mountainous now. Ahead, the road hangs like a white ribbon on the hillside. Now, let her have it! Up and up she goes, fairly mopping! No slackening of speed, no changing down: just an easy, effortless, top gear climb. There is exhilaration for you! There's climbing! There's reserve power! You've got to drive the Chrysler 6 before you know what these things mean."

I do not identify "fairly mopping." "No changing down" is evidently "no shifting." As "top gear" must be "high."

In other motor advertisements some expressions sound strangely. "There's no scamping here" is new to me. "Tyres," instead of "Tires," is, of course, to be expected. "A four-speed gear box, right-hand change," is only familiar to those who drive a foreign car (of whom I am one). "Front wheel brakes," I presume includes brakes on the rear wheels as well. "Saloon" is probably "Sedan." "Wind screen wiper" listed as equipment on a \$2,000 car is getting down to particulars. "Roof ventilator," "Roof lamp," "pile carpets," "companion sets," "spring gaiters," are more or less familiar to us

(all but perhaps companion sets), but we do not list them. A comfortable "dicky seat" for occasional use is certainly British.

This is the way some things are advertised in *Punch*.

A brand of chocolates "finds its natural place in the stately homes of England."

"Bowler" hats are offered by name.

There are surprisingly few drinkables advertised, and those that appear in small spaces only, and are most unobtrusive.

A firm of wine merchants asks for patronage in an inch card. Another advertises "Italian wines as sold and served in Italy." "Extra dry" for England is the caption of a liqueur advertisement. Then there is a beer advertisement in quarter page space, which modestly claims to be "The world's best beer." That's about all. I miss those full pages of Johnnie Walker. There didn't happen to be one in this issue.

Two manufacturers of Invalid Chairs use *Punch* this week.

A London club advertises for members.

London's leading Corsetieres advertise a corset for men.

Two motor driven Lawnmowers are well presented to sell for real money.

As I lazily close my examination of this number I cannot help but quote two of the advertisements—one a shoe advertisement.

"They are easy and they grip. They look as though they were made to tread on carpets but they are country shoes at heart. They are not as new as they were but they were never nicer. And then you know one other thing about them—that they or some other—pair before them that were the first pair you had which really fitted your feet—slipping into your life then and there, and creating no more disturbance than a new pair of gloves."

Then there is this about a chair:

"They do say that if after dinner on Sunday when the house has gone quiet and no one is talking except the flame in the fire—that if at such a time you close your eyes, let your head sink back and your book fall on your knee, and lose consciousness, if it be only for two minutes, it sets you up wonderfully and is as good as an hour in bed!"

"The — chair holds this opinion most strongly. You will often detect it trying the experiment on you. Never before has human fatigue been so pampered and indulged."

Surely this is good writing. I hope it will leave a pleasant feeling with you who are well, as it did with me who was sick.

### West Virginia Pulp & Paper Company

Announces the opening of a Southern California sales office at 122 East 7th Street, Los Angeles, Cal. Lawrence Stedman will be manager.



## CHALFONTE-HADDON HALL ATLANTIC CITY

Spring and Summer

Outdoors:

SEA BATHING  
BOARDWALK  
ACTIVITIES  
GOLF  
TENNIS  
YACHTING  
FISHING  
AVIATION

Due to their wonderful location, their personal attention to guests, all the most modern material comforts, and their sincere atmosphere of friendly hospitality—these two delightful hotels have long enjoyed a most unusual patronage, nationwide in extent.

American plan only. Always open.  
Illustrated folder and rates on request.



LEEDS and LIPPINCOTT  
COMPANY

On the Beach and Boardwalk. In very  
center of things.

"Dual Tones" Radio Concerts, Tuesday  
evenings. Tune in W.P.C. at 6

## "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**

# Selling the "Cracker"

[CONTINUED FROM PAGE 24]

also in direct proportion as the state becomes more socially ambitious.

The knowledge of their fame, as well as the influx of many varieties of people, has converted Florida communities from quiet "cracker" settlements into bustling, modern little cities with large ambitions, ideas and senses of importance. The town that was once clothed in overalls and mother hubbards, lived on sow-belly and snuff, lived in shacks and shanties, rode mules or sat on rail fences, now calls loudly for the best that Main Street can provide.

**T**HE crossroads store keeper has become a merchant; his store an establishment. He keeps his money in a bank instead of under a mattress. He no longer has ma and the children spell him in the matter of waiting on customers. He hires young people who have adventured here from the North and many of whom have had experience in metropolitan shops.

Of course this rapid growth and change has resulted in many eccentricities and contrasts in which the old regime pokes crude evidence of its former ways into attempts at modern methods, but the modern methods are gaining every day.

No intelligent person can deny that Florida has set up many new records in municipal management and construction, frequently done against the will and desire of the old inhabitants. "Cracker" store keepers have been forced to become city merchants. With the invasion of people from all parts of the country have come the demands for goods of all standard varieties. The inevitable result is that you will find Florida stores stocked with practically every advertised brand of product the country produces or imports.

One of the greatest problems facing the Florida merchant is the securing of his wares; a far greater problem than the selling of them. Even when no official embargo is placed on shipping, the congestion of freight traffic, by rail, water and truck, is so severe as to force a condition almost as effective as an authorized embargo.

The silly propaganda that the state could not feed its people because of lack of foodstuffs was obviously absurd. What did happen last winter, and is still frequently happening, was a shortage in some particular brand of food product, or dress or household commodity.

There are many reasons why Florida shops are given to such shortages which cannot be laid entirely upon congestion and embargoes. The great increase in their trade has come upon them suddenly. They have not become accustomed to placing large orders, or

to ordering long in advance of requirements. It takes some courage for a merchant who has dribbled along on a hand-to-mouth basis all his life suddenly to tie up all his cash and credit in such quantities of goods as would formerly have met his needs for years.

This also applies to the jobber and wholesaler. Moreover, neither the wholesaler nor retailer has storage space for enormous reserve stocks. Most places in this state do not know the meaning of the words cellar and basement. And to use upper floors on main streets for storage space, even where they exist, would be wanton extravagance, considering the rents they will bring for offices, shops and apartments.

Also, when the way is clear, it takes time to get goods delivered from the factories. Freight is slow and express high, when a thousand or two miles must be covered.

Nor must all the blame be put upon local merchants and jobbers. Northern manufacturers have been inclined to cross their fingers and mutter hasty prayers for preservation every time they sent a representative into these regions. Reports indicated that the whole decaology of commerce was being daily smashed to pieces, that mercantile business was being subjected to weird ways, that the end of the world, so far as Florida was concerned, could be expected at any moment.

Which is foolishness raised to its highest and most ridiculous power. The growth of Florida, its real, stable growth, is just starting.

**B**IG business, so called because it comprises the most scientifically trained and organized divisions of our commercial life, is establishing its branches and distributing centers in Florida. In many instances it is buying sites and erecting its own buildings. It has men down here studying conditions, reporting growth and advising as to what should be done at this time to prepare most advantageously for the future.

It is safe to say the Florida market for all wares which have a logical demand, either present or potential, in a semi-tropical climate, will find a steady and rapid increase in actual demand from this time onward.

All history proves the trend of civilization has ever been toward warmer climates. Even before history gave us the record of the southern quests of the Norsemen, archeologists and all those other wise old birds who read volumes from footprints, tell us that evidence shows man's constant endeavor to work his way toward climate and soil that offers a simplified form of living.

In other words, he has ever been



## ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

**T**HIS is the indispensable advertising and selling reference and how-to-use set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country use these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

### S. Roland Hall's Library of Advertising and Selling

Four Volumes, 3223 Pages, 5 1/2 x 8,  
Flexible Binding, 100 Illustrations,  
\$1.50 in ten days and \$2.00 monthly  
for eight months.

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

#### The best experience of leading organizations

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

### Special Library Price \$17.50

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

#### FREE EXAMINATION COUPON

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

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

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

Name .....

Address .....

Post-Office .....

Company .....

A. P. 4-21-26

# 162 out of 227!

Out of 227 national newspaper advertisers, listed by the Bureau of Advertising, American Newspaper Publishers Association, who invested \$50,000 or more in newspaper space in 1925,

## 162 USED THE FORT WORTH STAR-TELEGRAM

Most of the remainder were sectional advertisers with restricted marketing areas. Many other national advertisers not listed in this bulletin used the Star-Telegram.

### BECAUSE

The Star-Telegram and Record-Telegram covers Fort Worth and its rich trading zone with more net paid; no premium, no contest circulation than any other three or four newspapers combined—

AND—

Discriminating national advertisers are not overlooking

**PROSPEROUS WEST TEXAS**

in making up their lists.

*No Premiums—No Contests*

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

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

**FORT WORTH STAR-TELEGRAM**  
and **Fort Worth Record**  
(SUNDAY)

AMON C. CARTER,  
Pres. and Publisher

Charter Member  
Audit Bureau of Circulation

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

# THE PRICE OF LEADERSHIP

## We Pay It Gladly



How much does it cost to publish a good daily advertising medium?

Is that just another crazy query? Quite the reverse. The answer is logical to the point of obviousness.

Assuming that proper intelligence and discrimination are exercised in making disbursements, *the greater the cost the better the medium.*

The Dallas News probably invests more money every day in brains and operating facilities than any other newspaper in the huge area west of the Mississippi and south of St. Louis and Kansas City.

Its organization of more than 500 people, at the home plant, is the largest in the Southwest. One out of each 80 families in Dallas has a representative in this body of workers.

The home of The News is visited annually by thousands of sightseers and students. A courtesy man devotes his time to escorting visitors through the plant.

\* \* \*

What has all this to do with the value of News advertising space? A very great deal indeed. Even more than The News circulation leadership.

Only by maintaining an establishment of outstanding character can this paper put the stuff into its pages that will guarantee outstanding influence.

The price of leadership is inevitable, but we pay it gladly.

\* \* \*

The News today is fairly launched upon the most brilliant era of accomplishment and influence in its history. It is the greatest newspaper its field has ever known.

looking for nature's labor-saving devices, nature's most cooperative departments. More pay for less work; shorter hours of labor. Looking for the kindly god of a clement climate and fruitful soil.

Yet another fact to be kept in mind by the northern sellers to Florida retailers is the vast consuming market which will continue to invade this state every winter in increasing numbers. This might be likened to an export business for Florida, in that foreign capital comes into it in great sums. It is an ideal export business, for the buyer comes to the merchant, lays down cash and takes away goods. He buys lodging, food, transportation, clothing and amusement. He buys for himself and for those who stayed at home.

He comes in a buying mood. He has abundant time to look and become enamoured of all sorts of wares, even the trashy souvenirs sent down here from northern factories. He probably buys more during this season than he buys in twice the time at home. And the tourist season in Florida is twice as long as it is at any of our northern summer resorts.

Florida may still be somewhat eccentric as to its methods of doing business, but business it is doing, will continue to do in ever-increasing volume. It is without question the most rapidly growing market this country offers. And it has room for twenty million before congestion becomes a problem.

If you have anything Florida wants, or can be brought to want, see that it gets it. You will be rewarded.

### Charles C. Green Advertising Agency, Inc.

Philadelphia, will direct advertising of the Arbutus wedding ring for Byard F. Brogan, manufacturing jewelers, same city.

### Fairchild Publications

New York, announce that, beginning May 1, the *Daily News Record* will be published as a newspaper of tabloid size—type page, 232 lines by 5 columns.

### D. I. Galbraith

President of the American Textiles, Inc., Bay City, Mich., and president of the World's Star Knitting Company, has been elected president of the National Association of Hosiery and Underwear Manufacturers.

### The Laurence Fertig Company, Inc.

New York, announce the removal of their offices on April 17 to new quarters at 183 Madison Avenue.

### Melvin A. Hollinshead

Formerly advertising manager of the Saxon Motor Car Company and of the Studebaker Corporation of America, has been appointed manager of the retail department of Campbell-Ewald Company, Detroit.

# The Dallas Morning News

*If it helps make new sales-records—*  
it's an  
**EINSON-FREEMAN WINDOW DISPLAY**

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

Specializing  
in window and  
store display  
advertising



## 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 Neighbor*

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

# The vital moment in advertising

**T**HERE is a vital moment in the life of every advertisement.

It may come when the magazine is opened under the lamp in the living-room after dinner.

Or it may happen when the newspaper is unfolded at the breakfast table.

It is the moment when a pair of eyes fall upon it.

Let us assume that you have bought space in a medium whose circulation touches a million. Which is really another way of saying that you have contracted for the delivery of your printed message to a million homes.

But the number of readers you have purchased is not evidenced by any rate card or any statement of circulation.

A million pairs of eyes may eventually fall on the page bearing your advertisement. What your headline says and the way in which it is said largely determines the number of interested minds that will follow those eyes from the headline into the opening

paragraphs of your message.

Pick up any current magazine or newspaper. Check the advertisements whose headlines have the greatest appeal to you, not as an advertiser but as an individual.

Notice how little evident "selling" is done by the successful advertiser—how much "buying" is done by the reader.

For men and women lose interest in headlines that are really reasons why some manufacturer would like to sell his goods. There is little desire on anyone's part to become a *prospect* for some article.

But men will listen if addressed as wage-earners with families to provide for, fathers with children to rear, husbands with wives to support, boys with life before them.

And women will read on into the advertisement whose headline touches them as wives with meals to prepare, mothers with children to train, housekeepers with homes to manage, girls with husbands yet to be acquired.

GEORGE BATTEN COMPANY, Inc.

*Advertising*



## Newspaper Typography

[CONTINUED FROM PAGE 36]

the layman today recognizes not so much its presence as its absence. He has been educated up to a standard because of the consistently high character of newspaper advertising. While he may not recognize that a great part of that standard is due to the type composition, he does become conscious that there is something wrong, something which does not appeal, something which misses fire in the advertisement which is not properly type-set. So much for typography itself.

**I**TS value in newspaper advertising is distinct. In so competitive a market as a daily newspaper, with hundreds of business organizations in different lines of endeavor clamoring for the attention of the reader, the part played by good typography becomes apparent. The value of the typography might properly be compared to the value of two necessary attributes to a good salesman—his clothes and his personality. If he is well dressed and has a prepossessing personality, the salesman may not sell his prospect, but he at least has the advantage of a good first impression, and he will maintain that impression just so long as his story is consistent with it.

So it is with typography, which is the outer dress and personality of advertising. If it is good, it will obtain favorable attention and be easy to read, thereby lessening the possibility of reader-resistance and materially increasing the general effectiveness of the campaign. If the typography is successful in accomplishing these aims, its purpose is completed and it paves the way for the actual copy.

It is in the "arresting of reader attention" and the making for easy readability that the value of good typography to newspaper advertising lies. That it has been successful in this can be attested by considering the development of the art in the past fifteen years. As applied to newspaper work it has grown in that period from a luxury to be used only in the most special cases, to its position today as a necessity almost absolute in the successful promotion of any advertising campaign. One has only to compare the newspapers of a decade or more ago with those of today to realize the tremendous strides that have been made in the development of good typography and in the consequent development of better looking and saner advertisements. The advertiser of today recognizes the necessity of clothing his message in a proper dress. The reader also recognizes this, not so much as typography, but as a compelling force.

In summing up, the value of good typography to newspaper advertising can be tabulated as follows:

- 1—Attracting the reader's attention in a keenly competitive market.
- 2—Focusing that reader's attention

65,095

JANUARY  
1926

61,684

DECEMBER  
1925

54,282

6 months'  
Average,  
Dec. 1925

46,679

6 months'  
Average,  
June 1925

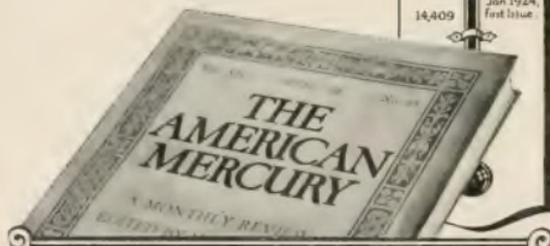
38,206

6 months'  
Average,  
Dec. 1924

24,367

6 months'  
Average,  
June 1924

14,409

Jan 1924,  
first issue.

730 FIFTH AVENUE, NEW YORK

MARRIAGE

MOTHERHOOD

CAREER



The Advertising Woman's Novel

## THREE KINGDOMS

By STORM JAMESON

More and more absorbed by the fascination of advertising, Laurence Storm fights her way to the top of her profession. But what is the cost of her business success to her family, and to her ideals of fair play? The book is written from the inside, by a woman who knows the field she writes of.

4th large printing \$2.50

Alfred A. Knopf

NEW YORK

730 Fifth Avenue

PUBLISHERS OF



THE AMERICAN MERCURY

# A *m*<sup>agni-</sup>*m*illine!

A MILLINE is the standard unit of advertising weight—one agate line like this: circulated one million times. NOW every agate line in The News is a milline because The News has more than a million circulation. But the small News page *like*



gives every agate line much more visibility and attention value than the big page *like*



SO every agate line in The News is a *magnified* milline—with greater advertising value at very low cost! Get the facts!

THE  NEWS  
New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

# The Biggest Thing in Business

**O**NE man's money, says the adage, is as good as another's. The nickels and dimes of plain folk reared the Woolworth Building, the greatest cathedral of modern commerce. On the marble shelf of the bank teller, Tony Marino's dollar rings as melodiously as that of Stuyvesant Cabot.

But is one man's patronage as valuable as another's? Obviously, no.

Democracy will not stretch so far as that. It admits equality in the inalienable rights to Life and Liberty, but not in the Pursuit of Merchandise.

It is said that 100,000 families make up the aristocracy of wealth, but those who distribute merchandise are interested in the several million families who—in every community and at every income level—make up the aristocracy of the alert mind, the active, intelligent ruling mind.

Discrimination between types of consumers is the first lesson in the primer of every producer. The elementary distinction is between those who can afford and appreciate your product, and those who can't.

But the most fascinating and the most baffling distinction which makes one customer more valuable than another is that of indirect influence.

Markets today are ruled by oligarchy.

Majorities do not govern. The cogent minority of the observant, the provident and the competent do by their sanction make the market, or by their taboo, break it.

Through the streets of every community there move a salient number who are the investigators of styles, standards, customs and habits.

Did you notice that we used the words "every community"? The size and importance of this market has been stated very effectively by J. Walter Thompson Company in their News Bulletin:

"The alert people in every community and at every income level are the people worth while reaching with any new idea. It is this basis of alertness which really counts for most in any classification of people. Income, automobile ownership, telephone installation, home ownership, racial origin and all the other standards for classifying people are less vital than this one—alertness."

It is these active, intelligent ruling minds that N. W. Ayer & Son write about in a recent advertisement as follows:

"They sponsor a fashion, they find new places of amusement, and sooner or later the world follows. For fashions in clothes, styles in decoration, and accepted changes in manners and customs begin in this social stratum."

For forty years advertising men have preached the power of good-will, and the practicability of winning good-will through the printed page. An excellent and typical statement is that made by Theodore F. MacManus:

"It is absolutely true that a good reputation—the most priceless asset any business can possess—is a purchasable thing."

A striking example of the worth of a good name is the recent purchase of Dodge Brothers by Dillon, Read and Company.

The physical assets of the Dodge business were figured at \$90,000,000. The price was \$146,000,000. The difference of \$56,000,000 stands for the good-will. And it may be said that even the \$90,000,000 paid for physical assets would have been far less, had it not carried

with it the Dodge good name. There are plenty of splendidly equipped factories which are for sale at bargain prices because their purchase would not include the biggest thing in business—good-will.

A good product, an efficient plant, an adequate sales staff and distributing machinery are essential for any successful business, but they avail little without public acceptance.

This doctrine of good-will is familiar and even trite.

The modern leaders of advertising go further and place emphasis upon the *type of individuals who exert the good-will*. A good-will which flows from one cross-section containing a million people may be worth far less or more than a good-will held by another cross-section containing precisely the same number. A merchandiser can not afford to be promiscuous. He must pick and choose his millions. He must strike the golden mean between snobbery and hob-nobbery.

Such is the implication in the query, "Does it matter to you who buys your product?" and in the even more searching one, "Does it matter to you who buys it *first*?"

This "modern" approach is not so modern after all. It was set forth in the "Art of Worldly Wisdom" published so long ago as the sixteenth century, somewhat as follows:

"If you would sell your goods to the multitude, address your message to the *coinoisseurs*."

Astute sales managers, opening a new territory, instruct their salesmen to exert their first effort upon certain selected stores and homes.

The canvasser who puts his foot in your door is quick to rattle off the name of an influential neighbor who has already patronized him.

The makers of a medium-priced automobile sent out the first fifteen cars of their new model, all washed and polished, and left them standing before the residences of the pivotal people in the city.

For the high grade, costly product the prospects must of course be selected with infinite care, and no time or effort wasted upon the impossibilities.

But what of the low-priced commodity in common use, the five-cent drink, the ten-cent gelatine, the dentifrice, the daily plate of soup, the dollar hosiery, the three-dollar hat? Leaders in these fields began long ago to perceive the importance of selling first the people whose decree is decisive.

Stand for a while at the counter of any retail store:

A customer comes in and asks for a certain brand.

"I'm sorry that we haven't it," says the merchant, "but here's the brand that Mrs. So-and-so always buys."

Another customer comes in and asks for something else which is not on the shelves. The dealer hastens to say:

"I ought to carry that. I'll have it here next time you come."

Why the different attitudes? The second woman buys no more than the first, and her money is no better. But the first represents only one household, while the second is known to the merchant as one whose contracts are wide, whose influence spreads, whose patronage can be cited as an endorsement. She is a *prime mover*.

These prime-movers, when you add them all together, contribute out of their own consumption a good proportion of the total volume of sales. There are alert people in every walk of life and they form a total market of at least several million families. And without the force of the example of these families who set the style, even the cheapest commodity meets resistance and dwindling demand.

They are essential to the promotion of anything new. They are vital to the sustained market of anything old.

It is these alert, active, intelligent families at every income level, whose good-will is coming to be known as "the biggest thing in business."

When this was said to a business man the other day, his comment was, "Granted. But big ideas cost money."

"Yes," was the reply, "they cost big money—if you fail to use them."



## What the Trade Journals think of the 1926 Goodrich Drug Sundries Campaign . . . and Rankin Service

"The purpose of this letter is to compliment your agency very highly on the material value of these advertisements. We believe them to be the very best series of business paper advertisements we have ever had the pleasure of analyzing." —*Northwestern Druggist*

"It is the consensus of opinion in this office that the best service and the best co-operation we get from all our advertisers come from your house on the Goodrich business." —*Southern Pharmaceutical Journal*

**W. H. RANKIN**   
 COMPANY Advertising  
 Established 1899

William H. Rankin, President Robert E. Rinehart, Vice-President  
 Wilbur D. Nesbit, Vice-President  
 Herman A. Groth, Vice-President and Treasurer

Main Offices: 342 Madison Avenue, New York

Tribune Tower, Chicago

AKRON PHILADELPHIA SAN FRANCISCO TORONTO

## CUSTOMER, CLIENT OR FRIEND

*Perhaps Among Them Is One  
 Who Would Enjoy*

Has House-to-House Selling Passed Its Peak?  
 Yes, We Fired Our Salesmen for the Winter.  
 Do We Pay Too Much for Attention?

*A Limited Number of Each of These Issues Are  
 Available at Fifteen Cents Each*

ADVERTISING AND SELLING FORTNIGHTLY  
 9 East 38th Street  
 New York, N. Y.

on the copy by making it more readable.

3—Creating in the mind of the reader an appreciation for better looking advertising.

4—Developing in the mind of the advertiser recognition of the need of better looking advertising.

5—Enabling him to build up and maintain his prestige in the mind of his market by making the typography of his advertisement reflect the tone of his business.

6—Developing newspapers that are more presentable physically by the consistently high quality of the typography in their advertising columns.

### Advertising Affiliation Convention

Will be held at Cleveland, Ohio, on Friday and Saturday, May 14 and 15. The general theme of the convention is to be "Charting the Future in Marketing." The four business sessions will be held in the ballroom of the Statler Hotel on Friday afternoon, Saturday morning, afternoon and evening.

### C. R. Winters

Has been reelected president of the Central Advertisers' Agency, Wichita, Kan., succeeding R. T. Aitchison, who has withdrawn from the firm.

### E. A. Malloy

Formerly service director of the Spafford Co., Boston, has become associated with the Wells Advertising Agency, Inc., same city, as vice-president. Mr. Malloy will have charge of copy and production.

### Miss H. O. Wallace

Until recently a member of the art department of Whitehead & Hoag Co., Newark, N. J., has joined the art department of the Robert E. Ramsay Organization, Inc., New York.

### Miss Carolyn W. Hanselman

Formerly with James McCreery & Co. and the *Pictorial Review*, has joined Street & Finney, New York, to take charge of accounts that have feminine appeal.

### Fred C. Knapp

Formerly copy chief for McConnell & Fergusson, London, has resigned from the Cramer-Krasselt Agency, Milwaukee, to become affiliated with the McAdam Advertising Service, Wheeling, W. Va.

### Hathaway Advertising Service

Colorado Springs, Colo., will direct the 1926 advertising for the Pikes Peak Ocean to Ocean Highway Association, St. Joseph, Mo., and for the Colorado Springs Chamber of Commerce. They are also directing a try-out campaign of about 8000 lines in a few papers for the Dern Co., same city.

### A. Earle Higgins

Formerly with Rogers & Co., Chicago, has joined the New York office of that organization.

## THE ERICKSON COMPANY

*Advertising*

381 FOURTH AVENUE, NEW YORK



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

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

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



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

# 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.

# Salesmen As Advertising Representatives

[CONTINUED FROM PAGE 21]

had always believed that every man on the road ought to be a practical mechanic or else he couldn't hold the respect of the farm trade.

"The result was, he explained, that while the trade and the customers got a lot of free education and gossip about mechanics, the dealers were not helped in their chief problem of how to get the goods sold. So the company made a complete change of policy and selected salesmen for their practical knowledge of advertising and sales help. 'You know my house's standards,' he said; 'you know that if we put out a machine, it works and does what we claim. What you want to have a salesman do is to show you how to move these machines; how to educate the farmers to grasp their value and how to widen your selling territory and do effective advertising. That's what I'm here for.'

"I was a little shocked at first, as it looked like a dangerous, topsy-turvy idea. But by the next time he came around I had mulled it over, and I saw that he was quite right. My real problem was to get the idea of the new machinery over to the backward farmers in my district, and for that purpose I didn't need an expert mechanic but an expert sales and advertising advisor. When we got going with this man's help, I sold more farm machinery in one year than I had in two years past.

**Y**OU can gather from this the kind of salesman that makes the best hit with me. I haven't the time nor the capacity to go into all the technical merits of all the goods that I sell. With a good house having an established reputation it is especially unnecessary, as I can assume that their goods are right. The chief thing that interests me is, 'Can I sell it?' and if so, how? The salesman who talks that kind of language to me is the man I like to see. A dealer sells many items, and he can't hope to master the technical details of all. His best policy is to sell the goods of companies of high standing, especially those that help to educate his local community. The salesman who is bigger than his own line of goods and can talk about my general sales and advertising problems is a far more welcome man to me than the salesman interested in nothing but loading me up with goods which he leaves entirely to me to sell.

"Why, when Tom Tulley comes around here in a few weeks to help plan my spring paint campaign, the first thing he'll do will be to pull out an order blank, not for paint to be

bought from his house, but for a hundred or more items of advertising helps, from which we will select what can be of use to me to push trade here. We will actually spend a lot more time talking over this and carefully ordering the items than we will talking about the actual quantity of paint I will buy. We will probably spend ten or fifteen minutes on the real order; in fact, last year I practically let him write his own ticket. I knew he would put in stock just about the right amount and proportion; and I don't think after he wrote out the order I changed more than two or three items, and one of them was an increase!

**"T**OM knows very well that the surest way to make me discontented with his line of paint is to pile up more on my shelves than will readily move. He knows that when this occurs, I will be in a good frame of mind to fall for another paint house which may show me the way to make more dollars by selling its line. When Tom and I come to grips on this selling proposition, we don't talk in terms of the size of my order, but in terms of how much money I made on my investment in his line of goods."

I have been pondering a good deal over my talk with this dealer, because I see clearly what a change has come over selling. I can recall that when I was an advertising agency man sixteen years ago, we invariably had difficulties with our clients' salesmen over the subject of advertising. Many were outspokenly antagonistic, often contemptuous. They resented advertising appropriations as diverting money to foolish purposes instead of to increased salaries or sales commissions. They probably never mentioned advertising in the course of their sales work. They were extraordinarily poorly informed about the publicity idea in general, and didn't want to hear much about it.

But even then the new spirit was brewing. Old time salesmen who couldn't learn the advertising idea have had to give way during the last ten or fifteen years to the new breed of salesmen who, if anything, are oversold on the subject. It is not uncommon today for salesmen actually to push their house into more modern and extensive advertising. The sales manuals of live companies today give over from a quarter to a half of their space to publicity and allied subjects, and there are any number of sales organizations which are more advertising missionaries than salesmen in the oldtime sense. For this after all is absolutely sound.



### CONTEST WINNER

*The splendidly executed catalog of the George H. Merrill Co., Norwood, Mass., printed by Norman T. A. Munder & Co., Inc., Baltimore, Md., won the February Cantine Contest for excellence in printing and advertising ability. Cantine's Ashokan was used. Write for new details of the Cantine Awards.*

## DISTINCTION

**Y**OU see it in the sales literature, as well as in the national advertising, of uncommonly successful manufacturers. Today, printed matter simply must stand out to gain an *interested* reading.

The paper you specify can easily double—or halve—the impressiveness of your illustrations and message. Only with a coated paper of Cantine quality can you be sure of a maximum return on your investment in expensive art work, engravings and typography.

Write for name of our nearest distributor and book of sample Cantine papers. Address: The Martin Cantine Company, Department 000, Saugerties, N. Y. Since 1888, manufacturers of fine coated papers exclusively.

**ASHOKAN**  
NO. 1 ENAMEL BOOK



# Cantine's

## COATED PAPERS

**CANFOLD**  
NO. 1 ENAMEL BOOK

**ASHOKAN**  
NO. 1 ENAMEL BOOK

**ESOPUS**  
NO. 1 ENAMEL BOOK

**VELVETONE**  
NEW COAT - Fine texture

**LITHO C.I.S.**  
COATED ONE-SIDE



# The Conquest of New York 1926

**I**T is being said that magazine history holds no precedent for the leaping and bounding of The New Yorker.

Never before has any magazine romped so swiftly to dominance in its market.

A little more than a year ago on a birthday which fell obscurely between those of Lincoln and Washington, The New Yorker was started.

Already in little more than a year its circulation is crowding the fifty thousand mark. Nearly all of it in Quality New York.

No longer ago than September last its circulation was around the 12,000 mark.

**In October it mounted to 16,000.**

**In November to 25,000.**

**In December to 31,000.**

**In January to 36,000.**

**In February it passed 40,000.**

**Now it is crowding 50,000.**

Its favor in Quality New York is already outstanding. No other class periodical even remotely approaches its circulation in the metropolitan district.



## Double Your Selling Force in New York

The New York market warrants a special and added, if not a concentrated, advertising effort.

The New York Metropolitan District comprises only 8 per cent of the national population—but it earns more than 20 per cent of the national income.

Even the best advertising lists, on the other hand, wear thin in New York.

Very few magazines have substantially more than 8 per cent of the total circulation in the Metropolitan District; and many very great ones have substantially less.

How valuable, therefore, is the extra added selling effort which The New Yorker places at the service of the national advertiser in the Metropolitan market: the opportunity to overlay and duplicate the circulation of national periodicals at this point of greatest potential sales opportunity.

On May 1, the circulation guaranty of The New Yorker will be increased from 20,000 to 35,000, net paid A. B. C.; and the rate will be advanced from \$250 to \$400 a page.

Until May 1, space in The New Yorker may be ordered for a year in advance at the present extremely low rate of \$250 a page.



## THE NEW YORKER

RAYMOND B. BOWEN  
*Advertising Manager*

25 West 45th Street, New York

# Testimonials

**A**N unctuous letter, as oily and rotund as the dictator himself, oozed out of a kindly gentleman and was presented with some gusto—and a couple of hip-hiphics—to a publisher's representative as a "testimonial" in favor of his magazine.

It was photostated, photographed, photo-plated and broadcast over this fair land as evidence of the magazine's worth. Actually, it was only a testimonial of the friendship existing twist one good guy and another.

Shades of Peruna! When are we going to learn to distinguish between testimonial and testimony, which are quite different things—in the dictionary and out? A medicine, a man, a machine and a magazine may be ever so weak but not too delicate to carry around yard-long strings of "testimonials" full of general generalities.

But as testimony—in court—under oath—pouf!

A 10-minute manufacturer sits at his desk casting up the sum of returns from his advertising as measured by inquiries and orders traced to them. Ready to raise hell generally. BUT, one column stands out, as conspicuous as a brilliant man in Congress. Amazing, the power of that paper. It has reach and grip both. It's done the work of two or three.

Off goes a letter to the to-me-personally-unknown publisher which bristles with figures and is studded with brass facts. It's hot-born out of an unemotional man's admiration for a Producer. It doesn't slaver a drop o' goo.

That's testimony.

I like to hear fulsome flattery about myself—if any as well as the next man—and, gosh, how we love it. But on sober reflection, the sweetest words of tongue or pen are "Enclosed find renewal" from the lion's den.

*A. R. Mayjer*

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

*Industrial Power receives a lot of testimonials and some testimony. It purrs to the former and prints the latter for its testimony among the businesslike various. Perhaps you would like to read the latest bit of genuine evidence. The name and address are due north.*



# E. O. W.

### He Knows "How to Get Along" with People

A friend of mine was recently made the ranking officer of the corporation with which he has been connected for only four or five years.

Of the half dozen men who might have been, and doubtless were, considered for the position, X. is the youngest by, perhaps, ten years.

Yet, in the minds of the men in whose hands power to decide rested, there appears to have been no question as to who should get the job.

X's qualifications are these: His judgment is sound. He is blessed with an extraordinarily even temper. He has a sense of humor. He writes clearly. He speaks easily and well. And he knows "how to get along" with people.

As against these, his youth and lack of experience did not count.

There is, it seems to me, a lesson in all this. Here it is: Age, length of service, experience—even ability—are not so important in winning success, as certain "natural" qualifications.

### "A Mess or a Menace?"

The gravamen of most critics of motion pictures is that, with only a few exceptions, producers cater to the "average mind," which, the critics say, is that of a youngster of fourteen. So far as my knowledge goes, the motion picture industry has never met this charge in a way which is at all convincing. By actions, if not by words, the producers admit that the public they are appealing to is made up of "flappers" and "cake-eaters." "We are not in business for our health," they say. "This high-brow stuff—"

From the box-office point of view, they are quite right. Yet there are millions of men and women whose money they are not getting and never will get so long as they continue to hand out trash.

All of which is preliminary to the statement that William Allen White in his article, "Are the Movies a Mess or a Menace?" in a recent issue of *Collier's* makes a suggestion which motion picture producers will do well to consider. It is this: That in every community of 20,000 or more, one picture theater,

preferably the smallest, be utilized for productions which appeal to intelligent men and women.

The motion picture—and perhaps to an even greater extent, the radio—have cultural possibilities which are not fully recognized. To my way of thinking, it is a tragedy that they are administered, almost wholly, from the standpoint of profit. Used as they might be used, they would in the course of a generation, raise our standards immeasurably. And, I submit, that is a condition more to be desired than that a relatively small number of men find themselves forced to pay ever-increasing income taxes.

As an evidence of what can be done, take the case of Theodore Thomas. Thirty-odd years ago, he found Chicago a wilderness, in so far as music is concerned. He gave the people of that city, not what they thought they wanted but what he knew they should have.

### A Prediction!

In nearly everything you read regarding installment buying—or selling—you are pretty sure to find, somewhere or other, the word "stimulate."

Installment selling, we are told, "stimulates" production. It does. Beyond question, it does. But what I should like to know is this: What will happen when the effects of the stimulant wear off?

My own belief—and I have not the least hesitation in expressing it—is that in those industries which are now being benefited by installment selling, production will be in the course of the next three or four years as far below normal as it is at present above normal.

### News from Wall Street

One of my acquaintances showed me, recently, his file—covering the last eighteen months—of bulletins which he receives, every week, from a certain financial advisory bureau.

"Were they worth what you paid for them?" I asked.

"Yes," was his reply. "Yet if I had followed their recommendations and gone short on certain stocks, I'd be in the poor-house, by now. On the other hand, if I had acted on their advice and bought certain low-priced curb stocks, I'd have quadrupled my money. To me, the chief value of these bulletins is that they have kept me informed as to the trend of the market. Their specific recommendations are wrong, as often as they are right."

JAMOC.



# Announcing

## The 1926-1927 Edition

### of the

# Consolidated Textile Catalog

**T**HE third edition of the Consolidated Textile Catalog is now being compiled.

The function of this book is not so much to sell machinery, equipment and supplies as to help textile men *buy* them. It is an integral part of the buying process in thousands of mills.

Picture the average mill—a huge organization employing hundreds and often thousands of workers, purchasing large quantities of machinery equipment and supplies. When something is needed—an air compressor, for example—the Catalog is referred to. The buyer wants sizes descriptions, specifications. He gets them in the Catalog—at once, without having to wait, without searching through files. The Catalog is printed on fine stock and beautifully bound. It is distributed to a carefully selected and double-checked list of men who actually do the buying of 98% of the machinery, equipment and supplies used in the manufacture of textiles in the United States, Canada and Mexico. It also goes to mills in Japan,

China, Australia, South America, Italy and other foreign textile centers using American equipment, to exporters of textile machinery, mill engineers and architects, to American Consular officers abroad, and to new mills established during the year.

If you intend to take advantage of the opportunity this Catalog offers you, send your space reservations in without delay. If you want assistance in the preparation of copy we have a staff of specialists to serve you.

Further information will be gladly supplied. Published by

## Textile World

*Largest net paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

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

# ANNOUNCEMENT

Needlecraft Magazine is pleased to announce the appointment of Mr. Fred E. Mann as Western Manager, with headquarters at Number 307 North Michigan Boulevard, Chicago.

Mr. Mann is widely and favorably known throughout the West and in every way is admirably fitted to serve Needlecraft's constantly growing clientele in that territory.



Member A. B. C.

## ROBERT B. JOHNSTON

*Advertising Manager*

## Wooden Soldiers' Uniforms

[CONTINUED FROM PAGE 22]

though consciousness were the same as self-consciousness

Of all men, advertising men, held to be intensely objective by the very nature of their calling, should be the least subjective in their mental processes. Tradition says there was once, in the early days of the rubber tire industry, a copy writer who wrote tire advertisements without troubling to know what tires actually were and how they were made, but would it be possible to find a ringer for him today? There is such a thing as being conscious of an object and not *seeing* it, of course, like the garage employee whom his chief described as an automobile expert—"He knows one when he sees it."

**D**URING a period of enforced leisure in 1924-25, I contemplated more advertisements in the aggregate than in any previous equal period—contemplated them, and speculated. Having also indulged in certain philosophical studies (I am aware that is a dreadful offense for any business man to commit, but you can take its mention as a confession and hope there has been repentance and reform), I began to wonder why so many advertising men wrote and thought and acted as though they were the subject and the object, the question and the answer, the challenge and the challenger, the cause and the effect, the definer and the defined, in face of the world of objective existence.

Anyway, I started deliberately to find out why so many advertisements are so barren of definition. Perhaps I have found out; perhaps I haven't. I make no claim of discovery but simply some speculations and some experiences that may find acceptance and confirmation, and, if so, make the mass selling factor more of a salesman than much of it seems to be.

In due course some experiments were made—visitation without consciousness on the part of, or protest from, the victims. Wherever I found any inclination to discuss matters philosophically, I introduced a proposition that, if correct, is as old as the universe itself. It was made by Anselm of Canterbury in the 11th century, and again in the early 17th century by Descartes, viz: The very fact that we can think of an object is in itself a proof of the existence of that object. Or, to put it another way, the fact that we have a certain word is in itself a proof of the existence of an object of which the word is but the expression or the symbol. If the utterances of philosophers be a matter of objection in a mechanical age that fondly fancies it is down to stark reality, one may quote such a writer as Addison, who, in his Essay on the

# 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, Chairman A.S.M.E. Power Test Code Committee, Author of several Engineering works, Member Nat. Assoc. Stationary Engineers—an outstanding figure in the industry Editor of POWER for 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.S.M.E., N.A.S.E., 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 Stanford, 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 k.w. 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.*

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 Men Make  
POWER

Published  
at 10th Ave. and

36th St.,  
New York

Devoted to the Power Problems  
of All Industries

## Industrial plants, for instance—

Why do the Chief Engineers of great industrial companies read POWER?

Running through POWER'S subscription list, you find such names as Henry Eisman, Chief Engineer, Ford Motor Company; George Pettibone, Chief Engineer, American Writing Paper Company; R. H. Fenkhausen, Superintendent of Motive Power, Bethlehem Shipbuilding Corporation; J. G. Somerville, Engineer of Power Plants, Tenn. Coal, Iron & R. R. Co.; R. F. Hicks, Mechanical Superintendent, National Biscuit Company; F. E. Ross, Chief Engineer, Phelps-Dodge Corporation; F. J. Powers, Chief Engineer, Armour Leather Company—and thousands of men of like calibre.

These men read POWER because it is edited by experts. Our editors (note them!) are constantly out in the field getting news of up-to-date methods and equipment. Prominent consulting and operating engineers contribute their ideas and experiences direct to our pages. POWER is, in short, a forum of ideas upon and discussion of the latest power plant practice.

Its readers are precisely the men who have the power of decision on new equipment.

Think of its tremendous value to you as a seller to the power plant world!<sup>\*</sup>

<sup>\*</sup> And think particularly at this minute of the Power Plant Design Number (May 18, 1926), the BIG issue of the year! An institution in the power plant world—consulted by plant designers everywhere. Why not utilize its selling power?

**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

Imagination, says, "We cannot indeed have a single image in the fancy that did not make its first entrance through the sight" in other words, until an object—something outside our self-consciousness—presents itself to our self-consciousness, we have no image of it, and, consequently, possess no word for it.

All that would seem so obvious as to render discussion superfluous and a questioning of it incredible. Nevertheless, practically every advertising man upon whom it was tried not only rejected it *à outrance*, but quarrelled vehemently with it. On the other hand, every business man of general and, therefore, objective experience, on having the proposition presented to him, exclaimed, "Why, of course!" Who are right—who are wrong? The men of words, or the men of deeds? Do we men in advertising work and its connections live in a world of unreality of our own; or are the others just kidding themselves that the objects by which they are surrounded are not illusions?

Whatever the answer, it is certain that all too seldom is there consonance between advertising copy and the object for which, let us say, it seeks to obtain consumer acceptance. The very fact that it does seek that acceptance of the object is the best proof that the work of the writer follows the object and doesn't precede it. Then why, in the name of all that is obvious, do we not define the object as it is, and not as we think it is? To put it another way, why don't we give a verbal photograph of the automobile, the adding machine, the lawn mower, the linoleum—what it is and what it does or will do—instead of using language that might be applied just as well to a trolley car or a clock; language "sickened o'er with the pale cast of thought" that images not the object but something the writer thinks the object is.

**T**HE definition of every object is in itself. And that definition is an absolute definition, else it is no definition. The definition is not in us. We are the definers, not the definition; the subjects, not the object; the interpreters, not that which is to be interpreted. Our task is so accurately to understand and define the object—the merchandise we are advertising—that the prospective purchaser may be able to differentiate between what he wants and doesn't want, and not have to waste his time and money and the time and money of the retailer, the wholesaler and the manufacturer in a chain of lost motions which adds to the volume of advertising expenditure, and, therefore, to the cost of selling and distribution.

Perhaps, though, the occasion of the aforesaid uniformity and lack of definition has not been hit upon here. Perhaps the fault is not in the subjectivism of the advertising writer. Perhaps his subjectivism is the only reality there is, and he is both the subject and the object!

## Gas Age-Record

"The Spokesman of the Gas Industry"

# Leadership and Growth

**A**MONG those New Yorkers who constitute the best market for advertised products—the prosperous, intelligent, responsive New Yorkers—The Sun has a greater appeal than any other New York evening newspaper.

It is for this reason that manufacturers and merchants have found it so profitable to advertise their products in The Sun. It is for this reason that advertisers use more space in The Sun than in any other New York evening newspaper.

## Leadership in Advertising

In March, for the ninth consecutive month, The Sun led all New York evening newspapers in total volume of advertising.

The Sun's gain in advertising in March, 1926 (compared with March, 1925), was 341,022 lines—a greater gain than that of any other New York newspaper, morning, evening or Sunday—a greater gain also than that of all other New York evening newspapers combined.

During the first quarter of 1926 advertisers placed 4,194,926 lines of total advertising in The Sun—which exceeded by 360,036 lines the volume of advertising placed in the second New York evening newspaper.

National Advertisers as well as Manhattan Department Stores have for years used more space in The Sun than in any other New York evening newspaper.

## Growth in Circulation

The Sun's net paid daily average circulation for the six months period ending March 31, 1926, was 259,351.

This represents an increase of 11,981 over the corresponding six months of 1925.

What is most significant about this circulation increase is that it is a natural, steady, sound increase, won purely on the merits of The Sun as a newspaper. It is in no way a forced increase. It was not secured through contests or prizes, or through any series of special articles or through any other similar form of promotion designed to swell circulation.

The Sun's circulation increase is the kind that is most valuable to advertisers, for it represents new readers who, like the older ones, believe in The Sun and have confidence in the advertisements as well as in the news it publishes.

***A Very Rigid Censorship on All Advertising Is Maintained***

# The



# Sun

280 BROADWAY

NEW YORK

BOSTON

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

Old South Building

Munsey Building

208 So. La Salle St.

First National Bank Building

LOS ANGELES

PARIS

LONDON

Van Nuys Building

49 Avenue de l'Opera

40-43 Fleet St.

## Quadrupling Your Ad's Efficiency!

Your advertisement in this publication accomplishes four distinct results for you:

1. Sells your merchandise to men *financially able* to buy it.
2. Gains local banking support for your dealers.
3. Promotes confidence in your company, among your stock-holders.
4. Paves the way for additional financing through banking houses and the investment public.

If the securities of your company are listed on any Stock-exchange this magazine is an ideal advertising medium for you. It is so recognized, and consistently used, by fifty of the leading manufacturers in the country.

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 St. Bldg., Boston, Mass.

Pennsylvania Rep.

Bailey & Pequegnat  
Bulletin Bldg., Philadelphia

St. Louis Rep.

Walter Langan  
6628 Pershing Ave.

Pacific Coast Rep.

John E. Galleis,  
Standard Oil Bldg., San Francisco, Cal.

# Hoch Der Hokum!

By Strickland Gillilan

SOME of the sort of propaganda you and I get is answered, sometimes.

Recently I got another one—a bouquet of genuine hokum—telling me how to grow suddenly great and wealthy and healthy and all that. All I need do was to sign a card and send it in, whereat, with dizzying suddenness, a set of books would thud on my desk and the reading of said books would place a statue of me in a gilded niche in the hall of fame, not to mention such trifles as whatever wealth I wanted and whatever of health and physical prowess I might whimsically deem desirable. The sending of this card was equivalent to rubbing a lamp and summoning a Djinn who should give me the proverbial three wishes—and blooey!

There was much in this exciting letter about arousing the sleeping giant within me; bringing into play the reserve forces of my life; getting my subliminal self into the notion of taking over the plant that was me, sweeping out the cobwebs, putting on a night shift and carrying a full-time peak load.

This change of my life from poverty and obscurity and fallen arches to wealth, fame and perfect health was not to be a deliberate thing—it was to be sudden, the longest possible postponement suggested in the whole letter was "overnight." Day dreams were to come true; hidden powers were to be told that they had to work or starve.

Gosh! I never had anything excite me so before, in my whole life. This was obviously the moment when opportunity was knocking at my door and I am the last man to ignore such a momentous and welcome summons. So I laid aside everything else for the day, and wrote this letter:

Dear \_\_\_\_\_:

I am all of a flutter since your letter and the accompanying printed matter came to this little Aladdin this morning. Other business has been suspended indefinitely; the day's program has been ruthlessly—even cheerfully—ditched because of the startling assurances contained in this cloying cluster of hooey. I am all for it. Count on me. It has long been unanimously agreed among those having access to whatever sucker list my name decorates that I summon a mean Djinn. I am figuring that if I mail at once with a special delivery stamp the card you so thoughtfully and generously enclose, you will get it not later than Wednesday morning, whereupon you will of course mail instantly the set of books you are so patiently keeping for me at such personal sacrifice; I will get said books Thursday morning (thank God for the quick-

ness of our mails), I can read the books between that time and noon, and begin being great—start prodding the sleeping-giant-within-me as you so cleverly put it—that very afternoon.

After making this calculation I ran madly to the telephone and called the local Rolls-Royce agent, to tell him to deliver the blue, steam-heated limousine not later than Friday morning—you see that "overnight" stuff got right under my cuts! Then I, as we say in England, had myself put through to an architect with whom I made a date to meet my wife and me at our wretched hovel Friday afternoon, to arrange for the palace in Guildford that we have so long desired.

One other little technicality gives me pause, \_\_\_\_\_: This thing about "using to the limit" my "hidden powers." I had a friend who did that, once. Even before he had so much as heard of you, he did that. He had been suppressing certain of his hidden powers for a good while, and people had already noticed he was growing peevish and touchy. So one day he ran amuck and gave his hidden powers their innings, and now look at him! You can't look at him without the warden's consent. One should be very deliberate about making up one's mind to use all one's hidden powers. . . . And only yesterday I was saying to my wife when we were going over some old household stuff:

"There's that old subliminal mind of mine that is just cluttering up the place. I never use it. Something ought to be done with it or else it should be done away with. It is just so much excess baggage. And then to have your letter and printed matter come along *this very morning* and give my subliminal mind a paying job! It is just too sweet for words.

But hold—a thought! What of MY CHILDREN if I seize this golden—nay, platinum—opportunity you so generously vouchsafe me? Children of great people seldom amount to three hurrahs in hades. So in spite of the temptation you hold out, I shall say "Get thee behind me, \_\_\_\_\_!" For the kiddies' dear sake I shall NOT avail myself of your offer. There is hardly any sacrifice I would not make for them.

Yet one phase of your letter and printed matter appeals to me and I am religiously heeding it:

"Do NOT decide to buy now."  
"Do NOT send \$40, \$60 or \$110."  
"There is NO OBLIGATION whatever."

"I will NOT send them without your permission."

"There are no conditions—no strings of any kind to this offer."

Thanking you for the opportunity to escape your offer, I must now rush to the phone to cancel the Rolls-Royce order and the architect's appointment.



## These two books list the men of wealth and distinction in New York City

To 1,000 names in the Social Register—selected as members of five or more clubs; to 1,000 names in the Directory of Directors—selected as directors of ten or more corporations, we wrote

**Do you read Judge?**

**Do you like Judge?**

More than six hundred of them answered at once

**58% read Judge**

**53% like Judge**

More than two hundred took the trouble to write at greater length how much and why they liked Judge.

Here are social leaders and business leaders—wealth and distinction. Has your article the qualities for this kind of an audience?

# Judge

*Management of*

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

**New York**

**Established 1922**

**Chicago**

## The Advertiser's Vocabulary

By E. F. Lucas

PASSING along a West End street the other day, I was struck by a notice in an optician's window announcing "Dainty Eye-wear." I suppose that pince-nez can be dainty, and that such articles, being worn on the eyes, can, if necessary, be called eye-wear; but I received something of a shock none the less. "Slumber-wear" for pyjamas I knew, and "neck-wear" for collars, but "eye-wear" was new. Never have I seen "hand-wear" for gloves, but I suppose it will come, and the advertising dentist who shrinks from "gum-wear" will be a bigger coward than his patients. In one of the American cities I noticed a sign that ran thus, "U know me, Al Walkmar, King of Neckwear"—Al being almost the commonest abbreviated name in the whole of North Am between the At and the Pac, and every other shop in the country selling collars.

Every trade has words and phrases peculiar to itself. "Exhausted," for example, is never employed by theatrical managers, but publishers are addicted to it. They apply it, oddly enough, not to readers, but to editions. "First edition entirely exhausted; second in the press"—that kind of thing. The word "lover" appeals to them, too. "A book for laughter-lovers," they say, as if there were anyone to hate laughter. Similarly, the tobacconist talks of the "smoking world" as though there were worlds in profusion, all distinct. Are you a man of the world? No, only a man of the smoking world. Yet there are limits: not even the whisky firms, shameless as they can be, refer to the "drinking world."

The terminology of trade rarely changes. I don't know when house-agents first learned to say "desirable," but I am sure that they will never give it up. When we see "rich" and "syrupy" and "delicate" we can be just as sure that tea is to the fore as when we see "mature," "ripe," "generous," and "palatable," that the wine merchants have some port to get rid of.

When we come to the pill makers and patent medicine men, we find them leaning on "efficacious"; while the safety-razor people, who are now so prominent in the papers, share "reliable," "smooth," "acme of comfort," with the makers of motor cars. Motor cars may be reliable, run smoothly and reach the acme of comfort, but so far as safety razors are concerned, all I can say is that I have had no good luck. After having tried every one of these instruments, I am convinced that the eulogies of them are written by men conspicuous for the size of their beards.

Reprinted from the December 6, 1925 *Sunday Times* (London).

# s e e d s

GOING back before the Coal Age, back to a time the mere thought of which makes man seem a raw newcomer, we find much the same type of coniferous trees that form our pine forests today. And the practical immortality of these sturdy trees was secured through fragile, perishable seeds.

"Why spend such care on a page that takes a quick trip to the waste basket?"

Take a lesson from Nature. Her most delicate artistry, her most painstaking care, has always been in the preparation of seeds—her plans for the future.

In advertising, the seed of your future business success, give your message every chance to fall on fertile soil, every chance to take root—by thoughtful planning of every detail.

We can help you in your selection and use of photo engravings.

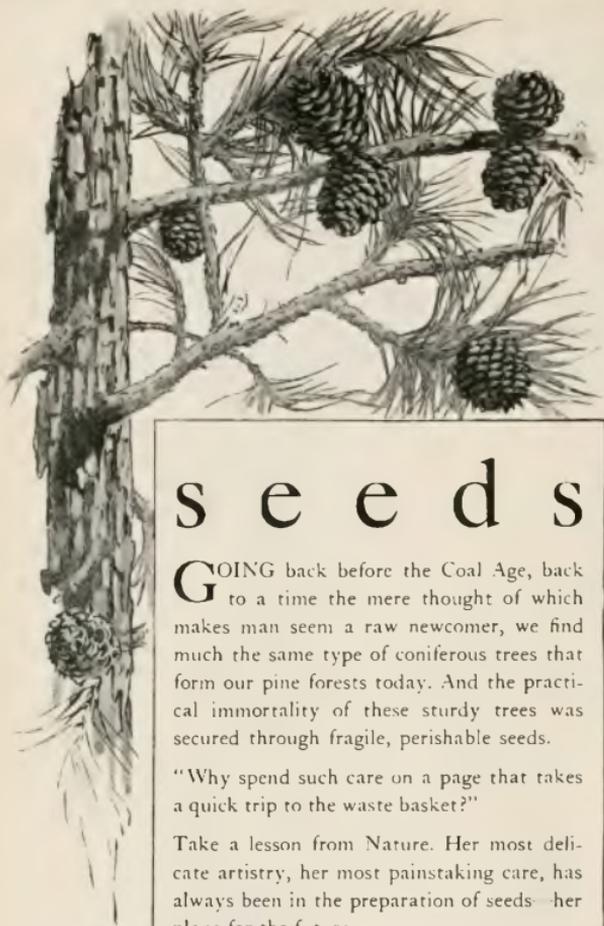
**Gatchel & Manning, INC.**

C. A. STINSON, *President*

*Photo Engravers*

*West Washington Square 230 South 7th St.*

PHILADELPHIA



# QUESTIONS

for the national advertiser

## Advertising is space—

## Plus an AUDIENCE!

*Are you sure the audience will listen?*

When you buy space in a periodical you buy something more than a few square inches of white paper on which to display your sign or message. You buy—or ought to be buying—the *attention of an audience*.

Paper can be bought by the carload, and publications can be distributed in such a way that reader-interest is almost nil. Neither the size of the space nor the size of the audience are the chief factors in bringing you returns.



An A.B.C. report tells you much more than the mere numerical strength of the audience a paper offers. If you study an A.B.C. report closely you will find questions asked and answered that enable you to estimate the *attention* of the audience reached. You will be able to tell if the audience you are buying is really listening!

AUDIT BUREAU OF CIRCULATIONS  
CHICAGO

Advertising  Typographers

### Simplicity -

Simplicity is the first rule of good typography. And good typography, with simplicity as its keynote, has long since become recognized as an integral part of an advertising campaign. Messages clear in thought and clear in expression, are the messages that are read—the messages that sell merchandise.

**Ben C. Pittsford Chicago**  
431 So. Dearborn St., Chicago  
Phone Harrison 7131



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

**Underwear & Hosiery**  
Review

**grip-up**

Your Consumer Campaign  
with Trade Publicity

for Sample Copies address:  
**KNIT GOODS PUBLISHING CORP.**  
63 Worth Street  
New York City

### Survey of Sales Organization

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

It will cost 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 to House Selling

Brie's is an organization of direct selling specialists, serving many of the most successful firms in the field. Our long experience and accumulated knowledge of "Straight Line Marketing" will be valuable to you. Write us about your plans before you experiment. **THE MARK-FARSHAM CO.** Rockaway Bldg., Cincinnati

## Talk to Your Men

[CONTINUED FROM PAGE 38]

plement a meager education. Another may have to do with a salesman's financial affairs, involving perhaps the suggestion of a budget system for his family. Again, the question of his investments may be a matter of concern to him, or it may be an analysis of his selling or personal characteristics, pointing out to him how they are retarding his purpose.

If I have occasion to criticize severely, the same mail usually carries a letter patting the salesman on the back, even if I have to go through the files to find something on which to base it. When practicable, letters of criticism are timed to reach him on Saturday so that he will have Sunday in which to get over the "hurt."

I NEVER attempt to be facetious in a letter, for it may miss fire at the other end. They tell a good joke on young Phil Armour, who passed away many years ago. One of their department managers was traveling in the South. One day Mr. Armour received a letter from him written on the stationery of one of the famous Florida East Coast hotels, where the rates were ten dollars per day. This was in the good old days when two dollars was the standard rate for three square means and a room. Mr. Armour snorted, shouted to his stenographer: "Take a telegram!"—"I hope you are enjoying yourself." The same afternoon a wire came back reading as follows: "Thanks. Am having a wonderful time; will remain a week longer." Mr. Armour's only comment was—"Well, that's one on me."

I used to have a salesman at Chicago—a man of rather ordinary ability, but who as a result of untiring industry and unbounded enthusiasm always did a good business. This fellow would show on his reports or write in about everything that happened. This used to make the big boss crazy. One day he called me into his office and instructed me to get up a new daily report form for the use of the salesmen on which there would be space for the weather and to show if there was a circus in town.

He held in his hand a report from this particular salesman from some town in New York State—Schenectady perhaps—where he said it was raining and all the merchants were out to the circus. I laughed, and said: "Well, why not? This man is there to get business, and if the weather and the circus interfere, why it's the most natural thing in the world for him to mention it in his reports or correspondence." The boss could not see it that way, but I still feel the same about it. My men are welcome to tell me about circuses or any other troubles they have, just so they give me the straight dope and don't alibi.

## HOTEL EMPIRE

New York's newest and most beautifully furnished hotel—accommodating 1034 guests

Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET—**\$250**  
ROOM WITH PRIVATE BATH—**\$350**  
ALL OUTSIDE ROOMS

### PROCESS PLATES

AS the engraving department of a large and old established printing house located in a small community, we produce quality process plates quickly and at low cost.

Give us your requirements and we will specify delivery time, send samples of our work and quote prices.

No obligation.

**FOWLER ENGRAVING CO.**  
Fowler, Indiana

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising and Selling Fortnightly, published bi-weekly, at New York, N. Y., for April 1, 1926.

Before such notice is published in the State and foreign affairs, personally appeared M. C. Robbins, who having been duly sworn according to law, deposes and says that he is the Publisher of the Advertising and Selling Fortnightly, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date above in the above caption, pursuant to the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager, are: Publisher, M. C. Robbins, 9 East 38th Street, New York, N. Y.  
Editor, Frederick C. Kendall, 9 East 35th Street, New York, N. Y.  
Managing Editor, None.  
Business Manager, J. B. Moore, 9 East 33rd Street, New York, N. Y.

2. That the owners are: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of the total amount of stock.)  
Advertising Fortnightly, Inc., 9 East 34th Street, New York, N. Y.

Frederick C. Kendall, 9 East 35th Street, New York, N. Y.

Robert B. Undergraf, 35th Street, N. Y.

Affiliated Publications, 3 East 38th Street, New York, N. Y.

The stockholders of Affiliated Publications are:

M. C. Robbins, 9 East 38th Street, New York, N. Y.

J. B. Moore, 9 East 33rd Street, New York, N. Y.

Finch, 2 East 28th Street, New York, N. Y.

Marjorie Hopkins, 134 Cliff Ave., Pelham, N. Y.

Fluoresce Page Robbins, 134 Cliff Ave., Pelham, N. Y.

Merton C. Robbins, Jr., 134 Cliff Ave., Pelham, N. Y.

3. That the known bondholders, mortgagees, and other security holders, owning or holding 1 per cent or more of total number of bonds, mortgages, or other securities are: If there are none, so state it.

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company at a figure other than his actual relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing a true and correct copy of the book of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and that the applicant has reason to believe that no other person, association, or corporation has any indirect, direct or beneficial interest in the said stock, bonds, or other securities than as is stated by him.

(Signature of C. Publisher)

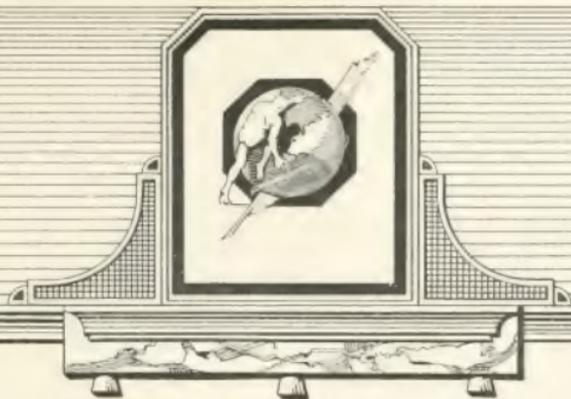
Room to read and subscribed before me this 18th day of

March, 1926.

CHRISTIAN J. MILLER,

(Notary Public for the State of New York)

(My commission expires March 30, 1927.)



## *Ledger-Domain*

This agency offers no mystery of legerde main nor a yearly parade of advertising fashion. Rather, it is concerned with the ledger-domain of its clients and black-ink figures. To this end, full cooperation is at the command of the business organizations which we serve—and of those who will invite us to serve them. We employ no oratory to get business. The English language is held in these offices as a power of selling suasion for the public—the comptrollers of the national purse-strings.

### The Geyer Company *Advertising*

Third National Building, Dayton, Ohio

## TESTIMONIALS

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

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

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

## Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A B.C. circulation equal to combined total circulation of all Jewish newspapers published in London in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Demands effective merchandising service. Rates on request.



## CATCH THE EYE!

Give your house organs, bulletins, folders, cards, etc., with eye-gripping cuts—get artwork at cost of plates alone. Send 10c today for Selling Aid plans for increasing sales, with Proof Portfolio of advertising cuts.

Selling Aid, 808 S. Wabash Ave., Chicago

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

THE JOHN GELSTROEM COMPANY  
Mansfield, Ohio Good Salesmen Wanted

**The Only Denne in Canadian Advertising**  
Canada may be "just one step in the border," but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. Let us tell you why.

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

## American Lumberman

Est. 1873 A. B. C. CHICAGO

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

**COVERS LUMBER FIELD**

## Bakers Weekly

A. B. C. - A. R. F. 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 industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

## PROVE IT! SHOW THE LETTER

If you address could show identical addresses the testimonials letters and orders received from satisfied customers, it would remove doubt and get the order. Don't lose testimonial letters being the in your files—give them to your men and increase your sales thru their use.

Write for samples and prices

A. R. F. PHOTO PRINT CO., 31 W. Adams Street, Chicago

# Is Direct Mail Losing Its Directions?

[CONTINUED FROM PAGE 27]

with publications, and in their reluctance to yield forthwith to any wholesale debacle via the overland mails. Nevertheless, one cannot but admit that these agencies have jeopardized confidence in themselves by their orthodoxy. The best advice which can be offered to the conscientious agency on this point (and this is not meant to be presumptuous either) is not to be over-ready to buck a program of direct mail. Rather let it, within limits, run its course. If it wins, we are all for it. If it fails, we save the trouble and expense of a hangman.

LET us review, before going further, some typical advantages peculiar to direct mail work. As far as its prospect list goes, it can if it wishes more nearly eliminate waste than publication advertising can. It is a practical method for limited trial campaigns. It can embody a return postal or its equivalent, which is a step better than a coupon. It permits of copy of any desired length. It is momentarily removed from the competition of other advertising.

Let us outline also a few of its peculiar disadvantages. Arriving in one piece, it is more apt to be immediately discarded than a publication. Lack of standardization of sizes and shapes makes it unhandy to be kept or filed. It may be delivered at a highly inopportune time, whereas a recipient will choose his own good time to read a magazine, no matter when it arrives. It may never reach a very busy man, an important executive, because this man necessarily has his miscellaneous mail censored, though possibly not his periodicals. A high-grade proposition submitted through the mails may suffer from poor company—nondescript mailing pieces of a much lower character. Finally, most mailing lists, in practice, are terribly inefficient and wasteful because they are too inclusive.

Direct mail has laid itself open to one very grave objection—wholesale selling attacks, lack of selection. Many periodicals are woefully crowded with advertising, but the mails are vastly more so. If direct mail is ever to function accurately and safely, this broadside of buckshot must be reduced to systematic rifle fire. Those vague generalities: mailing list, opening shot, follow-ups, must be altered to read: water-tight list and vastly more expert progressive selling psychology. Otherwise, if the amazing avalanche of mail going nowhere in particular continues to grow, we shall all have a feeling that

the entire structure of direct mail advertising is coming down about our ears.

There are two outstanding fallacies in the credo of the direct mail fanatic (and not all or most direct mail men are fanatics, thank Providence) which, if we cannot actually explode, we may at least light a bomb under. The first is the old hue-and-cry about the agencies, swollen with misgotten gains, not being willing to jeopardize the magical 15 per cent. Can't the average agency obtain 15 per cent on direct mail appropriations as well as publication money? Don't some of them receive more? Won't brilliant plans and brilliant copy pay the agency on mail matter? It pays direct mail men, Q. E. D.

Fallacy Number Two. Direct mail extremists have a merry, off-hand way of postulating certain things—if product, price, plan, and mailing list are right, success with direct mail is assured. This, to speak disgustingly plainly, is "hokey." Direct mail is subject, at all times, to certain conditions outside those above, conditions which affect all advertising. Such conditions as consumer readiness, competition, delivery, service, reputation, a host of intricate market peculiarities depending on the product and the times. And pre-eminently it is subject also to the efficacy of copy, which is just as paramount here as it is in magazine space. Q. E. D.

OUR chief count against direct mail (this being what it is, as the acute Mike Arlen would say) is that it sells itself, not so much on its own merits as by the negative method of impugning other forms of advertising. There has occurred no end of propaganda fired with sententious statement to the effect that American industry has been overlooking its one best bet in advertising, that money can be saved in sales, with far better results, etc., etc. The net effect of this sloppy salesmanship has been to rush a bunch of advertisers pell-mell into the mails, with more half-baked ideas and underdone hallucinations than ever distinguished the pillars of publication advertising or any other mode of advertising.

The psychology of the direct mail idea gains appreciably from its very name, which is a misnomer. Direct mail is simply mail advertising; no more, no less. It is no shortcut to anything. There is nothing more "direct" about this method of speaking to a prospect than about most other methods. There is nothing of significance

# A Leading Advertiser Publishes Tribute to The Minneapolis Tribune

Maurice L. Rothschild, a leading retailer and manufacturer in Minneapolis, St. Paul and Chicago, bought space in two Minneapolis newspapers to publish this tribute to the policies and influence of

Sheffield Buys \$1,000,000 Mill in Kansas City

... ..

Farm Wages Better Debate Light Demand

... ..

Some's Ambition Over Niagara Falls

... ..

... ..

... ..

## An open letter TO FREDERICK E. MURPHY

These Herbert Kaufman editorials re-inspire me with what we have been feeling for forty years about the great Northwest.

Through good times and bad our faith has never altered. We have never stopped spending on the development of our business here, because nothing could shake confidence in (as Kaufman puts it), "the Croesusly rich Ninth Reserve District."

Oldsettlers will remember, how during the days of the panic, Maurice L. Rothschild then The Palace Clothing Co., piled twenty thousand silver dollars in the window as our bet on local solvency, and invited everybody who couldn't get his pay check cashed anywhere else to come in and have the money without discount.

We are still cashing thousands of dollars worth of pay checks each month at full face value. I am still selling the Northwest whenever I go, and also without discount.

You are spending so much for community benefit that we wish to spend at least the cost of this advertising space, to tell Minneapolis

how much respect is owed a newspaper, which sets a national example in journalistic enterprise.

I am proud of The Tribune's courage and I am proud to be the friend of a publisher who weighs no expense against the opportunity to render helpful service.

Please add to your editorial optimism, my mercantile judgment that the Northwest has not yet started to work out its possibilities. Business is good—times are good—big things are coming this way. The Northwest can feed half America and offer advantages to industry that no longer exist elsewhere.

I speak both as a retailer and as a manufacturer. I speak from personal and recent knowledge of conditions generally. And I speak from my heart when I say that the Northwest needs only vision, self-confidence and pulling together.

Bringing Herbert Kaufman here, is just one episode in a continuous example of good citizenship on your part that is always invigorating, helpful, enterprising and sound.

**Maurice L. Rothschild**  
PRESIDENT MAURICE L. ROTHSCHILD & CO  
Palace Clothing House

*\* The Herbert Kaufman editorials referred to in Mr. Rothschild's letter consist of fifteen remarkable articles detailing the resources and visioning the future of the Northwest. Copies will be sent upon request to persons having business or other interests in the Northwest.*

# The Minneapolis Tribune

THE DOMINANT NEWSPAPER OF THE GREAT NORTHWEST

CHICAGO  
GUY S. OSBORN  
108 N. Michigan Ave.

NEW YORK  
J. E. WOODWARD  
110 E. 42nd St.

SAN FRANCISCO  
C. GEO. BISHOPNESS  
231 E. 5th St. Bldg.

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in the mere fact that advertising goes through the mails, nor does it thereby assume a magic mantle of persuasion. Direct mail, broadly speaking, is endowed with the same efficacies and surrounded with the same limitations as other approved mediums.

Nor are agency interests ignorant about it, nor blindly prejudiced against it. All of them have tried it, most of them use it, and credit it with the laurels it deserves at this present writing. How, in all common sense, could they long do otherwise? They recognize and publish the fact that in most cases its hook-up with publications is effective, that two mediums are often better than one, and that sometimes the signs all point to direct mail as the exclusive medium.

Becoming enamored of the order book, direct mail has been trying hard but amateurishly to get a quick divorce from the waste-basket. But direct mail work is still in the laboratory stage. This being so, wary advertisers will be wary. They will not jump to the conclusion that the mere flap of an envelope is a flap of the eagle's wings on a dollar disc and a call to its mates to come home to roost. They will not imagine that they can be safely encased in a coat of government mail overnight. They will not be so gullible as to conjure up any close analogy between postage stamps and Ponzi-profits.

The vested interests in direct mail, during the last year or so, have been wakening up to the fact that they are missing out on something. They are. But they have not been missing out, as they conceive, on the bigger slice of cake. They have been missing out on the job of getting themselves organized and house-cleaned. They will have to annex some high-powered list-clerks with experience as movie censors, a few more genuinely qualified copy men, and a stiff supply of antidote for ego.

## National Carbon Company, Inc.

Has taken over the plant, inventory and good will of the Corliss Co., Bradford, Pa. J. F. Kerlin, former president of the Corliss Co., became a vice-president of the National Carbon Co., in charge of sales of all carbon products.

## The International Trade Press, Inc.

Has moved its eastern offices from 15 Park Row to 250 Park Avenue, New York.

## The Art Directors' Club

Philadelphia, announce the presentation of their annual awards as follows: Color, for advertising—first prize, Walter Biggs, "Must Woman Turn Miser?" Young & Rubicam, Philadelphia; black and white, for advertising—first prize, Walter Frank, "The Races," the Eugene McCuckin Co., Philadelphia; photography, for advertising—first prize, R. T. Dooner, "Milk," Richard A. Foley Agency, Philadelphia.

## Replying to Docket 1251

[CONTINUED FROM PAGE 25]

ful and in developing and expanding existing advertising by making advertising profitable.

The publishers, backing up this statement and definition of service, assert that their refusal to grant similar discount to independent advertisers placing direct is governed by the fact that such advertisers are acting solely for themselves and hence are rendering no service deserving of special consideration from the publishers.

The A. N. P. A. rebuts directly one of the basic charges of the complaint: i. e., that there has been concerted action against, and blacklisting of, unrecognized advertising advertising agencies in the matter of agency discounts. Admitting that the association maintains such a list of "recognized agencies," investigated in the interest of its members . . . as to financial responsibility, personnel, experience, integrity," the brief says:

This recognition and rating may be accorded or not by the individual member, as he in his independent judgment may deem proper, there being no obligation upon any member to recognize or refuse to recognize any agency upon the basis of any report or recommendations made by the Association and no machinery of the association which can compel members to adopt its recommendations and no penalty against members failing to do so.

Recognition by the association has nothing to do with the payment of commissions . . .

The investigations conducted by the association and the reports made by it to its members with respect to advertising agencies have never at any time been conducted, made or maintained in furtherance of any combination or conspiracy as alleged in the amended complaint, or in cooperation with, or by reason of any understanding, agreement or arrangement, with any of the other respondents hereto or any other persons whatsoever.

The sweeping denial of charges of conspiracy entered by the S. N. P. A. may be taken as fairly typical of the attitude adopted by all the respondents, except that it takes up this phase more and detail. To quote from the brief:

Respondents deny that any such alleged combination or conspiracy exists among themselves or with any of the respondents.

They deny that they ever adopted at annual conventions of the publishers' association resolutions commending the alleged combination . . . and that they or any of them supply copies of such alleged resolutions to respondents who have not been . . . . Expressly deny that any information is exchanged among the members to be used in carrying out the alleged combination.

They deny that they agreed among themselves to accept direct advertising at the so-called gross rate only through said publishers' association.

Respondents also deny that they bring pressure and coercive measures of any kind or character to bear upon any member of their association, regardless of what rate he prefers to compare any member with in advertising in the future, at gross rates only, and they also deny that they endeavor to compel any member of the association to accept advertising at the gross rate or at any other rate whatsoever. . . .

This article is, at best, a sketchy summary of some of the points involved. The outcome of the case is now pending a hearing before the Commission, to consider the plea of these five respondents that the case be dismissed.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

### Position Wanted

**SALES ENGINEER**, twenty years' experience, established one good line, want one more, commission basis, not necessarily along engineering lines. Will furnish and expect references. Write Patrick, 737 Terminal St., Los Angeles, Cal.

**Young Woman** with varied advertising experience seeks position with outside work—market investigations, research, no selling or canvassing. Minimum salary, \$35. Location in New York. Free to Travel. Box No. 377, Adv. and Selling Port., 9 East 38th St., New York City.

### ADVERTISING SALESMAN

Now successfully representing leading trade publication. Limitations of present connection make change desirable. Married, 30, university graduate. Box No. 382, Adv. and Selling Port., 9 East 38th Street, New York City.

### EXECUTIVE.

Self starter who knows business management, including how to sell and advertise your product; increase profits; 39; married; now employed; mechanical propositions already established that need new blood. Box No. 380, Adv. and Selling Port., 9 East 38th St., New York City.

**EXECUTIVE**—Long experience organizing, managing departments, businesses; expert advertising manager, copywriter, catalog compiler, systematic, experienced selling to consumers by mail, through salesmen, and to dealers; mature judgment; requires minimum supervision. Ref'd. Box 763, City Hall Sta. New York

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 are in details.

Have had two courses in dictionics.  
Nurse and wife of a physician.  
Mother of fine young children.  
Write on food topics, care and feeding of children, miscellaneous features of interest to women in general and Household Departments.  
Elsie Sutherland Williams, Box 232, Monroe, N. C.

**DESIRED:** Connection with one of the larger advertising agencies handling the more important accounts—particularly in the automotive field. From such agencies I should appreciate an invitation to offer evidence of my ability in producing copy originating in a creative imagination. Looking to possible direct employment by August 15th. Vernon May, Katy, Texas.

### Help Wanted

Wanted by an association of established business writers on the Pacific Coast, a representative to solicit advertising on the Eastern Seaboard. In reply please give full details and mention method of compensation you prefer. Box No. 381, Adv. and Selling Port., 9 East 38th St., New York City.

### Help Wanted

**EXPERIENCED ADVERTISING SALESMAN** with trade paper training, a knowledge of agency methods and how they choose mediums, who has a good record for getting business, is wanted by a well established business paper to work eastern territory. Applicant must furnish unquestioned references as to integrity, character and habits. First letter should contain full information about yourself, age, nationality, fraternal affiliations, former connections and salary to start. Strictly confidential. Box No. 384, Adv. and Selling Port., 9 East 38th St., New York City.

### Service

#### FREE LANCE CARTOONIST

25 years' experience—will design snappy covers, comic pages or strips, illustrated puzzles and margin illustrations for your house-organ or other printed matter. Terms reasonable and copy of house-organ if convenient. Walter Wellman, Montvale, N. J.

### Multigraphing

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

**DEHAAN CIRCULAR LETTER CO., INC.**  
120 W. 42nd St., New York City  
Telephone Wis. 5483

### Miscellaneous

#### STOCK ELECTROTYPES

Send Fifty Cents for 15th edition of the SPATULA CUT CATALOG and you will get your money's worth of entertaining pictures even if you never buy an electrotpe of any one of the nearly 1500 advertising cuts illustrated. Mostly old style cuts. No box heads with little bodies. Spatula Publishing Co., 10 Alden St., Boston, 14, Massachusetts.

#### BINDERS

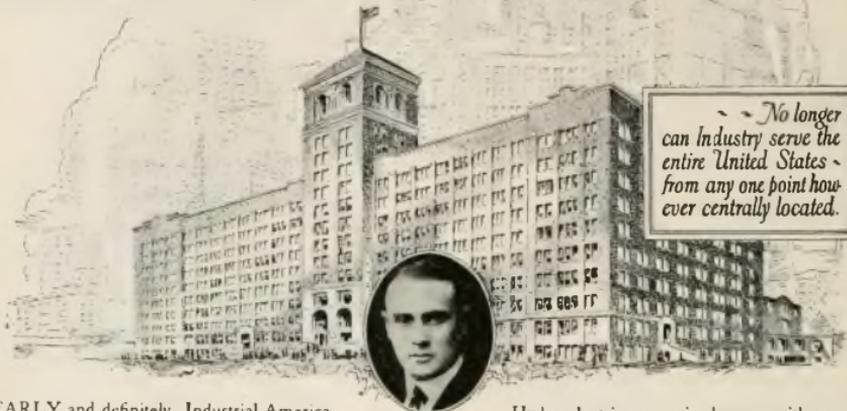
Use a binder to preserve your file of fortnightly copies for reference. Mail bound covers, and div-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Adv. and Selling Port., 9 East 38th St., New York City.

#### BOUND VOLUMES

A bound volume of Advertising and Selling fortnightly makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$3.00 per volume. Send your check to Adv. and Selling Port., 9 East 38th St., New York City.

# One after another America's Greatest Concerns come to ATLANTA

Sears, Roebuck & Company announce \$3,000,000 plant,  
National Biscuit Company to erect large Bakery—  
a total of 83 new industries during the past year



No longer  
can industry serve the  
entire United States—  
from any one point how-  
ever centrally located.

**C**LEARLY and definitely, Industrial America has selected Atlanta as the most logical manufacturing and distributing point for the South. Over five hundred of the greatest names in business today are represented here with branch plants, warehouses and selling organizations.

One after another, with all the facts before them, they have selected Atlanta as the ideal location for their particular needs. 83 new industries were attracted to Atlanta during the past year.

## Accessibility to Rich Markets Plus Production Economies

The country's leading business executives, with the records of their Atlanta offices to go by, attest the outstanding advantages of the Atlanta Industrial Area:

Fifteen lines of eight great railroad systems reach, overnight, more than twelve million increasingly prosperous people. A circle of busy ports for coastwise and export trade. 25 of the 26 industrial minerals, and many other raw materials are close at hand.

"We decided to build in Atlanta because of the fine transportation facilities and the very good reason that Atlanta is the heart of the great Southeast."

"We made a thorough investigation of the entire section, desiring to serve our patrons with better and quicker service, and finally decided that Atlanta should fill the bill."

"One of the chief considerations in our selection of Atlanta is the phenomenal growth of the Southeast, and my belief in the growth of Atlanta."

*Wm. H. Kiehl*  
President  
SEARS, ROEBUCK & CO.



Write for this free booklet

Hydro-electric power is cheaper, with one exception, than in any other industrial center. Intelligent, efficient Anglo-Saxon labor is plentiful. A city of diversified industry, manufacturing and distributing more than 1500 different products.

To every manufacturer, to every executive in charge of production or sales, the facts about Atlanta will prove highly illuminating.

## Let Our Industrial Engineers Serve You

To survey the Atlanta Industrial Area in relation to your business might cost you several thousand dollars. We are prepared to offer you this service at no expense. Our report will cover your market, distribution channels, existing competition, labor conditions, source and cost of raw materials, data on available sites and building costs, together with any other information you may require.

Sound, unbiased and wholly dependable, this survey may be the means of opening up new channels of profit for you. All communications held in strictest confidence.

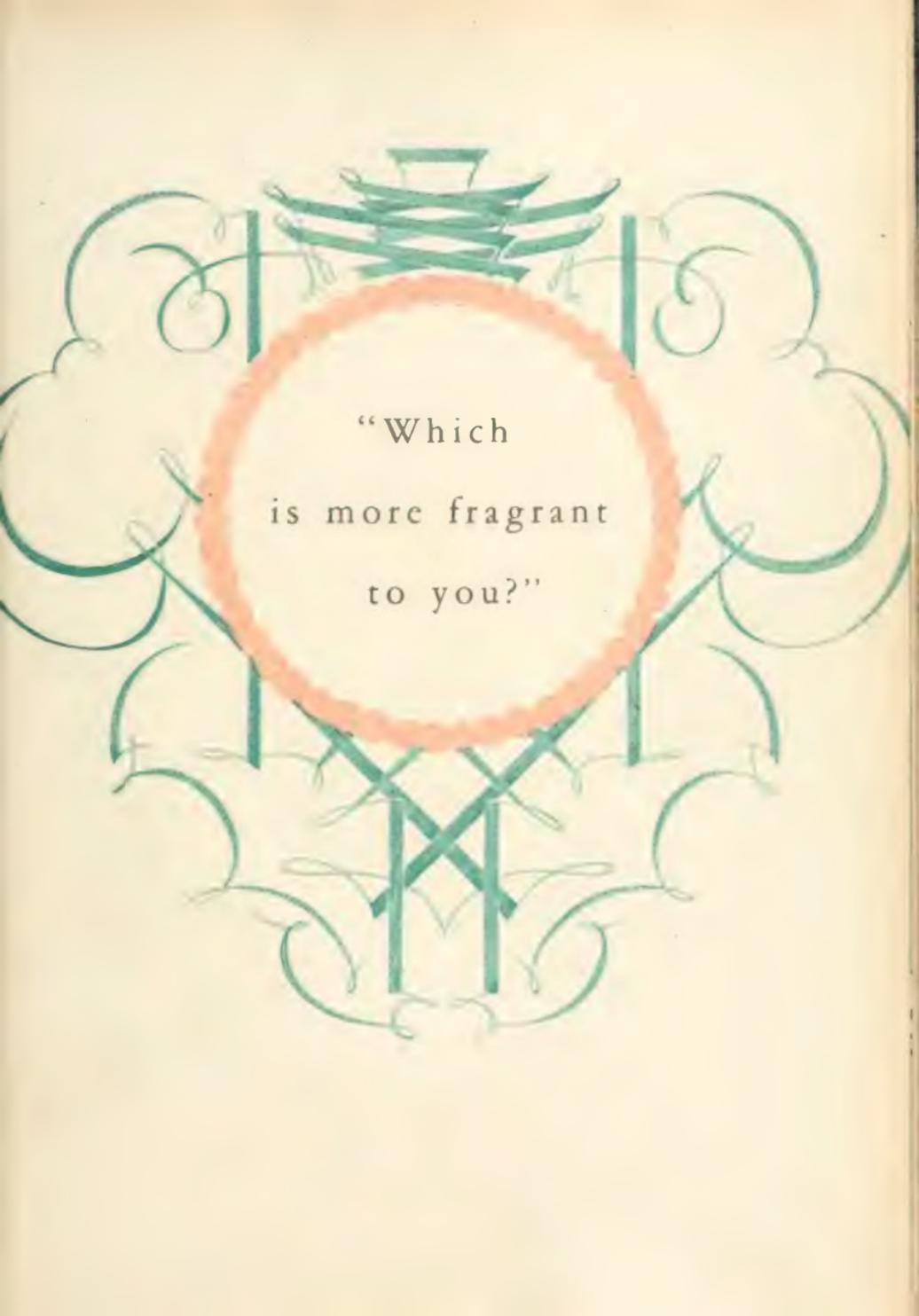
Write to INDUSTRIAL BUREAU

2011 Chamber of Commerce

# ATLANTA

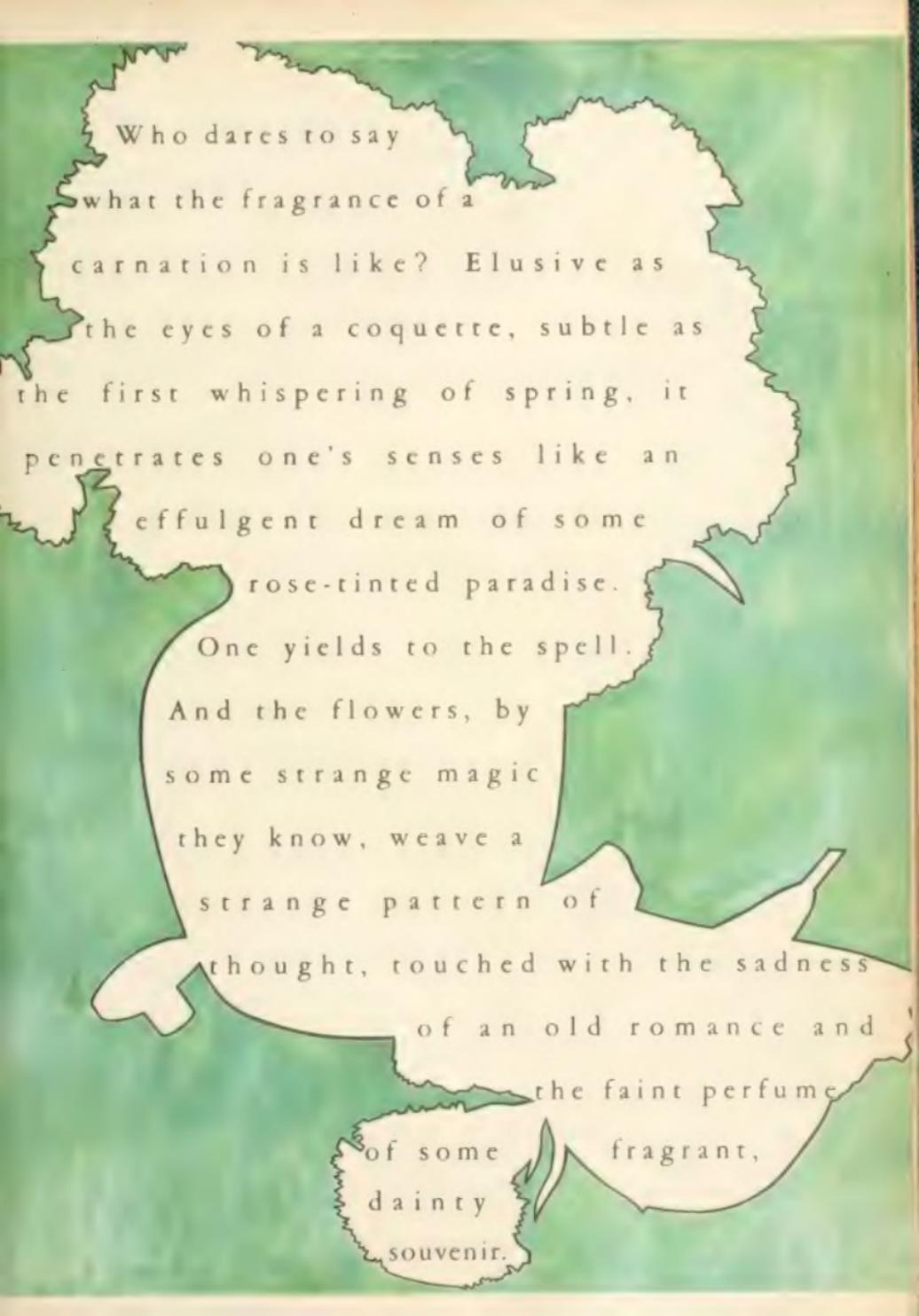
Industrial Headquarters of the South





“Which  
is more fragrant  
to you?”





Who dares to say  
what the fragrance of a  
carnation is like? Elusive as  
the eyes of a coquette, subtle as  
the first whispering of spring, it  
penetrates one's senses like an  
effulgent dream of some  
rose-tinted paradise.

One yields to the spell.  
And the flowers, by  
some strange magic  
they know, weave a  
strange pattern of  
thought, touched with the sadness  
of an old romance and  
the faint perfume  
of some dainty  
souvenir.



MURAL  
ADVERTISING

**RW**

*RUSLING WOOD, Inc.*

218 WILLIAM ST.  
NEW YORK.



SWEETLAND ADVERTISING INC

*Direct Mail Campaigns*

25 WEST 44<sup>TH</sup> STREET

NEW YORK

February 10, 1926

Mr. Walter P. Chrysler,  
Chairman of the Board,  
Chrysler Motor Company,  
Detroit, Michigan.

Dear Mr. Chrysler:

Would you be interested in a Direct-Mail sales plan so far in advance of present day methods as to be in a class with the car that you are building?

Henry J. Gielow, Inc. of New York has, in the past nine months, closed contracts for over \$3,000,000 worth of yachts from leads developed through our Direct-Mail campaigns.

Repetti, Inc. of Long Island City, N. Y. is now selling quantities of their famous caramels to new jobbers created through our campaigns.

In a mail campaign offering capital stock in a Newark industrial concern, 4.1% subscriptions was received.

We are now creating an extensive campaign for the King-Walsh Corporation of New York intended to sell especially designed country homes through the mails. And, Mr. Chrysler, we feel positive that, through our proved methods of Direct-Mail advertising, we can bring buyers to your dealer's show rooms at an unusually low cost.

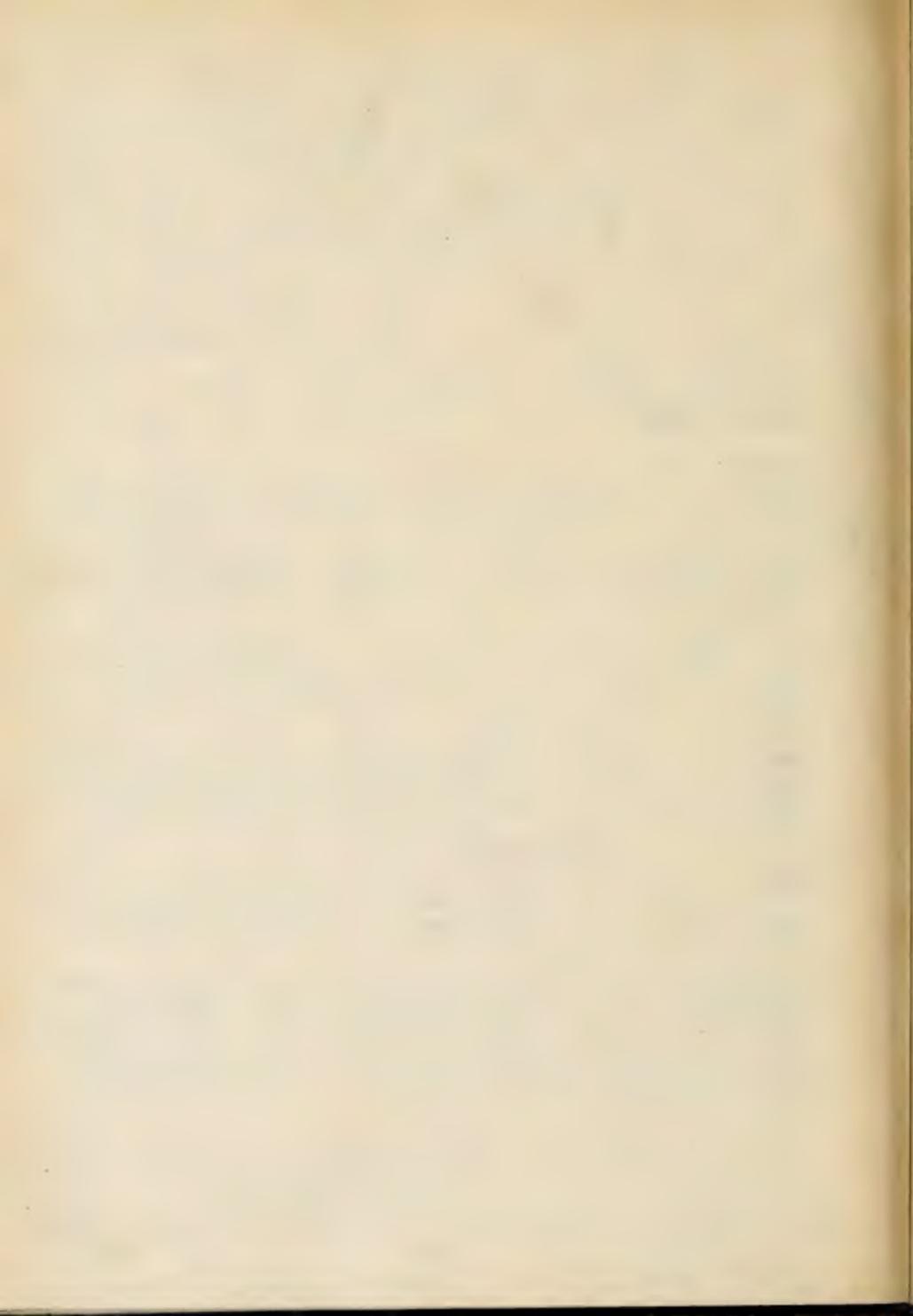
The writer has singled out the Chrysler automobile because he believes in it; - because he has used it and found it to be all that you claim for it, - and more, - and since examining your new Chrysler Imperial he has become more enthusiastic than ever.

We realize fully that you are using highly efficient methods in your merchandising just as you are in your manufacturing processes, and that in offering to still further promote the public's appreciation of your achievements we are setting a severe task for ourselves. We are willing, however, to speculate with our time in proving our methods in a test campaign, just as you proved the soundness of your revolutionary engineering principles before you asked the public to invest.

We await your reply.

Sincerely yours,  
SWEETLAND ADVERTISING, INC.

President



TELLING your  
Advertising Story  
with PICTURES  
through Posters &  
Window Displays  
*that's my Business*

RUSLING WOOD, INC., NEW YORK CITY



# What is the most Convincing Language



?

## The *Picture* Story

I am an apple, a big, red, delicious apple, nature's choicest gift to man; ripened and sweetened on the branches of sturdy trees in the sun-flooded and wind-swept orchards of the Hood River valley; sound as a nut, sweet as the kisses of first love; beautiful as a picture, and flavored like some rare old fruity wine aged in the wood at Oporto; the light dapples and glints on my lustrous red surface, polished by the caressing touch of the vagrant breeze, and painted by the level beams of August suns; while in my heart are stored the garnered sweets of summer days and the cool freshness of morning dews. (I am the fruit with which Eve tempted Adam, the fruit that caused the Trojan War, the fruit that cost Atalanta her race with Hippomenes.)

Doubtless God could have made a better fruit than an apple, but doubtless God never did.

## ~or the Written Story

# FRANCE through the eyes of her Immortals



*Rouen with its blue  
roofs merging under  
pointed Gothic towers  
dominated by the  
spire of the cathedral.  
"The Horla"—Guy  
de Maupassant*

## Normandy of opal-tinted

blissoms and silver-tinted bells! With the Seine making its tortuous way upstream from Rouen to Paris. There . . . dance, dine and shop. They are new experiences in this city where living is an art.

Don't miss it! A French Liner will carry you into Normandy—to Havre, the port of Paris. No transferring to tenders; down the gangplank; a special train waiting; Paris in three hours.

And you have had six days of happy companionship with interesting travelers while crossing on "the longest gangplank in the world." You have

been delighted with unexcelled service and surroundings . . . invigorated by dances and deck games, parties and promenades. You have done more than justice to the confections of a famous chef.

The de Luxe liners, the *Paris en France*, sail to Plymouth, England . . . and arrive at Havre a few hours later. The One-Class-Cabin Liners, the *De Grasse*, *Rochebelle*, *La Savoie* and *Suffren*, go direct to Havre.

Your car is carried overboard. Motor-cars take an over-night train—to Biarritz, Europe's smart resort. Then begin the gorgeous trip through the Pyrenees . . . skirting ice-clad peaks and tempestuous waterfalls.

## French Line

Compagnie Générale Transatlantique, 19 State St., New York  
Office and agencies in principal cities of Europe, Canada and  
United States, or ask any travel or tourist agent.



**T**HIRTY-SIX of the 107 advertisers in National Petroleum News to whom the Oil Industry is only *one market out of many* but a market well worth intensive cultivation.



- Aluminum Company of America
- American Bridge Company
- American Can Company
- American Radiator Company
- American Telephone & Telegraph Co.
- Armstrong Cork and Insulation Co.
- Autocar Company
- Bethlehem Shipbuilding Corp.
- Blaw-Knox Company
- Budd Wheel Company
- Continental Motors Corp.
- Crane Company
- E. I. Du Pont de Nemours & Co.
- Fairbanks-Morse & Co.
- Foamite-Childs Corporation
- The Ford Motor Company
- General Motors Truck Co.
- The Glidden Company
- B. F. Goodrich Rubber Co.
- Graham Brothers
- Illinois Glass Company
- Ingersoll-Rand Company
- International Harvester Company of America
- Jenkins Brothers, Ltd.
- Johns-Manville, Inc.
- National Carbon Company
- Novo Engine Company
- Oxweld Acetylene Company
- Prest-O-Lite Co., Inc.
- Rand McNally & Co.
- Sherwin-Williams Company
- Truscon Steel Company
- The White Company
- J. G. White Engineering Corp.
- Worthington Pump & Machinery Corp.
- York Safe & Lock Company

**Y**OUR regular product, "as is," may have opportunity for a handsome sales-volume in the Oil Industry.

Though the Oil Industry by itself supports hundreds of manufacturers whose products are for the oil industry's exclusive use, it also furnishes a major market for scores of commodities of broader usefulness.

One-hundred-and-seven manufacturers of such commodities believe it worth while to cultivate this big-buying customer through advertising in the Oil Industry's weekly newspaper—*National Petroleum News*.

The thirty-six familiar names in the side panel indicate the scope and variety of oil industry purchases.

# NATIONAL PETROLEUM NEWS

District Offices:  
**TULSA, OKLA.**  
 604 Bank of Commerce Building  
**NEW YORK**  
 342 Madison Avenue

District Offices:  
**CHICAGO**  
 360 North Michigan Avenue  
**HOUSTON, TEXAS**  
 404 West Building

Member A. P. I.

812 HURON ROAD, CLEVELAND

Member A. B. C.