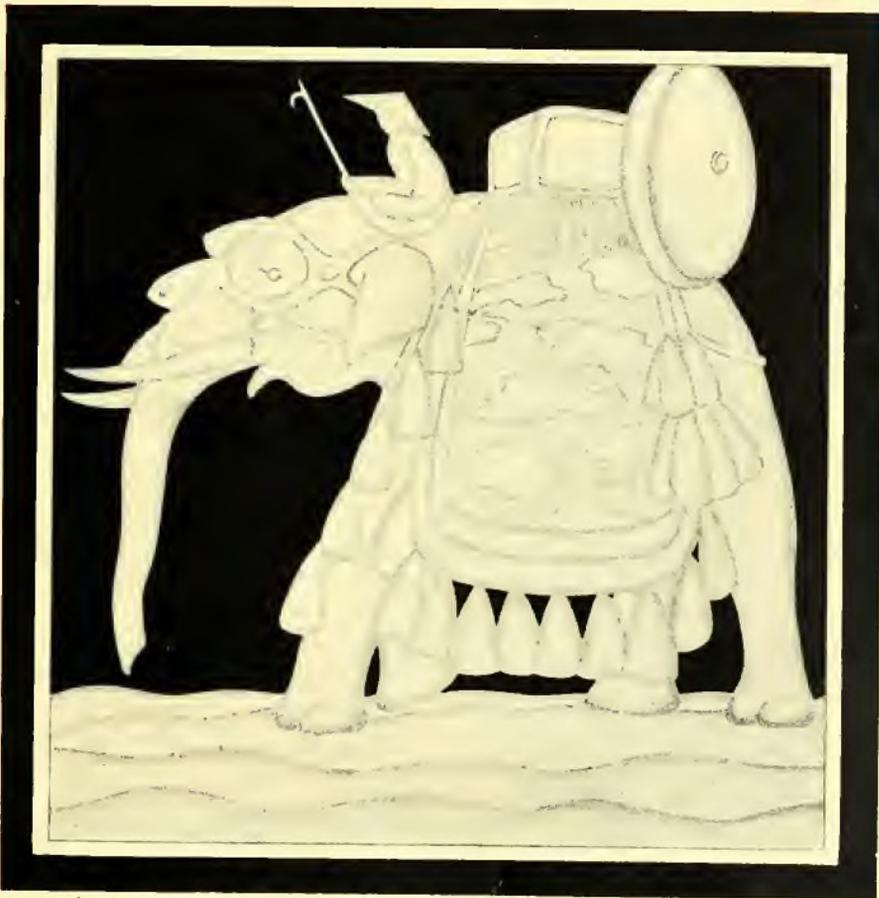


# Advertising & Selling

PUBLISHED FORTNIGHTLY



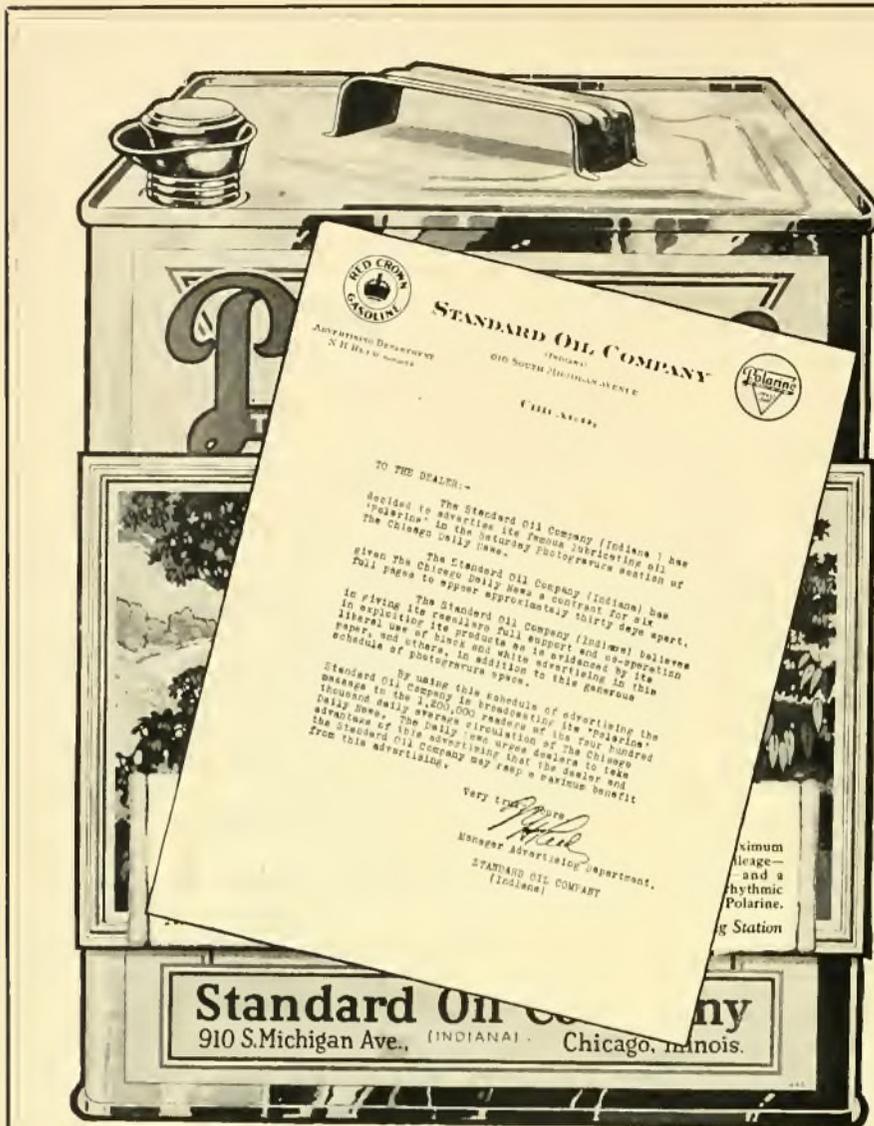
Drawn by Jacques Darcy for Saks & Company

JULY 14, 1926

15 CENTS A COPY

### *In this issue:*

"How Shall We Break the Retailers' Silence?" By RAY GILES; "Is There a Saturation Point in Advertising?" By NORMAN KRICHBAUM; "Selling Radio" By H. A. HARING; "The Boom—And After" By AMOS STOTE; "Do Advertisers Sell Goods—Or Advertising?" By ROBERT K. LEAVITT



# Advertising That Will Still Further Increase the Sales of Standard Oil Products

**T**HE Standard Oil Company (Indiana), believing that the best results from their Chicago advertising can be obtained through the use of space in The Chicago Daily News, have made a contract for six full pages in the Saturday Photogravure Section of The Daily News (in addition to their black and white schedule). This adver-

tising will appear at intervals covering a period of six months.

The campaign was written and designed with the specific idea of interesting Daily News readers in the products of the Standard Oil Company (Indiana), as the best means of increasing the dealers' sales.

## THE CHICAGO DAILY NEWS

First in Chicago

### ADVERTISING REPRESENTATIVES

NEW YORK  
J. B. Woodward  
110 E. 42d St.

DETROIT  
Woodward & Kelly  
Fine Arts Building

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

SAN FRANCISCO  
C. Gen. Krogness  
353 First Nat'l Bank Bldg.





# Confidence

*THE confidence of the public must be earned. It isn't a gift from the gods. It takes time, too, to establish it. A number of good newspapers have come and gone in Indianapolis in the last 56 years, but *The News* has steadily won a deeper and more enduring public confidence—the kind of confidence that gives an advertising message in its columns much the character of a spoken recommendation from a friend.*

**B**ECAUSE for more than half a century *The Indianapolis News* has steadfastly refused for any reason to jeopardize ever so slightly the confidence of its readers, it is able to give advertisers to an unusual degree the most important of all the *plus factors*—reader confidence.

An advertiser in *The News* buys, legitimately, the confidence of *News* readers in *The News* for his message.

He is the beneficiary of a public confidence that was 56 years in the building.

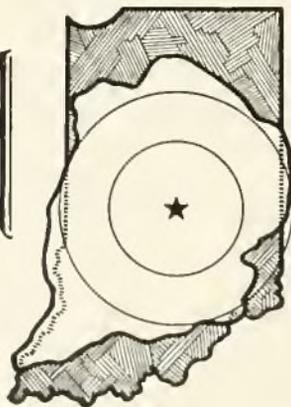
He buys for his product a tangible goodwill, based on confidence, that is rigorously protected by the absolute exclusion of doubtful copy from other advertisers that might even slightly impair it.

He enjoys the imponderable yet invaluable distinction of good company.

His selling message is accompanied by editorial matter of distinguished character locally, and nationally respected.

He buys an imperative attention value born of the eagerness with which *The News* is daily welcomed in the best homes in Indianapolis and the Indianapolis radius.

*The News* rate is based on the quantity of its circulation, as all rates are. This *plus factor*—this profound confidence, respect and unswerving loyalty of *News* readers—costs nothing and accomplishes unparalleled results in this remarkable market.



# THE INDIANAPOLIS NEWS

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

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ  
The Tower Building

# Everybody's Business

By Floyd W. Parsons

NO matter whether I talk to a garage mechanic or a corporation president, I am informed that we are in for a couple of years of very bad weather. Two or three years ago when I got hold of some interesting data that indicated we were experiencing a considerable drop in that new and important curve our scientists call the solar constant, the idea came to me that here was something we might discuss with interest and profit. I could count on my fingers all the men that knew anything about the problem at that time, but it really looked as if we were witnessing the birth of a new art that might be highly beneficial to life and industry.

Since then I have followed developments in this field closely and have not found any good reason for doubting the soundness or value of the new science of predicting the weather some months or even years in advance. But its accuracy has yet to be proved and I am wondering if we are not commencing to mistake what is still theory for fact. Never has the weather of the future been so effectively advertised. Economists, financiers, industrial executives and business men generally are including the weather problem in their calculations and plans. Surely the spread of the idea of a summerless year in 1927 is a tribute to the power of the nation's press. If this were a psychological problem founded on the action of the human mind instead of upon the uncontrollable forces of nature, there would be no question as to the certainty of the coming of a "year without a summer."

It is a good thing that we are giving thought to the possibility and consequences of a period of poor crops. Being forewarned we may exercise greater caution and thus mitigate the evils of a period of abnormal weather. On the other hand, we must keep open minds in the matter and not forget that this new science of long-distance weather forecasting is still on trial. Perhaps we have the germ of a big idea that can be utilized in a practical way. Scientists certainly are not in full agreement on the question. If the theory is proved to be sound, the officials of the U. S. Weather Bureau will be stark naked so far as any covering of prestige is concerned. They have gone only a very short distance in modifying their opposition to the whole scheme.

The unofficial weather prophets surely have won the first round in their controversy with the Government prognosticators. The unseasonable weather of May



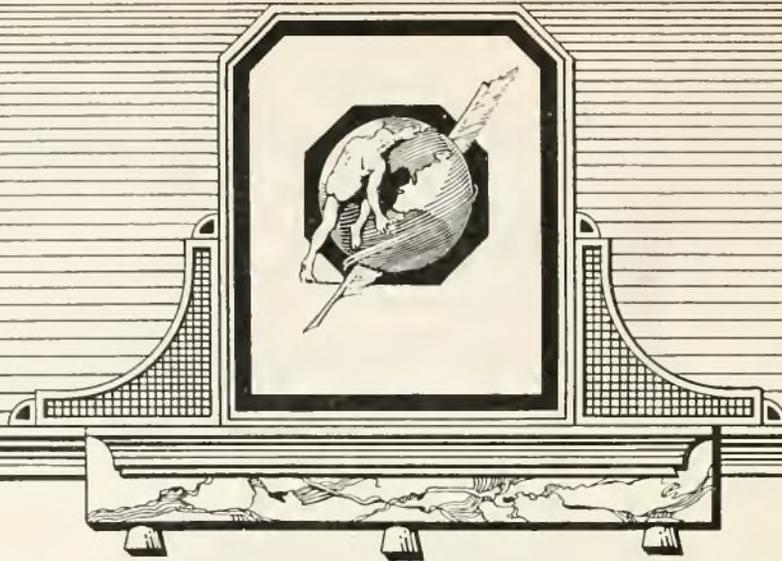
(C) Brown Bros.

and June has chalked up a few tallies for those who have lined up with the new school of thought. All over the world we get reports of a slow but continuous chilling of the waters of the ocean. We also get a creepy feeling when we go back through history and find that the years of world-wide crop failures appear to have come at regular intervals in conformity with definite cycles of sun spots and tidal abnormalities. In the past we did not have instruments with which we could measure the daily heat received from the sun. Nor did we know very much concerning the effects on the tides of changed positions of the sun and moon in their relation to each other. Even now we cannot be sure whether a condition of maximum spots on the sun

means more or less heat. The chief exponent of long-distance weather forecasting says that the more spots there are, the less heat we get. On the other hand, Dr. Abbott, an authority on sun observations, has heretofore held the reverse opinion. A number of these points will be cleared up during the next two years. We can all be glad that someone started this furore over long-distance weather forecasting. I am willing to give all of the credit to H. Janvrin Browne in Washington who has succeeded in bringing about a degree of healthful activity on the part of those whose business it is to make weather forecasting something more than merely a matter of daily advice as to the desirability of carrying an umbrella. This stirring up of the subject has resulted in expeditions to the North Pole and to Greenland—the birthplace of storms. It is forcing our official weather observers to prove their assertions that weather variations are not due to sun-spot cycles and such things, but to dynamic-meteorology, which in simple language means the mechanics of the earth's atmosphere.

People who never before were interested in the sun and things oceanic, are now commencing to study these subjects. The result may be not only the disclosure of knowledge that will greatly benefit industry and save us from the evils of an unexpected crop disaster, but this research may lead eventually to the discovery of the secrets of radiated heat. When we learn how to heat by radiation instead of convection, there will come a revolution in all of our heating industries, and in our mode of life as well.

If science can perform this feat, we will then be freed of some of our worries concerning the future of world weather.



## *Blossoms Ahead*

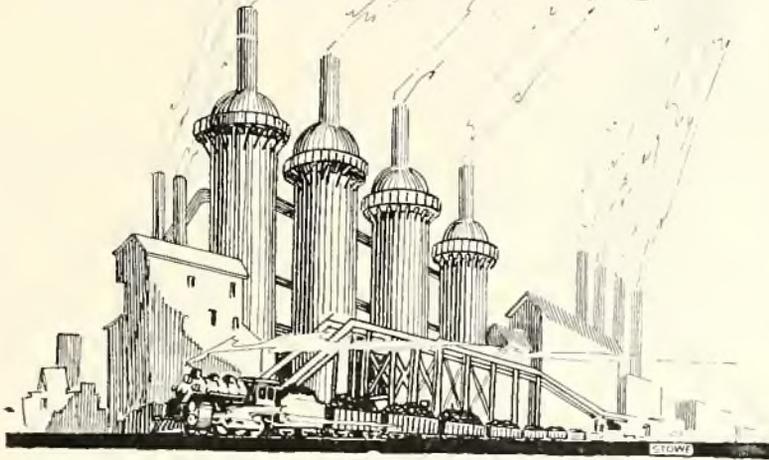
Clients of this agency are not bound by contract. They are still free, legally, after they have appointed us as advertising counsel. The document which makes business relations is more forceful, more effective than any arbitrary agreement. It is confidence, two-sided. Clients come to us because the chart of what we have done for others is a conclusive indication of what we are likely to do for them. We promise little except that we will do the best we know how, governed by a ripe experience. After a year or two of working together, our customers generally find the promises in bloom.

## The Geyer Company *Advertising*

Third National Building, Dayton, Ohio

# BIRMINGHAM

*The Industrial City*



## Speeding Up of All Activities to Meet the Demand

Sales of pig iron, coal and coke, Portland cement and other products of the Birmingham District, the industrial section of Alabama, are showing marked revival, and every indication is that there will be a speeding up of all activities during the last half of the year.

The completion of four new open furnaces to produce steel will make it possible to operate all mills and fabricating plants at capacity.

Coal and coke production will be increased to care for the home use and the shipping thru the ports at Mobile and New Orleans.

Great increases will be shown in 1926 in production of the basic materials over the year 1925. In the first six months a splendid showing was made.

Public Improvements of \$3,000,000 for 1926 under way Now.  
\$4,300,000 Is the Weekly Payroll for Birmingham, Today

The News gives to advertisers:

Complete Effective Coverage.  
True Reader Acceptance, Permanent Prestige, Results—with Profits.

The National Advertising gain for The News first six months 1926—196,588 Lines.

The News continues to be a constant reliable influence in the daily lives of all Birmingham citizens.

# 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

# Sell Your Market at the Core

EVERY good sales manager knows that good selling begins in the heart of a business.

Before your buying public is sold, every one who sells for you must be sold.

Your own selling force, your jobbers and their selling force, your dealers and their selling force, your bankers,—all the trade factors whose influence counts in carrying your sale down the rapids of trade,—all must be sold.

Consider, then, the part the 225,000 business men who read *The Nation's Business* play in your selling.

Buyers for your product, yes—but promoters for your sales, too.

## *Take the sale of paper, for instance*

Paper jobbers and their salesmen, master printers and their salesmen read *The Na-*

*tion's Business*—at least the more important and more enterprising ones do.

Advertising in *The Nation's Business* will sell them on the *character* of your product.

But they also know that their best prospects read *The Nation's Business* too.

And the knowledge that you are advertising in *The Nation's Business* also assures them that you are building acceptance for your product with their prospects.

To the sale of the character of your product you have added the sale of its *salability*.

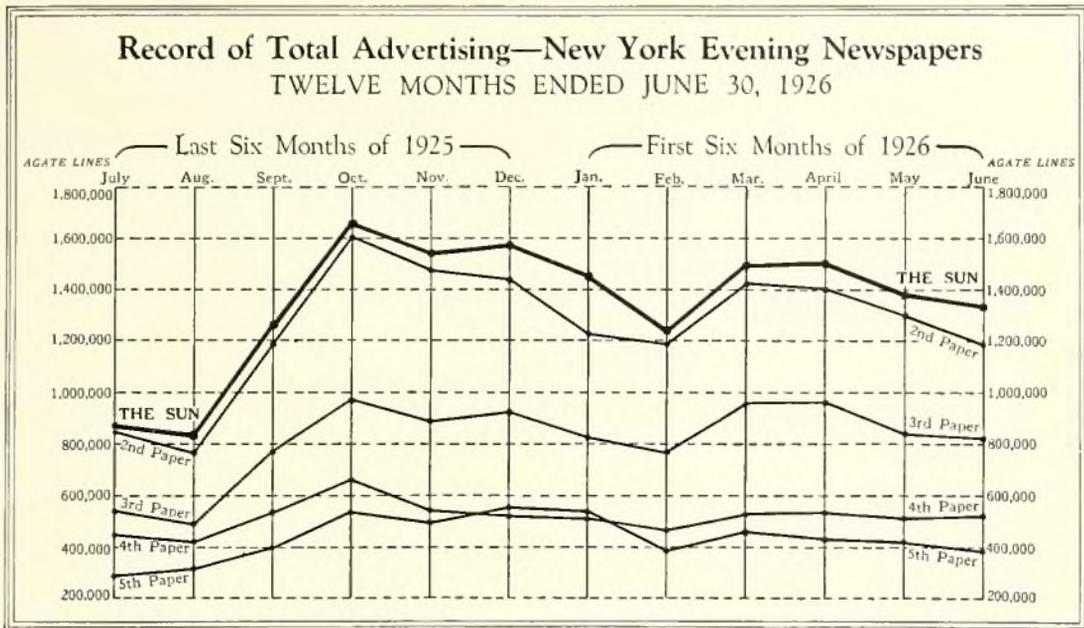
*When you advertise in The Nation's Business, you advertise both to the market that buys and to the market that sells your product*

# NATION'S BUSINESS



MERLE THORPE, *Editor*

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



# The Outstanding Leader

## Among New York Evening Newspapers

**T**HE characteristic that determines the productiveness of a newspaper as a medium for advertisers is the kind of people who read it.

If all persons were equally responsive to advertising, then the newspaper with the largest circulation would bring the best results. But persons vary greatly in their needs and desires, in their purchasing power, in their intelligence, in their attitude toward advertising.

And so, newspapers vary greatly in their value to advertisers—in their ability to produce results; and this variation is dependent more on the quality, the responsiveness, of circulation than on the quantity.

The reason why advertisers get better results through The Sun than through any other New York evening newspaper, the reason why they use more space in The Sun than in any other New York evening newspaper, is because The Sun is read by people of more than average means and better than average intelligence—people who have

purchasing power as well as purchasing impulse—people of wide activities, many interests and large influence—people who are responsive to advertising.

Among these people The Sun has a larger home circulation than any other New York weekday newspaper.

For twelve consecutive months The Sun has published more advertising than any other New York evening newspaper—an indication of the superior productiveness of its advertising columns.

During this period The Sun published 16 million lines of advertising—leading the second evening newspaper by more than one million lines.

For twelve consecutive months The Sun has made larger gains in advertising than any other New York evening newspaper—an indication that advertisers in increasingly large numbers are becoming convinced of the advantages of The Sun and are satisfied with the results secured through The Sun.

*The Sun maintains a rigid censorship on all advertising*

# The



# Sun

280 BROADWAY

NEW YORK

BOSTON  
Old South Building

WASHINGTON, D. C.  
Munsey Building

CHICAGO  
208 So. La Salle St.

LOS ANGELES  
Van Nuys Building

SAN FRANCISCO  
First National Bank Building

# MR. FORD and the *Advertising he didn't believe in*



APPARENTLY spurred to further economies by the aggressive competition of his rivals, Mr. Ford is reported to have made drastic cuts in his budget.

"Cut it *all* out," he is quoted in regard to his present advertising appropriation. "I never did believe in it."

Read those last words again. In them you will find the real motive for Mr. Ford's action. No advertising effort can successfully struggle against such an attitude. Sooner or later the advertising campaign not wholly believed in drifts into the lost limbo that is crowded with efforts that were dubiously tried and—not so strange—didn't seem to work.

To our minds the advertising of the Ford automobile lacked what we consider a very essential quality. In spirit, in intent, in message, there was no distinct, quotable theme.

If, for comparison, the name Armstrong is mentioned, you think of beautiful patterns and colors of linoleum for every floor in the house.

Hamilton is the name of a watch so accurate that railroad

men largely favor it. Maxwell House is that fine old coffee served by Southern aristocracy in the halcyon days "befoh de wah."

No matter how many arguments are advanced in the course of an advertisement for any of these products, one argument is invariably paramount. From it the big theme flows.

In our own practice, we believe that it pays to present the theme in the nature of a promise to the reader. A promise of information that the reader needs but did not previously possess. A promise of how your merchandise will work to his great benefit.

What might Mr. Ford promise in his advertising?

The Ford does not use the standard gear shift. Does the planetary transmission promise more in power or economy? The Ford dispenses with a ser-

vice brake on the rear wheels and places it on the driving shaft. Does this make for better braking? If the hand accelerator has advantages not found in the foot accelerator, wouldn't the public appreciate being told?

There are many ways of advertising any product. Work, try, experiment until a sound, workable presentation is found. Make that your theme. Present that theme in as many ways as you can practically devise. But present always that one theme.

A fairly simple test of the value of any advertising theme is this: Does it make for a simple quotable idea? Is it a conception that you and your advertising advisors can give in a few words, quickly—and that busy men and women will unconsciously quote to themselves when they think of your product?

GEORGE BATTEN COMPANY, INC.

*Advertising*



# Buffalo the Wonder City of America

## To Financial Advertisers Seeking Business in Buffalo---

**T**O SECURE greatest possible results from financial advertising it should reach the investment buyer of the FUTURE as well as the investor of the present. In the Buffalo territory the News reaches and influences both.

The News is read in more than 140,000 homes in Western New York. Average daily circulation for May was 142,907.

The News has the interest of the investing public because it gives complete financial and business news—all the news and quotations of all the major markets.

The News gives TODAY'S financial news TODAY—when interest is most keen.

The News has unusual reader interest and influence because of its authentic news service and its well-known policy of protecting its readers by careful censorship of all advertising.

The market for financial advertisers is steadily increasing because new people are constantly reaching higher ground financially.

Reach both prospective and present investors in Buffalo by directing your advertising message to them through the paper they read—the News. It can be done effectively and at moderate cost.

*Cover the Buffalo Market with the*

## BUFFALO EVENING NEWS

*A. B. C. Mar. 31, 1926*  
134,469

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

*Present Average Over*  
142,000

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

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



## “Not as many men as possible—but as many worth-while plants as possible”

The visiting manufacturer looked at the subscription man in surprise.

“Do you mean to tell me that POWER doesn't try to get as many subscribers as possible wherever you can get them?”

“Not at all,” replied the subscription man. “We of the McGraw-Hill papers are interested in quality, not in numbers as such. Our aim on POWER is to get as many worth-while plants as possible, and then land the responsible man—the man who plans and buys—in that plant. When we find an industrial plant or central station where by some chance there is no POWER subscriber, we send a field man to it and it is up to

him to stay there till he lands the responsible man.”

“That's great, but it must be expensive!”

“Of course! How do we justify it? By the fact that this policy makes POWER invaluable to you men who sell power plant equipment.”

The manufacturer looked at the circulation man. “Well,” said he emphatically, “that puts POWER in a different category from any other power plant paper I know anything about.”

*POWER—the leading paper of the power field—is the most direct route to the buying power of the industry. Are you using it to widen your market?*

# POWER

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York

A. B. C.

A. B. P.

# Customers Who "Stay Sold"

## Are the Backbone of Your Business

**Y**OU make your profits from "repeaters." The folks who form buying habits and stick to them year after year are the only kind of customers worth having.

City people are floaters. The nature of their environment makes them unstable and vacillating. They are constantly besieged by manufacturers who urge and entreat them to try new things. The alluring advertisements in the many newspapers and magazines they see; the billboards and car cards; the enticing store windows; the many special sales and bargain offerings of the big stores, all clamor for their attention and their money.

They may try your product; they may like it—but the chances of their forming the permanent habit of buying it are comparatively small.

Out in the small town and rural districts an entirely different condition prevails. The country customer buys after due consideration of what you offer him for his money. When the time to buy again comes around, he isn't besought on every hand to try something else. He buys your goods again and again—they soon take their place among the regular family equipment which he continues buying, year after year.

These are the people who will make profits for you. Theirs is the business you should go after and keep after.

They are easy to reach. All their homes, from one end of the country to the other, give a hearty welcome and a careful reading to The Country Newspaper.

Through this ONE medium you can reach 9½ million small town families—reach them in the direct, intimate way that produces profitable results. Use The Country Newspaper as a national medium; or use it to cover such States or zones as your sales problems may make advisable. It will bring you an army of customers that will "stay sold."

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

# How shall we judge in

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

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

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

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

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

## *Why does the Globe lead?*

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

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

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

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

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

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

## *Retailers want a concentrated demand*

**T**HIN, wide-spread newspaper circulation may get distribution but it cannot build demand.

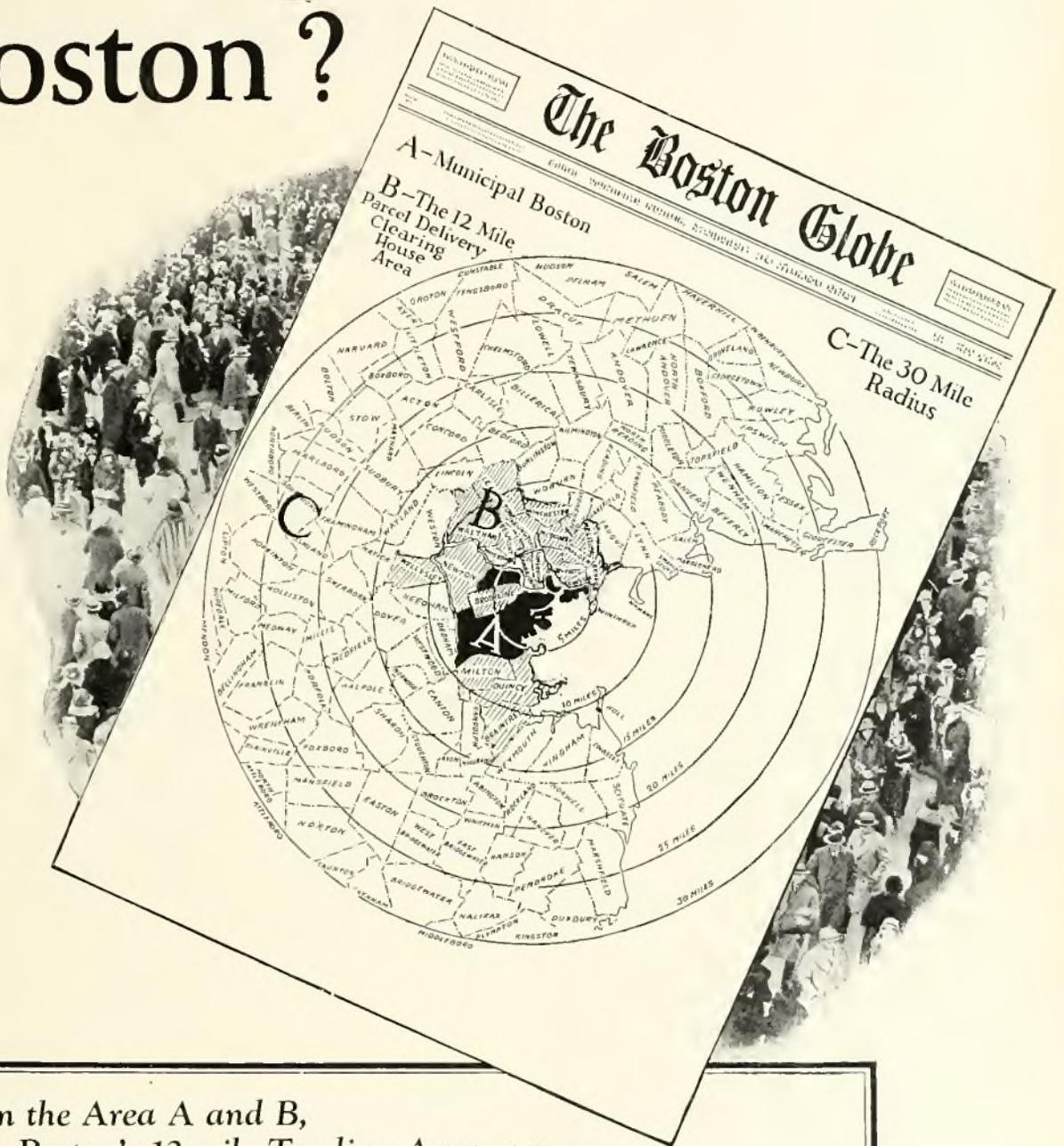
The Globe offers every national advertiser exactly what Boston retailers of every kind want—a concentrated, quantity circulation covering the quality homes that really buy in Boston.

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

TOTAL NET PAID CIRCULATION IS  
279,461 Daily                      326,532 Sunday

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

# newspaper values Boston ?



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

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

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

# The Boston Globe

*The Globe sells Boston*

# The New York Times

leads all New York Newspapers  
in National Advertising

**T**HE NEW YORK TIMES has for years led all newspapers in the United States in volume of national advertising, weekday and Sunday. In six months of this year The Times led all New York morning newspapers in total volume of national advertising weekday alone, and all New York newspapers weekday and Sunday.

## NATIONAL ADVERTISING SIX MONTHS, 1926

	Weekday Agate Lines	Sunday Agate Lines	Weekday and Sunday Agate Lines
The New York Times.....	1,935,874	1,808,358	3,744,232
Second New York Morning Newspaper .....	1,752,930	1,161,690	2,914,620
<b>Excess .....</b>	<b>182,944</b>	<b>646,668</b>	<b>829,612</b>

The New York Times gain in national advertising in six months of 1926, weekdays alone, was 322,894 lines over the corresponding period of 1925. The gain, weekday and Sunday, was 636,110 lines over the corresponding period of 1925.

In six months of this year The Times published 15,251,876 agate lines of advertising, an excess of 5,609,058 lines over the second New York newspaper and a gain of 1,664,480 lines over The Times record for the corresponding period of 1925.

The Times is overwhelmingly the choice of national advertisers using only one newspaper in New York, and is the preferred foundation of any campaign using two or more New York newspapers.

Average net paid daily and Sunday circulation of The New York Times for the six months ended March 31, 1926, was 392,695 copies, a gain of 10,690 over the preceding six months—a greater circulation and a greater gain than any other New York morning newspaper of standard size.

# Advertising & Selling

VOLUME SEVEN—NUMBER SIX

July 14, 1926

Everybody's Business	5
FLOYD W. PARSONS	
How Shall We Break the Retailers' Silence?	19
RAY GILES	
Choosing a Client	20
H. B. LEQUATTE	
Is There a Saturation Point in Advertising?	21
NORMAN KRICHBAUM	
The Boom—and After	22
AMOS STOTE	
Selling Radio	23
H. A. HARING	
Educative Campaigns That Fall Short of the Mark	25
BLANCHE THEODORE	
Is Cooperative Advertising Here to Stay?	27
W. S. HAYS	
Do Advertisers Sell Advertising—or Goods?	28
ROBERT K. LEAVITT	
The Editorial Page	29
Photographs That Sell Machinery	30
E. J. PATTON	
Do You Add to the Coffers of the Fake Medium?	34
HORACE J. DONNELLY, JR.	
Selling Methods Instead of Mechanism	38
JOHN HENRY	
Style Factors That Effect Copy Power	40
ALLEN T. MOORE	
France Breaks New Ground in Outdoor Advertising	42
GEORGE F. SLOANE	
The 8-Pt. Page by Odds Bodkins	44
The Open Forum	64
In Sharper Focus	70
WILLIAM A. HART	
E. O. W.	72
The News Digest	83



**T**HE retailer is at once the manufacturer's greatest aid and greatest trial. In his ability to move the manufacturer's goods lies the latter's salvation; his indifference has proved the stumbling block of many a near success. His point of view is widely divergent from that of the man whose goods he buys, and seldom is he gifted with any great range of vision. Ray Giles, who has dealt with the *genus* retailer under many conditions, writes of him in this issue from the manufacturer's point of view, yet with a sympathetic understanding of his problems. How he can be induced to push one particular nationally advertised line in preference to others is the theme of Mr. Giles' discussion.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:  
F. K. KRETSCHMAR  
CHESTER L. RICE

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

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

NEW ORLEANS:  
H. H. MARSH  
Mandeville, Louisiana

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

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

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

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

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1926, By Advertising Fortnightly, Inc.



CALIFORNIA  
CANNED  
*Asparagus*

**D**AINTY refreshing summer dishes made better and more easily with California Canned Asparagus. Lazy hot weather appetites — quickened when this delicacy graces the table.

In cold weather too — no matter what the occasion — any meal lifted above the commonplace — by asparagus, the aristocrat of vegetables.

This is a part of the story being told to the housewives of America through advertising we are directing for the Cannery League of California — Asparagus Section — a new McCann Company client.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK

CLEVELAND



SAN FRANCISCO

DENVER

CHICAGO

LOS ANGELES

MONTREAL

TORONTO

JULY 14, 1926

# Advertising & Selling

FREDERICK C. KENDALL, *Editor*

*Contributing Editors:* EARNEST ELMO CALKINS    ROBERT R. UPDEGRAFF    MARSH K. POWERS  
CHARLES AUSTIN BATES    FLOYD W. PARSONS    KENNETH M. GOODE    G. LYNN SUMNER  
R. BIGELOW LOCKWOOD    JAMES M. CAMPBELL    FRANK HOUGH, *Associate Editor*

## How Shall We Break the Retailers' Silence?

*By Ray Giles*

THE president's assistant asked me to go with him to Boston. They had a wholesale distributor there who had done a good job. But there was still room for improvement. It was all about a cigar. That type of cigar didn't (and still doesn't) sell well in New England. We thought we could give her a little hoist aloft. The main chance seemed to lie in getting the jobber's salesmen to talk in such a way to the dealer that he would pass the glad tidings on to the customer. That sounded simple. We had a good story. The jobber was willing enough. He even proposed that a young banquet be served at his expense.

So we went. We got to his office early Saturday afternoon. The boys drifted in, one by one, and laid down their hods with sighs of relief. Finally they were all there. We went down to the hotel. The dinner was fine. The president's assistant began to talk. He kept it up quite a while. He gave out facts in an inspiring way. I talked, too. I tried not to be too unimpressive. The salesmen listened politely. "This is the life," I thought to myself, "this is putting it across." The president's assistant and I could picture the salesmen all primed up to



Photo by Irving Chidnoff

talk that cigar just as we'd talk it ourselves.

Then the wholesaler himself arose to close the evening. And we saw our whole castle come toppling down from the clouds. He said, "Boys, I'm sure we have enjoyed these gentlemen from New York. It's a good cigar. Now, next week there's a special drive on Lucky Strikes." (Then he expelled it.) He concluded, "*Forget everything else, and push Luckys.*"

At all events the ride home through the Cape Cod Canal was delightful. But the problem of getting the manufacturer's talk through to the retailer did not seem quite so simple.

\* \* \*

This matter of getting the trade to talk a product leads back, of course, to the salesman, the jobber, the jobber's salesmen. It is they who must infect the retailer. One sales manager, who has been very successful at getting the dealer to talk up his line, has a motto. He is forever throwing it at his salesmen. Whenever they catch it, it changes their whole attitude. The motto: "Every salesman is sales manager of his own territory."

That is a platitude. We all need to look at our jobs in the biggest possible way if we want to make them count. The salesman is no exception. If he is merely an unloader of goods, the trade is not going to talk much about them. Why? There is nothing in the salesman's outlook or philosophy that provides for the retailer's education. All that is pretty sure to change when the salesman has been well inculcated with his major thought and its logically associated ideas:

1. Every salesman is salesman-  
ager of his own territory.

2. The jobbers are his assistant  
salesmen.

3. The jobbers' salesmen are his  
assistant salesmen.

4. The retailers are his assistant  
salesmen.

5. The retailers' clerks are his as-  
sistant salesmen.

Hence: He must organize a sales  
force, not merely argue with people  
about buying. He must get them all  
to talk his goods, know his goods,  
believe in his goods, *resell* his goods.  
Otherwise, he is not a good sales-  
manager.

When a salesman actually gets  
this outlook, it puts his work way up  
on the highest possible plane.

For the first time, perhaps, he  
realizes that he must know all he  
possibly can about the sales possi-  
bilities of his field of operations. So  
he studies his territory more thor-  
oughly. He becomes an authority  
on its per capita wealth, vocational  
distribution and buying habits,  
rather than a specialist on small  
talk, railroad schedules, or hotel ac-  
commodations.

His class of goods may be dis-  
tributed through several types of  
retail outlets. Since he must teach  
them all to sell, he must know the  
individual problems of each. Thus  
he may be selling chocolates through  
drug stores, candy stores, depart-  
ment stores and stationery stores.  
Each of these assistant salesmen  
has a different outlook on business.  
The salesman must understand these  
before he can adapt his talk to each  
so that he in turn will want to talk  
the product to his customers.

**D**EALERS, like salesmen, are  
hungry for news to pass to their  
customers. Here is the key to the  
problem of getting retailers to talk  
your product. The manufacturer and  
his salesmen realize that news must  
constantly be passed on to the  
dealer, but very commonly the kind  
of news which is given out is of no  
use at all to the retailer with his  
own trade. For example:

"After July 1 we are going to  
give you an extra discount on orders  
for a dozen cases."

"We have just put in a local ware-  
house so we can supply you better  
than ever."

"When you look over these photo-  
graphs you will understand better  
why our goods are superior to  
others."

Statements like the foregoing are  
valuable in selling to the dealer, but  
they offer him nothing which he can  
pass on to his customers. For this  
reason some of the most successful  
salesmen are those who talk to the  
dealer in much the same way that  
they would talk to the man on the  
street if they were trying to im-  
press him with the merits of their  
goods. Going a step still further,  
one sales manager for a house sell-  
ing food specialties says, "I always  
tell my men to remember first of all  
that the dealer should be made a  
customer for our goods. Probably  
no grocer ever takes home during  
the course of his business career a  
package of every food product that  
he carries in stock. But our goal is  
to get him to use our goods on his  
own table. We will even go to the  
extent of delivering a few packages  
to his house. That at least gets him  
to sample our goods, and usually in-  
terests his wife and the rest of the  
[CONTINUED ON PAGE 58]

# Choosing a Client

By H. B. LeQuatte

**I**NTO the flood of advice to advertisers on how  
to choose their agents let us pour a mere  
trickle of suggestion as to how agencies should  
choose clients.

Choosing an agent looks fairly easy to us play-  
ing on the other side. Having mastered all the  
impressive lists of clients, all the portfolios of  
past performances, all the arrays of graphic  
charts and other solicitation material, the adver-  
tiser can't go far wrong if he forgets exhibits and  
oratory and chooses the agency which he would  
like to transplant bodily into his own organiza-  
tion. This frame of mind indicates a certain com-  
patibility of temper and similarity of mind which  
foreshadow long and pleasant relations.

Choosing a client is harder. Clients differ more  
than agencies. They range all the way from the  
captain of industry who wants to get the public  
on more intimate terms with his great business, to  
the seedy little gentleman with a new china ce-  
ment or rat poison who is sure he has the answer

to a long felt want. Possibly he has, and he may  
be the better client of the two. In five years when  
the captain of industry has given up efforts to  
woo public friendliness the name of the man with  
the china cement may be a household word.

Closing my eyes and going over the list of  
Clients I Have Known in three agencies, which  
differ about as much as good agencies can, it  
seems after all that the agency should pick clients  
by much the same recipe as the one just given to  
clients for selecting agencies. There is no safe  
rule but to find the men in an organization with  
which he and his organization can work construc-  
tively and smoothly.

The largest account will be unprofitable and un-  
satisfactory if it must be handled with constant  
friction and misunderstanding. Equally unfavor-  
able may be the lack of friendliness and confidence  
on the client's part which prevents the agency  
from understanding the real problems to be solved.

# Is There a Saturation Point in Advertising?

By Norman Krichbaum

**W**HEN a certain product (witness automobiles and radio sets) is being made and sold in enormous volume, we can be fairly well assured of hearing, from the omnipresent statistician, ominous rumblings about the "saturation point."

How imminent, if at all, is the saturation point in advertising itself?

The same Mr. Jordan, who regards the street car as a faithful incubator for automobile prospects, is a notable and ardent sceptic on the question of the saturation point in the motor car market. My own feeling is that the saturation point for automobile demand in the United States will be approached when the automotive engineers run out of really significant improvements in the design of cars. There isn't any doubt that most people are now discarding automobiles faster than they wear out, which is something of an artificial condition. The average floating stock of used cars not in use, and held by dealers, must reach a tremendous figure.

No advertising man who thinks at all in terms of the future can escape occasional speculation on this "saturation point." Some of them, I believe, have concluded that that point has already been reached in some respects, to which I shall refer.

America has made the institution of advertising so markedly her own that any inference of saturation upon the American stage always seems a bit out of character. America, besides being the unscorched melting-pot, is also the absorbent, with seemingly infinite capillary attraction. America never gets fed up; she can always take more.

This philosophy, which is the stuff of the air we breathe, has never



©Ewing Galloway

**T**HE crowded thoroughfares of the world might suggest that a jam is imminent and the dreaded saturation point at hand. There are indications of such a possibility. Avenues remain, however, to relieve the congestion for the man of resource. New appeals and new uses for products, as suggested by the example of the yeast makers, brewers and mustard makers, indicate a means of escape in such an emergency

failed us. And it has passed into the dominant credo of advertising. Yet there are signs here and there, if not of saturation, at least of a humid condition which draws the eye.

**M**ANY media in the publication field bulge with advertising. They are obviously overweight; they carry too much advertising *avoir-du-pois* for their own good—let alone the advertiser's. Their problem is to make even a creditable showing in any comparison of publicity content with editorial content. Furthermore, new magazines are born every month, as we must admit, not on editorial demand, but preeminently on advertising demand. Not merely duplication, but multiplication of editorial effort is seen in national magazines and trade papers. The answer is one word—advertising.

Car-card space, outdoor posters,

electrical vantage points, and mail-carrier's bags are likewise sorely tried. As long as people who buy advertising insist on big space, the solution to overcrowding is more media or different media. The eagerness with which radio was at first embraced as an advertising transmitter is indicative of this.

A further presage of waning public interest may possibly be found in the fact that on certain important products copy men seem to have run out of originality. A virtual monotone, a dismal sameness seems to pervade the great mass of eulogies on motor cars, tires, radios, cosmetics, toilet articles. All these commodities depend for their popularity, to a vast extent, on advertising. They need more Jordan's and Jim Henry's.

As the avalanche of such unvaried and homogeneous copy gathers momentum, one marvels how and how long people will continue to read and be affected by it. Reader interest, considered in the aggregate, is a more or less fixed proposition depending on how much time thus and so many millions of readers are going to give to advertising. As population grows, aggregate reader interest grows too. But if the master digit representing advertising volume swells faster than a corresponding digit representing the amount of reader interest in the population, it would appear that the justly celebrated law of diminishing returns would get in its work somewhere. This, admittedly, is superficial and homely reasoning, but isn't there a shade of logic to it? Considering the buying public as a sponge, which will absorb *some* definite top volume of advertising, how is an infinite volume of advertising to be absorbed?

[CONTINUED ON PAGE 60]

# The Boom—and After

By Amos Stote

**P**EOPLE who were not down here during some of the period of its boom cannot realize what Florida was. Words and pictures could not give you the "feel" of it, any more than the libretto can give you the thrill of the opera. Florida did business, millions of business, under conditions and in ways so foreign to established methods that there was no basis for comparison.

So was Florida. Not so is Florida. It is equally truthful to say that people who experienced the whirl and tumult, the thrill and intoxication of the peak of the boom, and then left with their mental faculties sufficiently intact to achieve recovery, cannot picture Florida as she is today.

Experience leaves its mark. She is a lady with a past, wise beyond her years. A new generation of business men is springing up in our most talked of State.

In other words, Florida is about to show this country a speed in economic operations that will be just as dramatic, and far more impressive, than the boomerang experience. Suppose we examine some of Florida's resources and what is happening to them. The Northern business man is going there with his bank roll and brains, and it might be worth while to find out something of what he will discover and how these findings will serve him.

As transportation is rather important to the man with goods to sell, it is worth knowing that Florida has more nearly doubled the miles of railway to a person than has any other of the southern States. It has nearly double that of Texas, its nearest competitor, which has the stimulus of oil production to set rail building records.

And that is only Florida's start.



© Ewing Galloway

**F**LORIDA does not consider the apparent collapse of the famous "boom" the end of her prosperity. Every effort is being made to prepare for permanent activity, as is demonstrated by the phenomenal increase in railroad mileage, only one of many large operations

Its record for the last two years beats that of practically any other State in the Union. The Florida East Coast Railway has double tracking from Jacksonville to Miami.

The Atlantic Coast Line has double tracked the west coast from Tampa to Jacksonville. The Seaboard Air Line has run parallel lines; double tracks in a sense, except that they are separated sufficiently to drain two territories.

**T**HE Atlantic Coast Line and the Seaboard are building new outlets direct from the West Coast of Florida, the long neglected but very fertile Gulf region, to give them immediate contact with Chicago. These new avenues will not only reduce mileage and save time in shipments, but will also relieve that intolerable congestion that has been experienced

at Jacksonville ever since Florida awakened.

These new outlets avoid Jacksonville and any of the entangling influences that have been placed on all traffic. The new way leads through a part of Florida that can do very well with good railroad-ing.

The entering of Pensacola by the Frisco system this last winter offers the Louisville & Nashville some much needed competition. The Frisco is developing Florida's port.

Which leads us very easily to a few well chosen phrases concerning water transportation. We know that Florida has enough coast line, but coast line is no more harbor than fertile soil is necessarily harvest. You have heard much of Florida's beaches and have seen many alluring pictures of them in use, but how about the ports of the State? There are seven or nine actually in use, and they are not merely fishing ports. They are doing a regular freight business.

Tampa is rapidly growing into one of the great commercial ports of this country. Jacksonville, Palm Beach, Miami, Pensacola, Boca Grande, Fernandina, St. Petersburg, and of course Key West, are all doing a very respectable part of their freight hauling by way of their ports. More ports will be, are being developed from the many natural harbors scattered all along both coasts.

Florida roads, over which endless streams of trucks thundered during the tourist season just ended, you know from the books you have read. The State has performed miracles in that direction and is keeping right on with the job.

Paving already contracted for during this year amounts to two hundred and twelve million dollars. Think of the material and mechani-

[CONTINUED ON PAGE 52]

# Selling Radio

## Best Methods for Sure Profits; How to Keep Radio Sold

By H. A. Haring

**R**ADIO selling has been the most disorganized of all the chaotic conditions of the industry. So confused is the retailing situation that the favorite joke of platform speakers has come to be a definition of "a retail radio customer," the most popular retort being that "a radio retail customer is a person without friend in factory or shop and who, consequently, is obliged to pay full price."

The poetic phase of radio selling has been expressed by a Chicago editorial writer thus:

"Radio transports you where you will, like the magic carpet of Bagdad. Radio annihilates distance. The walls of your home dissolve and you step out. Radio knows no limit."

More commercially, a distributor of Portland, Oregon, puts it:

"You can't kick over a piece of paper in the alley without turning up a radio ad."

And the result has been that radio has been bought on impulse, without pausing to sift exaggeration from facts and without realizing that even to log in the other side of the world means, not enjoyment of the rhythm of Philippine music, but a succession of squawks so faint as to be meaningless. Radio, too, has been sold by what in Pittsburgh they term "sun-down workers," as a side-line to this or that, by dealers who did not count the cost of servicing, and whose ear for music was attuned only to the cash-register.

It is advisable, always, to profit from the experiences of other commodities in their struggles to develop a market. Yet in selling radio it is well to remember, not so much radio's resemblance to automobiles or phonographs or electric refrigerators, as its difference; thus will be



© Herbert Photos, Inc.

**M**AKE the prospect do her own demonstrating. Seat her before the set and let her play with the dials. When she gets her first station, she has had her first radio thrill. In case she gets nothing but squawks, she blames herself and never thinks of complaining to the clerk. Many sales have been hindered greatly by the necessity for elaborate explanations

avoided those misconceptions that have led to ridiculous radio selling.

**R**ADIO selling is nothing but plain common sense. That common sense has, however, been transported into egregious exaggeration under the spell of the romance of radio. And, in a sordid commercial way, radio advertising flashes have been so lurid that dealer chaos was inevitable.

People buy radios for entertainment.

Entertainment does not require exaggeration. A Detroit down-town dealer said to me:

"Radio has been over-sold by its

friends. It's developed the biggest bunch of liars of anything in history. Even the man who will be truthful about his golf score and the fish he catches, will lie high and fancy about his radio.

"The salesmen take advantage of this, and fill the prospect full of hopes that no radio set can live up to. People themselves are unreasonable. A man fishing around for distant stations is just playing, taking a chance. He might not mind sitting out all day fishing in the hot sun without catching anything. But if he doesn't get any bites on his radio, he comes tearing down-town and bawls out the dealer. That's about as logical as scolding the sporting-goods dealer for selling a hook that wouldn't catch fish."

Another illustration of exaggeration, with a lesson from player-piano selling, came from a fine New Jersey department store:

"It's time to drop the non-sense in selling radio.

"We used to sell player-pianos by telling them any youngster could operate the player and get music like Paderewski, but we hadn't the courage to explain to them that a player-piano is made of more than 20,000 parts;

that it has glue and felt and belts and pulleys and bellows; that atmospheric conditions play havoc with its tone; that it will swell if the house is damp, and dry up if too hot.

"It took me years to learn the error of my ways. For we found that they sat the youngster down on the piano stool, as we told them to—but nothing came of it except damage to the piano. Why, even an *oldster* couldn't have gotten music—that is, the kind that comes from skillful manipulation of the player, the kind that gives the thrill of creative art as much as though it was a real musical instrument with a lifetime of study to operate.

"Radio needs the same thing.

Selling radio at this store, in the future, is going to be selling radio to people who will be told (1) what to do; (2) when to do it; and (3) why they should do it—all the way from testing their batteries to running over the wires periodically for transmission leaks."

Exaggeration in selling tends to go hand-in-hand with cheap sets. Good sense tells that an article may be too cheap to be worth anything. In general, price and quality move in parallel lines. Meritorious though a \$5 radio set may be, it is beyond the bounds of manufacturing economies for such a set to equal the performance of a \$50 set, much less one that lists at \$150.

The fundamental trouble with cheap radios is that of all cheap merchandise: such sets are good enough to look at and well enough made to hold together until the customer gets them home, but they lack guarantee either of maker or dealer. The cheap radio business is a lottery. Occasionally, with about the lottery's probability, a set will be bought that is rightly tuned and balanced, and, if the purchaser buys also first-grade tubes and batteries and is himself a radio genius, he has a successful and satisfactory purchase.

But the success lies with himself and not with the cheap thing he bought.

One important dealer in Cleveland speaks of cheap sets as "home wreckers," his explanation being that they never give entertainment to the home but serve as constant irritants to the wife, who grumbles that her husband has wasted what he paid.

Cheap radios include "distress merchandise"—over-stocks, obsolete models, factory "seconds," trade-ins, repossessions, bankrupts' clearances as also tens of thousands of sets manufactured expressly for the cheap market "because the people are so radio crazy that they'll buy an empty box if it has a radio name on it." One manufacturer proposes "Empty-dyne" and "Fool-you-dyne" as fit names for such orphaned and no-name sets!

Some dealers defend cheap sets as "come-on" merchandise. They think of them as baits for better sets, on the theory that once a radio enters the home the family will no more do without it than they will live without hot water at the tap. Truth there may be in this theory. We shall not discuss it. We shall, however, counsel the dealer in cheap sets to study carefully his servicing costs. He will find that on cheap sets his first profit is narrow; that servicing runs higher for the cheap sets than for the better ones; and that the expense of keeping the

advertising than in the manufacturing," in the words of the acknowledged leader of all radio. Dealers, therefore, made no attempt to decide as between rival claims to radio superiority. They stocked them all.

Now, in the early summer of 1926, dealers are applying common sense. In the words of a Cleveland dealer: "The more makes we have on the floor, the harder it is to sell any. Customers become confused and ask what is best." A Chicago department store, with eleven manufacturers' sets on display, makes this comment: "A poor child with a single toy at Christmas is happy; a rich boy with a roomful of mechanical toys is awed. The chances are that he will leave them all and go outside to play in the snow. Something the same occurs with us—people window-shop in our radio department and go home to think it over, ostensibly, but actually to buy elsewhere."

In one of New York's largest radio outlets, seventeen makes of March, 1925 had dwindled to eight in April, 1926, and, "those eight will be down to three by August," according to the manager's statement. Another big metropolitan outlet,



Courtesy Radio Retailing

**R**ADIO should be sold in the shop, "as is," like other merchandise. Home demonstrations add terribly to the cost of selling and open the way for servicing to keep the set sold. A demand for such a demonstration is the easiest way to avoid signing on the dotted line right on the spot. It makes trouble

cheap set from returning to his own shelves quickly swallows up the profit.

It is a misconception to think that radio selling is like other selling. The radio set is not carried out under the purchaser's arm. When the "sale" is made and the first payment received, the dealer's troubles have, in a sense, only begun. The set must be installed, demonstrated; the customer satisfied, and kept satisfied for six or eight months. Only a handful of radio sets are constructed as merchandise should be. Cheap sets, for the dealer, are a gamble.

**O**NE pronounced tendency for 1926 is the reduction in the number of makes carried by dealers.

Radio selling has been so chaotic, and the demand so impulsive, that dealers have felt themselves unable to gauge public taste. "Competition has been stronger in the ad-

doing "often \$50,000 to \$60,000 of radio business in a day" at the height of the season, carried seven makes last winter, but the manager tells me: "Those seven stand on the floor today. By autumn four of them will be goners. Three will make us a complete line." The largest single radio retailer in the country has represented nine or ten makers, but the president says: "Four are enough, and four makes will be our total line."

The conclusions to be drawn from these statements are self evident. What the important radio dealer finds necessary, the small dealer should accept as advisable. If the large dealer, with forty floor salesmen and twelve clerks who do nothing but write up sales contracts, finds selling impeded and confused by seven makes of radio, the smaller store with two or three salesmen, will do well to cut his line.

[CONTINUED ON PAGE 46]

# Educative Campaigns That Fall Short of the Mark

By Blanche Theodore

A WOMAN standing on the purchase side of the toilet goods counter might be correctly said to be Eve and Lilith, plus varying degrees between the two. Eve—beautiful, naughty, tempting, but inclined to be good withal; poor Lilith, shorn by legend of her mystery, becomes merely a bad, beautiful, greedy woman, who hopes (by her irresistible charm) to knock 'em flat, and never, never see 'em get up again. Eve, wistfully or otherwise, wants to be beautiful. Lilith is determined to be, for beauty constitutes her stock in trade. And yet it takes a determined, a very determined Lilith to find out today what will *make* her beautiful.

Oh, you will say, there are plenty of advertisements, educational advertisements, conversational advertisements, illuminative advertisements, advertisements which tell you plainly, simply, convincingly, just what to do about every ill under the sun, even the ill of dropped chins, loose skins, all the inimical, regressive things which make women ugly ducklings instead of smooth skinned Liliths. Better, more comprehensive advertisements than have ever been seen before! True. And plenty of women read the advertisements today, but still plenty of them don't, or fail to comprehend when they do read. And it's what the don'ts do, that we want to think about. For the amazing growth and success of cosmetic manufacturers in the last few years demonstrate that women want to be beautiful if they can find out how.

Manufacturers of the illusive beauty contained in a pot of cold cream, or a bottle of astringent, have presumably four outlets for their products: their own beauty salons, if they are that kind of beauty dispens-



© Herbert Photos, Inc.

MOVING cosmetics from dealers' shelves to consumers' dressing tables involves much more than the mere pushing across a counter of various jars and bottles by a not particularly interested salesperson. Women who patronize such counters are beset, as a rule, by certain inhibitions which the manufacturer endeavors to overcome by advertising. The solution to the problem, however, rests largely with the salesperson, whose indifference has ruined many an elaborately planned and financed campaign

ers; agencies they appoint in different places; direct mail, which is a tremendous thing in some instances, and retail stores, their closest contact with the mass of their prospects.

MANY of their prospects go to the beauty salons. Some of them are intelligent enough to go from one to another until they find just the kind of preparation they want and just the kind of treatment suited to their newly awakened cosmic urge.

But many of them don't; psycho-

logically, because they never have and are afraid to. Women who go to those places don't talk about it. Or they don't know any women who do go, and they think that it's only the four hundred or the professional women who boldly seek for something as personal as beauty. For it *is* personal. It *is* something to be sought wistfully. And that's why a woman must be led or fascinated into buying something to put on her face, which she hopes will be translated into a fine, soft skin, sparkling eyes, youth, beauty, fascination, charm.

And what does she meet in the retail stores? Indifference, and sometimes worse even than that, ignorance!

This, despite the fact that the beauty manufacturer pours educational literature fairly by the ton into the hands of the buyer for the salesperson and very frequently gives talks for the benefit of the salary check of the person who stands on the selling side of the counter. Often, the manufacturer, too, uses the "hidden demonstrator" to show the salesperson some of the rudiments of suggestive selling. This ignorance exists, despite the fact of rapid growth of the cosmetic business during the last few years,

and also despite the fact that the salesperson can open any magazine and in a few minutes of study learn a great deal about the line of goods she is carrying? But does she? No!

Yet the retail store is potentially the biggest outlet for the sale of cosmetics, the natural place a woman would go to for advice if she isn't clever or observing enough to get it from the plethora of national advertising, or even from the beauty specialist, who is waiting with outstretched hands to sell her a whole line of pigmented beauty aids.

[CONTINUED ON PAGE 74]



WHERE are the snows of yester-year? And where are the sunburns? Both—report our field agents—are gone, but not forever. The desk-ridden city man, with skin as white as his proverbial collar, remembers the one but not the other. That sunburn means more than merely an attractively bronzed epidermis, that it means raw skin, sleepless nights, fiery blisters—all that he has forgotten until another session of sun-worship arouses his lethargic memory—too late. It is the philanthropic—and forcefully achieved—purpose of this Unguentine series to visualize for the short memoried multitude the probable but not the inevitable



Photographs by Oliver Calvert Underhill

# Is Cooperative Advertising Here to Stay?

By *W. S. Hays*

Secretary, National Slate Association

**C**OOPERATIVE advertising can and will be a permanent asset to American business as long as it is founded on good advertising and economic principles, conducted according to sound plans properly administered, amply financed and successfully carried over a long enough period to register results.

During the past ten years manufacturers in many and varied fields have worked together to enlarge the market for their class of product. During that time we know that more than thirty-three campaigns have actually succeeded.

How many pioneers of this new use of advertising are still in the picture? What lessons do their years of experience teach industrial advertisers? From those campaigns started and not now operative, what lessons can industrial advertisers draw? Are industrial and technical advertisers capitalizing and coordinating their own efforts with the cooperative advertising of their own and other industries?

Cooperative advertising, if economically sound, should be able to accomplish better and more cheaply certain objectives than the contributors or members could individually. If it does, it is bound to stay. For the moment, let us examine only the picture of cooperative industrial and technical advertising, and define the strength and weakness of this new method of promoting business.

The success of a cooperative advertising campaign depends upon so many factors that it is not surprising that some efforts may have met with disappointment. A careful reading of all books and reports on the subject and a thorough survey by the writer for several years, and from actual experience in varied cooperative advertising efforts, indicates the chief causes of failures of cooperative campaigns to be:

A—No definite objective, or objectives unsuited to advertising.

- B—Expectations of accomplishing the impossible.
- C—Lack of leadership.
- D—Insufficient funds.
- E—Poorly planned campaign, lack of agreement on details.
- F—Lack of intelligent administration.
- G—Too short a duration of effort to permit successful achievement.
- H—Poor coordination with contributor's sales and distributing facilities.
- I—Ignorance and neglect of true market conditions and general buying habits.
- J—Lack of knowledge and use of publicity or "news" to supplement space and direct-by-mail effort.
- K—Failure to use all media and methods in proper proportions and relations.
- L—Unwillingness to simplify varieties or standardize specifications for production and use of product to eliminate avoidable complaints in service or marketing difficulties.

Many of these pitfalls would cause the failure of any industrial advertising. Still many of us go on struggling with our individual advertising in the face of the obstacle of one or more of these causes of failure. Nevertheless, our individual advertising remains. Therefore, why should not cooperative advertising? Because we are serving several masters, and results must show to hold interest and keep support, whereas an individual concern will always do more or less advertising, be it good, bad or indifferent. Our problem is to offset these stumbling blocks as much as possible until we can get the support of our organization to change the elements of our effort to include the best practices in other campaigns.

**O**NE active association of large manufacturers has not made a success primarily because the members cannot agree on the details of the campaign. They cannot agree as to media, as to the appeal to be made or to the general purpose. In this case, the committee is far too large. The American Face Brick Association has an advertising committee of three. These men are not primarily advertising men, but business men who are willing to consult with those who know advertising thoroughly and are capable of planning a campaign. They have been fortunate in having one of the best

association advertising men directing their campaign. Campaigns are sometimes discontinued because they are thought to have accomplished their purpose. The National Terra Cotta Society is one of the advertisers who believe that about their consumer advertising. It is a fact that they made the public "terra cotta conscious," and they secured a wide recognition and use of terra cotta. But with the staying power of cement, stone and other cooperative advertising, aren't they going to sacrifice some momentum? Is there not some objective for them to keep after? At least they are keeping up their architectural and technical advertising. On the other hand, we know of other consumer advertising suspended because of lack of dealer contacts and follow through effort to capitalize interest aroused to sales. Trade fences and forces must be well organized to secure the best results.

**G**IVEN a definite aim, a well-planned campaign, led by men of influence, backed by trade teamwork, adequately and justly financed and efficiently managed, there is no reason why there should be more uncertainty in cooperative than in individual advertising. The advertising, of course, should be managed by a man with a marketing sense, whether it be his sixth or hundredth campaign.

A careful examination of advertising records reveals the problems that have been met by association or cooperative advertising:

- 1—Habit forming campaigns, educating the public to new methods; 2—Concentrating demand on smaller number of styles, thus allowing simplification of manufacture; 3—Protecting an industry from attacks because of popular misunderstandings; 4—Promoting sales by forming general background for individual members advertising; 5—Increasing, through advertising, the consumption of an established article; 6—Correcting bad trade practice by advertising; 7—Overcoming seasonal disturbance; 8—Teaching the public to recognize and appreciate quality; 9—Teaching the public advantages of materials being sold in highly competitive markets; 10—Coordinating individuals with a cooperative advertising plan.

Cooperative advertising is rapidly passing beyond the experimental stage; it is proving itself. Failures

[CONTINUED ON PAGE 66]

Portion of an address before the Philadelphia Convention, A. A. C. of W.

# Do Advertisers Sell Advertising —Or Goods?

By Robert K. Leavitt

Secretary-Treasurer, Association of National Advertisers, Inc.

ON a certain occasion, now happily in the remote past, I had been making a speech, as who in his vanity has not. To the members of a vigorous advertising club in a large city I had been laying down my ideas of the way advertising pays for itself as a lubricant of the process of distribution, of the ways in which it cuts distribution costs and the way in which advertised goods are better and cheaper. The inference was that my auditors were to take the pearls of thought I dropped and cast them before those malicious non-advertising swine who were in competition for their business.

The inference got across if the pearls did not. For after the formal rustle of polite applause had subsided a gentleman in the rear of the room arose and said, as nearly as I can remember, something like this:

"I am in the bakery business here. My bread is heavily advertised. It sells well. We make money. But every once in a while we run into a grocer who throws out our loaf and takes on another that is unadvertised, just because it is a cent cheaper. What am I going to say to a man like that to get him to stick to my line?"

I don't recall just what sententious advice I gave that gentleman, and I don't suppose he does either, but it was something to the effect that his bread must be better because, being advertised, it must be easier to sell; and that the grocer who saw that extra cent and not the great, invisible power of advertising must be blind, or nearly so. Those may not have been the words, but it was fat-headed counsel, as most advice is.

The sensible response to have been made to that gentleman didn't occur to me until I was helplessly stowed in a train going away from that place. It's always like that. But I made a note of the reply at the time and ever since have been



vainly hoping that somebody would ask me the same question, so that I could spring the warmed-over wise crack on which I had thus, if I may mix a metaphor, taken a rain-check.

ANY man of sense would have asked my questioner, "Is your bread worth the extra cent? If so you ought to know it. If you don't know it you ought to find out. And if it is worth at least that other cent in intrinsic value and salability, you ought to be able to prove it; first, for your own assurance, then for the proper equipment of your salesmen, then for the satisfaction of the grocer, and lastly for the conviction of the consumer. If you can prove this you're all right and your advertising is right. If you can't, your competitor is right and either you or your advertising are wrong. If you can't, you may be making money but you're making it at the expense of the public. That, of course, is your business, and don't let anyone preach to you about it. But don't preach, yourself, about the advertis-

ing of your goods unless that advertising effects a real economy not only for you but for your distributors and for the consuming public as well."

Too many of us, I think, are as ready as I was, standing there filled with the delusions of grandeur which suffuse the amateur after-luncheon speaker, to justify advertised goods simply because they are advertised. Too many of us are so sure of the real economies which advertising can effect that we forget that it does not always effect them. Too often we forget that the only real test of advertising, in an economic sense, is its influence upon the value, availability and satisfaction of advertised goods.

That advertising, by making advertised goods more salable, reduces the other costs of selling those goods, is an axiom among well-informed men. That advertising, by making quantity selling possible, also brings about the economies attainable in quantity production is likewise a maxim ready at the tip of every advertising tongue. That it increases the availability, reliability and reputableness of goods; that it is a tremendous educator of the public and an important factor in raising the standard of living, and that it makes possible the highest standard of periodical journalism in the world's history are also amply substantiated claims for the justification of advertising.

But the important thing to notice is that advertising confers these benefits upon the public, which it serves, in the majority of cases—perhaps—but not necessarily in the case of every advertised commodity.

That it does so by-and-large is amply attested by the preponderance of advertised brands among those sold over the counter. It is proved by numbers of surveys, such as that quoted by W. S. Lockwood, advertising manager of Johns-Manville, Inc. ("Who Pays to Advertise?"—*Collier's Weekly*, June 23, 1923), to the

[CONTINUED ON PAGE 76]

# THE · EDITORIAL · PAGE

## A Report of Progress

**T**O the business man interested in cleaner advertising and more wholesome relations between the manufacturer or producer and the ultimate consumer, the fourth annual report of the Better Business Bureau of New York City will prove good reading.

It is a report of progress, not the ordinary "progress report," but progress in the way of case after case of erring advertisers brought to their senses, by moral suasion where possible, by legal means where necessary.

Entirely aside from the impressive showing of concrete results, we are interested in the fundamental soundness of the philosophy on which the bureau is operating. It is not confining itself to policing the advertising columns for the purpose of ousting flagrant violators. To quote from its report, "The force of example has also been used; it has been necessary to reduce the little errors of big business in order to remove some of the big errors of little business."

In this latter work every advertiser, New York or national, can help, for if all will scrutinize their own advertising to reduce the "little errors," the whole tone of advertising will be raised and "the big errors of little business" will be the more easily curbed.



## Sugar and Advertising

**F**EW students of selling through the grocery store have knowledge of the fact that sugar comprises nearly 14 per cent of the average grocer's total sales.

The sugar advertiser of the United States cannot claim much credit for this; on the contrary, the average woman knows less about sugar and what she can do with it than she knows about most other products. The sugar advertisers have left it to the food cranks to discover brown sugar, while the average home has missed the pleasures of home candy making because there has been nothing like the educational advertising expended on it that toilet soaps or even yeast have used.

The sugar industry has been in the doldrums in recent years, but it is now emerging. Over-production is one of its ills. But certainly the American people show no reluctance to eat sugar. They are merely ignorant on the subject, largely because sugar advertising has lagged behind that of practically every other commodity going into the home.



## Canners Link Quality and Advertising

**N**O field has had such a disorganized condition in relation to branding and advertising as the field of certain types of canned foods, especially vegetables. The canned food industry of late years has sharply divided itself between the wise virgins and the foolish virgins. Those who took pains to establish good and uniform quality under a brand name, well advertised nationally, have made splendid records. Those who clung to the old methods of private brands and undependable quality have seen little progress or profit.

At the recent National Wholesale Grocers' Conven-

tion, Elmer E. Chase, president of the National Canners' Association, frankly agreed that most of the talk about cleaning house and improving quality in canned foods had been temporary lip service. "We must stop putting into cans food that is a source of dissatisfaction to the consumer, before we are ready to profit by a fund for continuous advertising of canned foods," he said. Mr. Chase should be honored for his courage.

The American housewife has, on the whole, been exceedingly generous in her attitude to canned goods. She has, nevertheless, clung to her suspicions about canned foods in general, although liberally patronizing the known quality manufacturers. The chief sufferers have been the shortsighted canners who haven't learned that advertising and quality are blood brothers.



## Anniversary of a Philosophy

**T**HIS month the George Batten Company is celebrating its thirty-fifth anniversary. To look back over thirty-five years of advertising agency experience is to realize that such an anniversary is not so much the anniversary of a company as of a philosophy.

True of any business, this is especially true of an advertising agency, which does business almost entirely with ideas, rather than with buildings or equipment. This was brought out with peculiar force when the Batten Company moved to its present offices. Not a stick of the old furniture or a piece of the old equipment was moved. The men and women who make up the Batten organization simply went to a new address one morning, taking the philosophy of the founder along with them, sat down at new desks in a new building and started business where they had left off the night before.

The philosophy, then, and not the furniture of an agency, should be the criterion by which it should be judged.



## Paper Bullet Advertising

**P**EOPLE who have not seen the Chinese revolutionary fighting do not know what a farce it is. The troops go into battle with sunshades or umbrellas over them, and they fire paper bullets in many instances, as they have really no desire of hurting each other.

There are tempting analogies in this to some kinds of advertising. Advertisers so often—literally and figuratively—use paper bullets in their campaigns, harmless because they are prepared and aimed in a listless manner; in a dull, routine, precedent-following manner. There are other advertisers, too, who may be said to go to the advertising battle with sunshades and umbrellas over them. They prettify their advertising when they should give it hard-hitting effectiveness; should break new ground; should arrest the reader's thought with new ideas.

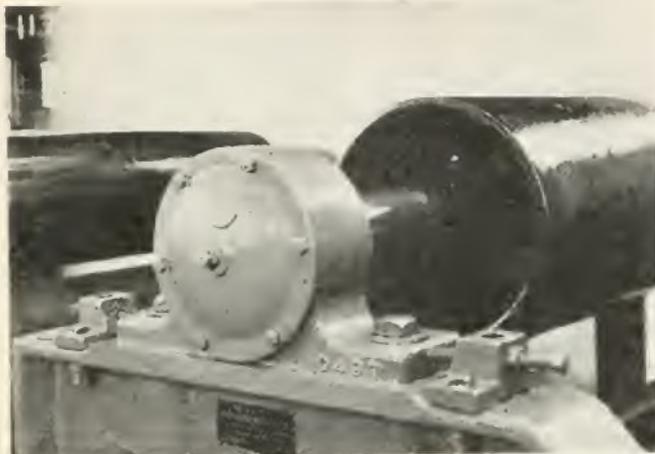
Neither war nor advertising is exactly an afternoon tea, and paper bullets and sunshades bring few orders. They have done much to put waste into advertising and to keep advertising fixed in the minds of some business men as a fancy decoration on business life.



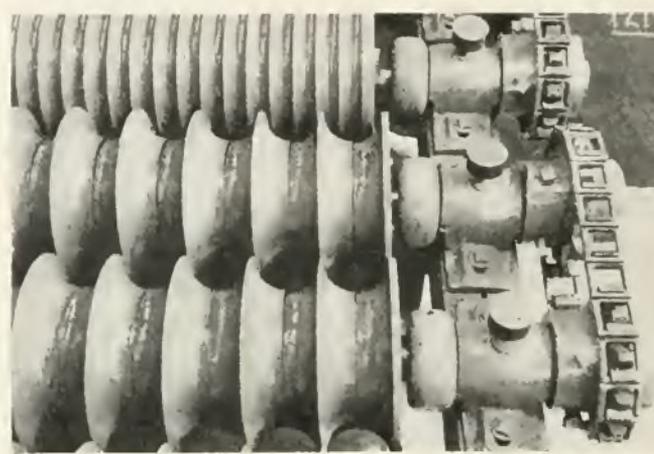
A large machine lighted by means of a spotlight. Dark corners were given more light than could have been given otherwise. Pulleys were painted blue to break the monotony and to make the picture stand out. The piece of paper underneath car helped reflect light



A portable car puller. The steel truck was painted black, the car puller gray and the capstan on the puller blue. Notice how well the gray shows detail, while the black absorbs the necessary light. The background was hazed by a man walking back and forth



A close-up taken to show a bit of detail. A 500-watt bulb with reflector was used for general illumination, while the bearing was highlighted by means of a 1000-watt theatrical spotlight



Another close-up. Gray paint was used and a 500-watt flood-light furnished the illumination. Light was directed from one general source, but waved slightly to kill hard shadows

# Photographs That Sell Machinery

The Blueprint Means a Lot to the Engineer—But  
Not All Purchasers of Machinery Are Engineers

By *E. J. Patton*

**I** DO not believe any one will question the statement that photographs are becoming more and more important in the business of advertising and selling. Many forms of advertising must always rely upon the imaginative work of the artist, but the photographer has made serious invasion into the artist's realm. And this is largely due to the conviction of truthfulness that even a retouched photo carries with it.

The ordinary barnyard variety of photography—of objects such as coal crushers, bearings and heavy ma-

chinery—seems to have been left to shift for itself. And you can't blame photographers for specializing in the more attractive branches. It is not the most pleasant occupation—that of lugging an awkward Kodak and tripod around a dirty factory to photograph a piece of greasy machinery.

More by accident than by design, I became interested in photographing machinery. And because I could find so little on the subject it became a rather absorbing avocation. I believe I am as finicky now about the

pictures I use as a dyed in the wool fisherman is about his lines and hooks. It gives me a downright pain to have a photograph retouched. I consider it legitimate to outline and to reduce background, but it is poor sportsmanship to retouch the body of a machinery photo when by using a little care I can get an honest photograph which shows the machine as it is—cast iron, steel and good workmanship.

Early in the game we found that there are three very important factors in securing photographs that

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  
Kenneth Andrews  
J. A. Archbald, jr.  
R. P. Bagg  
W. R. Baker, jr.  
F. T. Baldwin  
Bruce Barton  
Robert Barton  
Merritt Bond  
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  
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  
Wm. C. Magee  
Carolyn T. March  
Elmer Mason  
Frank J. McCullough  
Frank W. McGuirk  
Allyn B. McIntire  
E. J. McLaughlin  
Walter G. Miller  
Alex F. Osborn  
Leslie S. Pearl  
T. Arnold Rau  
P. J. Senft  
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

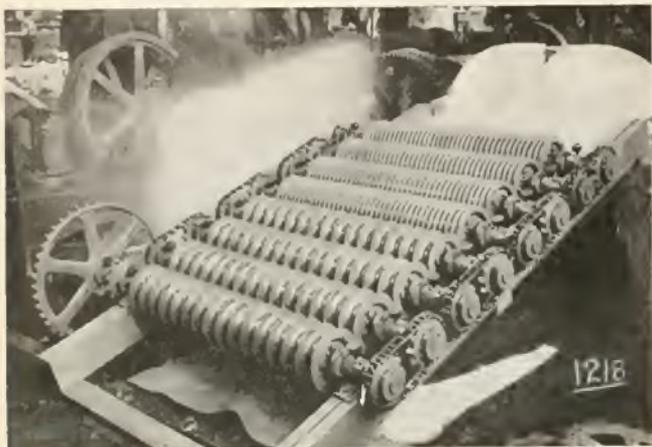


NEW YORK  
383 MADISON AVENUE

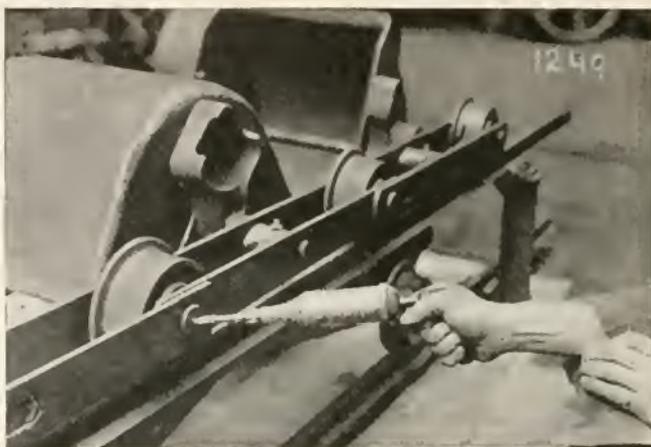
BOSTON  
30 NEWBURY STREET

BUFFALO  
220 DELAWARE AVENUE

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



This was painted gray and lighted by floodlight only. The light was held close to and slightly above the machine and moved up and down each side being kept just out of the line of vision



A posed picture showing method of lubricating a conveyor chain. The hand, oil gun and chain pin have been spotlighted to make them stand out. A short exposure with a fairly large lens opening

make good advertising illustrations. They are, namely: suitable materials, proper stage setting, and, I believe most important of all, artificial lighting. As you will not be actually taking the photographs yourself, the materials need not be discussed here.

By "setting the stage," I mean getting the object ready for the actual photograph. Under this heading come painting, position and arrangement of detail. The matter of painting is of more importance than most people imagine. They will ask the photographer to photograph an object painted a beautiful glossy black and wonder why in blazes the picture doesn't look like the original.

After experimenting with several colors we found that a medium light gray paint makes the best all around finish for photographing. On regularly shaped objects such as cubes and spheres almost any color will do. But where the lines are not regular, the light from gray surfaces seems to be reflected back and forth enough to soften deep shadows and bring

out perspective accurately and effectively.

A desirable contrast is sometimes obtained by finishing the main body of the machine gray and painting a few of the *regularly shaped* parts, such as pulleys, rollers, etc., with black. In this way the monotony is broken and the dark colored parts are emphasized.

When the machine is all painted, have it placed so as many views as possible can be taken without facing a window or bright light. The glare of light may fog an otherwise perfect picture. It is better to get into a dark corner and depend solely upon artificial light than to take an unwarranted chance.

Where there is no choice, as in the case of an installation, and the Kodak *must face* the light, either cover the window, or if that is not practicable, disregard the window and take the picture so fast that the window will not have time to fog the negative. This can be done by using flashlight, as shown in an accompanying illustration.

A few minutes spent in blocking out surrounding objects and background will often save many mistakes and considerable time later in retouching and outlining. Strips of paper around and under the machine will hide the floor, and also help to reflect some light up and into the machine.

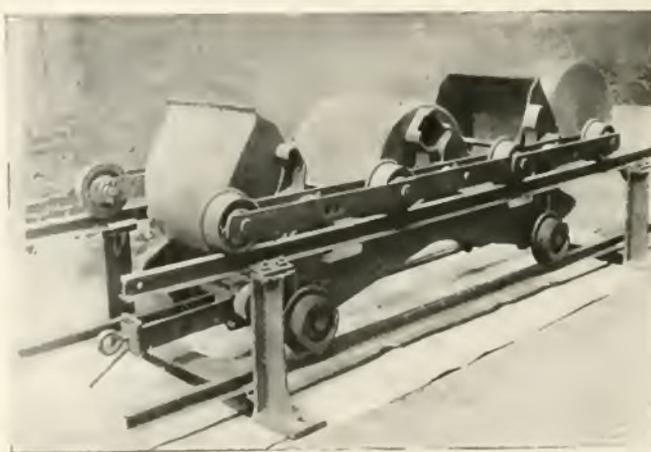
We accidentally hit upon a simple and effective way of blocking out background. We were photographing a large machine and could not take time to arrange a screen. So one of us walked back and forth back of the machine holding a strip of paper first up in the air and then close to the floor. The result was ideal. In the completed picture the machine stood out clearly against a light hazy background.

Arrangement of detail covers considerable area, but it narrows down to having all of the parts in their proper places, planning and posing any bit of action you want to use, and the last bit of fussing before the shutter clicks to make the pic-

[CONTINUED ON PAGE 78]



An example of fogging background by moving a piece of paper. Illumination from one fixed source resulted in hard shadows and a loss of detail



Subject painted gray. Background was fogged to avoid any chance of the engraver including any of the castings from the pile behind

# The Railway Service Unit

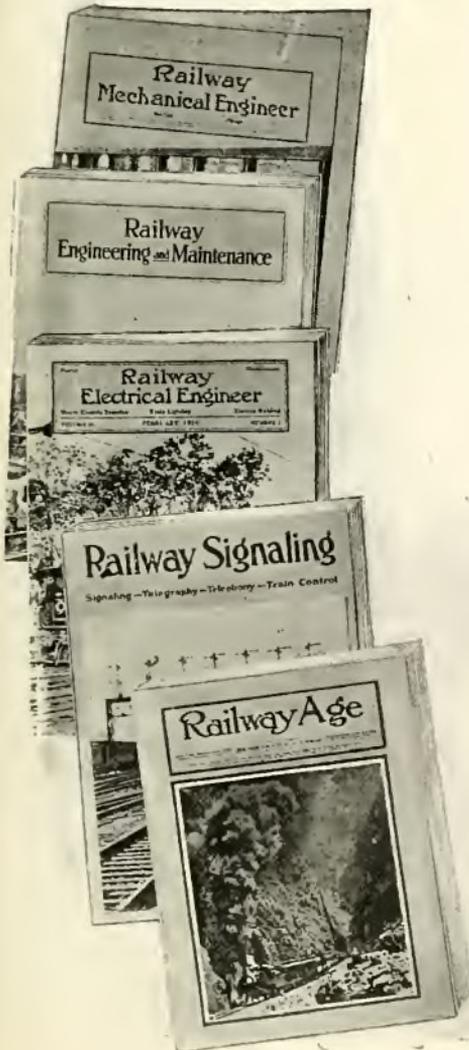
## Railway Men Who Specify and Influence Purchases of Your Product

are the men you want to reach. The departmental organization of the railway industry makes your railway sales dependent upon the success you have in influencing the right railway men.

You *can* select the right railway men and concentrate your sales efforts on them by means of the five departmental publications which comprise the *Railway Service Unit*—because each one of these publications is devoted exclusively to one of the five branches of railway service.

The *Railway Age* reaches railway executives, operating officers, department heads and purchasing officers—men who are concerned with capital expenditures, maintenance appropriations and economies in purchasing, and whose knowledge of your product is important to you. The other four publications, *Railway Mechanical Engineer*, *Railway Engineering and Maintenance*, *Railway Electrical Engineer* and *Railway Signaling*, reach the technical officers—the men who specify and influence the purchase of technical products for use in their respective branches of railway service.

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



**Simmons - Boardman Publishing Company**  
"The House of Transportation"

30 Church Street      New York, N. Y.

Chicago: 608 S. Dearborn St.      Cleveland: 6007 Euclid Ave.  
Mandeville, La.      Washington, D. C.      San Francisco      London

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

# Do You Add to the Coffers of the Fake Medium?

By *Horace J. Donnelly, Jr.*  
National Better Business Bureau, Inc.

**I** WATCH my advertising expenditures very carefully," says Mr. Business Man. "Every nickel paid out means a nickel's worth of advertising and no crooked scheme or fake medium is going to profit at my expense."

Such is the statement of the average shrewd executive when he learns of each new confidence game used by the artful dodgers in the field of advertising. But how many of these modern progressive business men would recognize an advertising swindle when brought face to face with it and how many of them are daily paying out money for advertising they don't get?

A veteran confidence man, who has waxed fat on the proceeds of a neat advertising swindle, recently said in a spirit of braggadocio that "4 out of 5" could just as well apply to his possible victims as to the victims of pyorrhea.

One such scheme has been operated for a long stretch of time with hundreds of business men contributing hundreds of thousands of dollars, and it is still being used successfully.

An elderly individual, of neat appearance, calls at the office of a large industrial concern and without comment presents a bill for \$75 for advertising in the John Doe Business Manual.

The person responsible for the payment of advertising bills searches his records for some memorandum of the transaction with John Doe but

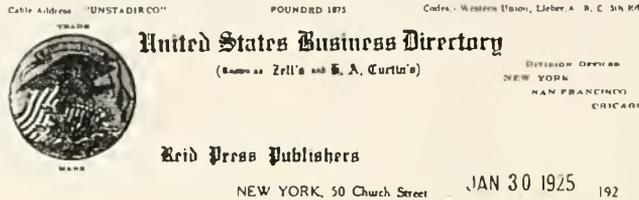
finds no order or duplicate contract. The collector is then asked for some evidence that this bill was authorized by the company. With an indulgent

conviction that perhaps after all in a busy moment he did sign the contract and failed to remember.

The collector receipts the bill but

air he produces a slip of paper a trifle larger than the ordinary check and lays it without comment before the inquirer. The printed slip is headed "Advertising Contract" and is dated more than a year previous. It bears the firm name beneath the agreement to pay \$75 for advertising in John Doe's Directory. The official whose name appears on the contract admits the genuineness of his signature but cannot at the moment recall having had any dealings with this particular publication. There is a suspicion in his mind as to the authenticity of the agreement and falling back on the "payable on publication" clause he asks for proof that the advertising has been published.

Still displaying an air of boredom, the collector dives into a black satchel and produces a portly and apparently new volume. With an impressive motion he opens the book to the company's advertisement—the standard form of trade publication announcement. The victim is non-plussed by this display and on seeing that the fly-leaf of the volume bears out the name, terms, and dates appearing in the contract, he will, nine times out of ten, pay the amount alleged to be owing. The appearance of the advertisements of competitors and other large and representative firms further adds to his



Gentlemen:

We regret to find that our representative overlooked you in his canvass, and as he cannot call again, owing to the immense field to be covered and the shortness of time, we will feel obliged if you will fill out annexed form and send it to us by return of post.

Kindly give this your immediate attention.

Truly Yours,

REID PRESS  
*J.H.H.*

Our Principal Business is \_\_\_\_\_ (Give location of Branches of your business if any) General Remarks: \_\_\_\_\_

*Donnelly*  
6 25/9  
Copyright Engraving-Credentialed Film

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

**ADVERTISING CONTRACT** 10/1/1924  
TO THE PUBLISHER, Please insert Real advertisement in the next issue of Housing & Rental Index for 1925 to occupy 1/2 page in adjacent page for which \$75 agree to pay the sum of \$75.00 by check Dollars on presentation of this agreement.  
Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
NOTICE—This agreement recognized unless written on this contract

**A**BOVE—One method of securing signatures. The detachable portion forms the nucleus of the fake contract. Below—The altered instrument ready for collection. The original retains these approximate proportions so that it can be cut out within the printed letters

# THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER

THE CHRISTIAN SCIENCE MONITOR, BOSTON, THURSDAY, MAY 6, 1926

## BRITAIN URGES WAGE FOR WORK

### Colonial Authorities Seek to Abolish Systems of In-paid Forced Labor

This is the second of two bills the House of Commons has introduced to abolish the system of in-paid forced labor in the colonies. It is expected that the House of Commons will vote on the bill on Monday.

Special from London Bureau

LONDON, April 25.—A joint bill which has been introduced here for consideration by the House of Commons and the House of Lords is expected to be passed in the House of Commons on Monday.

The bill is intended to abolish the system of in-paid forced labor in the colonies. It is expected that the House of Commons will vote on the bill on Monday.

The bill is intended to abolish the system of in-paid forced labor in the colonies. It is expected that the House of Commons will vote on the bill on Monday.

The bill is intended to abolish the system of in-paid forced labor in the colonies. It is expected that the House of Commons will vote on the bill on Monday.

## Every Man's Memories of Yesteryear



Goodrich tires

**D**URING the last eighteen months the Monitor has published 162 advertisements of Goodrich Tires, placed and paid for by dealers in various cities.

During the same period there have been 101 dealer advertisements of Reo cars.

These facts doubtless have something to do with the continued use of the Monitor's advertising columns by Goodrich and Reo.

## STRIKE BLAMED FOR FRANCO FALL

### French Cabinet Holds a Special Session—Brands Is to Be Attacked

PARIS, May 5.—An extraordinary cabinet meeting was summoned to consider the situation created by the sudden disappearance of the franc. The various ministers were in their usual places when the first fall which opened all economic organs. The franc fell from 160 to 100 francs in a few hours.

The franc fell from 160 to 100 francs in a few hours. The government is expected to take measures to stabilize the currency.

The government is expected to take measures to stabilize the currency. The franc is expected to recover to its former value.

The government is expected to take measures to stabilize the currency. The franc is expected to recover to its former value.

The government is expected to take measures to stabilize the currency. The franc is expected to recover to its former value.

## RIFF PEACE PARLEYS FALL

### Conference Breaks Down and Plans for Resuming Hostilities Begin

ALGERIA, May 4 (Special)—The peace conference between the Rif and the French-Spanish forces broke down today. The conference was held in Algiers.

The conference was held in Algiers. The peace conference between the Rif and the French-Spanish forces broke down today.

The conference was held in Algiers. The peace conference between the Rif and the French-Spanish forces broke down today.

The conference was held in Algiers. The peace conference between the Rif and the French-Spanish forces broke down today.

The conference was held in Algiers. The peace conference between the Rif and the French-Spanish forces broke down today.

## PRIESTS HELD IN MEXICO CITY

### Government Agents Investigating Roman Catholic Churches in Alhambra

MEXICO CITY, May 4 (Special)—Lawrence have suspended the priests brought here from Alhambra several days ago charged with inciting the people against the authorities. The priests will remain in custody.

The priests will remain in custody. The government agents are investigating the Roman Catholic churches in Alhambra.

The government agents are investigating the Roman Catholic churches in Alhambra. The priests will remain in custody.

The government agents are investigating the Roman Catholic churches in Alhambra. The priests will remain in custody.

The government agents are investigating the Roman Catholic churches in Alhambra. The priests will remain in custody.

## AGREEMENT UDS AVIATION

### Reich-French Pact for Air Force Expansion

By Special Cable  
The terms of the agreement with Germany which will permit of the Reich's expansion of its air force are expected to be announced in the near future.

The terms of the agreement with Germany which will permit of the Reich's expansion of its air force are expected to be announced in the near future.

The terms of the agreement with Germany which will permit of the Reich's expansion of its air force are expected to be announced in the near future.

The terms of the agreement with Germany which will permit of the Reich's expansion of its air force are expected to be announced in the near future.

The terms of the agreement with Germany which will permit of the Reich's expansion of its air force are expected to be announced in the near future.

## LET THIS CLEAR UP ALL DOUBT

### A Plain Statement of Fact to the Motoring Public

Anyone who tells you that you cannot get balloon tire mileage today equal to that of the best High Pressure Cards is quoting from ancient history.

With the perfection of the Goodrich Silvertown Balloon all existing doubt of balloon tire performance went out of date.

Let us make this plain—let us make it brief—let us get it straight—

Silvertown Balloons deliver mileage equal to that of any tires ever manufactured.

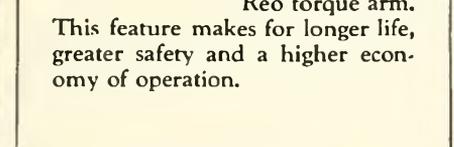
It doesn't cost you a single mile of distance for thousands of miles of comfort and safety.

Put Silvertown Balloons on your car and you can depend on them to give you the highest degree of satisfaction and economy.

There is conveniently located near you a Goodrich dealer ready to serve you.

THE B. F. GOODRICH RUBBER CO., AKRON, OHIO

Established 1870



NEW REO SEDAN \$1565

An example of hidden value as it is found in the New Reo Sedan is the Reo torque arm.

This feature makes for longer life, greater safety and a higher economy of operation.

REO MOTOR CAR COMPANY  
Lansing, Michigan

## LET THIS CLEAR UP ALL DOUBT

### A Plain Statement of Fact to the Motoring Public

Anyone who tells you that you cannot get balloon tire mileage today equal to that of the best High Pressure Cards is quoting from ancient history.

With the perfection of the Goodrich Silvertown Balloon all existing doubt of balloon tire performance went out of date.

Let us make this plain—let us make it brief—let us get it straight—

Silvertown Balloons deliver mileage equal to that of any tires ever manufactured.

It doesn't cost you a single mile of distance for thousands of miles of comfort and safety.

Put Silvertown Balloons on your car and you can depend on them to give you the highest degree of satisfaction and economy.

There is conveniently located near you a Goodrich dealer ready to serve you.

THE B. F. GOODRICH RUBBER CO., AKRON, OHIO

Established 1870



NEW REO SEDAN \$1565

An example of hidden value as it is found in the New Reo Sedan is the Reo torque arm.

This feature makes for longer life, greater safety and a higher economy of operation.

REO MOTOR CAR COMPANY  
Lansing, Michigan

The Christian Science Monitor, An International Daily Newspaper  
Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

TO BE RETURNED TO AUDITING DEPARTMENT

City \_\_\_\_\_ This date \_\_\_\_\_ 192 \_\_\_\_\_ THE UNDERSIGNED  
**HAS PAID** \_\_\_\_\_ Dollars, to our authorized agent  
 In consideration as agreed upon for our advertisement displayed in the  
 192 \_\_\_\_\_ Edition this book upon presentation of proof of, and publication  
 Firm \_\_\_\_\_  
 Per \_\_\_\_\_  
 Address \_\_\_\_\_

**A**BOVE—The "Has Paid Voucher" which the victim is asked to sign. In center of page—The second form of faked contract. It is the lower half of the voucher cut off, printed over, and filled in to form another advertising contract

not content with receiving his money, requests the victim to sign a voucher for the publication's auditing department as an indication that the bill has been paid.

A number of weeks later, after the incident has been relegated to the dark corner of the memory of the advertising man, another individual appears with a similarly signed contract for advertising in Richard Roe's Business Index and the victim who signed the "Has Paid" voucher pays this bill—if he hasn't in the meantime seen the light in the affair.

If the firm is a large one using considerable trade journal advertising space, or if the payment system is lax, the firm may be victimized a number of times before becoming suspicious. An official of one large company when reviewing the advertising expenditures of the past year, recently found that he was advertising in a score or more of trade directories which had never been seen or heard of since payments were made. A careful analysis showed that more than \$4,000 had been paid out for advertising in bogus directories and there is a possibility that he would never have been the wiser if some mysterious individual hadn't told him he was being swindled. He further learned that the scheme had been worked successfully for years and that he was only one of hundreds who had been swindled. Scores of different names had been used from year to year, the operator being careful that the victim was never approached twice in the same name.

"But", you may ask, "what is the secret of the swindlers' successful chicanery and how is it possible for

executive in placing his signature at the disposal of the swindler, all contribute to the victims' share in the proceedings. On the other hand, when these characteristics are coupled with the cleverness and skill of the trickster, the chain is completed.

them to get away with it without being caught?"

The answer to the first question lies in a combination of factors—the carelessness of the business man and the artfulness of the swindler with just a dash of luck thrown in to add zest to the venture. Failure to investigate before payment, failure to apply the ordinary safeguards of a business office and the carelessness of the

tion requested. At the bottom of the form are three lines to be filled in with "Name", "Per" and "Address" respectively. There is also a statement that "No Charge is made for listing names in this Directory. It is beneficial to you as well as to us to furnish correct information." The "free" idea and the impressive letterhead coupled with a stamped self-addressed return envelope generally results in the recipient's return of the form with his signature and address.

The return of a number of these forms starts the machinery which eventually turns out in wholesale quantities some of the neatest forgeries known to present-day criminologists. The innocent information form is converted into a contract through a series of skillful manipulations. The extraneous printed matter appearing at the top and on the sides is carefully cut away. The space above the signature, if it has been filled in by the signer, is carefully treated with acid for the purpose of eradicating the ink. With the signature carefully protected the paper is then placed between two wet blotters and the acid and ink is steamed out by means of a hot flat iron. The paper is now entirely blank except for the firm's signature and address at the bottom.

When dry, there is printed in the blank space above the signature an advertising contract form. The necessary details are then written into the blank spaces with indelible pencil, for acid treated paper refuses to react kindly to ink. Strange to say the individual who later pays out money on this bogus instrument never notices the singular coincidence that his signature appears in ink

[CONTINUED ON PAGE 75]

ADVERTISING CONTRACT  
 In consideration as agreed upon for our advertisement displayed in the  
*United Trade Review* appearing *1/4* Page in the  
 192*23* Edition this book upon presentation of proof of, and publication  
 Book Not Included.  
 We will Pay \$ *40.00* Firm \_\_\_\_\_  
*Forty + 00/100* Dollars Per \_\_\_\_\_  
 City *New York May 21* Address \_\_\_\_\_

Only on rare occasion, regardless of the amount of suspicion that may have arisen, is the victim apprised of the intimate details of the scheme, for only the most aggressive individual will go to the trouble of running down the swindler on mere suspicion.

Only large industrial firms, banks and exporting and importing houses whose advertising is generally confined to announcements in a large number of trade journals and directories are selected as possible victims.

One of the methods employed in securing signatures is through the use of the form letter reproduced elsewhere in this article. This letter is a request for information and appears under the impressive letterhead of the United States Business Directory published by the Reid Press. A space is provided on the detachable form annexed to the letter for the informa-

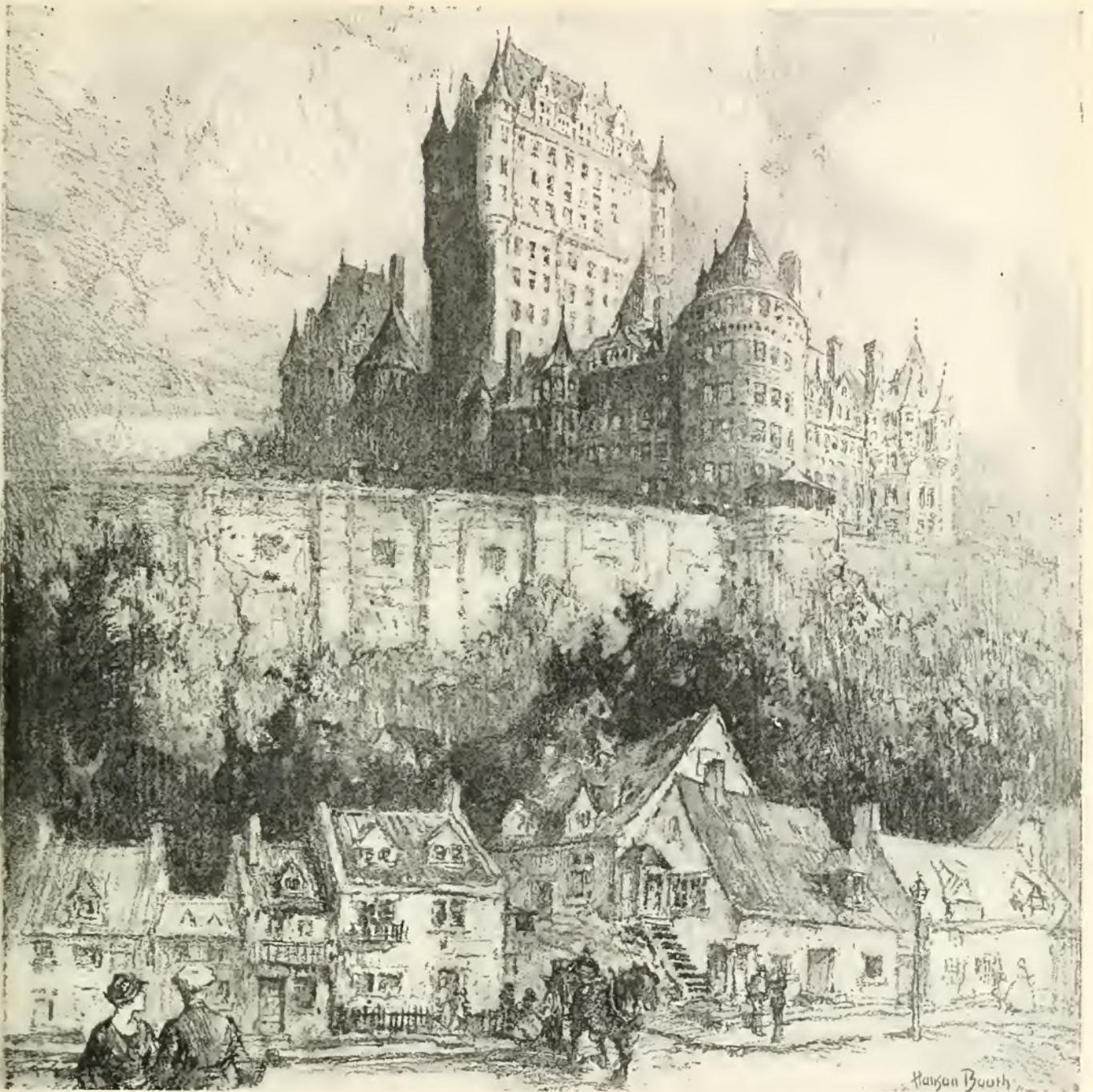
NEW YORK CHICAGO ST. LOUIS DENVER

RALPH HANSON

PUBLISHER OF HANSON'S TRADE INDEX

For Printing 1/4 Page Advertisement  
 the sum of *Forty 00/100* Dollars  
 RALPH HANSON  
 Dated \_\_\_\_\_ 192 \_\_\_\_\_ Agent \_\_\_\_\_

**T**HE bill used by a recently convicted operator. It serves to get the voucher signed



However excellent an hotel, it is difficult to convey its merit advertisingly except in conventional terms of cuisine, comfort and service. The advertising of the Chateau Frontenac is notable for its *interrupting* background—the romance of Quebec—and for a copy style as charming in its manner as in its message. This advertising, based upon the Interrupting Idea principle, is prepared for Canadian Pacific by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.

# Selling Methods Instead of Mechanism

By John Henry

WE hear much today of the changed complexion of production methods, selling plans and buying habits, but an equally fascinating study is found in examining modern competition. In the past it took a radical change to bring competition into being. Changes in methods of transportation, the conveyance and reproduction of speech, varying methods of lighting and heating, all furnished a basis for broad competition, yet the lines of demarcation could be clearly distinguished. It was a sort of "you did or you didn't" period.

Today, while there still remains some of this old time competition such as the radio versus the phonograph, the tub against the washing machine and the broom against the vacuum cleaner, we have a sort of refined competition that is keener and less capable of broad analysis.

We have product against product within an industry, method against method, process versus process and even in some cases industry against industry. The automobile no longer fights as a transportation unit but has settled down to a battle of makes. The pipe manufacturing field deals with competition between cast iron, wrought iron and copper.

There are also various ways of doing the same thing such as at least eight methods of fighting corrosion not to mention the new "metals" that are being "discovered" from time to time. The casting industry fights out only within itself due to varying methods of production but also battles against rank outsiders such as forgings, stampings, etc.

The Hanna riveter is an example of a business built on method rather than mechanism. In its beginnings the competition was largely mechanical and it is interesting to note the methods of meeting the competition

**Safety demands the greater strength of Riveted Steel**

Bridges flung across broad rivers steel equipped trains traveling upward of 60 miles an hour on slender rails, elevated railroads straddling city thoroughfares, tall towers rising distant cities into a single power pool—here is riveted steel without the slightest suspicion of fear.

Whenever there is need for a riveted steel structure, Hanna riveter drives the rivets with predetermined uniform pressure, filling the hole and guaranteeing the maximum shearing and bearing value for every rivet.

**HANNA ENGINEERING WORKS**  
1746 ELSTON AVE. CHICAGO, U. S. A.

*"You Can Depend on Riveting"*

at that time. It was claimed that the Hanna riveter, which is of the pneumatic type, consumed one-third less air than the equipment then in use, due to the fact that a half stroke did the same work as the former full stroke. A rivet was struck only once and the riveter exerted a predetermined pressure per cycle of piston travel. The machine once adjusted for length of rivet and thickness of plate would require no further adjustment for ordinary variations. However, the general appearance of the riveter was similar to the equipment it was designed to replace.

IN order to show the mechanical principle and illustrate the method, the Hanna Silent Salesman was developed. It was an aluminum working model in cross section of the mechanism measuring 5 $\frac{1}{4}$  x 7 $\frac{3}{4}$  inches mounted on a plate. It could be carried by salesmen and accom-

panied proposals, being returned when it had served its purpose. It can be readily realized what a help this model was to the sales force. In a personal solicitation it supplied all the elements tending to obtain attention, arouse interest and create desire.

Such a sales idea might be successfully used in any number of similar cases where mechanical principles require ocular demonstration.

Today the mechanism is pretty well-known and recognized but another form of competition is in evidence. The development of the electric welder illustrates the battle of method against method. The Hanna Engineering Co., realizing that the complexion of its problem has changed now, sells method instead of mechanism.

Part of this program is shown in two examples of the most recent advertising campaign. In this campaign the equipment itself is relegated

to the background while the part played by the humble "dependable" rivet is clearly depicted. A series of advertisements has been prepared illustrating various industries where riveting is employed and a tie up is secured by an action picture of some phase of the work. The background shows a scene of work in process while worked into the signature is a view of the finished product. No mention is made of competition but the effect produced by the inferential slogan, "You can depend on Riveting," is strong enough to carry.

The campaign has not only aroused interest in Hanna equipment from a sales standpoint but has also resulted in greater cooperative work among those using or manufacturing riveting equipment. It may be that the ultimate result will be in the form of a cooperative campaign advertising the "method." Competition is not only the life of trade but it also supplies its romance.

# How to Gain GOOD WILL

How a Magazine  
Acquires Good Will. How Any Business Enterprise  
Comes to Possess This Most Valuable Unseen Asset.

**A** BUSINESS gains Good Will in much the same way that an individual does.



*Advertising of House Furnishings and Musical Equipment carried by Six Leading Women's Magazines in 1925.*

*Good Housekeeping carried 105 such accounts; the publication second to it carried 55. Good Housekeeping had 39 accounts in this classification not carried by any other of the six leading magazines; the second publication had 5. And against 160<sup>1</sup>/<sub>10</sub> pages of such advertising carried by the second publication, Good Housekeeping carried 260<sup>7</sup>/<sub>20</sub> pages.*

This Good Will is the attitude or generally favorable feeling that others have toward him. It cannot be created by his constantly assuring them, "I'm honest, you can trust me, I'll give you good service."

Good Will comes into being solely as the result of experience. If the individual has always been true, trustworthy and reliable in all his dealings, then Good Will arises naturally.

The attitude which results from such experience is always indicated by the actions of those

who feel it. The practice of so many advertisers in relying on Good Housekeeping indicates therefore what has been the result of their experience.

But before Good Housekeeping could be of any great value to some hundreds of advertisers, it must be of equal or greater value to thousands of thousands of readers. And readers' Good Will is secured also by continuous experience of trustworthy service.

Thus the Good Will, so naturally gained and so consistently retained, grows as inevitably as funds at compound interest.

## GOOD HOUSEKEEPING

CHICAGO

NEW YORK

BOSTON

*This is the fourth in a series.*

# Style Factors That Affect Copy Power

By Allen T. Moore

WASNT it Oscar Wilde who spoke of having spent a most strenuous writing day, "deciding in the forenoon to put in a comma, and in the afternoon to take it out"?

Nothing like that sort of leisured procedure enables the modern copywriter to prune, primp, polish and perfect his pencilled product until, as persuasion in print, it is not only superlative salesmanship, but surpassing English.

And yet how quickly, if we could have our way and say about it, we'd vote for some approximation to that kind of leisure! Talk as we will, we know that nothing was ever more true than the dictum that "only hard writing makes easy reading." Inspiration may furnish a first draft with salt and fire in it; but only the perspiration of rewriting ever distributes that savor or focuses that flame.

To veterans in the copy ranks this is "old stuff." They know how truly grind makes grand; how surely the grooming process is a divinely grim one. But many a newcomer as I have occasion to remember often thinks otherwise. He reads effective finished copy in print and sighs for the master's "knack." He tries Franklin's and Stevenson's method of imitation, compares original and replica; and tears his hair with chagrin over the result. It is to him, then, that I would present a few paragraphs of hint and encouragement—hopeful that they will prove as helpful to him as were many similar words put in my way not too long ago to be forgotten.

Perhaps, Mr. Younger Copywriter, you read that preceding sentence with a certain feeling that it was—well, "artificial"? You were right. It was artificial. Why? Because it labored, in a rather left-handed way, perhaps, to attain "style" as its end, instead of leaving style to become an unconscious means to the meaning.

"Oh," you say—"so style can't be put into copy consciously—be 'attained,' in other words—without ruining the result, without distract-

ing attention from matter to manner?"

Yes, it can. But it has to be done a good bit more adroitly than I did it a moment ago, that's all.

Now, these veterans that you envy do it by putting four style-checks on their work, either in the slow-going process of first drafting, or more usually in the subsequent processes of refining and perfecting—Wilde's "putting in the comma" system.

Of course, the checks in question these veterans may state in a different sequence from mine, or express differently, but at base, they will be found to have the same fundamental effect in their application to copy. So let's see what they are.

Briefly, every skilled copywriter pays particular attention, somewhere in the day's work, to

1. Picking the word.
2. Phrasing the thought.
3. Placing the emphasis.
4. Keeping in key.

When he has paid his devoirs, faithfully in the time at his disposal, to these four style graces, he mentally closes his desk on that job and clears the cerebral arena for his next copy encounter. He has done all a man can in service alike to his payroll lords and his public.

OF course, "picking the word" is, ideally considered, a foredoomed attempt to pole-vault the impossible.

Flaubert, the consummate stylist of "Madame Bovary," spent his life at the exercise without ever wholly mastering it, and gave priceless years of tuition in the game to his more famous pupil, de Maupassant. Stevenson, perhaps alone among the later English writers (with the possible exception of Pater), gave his days and nights to the same endless quest of the *mot juste*, and remains today the most quotable of our library friends because of that style.

Copywriters, then, need not feel shame in the presence of more famous word-picking failures than their own. Rather, they can well emulate them, for that way lies force, power, brilliancy — every

quality that persuades the reader of advertising precisely as it persuades the reader of literature.

"Picking the word" is a process dependent for success on two qualities in the substantive finally selected: (1) novel usage, and (2) connotativeness. In actual fact, the two blend, of course; but one is rather more the result of position or placement in the sentence, while the other is a matter of the associated meanings which the word sets astir in the reader mind.

HERE, Gladstone's remark that illustration is the best definition comes into play.

I picked up, last week, Stephen Vincent Benét's new novel, "Spanish Bayonet." And in passing let me commend it to all advertising writers, along with F. Scott Fitzgerald's "The Great Gatsby," as a particularly successful achievement in the use of those style factors that confer copy power.

As I progressed with the narrative, such prime examples of timely word-choice as these sprang out from page after page:

hands blurred by the dusk  
so pinched were the times  
on a chill, green winter evening  
the white stone thumb of a lighthouse  
a ring winked on his outstretched hand  
his candle . . . fuffed and went out  
started to walk in a fog of anger  
the tawdry tears were running down his  
cheek  
The thread of voice led him to a closed  
door

Similarly, browsing last night through Martin Secker's edition of Edna St. Vincent Millay, I came across more instances of this first style factor, in—

creaks at dusk are guttural  
domestic as a plate  
(waves) spanking the boats at the harbor's head

Both writers' pages yield multiplied instances of the style force inherent in novel usage and connotativeness as applied to the choice of individual words.

Blurred, pinched, green, thumb, winked, fuffed, fog, tawdry, thread, guttural, plate, spanking, are (all but two) commonplace words enough. It is their unexpectedness of placement, their connotations,

[CONTINUED ON PAGE 51]

### Opportunities

A few young business men who are able to participate in ownership of Saunders System, Inc., are needed for branch managers. Salary and bonus.



## In 1915, a Customer Was an Event!

Last Year Saunders System Cars Carried Customers 20,000,000 Miles!

WHEN the Saunders brothers first had the idea of renting automobiles *by the mile*, their only car was a much abused old Ford.

That rattling vehicle represented a great sacrifice on the part of its owners—and naturally they were pretty careful about the people to whom they rented it.

The first customer had practically to "sign his life away" before driving away in that Ford. His signature was affixed to numerous papers and contracts—yards of elaborate red tape which seem laughable now!

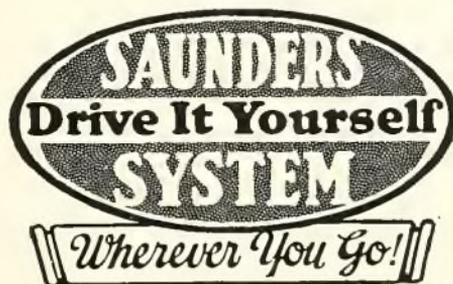
Contrast the easy, convenient methods employed by the Saunders System today! Obtaining a "card" is a simple process now—and you can use it in any of the principal cities where the eighty-five Saunders Stations are located.

But contrast, too, the scope of the Saunders' activities. In 1915, they had but one car—today they own thousands! In 1915, they had but little "trade"—last year their cars were driven twenty million miles!

What is the secret of this success? Good management? Yes, but more. The Saunders System is one of the century's important business triumphs because it is based on an *idea*!

The *idea* is to rent you an automobile *by the mile* that you can drive yourself. The Saunders System pays for all gas, oil and upkeep. You pay only for *actual miles traveled*!

Think of the people who are potential customers of this plan! Business men and women! Families bent on pleasure excursions! Indeed, they can be counted only in the millions!



Main Office: 1214 Wyandotte St., Kansas City, Mo.

85 Branches In Principal Cities

Send for "Motor Car Advantages Unscrambled"—It's free.

# France Breaks New Ground In Outdoor Advertising

*By George F. Sloane*

**T**HE American who is accustomed to very stiff opposition in America to the use of public spaces or famous scenery for advertising becomes mystified when he gets to Paris and first sees the famous Eiffel Tower at night. It shouts the name "Citroen" and is visible for twenty-seven miles. "Citroen" is the French equivalent of the "Ford" and the most popular car made there. The letters in this sign spell themselves across half of Paris, the city which the American has always been told is hostile to modern commercialism.

I did not discover one person in Paris who confessed to any opposition to Citroen's acquisition of the Eiffel Tower as an advertising medium. In fact it was quite uniformly regarded as an addition to the beauties of Paris, since the tower becomes now a thing of beauty at night instead of being quite invisible. Had Citroen, however, attempted an unintelligent and hideous advertising monstrosity such as we sometimes are presented with in America, the reaction would have been sharp and swift. But Citroen, a Frenchman himself, recognized this and never dreamed of so insulting the Paris public. As a result the illumination of the tower is primarily a piece of art, and only secondarily an advertisement, a semi-indirect advertisement, for the method of tracing out the letters with electric lights only indistinctly is one which directly appeals to the subconscious rather than to the conscious. The letters have not the hard and sharp outlines of the alphabet, but have softer and more diffused lines which produce a mass effect and a softness which has real beauty. At the same time there is no failure to register the word Citroen.

Nobody knows what Citroen paid



**T**HAT what is virtually a national monument should be used to advertise the name of a popular, inexpensive car would seem an impossibility. Yet this has happened in Paris, the seat—any Frenchman will tell you—of art and civilization. Yet no riots have been reported. Mr. Sloane explains this phenomenon to the puzzled, so philistine Anglo-Saxon

for this startling privilege, but somebody with a head for figures calculated that on an ordinary scale under French tax laws, he would be paying almost 1,250,000,000 francs merely for his tax. Citroen illuminated the tower at the time of the Paris Exposition of Decorative Arts, and it is very likely that the sign was in part accepted as a contribution to the exposition. Obviously some compromise with the government, so greatly in need of money, was agreeably reached.

A few figures will indicate the size and scope of this remarkable electric sign. The letters are 90 feet high, which makes them visible 25 miles away. 200,000 electric lamps in six colors are used, and the electrical installation calls for 14 transformers with the power of 12,000 kilowatts,

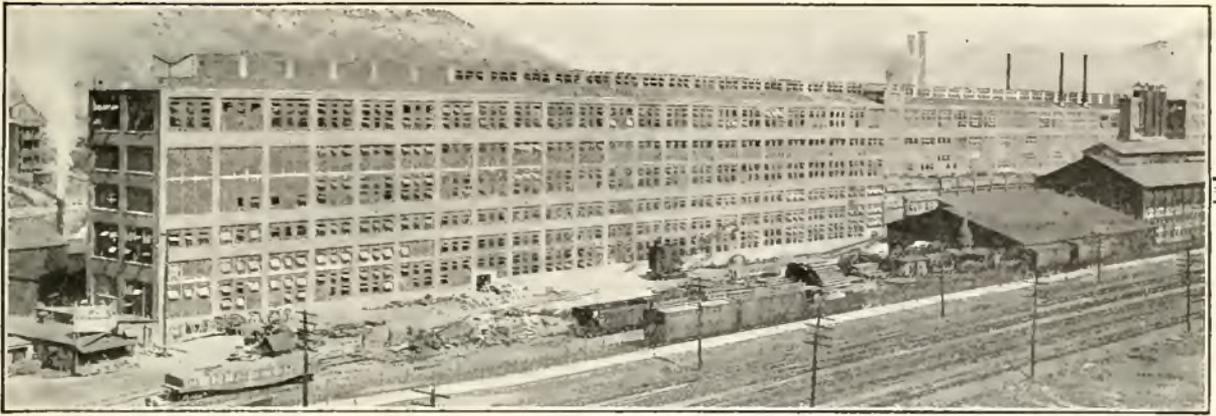
21 miles of heavy cable and a total of 25 tons of wire. The plan of illumination consists of nine consecutive transformations: First, the tower is outlined; then big stars appear over the whole surface, followed next by comets and signs of the zodiac. This is followed by a moving flame at the top; then by panels indicating the birth year of the tower (1889) and then the name "C-i-t-r-o-e-n" appears. The control system makes possible hundreds of changes, and the effect is decidedly that of a fairylike illumination rather than of a peremptory advertisement. The tower sign is regarded by many as the greatest achievement of French advertising to date.

France at the present time is in a mood to utilize everything possible for revenue, and for this reason is now endeavoring to make money out of advertising.

Since advertising in France today almost necessarily means outdoor signs or indirect methods, it is expected that a new plan recently developed will add much

revenue. A thousand lamp posts have been rented for the privilege of advertising on them, with, however, the restriction that they must be artistically handled. The sub-contractor pays \$16, and half his profits. Two committees, one to pass on the artistic values and another to see that historical localities are not desecrated, insure regulation.

Outdoor advertising in France, contrary to the ideas of many Americans, is developed to a great degree. In fact, many Americans, oddly enough, are shocked on visiting the Riviera to note the great number of advertising signs along the road. If there is any stretch of fine scenery in France it is the French Riviera, and the French signs are without question a blot on the beauty of the "Coast of Azure."



Editorial quality unsurpassed.  
Over 90% of articles are the personal contribution of leaders in successful manufacturing companies.

# MANUFACTURING INDUSTRIES

15 East 26th St., New York, N. Y.

RUTLEDGE BIRMINGHAM  
*Advertising Manager*

---

Publication of The Ronald Press Company

Member A.B.C.—A.B.P.

# The 8 pt. Page

by  
Odds Bodkins

IT was a real grief to me to learn of the death of J. Rowland Mix recently. To me Mix seemed to have come nearer having learned the secret of perpetual youth than any man of my acquaintance. I recall some five years ago walking with him to the breast of the Old Taylor coal mine, at Scranton, and there, far under ground, he said something that I shall always remember. One of the little mine trains had just thundered past us, and just after the last car had passed, it jumped the track. Had it jumped two seconds earlier, we should both have been crushed against the wall.

"When you consider that we are probably having a hundred escapes a year as close as that without realizing it, doesn't it seem foolish that we should keep postponing our happy hours until tomorrow?" remarked Mr. Mix.

Certainly J. Rowland Mix did not postpone his happy hours. With his music and golf he enjoyed life to the full, and at 75 was still a young man.

—8-pt—

John Weedon, advertising manager of the Peoples Gas Light & Coke Co., made a very interesting point in his paper before the Chicago Engineering Advertisers' Association when he said: "Clear writing, or speaking, is primarily a matter of clear thinking. In ancient days people did not have the material facilities for writing that we now have. Recording one's thoughts was a long and laborious process, it did not encourage recording that which was trivial, heedless, or careless. No doubt some of our trouble today arises from the fact that we can rush into print without much thought or preparation. Very little of what is written today is quotable. Very little of that which has come down to us from ancient writing is not quotable."

—8-pt—

The Oster Manufacturing Co., of Cleveland, has produced something unusual in a sales manual for jobbers' salesmen. Instead of the usual bread-and-butter manual, it has dramatized the overcoming of all the major objections to the purchase of its product (the Power Boy pipe cutter and threader) in a one-act play entitled "Silver Threads." The form is interesting and the arguments are convincing, but neither of these elements impressed me so strongly as the fact that the company recognizes that such a machine must often be sold to two buyers, instead of only to one. In "Silver Threads"

the salesman calls on Piper & Stallings. Piper, the practical member of the firm brings up all the practical objections; Stallings, being the watch-dog of the company treasury, just sits tight against the spending of money, representing the resistance of inertia.

It is because of the failure to recognize that there are generally two buyers to be figured on in every sale of industrial equipment—Young Man Practicality and Old Man Inertia—that much industrial selling falls short.

—8-pt—

When will more advertisers learn the effectiveness of this simple, postery use of small space in newspapers?



Tea gardens  
conquer the  
jungle for

**White  
Rose**  
The all-Ceylon Tea

It was this type of advertising that helped to establish Mellin's Food and Royal Baking Powder and Baker's Chocolate years ago. I suspect that it will still "do a job," to use one of Ben Nash's favorite expressions.

—8-pt—

Commenting on the item which appeared on this page recently in which I quoted from Walter Prichard Eaton's



book, dealing with the actor's skill in indicating to an audience what he wishes it to know or feel even before he speaks, a correspondent comments, "Yes, but you missed the best paragraph in this same book dealing with your test," and quotes from page 175:

"Thomas Betterton had so full a possession of the Esteem and Regard of his auditors, that upon his entrance into every scene, he seemed to seize upon the Eyes and Ears of the Giddy and Inadvertent. To have talk'd or look'd another way would have been thought Insensibility or Ignorance. In all his soliloquies of moment, the strong intelligence of his attitude and aspect drew you into such an impatient Gaze and eager Expectation, that you almost imbib'd the Sentiment with your Eye before the Ear could reach it."

—8-pt—

It is a habit of mine to pass on to others the interesting things that come to me—articles, clippings, epigrams, proofs of advertisements, anything that will add profit or pleasure to the day of one of my friends. Not infrequently—and always to my surprise, for I have likely as not forgotten the occasion—I get letters or memos back which more than repay me for my thought.

Recently I sent to Andrew Melvin a batch of proofs of advertisements illustrated with an interesting technique, though strangely lacking in something.

On the following morning I received this penciled memo from Melvin:

"One interesting thing about the advertisement proofs you sent me today is that evidently one artist started the series and another was called in to carry on the same style—with unfortunate results."

That was it! The advertiser had used a master to establish a new style, and then thought to "save money" by having the rest of the illustrations done in the same technique by one of the low priced imitators—"with unfortunate results," as my correspondent says. When *will* business men learn that imitation is the highest form of extravagance?

# No Buried Ads in the House Beautiful



## Every Advertisement Receives Maximum Visibility

Flat size magazines were designed to supply display space along side reading matter—are you getting it? Your advertisement in *The House Beautiful* will always face editorial, be visibly dominant, conspicuous, and certain of attention.

### THE HOUSE BEAUTIFUL

Is one of the most productive space buys of class media. It is edited solely in the interest of the home and its embellishment. Secondary subjects like dogs, dress and real estate, it leaves to others.

If yours is a service or commodity which enhances the house or its appointments, yours too is the opportunity to gain the undivided attention of 80,000 net paid (ABC) subscribers, who read *The House Beautiful* for preference.

*A steadily rising circulation gives you premier value with every insertion—write now for all the facts.*

## THE HOUSE BEAUTIFUL

*A Member of The Class Group*

NO. 8 ARLINGTON STREET

BOSTON, MASS.

# Selling Radio

[CONTINUED FROM PAGE 24]

This does not mean for one minute that all dealers will settle down to the same or three or four makes of radio; it does mean, however, that dealers will identify themselves with particular makers and will intensify their selling effort. They will become specialists; they will probably become "authorized" or "licensed" dealers.

The tendency to reduce lines is sound sense. It is inevitable. It is one of the outstanding advances of 1926 as a radio year.

"Demonstration" seems unavoidable in radio selling. "Satisfactory demonstration" is the most important factor in closing the sale.

**M**ANUFACTURERS and distributors are urging their dealers to quit home demonstrations as soon as they can. They remind dealers that home demonstrations add terribly to the cost of selling; they open the way for servicing to keep the set sold; for a customer to demand a home demonstration is the easiest way to turn down the salesman or avoid signing on the dotted line. They urge that radio should be sold "as is" like other merchandise.

Over against this argument stands the fact that a radio standing "dead silent" in the home hurts the dealer who sold it. It seems useless, in this place, to emphasize all the temperamental elements in radio selling—temperaments of the set, of the owner, of receiving conditions at his home, of broadcasting interferences of the locality, etc.

"The dealer's out of luck," comments a Detroit music dealer, "if he gives a good demonstration the first time. Next night when the customer tries to get the same results for himself and falls down, he thinks he's been tricked some way. It's better deliberately to do a little less than you can do—just give him a taste of blood. Then, if he beats your record, he makes the whole neighborhood ring with cheers for himself and for the set."

That quotation hints at the proper psychology of radio demonstrating. Radio has been over-sold by enthusiasts. If radio demonstrating is to become less costly to the dealer, the salesman must be taught to curb over-statement, to "give a taste of blood," to let the customer get the thrill of radio, to lead him to sell himself. Were I a sales manager for radio—as of course I am not—I would shout just one sentence at the floor force at each morning's conference. That sentence would be: "Keep your mouths shut!"

The best radio selling in this country is found where salesmen have learned *not* to use their tongues. Read

that sentence again. It is contrary to usual salesmanship methods, but, remember, radio is *not* essentially like any other merchandise. Best radio selling occurs where salesmen adopt the tactics of a well-trained butler: Receive the customer affably, make him feel at home, offer him (more often, of course, her) a seat before a receiving set, place the dial in her fingers, and, finally, compel her to indicate likes and dislikes. Then, taking a clue from self-committed preference, bring on the selling pressure.

Even for a dealer, who represents but three makers, a "complete line" includes a variety of one, two or three controls; tubes anywhere from four to ten; sets all the way from stripped at \$75 to cabinets complete at \$450 (or higher); plus a choice of tuned-radio frequency, neutrodyne, super-heterodyne and so on. Does not this complexity suggest the common sense of allowing, if not compelling, the customer to commit himself?

One of the most successful radio sales managers puts the case bluntly:

"I order my men to keep their hands off the dials. Make the prospect do his own demonstrating. A radio buyer is a child in a big toy shop. The wares mean nothing unless he can finger them, but let the kid play two minutes with a \$25 toy and his dad is stung for the sale."

**A**NOTHER, from Los Angeles, voiced the same suggestion:

"Let them demonstrate for themselves, and it will not take much talking to close the sale."

Or this, from a most successful radio department of Columbus, Ohio:

"Here's another secret. One of the clerks brought it to me. Seat the customer and let her play with the dials. It won't hurt her even if she is scared a little. That wears off in a minute, and when she gets the first station she has had her first radio thrill. She's far nearer sold than when she came into the store.

"Then, in case she gets nothing but squawks, she never thinks of complaining to the clerk. She just thinks it's her poor skill. But, with a clerk demonstrating, if he is unable to demonstrate smoothly and give good tone, the *alibi-ing* is ours. It hinders sales to do a lot of explaining."

Does not such customer-for-himself demonstrating sound more sensible than the commonest boast of radio salesmen, about 50,000 of whom are puffed up over their ability "to take any old set on the floor and out-demonstrate anything else"? They can and they do, as any radio expert can. Such skill is not, however, sound selling psychology, although radio salesmen have

deceived themselves by thus believing.

Over-demonstration results in over-serving. Any dealer will give you a dozen illustrations. Yet few dealers have applied common sense to their own selling to the extent of seating the prospect before the dials and compelling her to do her own "*alibi-ing*."

The misconception that radio is like the automobile or the washing machine has done another queer thing. Dealers think that salesmen must be men. Why they have not employed more women is hard to conceive.

If it were possible for me to gather together the radio sales managers of this country, for just one-half hour in a certain city, radio selling by the following Monday morning would be improved from coast to coast. Over-drawn statement? Never!

Radio has moved from the kitchen table into the living room. The moment the boy's mess of wires and acid spilled on the floor yielded to the factory-made case or cabinet, radio selling took on the eye-appeal and the woman-appeal. Every dealer knows that today the woman buys radio; or, quite emphatically, she tells the man what he may or may not purchase.

Whatever may influence man-made purchases, the eye-appeal influences woman-made buying. The woman wants something that looks right, and she is easiest sold when persuaded that radio is "more simple than all the five-syllable words of the radio columns."

A woman as salesman knows all those delicate feminine appeals. More important, she does *not* know all that technical jargon that has hindered radio popularity. The woman as salesman goes direct to the point. She gives the prospect a chance to select for eye-values, she lets the customer demonstrate for herself, she talks tone and quality and nothing else because she knows nothing else.

**M**ORE or less technical knowledge is demanded to sell radio, but it does not follow that every salesman shall have that technical training. With the automobile and washing machine and electric refrigerator it is necessary; with radio, not. For best radio selling, ability to show the customer how to get most effective dialling is the kernel of demonstration. To a great extent, the less of technical phraseology in the salesman's talk, the more direct the selling.

In order to keep radios sold, dealers must preach the gospel of good accessories. Cheap sets are disappointing for the dealer. Good sets, equipped with cheap accessories, are worse. Poor tubes, under-voltage batteries, inappropriate speakers, loosely wired connections—any one of these will pre-

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



# Mrs. Madisonville

—in the heart of the city  
though eight miles out

**S**TAND in Mrs. Madisonville's garden and close your eyes—it's very easy to believe you're in the country. The air is so fresh, so full of the perfume of growing things. Now open your eyes—the modern home of Mrs. Madisonville is before you; a car stands in the garage; over your head stretches a radio aerial. You are very much in the city!

It is this combination of the best of the country with the best of the city that makes Mrs. Madisonville's community so fascinating. Years ago, this district was really country—yet even then commuting service linked it closely with the city. Today, Mrs. Madisonville's personal car has taken the place of the commuter—it carries her quickly to the shopping districts, to concerts and matinees. She is

as much a part of the city's activities as the residents of the nearest suburbs.

Nor does distance dull her interest in the city's news. She is a regular reader of *The Enquirer*—every morning finds it at her breakfast table. And her neighbors follow suit. In Mrs. Madisonville's community are 1,880 residence buildings; here, 983 *Enquirers* are delivered each day.

In the case of Mrs. Madisonville, this *Enquirer* coverage is particularly important to you, Mr. Advertiser. Literally, it enables you to present your wares in homes eight miles away, and to present them at that critical hour when the day's purchases are being planned. Try a schedule of advertisements in *The Enquirer*—then check results!

I. A. KLEIN  
New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

## THE CINCINNATI

"Goes to the home,



## ENQUIRER

stays in the home"



## —“typical of the potent force of direct advertising”

“THE influence of the special follow up campaign which you designed for us has been most favorable indeed. It has proven a most valuable addition to our direct advertising program and it is truly typical of the potent force of direct advertising when properly planned and executed,” writes a client, who manufactures a line of heavy machinery that costs from \$5,000 to \$150,000.

Supplementing the work of salesmen, this campaign takes the plant to the prospect, samples the product, and drives home selling points in an informative, chatty manner.

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

EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both personnel and complete facilities Marketing Analysis · Plan · Copy · Art · Engraving · Letterpress and Offset Printing · Binding · Mailing

vent the receiving set from doing what it was designed to do. They react on the dealer, even though in ignorance he may lull himself into thinking otherwise.

No radio should be delivered without the manufacturer's book of instructions. Honest selling will direct attention to the maker's printed list of proper accessories, with invitation of the purchaser to check the dealer's statements against the manufacturer's specifications. No single thing will do so much to keep radios sold as such a list of "Don'ts" as has already been mentioned. In addition to keeping sets sold, the dealer who is thus honest with his trade will cut down his costs for servicing.

[This is the third of a series of articles on radio by Mr. Haring. The fourth will appear in an early issue.]

In the second article of the series, June 30, page 65, an error crept in which the author would like to correct. "Selectivity and distance," as printed, should have been merely "Distance," and the lines should have read: "Distance? It is of less and less importance. The music store talks enjoyment, not lunacy." "Distance" the author classes as "lunacy" but selectivity certainly not. It is, in fact, an essential of any radio receiving set that satisfies the owner.—Editor.]

## Why Advertise?

By Paul T. Cherington

Director of Research—J. Walter Thompson Company

THE newspaper of today is wielding an enormous economic and social power through its advertising columns. Some of the consumer market news which these columns contain is as thrilling as the reading columns if all of the real story could be told. There are triumphs of foresight and purchasing skill; there are tragedies and comedies and strange fruits of diplomacy.

The consumer, of course, cannot know these behind-the-scenes stories. What concerns him is the meaning of these stories to him as a buyer of "consumers goods." The advertising columns of newspapers, the advertising pages of magazines and the other forms of advertising have become great sources of wise guidance in living.

The consumer's ability to choose what he will buy is one of his most cherished possessions as an individual. We could all be warmed, clothed and fed much more cheaply if we all lived in asylums and took what was handed out to us without a murmur. But we want to be individuals and so we decline to be uniform.

This freedom of choice means risk in selling and production. Somebody's goods are sure to be left on the market when the public finishes its purchases. Anybody who can minimize this risk is making his business safer. This is one of the main services of advertising. It helps to insure the sale of goods, thus determining which of various competitive offerings shall be bought and which left unconsumed.

No consumer today could use his purchasing power as freely or as effectively as he does were he still obliged to



# Oklahoma City Building *visualizes* Fall Opportunity

**B**UILDINGS valued at more than three and a half million dollars are under construction and contracted for in Oklahoma City during the next three months. Above, the air view visualizes how the downtown skyline will be raised by new buildings.

Illustrated below are four major building projects—the Buick Motor building, the Petroleum building, the Perrine building and the Mid-Continent Life Insurance building.

Parallel activities may be observed throughout the entire Oklahoma City trading radius, indicating prosperity and opportunity for those manufacturers who are actively selling in this market.



*The* **DAILY OKLAHOMAN**  
**OKLAHOMA CITY TIMES**  
*thoroughly and alone cover the Oklahoma City Market*

**E. Katz Special**  
New York Chicago Kansas City



**Advertising Agency**  
Detroit Atlanta San Francisco



# s e e d s

**T**HROUGH the warm summer evening sounds the frogs' chorus. Food for bird, for fish, even for animal, nature has given him only one real protection—tremendous reproductivity.

Many a sales executive, seeing prospect after prospect gobbled up by competitors, realizes that his one big chance for success lies in the seeds he plants for future prospects. And the seed best combining economy with effectiveness is the printed word.

By excellence of detail he lengthens the life of, increases the future profit from, that seed. In no detail is excellence more essential than in photo-engravings.

**Gatchel & Manning, INC.**

*C. A. STINSON, President*

*Photo Engravers*

*West Washington Square ↔ 230 South 7th St.*

**P H I L A D E L P H I A**

"beware" in the full meaning of the common law. Merchants have a new idea of their relation to their patrons; producers of merchandise are ready to brand their wares and stake their continued existence on their ability to satisfy final consumers with their brand as evidence of good faith. These and all the other new methods in distribution which protect the consumer serve him in place of expert knowledge about his purchases and make him, in effect, as wise a buyer as he is a safe one.

## Direct Mail Losing Something Other Than Direction

*By Edwin J. Heimer*

**I**F there is any doubt in your mind that direct mail is *not* losing its direction, permit me to suggest that you save the next hundred pieces that come to your desk. Loss of direction is a mild-mannered term and falls considerably short of describing the many virtues it is actually losing.

Kindergarten ideas, bred and born of mature minds supposedly intelligent, appear to be more prevalent among direct mail producers than the sound and logical A B C's we all know are so essential for success in this interesting work. "Clever" ideas (most of them are downright silly), odd shapes and exaggerated statements appear to be the rule by which many direct mail creators govern their output—pure rot, I call it.

Understand, please, I am not an opponent of direct mail as direct mail is rightfully known and used. I am, however, one of many bitter enemies of the new fol-de-rol that has recently had the gall to associate or attach itself to that art known as direct mail.

To my mind three elements are essential before a sale can be made—or better still, before volume business can be expected. These elements are:

1. The Salesman
2. Magazine Advertising
3. Direct Mail.

One without the other is almost helpless. Like the three-legged milk stool—we must have the three legs or our organization does not function as it should.

It is manifest, I believe, that direct mail can be made to produce more inquiries per dollar cost than magazine advertising. Consequently, the more inquiries we produce for our men, the more time they are compelled to spend on our account—and the more time they spend, the more familiar they become with the work and the larger their incomes become, until finally they are devoting all of their time to our account.

Finally, let me say I am an advocate of direct mail, but only such direct mail as is sensible, logical and not insulting to one's intelligence, as much of it is today.

## Style Factors That Affect Copy Power

[CONTINUED FROM PAGE 40]

that give each passage value, bring it alive and make it inevitable.

Contemporary advertising also knows this power of the cunningly picked word and employs it, too. Just as imaginatively deft as their fiction brothers are many of the unsung and anonymous interpreters at agency and free-lance desks, whose service is to Merchandising rather than to Literature. Instances? Among many, note the following whose merits are implicit in the picked word:

it (the tire) is given a *fighting* heart of *honest* rubber . . . forms a cushion between your rims and the *hard hot* road.  
(Cupples Company)

Note the *full-handed feel* and easy swing of this balanced, *hand-size* grip.  
(Parker Pen Co.)

Sleep *coaxes*, necessity calls. (Westclox)  
A *sea-blue* chest that holds a *pale bright* service of silver for six.  
(Oneida Community, Ltd.)

Where Community Plate lies, bridesmaids pause to *sigh over their roses*. (Oneida)  
On those *red-letter* days when cares are *adjourned*. (Marmon)

For those who are yet young—and those who *refuse ever to be otherwise*.  
(Marmon)

*Lonesome* watches. Maybe you have one. A watch that is *isolated* day after day in a dark vest pocket. (Simmons Chains)  
Fire's *winning card* (carelessness).  
(Hartford Insurance Co.)

. . . how far Radio has progressed since its *noisy, sprawling* youth. (Atwater Kent)

A *haughty* Rolls-Royce, with a *long, aristocratic nose*. A stately Lincoln, clad in *presidential dignity*. A *cheerful* Buick, quick and competent. A gay young Chrysler, just a *trifle disrespectful* to its elders.  
(Tide Water Oil Co.)

Words of novel usage and connotativeness are easy to specify, but tremendously hard, all the same, to attain. Whether fictioneers or copywriters, the veterans are the first sighingly to admit it; and their desks corroborate it. A skilled copywriter friend of mine daily stacks by his machine for final transcript stuff that looks like the undecipherable palimpsests which Balzac is reputed to have handed to his printers. It is the painfully small net of many gross hours dedicated to care-taking; but he solemnly avers that in twenty years he hasn't found any less laborious substitute.

Copy packed with clarity, verity, music and eternal fitness, copy which phrases as seductively as "a pale bright service of silver for six" may rest for initiation on inspiration and imagination; but at last it must ever come back under discipline to certain style fundamentals, certain "power checks," before it can pass on to the typographers sure of its own validity and proudly ready for print.

And every seasoned copywriter begins that discipline of his brainchildren with the first, simple, ever indispensable test which asks: "Have I chosen, am I choosing, the just-right word—the word that is not only novel in its placement but priceless in its connotation values?"

some people  
think us unduly  
modest  
in our denial  
that we "cover"  
the Greater Detroit  
Market—  
but we have a  
good business reason  
for it—  
we want the  
advertiser to make  
money here so  
he can spend more  
than the  
cost of a one-time  
failure—so we  
advise using the  
Detroit Times  
and another paper.

*Nugents*  
The Garment Weekly

**READY-TO-WEAR  
AND NOTHING ELSE  
BUT!**

The Garment Trade Paper  
that goes only where it pays  
its advertisers to go.

**Circulation**  
**11,000 Copies Weekly**

**ITS READERS BUY**  
millions of dollars' worth of  
Women's, Misses' and Chil-  
dren's Ready-to-Wear at  
wholesale annually.

**ITS READERS ARE 75%**  
of the best Ready-to-Wear  
Retailers, Merchandise Ex-  
ecutives and Buyers in De-  
partment Stores, Dry  
Goods Stores, and Specialty  
Shops in nearly 3,000 cities  
and towns — plus every  
worth-while Resident Buyer  
in New York and else-  
where.

**ITS READERS PAY \$6**  
a year for their subscrip-  
tions to NUGENTS—and  
they read the paper.

**Mr. Agent:**

If your client makes Ready-  
to-Wear and sells to the re-  
tail trade, you will find  
NUGENTS a mighty  
worth-while advertising me-  
dium to use—and it costs  
less, too, because it's special-  
ized.

Published by  
**THE ALLEN BUSINESS PAPERS, Inc.**  
1225 Broadway, New York  
Lackawanna 9150

# The Boom—and After

[CONTINUED FROM PAGE 22]

cal equipment required to put these paved highways into action.

It is only natural that when a boomerang has done its stuff you feel there is little left to do but pick up the pieces and sell them for junk. Confidentially, Florida's bank clearings are said to have fallen off about two per cent.

On Dec. 31 of last year, when everyone knew the boom had "bust," but no one admitted it, bank deposits totaled \$830,000,000. Not so dusty for a State of less than a million and a half population.

**T**HE truth is the "cracker" changed his banking from the Old Sock to the First National. For every Northerner who went home broke, or slightly depleted, there is a native who has bought his wife a diamond ring; his son some collegiate clothes; has sent daughter away to school, and ordered cars for all hands 'round.

If you don't believe that, then look at the Federal tax figures for this State. A sixty per cent increase in 1925 over 1924. A percentage increase no other State approached: in round figures, \$25,000,000.

The beautiful part of this story is that a very great portion of Florida's wealth is going to be put to work right where it was made. The native has not reached that state of mental elevation where he looks with whole-hearted delight on the securities of foreign corporations, and anything that has not its origin in Florida is foreign.

Over \$100,000,000 are going to be put into electrical development during this year. The sums that will be spent on home, industrial and mercantile building during the year could hardly be added up.

For that matter there is no sense in quoting all those big figures, for no one understands them. For purposes of addition and subtraction they may be required, but few men can actually visualize so much as a million dollars.

Comparative pictures are the only way to register these things, and that often takes too much figuring. What can I use, for instance, to picture the fact that Florida produced \$45,000,000 worth of lumber last year? Or that this totaled 1,000,000,250 feet. And that this exceeded the output of any year since the war year of 1918 by over 100,000,000 feet?

But getting back to Florida. Even if you can't do much with the sum, it will surprise you to know that this State manufactures over \$200,000,000 worth of products, and that does not mean lots rescued from watery graves.

On the reverse of the picture we find that Florida imports over \$100,000,000 worth of agricultural products she is capable of raising herself.

I am told the Lehigh Portland Cement Co. is building a \$3,000,000 plant in this State, and that another company is building a \$4,000,000 plant.

Did I mention that the Bell Telephone System is spending \$9,000,000 in development work in Florida? It is.

As a State, Florida has no indebtedness. At the beginning of this year it had \$6,000,000 in cash in its treasury.

People have little idea of the crop value of Florida. We eat its oranges and its grapefruit, the latter being almost exclusively a Florida product, so far as any raising of them in this country is concerned, and we forget its multitudinous crop varieties.

Farm products are supposed to be the basic of all basics where figuring the independence of a country is concerned, for food ranks before even shelter and clothing. And in the matter of foodstuffs, Florida can offer a varied diet beyond all competition.

As the farm-marketing organizations develop, as they must develop, for they are far from satisfactory, the agricultural wealth of this State will increase with a constancy and at a pace that will set new records.

**C**ANNERIES must also be operated in greater numbers and in many communities. With the coming of adequate grading, such as farm organizations and shipping concerns will introduce, the canneries will not only take care of all surplus crops, but will also utilize the thousands of tons of fruits and vegetables now allowed to rot because they are not of a shipping quality.

So much of Florida's farm produce is of a perishable nature that pioneering in this State offers difficulties never experienced in the pioneering days of the Northwest, when cereals could be held indefinitely on the farms or in the grain elevators.

The greatest asset Florida has, which even the stupidity of men has not been able to spoil entirely, is its capacity for giving enjoyment.

You need to have this in mind when you enter into any sort of negotiations with Florida. Whether you are building, farming, selling or buying, this element of enjoyment has its calculable value. A sour, grumpy people can't exist under tropical skies. They can't live with bright flowers and gorgeous sunsets.

So it all comes down to this. The boom has gone. Building is going forward with ever-increasing activity. Agriculture is stepping on the gas. Even the stupid race of men who have tried to wreck Florida has given up the job as too big for them.

Florida's future will be as great as its increase in intelligent leadership will be active.

# More About Publishers' Promotion Matter

Some helpful suggestions to increase the effectiveness of publishers' printed sales matter are:

Size—not larger when or if folded than standard letterhead, 8½" x 11".

Give the name of city, state, publication and date of month and year on front page.

Tell the gist of your story in sub-heads so that "he who runs may read."

Make it easy to read, not only in text but in type. Display only the most important points. In fact handle your printed emphasis and story much as you would a verbal conversation.

Give your authority for all statistics.

Get right down to the main selling points.

Be accurate.

Be brief.

Of course, there are always exceptions to any general rules. Some market surveys, for example, cost thousands of dollars and cannot be brief. But even they, or the summary, will be more effective when made terse or telegraphic in style.

## E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit  
Atlanta

New York  
Chicago

Kansas City  
San Francisco

# On This Factor All Successful Advertising Rests

*"You tell it to the millions—They tell it to the dealer"*

—That's Consumer Influence

THE object of national advertising is to create consumer demand. That's its basic reason for being.

Profit advertising centers on that factor. Successful advertisers recognize that Mrs. O'Grady and the Colonel's Lady, plain Bill Smith and Bill Jones, are the real merchandise buyers of the country.

They tell every department store, every 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 consumer demand, as all records prove, is the only traceable source of dealer demand.*

Because they do, trademarks of goods

in public demand are rated in the millions. The aim of modern advertising is to create, intensify and maintain one thing—the demand of the millions.

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 the 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

"  
*Meet  
the Wife  
Too*"

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.

**78%**  
*Circulation*  
*in*  
**Big Buying**  
**Centers**  
**Only**

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.

## 3

### Minimum Circulation Waste

**"No**  
**Buried**  
**Ads"**

78% of LIBERTY's total circulation is in the 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

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a very substantial reduction in inquiry costs. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

**99%**  
**Newsdealer**  
**Circulation**

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.

*Have You Read LIBERTY'S Home Building Book—"One Little Innocent Article Started It"—Ask For It*

**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.

# Clear Eyes and the Cream of Coverage

There is a vast difference between *quality* circulation and *class* circulation.

Class circulation, we gather from common usage, means the blue bloods, blue stockings and the upper Dun-and-Bradstreets.

Quality circulation means the pace-setters, the live ones everywhere. Cabots and Clanceys. Senators and sophomores alike.

The clear-eyed and forward-looking. They know no class; they are in all classes, and the best advertiser is he who seeks them out and wins their favor.

\* \* \*

When your advertisement appears in The Dallas News

it reaches practically all of the alert people in one of America's best and most responsive markets.

Readers of The News are the sort of people who influence, either deliberately or unconsciously, the rest of the people.

That's why The News is equal to any advertising job in the Dallas market — The News *alone*.

Most national advertisers know this. An overwhelming majority of them select The News.

Both in national volume and in gains this famous old newspaper stands alone in its field.

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

## The Dallas Morning News

### HOTEL EMPIRE

New York's newest and most beautifully furnished hotel — accomodating 1034 guests  
Broadway at 63<sup>rd</sup> Street.

ROOM WITH PRIVATE TOILET.  
**\$250**

ROOM WITH PRIVATE BATH —  
**\$350**

PROVE IT!  
SHOW THE LETTER

If your salesman could show skeptical prospects the testimonial letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonial letters lying idle in your files—give them to your men and increase your sales thru their use.  
*Write for samples and prices*

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



The Only Denne in  
Canadian Advertising

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Directory. You need an Advertising Agency familiar with "on the spot" conditions. Write.

A.J. DENNE & Company Ltd.  
Reford Bldg. TORONTO.



BY FREDERICK A. STOKES Co., New York.—"The Desk Reference Book," by William Dana Orcutt. This is a revised and enlarged edition of "The Writer's Desk Book," a standard guide to good usage in printing houses, newspaper offices, large corporations, libraries and homes. It contains information on such matters as punctuation, diction, capitalization and abbreviation, with chapters on copyright, the making of an index, etc., which would be of great value to any who contemplate publishing a book. For the man who writes anything at all, this volume provides authoritative and handy reference. Price, \$1.50.

BY CECIL PALMER, London. "First Essays on Advertising," by J. Murray Allison. A collection of essays on British advertising that appeared originally in an English publication. The author explains how modern advertising could be utilized to solve many of the industrial problems which have arisen during the reconstruction period in his country, and his well-written papers should be of interest to any who intend to study the English point of view and conditions. There is a bibliographical chapter of value to copy writers. Illustrated. Price ten shillings and six pence.

BY B. C. FORBES PUBLISHING COMPANY, New York. "Assuring Business Profits." By James H. Rand, Jr. This is a book of equal interest and value for the beginner who is looking for a simplified exposition of the rules for success in big business, and for the man of experience who is seeking to add to his fund of knowledge already acquired. The author, one of the most successful young business men in America, has laid down a set of conservative rules which may be applied to any business, large or small. Price \$2.50.

BY A. W. SHAW COMPANY, Chicago. —"Advertising Copy; Principles and Practice." By Lloyd D. Herrold, M.B.A. The purpose of this volume is "to try to impress upon students not only the significance of the sales function of copy, but also to show them the procedure through which a given piece of copy and a series of advertisements develop." The purpose of the book is admirably served both by its arrangement and its context. In expounding the principles of writing copy, the emphasis is placed not on what has been done but on how it was done. The obvious advantages of this system are enhanced by the illustrations which show in detail the alterations actual advertisements have undergone in the process of construction. It is an excellent manual for any student of advertising. Price \$6.



ILLUSTRATION BY COURTESY OF BLACK STARR &amp; FROST

*PEARLS, YOU KNOW,  
COME IN STRINGS*

Each individual pearl in the duchess's necklace may be worth a small fortune. But the pearl wasn't picked solely because it was a nice pearl. It had to fit in with the rest in color, shape, texture, and size. It is just a beautiful detail in an iridescent rope which is finely graduated from the diamond clasp at the nape of the

lady's lovely neck to the great iridescent globes of shining light which repose so comfortably on the lady's bosom. It takes a lot of planning to make a good pearl necklace.

Many advertisers—both large and small—attempt to govern their advertising investment by picking over each advertisement in a fierce determination to make it perfect—100%.

There are not many perfect ads, as a matter of fact, yet advertising continues regularly to work what the uninitiated often call "its magic." The reason is simple: Good advertising, like a string of pearls, has continuity for its vital element. And it is *planned*. It is going in a definite, predetermined direction.

We welcome the supervision of clients anxious to feel that their advertising is working toward a specific goal, and willing to trust our professional skill in shaping each individual advertisement to that end.

CALKINS & HOLDEN, INC.  
247 PARK AVENUE · NEW YORK CITY

# How Shall We Break the Retailers' Silence?

[CONTINUED FROM PAGE 20]

**D**ISPLAY advertising forms of Advertising and Selling close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the July 28th issue must reach us not later than July 19th. Classified advertisements will be accepted up to Saturday, July 24th.

family. Having got that far, we are willing to take our chances on selling him a stock for his store."

This is often one of the surest ways of getting the dealer to talk about your product. Don't depend upon verbal descriptions. Get him to become a user. Remember that he, too, is a consumer as well as a dealer. Where you can convert him into an enthusiastic user, you won't have to worry much about whether or not he will pass the good talk on to his customers.

\* \* \*

"Well, what's new?" is probably one of the questions most commonly put to the salesman. Unconsciously, perhaps, the dealer is looking for some material to build into his own conversation with his customers. The question suggests to the salesman the need of providing news from time to time.

Poor salesmanship, like poor advertising, too often falls short of the occasion by talking in terms of too general a nature—falling back on those limping old war horses, "quality," "purity," "best for the money," "finest of its type," and so forth.

Something sharper is needed. Something more definite. Possibly something with a picture in it. Thus a candy salesman got quite a lot of interest from his trade by saying, "Do you know how they get a cherry—juice and all—inside of a chocolate coating?" Few dealers did. They were interested. It jazzed up cherry cordials in their minds, perhaps for the first time. And another candy salesman put an interesting picture in his dealers' minds when he said, "I never knew until the other day that one of our men actually counts the number of seeds in samples of the raspberries that we buy. There's quite a little variation in raspberries, and naturally we want to use only those containing the fewest seeds."

The salesman who wants to get his trade talking about his product will do well to study some of the specific language used in advertising, contrasting it with the loose generalities which may get by but which are too commonplace to be widely used by dealers in selling to their own customers. Thus:

"The Purest Soap in the World" vs. "Ivory Soap—99 44 100% Pure."

"An Absolutely Safe Investment" vs. "37 years without loss to a single investor."

"A remarkable lubricating oil" vs. "Mobiloil is recommended by more au-

tomotive manufacturers than any three other oils combined."

\* \* \*

A few months ago, while riding between Hartford and New York in the diner, I got into conversation with a salesman. Finally I asked this man his line. He replied, "Food." We were near the end of our meal. He folded up a menu and slipped it into his pocket. "I save menus," he confessed. "I find them very useful at times in my business."

Then it came out that he sold cigars to club stewards. The stewards were more interested in food than in cigars. They had to make up menus every day and it was a job. They wanted to introduce novelties from time to time and that was a job too. This salesman collected menus from clubs throughout his territory. He thus equipped himself to help stewards with their most pressing problem. I need hardly add that he was a successful cigar salesman in consequence, and that the stewards would go out of their way to talk about his cigar to the club members. So completely had the salesman lost himself in the stewards' food problem that he thought of himself as a "food" salesman rather than a cigar salesman.

This is the well-known indirect method of warfare. The salesman knows something *apart* from his line which is of such interest to the dealer, or so helpful, that he feels obligated to say a kind word for our hero's product when the chance occurs.

For this reason many manufacturers are training their men to be more helpful general business counselors to the retailers on whom they call. The ideal salesman talks a great deal about methods of disposing of the stock when it is once in. He may even have to work up schemes of helping the retailer to sell out quickly a stock of competitive goods in order to make room for his own line.

The salesman may be given clippings or reprints of business paper articles which will help the retailer, these dealing with such subjects as stock arrangement, cost finding methods, window displays, and similar matters. Through his advertising agency, one manufacturer had worked up a graphic folder dealing with the basic problems among retailers in that particular line. This material shows in a striking way the four main reasons why the average merchant's earnings were not what they ought to be:

Profit Leak No. 1—Too many items.

Profit Leak No. 2—Dead items.



## Outdoor Advertising

THE National Outdoor Advertising Bureau, an organization of some 225 advertising agencies, was established for the purpose of enabling advertisers to place their Outdoor Advertising through the agency which handles their advertising in other media.

Outdoor Advertising, thus handled, becomes an integral part of the campaign, insuring effective coordination of all the media used.

Any advertising agency which is a member of the National Outdoor Advertising Bureau will gladly furnish authentic and up-to-date information regarding Outdoor Advertising.

# National Outdoor Advertising Bureau

INCORPORATED

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies

1 Park Avenue, New York

General Motors Building, Detroit

14 East Jackson Boulevard, Chicago



Profit Leak No. 3—Wrong brands displayed. Right ones out of sight.

Profit Leak No. 4—Faulty buying. 20 per cent of the items did 80 per cent of the business. 6 lines did 75 per cent of the business.

Under each "Profit Leak" was a brief discussion together with graphs which no dealer could argue down. The discussion of these problems, of course, paved the way for a sales talk on the line to be sold. The point here, however, is that genuine help of this nature not only gets orders but also puts the dealer in the best possible frame of mind to talk the goods. The salesman really helped him. Such a salesman may help him some more. The dealer wants to see him again.

The attempt to get a dealer to talk your product is a selfish objective. The selfishness must not show. Better still, get the endeavor out of the realm of selfishness. Only then can it be really successful. As usual, it is a matter of putting one's self in the other man's place and then supplying the kind of material which the dealer can put to work easily and which can be passed on easily to the clerks in his store.

### Is There a Saturation Point in Advertising?

[CONTINUED FROM PAGE 21]

Advertising, of course, will never cease to function in civilized society—as an economically good adjunct to the distribution of goods. It will, however, undergo many a "sea change" from its present status. It is safe to predict that advertising twenty years hence will be a radically different instrument for sales acceleration from the one we know today. The bluntness will wear off. The cutting edge will be thinner, of better steel, and much sharper. Some of the grab-bag diversions and wind-mill tiltings which advertising Croesuses have permitted themselves in the past are due to come to an end.

In that inevitable day the relentless law of efficiency will bear down harder on all men who stand behind the business end of advertising. The penalty of mediocre work will be ruinous, the premium on the expert will be accentuated many fold.

The inventive resourcefulness of advertising men is going to be severely taxed to mitigate the competition which advertising has set up for itself.

The time was when the man with the courage to advertise was a luminary in himself. He stood out, silhouetted on a pinnacle. Competition gaped, and the public bought. But the big rewards of advertising, the big unearned increments to outstanding pioneers are largely past. Advertising is the order of the day now—and the exception is the man who does not use it.

What, then, lies before the advertisers who are to retain their grip in the

**I**N every community, there are men who lead and men who follow. In "The New York City Milkshed," the dairymen who lead are almost without exception members of the Dairymen's League and subscribers to the paper which they own and control.

These are the men who have organized and financed the huge cooperative dairy organization which supplies the largest milk market in the country. They are men of courage and conviction, active farmers milking an average of 16 cows each.

#### Easily Identified—Easily Visualized

The readers of the Dairymen's League News form a very definite group united by a common interest—cooperative marketing. They are compressed within the limits of a clearly defined and accessible territory—"The New York City Milk Shed."

Similar in habits, customs and income, this group can be easily visualized for a strong appeal. Put your sales message before them in the columns of their own paper.

*A request will bring you Sample Copy and Rate Card*

Dairy farms of this area supply New York City with fluid milk.



## DAIRYMEN'S League NEWS

New York  
120 West 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Wisconsin 6081

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3652

# The Lillibridge Viewpoint

Number Three

Issued by Ray D. Lillibridge Incorporated

New York

## Victor Godfroi, Practical Builder

FORBES ROBERTSON, in his book, *A Player Under Three Reigns*, tells how Victor Godfroi solved the problem of building a new church when he became Curé of Notre Dame de Bonsecours.

It seems that the original very modest chapel of Bonsecours had been for many generations a celebrated place of pilgrimage. When Victor Godfroi was installed Curé, he at once decided to build a shrine worthy of this renowned spot. The parishioners protested on the ground that he might never be able to complete the structure—that their sacred chapel would be gone, leaving possibly a half-finished church in its place. But the Curé was not to be thwarted. He started raising the walls of the new Gothic church round the little chapel, and when the roof was on he then pulled down the old building and drew it bit by bit through the west door.

We are reminded of this every once in a while when we see some ambitious manufacturer ruthlessly tearing down a profitable little business of local proportions in the fever of building a grand business on a national scale. More than one half-finished structure of this kind, abandoned for lack of capital to complete it, is to be seen along the business highway. Businesses that would have survived had they had a Victor Godfroi to show them how to build around their little business without disturbing it, until one day they could draw it bit by bit through the west door of a great national business.

HENRY ECKHARDT of our organization wrote a short time since on "The Immeasurables of Advertising." His article is a rapid-fire of stimulating slants on "results." A copy gratis on request.

## Measuring Desire

IF YOU have read Willa Cather's "The Professor's House," you will remember reading this on page 29: "A man can do anything if he wishes to enough. Desire is creation, is the magical element in that process. If there were an instrument by which to measure desire, one could foretell achievement."

This probably explains the gratifying success of our "Objective Method" of planning a marketing program. We are so insistent in setting an "objective" (which is nothing more nor less than the crystallizing of a client's attainable desire and measuring it for him) that achievement comes along as a natural result of the ideas and messages created as an expression of that desire.

If you have a curiosity to know more about this "Objective Method" of marketing, we have a bulletin which tells about it, and which we shall be pleased to send you.

## Blue Hills Far Away

THOUGH we write the rest of the copy for our client, Chase Companies, Inc., we do not write the amusing little advertisements that appear daily in the metal trade papers. A Director of the Chase Companies writes them—because he loves to write this kind of stuff, and can, we think, do it better than anyone in our office, or in America for that matter. Nor does our Art Department draw the cartoons. F. G. Cooper does that—because he loves to illustrate copy like this with his whimsical pictures, and, we think, can do that better than anyone else in America.

The only credit we take for this campaign is that we had sense enough to see its possibilities in the first place, we hurried to bring the copy



## why the hills look blue

The Hills look blue because they are a long way off, and because the sun's rays strike small particles of dust and other things in the air and reflect back to your eyes the blue color.

Business looks blue sometimes for the same reasons, because it seems a long way off and there are lots of little things in the way.

However, the Chinese say, "The journey of a thousand miles begins with but a single step."

Advertising is a pretty good step.

## Chase Brass

CHASE COMPANIES, Inc., Waterbury, Connecticut

OFFICES: Boston New York Newark Philadelphia  
Atlanta Rochester Pittsburgh Cleveland Chicago  
St. Louis Denver San Francisco Los Angeles

writer and artist together, and we added such enthusiasm as to get the campaign started.

A booklet in which 28 of these cartoon ads are reproduced will be sent on request. (Even to competitors!) Meanwhile, we reproduce above one of the current advertisements of this series. Was ever a better advertisement written for advertising?

## Bread-and-Buttery Little Things

"MR. CLAFLIN," asked a young man of the great New York merchant, H. B. Claffin, "can you, in one word, give me the key to successful business?"

And the merchant prince answered promptly, "Yes—thoroughness."

To our mind, "thoroughness" is likely to be at the bottom of most every advertising and sales success. Which explains our insistence on *Follow-through* in all of our work for our clients.

Of what avail to arouse the public by forceful advertising, if you do not turn that arousing to sales account by doing those simple, bread-and-butter little things, often to uninspiring as to be beneath the dignity of an advertising agency, that will turn interest into inquiries, and inquiries into the wherewithal to discount those bills on the 10th and meet Saturday's pay-roll and the note due next Friday—and leave a little over to be applied to the dividend account?

We have a bulletin that further explains our ideas on *Follow-through* that we'll be glad to mail any executive.

## Vacation Announcement

IT WAS ten years ago that we inaugurated the system, now happily becoming quite common, of closing up shop completely for two weeks in August instead of vacationing "piecemeal" all summer long. We are doing it again this year. From August 15 to 29, everybody will be away with the exception of a switchboard operator. All the rest of the summer we will be running full blast, cooled by Wagner Fans\* and refreshed by Servel† "coldery."

\*Client † Another client

RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET, NEW YORK

TELEPHONE LONGACRE 4000

Established in 1899

teeth of this hard gale of advertising?

Some of them, certainly, will be able to discover and apply new appeals or even new uses for their products, as is suggested by the accomplishments of the yeast people, the brewers, and the mustard makers (who have lowered their appeal from the palate to the feet).

Some of them are fated to become advertisers in comparatively virgin fields where the public patience is not ready to cry "stop." These will match and extend such pioneering as is suggested by the example of public utilities, colleges, florists, engineers.

Others who have so far merely scratched the surface, and therefore not outworn their welcome with the reader, will be permitted to emerge and have their say. Into this group will fall such as insurance companies (which have to my mind a rosy future in advertising results), banks, steel makers, undertakers and monument people.

**O**THERS will enjoy special dispensation because their products are designed to replace antiquated ones. I think of refrigeration, heating outfits, radios, improved pencils, tractors, electric heating pads, ironers, and percolators. In no far distant day the inferior predecessors of these will be as obsolete as the woman who uses hairpins or bakes her own bread.

Others will enjoy an unusual advertising response because their products change with the vagaries of style and hence possess a perennially novel appeal. This has already happened to the producers of such commodities as hassinettes, wrist watches, galoshes, enclosed cars, and furniture.

These sketchy cases are, to be sure, the exceptions. The average advertiser will be constrained to worry along, saturation or no saturation. He say be secure for a time in the consolation that no such thing as a "saturation point" has yet appeared in our midst. But he will nevertheless toy with the idea on rainy evenings after the baby is asleep.

The temptation to close these ramblings with a prophetic stab in the dark is too great to resist.

We might venture the view, I suppose, that saturation will confront us when every advertiser in a given field spends the same effective percentage of his business volume in advertising. Yet not even then would saturation be assured. There would always be someone willing to spend more on a chance of greater volume.

Perhaps it would be more logical to say that this questionable millenium will arrive when the backers of advertising media no longer make money by accepting additional advertising—in short, when we no longer have any place in which to put more advertising.

Against the day when it does arrive, the advertising man is not to look forward to a chance to "loaf and invite his soul"—he will have to dig in and "show the world" all over again.

## ADVERTISING M A N A G E R

The man we want is versatile. His sales letters will bring home the bacon. He will create unusual folders and booklets. He will edit our house organ.

Above all:

He will originate startling selling schemes and work hand-in-hand with the sales department.

Firm established over twenty years. Located in pleasant town forty-five miles from New York City. Permanent position and excellent opportunity for producer.

Box No. 404

Advertising & Selling  
9 E. 38th St., New York City

## The STANDARD ADVERTISING REGISTER

Gives You This Service :

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

Write or Phone

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

## Are you looking for an employee?

If so, turn to page 75 on which THE MARKET PLACE appears. There you will find the advertisements of several advertising men looking for good connections. Perhaps one will just suit your requirements.

## TESTIMONIALS

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

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

Commerce Photo-Print Corporation  
80 Maiden Lane New York City



### CATCH THE EYE!

Liven 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 Duckline and Fibre Signs  
Cloth and Paraffine Signs  
Lithographed Outdoor and Indoor Displays

THE JOHN IJELSTROEM COMPANY  
Massillon, Ohio Good Salesmen Wanted

**MOVING**

Be sure to send both your old and your new address one week before date of issue with which the change is to take effect.



# THE OPEN FORUM



WHEREIN INDIVIDUAL VIEWS  
ARE FRANKLY EXPRESSED

## No More Parades?

THREE of us—two copywriters and a layout man—stood on the crowded curb at Philadelphia and watched the convention parade.

As it filed by we hastily snatched off our badges. We hid them in our pockets. We assured the interested old lady beside us that we were jobbers of Christmas tree ornaments and rubber footwear. And we wished we were!

Some of us like to think we are part of a sound, civilized business . . . a business that is on its way to take a place among the professions. Then our quiet pride in its increasing dignity is given a lusty kick in the pants. A parade is put on to show the whole world that the "ad game" is still the glorified county seat of hokum.

There were floats, many and elaborate. We do not question the spirit of the manufacturers who entered them. We do question the judgment of the people who conceived the idea. For there is a great deal of blithering and blatting about irregular mediums that are parasitic upon advertising appropriations, and if a parade float is a legitimate advertising medium, so is your old man!

Rather pitiful, perverted publicity coupled with slightly rancid showmanship. That's what the parade was until the Mummers came along. The glorious, vulgar, prancing, playing Mummers. The only part of the parade, barring the soldiers and sailors, that did not cheapen the advertising business.

Honest hearts may have prompted this parade, but poor taste ruled it. It wasn't necessary. It wasn't helpful. It helped lower the tone of the convention to that of a volunteer firemen's field day.

When even Ringling Brothers no longer have a parade, it does seem that the Advertising Clubs of the World should be able to lift themselves out of the dog-and-pony show class.

NEAL ALAN,  
Philadelphia, Pa.

## What Ails Radio?

IS not the present state of affairs in the radio industry the logical outcome of a policy which puts the seller first and the consumer last?

In Great Britain one hears many complaints about their broadcasting stations but everyone in a position to judge—returned Americans and Canadians—assures us that the British get both better concerts and better results

over a cheap set than can be obtained over the vastly more expensive sets on this side of the water.

As a result the number of licenses issued increased by over 500,000 during 1925, and on Jan. 1, 1926, over 1,800,000 British fans held licenses. British authorities complain that only a proportion of actual owners take out licenses (in Canada the number of licenses to set is roughly one to five), but even assuming that every fan is within the law, the ratio of licenses to homes is five to one or exactly the estimated number of sets to homes in the United States.

British radio manufacturers have devoted greater efforts to improving the service than to selling their products. Their advertising has developed steadily rather than in seasonal rushes, and both the home and export trade appear to be in a much more satisfactory condition than on this continent.

Advertising without good roads would never have sold automobiles to rural dwellers. Good advertising and good roads combined could never have sold high priced cars in such quantities as Henry Ford sold good low priced cars.

Given good broadcasting and good low priced radio sets, good advertising will create a large volume of business for those radio makers who use it.

VAL FISHER, *Principal*,  
Canadian Business Research Bureau,  
Toronto

## "The Public Is the Only Gainer"

A SHORT article which appeared in *A Helpful Hints*, a diminutive house organ which I edit for the L. E. Waterman Company, happens to have been widely noticed, quoted and commented on.

The article was about price-cutting. One paragraph, describing a price-cutting combat between two retailers, ran thus:

The aftermath of such wars is always the same. Both sides have to stop somewhere. That somewhere is a point far below cost, deep in the red ink. The public is the only gainer.

Joseph A. Richards, in *ADVERTISING AND SELLING* for June 16, takes the above paragraph and, using it as a text rather than a target, propounds the query whether the public really is a gainer in such cases. He feels that the public is not always, and not often, the gainer when the price of standard merchandise is cut. Mr. Richards takes the broad position that if there

is enough of such price-cutting the goods themselves are discredited, the makers are tempted to sophisticate the quality and the trade as a whole is demoralized; so that in the end the public loses.

He very rightly believes that the manufacturer of a good product, despite the fact that his motive is merely self-seeking, is a benefactor of the public in placing before it a commodity which the public wants so much that it willingly exchanges hard-earned dollars for it.

However, there are two sides to price-cutting. There is the long-distance aspect: Will or can this cut price work through unexpected chains of cause and effect to an end detrimental years hence? And there is the immediate aspect: If John Smith, through the wild rivalry of two merchants, buys a \$4 article for \$2, is he or is he not \$2 ahead?

He is.

John Smith is more conscious of the two dollars than he is of logical filiations that will some day move him to tears that he ever encouraged a trade war.

And when I say John Smith I mean, of course, large numbers of people, a mass of purchasers.

You can call this mass "the public"; if you do, you incline to the statesmanlike conception that deep price cuts harm everybody sooner or later.

You can call this mass merely so many purchasers; if you do, the picture of each individual gaining \$2 is vivid and you are less likely to augur disaster.

Had the article said that "the purchasers are the gainers" perhaps the meaning would have been clearer. Price wars are windfalls for the lucky few or many who visit the counter.

Whether these flurries in merchandising that are called price wars react at length against the general welfare is not so certain.

It is certain that whether the public gained or not, the price-cutting merchants did not. They lost. They need not have done so. An overstocked dealer has many ways to move goods without sacrificing profit. One way is advertising.

Our little article pointed out, also, that the mere moving of merchandise across a counter, by selling below cost, is a joke. Anybody can do it. It is akin to giving. Price-cutting turns business into a child's game. Seldom is there real excuse for it.

EDMOND A. TOWNLEY,  
New York City

## CollegeHumor

# Youth Has a Way of Getting What It Wants

THE old saying—"Youth Will be Served"—is truer today than it ever was before. Youth is being served far better than ever before.

Youth likes to spend money and buys quickly. Youth is the best salesman in the world; Youth will sell your products to the person who controls the purse-strings.

College Humor with its verve and snap and humor and sentiment appeals strongly to youth.

And where youth and money are combined sales resistance is low.

There's a lot more to tell you about College Humor and its readily responsive quality market. A survey of the readership has just been completed and will be sent to you upon request.

PRINT ORDER—OCTOBER ISSUE 500,000

## CollegeHumor

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

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

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



## 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-Trio" Radio Concerts, Tuesday  
evenings. Tune in W'PG at 9

## Is Cooperative Advertising Here to Stay?

[CONTINUED FROM PAGE 27]

hereafter will be charged to those participating and not to the nature of the undertaking. Since we believe cooperative advertising is here to stay, let us build a composite plan for successful efforts, that it shall not perish from the orb of modern advertising, or cease to be an effective means of accomplishing collectively valuable missionary or educational advertising which no one advertiser or contributor could afford to do, or should do. Since lack of, or withdrawal of, financial support has stopped or retarded results of many campaigns, how should the money be raised to insure continuity of support?

**F**UNDS for a majority of the successful campaigns have been raised in one of two ways. Either there has been a tax on the unit of production or on the amount of sales. Both methods seem to work fairly satisfactorily although they are not entirely free from objections. Continuous support should be pledged for not less than five years.

Experience has taught that it is more satisfactory to work on some preceding year than to attempt to finance the campaign on the current production or sales. The funds should be known far in advance for a campaign to be planned to the best advantage. Payments can be arranged in quarterly, or twelve equal, advance installments, and contributors should know what it will cost so they can plan their own finances.

To overcome any objection that assessments divulge the amount of business of members to competitors, contributions can be sent direct to the association bank and credited to the advertising fund. Then the bank reports to the treasurer only the gross amount received. To overcome objections of low funds if the previous year was bad, the best previous year could be taken or the same good year used again until the current year piled up a record ahead of the base year selected.

In order that the entire industry or trade may help, additional plans of payment may obtain. Not only can manufacturers or producers contribute in proportion to sales, but distributors, dealers, local contractors and salesmen can be given opportunity to participate in bearing the expense of promotional work.

The well-established principle of taxation should be employed in most cases; namely, that each contribute according to his ability. Where applied, that principle seems to work. Each benefits according to his contribution. Of course, that is not always true. Sometimes the dominant firm of an industry would profit less in proportion by the cooperative campaign than some of the lesser members. Such a firm must

**Sweater News**  
and  
**Knitted Outerwear**  
May, 1926

**The Underwear & Hosiery Review**  
Vol. 6, No. 5  
May, 1926

**Tie-up**

Your Consumer Campaign  
with Trade Publicity

for Simple Copies address:  
**KNIT GOODS PUBLISHING CORP.**  
93 Worth Street New York City

### Unbiased Research

Be suspicious of research material—look for the bias. So much research that is offered today has an "axe" hidden in it.

The Bourse has not one thing to sell besides competent research; it has not a solitary interest in "proving" anything. We are organized to get at the truth, whatever it is.

Resident field service in 220 cities; Industry survey ready-compiled on 387 industries, and on over 150 merchandising problems and methods. Write for details.

### THE BUSINESS BOURSE

15 West 37th St. New York City

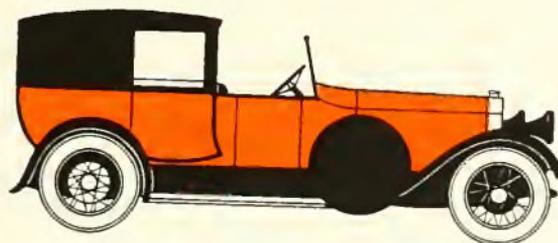
Tel.: Wisconsin 5067

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

### House to House Selling

Here's 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 MARX-FLAARSHHEIM CO.** Rockway Bldg. Cincinnati

*The New*  
DELINEATOR



*The true Story of a  
Man who had a  
New Body built  
for his old Pierce-  
Arrow chassis 1 1*

IT was not a question of money. This man spent \$4,800 for a new custom-built body on a Pierce-Arrow chassis that he had run for years.

*Here is what he said:*

“Although I have owned many machines of different makes, this car has always taken me where I wanted to go and brought me back again.

“It has gone only 45,000 miles and is good for 250,000 more by putting a new body on it.

“I now have all that is possible in appearance and I am on a chassis that I know is good.”

The above story—a true one—fits aptly the new Delineator. This man's wife should be a subscriber and probably will be; a woman who is thoroughly modern but who values deeply things or institutions of proved excellence.

There is no publication in the world with finer traditions than The Delineator for usefulness to women throughout the civilized globe.

No part of this sound basis of worth will be sacrificed when, on November first, The Delineator and The Designer are combined in one magazine to be known as *Delineator*.

The chassis—if you will—that through the years millions of women have proved reliable, will be kept. On it is being built the finest body that modern taste can construct.

Delineator will be new in appearance, new in its interpretation of service, but old in the integrity of its intent to serve and its knowledge of how to make itself indispensable to the women of its time.

The price of the new Delineator will be raised to 25 cents a copy.

The circulation, from the November issue, will be guaranteed at 1,250,000.

As the present combined circulation of Delineator and Designer is 1,700,000, guaranteed, it is apparent that for some time to come the advertiser will be receiving several hundred thousand excess circulation.

The new Delineator appears the first day of November and closes September 1.

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*



figure the total above their own contribution as just that much added advertising bought at a bargain. For example, for the price of the fund of one page of *Saturday Evening Post* advertising a paint company secures an added message thirteen times in that very medium by the Save-the-Surface Campaign, besides all of the other advertising activities the campaign committee is carrying on. A "pretty good buy!"

Thus, to begin with, there is the necessary factor of financial cooperation. Unless every member contributes in proportion to the value that he will receive, and unless he contributes in proportion to his position in the industry, the campaign will not run smoothly. Having the money, how is the best way to spend it to register results?

The group of contributors must sit together and analyze the entire potential market that they are trying to reach—where it is, how much and—if seasonal—when they are selling, how much more they can sell, their productive capacity, good will already existing, sales force, distribution, dealer relation, etc. In short, they must decide what they want to do in advertising. Having done this and determined how much money they have to spend, they must choose advertising media with relation to their plan of action, the market they hope to reach and the dealer prestige of various publications. The battle is ready to begin. With proper funds, a real objective and organization to carry on the campaign, what basic plans seem to be most successful or suggestive of composite ideas to use?

WITH a small appropriation only basic media can be used. In building materials, for example, one could use *Sweet's Architectural Catalogue*, one or more architectural papers, a builder's paper, constructive direct-by-mail informative literature to these and other important specifiers and users on a cooperative basis to supply local dealers and distributors with direct-by-mail and newspaper cuts. A staggered campaign in *House and Garden*, *House Beautiful*, *Country Life* and *Better Homes and Gardens* might be included if funds permitted.

With larger appropriation in addition to this basic plan, consumer or general publications and women's magazines might be used with offers to local interests to supplement such advertising with newspaper copy, offering to pay half of the cost. With such large appropriations it is possible to amplify architectural and other appeals by using more of the media serving respective divisions of industrial and technical readers, who are potential buyers or specifiers of the product or service.

Before coming to any conclusion regarding the choice of media, it is well to investigate thoroughly the coverage with relation to the market which is being sought.

**A commanding lead in architect and engineer subscribers. These are the latest figures!**

**The Architectural Record 6,635**

*The second journal* 5,147

*The third journal* 4,660

*The fourth journal* 4,513

*The fifth journal* 4,186

*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.

## A Firm Foundation

A FIRM foundation on which to build your sales success in the oil industry is offered in *Oil Trade*. Yours will be no castles set on shifting sands, for *Oil Trade* is deep rooted in the appreciation of the big men of the industry, the men who influence the buying.

*Send for our booklet  
"More Business from  
the Oil Industry."*

The  
**Oil Trade**  
*Including Oil Trade Journal and Oil News*

350 Madison Ave., New York

Chicago. Tulsa Los Angeles

Publishers of FUEL OIL

## Slumping—UP!

July Oral Hygiene carried a great deal more advertising than any other July issue in the paper's 16-year history.

Reason: space increases by old advertisers.

## ORAL HYGIENE

*Every dentist every month*

1116 Wolfendale Street, N. S.

PITTSBURGH, PA.

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

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

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

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

*Telephone line over the Rocky Mountains*



## *The Builders of the Telephone*

SPANNING the country, under rivers, across prairies and over mountain ranges, the telephone builders have carried the electric wires of their communication network. Half a century ago the nation's telephone plant was a few hundred feet of wire and two crude instruments. The only builder was Thomas A. Watson, Dr. Bell's assistant.

It was a small beginning, but the work then started will never cease. In 50 years many million miles of wire have been strung, many million telephones have been installed, and all over the country are buildings with switchboards and the complicated apparatus for connecting each telephone with any other. The telephone's builders have been many and their lives have been rich in romantic adventure and unselfish devotion to the service.

Telephone builders are still extending and rebuilding the telephone plant. A million dollars a day are being expended in the Bell System in construction work to provide for the nation's growing needs.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

**BELL SYSTEM**



IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

## The Advertising Club of Baltimore Holds Elections

The following officials were elected at a recent meeting of Advertising Club of Baltimore: President, E. Lester Muller; vice-president, R. E. Stapleton; secretary-treasurer, N. M. Parrott; counsel, Walter V. Harrison. Those elected to the board of governors were: Howard H. Cone, E. Lyell Gunts (3-year term); and G. Alfred Peters, Jr., C. R. Wattenscheidt, D. Stuart Webb, S. L. Hammerman, Peyton B. Strobel, David Lampe, C. H. Kroneberger, Herman Gamse, William A. Albaugh, H. J. Moehlman, LeRoy R. Hatter, John Elmer (1-year term).

## Annual Elections Held by Chicago Advertising Council

The Chicago Advertising Council announces the election of the following officials: President, Homer J. Buckley (re-elected); first vice-president, G. R. Schaffer; second vice-president, Stanley Clague.

## Public Utilities Advertising Association Elects Officers

During a recent meeting in Philadelphia, the Public Utilities Advertising Association chose the following new officers: President, Frank L. Blanchard, Henry L. Doherty Company; first vice-president, George F. Oxley, National Electric Light Association; second vice-president, Hal. M. Lytle, Chicago Rapid Transit Company; secretary, Henry Obermeyer, Consolidated Gas Company of New York; treasurer, Charles W. Person, American Gas Association.

## Philadelphia Club of Advertising Women Elects

At the annual election of officers held recently by the Philadelphia Club of Advertising Women the following officials were chosen: President, Mrs. Ellen S. Patton (re-elected); vice-president, Miss Florence M. Dart; treasurer, Mrs. B. Ewing Kempff, recording secretary, Miss Mary J. Denton; corresponding secretary, Miss Clare V. Fey.

## American Golf Association of Advertising Interests Changes Its Name

At the conclusion of the annual tournament of the American Golf Association of Advertising Interests, held at Cooperstown, N. Y., it was decided to change the name of the association, because of its unwieldy nature, to the Summer Advertising Golf Association. The following were elected officers for 1926-27: President, H. H. Proskoy, New York; first vice-president, Joseph Lynch, Chicago; second vice-president, Nelson Peabody, Boston; secretary-treasurer, Eugene Kelley, New York.

**Bakers Weekly** A.B.C. - A.B.P.  
New York City  
NEW YORK OFFICE—45 West 45th St.  
CHICAGO OFFICE—343 S. Dearborn St.  
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

## LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

**American Lumberman**

Est. 1873

CHICAGO, ILL.

# The Newspaper Situation In Buffalo Has Changed!

---

Present Circulation of Buffalo Evening Times

over **115,000**

Present Circulation of Buffalo Sunday Times

over **135,000**

---

## BUFFALO TIMES

NORMAN E. MACK, *Editor and Publisher*  
VERREE & CONKLIN, INC., *National Representatives*

NEW YORK

DETROIT

CHICAGO

SAN FRANCISCO

# Canned Experience

Buy your books on the Budget Plan



You pay for your books in small monthly payments. Prices the same as for cash.

That old saying about experience being the best teacher is absolutely sound in one sense. But most of us recite it without thinking that experience may be of various sorts—the experience of other men as well as our own. "Canned experience," if you please, ready for use. Just open and serve yourself! Why not take advantage of the experience of other men as far as we can and save not only years of time but many expensive lessons?

Do you know how much of the world's best research in the advertising and selling field is contained in

## McGRAW-HILL BOOKS?

That single fact or idea may be worth many times the price of the book to you

### 1 Strong—PSYCHOLOGY OF SELLING AND ADVERTISING

461 pages, 5 x 8, Illustrated, \$4.00  
How people buy and how they can be sold. A practical explanation of the part psychology plays in selling and advertising—facts you can apply to your own efforts and problems.

### 2 Larned—ILLUSTRATION IN ADVERTISING

319 pages, 6 x 9, Illustrated, \$4.00  
How illustration can increase the effectiveness of advertising. Practically all treatments are covered in detail.

### 3 Pratt—SELLING BY MAIL

428 pages, 5 x 8, Illustrated, \$4.00  
Covers every angle of modern mail sales work. Explains principles and shows how they work out in practice. Packed with ideas, suggestions, methods, danger signals—facts you can put to good use.

### 4 White—MARKET ANALYSIS

New Second Edition  
438 pages, 5 x 8, \$4.00  
A new edition of this standard work on market analysis. New material on agency market research, industrial and community surveys and newspaper surveys.

### 5 Kenagy and Yeakum—SELECTION AND TRAINING OF SALESMEN

380 pages, 5 x 8, \$3.50  
Defines principles in selection, training and development of salesmen. Helps to take guess and hunch out of this important marketing step.

#### Free Examination—Small Monthly Payments

Choose any of these McGraw-Hill Books that you would like to see—as many as you wish.

Read them for ten days free—keep those you want—send back those you don't want.

Pay for the books you keep as you use them. If you keep \$15 worth of books, send \$3 in ten days and \$3 monthly.

The smallest monthly payment is \$3. If you keep \$0 worth of books, send \$3 in ten days and \$3 a month later.

The monthly installments must be large enough for the entire amount to be paid in full within six months.

Begin to Budget Your Book Buying NOW

## FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., INC.  
370 Seventh Avenue, N. Y.

Send me the books checked for 10 days' free examination:

- ..... Strong—Psychology, \$4.00.  
..... Larned—Illustration, \$4.00  
..... Pratt—Selling by Mail, \$4.00  
..... White—Market Analysis, \$4.00.  
..... Kenagy and Yeakum—Sel. & Tr. of Salesmen, \$3.50.

I agree to return such books as I do not wish to keep, postpaid, within 10 days of receipt and to remit at the same time my first installment and the balance in equal installments each month. Minimum monthly payments, 1 understood, are \$3 and account is to be paid within six months.

Name .....  
Address .....  
Position .....  
Company ..... A. F. 7-14-26

# In Sharper Focus

## William A. Hart

FROM stories of how various men happened to take up advertising, it appears that it is a point of distinction not to have drifted into the business—or profession—whichever you prefer. William A. Hart claims that he decided when he was still in high school that he wanted to become an advertising man. He did not know then whether it was a business or a profession. He solicited "ads" from local merchants for the school paper and athletic programs, and so got an idea of what it was all about. And today, after years of experience, he is still certain that he likes it.



When he entered the University of Michigan he was firmly determined to become an advertising man. He selected his college courses with that end in view. Even his extra-curricular activities, aside from "fussing," as it was called in those days, were also taken up with his main ambition in mind.

While a student, he showed that he had native talent in the advertising line. Certainly, no one without such ability could have sold merchants space on a student's desk-blitter, on the basis of 2500 circulation and no way of checking up on the blitter's distribution. But he did it and made some expense money. Later he was business manager of *The Wolverine*, a tri-weekly news sheet published at the university during the summer session.

During one summer vacation he managed to get a job on the advertising staff of *The Chicago Tribune*. It consisted of soliciting classified ads. He has remarked about this experience since: "I wanted to enter the advertising field in the worst way, and I guess I did."

Graduated from the university in

1914, he went to work at once with the Burroughs Adding Machine Co. of Detroit, as an assistant to E. St. Elmo Lewis, then advertising manager. He was at first set to clipping magazine and newspaper articles concerned with bookkeeping and accounting which might be of use in Burroughs literature. Though, in confidential moments, he will now admit that any bright youngster could have done the work, he went at it as though it were of primary importance to the success of Burroughs advertising. Soon, however, he was given among other duties the editing and preparing of business bulletins and house organs.

When, in 1915, the late Edwin A. Walton succeeded Mr. Lewis as advertising manager, Mr. Hart was placed in charge of the national advertising division. A year later he was made Western district advertising manager, with headquarters in San Francisco. He combined his business trip to the coast with his honeymoon by taking unto himself a wife just before starting West.

May, 1917, found him back in Detroit in charge of the advertising of the Detroit Steel Products Co. The fates had evidently agreed, however, that he was not to remain in the Michigan metropolis. In December, 1918, he accepted a position in the merchandising department of Frank Seaman, Inc., and moved to New York City. A year later he was made manager of the marketing division of the agency and continued in that capacity until August, 1923.

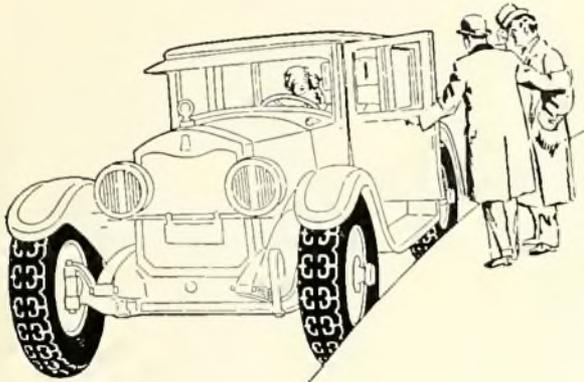
In 1923 Mr. Hart became director of marketing and production for the Elliot Service Co. of New York City. Despite his title, he was still an advertising man but advertising *per se* was only a small part of his work. Whether this had anything to do with his accepting in the next year his present position, that of director of advertising for the E. I. du Pont de Nemours & Co., has not been determined.

To take up his new duties he had to move himself and family (which had by this time increased by two: a son, William A., Jr., and a daughter, Winifred Jean) to Wilmington, Del. Both Mr. and Mrs. Hart left New York with great regret.

He is remarkably free of hobbies, except that advertising is his hobby as well as his business. He has thus far never attempted a book about advertising and merchandising, but various phases of both have been the subject of magazine articles which he has written. In further support of the contention that advertising is his hobby, he is a director of the Association of National Advertisers.

# General Tire Doubles its Business in St. Louis in April

## Secures 156 *New* Customers as result of 10 day Advertising Campaign in the *Globe-Democrat Exclusively*



The General Tire Company doubled its sales in St. Louis in April over April of last year as the result of increased business secured during a 10-day advertising campaign placed in The St. Louis Globe-Democrat *exclusively*.

156 car owners who had never used General Tires bought Generals as a direct result of the advertising . . . .

Sales averaged 3 tires per customer, and, in addition to the sales of tires for passenger cars, commercial business was substantially increased.

Here is an advertising success which stands out in tire history in St. Louis—accomplished by a single store during the unfavorable, unseasonal weather of a "late" April—with advertising placed exclusively in one newspaper . . . . *St. Louis' Largest Daily*.

The results are all the more significant in view of the fact that the General is a top-quality tire selling at a high price.

In selecting The Globe-Democrat *alone* The General Tire Company chose the newspaper that reaches more automobile owners than any other St. Louis daily and which is acknowledged to be the logical medium for automotive advertising.

Tires, motor cars, food, shoes, cigars, or whatever your product may be, The Globe-Democrat can help you to build sales economically in St. Louis and The 49th State.



Ask the nearest Globe-Democrat representative for the facts about The 49th State, that great 20-Billion-Dollar Area, radius 150 miles surrounding St. Louis, its Capital. Write for details of the service which our Research Division and the Service and Promotion Department can render, and for the list of 690 national advertisers who found it profitable in 1925 to use The Globe-Democrat *exclusively*.



# St. Louis Globe-Democrat

The Newspaper of The 49th State

- F. St. J. Richards . . . . . New York
- Guy S. Osborn . . . . . Chicago
- C. Geo. Krogness . . . . . San Francisco
- Dorland Agency, Ltd. . . . . London
- John R. Scolaro . . . . . Detroit

# Advertisist

THE advertising business and American advertising men are singularly remiss in an important matter which I deem it my duty to draw attention to—as I do, solemnly and expensively, herewith and hereinafter:

In this advertising business—or profession, if you are of the Mauve Decade—we have advertising agencies, ad-writers, commercial artists, advertising salesmen, advertising engineers, visualizers, contact men, space buyers, research men, merchandisers, advertising counselors, advertising managers, and so on, down to publishers.

It takes something like twenty-two long and costly words to name them all. Why not get one word to cover the lot?

Why not, indeed?

The real estate men have become Realtors. The electrical people are now Electragists. The gentleman who looks after our mortal remains is no longer an undertaker—he's a Mortician. But we advertising men are still a dictionary.

It is no laughing matter, gentlemen, and this brilliant idea of something new and better is not to be sneered at except by our best sneerers.

I suggest ADVERTIST.

Short, peppy, descriptive, embracing, it fills the prescription.

Or what have you?

The best suggestion received before August first will receive the plush covered Webster, if obtainable.

*A. R. Maujer*

for  
INDUSTRIAL POWER  
608 So. Dearborn Street  
Chicago, Ills.

*Industrial Power is a name descriptive of the cause it serves and the class of men it reaches. 42,000 important plants are ruled and run by men who read Industrial Power.*



## Efficiency!

Shortly after the Armistice was signed in 1918—nearly eight years ago—the Soviet Government authorized the construction of a central electric station in Petrograd, which was intended to furnish light and power not only to that city but to a number of smaller places nearby.

The building is nearly, but not quite, finished.

To erect a similar building in New York, a Russian friend tells me, would take seven or eight months—twelve, at most.

## An Earnest Spender

Died, recently, at Atlantic City, a man whose name means nothing to the present generation of advertising men. For which reason it will not be printed here.

As an advertising salesman, he was in a class by himself. I doubt if he ever had an equal. I am sure he never had a superior. Every qualification, but one, which a salesman should have was his—tact, a keen sense of humor, daring, resourcefulness, a likeable personality, a logical mind and a most convincing and eloquent tongue.

Of the hundreds of stories that are told of him, this one is, perhaps, most characteristic, for it throws light on his twin weaknesses—extravagance and generosity.

Years ago, when he was a member of the western staff of a well-known magazine, X's chief suggested that he go to California, on a three weeks' business trip. The matter of expenses was discussed. X insisted that he be advanced a certain sum. His chief was horrified. "Why," said he, "that is more than I spent in six weeks, last summer, and I had my wife with me."

X was obdurate. The amount he named, he said, was really not enough. To make the trip properly, he should have at least 50 per cent. more. They compromised—at X's figure.

X started for California. Five days later, his chief got a telegram from him. It read: "Grand Canyon, Arizona. Must have \$500.00 quick. I have had unusually heavy expenses."

It developed, on inquiry, that the

"unusually heavy expenses" were due to the fact that at Grand Canyon, X. had met the Governor of Arizona and his staff and had put every man jack of them on his staff! In those pre-prohibition days, an earnest spender—and X. was all of that—could get rid of an awful lot of money.

## Such a Nice Voice!

Every week or two, I call at the office of a certain concern with which I have business relations. Invariably, I have to go through the same rigamarole.

The young woman at the "Information" desk, who is also the 'phone operator, gives me a chilly glance, as though to ask, "What the hell are you here for?" What follows can be told best in dialogue.

Myself: "Mr. Blank—to see Mr. So-and-so."

Information: "What name?"

Myself: "Mr. Blank."

Information: "Have you an appointment?"

Myself: "No!"

Information reluctantly consents to call up Mr. So-and-so. Finally: "He'll see you in a few minutes."

Now, if this sort of thing happened only once or twice, I should have no comment to make. But it is a continuous performance; and it is irritating. "Information" knows—or should know—my name. She knows—or should know—that my interviews with Mr. So-and-so are usually of an hour's duration; and that, as a rule, we leave the office together. But no! She sticks to her formula.

I cannot but contrast her attitude with that of a young woman whom my wife telephoned to a few days ago. Her interest was so manifest and she had "such a nice voice" that Mrs. Jamoc immediately decided to buy the article, regarding which she had made telephonic enquiry. And she did.

The telephone companies are everlastingly right when they say, "The voice with the smile wins."

## Which Is Correct?

Mr. Coolidge, in a speech which he made recently and which was "wireless," pronounced the word "contemplate" with the accent on the second syllable. Thus: con-TEM-plate.

I myself put the accent on the first syllable. So: CON-tem-plate.

An Oxford man tells me that the word should be pronounced with the accent on the third syllable—con-tem-PLATE.

JAMOC.

# Who Told You?

IT IS a truism that the most powerful form of advertising is Word-of-Mouth.

Printed advertising would not be necessary if there were a million people talking about a product—if they were talking favorably, truthfully, covering all important points, keeping up-to-date, keeping at it all the time, reaching new people constantly and *never tiring of the subject*.

But there is no product so popular, there is not even a great public cause so well understood and so favored, as to enjoy continuously that degree of loyalty and support.

Word-of-Mouth is slow to start and quick to stop. The public memory is short, and its inertia is great.

Therefore printed advertising has been developed as a stimulus to Word-of-Mouth.

Advertising not only persuades individual readers to buy, at once or eventually, but its indirect influence is far more vital. It creates and stimulates and informs and renews Word-of-Mouth.

Without always knowing exactly where they learned it, alert people are continually passing along the reputation of products which they have seen advertised, which they may have themselves used as a result of advertising and their faith in which has been confirmed by further reading of the advertising.

It makes a great difference to you who tells you what to buy. You pay small heed to the chatter, no matter how voluble, of those for whose standards and judgments you have no respect.

This matter of the relative authority of Word-of-Mouth is not determined by relative wealth, or education, or social status.

There is, however, one broad criterion, and that is *alertness*. At every income level, in every stratum of society, in every community, there are certain persons who form judgments and express them and make them effective. Their Word-of-Mouth is accepted by those who listen to them as being authoritative. While none of them is an authority on everything, they do have one common characteristic—*alertness*.

Good-will, the most valuable asset any business can possess, is nothing more or less than the favorable opinion of the alert and it is this that is coming to be known as The Biggest Thing in Business.

Alertness makes people discover and try products.

Alertness makes them master the essential facts about products which please them.

Alertness makes them transmit these facts by Word-of-Mouth because they are vocal and because they are active in neighborly contacts.

And, as it happens, alertness is the very characteristic which makes 4,709,293 people in 1,400,000 families become readers of such a paper as The Literary Digest.

*Who told you? Did a Literary Digest reader tell you?*

## Educative Campaigns That Fall Short

[CONTINUED FROM PAGE 25]

There is advice in every manufacturer's educative literature as to what to do when a customer comes in with a thin face, and what kind of cream to suggest if her facial contour is that of the proverbial roly poly. Besides this, almost every kind of face is described for the salesperson, who wanders all day among preparations said to do things without price and who lacks anything like vision to imagine that they can do it. To her cleansing cream is something in a jar to be pushed indifferently across the counter. It is *not* possible relief from blackheads; cleanliness, mistiness, dewiness, freshness and a few simple little things like that.

AND there is of course advice about numerous other preparations, invaluable suggestions for make-up, information about different types of powder, bleaches. But in the great majority of instances, the careful literature prepared by the manufacturer doesn't get across.

But it is read, declare enough buyers from enough representative retail establishments to make their answers of some value. One store has a system whereby every piece of literature which comes from the manufacturer is tacked up on a board. These copies are given to the salespeople, and they are expected to sign their names when they have read the matter therein contained. "Read and forgotten" was what should have been said. Read and forgotten is what happens, if anything can be judged by the reception one gets at that particular manufacturer's outlet.

A few buyers, too, do not translate toilet preparations as do the manufacturers, as something with which to create a skin you love to touch, a fascinating, wicked, vampish-appearing Lilith out of a jar of cream rouge, a lip stick, or something which you put on your eyebrows. A pot of cold cream is to them a pot of cold cream, nothing more. A pot of cold cream to be moved, to be sure, but not to be thought of as creamy skin, clean, healthy, glowing fresh.

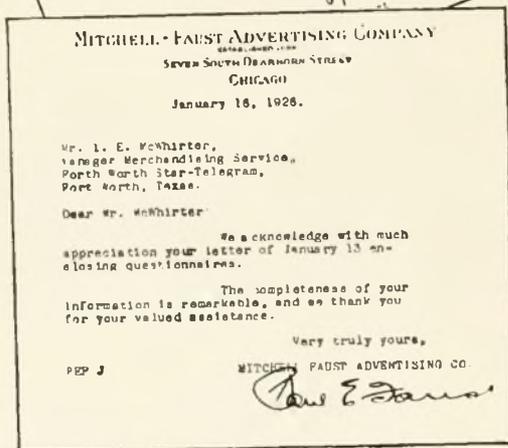
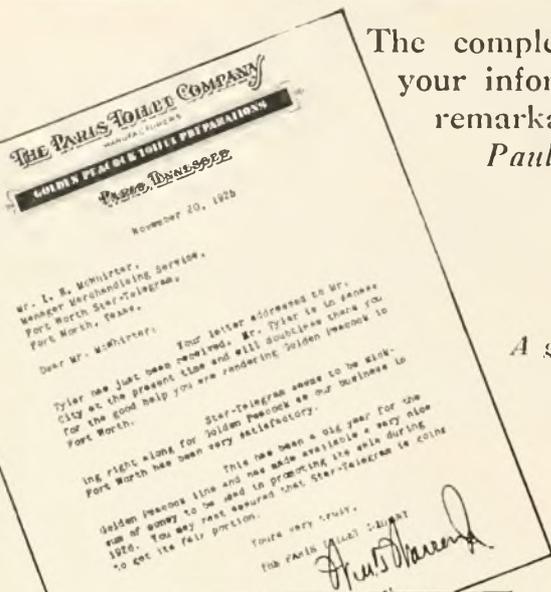
Why not a "types" cosmetic advisor; a woman, say, connected with the toilet goods department of a retail store who will patiently go into the details of the needs of a Lilith or an Eve complexion, and who, when a woman asks what she needs for wrinkles, will do more than hand indifferently over the counter a decorative jar of anti-wrinkle cream, which the average woman hasn't the least idea how to use, and which she would probably use as wrongly as possible? What a marvelous opportunity to suggest an entire beauty regimen, with the preparations which match each step!

The completeness of  
your information is  
remarkable—says  
*Paul E. Faust*

*A great try-out  
territory*

*A great  
newspaper*

Daily and Sun-  
day circulation  
over 120,000  
No contests—  
no premiums



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

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

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

AMON D. CARTER,  
Pres. and Publisher

Charter Member  
Audit Bureau of Circulation

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

*If* it drives home a  
sales message  
it's an  
**EINSON-FREEMAN  
WINDOW DISPLAY**



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

### New Directory of Mexican Industries

Compiled and revised by the Mexican Department of Industry, Commerce and Labor.

Containing 16,000 valuable addresses of all industries now operating in the Republic of Mexico.

Machinery manufacturers, raw material houses, exporters, lumbermen, merchants and bankers. You all want to have a copy of this valuable book on Mexican Industries.

Order your copy **TO-DAY**.

\$10.00 Post Paid or remitted C. O. D.  
Parcel Post if desired.

**Campaña Mexicana de Rotograbado**  
(Mexican Rotogravure Co.)  
MEXICO CITY



# Westmont Enamel

*"The artist gives infinite care to every stroke of his brush. In the art of paper making Westmont Enamel is given equal care that every sheet may produce a true copy of a work of art."*



518

518

Design by G. B. JENSEN

See reverse side for list of WESTVACO DISTRIBUTORS

# The Mill Price List

## *Distributors of*

### Westvaco Mill Brand Papers

---

THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.	Larkin Terminal Building, <i>Buffalo, N.Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	137-141 Varick Street, <i>New York, N.Y.</i>
WEST VIRGINIA PULP & PAPER CO.	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets, <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
WEST VIRGINIA PULP & PAPER CO.	503 Market St., <i>San Francisco, Cal.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

---

*Manufactured by*

West Virginia Pulp & Paper Company

## Fake Mediums

[CONTINUED FROM PAGE 36]

while the body of the contract is filled in with indelible pencil.

The date affixed to the contract is more than a year previous to the time the alteration takes place. It is in the selection of the date that the element of luck enters in, for a shrewd business man who might otherwise honor the contract could hardly reconcile the fact, if he noticed it, that he was in Europe on this date.

**I**N case a victim pays his money on the strength of this altered contract, he lays himself open to a series of speculations through the signing of the "has paid" voucher mentioned previously and which is reproduced in this article. By cutting off the first three lines on this alleged voucher bearing the victim's signature and by inserting two or three additional lines of printing, another contract is obtained bearing the victim's signature and address. No acid treatment is necessary, the conversion being confined to the addition of printed phrases which tie up with the printed matter retained from the "has paid" auditor's voucher. The blank space provided is filled in and another contract is ready for collection. When a large number of these completed contracts are accumulated, the name of the pseudo publisher of the bogus directory is selected and the contracts filled in accordingly.

The next step is the printing of the billheads of John Doe, publisher of John Doe's Business Manual. To add to the impressiveness two large cities are selected as Mr. Doe's location although no street address is printed. Next an advertisement of the intended victim is set-up in type exactly as it appears in the advertising pages of some current trade or technical journal. This advertisement, with the advertisements of several other intended victims, is printed on a single sheet. When a number of pages are completed, they are carefully inserted in the front section of a large, bulky volume which forms an integral part in the scheme but which was actually published a score or more years ago. The old title page which applied to the previous name used by the swindlers is removed, and a new title page containing data on the 1925 edition of John Doe's Business Manual is inserted. The binding is then tightened and the stage is all set for the operations of the "outside" men.

When a large number of contracts have been completed the most precarious part of the program begins. The outside men generally work in pairs, the "boss" waiting just around the corner for the return of the collector, possibly on the theory that the old adage about "honor among thieves" does not apply in this business. The collector is given all the paraphernalia necessary and it is he who actually

# The Great Common Ground of the Retail Shoe Field—

## THE RECORDER

¶ For almost half a century the Boot and Shoe Recorder has been the recognized Common Ground of American Retail Shoe Store Interests.

¶ Here the business news of the nation—the tested merchandising practice—the offerings of manufacturers of shoes, leather and accessories to the merchant, all merge each week to a common center—The Reader Interest of the publication.

¶ This Reader-Interest of more than 14,000 subscribers is the logical Point of Penetration for any product seeking entrance to the rich field of footwear at retail.

# 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

## The NEIL HOUSE



The newest and now the Leading Hotel in COLUMBUS, OHIO  
Opposite the State Capitol  
655 ROOMS—655 BATHS  
RATES FROM \$3.10-57  
EUROPEAN PLAN

The facilities for dances, luncheon, dinner and card parties, large or small are so unusually good that Sorority and Fraternity functions are always enjoyed.

**SPECIAL FEATURES**  
Club Meals in Main Dining Room and Grill Room,  
Blue Plate Luncheon,  
COUNTER SERVICE  
AT POPULAR PRICES

Luncheon Clubs served in private dining rooms at 75¢ per person.

Under the Direction of  
GUSTAVE W. DRACH, President and Architect  
FREDERICK W. BERGMAN, Managing Director

EST. 1867  
**BAKERS' HELPER**  
CHICAGO

A.B.P. and A.B.C. Published Twice-a-month

A business paper with a 100% reader interest, due to 39 years' constructive policy in helping bakery owners. Oldest paper in the baking field.

New York Office 431 S. DEARBORN ST., 17 E. 42nd St.  
CHICAGO, ILL.

### 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. A leader 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. Renders effective merchandising service. Rates on request.



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

**ADVERTISING MAN**, the sort who gets right in and under your proposition and then produces individualistic advertising that is absolutely different; this man has two progressive clients, and is now ready for the third; correspondence confidential. Box No. 397, Advertising and Selling, 9 East 38th St., New York City.

Here is a young  
**ADVERTISING-SALES EXECUTIVE**

that some business can profitably employ as Advertising, or Assistant Sales Manager. Thoroughly capable in preparing advertising of every form and to assist in directing dealer and sales forces. At present Sales Promotion Manager National Manufacturer. College trained—28. Box No. 401, Advertising and Selling, 9 East 38th St., New York City.

Graduate Michigan University, School Business Administration, will sacrifice initial salary for a real opportunity to prove ability. Box No. 405, Advertising and Selling, 9 East 38th Street, New York City.

Single, 29-year old, high type, steady and reliable young man, now secretary and treasurer of prominent realtor company in exclusive Phila. suburb, desires change.

Eight years' advertising agency (account executive, copywriting, space buyer, charge of service and production, N. Y. Agency) and N. Y. Times newspaper experience.

Open for only a really worth-while interesting connection. Can meet people. Likes to travel. Write Box 400, Advertising and Selling, 9 E. 34th Street, New York City.

Responsible employers in California or Florida especially invited to respond.

### SECRETARY

Competent young woman (25), thoroughly familiar with advertising operation, desires position as assistant to agency executive or advertising manager. Eight years' experience. Expert stenographer with ability to handle all advertising records and other details neatly and accurately. Thoroughly experienced in the preparation of schedules, ordering of space, billing and checking; also thorough knowledge of bookkeeping. Employed at present. Salary \$40. Box No. 399, Advertising and Selling, 9 East 38th St., New York City.

### Position Wanted

**DIRECT SELLING SPECIALIST.** 15 years' sales and advertising experience qualifies me to establish a paying sales-by-mail department. Now with prominent advertising agency. Box No. 396, Advertising and Selling, 9 East 38th St., New York City.

**SALES AND ADVERTISING EXECUTIVE** Able and experienced in applying principles and meeting problems in market analysis, promotion, advertising and sales production. Successful organizer and coach. Staples, specialties, service, agency or manufacturer. Box No. 393, Advertising and Selling, 9 East 38th St., New York City.

### Help Wanted

Recognized Agency offers excellent opportunity to young man capable of planning, writing and selling sales campaigns. Opportunity according to ability. Write to Guenther-Glaze Adv. Agency, St. Joseph, Mo.

### Business Opportunities

Am organizing a sales agency for intensive coverage of the drug store trade in greater New York. Would like to hear from concerns having a meritorious product and interested to secure this additional sales outlet. Address Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

**CAPITAL REQUIRED** trade monthly in last growing field 60,000 to 100,000 advertising revenue first year. Principals are experienced in publishing. Will consider only offers from responsible publishing houses or persons. Box No. 402, Advertising and Selling, 9 East 38th St., New York City.

\$500,000 corporation is marketing house to house a much needed, thoroughly successful Kitchen accessory and needs local distributors—men of ability and experience, who can organize and supervise a field force. Very little capital required, with great opportunity to make big money. Sell yourself by letter. Dept. 3, Indianapolis Pump and Tube Company, Indianapolis, Indiana.

### Multigraphing

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

**DEHAAN CIRCULAR LETTER CO., INC.**  
120 W. 42nd St., New York City.  
Telephone Wis. 5483

gets the money or, more rarely, the boot. If questioned too closely, he merely states that he will have the man who solicited the account call and explain things, and makes a hasty exit. But even successful swindling schemes are not always infallible and sometimes a collector is arrested and given a short sentence for petty larceny, but the scheme continues.

However, only recently a trap was set for the operators of this scheme and two individuals, who had been involved in the game for a number of years were arrested and indicted by the New York County Grand Jury, charged with forgery. The collector jumped his bail and became a fugitive from justice while his employer finally pleaded guilty and was given a sentence in the penitentiary.

This action broke up one gang of operators but at least two others are still active. There are enough men skilled in this particular line of chicanery to keep the scheme active for sometime to come.

It therefore rests with the individual user of advertising to prevent imposition on himself by setting up safeguards to protect his own advertising investment. A definite policy of investigation before paying or signing for advertising in a new or unknown medium, plus definite safeguards and rules governing payment of advertising bills should be set up.

## Advertising—Or Goods?

[CONTINUED FROM PAGE 28]

effect that 87.6 per cent of purchasers of groceries prefer an advertised article to an unadvertised one at the same price, and 65 per cent prefer it even at a higher price. It is proved by a considerable number of reports from manufacturers that advertising has cut total distribution costs (see Report of Committee III of the National Distribution Conference, December, 1925) and by the easily demonstrable fact that the cost of advertised goods is lower in proportion to the cost of raw materials than it was a decade and a half ago.

The truth of the general proposition, however, does not prove its truth in every individual case. The persistent residue of purchasers who prefer unadvertised goods, and the continued prosperity of a considerable number of non-advertising manufacturers offers some suggestion to the thoughtful that there may be advertisers whose goods are not unmistakably superior to those of their non-advertising competitors.

The concern which on the basis of a demand created by advertising takes an exorbitant profit on its wares is, of course, breaking no law on the statute-books. But it is violating an economic law, and in the course of

**"GIBBONS knows CANADA"**

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG



## PLANNED ADVERTISING

(Reg. U. S. Pat. Off.)

### Goods that exist in men's minds

AMONG goods that you can see, feel, hear, smell or taste, it is comparatively easy to select those you like best. Which of these neckties, suits of clothes, automobiles or brands of mayonnaise do you prefer? Easy!

When the goods you may want to buy exist only in men's minds—ideas—that's something else again. That's hard!

Buying ideas for marketing and advertising is an example. They are presented to you from all sides. At first you are fascinated by some of them. On second thought you realize that they are premature. You know that those who offer them have made no real, inside study of your business. Because they are premature they are hazy, indistinct, confusing and it is difficult to judge their value.

### The "Plan" is a solution

By our method of "Planned Advertising" premature ideas are not submitted on speculation in advance. What happens is this. For a period varying from two to four months a group of six to twelve of our men make a thorough study of your marketing and advertising problems.

At the end a complete, practical, definite marketing and advertising "Plan" is presented with a budget of expenses for the things recommended and a budget of sales expectancy. You get the benefit of a combined outside viewpoint with varied and specialized experience applied to your particular business in a practical way.

The ideas presented are the results of hard work rather than of inspiration. They are so clearly and logically presented that it is easy for you to judge their value.

### What does it cost?

ALL this costs you only a nominal fee agreed upon in advance. You are not committed to any expenditure for advertising space. You have an opportunity to judge our ability while we are at work on your own product before you are expected to authorize us to spend your money.

May we send you a copy of "The Preparation of a Marketing Plan"? In this book Mr. Hoyt explains more fully the methods of "Planned Advertising."

CHARLES W. HOYT COMPANY  
Incorporated

PLANNED ADVERTISING  
Reg. U. S. Pat. Off.

116 West 32d St., New York

Boston Springfield, Mass.  
Winston-Salem, N. C.

time competition from other advertisers or non-advertisers will force it to reduce that profit or go to the wall.

The concern which advertises not wisely, but too well (that is, well from the standpoint of the sellers of advertising space) is also free to do so if it pleases. There is so far no Federal Inspector to "O.K." advertising appropriations—and here let us rap on wood. But competition commands an enforcement service infinitely sure, if slower. The inefficient advertiser, or the advertiser who allows his advertising to be inefficiently conducted for him, is going to be squeezed by his competitors sooner or later either into efficiency or retirement. In either event economic law will win.

If the advertising of a product does not make that product more worth while to the consumer than its competing products, the public will soon enough let the manufacturer know about it by the simple process of abandoning that product for others.

There has recently been some talk of a campaign of propaganda to sell the public on the value of advertising. May I suggest with all due humility, and with an apology for directing my warmed-over wise crack, not at the heads of defenseless bakers, but at those of my fellow advertising men, that the public is less interested in the value of advertising than it is in the value of advertised goods, and that the first question for us to ask ourselves is whether or not our commodities are really worth more to the consumer in terms of dollars and trouble than unadvertised goods of the same class. Those of us who can't answer *yes* to this question had better first go to work to improve either their goods or their advertising, or both. And those of us who find that we can answer *yes* will, I think, find there is very little need of preaching the sacred cause of advertising to the public. For the public's favorable opinion of well-advertised merchandise is already on record. It can be found in our own sales ledgers.

### Photographs That Sell Machinery

[CONTINUED FROM PAGE 32]

ture tell the story. I have had too many photographs to retake because I didn't notice that a grease cup was missing from an important bearing or some part had not been bolted into place. It is a good plan to stand by the Kodak after all is ready and make a final inspection yourself.

Far be it from me to add to the volumes written on the value of action in illustrations, but it does save paragraph on paragraph of copy, and the indication of action certainly makes a photograph "rate" a second look. Action, preferably posed, is not hard to get into a photograph. There are a few precautions to take, however. The

## 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.

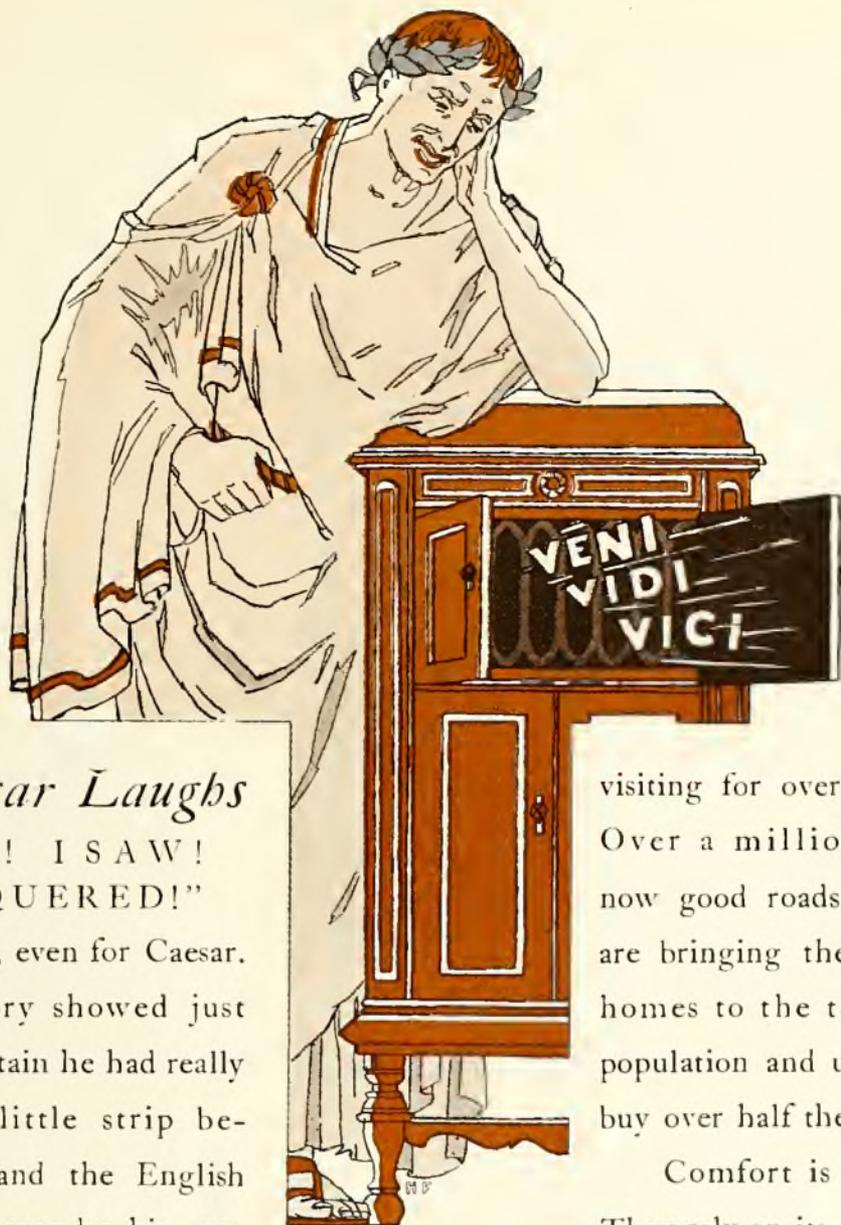
GEM BINDERS are not just covers, they are expanding loose leaf binders fitted with either our patented flexible staples, binding screw posts or paper fasteners.

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.



## Even Caesar Laughs

"I CAME! I SAW!  
I CONQUERED!"

Pretty bombastic, even for Caesar. And later history showed just how much of Britain he had really conquered—a little strip between London and the English Channel! So, no wonder his own words amuse him now. Even Caesar laughs.

And yet there are some manufacturers tilted back in their chairs, a *veni—vidi—vici* smile of self-satisfaction on their faces. They think they have seen and conquered the entire American market. They really believe it when they advertise their goods, "For sale at all dealers!" As a matter of fact they have conquered only a strip—the big city trade. How about the rest of the country?

If they could only see the rich rural market that Comfort Magazine has been

visiting for over thirty-six years! Over a million homes! And now good roads and automobiles are bringing the people of these homes to the towns of 10,000 population and under where they buy over half the goods sold.

Comfort is their old friend. They rely on its advertisements.

Let Comfort carry your message to its million subscribers, help you with your distribution problems, and aid you in conquering this newly active rural market.

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 25TH OF SECOND MONTH PRECEDING DATE OF ISSUE

# Advertisers' Index



[a]	[j]
Ajax Photo Print Co. .... 56	Jewish Daily Forward, The..... 75
Allen Business Papers, Inc., The..... 52	
American Lumberman ..... 68	[k]
American Press Association ..... 13	Katz Special Advertising Agency ..... 53
American Telegraph and Telephone Co. 68	Knit Goods Pub. Co. .... 66
Architectural Record, The ..... 67	
[b]	[l]
Baker's Helper ..... 75	Liberty Magazine ..... 54-55
Bakers Weekly ..... 68	Literary Digest ..... 73
Barton, Durstine & Osborn, Inc..... 31	Lillibridge, Ray D., Inc..... 61-62
Batten Co., Geo..... 10	
Birmingham News, The ..... 7	[m]
Boot & Shoe Recorder ..... 75	Market Place ..... 76
Boston Globe, The ..... 14-15	Marx-Flarsheim Co. .... 66
Buffalo Evening News, The..... 11	McCann Co., The H. K. .... 18
Buffalo Times ..... 69	McGraw-Hill Book Co., Inc..... 70
Business Bourse, The ..... 66	McGraw-Hill Catalog & Directory Co. Inc. .... 88-89
Butterick Publishing Co. .... Insert 66-67	Mergenthaler Linotype Company..... 81
[c]	Mexican Rotogravure Co..... 74
Calkins & Holden, Inc. .... 57	
Cantine Paper Co., Martin..... 90	[n]
Chalfonte-Haddon Hall ..... 66	National Outdoor Advertising Bureau. 59
Chicago Daily News, The	National Petroleum News.... Back Cover
Inside Front Cover	National Register Publishing Co., Inc. 63
Christian Science Monitor ..... 35	Nation's Business ..... 8
Cincinnati Enquirer, The ..... 47	Neil House ..... 75
College Humor ..... 65	New York Daily News ..... 77
Comfort ..... 79	New York Sun ..... 9
Commerce Photo-Print Corp..... 63	New York Times ..... 16
[d]	Nugents (The Garment Weekly)..... 52
Dairymen's League News ..... 60	
Dallas Morning News ..... 56	[o]
Denne & Co., Ltd., A. J. .... 56	Oil Trade Journal ..... 67
Detroit Times, The ..... 51	Oklahoman Publishing Co. .... 49
[e]	Oral Hygiene ..... 67
Einson-Freeman Co. .... 74	
Empire Hotel ..... 56	[p]
Evans-Winter-Hebb, Inc. .... 48	Power ..... 12
[f]	
Federal Advertising Agency..... 37	[r]
Fort Worth Star-Telegram..... 74	Richards Co., Inc., Joseph..... 3
French Line..... Inside Back Cover	Ronalds Press ..... 43
[g]	
Gatchel & Manning, Inc. .... 50	[s]
Geyer Co. .... 6	Saunders Drive-It-Yourself System, Inc. 41
Gibbons, J. J., Ltd..... 76	Selling Aid ..... 63
Good Housekeeping ..... 39	Simmons-Boardman Publishing Co.... 33
[h]	Smart Set ..... 34
House Beautiful ..... 45	St. Louis Globe-Democrat..... 71
Hoyt Co., Charles W. .... 78	St. Louis Post Dispatch... Insert Bet. 50-51
Hunting Co., The H. R. .... 78	System Magazine ..... 82
[i]	
Igelstrom Co., The John..... 63	[t]
Indianapolis News, The ..... 4	Textile World ..... 86
Industrial Power ..... 72	
	[w]
	West Virginia Paper and Pulp Co. ....
	Insert Bet. 74-75

photo must be taken faster, for it is hard for a man to hold a position steadily for any length of time. And operators of machines must always be cautioned to watch their work. If left to themselves, they look dumbly at the Kodak, and the picture is a dud as far as any indication of action is concerned.

The lighting for our photographs has kept us experimenting. Our shops are very well lighted, but all too frequently the upper parts of our first few photographs were fully timed, while the lower and under parts were drab and dull. In our search for the true inwardness of the solution, we have tried unadulterated daylight, large flashlights, several small flashes in different places, flood lights and even a 1000-watt theatrical spotlight.

**N**OW we seldom rely on daylight, which varies so much that a formula is out of the question. Our lighting equipment for shop photos consists of an ordinary industrial deep bowl, enameled steel reflector with a 500-watt bulb for general illumination, and a 1000-watt spotlight for highlighting.

Our method of lighting a medium-sized machine is to use only the deep bowl reflector. This is moved around slowly on one side of the Kodak (being careful to shield the lens from the direct light) for somewhat more than half of the period of exposure. Then shift to the other side of the Kodak for the rest of the exposure. The light is held by hand and by shifting slowly up and down and back and forth, *hard* shadows are avoided. By lighting one side a little longer than the other, our source of light is apparently from one direction and the perspective is improved. Black shadows are avoided and recesses are well illuminated. The beam of light from the reflector is concentrated enough to be reflected back into the Kodak from certain parts, giving catch lights which bring out outline and save us dollars in retouching for detail.

When taking larger machines and also installations where a flashlight would be dangerous, our theatrical spotlight is invaluable. With the Kodak in position, we set the spotlight slightly behind and slightly above the lens. When the shutter is opened we start sweeping the entire length of the machine with the beam of the spotlight, allowing the light to linger in dark corners and on parts which need emphasis. The results are surprisingly good, for the light is absolutely under control—the distant parts can be given more light to compensate for the loss in intensity caused by distance.

Flashlights are useful but somewhat dangerous in dusty places and around paint tanks, so we seldom try them except where we cannot get electric current for our incandescent lights or must take a picture fast. We have come to depend almost entirely upon our artificial light, and can tell very closely what our results will be.

# A RESOLUTION

ADOPTED BY THE  
ASSOCIATION OF NATIONAL ADVERTISERS

WHEREAS national advertisers who give a great deal of time, attention and money to the preparation of high grade newspaper advertising necessarily suffer by having such advertising overwhelmed by local advertising that consists largely of blocks laid on heavily in type, lettering, banners, squares, circles, sweeping curves, follow-the-arrow lines, backgrounds, embellishments and smudges generally, and

WHEREAS the general newspaper tendency typographically seems to be to make this condition worse instead of trying to correct it, and

WHEREAS unless something is done to clean up this phase of newspaper advertising we are bound to have increasing complaints that advertising doesn't pay.

BE IT RESOLVED that the Association of National Advertisers, assembled in convention at Chicago, May 10, 11 and 12, 1926, go on record as favoring a typographical clean-up in newspaper advertising and

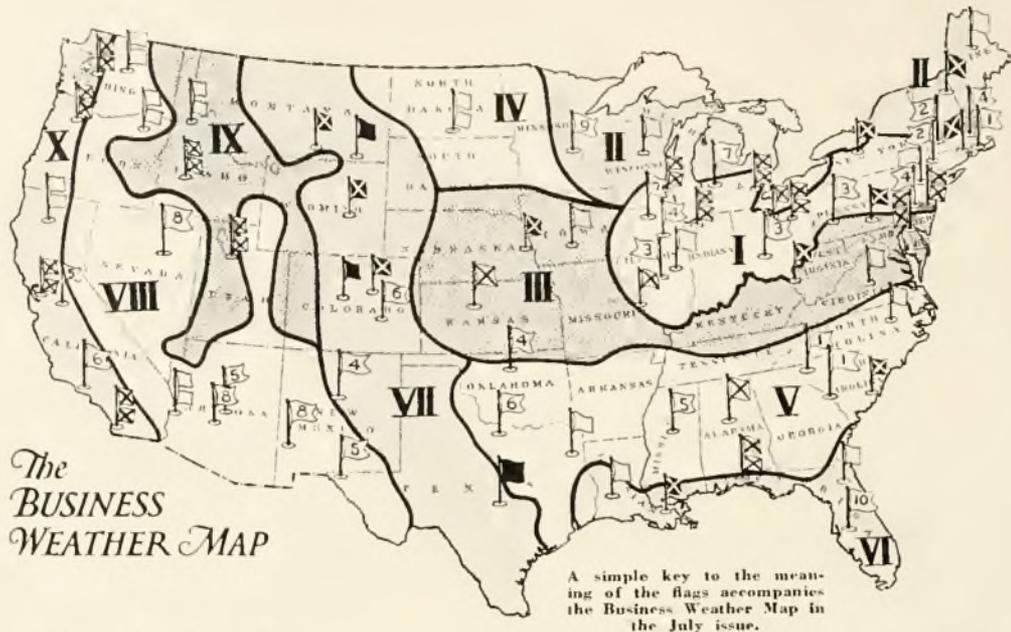
BE IT FURTHER RESOLVED that this Association recommend the matter to the attention of the American Newspaper Publishers Association and the A.A.A.A. and the Newspaper Committee to be hereby instructed to organize and conduct an educational campaign among newspapers of the country until relief is secured from this intolerable situation.

*To any one interested in this campaign we will be glad to send a copy of the article "LACHERLICHESCHRIFTEN" (Ludicrous Types) which originally appeared in the Linotype Bulletin. The wide circulation of this article has done much to arouse both publishers and advertisers to the injury which these typographic monstrosities do to legitimate advertising*

TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY  
DEPARTMENT OF LINOTYPE TYPOGRAPHY, 461 EIGHTH AVENUE, NEW YORK

580.26.7-N



## 3485 Business Leaders Vote— “A gentle—yet positive— readjustment continues”

HERE again are facts that answer “How’s Business?” from every section of the country—facts for business men from business men. The “vote” is verified and explained by individual references to specific locality as well as area conditions. These references may have a definite bearing on your merchandising plans.

20,186 members of *The Council on The Business Trend* are helping SYSTEM, THE MAGAZINE OF BUSINESS, obtain this authentic picture of business as it actually exists. Five thousand heads of highly rated establishments are reporting their own situation out of appreciation for the “vote” of 15,000 others reporting quarterly in the months to come.

The Business Weather Map, together with “What Washington Offers Business This Month,” “Keeping in Touch in 12 Minutes,” “The Underlying Trend of Business,” and other regular monthly features, are the fruits of a quarter-century of strict adherence to a policy of helping Business help itself.

*July Issue Now on the Newsstands*

**SYSTEM**  
The MAGAZINE of BUSINESS  
**SYSTEM**

NEW YORK

CHICAGO

LONDON

# The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

## CHANGES IN PERSONNEL

<i>Name</i>	<i>Former Company and Position</i>	<i>Now Associated With</i>	<i>Position</i>
J. A. McDonald.....	Lord & Thomas, New York.....	Evans, Kip & Hackett, Inc., New York	Space Buyer
Howley Turner .....	Corman Co., Inc., New York, <i>Vice Pres.</i> ...	Criterion Adv. Co., Chicago.....	<i>Vice-Pres.</i>
J. X. Kennelly.....	Blum's Adv. Agency, Los Angeles, <i>Mgr.</i> ...	Reuben H. Donnelly Corp.....	Pacific Coast <i>Mgr.</i>
Warren S. Chapin.....	Chapin, Burnett & Foye, Springfield, Mass. <i>Partner</i>	Aetna Casualty & Surety Co., Hartford, Conn.	<i>Adv. Mgr.</i>
Raycroft Welsh .....	United States Army, <i>Major, Air Service</i> ...	McGraw-Hill Publications, New York.	<i>Statistical Dept.</i>
Louis D. Waldron.....	Phillips Wire Co., New York, <i>Sales Mgr.</i> ...	McGraw-Hill Publications, New York.	<i>Gen. Mgr., Eastern District</i>
Robert A. Balzari.....	Westinghouse Electric & Mfg. Co., San Francisco, <i>Division Sales Mgr.</i>	McGraw-Hill Publications, New York.	<i>Marketing Counsel, Atlantic District</i>
B. M. Horter.....	Cutler-Hammer Mfg. Co., Phila., Pa.....	Same Company, Boston.....	<i>Mgr.</i>
Howard I. Shaw.....	"On The Air," Chicago, <i>Adv. Mgr.</i> .....	J. V. Gilmore Co., Chicago.....	<i>Acc't Executive</i>
George M. Bertram.....	The James Fisher Co., <i>Vice-Pres.</i> .....	Lever Bros., Canada.....	<i>Adv. Mgr.</i>
C. H. Carlisle.....	Goodyear Tire & Rubber Co. of Canada, Ltd., <i>Gen. Mgr.</i>	Same Company .....	<i>Pres. &amp; Gen. Mgr.</i>
Arthur Roeder .....	United States Radium Corp., New York... <i>Pres.</i>	American Linseed Co., New York...	<i>Executive Vice-Pres.</i>
W. T. Denniston.....	Thresher Service, New York.....	Klau-Van Pietersom-Dunlap-Young, green Agency, Milwaukee	<i>Plan &amp; Copy</i>
Joseph O'Neill .....	Goodyear Tire & Rubber Co., <i>Dept. Mgr.</i> ...	Imperial Electric Co., Akron, Ohio...	<i>Adv. &amp; Sales Prom. Mgr.</i>
John M. Nixon.....	Smith, Sturgis & Moore, Inc., New York...	E. T. Howard Co., New York.....	<i>Acc't Executive</i>
Allen L. Woodworth..	Liberty Yeast Co., New York, <i>Gen. Mgr.</i> ...	Duz Co., New York.....	<i>Vice-Pres. &amp; Gen. Sales Mgr.</i>
Morgan W. Price.....	Simmons Co., Chicago, <i>Sales Mgr.</i> .....	Same Company .....	<i>Vice-Pres. &amp; Gen. Sales Mgr., Central Division</i>
Robert C. Marley....	Montgomery Ward & Co., Chicago.....	The Caples Co., Chicago.....	<i>Vice-Pres.</i>
Thomas L. Masson, Jr.	"House and Garden," New York, <i>New</i> ... <i>England Sales Rep.</i>	Same Co., Boston.....	<i>Mgr.</i>
M. S. Knight.....	Street & Finney, Inc., New York.....	The Caples Co., Tampa, Fla.....	<i>Mgr.</i>
F. L. Hall.....	The Alfocorn Milling Co., St. Louis, Mo. <i>Adv. Mgr.</i>	The Corno Mills Co., East St. Louis... Ill.	<i>Sales Mgr.</i>
Stanley Clague, Jr....	Modern Hospital Publishing Co., Chicago. <i>Circulation Mgr.</i>	Same Company .....	<i>Ass't Treas. &amp; Circulation Mgr.</i>
C. V. Franks.....	Riddle Furniture Co., Louisville, Ky... <i>Adv. Mgr.</i>	Standard Printing Co., Louisville, Ky.	<i>Service Mgr.</i>
Amory L. Haskell....	General Motors Export Co., New York... <i>Vice-Pres. and Gen. Mgr.</i>	Triplex Safety Glass Co. of North America, Hoboken, N. J.	<i>Pres.</i>
Oswald C. MacCarthy.	Valentine & Co., New York.....	Crosman Arms Co., Rochester, N. Y.	<i>Sales Mgr.</i>
E. R. Harris.....	Izzard Co., Portland, Ore.....	Same Co., Tacoma, Wash.....	<i>Mgr.</i>
Merritt Bond .....	"New York Evening Post," <i>Managing Editor</i>	Barton, Durstine & Osborn, Inc... New York	<i>Acc't Exec.</i>
E. C. Sullivan.....	"Chicago Evening American," <i>National Adv. Dept.</i>	"Wisconsin News," Milwaukee.....	<i>National Adv. Mgr.</i>
Harry King Tottle....	King Features Syndicate, New York..... <i>Promotion Mgr.</i>	Fruit Dispatch Co., New York.....	<i>Ass't to Vice-Pres. &amp; Gen. Mgr.</i>
Spencer Vanderbilt ..	Critchfield & Co., Inc., New York.....	N. W. Ayer & Son, Philadelphia....	<i>Copy Dept.</i>
Milton D. Youngren...	Chicago Tribune Co., <i>Ass't Art Mgr.</i> .....	The Chicago Art Service.....	<i>Pres.</i>
S. L. Calhoun .....	Oil Trade Journal, Inc., Tulsa, Okla... <i>In Charge of Mid-Continent Office</i>	Same Company, Pittsburgh.....	<i>Mgr.</i>
A. G. Winkler .....	"Oil Trade and Fuel Oil," Tulsa, Okla... <i>Associate Editor</i>	Same Company, Pittsburgh.....	<i>Service Mgr.</i>
Kendall B. Cressey ...	Bridgeport Times Co., Bridgeport, Conn. <i>Pres. and Treas.</i>	Resigned	
C. B. Gillispie .....	"Chronicle," Houston, Texas, <i>Mgr.-Editor.</i>	Same Company .....	<i>Vice-Pres.</i>
Charles R. Wiers .....	National Shawmut Bank, Boston..... <i>Ass't Vice-Pres.</i>	Charles R. Wiers, Boston.....	<i>Owner</i>
G. L. Hodge .....	Pierce Arrow Motor Co., Buffalo.....	Lepel Ignition Corp., New York...	<i>Gen. Mgr.</i>
George W. Van Cleave.	Northwestern Terra Cotta Co., Chicago... <i>Sec'y and Sales Mgr.</i>	Same Company .....	<i>Vice-Pres. in Charge of Sales and Adv.</i>
Louis Paul Graham....	Porter-Eastman Byrne, Chicago..... <i>Copy Chief</i>	George L. Dyer Co., Chicago.....	<i>Copy and Contact</i>
A. C. Barnett .....	Kling-Gibson Co., Chicago .....	The Adv. Corp., Chicago.....	<i>Mgr.</i>
Frederick T. Lincoln..	"Concrete," Chicago, <i>Eastern Mgr.</i> .....	Resigned	
Elias C. Lyndon.....	Carl J. Balliett, Inc., Greensboro, N. C... <i>Division Mgr.</i>	Elias C. Lyndon, Inc., Charlotte, N.C.	<i>Sec'y and Mgr.</i>
N. Dewitt Farrar.....	Cecil, Barreto & Cecil, Inc., Richmond. Va., <i>Art Director</i>	Elias C. Lyndon, Inc., Charlotte, N.C.	<i>Art Director</i>

---

## *Be Yourself!*

*Some advertisers trace their success in Smart Set to the exceptionally large, monthly circulation bonuses.*

*Others attribute gratifying returns to the fact that 69.3% of Smart Set's circulation goes to the 657 trading centers where 70% of the nation's business is done and 66 2/3% of all Federal Income Taxes are paid.*

Isn't that expression typical of the younger element? Dissatisfied youth, steering clear of false values, reaches upwards for those necessities and luxuries which the older generation never dreamed of possessing.

More and more advertisers are becoming keenly aware of this new market. They recognize this change in the buying trend. Steadily increasing numbers of them are successfully selling Smart Set's aggressive, forward-looking young people.

Smart Set's amazingly rapid growth—from 30,000 past the half-million mark—shows that youth, even in reading preferences, demands the truth.

At the present you can buy Smart Set's half-million at the price of 400,000 net paid—\$2.00 a line and \$850 a page. The October issue closes July 20th. Buy now and make sure of a large circulation bonus.

If you have already felt the demands of the younger generation, you know of the rich returns Smart Set offers. But, if you have yet to make friends with youth, make them your buyers now through their own magazine, for—

Smart Set reaches the younger element, the buying element of today and of many tomorrows.

---

**SMART SET**  
R. E. BERLIN, *Business Manager*  
119 West 40th St., New York  
Chicago Office, 360 N. Michigan Ave.


 Advertising  
& Selling

# The NEWS DIGEST

 Issue of  
July 14, 1926
 

## CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
Arthur W. Wilson.....	Thresher Adv. Service, Inc., New York	Wilson & Bristol, New York	Partner
Ernest M. Bristol.....	Alfred H. Smith Co., New York Sec'y and Adv. Mgr.	Wilson & Bristol, New York	Partner
L. W. Rolfe.....	Simmons Machine Tool Co., Troy, N. Y. Director of Sales and Adv.	Taylor Electric Truck Co., Troy, N. Y.	Sales Mgr.
Robert W. Gillispie...	Bethlehem Steel Co., Pittsburgh, Pa. Executive, Sales Dept.	Jeffrey Mfg. Co., Columbus, Ohio	Vice-Pres. & Ass't Gen. Mgr.
Peter J. Massey.....	W. F. Hall Printing Co., Chicago Charge of Production	Same Company	Vice-Pres.*
Bradley Williams ....	Williams Piano & Organ Co., Chicago Sec'y and Sales Mgr.	Williams & Cunnyngnam, Inc., Chicago	Mgr. Research Dept.
J. F. Warbasse.....	Macfadden Publications, Inc., New York Ass't Adv. Prom. Mgr.	"Smart Set" and "McClure's," New York	Adv. Prom. Mgr.
Harold A. Wright.....	Critchfield & Co., Inc., Chicago Copy Staff Chief	Roche Adv. Co., Chicago	Copy Staff Chief
Walter A. Poos.....	The Peninsular Paper Co., Ypsilanti, Mich., Ass't Sales Mgr.	The Miami Valley Coated Paper Co., Franklin, Ohio	Vice-Pres. and Sales Mgr.
Charles C. Napier.....	"Dry Goods Economist," New York Retail Service Dept.	Chatham Adv. Agency, New York	Copy and Production
Homer L. Rank.....	Bonnot Co., Canton, Ohio, Sales Mgr.	Strong-Scott Mfg. Co., Minneapolis	Sales Mgr., Fuel Pulverizer Dept.
J. B. Fitzgerald.....	"Four L Lumber News," Portland, Ore. Editor	West Coast Lumber Trade Extension, Bureau, Seattle, Wash.	In Charge of Publicity

## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Smokador Mfg. Co., Inc.....	New York	"Smokador" Smoking Stands	The Corman Co., Inc., New York
The Reliance Casualty Insurance Co..	Newark, N. J.	Insurance	World Wide Adv. Corp., New York
Robert Reis & Co. ....	New York	Men's Underwear	Erwin, Wasey & Co., New York
Robert Bosch Magneto Co.....	New York	Auto. Accessories	Ajax Adv. Agency, Inc., New York
The Alvey-Ferguson Co.....	Oakley, Cincinnati	Conveying Mch'y.	The Marx-Flarsheim Co., Cincinnati
West Electric Hair Curler Corp.....	Philadelphia	Toilet Requisites	Cecil Barreto & Cecil, Inc., New York
Westinghouse Union Battery Com- pany	Pittsburgh, Pa.	Radio and Automobile Accessories	The Sweeney & James Co., Inc., Cleveland
Scranton Glass Instrument Co.....	Scranton, Pa.	Radio Instruments	J. H. Cross, Co., Inc., Phila.
The Pennsylvania Piston Ring Co...	Cleveland, Ohio	"Sec-Shonpack" Piston Rings	Oliver M. Byerly, Cleveland, Ohio
The Gosman Ginger Ale Company..	Baltimore, Md.	Ginger Ale	The Joseph Katz Co., Baltimore, Md.
Associated Men's Neckwear Indus- tries	New York	Neckwear Mfrs. Assn.	Federal Adv. Agency, Inc., New York
General Cigar Co. ....	New York	"Van Dyke" Cigars	Federal Adv. Agency, Inc., New York
Metal Textile Corp. ....	Orange, N. J.	Utensil Cleaners	Federal Adv. Agency, Inc., New York
Kuttroff, Pickhardt & Co., Inc.....	New York	Solvents and Fertilizing Materials	Hazard Adv. Corp., New York
Fritz & La Rue Co. ....	New York	Importers of Oriental Rugs	Hazard Adv. Corp., New York
The Lakeland Resorts, Inc. ....	Chicago	Real Estate Development	Frank B. White Co., Chicago
Lepel Ignition Corp. ....	New York	"Lepel" Converters	Wm. H. Rankin Co., Inc., New York
* The Jacobson Mfg. Co. ....	Newark, N. J.	Depend-Oil Heaters	Wm. H. Rankin Co., Inc., New York
John Jelke Co. ....	Chicago	Nut Margarine	John H. Dunham Co., Inc., Chicago
Alice Foote MacDougall.....	New York	Coffee and Pottery	W. I. Tracy, Inc., New York
Church & Dwight Co., Inc.....	New York	Baking Soda	Dorrance, Sullivan & Co., New York
Commercial Investment Trust Corporation	New York	Investments	Hawley Advertising Co., Inc., New York
Oyster Growers' & Dealers' Ass'n..	New York	Oysters	Tauber Advertising Agency, Inc., Washing- ton, D. C.
Turner Bros. ....	Bladen, Nebraska	Glass Cloth	Buchanan-Thomas Advertising Co., Omaha Neb.
Arcade Mfg. Co.....	Freeport, Ill.	Toys and Mach'y.	Williams & Cunnyngnam, Chicago
J. D. Wallace & Co.....	Chicago	Portable Woodworking Mach'y	Williams & Cunnyngnam, Chicago
Roddis Lumber & Veneer Co.....	Marshfield, Wis.	Veneer Doors	Williams & Cunnyngnam, Chicago
Caradine Harvest Hat Co.....	St. Louis, Mo.	Straw Hats	D'Arcy Advertising Co., Inc., St. Louis
Frederick K. Stearns & Co.....	Detroit	Pharmaceutical Products	George Harrison Phelps, Inc., Detroit
Dawn Corporation	New York	Candy	Pratt & Lindsey Co., Inc., New York
John Boyle & Co., Inc.....	New York	Luggage	The Manernach Co., Hartford, Conn.
G. A. Blasser Associates.....	New York	Real Estate	The Pratt & Lindsey Co., Inc., New York
The American Enameled Brick & Tile Co.	New York	Brick and Tile	Lyddon & Hanford Co., Inc., New York
The F. Mayer Boot & Shoe Co.....	Milwaukee	Women's Shoes	Olson & Enzinger, Inc., Milwaukee
The Petroleum Heat & Power Co.....	New York	Oil Burners	George Batten Co., Inc., New York
James Field Co., Inc.....	Rochester, N. Y.	Aunings and Tents	Hutchins Advertising Co., Rochester, N. Y.
A. P. Babcock Co.....	New York	Toilet Preparations	Dorland Agency, Inc., New York

\*This company is owned and controlled by the Metropolitan Lumber Co., Newark, N. J.

# Complete Coverage of the Textile Industry



**Largest Net Paid at Highest Subscription Price. The Backbone of Every Successful Sales Plan Covering the Textile Industry**

**The Standard Book of Specifications for Buyers of Textile Machinery, Supplies and Equipment. 1926-27 Edition  
Now Closing**



## *Interested in textile trade marks?*

If so, you will want a copy of the new edition of the Directory of Branded Textile Merchandise—a Textile World publication. Contains over 27,000 textile trade marks and tells kind of product, owner, method of sale and whether registered. Postpaid, \$5 per copy.



**The  
Business Guide  
of the Industry**

**Our Weekly Service  
for Clients**



Member  
Audit Bureau of  
Circulations

# Textile World

334 Fourth Avenue

New York

Member  
Associated Business  
Papers, Inc.

Advertising  
& Selling

# The NEWS DIGEST

Issue of  
July 14, 1926

## NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The Stanley H. Jack Co., Inc.	Aquila Court, Omaha, Nebr.	Advertising Agency.	Stanley H. Jack, Pres. & Treas. Edward F. Leary, Vice-Pres. B. P. Kissane, Sec'y
Elias C. Lyndon, Inc.	Charlotte, N. C.	Advertising Agency.	F. H. Bierman, Pres.; E. C. Lyndon, Sec'y and Mgr.; Everette C. Bierman, Treas.
Wilson & Bristol	285 Madison Ave., New York	Advertising Agency.	Arthur Wilson and Ernest M. Bristol, Partners
Leon Livingston	625 Market St., San Francisco	Advertising Agency.	Leon Livingston, Owner

## PUBLICATION CHANGES AND APPOINTMENTS

"The Fellowship Forum,"	Washington, D. C.	Appoints Rhodes & Leisenring Co., Chicago, as Western Advertising Representative and A. H. Greener as Eastern Advertising Representative
"Better Busses and Motor Coach Transportation,"	Pittsburgh, Pa.	Name changed to "Motor Coach Transportation," effective with July issue.
"Golfers Magazine,"	Chicago	Appoints F. E. M. Cole, Inc., Chicago, as Western Advertising Representatives covering all territory west of Buffalo, N. Y.
Industrial Institute, Inc.,	Los Angeles	Has absorbed the Technical Publishing Co., Los Angeles, publishers of "Deisel & Oil Engine Journal." Headquarters will be located at 280-81 I. W. Hellman Bldg., Los Angeles.
"Press,"	Asbury Park, N. J.	Appoints Howland & Howland, New York as National Advertising Representative.
"Gazette,"	Haverhill, Mass.	Appoints Charles H. Eddy & Co., New York as National Advertising Representative.
The State Gazette,	Trenton	Purchased by the Times, Trenton James Kerney, Ed. & Pub.

## MISCELLANEOUS

The Motion Picture Consultants, Inc.,	New York and the Stanley Co. of America, Philadelphia, Pa.	Have merged as the Stanley Adv. Co.	A. Pam Blumenthal, Pres. B. K. Blake, Vice-Pres. in Charge of Production
Livermore & Knight,	Providence	Has purchased the business and good will of the John Buchanan Advertising Agency of Boston	
The Dayton Fan & Motor Company,	Dayton, Ohio	Has changed its name to the Day-Fan Electric Company.	
Kendall Cressey		Has sold his controlling interest in the Bridgeport Times Company, Bridgeport, Conn. New owners will be announced later.	
Charles R. Wiers		Has started business as Letter Counsellor and Good Will Specialist with offices at 524 Park Square Building, Boston	
Oil Trade Journal, Inc.,	Tulsa, Okla.	New Office at 4737 Ellsworth Ave., Pittsburgh, Pa.	S. L. Calhoun, Mgr.
Jesse H. Jones		Purchased "Chronicle," Houston, Texas.	Jesse H. Jones, Pres. C. B. Gillispie, Vice-Pres. and Editor G. J. Palmer, Vice-Pres. and Gen'l Mgr.
The Advertising Corp.,	Waterloo, Ia.	New office 446 Wrigley Bldg., Chicago.	A. C. Barnett, Mgr.
Grand Rapids Refrigerator Company,	Grand Rapids, Mich.	Name changed to Leonard Refrigerator Company.	Henry W. Burritt, Pres.; A. H. Goss, Chairman of the Board; C. H. Leonard, Director
George W. Edwards & Co.,	Philadelphia, and Joseph Ewing, New York	Merged, effective July 1, with name of Edwards, Ewing & Jones and offices at Philadelphia and New York. This will function as an advertising agency and a marketing counsel.	George Edwards, Chairman of Board; Joseph Ewing, Pres.; Thomas M. Jones, Vice-Pres.; John Rooney, Sec'y

## CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Jesse M. Joseph Advertising Co.	Advertising Agency	601-603 Union Central Building, Cincinnati, Ohio	1801 Reading Road, Cincinnati
Collegiate Special Agency	Newspaper Representative	37 So. Wabash Ave., Chicago	612 No. Michigan Ave., Chicago
"Buildings and Building Management"	Publication	132 West 42d Street, New York	100 East 42d St., New York
"Scientific American"	Publication	233 Broadway, New York	24-26 West 40th St., New York

# Announcing a Plan of for Electrical &

EVERY manufacturer selling to the Electrical or Radio Industry knows the appalling waste entailed in catalog distribution and the difficulty of *maintaining* catalog data (*having it saved and used*) with the thousands of buyers comprising his market.

It is estimated that fully 90% of the catalogs, bulletins, etc., sent out by manufacturers are discarded, lost, or haphazardly "filed away" so that they cannot possibly serve the purpose for which they are intended.

The blame for this waste cannot be laid to the buyer. He *cannot* be *expected* to classify, file and properly index all the vast quantity of literature mailed to him—amounting to thousands of pieces in the course of a year. He has neither the

time, the facilities, nor the inclination.

Yet every buyer would find it an advantage to have a catalog data on products in which he is interested always available at his finger tips—so that he would not have to write and wait for information.

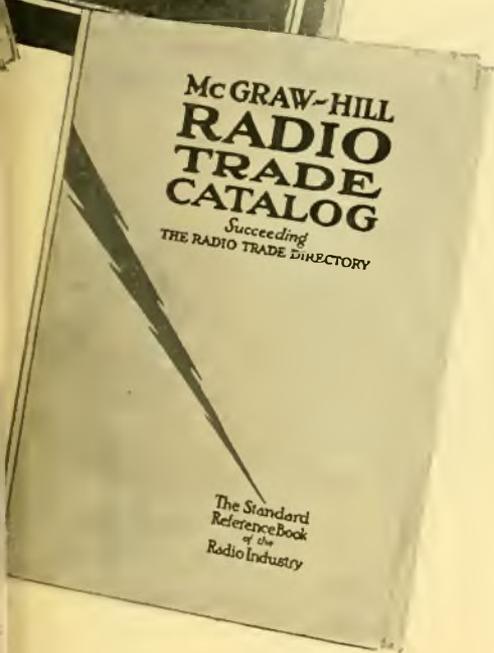
This is the situation for which the McGraw-Hill Publishing Company now offers a solution.

## THE PLAN

The plan involves the bringing out of three Consolidated Catalogs—one to serve the Electrical Trade; another the Electrical Engineers of Lighting, Power and Industrial Plants and Railways; and the third, the Radio Industry.



# Permanent Cataloging Radio Products



1. The McGraw-Hill Catalogs will be substantially bound volumes of convenient reference size (the standard advocated by the National Association of Purchasing Agents).

2. They will carry the Condensed Catalogs of representative manufacturers whose products are used or sold in these industries.

3. All products cataloged will be classified, indexed and cross-indexed so that they may quickly be found, without needless searching or delay.

4. A uniform typographical and copy style for the catalogs will make it easy to obtain the buying or reference information desired—as all data will be presented in a clear and concise order—devoid of generalities and exaggerated claims.

5. The Catalogs will be distributed among the substantial buyers in their respective fields, who have real purchasing power and who can use the Catalog to advantage in their buying.

We shall be glad to discuss the subject of Permanent Cataloging with manufacturers or their advertising agents and to present full particulars regarding the new Catalogs.

**McGraw-Hill Catalog and  
Directory Company, Inc.**  
475 Tenth Avenue                      New York, N. Y.

# The Demand That Cantine Quality Built

*Printers and advertisers unite  
in appreciation\**

ONLY by the use of papers with superlative printing surfaces can you realize a full return on an investment in costly art work, engraving and presswork.

The delicate serifs of a beautiful type face, details of expensive color-plate work and the effectiveness of fine screen or line reproduction are often lost, or impaired, by the poor printing surface of an "economical" paper.

Back in 1888, Martin Cantine subscribed to a simple old philosophy in founding his paper coating business—"It pays to do one thing exceptionally well." His original plant had an output of about two tons a day. The working force numbered thirteen.

Today the Cantine mills at Saugerties, N. Y., produce from eighty to a hundred tons of coated papers exclusively, a day! And the payroll has increased to four hundred. This healthy development has been made possible by the growing esteem which Cantine papers have been accorded as the appreciation of them by both printers and advertisers has spread.

Buyers of sales literature must, today, insist on a maximum of impressiveness in



every piece of printed matter they send out. Those who have made a careful study of it know that the choice of paper can easily halve or double the value of an otherwise splendid piece of printing.

Be sure! For impressive, soft-toned effects on a dull-coated stock, specify—Velvetone. For striking, sharply detailed halftone reproduction—Ashokan. For all extraordinary printing and folding requirements—Canfold.

\*Send for booklet "Martin Cantine and his Papers".

*A handsome steel-engraved certificate is awarded each quarter to the producers of the most meritorious job of printing on a Cantine paper. Write for details, book of sample Cantine papers and name of nearest distributor. The Martin Cantine Company, Dept. 326, Saugerties, N. Y.*

# Cantine's

# COATED PAPERS

**CANFOLD**  
SUPREMA FOLDING  
AND PRINTING QUALITY

**ASHOKAN**  
NO. 2 ENAMEL BOOK

**ESOPUS**  
REGULAR  
NO. 2 ENAMEL BOOK

**VELVETONE**  
SEMI-DULL - END 14 POINT

**LITHO C.I.S**  
COATED ONE SIDE