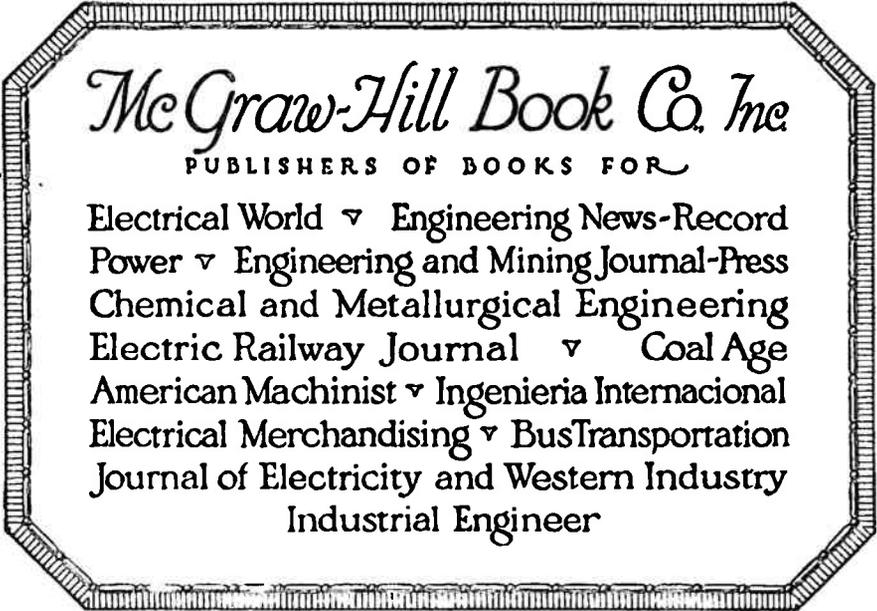


THE  
ADVERTISING  
HANDBOOK

—  
S. ROLAND HALL

**THE  
ADVERTISING HANDBOOK**



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Journal of Electricity and Western Industry  
Industrial Engineer

# THE ADVERTISING HANDBOOK

A REFERENCE WORK COVERING THE  
PRINCIPLES AND PRACTICE  
OF ADVERTISING

BY

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INTERNATIONAL SCHOOLS OF ADVERTISING AND SALESMANSHIP

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## FOREWORD

This book has come into existence because its author and its publishers believe that there is a growing field of usefulness for a more comprehensive handbook of advertising practice than has up to this time been available.

If it shall be said by the readers of this volume that it deals largely with principles and practices that are generally accepted as being sound, and that it contains a relatively small amount of the "new thought" of advertising, the answer to that criticism must be that its author, in writing and compiling the text, sought to be of assistance to the general business reader, the one of small or moderate advertising experience, rather than the professional advertising man.

After all, the weaknesses of advertising are due largely to the neglect of the primary principles of the art, the things that are understood to a greater or less extent but not executed carefully. A book is not, therefore, necessarily less useful to the man of reasonable experience because it deals with fundamentals and the accepted practice.

There are perhaps a few thousand advertising practitioners so well advanced in the art of their business that they can learn nothing from a well compiled reference book. There are, on the other hand, tens of thousands of business men interested to some degree in advertising who have frequent occasion to refer to and review such information as is contained in these pages. And there are many younger men and women studying the art of advertising who will find such a volume as this a friend in need.

It seems the fashion in these intensely practical latter years for every author of a business book to hasten, in the first few pages, to explain that his work does not contain a sentence of theory. That fashion will not be followed here. There is nothing wrong with the original meaning of the word theory. Theory means merely a principle that practice

or experience has shown to be true. It is a theory that well planned advertising aids the salesman who is attempting to market the advertised product. Who will find fault with this principle or fact because it is a theory?

Any text-book worthy of the name must set forth many theories. The resourceful reader will be able to adapt theories to the particular problems he is called on to solve. To learn how to adapt from the experiences of other advertisers is not the least important thing, for no matter how valuable one's experience may be, his life is not long enough for him to have personal experience in every department of business effort. He should take what he can from the experience of others and—to repeat an important truth—learn to adapt.

No attempt has been made to lay down exact formulæ. Many persons interested in advertising err sadly in searching for *exact rules* that they can apply. There are some rules that can be safely followed—those dealing with the mechanical and physical sides of advertising practice—but when one comes to the field of advertising appeal, campaign practice and the like, no rules that are worth much can be laid down. A rule would have to have so many exceptions that it would likely be valueless. The danger of following rules is that one will apply them dogmatically. The most that any handbook of advertising can give the reader are examples and instances that will enable him to form his judgment more intelligently.

Such a book as this one must, of necessity, be freely illustrated with advertisements that have been actually used. No fair-minded teacher wishes to embarrass an advertiser by making use of his appeals as poor examples, and yet we cannot hope to get better advertising unless authors, editors and teachers are free to comment on published work that shows room for improvement in one way or another. An advertisement is not always wholly bad, and rarely is one wholly good. Copy may be fine and display mediocre. Or the display and illustration may be good and the copy weak. Therefore, those who may consult this book are cautioned that, unless the text specifically refers to an example as being altogether good, or generally poor, the advertisement

in question is to be taken so far as the purposes of this volume go as illustrating some one point.

It is frequently said, by those whose advertisements are criticized that the advertisement in question had a successful record. It is undoubtedly often true that an advertisement poor in some respect is nevertheless good enough as a whole to produce a satisfactory result. But this is no argument against having the weakness corrected; the same effort, with the fault removed, might be twice as successful as it was in its original form. A stammering salesman may have a good sales-record, but it stands to reason that with his speech-impediment removed, he could do much better.

The material here presented represents the gleanings of some twenty years in advertising practice, business research and writing, and considerable experience as a teacher of advertising and salesmanship.

The general subject of advertising is a broad one. Half a dozen good-sized volumes could easily be filled with valuable reference matter. In preparing such a book as this, therefore, it has frequently been a problem to its author as to what should be included and what omitted. What is here given is not by any means the *all* of good advertising practice, but there is sufficient to provide a general guide.

Finally, I am grateful to a long list of advertisers, publishers, printers, engravers and others who have courteously furnished many interesting examples and much valuable data.

S. ROLAND HALL.

COLLEGE HILL, EASTON, PA.

*January 1, 1921.*



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# THE ADVERTISING HANDBOOK

## SECTION 1

### WHAT ADVERTISING IS AND DOES

No satisfactory simple definition for advertising has ever been written. The word itself is derived from the Latin *advert* meaning "to turn the attention toward." Yet there are kinds or types of attention-turning, lecturing, for example, that are not ordinarily included within the meaning of advertising. A lecture may have an advertising effect but the message is delivered orally and would more properly be classed as personal salesmanship than as advertising.

Commercially, advertising is a form of selling, and yet advertising is used extensively to forward or promote movements in which nothing is for sale. The telephone companies, for example, during an epidemic, when their switchboards are short half of their operators, use advertising to induce the public not to telephone. Large corporations have used advertising to enlighten public opinion as to their practices.

"Spreading information through printed word and picture" answers fairly well as a general definition, though not one that is proof against criticism.

The word *advertising* as ordinarily used refers principally to advertising in newspapers, magazines, street cars, on bill boards, etc. But show-cards and other window or counter displays, signs, moving pictures, the daily mail, catalogs, sampling, all come within the broad classification of advertising. Even the package in which the goods themselves are put before the public may be an effective advertisement.

A mistake is often made in concluding that because some

product is not well adapted to advertising in the newspapers or magazines, it is something that is not or should not be advertised. One manufacturer of the United States who for years clipped all items referring to certain kinds of contemplated construction and followed up these leads with good letters and printed literature used to boast that he didn't have to advertise and didn't believe in it! He was making vigorous use of one form of advertising but didn't know it.



FIG. 1.—The town-crier was an early advertiser.

Advertising, though referred to as "a new business," is really a very old art, though its development has come largely in the last twenty years. The ancients advertised and some of their announcements cut in solid stone are in a good state of preservation today. Noah's persistent warnings about the coming of the great flood was a form of advertising, though he used no printed or written appeals as far as we know. His campaign was not effective, however, because few believed him, and no campaign can be said to be effective unless the group or audience addressed believes the message.

The old-time town-crier was also an advertiser though he used

the oral method of "making known."

Advertising may be very extensive, as in case of a four-page insert in a magazine, a full page in a newspaper, or a massive catalog. On the other hand, it may consist of a trade name such as HOLSUM BREAD, or a name of a firm, as Jones Bakery. It may even consist of a symbol if that is understandable. Some symbols, used as trade-marks, in time acquire considerable advertising value.

The largest and most costly volume of advertising consists of those forms found in the magazines and newspapers, but

there are many other forms of advertising highly effective for certain classes of advertisers.

### MANUFACTURING, SELLING, TRANSPORTATION, AND ACCOUNTING

The four major divisions of business may be said to consist of:

- (1) Manufacturing or producing
- (2) Selling
- (3) Transporting or delivering
- (4) Accounting

Compare with chart below.

The jobber and the retailer are relieved of the first undertaking but have, in its place, the problem of judicious buying of stock, which requires a great deal of business judgment.

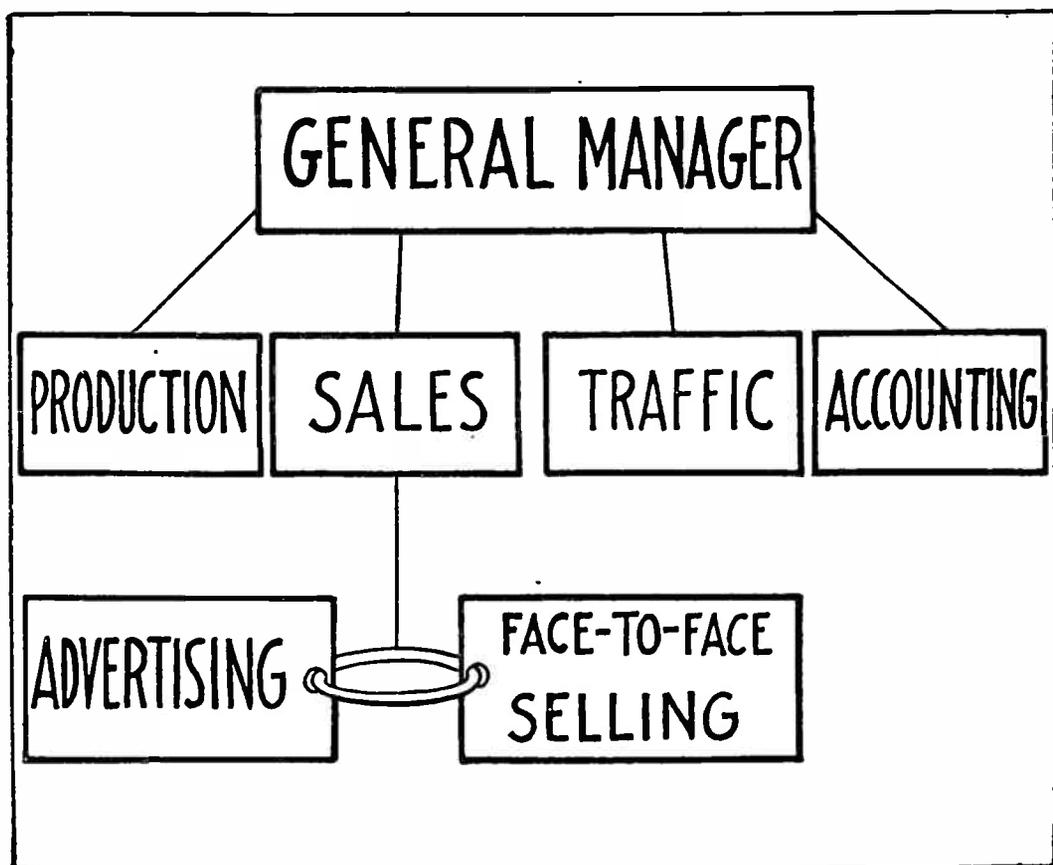


FIG. 2.—Relation of four major divisions of business.

Efficient manufacturing, on the part of the manufacturers, and judicious buying, on the part of the merchants, are, of course, fundamental requisites of any business campaign. Nothing that may be said about the importance of skilful sell-

ing should be construed as meaning that the production of a good commercial article is a simple process. To-day the various manufacturers are vying with each other, with the best designers, engineers, efficiency men, chemists, and inventors they can employ, to bring out distinctive new products and to improve old products. This is the very fountain head of business success. But even granting this, the problem of distribution, that is, first getting a product placed where the people who can use it to advantage can buy it conveniently and, secondly, creating a demand or favorable reception for it, very often constitute a more difficult problem than that of producing the article. It is no stupendous task, for example, for one to establish a cannery or a fish-packing establishment and put up an excellent grade of canned goods or fish. To create a market for the product of that particular cannery or fish-packing house and to get the goods so distributed that there is a steady outgo of them, thus permitting the manufacturer and the merchants who handle the goods to do a regular business, is an undertaking that requires the most careful planning.

Advertising helps to solve this problem of distribution. Advertising makes known. As the old town-crier or the auctioneer called out the merits of the thing offered for sale, so advertising calls out over the entire country, or over such parts of it as the manufacturer or the merchant may select, and tells about the merit of the commodity. And advertising, in addition to making known, keeps reminding, so that the merits of the goods or service will be in readers' minds when the time shall arrive when they need products of that nature.

Practically every product or service for which there is a steady sale today owes its sale in a greater or less degree to advertising.

#### THE REASON FOR ADVERTISING

One who begins to show an active interest in advertising, whether as a business man or as a student, will now and then be called on to show why advertising is necessary. There are probably few boards of directors or executive committees on

which there is not a member who feels that advertising is unnecessary, a thing associated with fake medicines or oil stocks of little value. This type of man is usually inclined to argue that if a product or service is meritorious, it will advertise itself. That is true to a limited extent. Some of the most effective advertising comes from what satisfied customers say about a product or service. The difficulty with that kind of advertising is that it usually does not go far enough or spread rapidly enough.

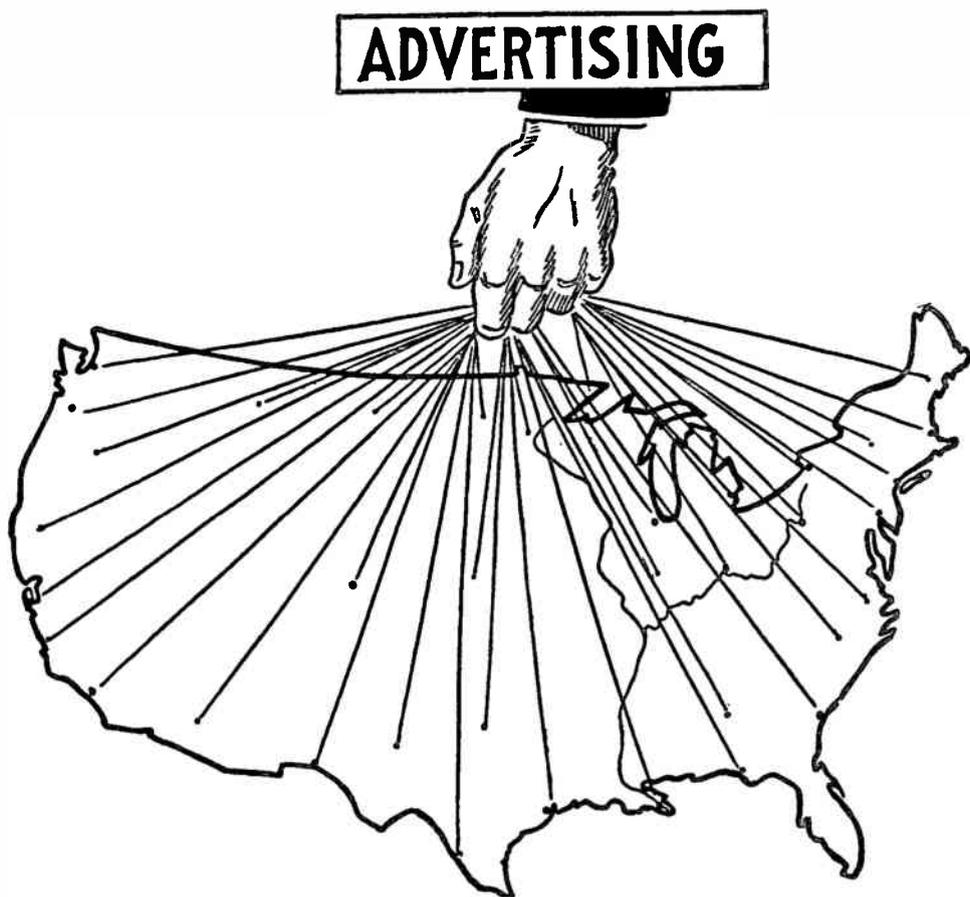


FIG. 3.—Modern advertising may cover the nation as easily as the town-crier covered his home town.

If the needs of mankind were very simple, if a family bought only a score of things, people might probably spread from one to another so much information about what they bought and used that printed advertising would be unnecessary. But modern life is complex. Thousands of different kinds of commodities and services are produced and offered for sale. No man's life is long enough for him to obtain first-hand knowledge of all the things that he buys and uses. If he knows all about hats, he is not likely to know as much about shoes. If he is an authority on adding machines, he is not likely to know much about canned pineapple.

**Slowness of Word-of-Mouth Method.**—The public in these modern days is as dependent on printed information to learn about commodities as it is on the newspaper to learn about the news of the day. People continue to pass much news from one to another, but life is too short and distances are too long for a man to travel around and get the news of his country or of the world through word-of-mouth methods. There is no more reason why he should have to depend on word-of-mouth methods for learning about commodities. The newspaper and magazine, the catalog, the letter and the other means of conveying information are as legitimate as word-of-mouth methods and often more effective, in that they are more far-reaching. No one argues that an editor should go around and impart his news and articles by the lecture method. Why should the manufacturer, the merchant or the salesman do so when other means of spreading his information are available?

To look at the question in another way: if the manufacturer could be sure that all the people who are his prospective customers would learn about his product in a reasonable time and would seek him, by call or letter, or seek the dealers who handle the product, and would do all this without advertising, then advertising would be useless.

Likewise, if the merchant could be sure that all his prospective customers would walk down his street, stop and look in his show-windows and step inside to look at his goods, then he would be a most wise man to save the money that would ordinarily be spent in the newspapers, in circulars sent through the mails, or in car-cards, posters or other forms of advertising.

But this automatic acquaintance between consumer of goods and the manufacturer and the retail merchant does not take place to any large extent. A business man does well to deliver products and service that will induce customers to speak well of him and thus spread sales, but building up a business solely by this process is too slow a method. It worked when civilization was simpler and when competition was absent. The man who first made a good soap in America or who first created a typewriter probably got a great deal of free advertising. Let him today, however, produce a new soap or a new typewriter, and though his product may possess advantages

over all others of its class, advertising will be required to make these truths clear to any large part of the public.

**Sales Through Familiarity.**—People buy the goods that they know, the goods that they have used, or the goods that they have heard about or read about in preference to those that they know nothing about. Dealers likewise prefer to sell the goods that are known by the public and recognized as standard articles. To sell unfamiliar goods that may be of as good quality as established articles requires time and careful explanation, and such effort represents money.

Some unadvertised goods may be introduced much more easily than others. Such articles as rice, corn-meal, cheese, etc. are usually sold without reference to who produced them. On the other hand, coffee, flour, oat-meal and other products are well represented by branded makes, and the public has an established preference in buying such articles.

**Advertising and Staple Articles.**—It has been argued that advertising is least essential when the thing advertised is a staple such as flour—a product that the public understands and where no educational work, or little educational work, remains to be done. It is argued that in such cases, the advertising has merely the effect of one producer or merchant trying to get away the business of the other and that therefore the cost of publicity is a waste. There is some ground for this criticism, and yet until civilization comes to that ideal state where there is no competition in either advertising or store-keeping, it must be expected that some advertising will be of this nature. If it were proper to eliminate all such advertising, then all competitive salemanship for articles of similar nature should be eliminated, all window-displays of staple goods, etc. Competition is in itself a stimulus for better merchandise and better service, and we are not likely to come to the point soon where competitive effort can be or should be eliminated. The world is not yet Utopian enough for that.

**The Right to Exploit Wares Truthfully.**—The man who creates or sells a useful commodity has the right and the duty to spread abroad information concerning it, so long as he does this spreading of information truthfully and fairly. It is

## Why We Need Greater Revenue

ON August 1, 1919, the telephone properties in New York City were returned to the private owners by the United States Government. Since then we have been doing our utmost to restore the service to its former high standard and to meet the unprecedented demands for new service.

The Telephone Company has not been immune from the effect of the high cost of all materials and supplies or from the effect of higher salaries and wages. So long as the present economic conditions pre-

vail, costs will not be materially lower

Following is a comparison of results of operation in New York City for the month of August, 1919, the first month following the return of the property to private management, and July, 1920, the twelfth month after the return of the property. This shows the effect of restoration and extension work upon our revenue and expenses, including wage increases and wages paid to thousands of additional workers.

Revenue—	August, 1919	July, 1920	Percent Increase or Decrease (—)
Exchange . . . . .	\$3,233,851.65	\$3,579,682.88	10.7
Toll . . . . .	497,100.54	558,309.95	12.3
<b>TOTAL . . . . .</b>	<b>\$3,730,952.19</b>	<b>\$4,137,992.83</b>	<b>10.9</b>
<b>Expenses—</b>			
Pay Rolls . . . . .	\$1,478,818.38	\$2,332,146.93	57.7
Materials and other Expense . . . . .	825,110.30	1,191,126.51	44.3
Depreciation . . . . .	428,602.41	483,167.52	12.7
Taxes . . . . .	248,781.04	284,771.03	14.5
<b>TOTAL . . . . .</b>	<b>\$2,981,312.13</b>	<b>\$4,291,211.99</b>	<b>43.9</b>
Net Telephone Revenue . . . . .	749,640.06	—153,219.16	—120.4
Sundry Net Earnings . . . . .	58,331.78	80,052.20	37.2
<b>Total Net Earnings . . . . .</b>	<b>\$807,971.84</b>	<b>\$—73,166.90</b>	<b>—109.1</b>

UNDER the law regulating telephone corporations, this company is entitled to charge rates that will yield reasonable compensation for service rendered. This revenue must be sufficient to pay operating costs, provide for necessary reserve and surplus and produce a fair return upon the value of the prop-

erty used and useful in the public service.

During the past seven months our net revenue has shown a serious decrease and on the lowest conservative estimate of the value of the telephone property in the City of New York we have earned less than 2% per annum.

During the month of July we failed to earn our bare operating expenses by over \$73,000.

## New York Telephone Company

FIG. 4.—An effort to earn public good-will by giving frank information.

perhaps too much to expect that all advertising shall be one hundred per cent. accurate or fair. The commercial spirit of business is too strong. But advertising has made great advances. Misrepresentations that once passed without much protest are now not permitted by the better class of publishers. Most of the states of the United States now have a specific statute inflicting penalties for misleading advertising, and a number of cities also have an ordinance of like nature. At least one large advertiser has been successfully prosecuted for such a slight misrepresentation as the advertising to the general public of dyed muskrat fur as "Hudson Seal," though "Hudson Seal" is the accepted term for this fur in wholesale circles. When only two states of the Union had a good statute law against fraudulent advertising, as was the case up to 1908, prosecution was somewhat difficult, but the trend is now decidedly toward the reform of the evils of advertising. Advertisers of the better class are playing the most important part in this reform by declining to have their announcements associated with disreputable advertising and refusing to use mediums that allow such advertising, on the logical ground that all advertising that tends to deceive has the effect of exciting suspicion in advertising generally and makes it more difficult for the reputable advertiser to have his messages believed.

**Advertising as a Cultivator of Expensive Tastes.**—Occasionally some idealist holds that advertising has an unfortunate effect, because it tempts people to buy much that they cannot afford. But this charge would apply equally well to all window and store displays, and to all efforts to sell. New and better goods are being continually produced and placed on the market. Once householders were well satisfied with light metal bathtubs. It would be taking a step backward to say, when porcelain tubs were produced, that the manufacturers should not advertise them, just because they increased the cost of having a bathtub.

Once women were satisfied to do all their sweeping and cleaning with brooms and mops. Then came the carpet-sweeper and later the vacuum-cleaner—both superior housekeeping tools. They cost more, but it would be turning back the

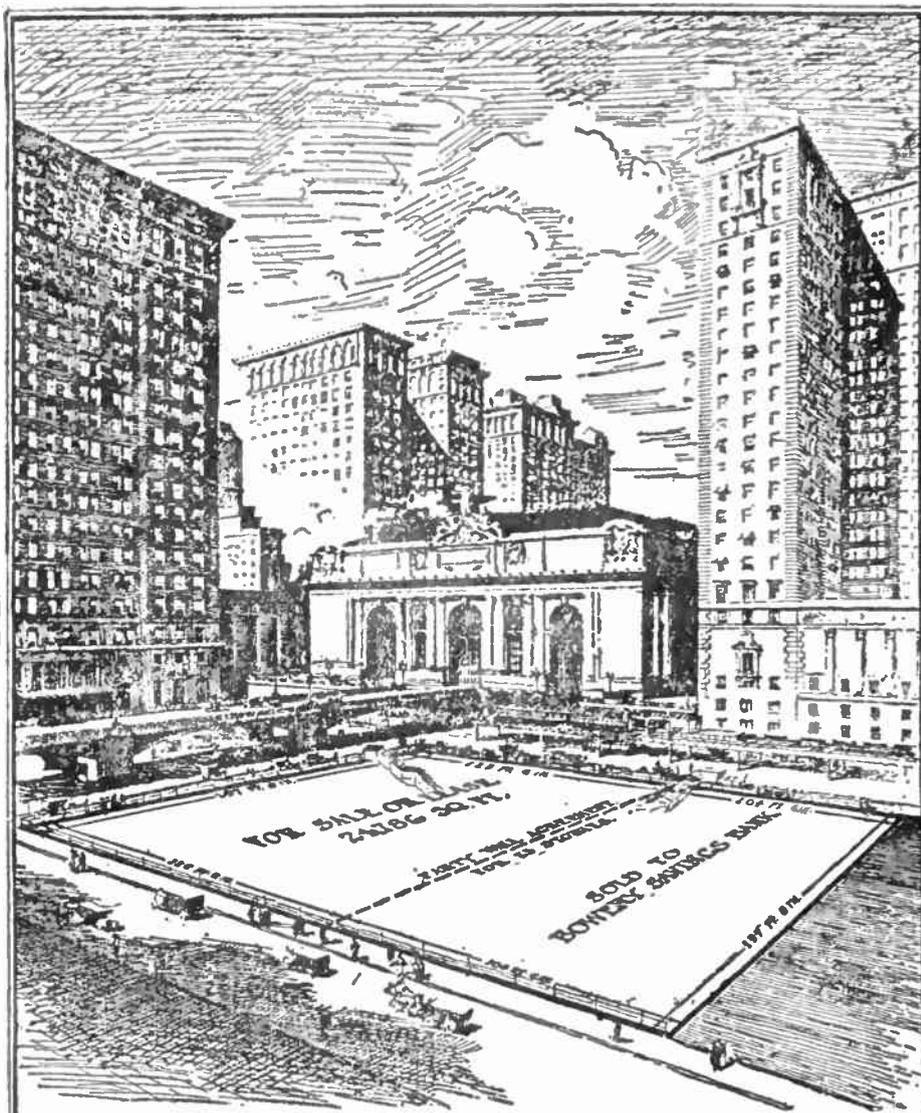
hands of time to say that these new devices should have been kept secret because they represent larger purchase prices than brooms and mops. The world would stand still if new invention and production did not add to man's conveniences and comforts. It is entirely proper that men should be encouraged to bring out such productions and, through advertising and other means, to make them known to the world.

There is, of course, no justification for untruthful and unfair advertising, and every advertiser and every reader owes it to the cause of good business to protest against its appearance. There are still many publishers who publish such advertising with open eyes, knowing that it is not only keeping bad faith with their readers but also deliberately making their space less valuable to the advertiser. When reputable advertisers act in concert against such publicity, the publishers will be quick to exclude it.

#### WHAT ADVERTISING INVOLVES

Carefully planned advertising may be far-reaching in its scope. Sometimes the occasion for advertising is a simple matter. When the office-boy leaves or is discharged, a "Boy Wanted" notice of a few lines is placed in the classified columns of the daily paper. Such a problem may be quickly solved. If, however, the advertiser needs five thousand boys to sell a magazine or to take orders for garden seed, and plans to keep such a staff of boys busy continually, the campaign becomes a good-sized one and requires considerably study. The advertiser will then have to study boys and their motives in taking up tasks. He will have to find the most efficient means of reaching boys and perhaps also of getting the confidence of their parents. He will find it necessary to learn the art of writing letters to boys, of keeping the boys interested in their work when they have once taken it up, and so on.

The advertisement itself is often just a reflection or result of an extensive campaign that is behind the advertisement. A great deal of work, possibly extending over a year or more, may have been done before the appearance of the advertising that one sees in the magazines, newspapers or on the billboards



## PERSHING SQUARE

*A combined locality and address  
where transportation needs are served*

**T**HIS remarkable plottage, facing 125 feet 6 inches on 42nd Street and 41st Street, and entire Park Avenue frontage of 197 feet 6 inches, containing an area of 24,786 square feet, is now available for sale or lease.

The property adjoining on the east of this plottage has been sold by us to the Bowery Savings Bank, which will improve with a handsome structure for its own requirements.

Wide streets and existing surrounding construction assures permanent light, a clear view over Grand Central Terminal, of upper Park Avenue and surrounding locality.

Foundations and footings are now in place over 70 percent of plot area, valued at One-half million dollars,

which provide for construction of a twenty-five story building, resulting in saving of expense and time in erection.

Two subway entrances are provided and an underground connection to Grand Central Terminal.

A party wall agreement with the Bowery Savings Bank permits window openings above their structure, insuring permanent easterly light, making the plottage virtually a four-cornered block above their proposed structure.

These and other outstanding features make this the one best plot in New York City for an improvement that will satisfy your demand for institutional and executive offices.

*Apply your own broker or*

**HENRY MANDEL**

570 Fifth Avenue, New York City

Bryant 4724-4725

FIG 5.—Advertising of unusual news value to property-owners planning extensions.

or in the street-cars. An extensive advertising campaign may cover research and analysis of the following:

(a) The product itself, its origin, the raw materials used in making it, the method of manufacture, the experience of users.

(b) The market conditions: possible sale for the product, the competition, the probable best channel or method of marketing.

(c) Mankind, or the men and women who must be appealed to. This may include jobbers and retail dealers as well as the final buyer or user of the article, known in economics as "the ultimate consumer."

(d) The business or practice of advertising, which may cover a great deal of work from preliminary research down to the final preparation and publication of advertisements and possibly the answering of inquiries about the product and giving service to buyers and users of it.

#### HOW PRODUCING AND DISTRIBUTING DUTIES MAY BE DIVIDED

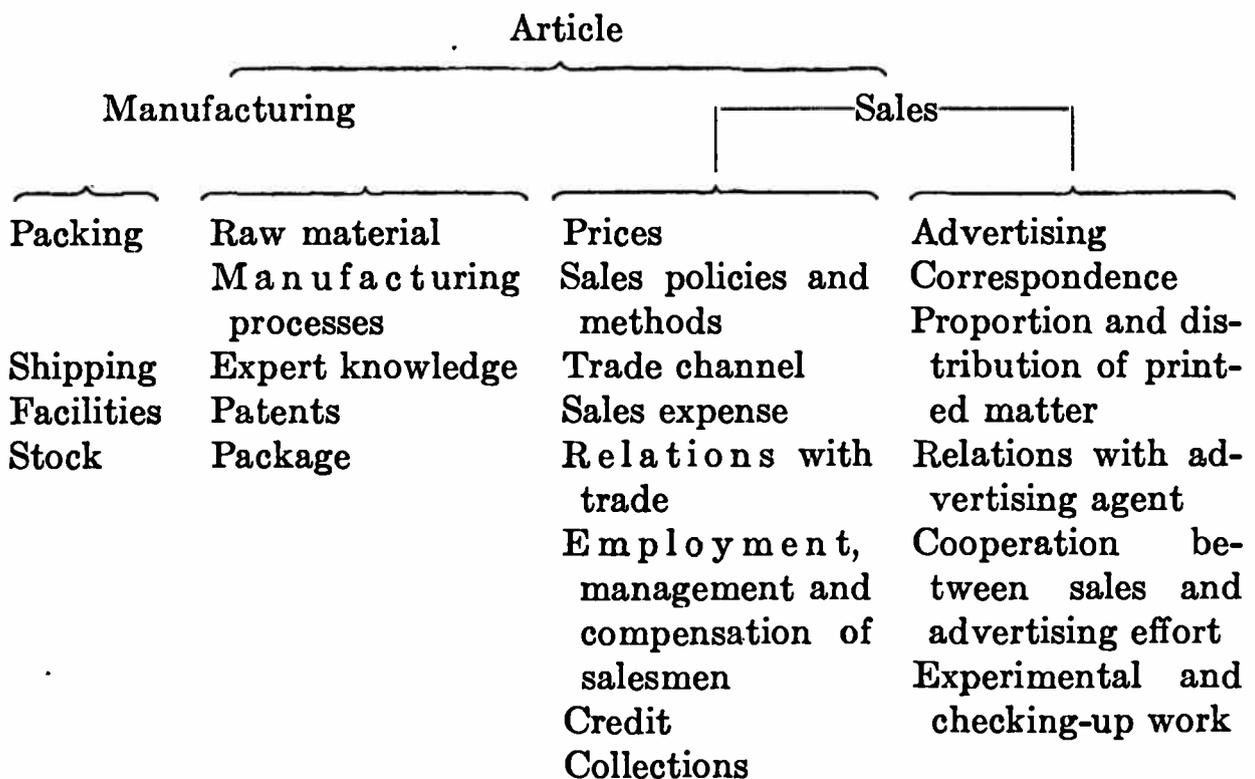


FIG. 6.

The chart above, Figure 6, indicates in a brief way what may come under the manufacturing end of a business and what may be governed by the sales section.

**Advertising and Face-to-Face Selling.**—It is sometimes said that advertising is "simply selling" and that therefore the principal requirement is selling ability or experience. Advertising often is a form of selling, but it has features that

distinguish it from face-to-face selling. It must, of course, be founded on much the same principles as face-to-face selling because each is a matter of impressing certain facts and conclusions on human minds. But in face-to-face selling, the salesman is usually dealing with only one person, or at best a few persons. He can study the particular type of individual before him. That person's face, manner of dress, his attitude and his talk, give the salesman clues or leads as to how to present his information or how to demonstrate the product he

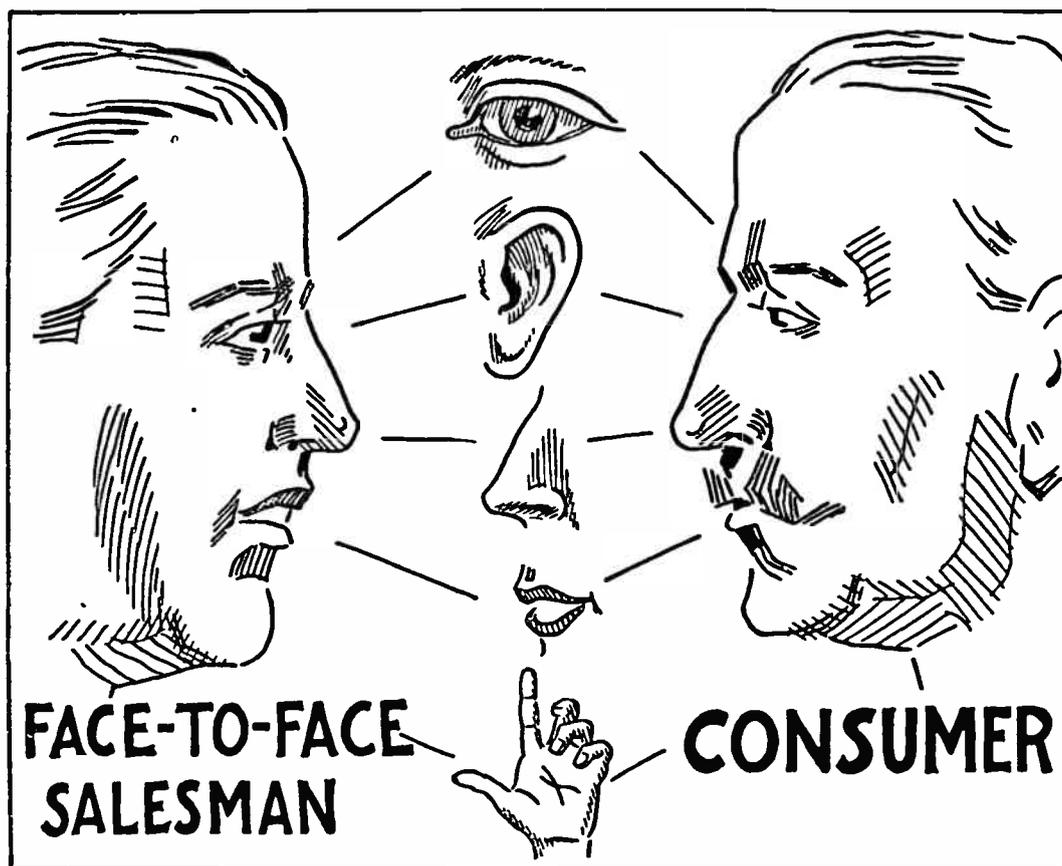


FIG. 7.—Face-to-face selling may appeal to all of the five senses.

is selling. Moreover, in face-to-face selling, the salesman may be able to appeal to a number of the senses. He can let his prospective customer hear the tone of the piano, taste the pickles, smell the perfume, feel the closely woven cloth or see and ride in the automobile.

On the other hand, while some forms of advertising permit sampling and thus enable the advertiser to appeal to several of the senses, ordinarily most advertising must be effective through one sense only—the eye, and must be so graphic that it works on the other senses through the imagination. Ad-

vertising might well be called selling through the eye and the imagination.

Advertising is not usually directed to just one person, though there are occasions when this is true. Ordinarily advertising is addressed to a group, and though this group may be distinctive, as for example, would be the case in selling something to farmers, architects, or golf-players, in these groups there are individuals whose temperament and station in life vary greatly.

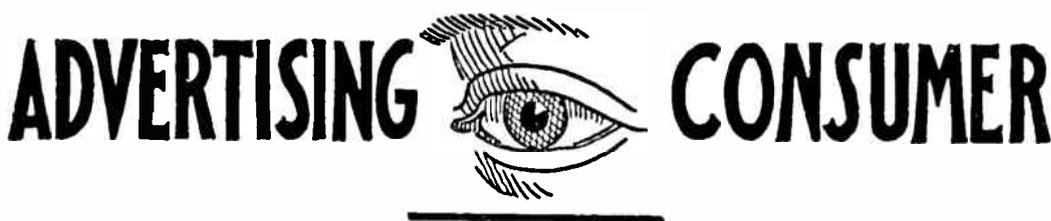


FIG. 8.—Advertising is ordinarily an appeal to the eye alone, but the eye is the “window of the mind.”

**The Composite Type Plan.**—There is no such thing as “the average farmer,” “the average woman,” “the average architect” or “the average golf-player.” The advertiser in his appeal can take account only of *the most common characteristics* of the group he is endeavoring to impress and address himself to this type of reader. Editors usually have a certain general type of reader in mind and edit their publications particularly to meet the needs or the likes of that class of reader. It is said that Robert Bonner used to judge everything that went into the old *New York Ledger* by the probable likes and dislikes of a mythical old lady with two daughters “away up in the hills of Vermont.” When in doubt about anything he would ask himself “How would this impress the old lady and her two daughters?”

Some advertisers say that they put down the most common or frequent characteristics that they must appeal to and imagine all of those qualities as being possessed by one individual—a composite type. There is just one thing to be guarded against in this practice and that is the great variety of views or conditions that may be found in any large group. It would be as unfortunate, for example, to regard all farmers as

being owners of prosperous, up-to-date properties with costly automobiles as to regard all of them as poor managers living on debt-ridden places. Both types exist, and one framing his advertising appeals must choose which type he will appeal to; he can hardly appeal effectively to both in one message. It is idle in advertising a \$5000 tractor to write an appeal that would fit the man who cannot pay more than \$1000 for a tractor. Considerable advertising is weakened by the attempt to deal with averages when in many cases there can be no true average and the advertiser would be better off to appeal to a representative type of reader, one in a position to buy the product, and forget, for the time being, the other classes.

Hence, it is clear that however similar advertising may be to face-to-face selling, it takes forms that are very different from face-to-face intercourse. One may have considerable ability as a salesman with little or no ability to sell through printed word and picture. Likewise, one may have unusual ability in selling through printed word and picture but have little taste for selling through face-to-face methods. And yet broad observation of selling methods and actual experience in selling is likely to be of great assistance to one doing advertising work. It is quite possible for one to be both a good salesman and a good advertiser.

### TRADE CHANNELS

An advertising campaign may connect with the producer of an article; the sales agent of it—who may be an exporter or an importer; the jobber, distributor, or wholesaler; and the retailer as well as the consumer. In some cases, goods are sold direct to retailers who dispose of them to the consumer. Again, the character of the business may be such that the product or service is sold direct by the producer to the consumer or user, as, for example, telephone service, banking service, magazine subscriptions, or mail-order merchandise. The chart on page 16 illustrates the various trade channels that goods or service may take in passing from the producer to the ultimate consumer.

Sometimes advertising changes the trade channel. An advertiser may, for example, start a business selling direct to

the consumer and later change his plan and put his goods on sale with retail dealers if he is able to do so. Sometimes a campaign is deliberately planned this way, as retailers prefer to have the advertiser build up some demand before they stock the goods. On the other hand, there is the danger that unless retailers understand the plan they may become prejudiced by the efforts of the advertiser to sell direct to the consumer. They feel that they do, and they do play a useful and necessary part in the distribution of goods.

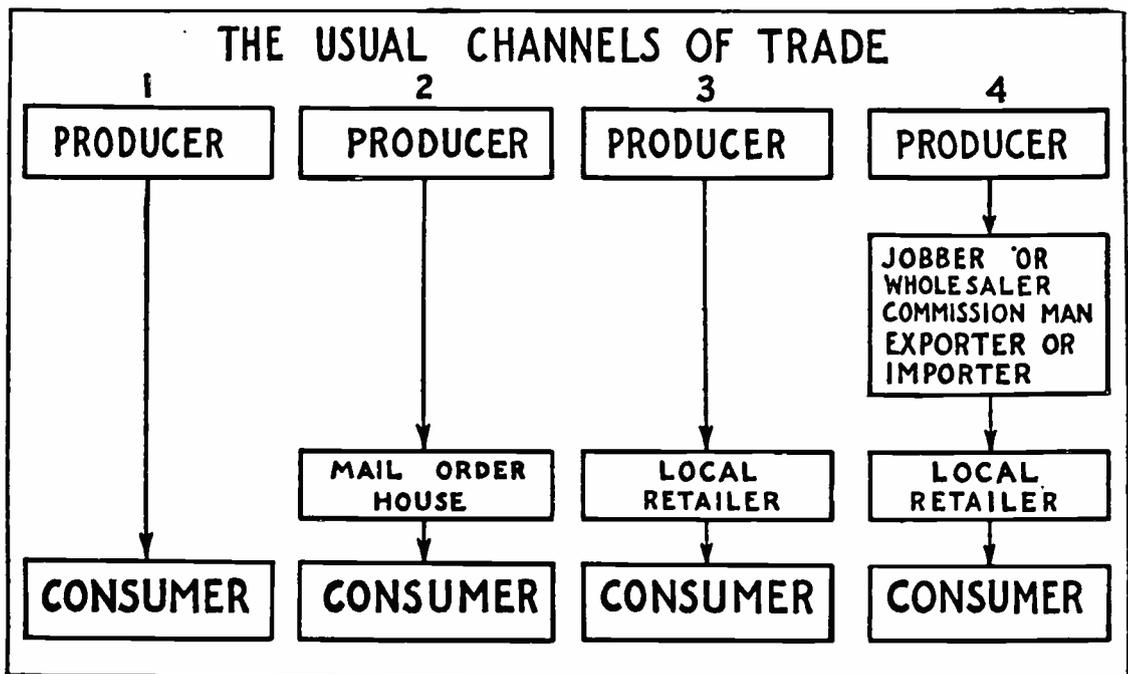


FIG. 9.

Goods that for a long time may have been sold through the jobber or wholesaler to the retailer and through the retailer to the consumer, may by a new plan be sold for the most part direct to the retailer. The growth of the use of some articles has eliminated the first middleman. This has happened in the marketing of Portland cement. It is not, however, always advisable to eliminate the jobber. Very often, the jobber as a dispenser of merchandise in moderate quantities, as a sales force, gager of credit, a collector of accounts, etc. is well worth the commission he receives.

**Advertising as a Means of Getting Hold on Consumer.**— Whether or not advertising may make a change in the channel through which a product goes from producer to consumer, it is likely to give the producer a better hold on his consumer.

Where an unadvertised article goes through jobber and retailer to the consumer, it frequently does not bear the producer's mark at all and is not identified with him. A great deal of unadvertised and untrademarked merchandise is marketed in this way. Take handkerchiefs and umbrellas, for example. Neither has been advertised to any great extent and the consumer rarely knows who made the merchandise he buys. When he buys such goods he may buy an entirely different brand from the kind bought previously. When advertising has made him acquainted with a certain make, he can buy the same kind again if he likes it. While the retailer can very often sell almost any brand he likes, owing to the confidence his customers have in him, he is much more likely to sell goods that the buying public knows and calls for. This is made clear from an instance in the experience of the author of this book.

**The Known Safety Razor and the Unknown.**—This incident happened a number of years ago, when the Gillette Safety Razor was the only article of its kind that was thoroughly known. A large concern that wanted to give a safety razor as a premium to people who were rendering it some service, asked a hardware store for prices on a new safety razor that had some striking features. The prospective buyer had thought of the Gillette razor but concluded that it had been sold and used as a premium so extensively that it had lost its strongest appeal.

“Why don't you buy the Gillette?” was the first question of the hardware man. On being told why the Gillette had been dropped from consideration he said: “Would you be interested in my views? All right. Well, then, I make as much on one of these razors as on the other, so it makes no difference which one I sell you. But when a man comes in here for a good safety razor, he knows what the Gillette is as soon as you mention it. He regards it as a standard article, and its value is already fixed in his mind. We don't, as a rule, have to do any *selling* of the Gillette. It's just an exchange of a \$5 bill for a safety razor. But whenever we put the other razor forward, we find that, though it is a good article, it isn't known. *We always have to sell it*, have to take our time to explain it, to prove that it really and truly is as

good as a Gillette, and then some people don't believe us. Finally, the demand for the Gillette is such that we buy a gross at a time; we buy the other outfit in lots of six at a time. Does that mean anything to you?"

It did mean something—meant that the buyer chose the Gillette razor for his premium; he didn't want something that he had to explain, something the value of which he had to prove.

#### CONSUMER ACCEPTANCE AND DEALER ACCEPTANCE

The effect of advertising in sales ranges all the way from playing a very small part to that of completing the sale. Those who sometimes argue that advertising does not sell, only helps to sell, forget the tremendous volume of sales made yearly by the mail-order plan where advertisements in magazines, catalogs and letters complete the sales transaction.

In the case of a great many commodities, however, advertising merely serves to interest the consumer, or acquaint him with some particular merit of the article or merely makes him familiar with the name, thus aiding the traveling representative of the advertiser or a local dealer to make his sales more easily.

As every one knows, there are many advertisements of such strong interest to the reader as to draw an inquiry about the goods or service advertised. Much advertising cannot go this far. The manufacturer of a new laundry soap, for example, can hardly expect many people to write letters, asking for further particulars of the product. The maker of a complexion soap might but not an ordinary washing soap or compound, however good its qualities might be. In such cases as these, the main result accomplished by the advertising is to bring about what has been called "consumer acceptance." That is, by exploiting the merit of the soap and its name, the soap-buying public is at least made familiar with the product to some extent, so that they are prepared to receive the article as one of recognized value if they see it in a retailer's store or have it offered by a retail salesperson. They may not be sufficiently impressed or interested by the advertising to go to a retail

store and specifically ask for the advertised goods, though this does happen with many articles, but the time of the retailer is saved by the fact that the consumer feels that he knows something of the article when it is offered.

When the situation is as here described, the manufacturer may be said to have created "consumer acceptance," even if he has not created a positive demand.

Likewise, when the public has been made sufficiently well acquainted with the merits of an advertised product, the dealer is more inclined to carry a stock of the article and thus we have a state of "dealer acceptance."

**Dealer Attitude Toward Advertising.**—An article may be ever so good, but if the retailer already has other articles that fill this particular need, articles that the public in many cases prefers or calls for, he says, in effect, to the manufacturer of a new product: "Your tooth-powder may, in fact, be just as good as the four kinds that I sell regularly. It may, I dare say, be even better, but what am I to do with the trade that is accustomed to buying the other four kinds? Many of my customers call for Lyon's, Colgate's, White's and the others. Do you expect me to take up my time in persuading them that they ought to try a new kind that they have heard nothing of? I am in the selling business, of course, but I don't want the whole burden thrown on me. Go out and tell the public something of your product. If you can't create an actual demand, at least let the consumer know enough about your powder so when he comes in here I can offer it, feeling that the product will be well received and that the buyer will not think I am trying to force something on him because I may be making a cent more profit per package."

There have been many cases, in the history of advertising campaigns, where retailers have been assured of an active demand for a new product, created through advertising, that really did not exist. That is, the advertising was not effective enough to actually bring to the retailer's store a string of customers interested particularly in buying the advertised product. It is more often the case that advertising creates "consumer acceptance" and "dealer acceptance," both of which are powerful selling aids.

## ADVERTISING AS A MARKET CONTROL

Advertising may be a tremendous force in bringing about the distribution of a product, because the manufacturer who makes efficient use of advertising may appeal to tens or hundreds of thousands while the salesman is appealing to hundreds. Moreover, advertising enables the business man to put his information before a great multitude that the salesman cannot reach or cannot interview. As has already been pointed out, advertising may not make complete sales. Its influence depends on the character of the product and the method of marketing used, and may therefore vary all the way from making a complete sale to merely making a favorable impression that helps the salesman or the retail dealer to complete sales.

But advertising goes much further than bringing about a knowledge of a product and affecting its distribution. It ties up the business to the producer and enables him to control output and prices better. When goods go out absolutely unadvertised, the consumer does not know who produced them and when he buys the second time he may not buy the same goods but may buy similar goods made by some other manufacturer. Likewise, the jobber or retail dealer selling an unadvertised product sells such goods on his own selling ability and on the confidence that his buyers have in him. He can change to similar goods produced by some other maker with little trouble. Take canned goods of the staple variety, such as corn, tomatoes and beans, for example. There is little advertising of these except so far as the label on the package is concerned, and while that is important it is not very far-reaching or a type of advertising that alone ties up a product quickly to a large group of consumers. Such advertising works slowly unless assisted by other forms. It is safe to say that any well known jobber or retail dealer can change his brands of such goods without serious difficulty.

**Fluctuation of Unadvertised Goods.**—Goods sold on the jobber's or the retailer's recommendation are more subject to price fluctuation. The following illustration will make the principle clear.

During the war period there was considerable difficulty in

securing the well known brands of baked beans. The demand was strong and additional manufacturers speedily put new goods of this type on the market. A brand that here may be referred to as Bessie Beans was offered the jobbers and a good quantity was sold at attractive prices while the shortage existed. Retailers purchased from the jobbers, and consumers in turn bought Bessie Beans.

When the conditions in the food market changed and the well known brands of baked beans could be procured, the jobbers found that their dealers preferred to go back to the brands they had been selling formerly, and it took considerable effort to get rid of the Bessie Beans remaining in stock. Some jobbers sold their stocks at a sacrifice at the end of the year in order to get rid of the goods. Bessie Beans were of good quality. Yet the manufacturer or packer could not, after the abnormal period, command the attractive price or the orders he secured during the war. His price suffered an immediate drop, whereas the better known brands could easily command their former price.

**Standardizing the Price Through Advertising.**—Advertising affects price in another way. Through advertising, the manufacturer of a specialty can acquaint the public with the price of the article, and the consumer goes to his retail store more or less prepared to pay the known price. This is illustrated by the Ingersoll watch, the various typewriting machines, Victrolas, and many other such articles. Retail selling is much more simple where the consumer knows definitely or approximately what the price is. Haggling and suspicion are eliminated.

It should not be understood, however, that advertising may absolutely control prices of all staple goods. The laws of supply and demand must necessarily always affect prices to some extent. But when times are abnormal, where the market is oversupplied or undersupplied, those who produce or sell trade-marked and advertised goods have less of the fluctuating price to deal with than is the case with those who sell unadvertised goods. The consumer has a measure of protection from this condition. When he knows what the usual price of a certain shoe or shirt is, he is likely to require an

explanation if the price asked by the dealer is higher. Knowing that fact, the dealer will not increase the price unless there is a good reason.

The courts have made some rulings against price-control by manufacturers where goods are sold through jobbers and dealers to the consuming world. But no laws can take away from manufacturers the right to spread information about their goods and about proper prices therefor. And when this is done effectively, much has been done to stabilize the market and to maintain production on an even basis. The producer who, by establishing a buying habit for his wares, has a more or less steady market for his product and has saved himself considerable of the uncertainty of the periodic ups and downs of demand.

#### WHO PAYS THE COST OF ADVERTISING

A frequent topic in business circles is the question "Who pays the cost of advertising?" The man who asks the question is often one who professes to have little faith in the value of advertising as a business force and who seeks to maintain the position that unadvertised goods of equal quality with those advertised can be sold for a lower price and the consumer thereby be benefited.

Rarely does any one who brings up such a discussion say whether he is referring to successful advertising or unsuccessful advertising. Whether advertising is successful or not has an important bearing on the other question of who pays its cost. The cost of unsuccessful advertising—and considerable advertising is unsuccessful to a greater or less degree—comes out of the capital of the advertiser, for it is obvious that unless the public buys the article it pays none of the cost—the production cost, the transportation cost, the selling cost or any other item.

If advertising is successful, it should automatically reduce the selling cost and does that unless it happens that the advertiser has a monopoly. It is a simple principle of economics that for most commodities to be sold at a low price, they must be produced on a large scale. If, for example, a manufacturer of calculating machines can sell only a few hundred a year, his production cost would be so high that there would be

little or no market for the product. If he can sell tens and hundreds of thousands, then he can put in machinery and operators sufficient to produce the product in large quantity and thus reduce the overhead expense of the enterprise. It costs very much more per barrel to produce a thousand barrels of cement a year than to produce one million barrels. This applies not merely to production cost but also to selling cost. Every aid, therefore, to the large increase of the sale of a product, provided its cost is reasonable, tends to reduce costs.

**Reduction of Selling Costs Through Advertising.**—A comparison of the selling costs of well known advertisers with the selling costs of other firms selling non-advertised goods of the same nature usually shows that the advertising manufacturer has a lower selling cost. An investigation covering twenty-nine firms who advertise regularly showed that in five cases the cost to the consumer had been reduced rather than increased during the period of advertising, while quality had remained the same. In sixteen other cases, the quality had been improved with no increase in price, while in eight cases advertising had changed neither price nor quality.

A well known hat manufacturer states that in fourteen years of advertising, his selling cost has been reduced seventeen per cent. One of the best known manufacturers of spark plugs declares that his selling cost has been reduced seventy per cent. in four years, though the advertising campaign has opened up much new territory and required an addition to the traveling force. Another experience has been recorded—that of a washing-machine manufacturer—showing that advertising has enabled the advertiser to reduce his sales force considerably and to cut down his average selling cost seven per cent.

**Selling Costs of National Advertisers.**—The following figures given by three clothing manufacturers seem to indicate that large advertising campaigns, if successfully executed, reduce selling costs more than small ones.

Amount spent for advertising	Selling cost, per cent.
\$85,000	2.5 to 3
49,000	4
24,000	7

Selling costs of well advertised goods are often much lower than the general public supposes. Four automobile manufacturers give their percentages as ranging from  $\frac{3}{4}$  of one per cent. of sales to 2.6 per cent. A large clothing manufacturer gives  $1\frac{1}{2}$  per cent., the world's largest manufacturer of cameras, 3 per cent. Soaps, tobacco, etc. average higher, 5 to 10 per cent.

The cost of advertising, in commercial practice, is a part of the selling cost. Selling cost cannot be eliminated. If not a word of advertising is ever printed about a new soap, the time of the traveling representative who sells the soap to the retailer and the time of the retailer in explaining the soap to his costumers represents a cost, and that is as much a selling cost as advertising. Whether those who produce and market a product do so by means of salespeople alone or by means of advertising alone, or use both means, selling cost cannot be avoided.

**Selling Cost Inevitable.**—Selling cost is as legitimate and unavoidable as production cost, or transportation cost. If advertising is so planned and executed that it largely increases the sales of a product and cuts down the selling cost, the expenditure becomes a benefit to the producer of the article, the seller of it, and to the user of it. It surely requires no deep thought to come to the conclusion that the manufacturer who can produce a thousand articles a day can produce them more cheaply, as a rule, than if he produced only a hundred a day, or that the merchant who can sell a hundred articles a day of a given kind can sell them more cheaply than if he sold only ten of them.

A university professor, one who had apparently given considerable attention to the subject of political economy, wrote a magazine editorial in which he deplored the advertising that was spent on a high-class encyclopedia. He argued for the elimination of the advertising and a lowering of the price of the set of books, which, he thought, would result in many more people being enabled to buy this useful reference work. He was asked by the author of this Handbook, if he were the publisher of the encyclopedia in question or had some money invested in the enterprise, how he would bring the work to the

attention of people generally and at the same time avoid selling expense, of which advertising was a part. He was asked if he would be willing to take the chance of the encyclopedia becoming popular merely through whatever free reviews editors might give the work on its first appearance and through the recommendation of subscribers. He was also asked if it were not true that a large sale was absolutely necessary in order to sell, at a popular price, such a publishing work as an encyclopedia, requiring years of preparation and possibly hundreds of thousands of dollars in publishing expense.

The professor-editor declined to meet the issue. The publishers of the encyclopedia would gladly have availed themselves of the ideas of this critic of advertising if he could have suggested a way of avoiding all advertising and other selling expense, but there is no way of doing so.

There have been other critics of advertising who have argued that while advertising is perfectly justifiable for, say, the first year that a product is on the market, it is not justifiable afterward—that a year is sufficient for the real informing work to be done. This position is also untenable. No advertising campaign could be so thorough in one year's time as to spread information about even a distinctive and unusually interesting product to all who might possibly be prospective purchasers. Even if all mature readers could be reached in a year, there would be the new generation to take into consideration. Every year almost two million people in the United States and Canada come to the age at which they can read. Then there are hundreds of thousands coming into these two countries from foreign lands. Have manufacturers and merchants no right to tell these people about their products?

The conclusion cannot be avoided that all advertising which truthfully spreads information about useful commodities, whether that be goods or services, is justifiable ethically and commercially if the expenditure be so planned that distribution is increased on an even or lowered selling cost.

#### COORDINATION OF ADVERTISING AND SELLING

Advertising being a part of the selling process—a greater or lesser part according to the nature of the product and accord-

ing to the method of selling—it follows that to be most effective, advertising should be coordinated as closely as possible with the work of the salespeople, whether these be the manufacturer's representatives, the salesmen employed by jobbers, or the retailers and their helpers.

It is a common occurrence for a manufacturer to advertise an article before the sales department is ready to sell it, or possibly before the manufacturer can make deliveries. It has happened, too, that the advertising has been based on a form of appeal that could not be followed up and supported in the sales work. Let it be supposed, for example, that the advertisements of a manufacturer offer to sell direct to the consumer and make no effort to direct him to the retail store. This may be expedient if the manufacturer intends to develop his business along mail-order lines, but if he intends to supply consumers eventually through retail stores, his advertisements may create an unfortunate situation that will embarrass his salesmen when they go out to induce jobbers or retail dealers to buy a stock of the goods.

An advertising department that does not coordinate closely with the sales end of a business may advertise prices on some article when good salesmanship would make it expedient that the price should not be made known to the prospective purchaser until the salesman can call on the inquirer and show goods. This would be true in the cases of a campaign for an expensive encyclopedia, for example.

A retail advertiser may advertise goods and interest the public and, through neglecting to instruct his salespeople thoroughly about the goods, have buyers come in only to find that the people at the counters know little or nothing about the goods. The mere fact that the people of the store know nothing about the value of the advertised article may be sufficient to chill the interest of the inquirer.

In order to have the closest relationship and harmony between all advertising and selling effort, some concerns have one person head both departments. In such cases he will probably be known as the sales and advertising manager; he may have some other title but carry this dual responsibility. Sometimes, however, these two ends of a large busi-

ness are so important that there is a sales manager and also an advertising manager. Occasionally, the sales manager is the superior of the two and the advertising man is responsible to him and his department is regarded as a wing of the advertising department. In many cases, the advertising department is on a par, so far as responsibility goes, with the sales department and neither manager is regarded as the superior of the other.

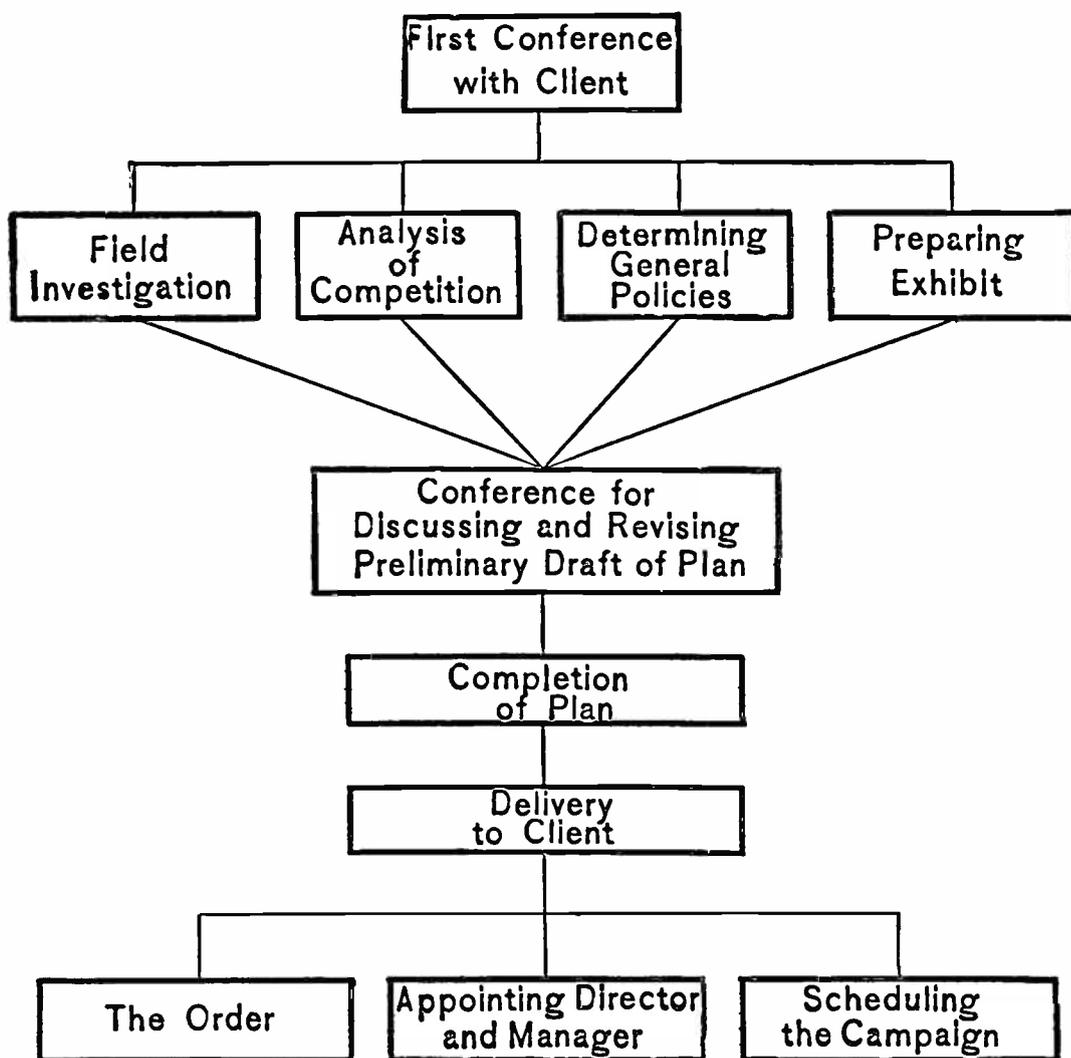


FIG. 10.—Chart from an advertising agency showing the preparation of an advertising and sales campaign.

It is unfortunate but true that in a great many businesses there are such differences in business ideas and temperament between managers of advertising department and sales department that the ideal understanding and working arrangement does not exist. This is particularly unfortunate in those cases where the advertising department must have considerable to do with the advertiser's sales force in the way of having them understand the company's advertising and having sales-

men see that advertising matters are properly understood and handled by the retail dealers.

The sales manager, by reason of his calling, should understand salesmen and dealers somewhat better than an advertising manager. The advertising manager, on the other hand, by reason of his training, ought to be a better judge of advertising values and effects. While both do well to have as much as they can absorb of the other's knowledge, the work of the two men is frequently so different as to require a different type of man. There is, however, the most powerful reason for having the heads of two such important parts of a business working together closely in the laying out of plans, the choosing of appeals, the timing of the advertising, etc. If a business has two men who cannot thus work together, with enough broadmindedness to forget some of their differences and sometimes support a decision that they have not favored, a change of one or the other is the only fair thing for the business. Advertising and sales effort costs too much money for there to be a lack of sympathy and cooperation on the planning end.

Figure 10 gives at a glance the various steps in preparing an advertising and selling plan.

#### EDUCATIONAL EFFECTS OF ADVERTISING

Advertising methods, unfortunately, have been used to promote many unworthy causes and products. The promoter of humbug medicines and fake securities and others have been quick to use the quick and far-reaching power of publicity as a means for gaining their ends. Selling by face-to-face methods, they could reach only a relatively small number of people unless an enormous sales force were employed. Selling by the printed word, they have the world for their fields, as it were. Through magazines and newspapers and through letters and printed matter sent through the mails direct to the address of the reader, they have found and allured their victims.

Regrettable as such uses of advertising methods have been, there is another side of the picture. The same power that has been used to defraud the ill and rob the unwise investor can be used to spread abroad the worthy causes. Tuberculosis, which yearly takes off more human lives than any other disease but

pneumonia, will be conquered by publicity. Those who have made a study of the Great White Plague say that it could be stamped out in a generation or so could every human being be warned of how tuberculosis is contracted and induced to observe certain precautions.

The growth of church advertising, of advertising for Y. M. C. A. features, Red Cross work and other such causes has been attended with marked success.

The great campaigns for Liberty Loans, for food conservation and the other great necessary movements during the late war demonstrated as nothing before had done what a power advertising is. There were some citizens of the United States who believed, at the outset at least, that it would be easy to sell Liberty Bonds, that all the Government need do was to make a simple announcement and the people of the contry would step up and offer their money unhesitatingly. It did not take long to discover that even such a peerless product as a Government bond of the safest government on the globe had to be explained to the masses of the people, that appeals to thrift, patriotism, etc. had to be made over and over, in varied form, and that this aggressive publicity had to be coupled with aggressive salesmanship before the great bond issues could be made successful.

It has been only about a dozen years since advertising was employed with success in the advertising of political platforms in presidential campaigns, displacing much of the old-time "stump-speaking."

The advantages of advertising in these great movements is obvious. The printed word commands a measure of respect just because it is the printed word, provided it does not violate credibility. Furthermore, through advertising the appeals can be studied out and presented carefully in language that represents just what those behind the campaign wish to say. One who goes out to give an oral representation for a certain cause may, through the misuse of words or misunderstanding of his authority, say something very far from what those behind a campaign wish to have said.

Advertising has enabled the transportation companies to coach passengers in the proper manner of getting off cars. It has enabled telephone companies to prevail on their subscribers

not to call operators to ask the time of day or to call when a fire alarm has been rung and ask "Where is the fire?"

There is much commerce that is of as keen interest to the reader as anything to be found in the so-called reading pages and columns of the magazines and newspapers. Nothing is of greater interest to the man who is thinking of buying a motor

## The New Telephone Ringing Signal

You will hear it in your telephone receiver after you have given the number to the operator and while you are waiting for the called telephone to answer. It is a low burr-r-ing sound lasting several seconds, followed by a distinct pause and then a renewal of the burr-r-ing sound.

It starts as soon as the connection is established and keeps up until someone at the telephone you called answers or the operator tells you they don't answer

The purpose of this ringing signal is to give the calling party definite audible notice that the work of putting up the connection has been performed by the operators concerned.



New York Telephone Company

FIG. 11.

boat than well presented information about motor boats. The housekeeper who longs for a modern refrigerator finds both interest and pleasure in printed information about refrigerators.

Advertising may be news of the most interesting sort. It may give serviceable information of the most helpful sort. It may stop the passing of a counterfeit, find a bank robber, force a balky public-service company to give better service, draw people from the crowded cities to farm life, convert the public to the cause of better roads, etc.

Advertising affords the Chicago manufacturer or merchant an opportunity to deal with the customer down in Texas or out in Iowa almost as readily as he could with the people in the towns of Illinois.

Advertising gives the man out on the farm opportunity to see what the markets of the world afford, whether he elects to buy direct from a manufacturer or to order his tractor or his washing machine through his local dealer.



## In All But New York

The Pennsylvania Commission has just authorized a 7-cent fare in Philadelphia. The existing 3-cent charge for transfers will remain.

This was done to prevent disaster to the City's service and to permit its expansion.

New York is the only large city left where this policy has not been followed.

*Interborough Rapid Transit Co.*

FIG. 12.

In the technical field, carefully prepared "informing advertising" spreads data about the latest and most efficient devices. Placed though it may be for the purpose of selling, advertising in the best technical journals gives more up-to-date data about new equipment than any of the text-books.

Advertising often permits comparisons that cannot be made in a store. Likewise, the advertising of a local store often tells an interested public of goods obtainable in the local stores that readers did not know could be purchased there.

Advertising records the latest productions in the field of merchandise and equipment. It tells of the newest things in service. Its messages are spread abroad in order that those who feel an interest in what is offered may get further information at once or later when it may be needed.

## SECTION 2

### MARKETING CAMPAIGNS

**Military Campaigns and Business Campaigns.**—"Campaign" is an apt word for the description of a well planned marketing program. The planner of a military campaign first makes a careful survey, by the aid of maps, correspondence, scouts and secret men, of the conditions through which he must force a way. In some cases a military campaign is the result of years of observation and preparation. In other cases the preparation covers only weeks or months but is made as carefully as possible, so there may be no surprises. The skilled general figures that there will be enough uncertainties even when he knows all the facts and plans every move, so he gets all the data available.

The military campaign affords another valuable lesson, for with the advance of an army, every part of the organization has a certain duty or move to make. The cavalry can do things that the infantry cannot do well. The artillery can give the infantry a support that the cavalry cannot give, and so on. There is, in a well planned military campaign, perfect coordination of the various factors.

He would be a poor general who would order an army forward with little idea of what lay before, or who would pay no attention to the duties of various parts of that army but let these things work themselves out as best they could. Yet business campaigns have been conducted in just such reckless fashion. An advertising appropriation has been voted, decided on suddenly perhaps because some competitor had begun advertising, and the money partly expended before any definite sales policy had been decided on or before the advertiser's own salesmen or the salesmen of retail stores had been properly coached.

Again and again advertising has featured goods on which production in sufficient quantity had not been assured,

and the manufacturer was placed in the unfortunate position of advertising something that he could not deliver.

Much in advertising, as in any other undertaking, depends on starting right, and one cannot get a better mental attitude than that of thinking of advertising as a well prepared movement similar to a military campaign planned by a general of a lifetime of experience in military tactics.

**Great Diversity in Campaigns.**—Advertising campaigns must of necessity differ greatly according to their scope and according to the character of the article to be exploited.

A campaign may be national or international (if it extends to several countries), or it may be local and be confined to one city, a county, a state or perhaps a group of two or three states.

A campaign may be one planned to sell goods direct to the consumer in small units, which may mean running a local retail business or selling direct to the consumer by mail. Some concerns selling by mail direct to the consumer make their own goods. Others are simply merchants, buying goods made by others and using advertising as a means of exploiting these goods.

If an advertising manufacturer does not sell direct to the consumer, then his campaign must be to advertise so as to turn inquirers to the wholesalers or retailers who sell such goods. Such campaigns have been described as "Go to the dealer" campaigns.

There are other manufacturers who advertise and supply information direct to the consumer but who send a representative to call and give further information. The product may be steam boilers, washing machines or belting. In a way, the representative who calls takes the place of a local dealer, for he is likely to bring a specimen of the product or to give more exhaustive information than is perhaps available from the manufacturer's catalog or possibly through correspondence.

This Handbook can hardly contain such complete data as to solve the problem of what is the best type of campaign for a given advertiser. Often it is easy to decide that a campaign should be local and that some such medium as the

local newspaper should be used. Again, it may be obvious that the local community would afford too few purchasers for the product the advertiser has to market and that a campaign extending over the entire country, or possibly to foreign countries, will be necessary in order to make the number of sales that should be made in order to have the enterprise successful. Suppose, for example, the commodity to be advertised is a saw-mill outfit. It is evident that any locality will have in it very few possible purchasers of such equipment and that far-reaching advertising will be necessary. Such a campaign appeals to a limited and special group, whereas there are other campaigns of national or international scope that appeal to the general public; such, for example, as those for soaps, flours, clothing, etc.

Whether the article or service to be advertised is a new product for which no market has been established or an old product for which newer or wider markets are sought, has much to do with the character of the campaign.

A change of marketing campaign may be the occasion for a new type of campaign for an established article. When the Oliver Typewriter Company, for example, changed its plan of selling the machine through special representatives and offered to sell it direct by mail, on approval, a new campaign of advertising at once became necessary to acquaint the typewriter-using public with that change.

**What a Campaign for a New Product May Embrace.—**The following schedule will indicate some of the necessary work that will likely be undertaken in the case of a new product.

1. Study of the possible market.
2. Special study of existing competition.
3. Research work among consumers and possibly dealers.
4. Study of production and selling costs, so as to determine what can be spent for advertising and selling.
5. Study of the article itself, so as to decide which of its selling points should be featured. This study should include manufacturing methods, for the methods of manufacturing may yield as good selling points as features of the article itself.
6. Decision as to the best trade channel for the introductory campaign and a definite plan for a permanent campaign.

It may be necessary, for example, to adopt some special selling method for the introduction of the article, which introductory plan will not be followed later. Illustration: the manufacturer of a chemical that removes rust-stains from clothing did not have the capital necessary to begin national advertising, even in a small way. So he prepared an introductory direct-mail campaign by which he offered his goods to Ladies' Aid Societies, Pastors' Aid Societies, and the like, to use in their campaigns for raising money. He sold a considerable quantity of his goods in this way and the use of the goods thus sold built up a demand from the retail stores in certain sections. Later he advertised along broader lines, but his original campaign was justified because it enabled him to get a certain distribution and demand that made his later campaign possible.

7. Decision as to the support to be given to the advertising, which will cover work with the salesmen or the advertiser, the dealers who are to handle the goods, the way in which inquiries from consumers will be answered, etc.

8. If goods are to be sold by retail dealers, decision as to whether an exclusive agency should be given to one dealer in a given locality or whether it is better to sell to any dealer who can be induced to buy.

9. Decision as to the mediums to be used for the advertising.

10. Planning the actual advertising, selecting the appeals to be used, placing the advertising, checking it, etc.

**Campaign for an Established Advertiser.**—The following may enter into the campaign plans of an advertiser whose goods are already distributed and sold to a considerable extent.

1. Attitude of consumers towards goods, their experience with them, the extent to which they place repeat orders, etc.

2. Attitude of retail dealers, if goods are sold through dealers.

3. Attitude of jobbers, if goods are sold through jobbers.

4. Study of competition.

5. Survey to determine which market is covered and study of how the weak spots can be covered.

6. Study of existing selling methods and trade channel, and consideration of changes in selling policies, margins of profits, and other relations with jobbers and retailers.

7. Study of such features as delivery methods and service, in case the advertiser is selling something like a machine for which inspection and repair service must be given.

8. Study of mediums in use and consideration of possible new mediums that may be utilized to advantage.

9. Study of present advertising copy and consideration of new forms of appeal or new sizes of advertisements or schedules of advertising.

**Scott Paper Campaigns.**—The Scott Paper Company for a while sold a paper towel made up in such a way and with such a style of fixture that only business offices, hotels and the like were probable purchasers. Though the Company had been successful to a reasonable extent with this campaign, its advertising agency, as the result of a study of conditions, recommended a size of roll and a fixture that could be sold at a price to attract housekeepers, and the immediate result was to greatly multiply the field of prospective purchasers.

As the result of a later study on another of their products, the Scott Paper Company entered on a campaign to educate the public to ask for Scott Tissue rather than "toilet paper." This campaign was founded on the recognized reluctance of thousands of people, especially women, to enter a public store and ask for "toilet paper."

There are probably few products so well established that thorough study of market conditions, the product itself, its consumers and the jobbers, dealers and salespeople who sell it, does not reveal some opportunity for improvement or extension of the promotion campaign.

Holeproof Hosiery scored its original success on the durability argument. In late years this advertiser learned that far more people bought hosiery because of its appearance than because of the durable quality of the product. Consequently, the current campaign of the Holeproof concern is well expressed by copy reading: "Famous for its durability, Holeproof Hosiery has now become known as America's finest appearing hose." The illustrations are now devoted entirely to the appearance of the goods.

Consider, for example, the successful efforts of Portland cement and adding machine manufacturers to acquaint the

young people of the schools with these products, so that they go out into the working world familiar with the service of cement and the utility of the adding machine. Supplying schools with material or equipment for lectures and demonstration is as much advertising as the preparation of a series of magazine announcements.

**New Campaign for Fertilizer.**—The following is another illustration of what a new form of campaign for an experienced advertiser may be.

A fertilizer company was doing a large business selling its products through something like five thousand dealers and country agents, the dealers being for the most part the stores handling grain, feed, farm supplies, seed, etc.

The growing tendency of the American public to cultivate small gardens and the opportunity to do business with the many thousands of people who do a small amount of flower-growing suggested to some one in the fertilizer company the advisability of putting up a smaller package of the product. Fertilizer in the past had been sold mainly in large bags, which met the need of the farmer well enough but which contained a larger amount than the man with a tiny city garden or the woman with a few flower beds needed. To open a large fertilizer bag and make up small packages was inconvenient though it was frequently done. "Why not," thought this executive, "make up small packages, and sell these through a new group of stores?"

An investigation was made to see what hardware stores, drug-stores, grocery stores and even the five- and ten-cent stores thought of the idea. Most of the merchants interviewed were favorable. The hardware stores told of many instances where people asked to have a small package of fertilizer made up for them.

The result of the investigation seemed to show that in the territory where the fertilizer company had some five thousand dealers or agents selling the larger bags of fertilizer, there were something like 50,000 stores that were possibilities as retailers of fertilizer in small packages. This investigation also showed the necessity of a different type of advertising. The former advertising had been to farmers exclusively. The

new type of advertising had to be directed to the small gardener and florist, who might be a city man or woman. It called for study of fertilizers that were particularly adapted to garden crops and flowers and for the study of appeals to people who raised such crops.

**Extensions of Other Campaigns.**—Probably few advertisers have gone so far or have made such progress in the study of their markets that there do not still remain possibilities for changes or extensions of their campaign plans.

Carborundum, for example, originally made up as a distinctive new type of grinding material, has spread out until there is a large business in razor hones, carving-knife sharpeners, scythe-whetters, etc. These specialties call for a type of advertising that was not deemed necessary or practicable at the outset.

Portland cement, marketed originally mainly for such constructions as sidewalks, floors and walls, has now a large sale as a road-building material and considerable money has been spent during the last five years advocating concrete roads. Still later has come its use in the building of ships and barges, and this called for another campaign of advertising.

The paint-manufacturing companies have for many years been conducting aggressive campaigns that sought to drive home the superior quality of the several brands. In recent years, a cooperative campaign has been in progress, the keynote of which has been "Save the surface and you save all." This campaign has been one of public education on the importance of painting a surface before deterioration takes place, in other words, a campaign of information about the value of paint rather than a selfish campaign arguing for the sale of one particular brand.

A new form of campaign may be made necessary because of the addition of a new product to some well advertised line. Several typewriting machines are widely known. Yet a number of these have found it desirable to bring out a new small model of the portable style. While the advertising of former years will help to make the advertising of the new model easy, just the same, the portable machine will have to be advertised extensively and aggressively by each manu-

facturer before any large proportion of the purchasing public knows of the existence of the smaller models or is converted to the desirability of purchasing such writing machines.

**Local Campaigns.**—The foregoing illustrations have dealt mostly with manufacturers' campaigns. A business firm planning a local campaign, such, for example, as a real estate dealer, a banker, a laundryman, or a hardware store, does not have as many conditions to study as a manufacturer who must perhaps deal with both jobber and retailer before he reaches his real consumer. But local problems may be difficult of solution just the same. For it must always be borne in mind that while it may be possible for a business firm to reach its logical group of consumers by any one of several methods of advertising, some of these methods may be entirely too costly for the result achieved. The real estate man, for example, has a certain commission. He can spend only so much of that commission in his business-getting program. A banker can afford so much for savings accounts. He cannot afford to have them cost him a hundred dollars each. Likewise, the laundry and the hardware store, while wishing to gradually increase their sales, have a limit for sales expense.

Campaigns for such advertisers call for close studies of the buying habits of people as well as their walking and reading habits. Location may have much to do with the solution of campaign problems. A hardware merchant with a store in the central part of a city may be able to use the newspaper as its principal medium, whereas a hardware man in one end of a large city may not be able to get proper results from the newspaper because his location is such that a large proportion of the people of the city cannot conveniently deal with him. He may have to use circulars, a house organ, street car cards, posters, letters, etc.

**The Prospective Group.**—Every advertiser has a certain logical group of prospective purchasers. In the case of most advertisers there is also a group of readers made up of people who by no reason can ever be purchasers of the commodity. Appealing to this latter group may, therefore, be sheer waste and the advertiser does well to avoid that, though he may use mediums that afford a profitable means of appealing to his

logical group while at the same time reaching many who are in the "waste group." Illustration: the manufacturer of an electrical household appliance has for his logical group those homes where electricity is in use. There is a large circle of readers living in homes where electricity is not available. These readers are to a large extent waste circulation, and nothing is gained by trying to appeal to them especially.

At the same time, it must not be overlooked that there is a "twilight zone," as it were, between the advertiser's group of logical purchasers and another group who cannot make use of the product. Using the electrical appliance again as an example: some of the people whose homes are not supplied with electricity today will have the use of it five years from today, and some of the publicity that is today apparently wasted will count for something then. Furthermore, some of the people living in homes where there is no electricity will move every year into homes where current is supplied. This illustration serves to show that an advertiser can hardly afford to draw too small a circle of prospective users.

There have been critics of the ARMCO IRON advertising campaign who said that the American Rolling Mills Company could never profit by a national advertising campaign; that too few of the people of the country were interested in knowing what iron was used in the products they bought. But an effective advertising campaign was put through for ARMCO IRON on the feature that this iron is rust-resisting. Today there are at least a score of hardware manufacturers making their specialties out of ARMCO IRON and advertising that their milk-cans, ice-cream freezers, etc. are more durable because made of ARMCO IRON. Thousands of the salesmen of different manufacturers are using this argument with dealers and consumers. Thus, a campaign may become much more far-reaching than even those behind the enterprise at the outset anticipated.

**Distinctive Campaigns.**—A retail firm conducting a farm-supply store in a small town of Pennsylvania found itself losing some business to mail-order firms. The advertising of the store was distinctive. A specimen is here shown. This newspaper space was always filled with a small display ad-

vertisement and a number of little human-interest items about what the people of the town and country were buying and doing.

But the Murray Co. went further. A mailing-list of buyers throughout the county was established, and these names were

# EVERYTHING FOR THE FARM NEWS

Published by MURRAY CO., Honesdale Pa.

—President Wilson says, close up shop for the next ten Mondays, so our store will be closed. We are going to ask our friends to allow us to obey the President's orders by anticipating their orders on Saturdays or deferring them till Tuesdays. We realize that their maybe emergency calls where it is really necessary that our customers be accommodated, but please do not ask us to do business unless there is a real necessity. As our time cars are arriving every day we will make such arrangements as necessary to see that our time customers can secure their loads as we deem this essential, but for ordinary business it will be Sunday as far as we are concerned.....

—M. J. Kelly, the hustling farmer near Whiteo Valley, is obeying Secretary Garfield's order. Instead of sitting around the fire and burning good fuel he is out in the barn putting up one of our good Star Hay Carriers, while the barn is full of hay and the putting up easy. Some people like to climb high in life, the higher the better, but most of us like high dangerous climbing as much as a mad bull likes a red shirt. Save your neck by putting up your hay carrying outfit now. Our stock is now in.

—John called on our Scranton customers last week looking up 1910 business. There are a great many good farmers in Lackawanna county, but strange to say there isn't a real "Everything for the Farm" store in the whole valley. When a good farmer buys machinery he also wants to buy good service with it. By this we mean he wishes to purchase it from a dealer who can show him how to operate it and who keeps a full line of repairs so that he will not be without the use of his machine when he needs it the most. We gave this kind of service and that is why the farmers of Lackawanna county give us their business.

—Ludwig Hausman is the efficient superintendent of St. Joseph's Place at Wimmers. This is the big farm formerly occupied by Mr. McClellan of Scranton, but now owned by the estate of Mercy. When Mr. Hausman took charge of the farm his first official act was to get rid of the old machinery and we had the pleasure of furnishing him with "Everything for the Farm" kind.

## Burn Wood and Save Coal

Be patriotic as well as economical if you have waste wood.

A good power wood saw costs only \$12 to \$30 and we can furnish you a complete outfit, engine, saw and belt for about \$100.

We also have cross cut and buck saws for small jobs.

## MURRAY CO.

Everything for the Farm,

Honesdale, Pa.

—When you get your bill for Edison Lime do not be surprised if the figures are 80 cents per ton higher than you expected. Our factory owing to war conditions find it impossible to purchase the regular 100 pound bags, so are making shipments in 20 pound bags 25 to the ton. These bags are charged to you at 14 cents each or \$3.50 per ton and this amount will be refunded to you when bags are returned. If it is at all convenient arrange to empty the bags and ship them back at once. By doing this you can avoid having any money tied up in bags and also make it possible for some other purchasers to secure lime later as it is only a question of time when our factory will be entirely out of cotton bags. You can empty your bags and pile Edison Lime in any part of your barn as this lime is non-caustic. A very profitable way is to use it as an absorbent in your dairy barn and apply it with the manure. This is the only lime that can be used in this manner.

—E. H. Mayer G. B. Jermyn, who purchased the Hubbard Farm at Waymart, took his big brothers advice and started farming right by buying "Everything for the Farm" Machinery.

—John M. Burke, the big railroad contractor, owns one of the best farms in Lackawanna county, says the occasions are too short to be delayed in securing repairs so we got his business. He has one of our Paper Blowers, a Cambridge Sulky Plow, Wood Tedder and Rake, Riding Cultivator, Star Barn Equipment and uses our fertilizer and Edison Lime.

—Joe Jermyn has a big stock farm near Jermyn, Pa., and when he is not busy on the farm runs a couple of coal mines, a big store and the Hotel Jermyn and raises his hay with one of our good presses.

—L. T. Stipp, another big Scranton contractor, has a fine farm at Elmhurst and has so much of our machinery we can't tell all about it here, but to tell the truth, if you visit his farm you'll think everything but the coll came from our store.

—B. H. Throop of Scranton, John Simpson and Theo. Jones are other good Lackawanna farmers that like our way of selling good service with farm machinery and usually telephone us for their farm needs.

# MURRAY CO.

Everything for the Farm

Honesdale, Pa.

FIG. 1.

kept on stencils for easy and speedy addressing. This list was classified and checked with the county assessor's list. If a farmer's property list did not show that he owned at least eight cows, he would not be included in the special list of diarymen.

This mailing-list was covered with appropriate circulars several times a year. The firm made up a small mail-order catalog in the general style of the large mail-order catalogs, but nothing was listed in this book but those articles on which the Murray Co. could sell about on a par with the mail-order houses. In some cases they listed articles—gas engines, for example—that could be shipped direct from the manufacturer to the farmer. The circularizing of the list with this catalog proved to be effective in stopping most of the out-of-town buying.

The Murray Co. also used the list in advertising a spring opening or “big party” as it was called. The firm asked the manufacturers whose goods they handled to furnish equipment for a booth and to send a demonstrator or representative there to take charge of it. The result was, in one year, twenty booths showing farm equipment, each in charge of a manufacturer’s representative. Music was arranged for, free cigars were presented to the men, flowers to the women, and a bag of candy for every child. The store invariably was crowded all day on these occasions and a large number of advance orders for farm supplies were taken.

Such a campaign called for as close a study of the territory and customers of the store as many a manufacturer’s schedule requires.

Campaigns may, according to the nature of the product or the class of consumers, have to be planned along unusual lines.

A maker of artificial limbs, for example, does some general advertising in the magazines, but his best plan is that of subscribing for newspaper clippings that tell of amputations. This affords a live list of business-leads, and before the man who lost his arm or his leg is out of the hospital, he receives a tactfully written letter and a booklet dealing with the product of the limb-manufacturer.

Some very successful campaigns have been carried out by small classified advertisements inserted in the columns of newspapers headed Help Wanted, For Sale or Exchange, Business Opportunities, etc.

Another distinctive form of campaign is that of a house organ. A successful Philadelphia manufacturer has a house

organ that is regarded as being the most effective form of advertising the firm employs, and the mailing-list to which this house organ is sent is valued very highly. The house organ is a distinctive type and is very closely identified with the manufacturer.

### EXPERIMENTAL CAMPAIGNS

Before an advertiser launches a far-reaching and expensive campaign, it is often good tactics to do some experimental work in order that he may determine which of several methods is the most effective in its effects on consumers, dealers or both.

No matter what sort of research work he may conduct, it may be an open question as to whether a newspaper campaign, a street-car campaign, an outdoor campaign or some other form will give the best results, cost considered.

Procter & Gamble, while possessing a rich experience gained in marketing Ivory Soap, thought it best, when a new product, Crisco, was ready for marketing, to conduct several Crisco campaign experiments before proceeding on a large scale. While such experiments necessarily delay the carrying out of a general program, so does experimental work in other lines delay but such delays may, in the long run, prove to be a real saving.

**Attractiveness of Campaign Plan.**—Much of the success of an advertising campaign depends on the soundness or attractiveness of the main idea of the campaign. To illustrate: a new shaving razor was advertised on the plan of offering the razor without payment to any reliable person. That person agreed, however, to send the advertiser each week the money that he saved by shaving himself instead of going to the barber, whether that amount was thirty cents a week, forty cents or fifty cents. The central thought of the copy was "Pay as you shave and save." It was an attractive idea—that one could pay for an equipment of this sort with the money actually saved by using it.

Banks some years ago secured a wonderful increase in small savings accounts by adopting the "Club Plan." There were

Christmas Clubs and Vacation Clubs. The depositor could take his choice of several plans of depositing money, a fixed equal amount a week, or beginning with a small amount and gradually increasing the sum, or beginning with a fair-sized amount and gradually decreasing the sum. But the idea was new, or at least it had a new name, and its good feature was that people bound themselves to pay, if possible, a definite amount of money each week. This proved to be exceedingly attractive, and a great many people who had considerable money deposited on other accounts joined the savings clubs and accumulated a special fund for Christmas or for a vacation. From this has originated clubs for buying a kitchen cabinet, and clubs for various other purchases. It is merely a variation of the old instalment plan of payment, but the words "instalment plan" have come to have an objectionable suggestion to the minds of many, and the "Club Plan" provides a pleasing variation.

#### RESEARCH WORK

A most important part of any marketing campaign is the research work. Imagination, or vision, has been responsible for many advertising successes. But in spite of the value of the imagination, which is discussed thoroughly in the section of this book devoted to Copy, it is poor policy to trust to imagination in planning a campaign if it is possible to secure actual facts on which to build conclusions. There are things that must be imagined. Other conditions can be determined with considerable accuracy. Millions have been wasted in advertising because some one imagined or guessed that certain conditions prevailed when, as a matter of fact, other conditions prevailed.

Some ten or twelve years ago a leading watch manufacturer was solicited to advertise to the farm trade. This manufacturer imagined that farmers generally were buyers of the cheaper grades of watches, and his advertising had been placed accordingly. An investigation conducted among enough farmers scattered over different sections was sufficient to convince the manufacturer that his notion was erroneous. As a result, the watch campaign was considerably modified.

EXHIBIT No. 1

TABULATION OF AN INQUIRY AMONG FARMERS TO DETERMINE KIND OF WATCH OWNED

	Replies	Elgin	Waltham	Swiss	Ingersoll	Hamilton	Hampden	No Brand	Misc.	Total	No. Families
Alabama.....	195	97	24	4	11	3	4	39	43	225	144
Arizona.....	12	11	3	...	5	1	...	8	...	28	11
Arkansas.....	151	103	19	6	13	...	...	34	12	187	103
California.....	50	29	17	4	27	5	...	22	12	116	50
Colorado.....	33	28	7	3	4	5	2	18	8	75	33
Connecticut.....	24	10	25	2	2	1	1	4	9	54	24
Delaware.....	22	23	17	2	...	...	...	5	3	50	22
Florida.....	65	53	2	3	6	3	1	15	22	106	65
Georgia.....	290	193	57	15	25	14	2	48	59	413	255
Idaho.....	43	31	8	...	20	6	...	10	13	88	40
Illinois.....	417	369	69	35	33	15	34	65	159	779	379
Indiana.....	581	475	86	31	68	27	28	109	151	975	498
Iowa.....	117	106	33	14	12	11	14	17	38	245	115
Kansas.....	98	56	24	1	11	4	2	17	12	127	73
Kentucky.....	248	87	40	14	9	3	5	40	59	257	219
Louisiana.....	70	32	12	5	7	1	1	52	25	135	67
Maine.....	44	12	41	6	4	2	3	8	10	86	40
Maryland.....	55	41	26	3	19	1	...	20	16	126	51
Massachusetts.....	36	5	29	3	10	2	2	4	21	76	37
Michigan.....	201	142	37	5	44	9	16	82	79	414	188
Minnesota.....	170	148	47	21	17	18	20	42	47	360	155
Mississippi.....	170	84	18	12	5	2	3	40	40	204	114
Missouri.....	252	236	46	14	25	8	3	64	57	453	248
Montana.....	73	52	17	5	17	7	9	26	13	146	71
Nebraska.....	69	48	20	5	4	9	1	16	13	116	60
Nevada.....	3	2	1	...	...	...	...	2	1	6	3
New Hampshire...	12	5	13	...	...	3	...	2	3	26	12
New Jersey.....	29	16	10	4	12	2	...	5	15	64	27
New Mexico.....	14	22	3	...	...	...	...	18	8	51	12
New York.....	189	162	78	30	43	...	6	80	59	458	183
North Carolina....	215	131	45	10	12	1	5	43	38	285	181
North Dakota....	125	135	44	6	48	5	7	39	38	322	113
Ohio.....	336	268	117	34	55	29	26	63	106	698	299
Oklahoma.....	121	83	19	10	10	2	7	12	29	172	99
Oregon.....	53	30	22	1	29	8	1	18	20	129	52
Pennsylvania.....	335	385	109	26	55	32	8	156	89	860	319
Rhode Island.....	5	2	2	3	5	...	...	...	...	12	5
South Carolina....	96	63	17	18	13	3	...	14	26	154	95
South Dakota.....	85	99	17	...	20	4	7	33	18	198	83
Tennessee.....	184	128	17	15	12	2	6	34	58	272	163
Texas.....	243	164	35	15	22	3	2	42	43	326	189
Utah.....	18	16	5	...	2	...	...	5	4	32	16
Vermont.....	32	27	26	3	1	3	3	9	9	81	29
Virginia.....	206	155	39	26	30	8	7	63	32	360	193
Washington.....	72	49	37	...	14	12	...	9	23	144	69
West Virginia.....	109	81	26	9	6	4	5	41	17	189	96
Wisconsin.....	134	113	41	12	12	5	12	37	31	263	123
Wyoming.....	13	14	2	2	...	...	2	...	3	23	12
Total.....	6,115	4,621	1,449	437	799	283	256	1,530	1,591	10,966	5,435

A leading paint company imagined that farmers did their own painting and that therefore the country painter could be neglected in their advertising campaign. An executive of the paint company did not believe that this opinion was founded

on facts and he went out on a touring trip through the nearby farming regions, concealing the fact that he had any interest in the paint company. He found what every one familiar with rural conditions knows—that while the farmer might possibly paint his barn or some other out-building, his residence, if he had a good one, was almost invariably painted by the country painter. In truth, the painting of a residence requires considerable equipment that no one would be warranted in buying unless he were making a business of painting.

**Who Should Undertake Researches?**—Advertising agencies do considerable of the research work that precedes marketing campaigns. Some advertisers, however, do such work on their own account, using a member of their staff for the purpose or making a contract with some other concern experienced in research work.

Research work may consist of:

1. Sending out investigators to call on consumers, retailers or jobbers, or perhaps on men or women who do not actually purchase the goods under study but recommend or specify commodities—engineers, architects, dentists, etc.
2. The preparation of and sending out of questionnaires, or question-blanks.
3. Consultation of files of libraries and periodical publications to find what has been published about the goods under study and perhaps getting also competitive literature and periodical advertising.

The compilation of such data into easily grasped form is itself an art. Such material is often put into portfolio or book form in order that it may be placed before an executive committee or a board of directors.

**Types of Investigators.**—Not every one is qualified to conduct a research. One needs something of the ability of a good reporter, and he must be on his guard against giving those whom he questions his own opinions. It has happened many times that an executive of a manufacturing or merchandising concern has gone out to make an investigation with his views fairly well fixed. In such cases the usual result is that the investigator finds support to his own views. Unconsciously,

he is likely to ask leading questions and make it easy for those with whom he talks to take his view of the topics discussed. A prominent candy manufacturer once went on a trip through the Southern part of the United States to get the views of his dealers as to the use of certain magazines, the size of advertisements to be used, etc. As a matter of fact, the dealers whom he questioned had given little thought to the topics on which they were questioned, and in most cases their judgment in such matters did not represent any experience. But the candy manufacturer came back much gratified to find that his views were shared by practically all of the trade. An independent investigation conducted by the manufacturer's advertising agency and carried out by a man who did not let the dealers know that he was acting in the interest of the candy manufacturer showed a very different range of views on the part of the dealers.

Salesmen, do not as a rule, make very skilful investigators, though they are often used. The salesman is too likely to look at the subject under investigation from the inside point of view or from strictly the selling side as reflected by him on the dealer. If he himself has decided convictions as to some of the subjects up for discussion, he is exceedingly likely, unconscious perhaps that he is biased, to find that the conditions are as he believes them to be.

Investigators who make a business of this particular work give the best results. They may be men or women, according to the nature of the article or of the investigation. It is not usually best for such workers to introduce themselves as "investigators," for such a term alarms some people. It is comparatively easy for a tactful person to assure either a merchant or a consumer that he is working on a report on such-and-such a merchandising subject and will take it as a great favor if he will give his opinions, assuring that his name will not be given if he prefers that it should not be.

**Scope of Investigation.**—It is better ordinarily that an investigation should not be confined to a particular community. A typewriter company investigating the market for a portable model of its machine might find different results in New York City from those it finds in Miami, Florida, or Pasadena,

California. The attitude of New England housekeepers toward a new household article might vary considerably from the attitude of the housewives in Iowa or Texas. Certainly the investigation should be broad enough to leave no doubt that the deductions arrived at represent at least a fair average of the territory in which the marketing campaign is to be conducted.

**Additional Examples of Investigations.**—Before Ryzon Baking Powder was advertised nationally, the following investigation was undertaken:

1. A well known advertising agency gathered and assembled statistics covering the sale of baking powder throughout the United States for the previous ten years, as compared with the ten years before, dealing with quantity sold and prices obtained for the various classes. These figures demonstrated the market possibilities, competition, price and general condition, of the industry at the time the manufacturers of Ryzon considered entering with a new brand.

2. The manager of the Food Department of the General Chemical Company—the advertiser in this case—spent about three months traveling around among the trade and making a personal investigation of conditions and the proper methods of marketing a new baking powder.

3. An experimental campaign for approximately four months—the last four months of 1915—was conducted in the Metropolitan District of New York and vicinity, to determine selling resistance and to try out generally the plan advised by the advertising agency, and the marketing manager, before applying it to national territory. Supplementing this four months' preliminary experience, another research was conducted by 35 house-to-house workers—women chosen because of being practical cooks or domestic science graduates—who made daily and weekly reports of the attitude of the consumer on Ryzon and other baking powders, the reason why they purchased and used the baking powder they were using, and what would induce them to try a new baking powder, particularly Ryzon. In this house-to-house work approximately 110,000 homes were reached by direct interviews at their homes or over the telephone.

Quantities of the baking powder were sent to different parts of the country in order that the effect of climate on the powder might be studied. The Company wanted to be sure that it would meet no great surprises when its costly campaign was well under way.

A tobacco company before starting a new campaign featuring a Havana product sent a man to Cuba to study the subject of tobacco in its native clime. This was done not merely to get the facts about Havana tobacco but that the man who was to plan and prepare considerable of the advertising copy might get what is well called the "atmosphere" surrounding the subject.

The owners of Life Buoy soap, when about to undertake a new campaign for the product, had investigators call on hundreds of different dealers in scattered territory and some thousands of consumers. One obstacle that the soap people had to overcome was the slight odor of carbolic acid that Life Buoy soap has. While this is a "clean smell," it is nevertheless objectionable to many people, and it was highly desirable to get at the reasons people had for buying or not buying the soap. The investigators asked dealers how much of the soap they had sold, when they had last bought a supply, what class of customer they sold to, what people said about the soap when they bought it or when it was offered, etc.

The consumers were asked about their purchases of the soap, what moved them to buy it in the first place, how they used the soap, how they liked it, if they expected to use it regularly, etc.

When the article to be marketed is an entirely new one, of course it is impossible to get data of such character as was secured about Life Buoy soap. However, the wants, likes or dislikes of people can be ascertained to some degree in any case.

**Questionnaires.**—A questionnaire, or question-blank, often affords a convenient and economical means of getting certain data, though one who adopts this form of investigation must reckon at the outset with the fact that when people are not under any obligation to answer an inquiry from a stranger, only a small proportion of them will take the trouble to do so. Sometimes appeals can be so made that the usual reluctance to answer will be overcome to some extent.

For example, when the Board of Trade of Trenton, New Jersey, conducted an investigation prior to carrying out

a campaign of advertising to induce residents of Trenton and nearby territory to "Shop first in Trenton," the committee deemed it worth while to go further than running the ordinary and somewhat trite "Buy at Home" arguments in the newspapers. They sent out several thousand question blanks to a selected mailing list, asking questions of this nature:

1. Please tell what kinds of goods you have, in the past, bought from firms located at some distance from Trenton.
2. Give freely your reasons for inquiring or buying these supplies out of our community.
3. Are there goods that you need more or less regularly that are not carried by our local firms?
4. Have you any criticism to make of our local stores and business firms as to selling service, delivery service, terms or anything else?

Readers were assured, in a note signed by the President of the Board of Trade that these questions were asked "for the good of Trenton and the surrounding community," and those who received the blank were told that their frank answers would be a real favor, that their names would be withheld if preferred.

The result was a good response and some very valuable data for local business firms apart from the purposes of the campaign to "Shop First in Trenton."

Exhibit No. 2 is a copy of a blank sent out by a watch advertiser to some thousands of business men in different states. This, too, brought a very interesting series of replies that were carefully tabulated.

EXHIBIT No. 2

1. If you were to buy a new watch today, what make would you choose and why?
2. Are you contemplating the purchase of a new watch for yourself or a gift? If so, why?
3. If you were buying a new watch, would you prefer a thinner model than you now have? If not, why?
4. What is your impression of Swiss watches?
5. How many watches have you owned? Please give information about them as follows:

	1st watch	2nd watch	3rd watch
--	-----------	-----------	-----------

Make.....			
Thick, medium or thin model.....			
Approximate price.....			
Bought by self?.....			
Gift from whom?.....			
Inherited?.....			

6. What magazines do you read *regularly*?

Exhibits Nos. 3, 4 and 5 are a letter, an enclosure, and a later report made up by an investigator employed by a cement corporation who was endeavoring to learn what group of farm magazines he should use in each state to reach farmers most effectively. This investigator used a separate letterhead for each state and had an address in each state.

Exhibit 4 is the list of questions appearing on the form enclosed with the letter.

Exhibit 5 is a tabulation of the results obtained from the state of Pennsylvania. It should be noted that this investigation was made in the year 1917.

## EXHIBIT 3

LEONARD T. BUSH

Lock Box No. 346

GRAND ISLAND

NEBRASKA

September 21, 1917.

Mr. H. A. Biskie,  
Lincoln, Nebr.

Dear Sir:

I am employed by a large manufacturer who wants to advertise his products to you and the other leading farmers in Nebraska.

I told him that you would much rather have him tell his story in your favorite farm paper (where you can determine its advantages for you at your leisure) than by having him send you a circular letter every week or so, or by having a salesman call and take up your time when you are busy.

Having decided this much, the question came up "What is the favorite paper of the leading farmers like yourself?" I told him that if we wrote you and a few others, you would be glad to tell us something about the farm papers you read.

I have therefore had printed a few questions on the enclosed postcard, which I hope you will be good enough to answer for me as follows:

Write on the dotted lines the names of those papers which are read regularly by you.

Indicate in the space provided for the purpose, the paper you like best—the one you read most and which in your opinion prints most useful suggestions and information. Indicate similarly the paper you like second best, and third best.

I would also like to know if there are any papers you subscribe to *only because of the value of premiums* their agents give to anyone subscribing. If there are any you subscribe to for this reason, will you kindly give me their names in the space provided for the purpose?

The writer is not connected in any way with any publication and has nothing to sell. I assure you that if you will favor me with this information, it will be held strictly confidential. You need not even sign your name unless you so desire. Simply fill in the information desired on the card and drop it in the mail.

I would appreciate it if you would mark and mail back the card today.

Sincerely yours,  
L. T. Bush.

EXHIBIT No. 4

What farm papers do you READ REGULARLY?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ? \_\_\_\_\_  
\_\_\_\_\_

Which three do you like best?

1st best \_\_\_\_\_ 2nd best \_\_\_\_\_ 3rd \_\_\_\_\_

What papers (if any) did you subscribe to ONLY BECAUSE OF PREMIUMS offered you by their subscription agent? \_\_\_\_\_  
\_\_\_\_\_

The number of acres in my farm are \_\_\_\_\_ which I own

rent

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

## EXHIBIT No. 5

## PENNSYLVANIA FARM PAPER INVESTIGATION

Number of letters sent out (approximately)..... 1,500  
 Replies received..... 152

Circulation in State of Penn- sylvania	Publications named by those responding to inquiry	Read regu- larly	Choice <sup>1</sup>				Taken only because of premiums
			1st	2nd	3rd	Total votes	
36,354	National St'n & F'r	84	36	10	14	60	
36,928	Pennsylvania Farmer	67	6	20	14	40	1
104,849	Farm Journal	65	1	13	17	31	
16,799	Rural New Yorker	54	23	12	6	41	
3,990	Hoard's Dairyman	53	14	15	8	37	
32,235	American Agricul'st	50	10	11	6	27	2
29,702	Country Gentleman	36	8	7	6	21	
13,001	Ohio Farmer	28	4	3	7	14	1
1,567	Breeder's Gazette	24	10	5	..	15	
51,136	Farm & Fireside	22	1	2	7	10	
48,048	Successful Farming	18	1	3	1	5	1
40,071	Farm and Home	13	1	1	..	2	
	Holstein Register	10	2	..	2	4	
2,028	Kimball's Dairy F'r	7	1	3	..	4	
	Holstein World	7	..	2	1	3	
	Black & White Record	7	...	..	1	1	
23,164	Practical Farmer	4	..	..	1	1	
893	The Field	3					
152	Wallace's Farmer	3	1				
	Grange News	1	1	..	..	1	
907	Agricultural Digest	1					

<sup>1</sup> No. answering this: 120.

The following is another list of questions sent by a Portland cement corporation to personal acquaintances.

Dear Mr. Jones:

You will do me a great favor if you will forget that we know each other for a minute or so and answer the following questions freely.

1. Does your firm, in planning new buildings or additions to old buildings, make a practice of specifying certain brands of such materials as cement, iron pipe, etc. or do you leave it to your purchasing department to merely buy such material on a price basis?

2. If such purchases are made by your engineering department or by your architect, is it your custom to suggest that any of the better known brands of building supplies be preferred?

3. If you were having some improvement made at your city or suburban home, do you think it likely that you would ask your contractor what brands of cement, iron pipe, etc. he would use, or suggest that he use the better known brands? Or would your confidence in him be such that you would leave this matter entirely to him?

4. If you own a farm and do your own purchasing of such material as the above, do you buy the known brands by preference? How far do you go in trying to get what you prefer?

Can you relate any recent incidents that illustrate your answers to these questions.

Gratefully yours,

### SELLING COSTS

The costs of selling have a close relation to advertising, for advertising in business is reckoned as a part of selling cost. If advertising cost nothing, every manufacturer and merchant would be disposed to make unlimited use of it. No advertising is good advertising that costs too much for what it brings. Even if it cannot be determined just what the advertising brings in sales, the ratio of advertising expense to sales can be fixed and advertising expenses kept within that limit.

The usual method of fixing an advertising appropriation is to make the amount a percentage of sales for the previous year or perhaps estimating what may reasonably be expected for the sales of the year ahead and expending in advertising a percentage of that amount.

This works well with an established business but does not suffice in the case of a new business where there may be little or no total of sales for the previous year and only a conjecture as to the sales of the year ahead. Usually this problem is

solved by the owners of the business making a specific allowance for advertising in order to get the business started and to take this money out of the capital available for organization and first-year expense.

The following gives some idea of the cost of manufacturers' advertising:

Product	Per cent. of sales for advertising
Cements and paints.....	1½ to 3½
Clothes, collars and shirts.....	1½ to 3½
Automobiles.....	1 to 2¾
Cigars and cigarettes.....	5 to 6
Soaps and cleaning powders.....	3 to 10
Phonographs and cameras.....	3 to 6

### REPEAT SALES

The percentage that a manufacturer can afford to pay for advertising and other selling cost depends largely on how many "repeat sales" he can reasonably hope to make. The principle involved in the "repeat sale" is the same as that in "turn-over" for the retailer.

It probably costs several times the profit of the manufacturer to make the first sale of a product like a soap or a shaving cream. Suppose, for example, his net profit on a 25-cent package of shaving cream is five cents. He can afford to spend all of that and possibly the profit on several packages if thereby he creates a user of the shaving cream who will buy the goods for years afterward. On the other hand, the manufacturer of a shaving brush could not afford to spend as large a percentage, because the purchaser of a shaving brush will not buy one oftener than once in two or three years, perhaps not that frequently.

Take another illustration: if the article is one that the purchaser is not likely to buy frequently but one that he is likely to show friends or to recommend to friends, the manufacturer can afford to spend a larger amount for selling cost, because extra sales to a purchaser's friends are just as valuable as additional sales to the original purchaser.

This question is a more complex one during the first few years of the existence of a product than it is later. When a

fair sale has been built up and the owners of the business can tell from one year's increase over another about what may be expected in sales for a forthcoming twelve months, the system of establishing a percentage of that figure as a selling expense is the most satisfactory system.

There have been occasions, when the owners of a business have felt that an unusually strong campaign was required, because of competition or other economic conditions and when an additional amount as a special advertising fund would be taken out of the surplus and expended as a venture. This same plan is often carried out with the sales force. An experiment will be made in adding fifty additional men to the staff on the belief that covering the territory more thoroughly or more frequently will prove a good investment. The experiment costs a certain amount of money. If it turns out that the additional expenditure brings a return that justifies the cost, the new program is made a permanent part of the sales work.

**Retail Advertising Costs.**—The following gives some idea of the range of advertising costs with the various groups of retail stores:

Kind of store	Percentage of sales spent for advertising
Department and large dry goods stores.....	3 to 4
Grocery stores.....	.025 to .08 of 1 per cent.
Clothing stores.....	3 to 4
Hardware stores.....	1 to 2
Jewelry stores.....	2 to 3
Furniture stores.....	2¼ to 3
General run of shoe stores.....	1½ to 1¾
Mail-order firms.....	7 to 8

**Rate of Turnover.**—The principle of turnover has its application to manufacturers as well as to retailers but is usually applied to retail merchandising. Turnover means simply the rate at which the merchant can turn his money into sales and back again during a given period of time, say a year.

To get the exact figures he should know what the stock sold during the entire year represented at cost and the cost of the average stock of that article. For example, if the average

stock of a specified article is \$1000 and the *cost* of goods of that type sold during the year represents \$3500, then the merchant had three and one-half turnovers.

Turnover is exceedingly important because the merchant can afford to make smaller profits on goods if he can turn his money over a number of times during a season and thus multiply his profit three, four, five or more times without any larger capital being required. The following general table indicates the great range in turnover of different kinds of merchandise:

Character of goods	Turnover in one year
Groceries.....	8 to 10
Dry goods.....	4 to 5
Hardware.....	3 to 4
Shoes.....	2 to 3
Clothing.....	2 to 2½
Jewelry.....	1 to 2

Such tables can be only general guides, for merchandise listed in the same general class may vary greatly. Take musical instruments, for example. Phonographs and talking machines of the highest type have for years been rapid turnovers, whereas violins have been slow-moving goods in the same time. A music merchant may keep a violin several years before he sells it and for that reason must have a very much larger profit on it than he is entitled to on a high-class talking machine where his money may be turned several times a year or oftener.

Goods such as candy turns very rapidly, some stores turning their stock twelve to fifteen times a year.

Linens do not turn so rapidly—only two or three times a year.

The character of the store determines the amount of turnover to a large extent. Stores such as cash groceries and the five- and ten-cent stores turn their goods quickly. It has been shown by reliable figures that a large-city men's hat store may turn its stock twice as rapidly as a men's hat store in a small town. The same is true of stationery stock in larger cities and small towns, the movement being twice as quick in the larger places. On the other hand, certain goods greatly in demand among farmers and the residents of small towns

will be turned more rapidly than the same class of goods in larger places. A reliable cream-separator may have a turnover of six or eight times a year in a town of a few thousand and a turnover of only two or three times a year in a larger place.

Actual Records of Turnovers.—The following table shows the turnover rate of various kinds of goods sold in large department and dry-goods stores. This was compiled by the

Character of goods	First store	Second store	Third store	Fourth store	Fifth store
Notions.....	3.97	26.9	4.38	7.09	3.58
Knit underwear.....	4.86	....	4.88	5.97	1.61
Laces & embroidery.....	3.92	2.6	2.67	2.69	1.80
Jewelry.....	2.84	2.9	....	3.74	2.53
Toilet goods.....	4.47	....	11.66	8.79	3.07
Ladies' neckwear.....	8.32	10.1	10.05	7.84	3.68
Buttons.....	....	....	....	....	....
Ladies' hosiery.....	6.57	7.1	5.52	5.88	2.67
Gloves.....	5.44	4.6	3.72	3.56	2.44
Ribbons.....	3.27	20.2	3.91	4.24	3.36
Handkerchiefs.....	5.00	3.9	6.17	3.18	5.27
Men's furnishings.....	3.79	....	4.63	4.25	2.82
Candy.....	....	12.7	6.35	10.64	....
Sweaters.....	....	6.6	....	8.12	3.05
Linen.....	2.61	3.1	4.37	4.01	2.61
Linings.....	7.11	5.0	3.65	6.34	4.40
Domestics.....	5.64	3.1	6.25	5.43	3.58
Umbrellas.....	12.10	....	....	10.80	5.27
Stationery.....	12.90	10.5	4.70	4.10	2.36
Trimmings.....	3.75	2.6	2.21	3.30	....
Leather goods.....	5.04	7.5	11.01	5.27	5.27
White & wash goods.....	7.66	4.0	6.36	6.92	4.08
....	....	....	....	6.28	....
Grafonolas.....	4.98	4.4	....	5.14	....
Photo supplies.....	....	4.6	....	....	2.27
Ladies' suits.....	7.42	18.6	....	10.99	6.90
Millinery.....	12.90	25.0	....	8.50	5.20
Waists.....	7.11	4.9	8.08	10.67	3.20
Shoes.....	4.60	3.0	3.19	5.14	1.88
Misses' & children's coats, etc.....	10.10	18.0	4.46	10.39	3.00
Corsets.....	4.48	4.7	5.78	6.90	3.66
Muslin underwear.....	5.77	....	9.33	5.53	3.20
Infants' wear.....	4.42	5.7	....	7.39	3.07
Art needlework.....	4.13	2.7	5.48	3.88	2.13
Silks.....	7.2	3.7	3.48	5.57	2.46
Dress goods (wool).....	5.02	3.9	3.34	4.96	2.60
House dresses, petticoats.....	4.48	6.6	....	6.00	4.14
Patterns.....	2.95	7.0	7.06	3.91	4.41
Upholstery & domestic rugs.....	3.97	3.4	3.04	4.24	3.52
....	....	....	....	5.03	4.15
Bed wear, blankets, comforts.....	2.79	4.0	5.79	3.89	2.69
Boys' clothing.....	2.02	4.8	....	....	2.22
Men's wear.....	....	5.1	....	....	....
Drugs.....	....	2.9	....	....	....
Hardware.....	....	4.5	....	....	....
Crockery.....	....	3.9	....	....	....
Draperies.....	....	4.4	....	....	....
Furniture.....	....	5.1	....	....	....
Toys.....	....	5.0	....	....	....
Furs.....	....	4.7	....	....	....
Books.....	....	3.8	....	....	....
Groceries.....	....	11.6	....	....	....
Silverware.....	....	2.1	....	....	....
Tassels, etc.....	....	15.6	....	....	....
Pharmacy.....	....	5.4	....	....	....
Total.....	4.87	5.6	....	....	2.77

National Dry Goods Association and shows the reports of five stores. Small specialty stores do not, as a rule, have as rapid turnovers as the larger stores, hence this table would not be a reliable record of their averages.

### SAMPLING

One of the oldest, simplest and most effective forms of advertising campaigns is that of sampling. It is not, of course, adapted to many lines of merchandising. One cannot sample automobiles or vacuum cleaners, but he can follow this plan



FIG. 2.—A convenient method of attaching a sample to a letter sent under 2-cent postage, so that letter and sample arrive together.

with dentifrices, soaps, shaving creams, and he can even send attractive bits of belting, cloth, leather, metal, etc. as a sample of quality, color, etc.

There is something about the sample that attracts unusual attention. A man may ignore a general soliciting letter about custom-made shirts, but he is hardly likely to do so if the letter contains several small pieces of attractive shirting.

He will use the sample tube of shaving cream sent to him and in so doing get better acquainted with the product than he is likely to do through observing general advertising for a year.

The housekeeper will gladly receive the sample package of coffee, breakfast food, or washing powder.

Sampling is especially adapted to new products where special efforts must be made to introduce the product and to get people to try it. It is an expensive method, but no method of advertising is too expensive if it brings proper results. The following are methods of sampling that have been followed by various advertisers:

1. Offering in general advertising a free sample for the name of the grocer, druggist or other dealer with whom the inquirer deals regularly.

2. Sending a free sample to selected mailing lists furnished by the dealer and telling recipient that dealer will fill all orders placed.

3. Distributing samples from house to house by messenger as a preliminary to calling on retail trade and asking merchants to stock the goods.

4. Advertising a sample coupon or ticket which the reader may tear out and take to his dealer for a free sample, dealers in the meantime being supplied with the samples.

5. Furnishing dealers with free samples to distribute and aiding them with a special window or counter display for that purpose or furnishing a system by which these samples may be enclosed with all deliveries for a certain time.

6. Advertising a coupon or ticket that may be used as part payment for a regular-size package if offered to a retailer. For example: allowing the reader to procure a 25-cent tube of the dentifrice for the coupon and a dime if presented to a druggist.

7. Sending a small sample of a new product with all deliveries of an established line.

8. Distributing specimens to school-children, students at conventions, etc. This plan may be very wasteful or very effective according to the product and the care used in the distribution.

SUMMARY OF A TYPICAL ANALYSIS OF A BUSINESS MADE BY A LEADING  
ADVERTISING AGENCY PREVIOUS TO FORMULATING ADVERTISING PLANS

I. MANUFACTURER

1. Name of company, address.
2. Personnel.
3. Brief history.

II. PRODUCT

1. Leading brand—other brands—how marked.
2. Composition or structure.
3. Uses.
4. Unit of sale.
5. Quality as compared with competitive articles.
6. What classification—shopping—convenience—emergency?

III. MARKET

1. Total annual volume of sales of all similar products.
2. Same figures for each brand of manufacturer in question.
3. Estimate of total number of consumers of such products—average use per consumer per year.
4. Classification of users—geographically—by income.
5. Limitations of appeal.
6. Possibilities of additional appeal.

IV. DISTRIBUTION

1. Method—Branches—Agencies—Jobbers—Retailers.
2. Extent—by states—by towns—by dealers.
3. Attitude of the trade—toward product—why?—toward house—why?—toward advertising—why?
4. Confined or open line.

V. SALES ORGANIZATION

1. How organized and maintained.
2. Number of salesmen.
3. Salary or commission.
4. Attitude toward advertising.
5. Rough outline of territories on map.
6. How frequently are these territories covered?

VI. COMPETITION

1. Name of important competitors.
2. Leading brands of each.
3. Quality of these brands.
4. Total volumes of each.
5. Territory covered by each.
6. Relations of each with trade.
7. Attitude of each toward price-cutting.
8. Advertising policy of each.
9. Any special comment.

**VII. OTHER SALIENT POINTS**

Full data regarding margins of profit and comparison with margins on competitive articles and on non-competitive articles sold through same channels of trade. Is production apt to be affected in the near future by the raw material or labor situation? Any other salient points that may be necessary.

**VIII. ADVERTISING (If any has been done previously)**

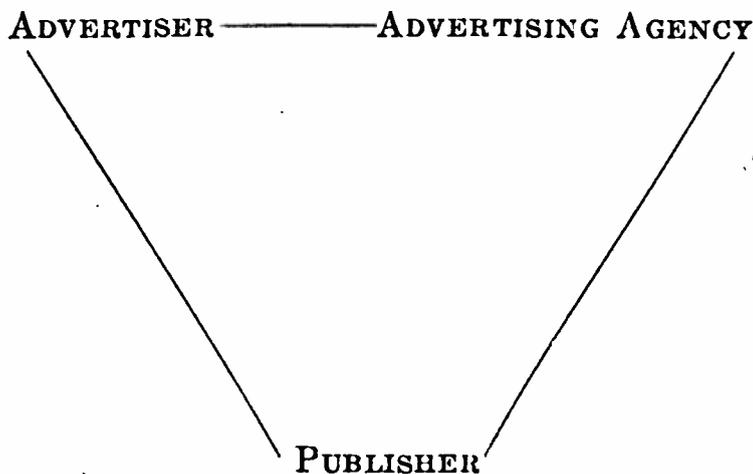
1. Brief history of the concern's advertising experience covering when advertising began and how it affected volume and distribution—any changes in advertising policy and effect of such change.
2. Appropriation—year—periodicals—newspapers—other media.
3. Result
  - a. on quality of product.
  - b. on cost to consumer.
  - c. on profit to channels of distribution.
  - d. percentage of profit to manufacturer.(Has advertising done better than formerly by reducing profit of price per unit and increasing volume).

## SECTION 3

### THE ADVERTISING AGENCY AND ITS WORK

**The Agency and National Advertising.**—The advertising agency, or the advertising agent, does not enter to a very large extent into retail advertising. In fact, the advertising of the large department- and dry-goods stores is rarely ever handled by an advertising agency that specializes in national advertising. In the field of national advertising, on the other hand, it is safe to say that by far the greater part of the work is done wholly or partly by advertising agencies.

The three organizations creating and circulating national advertising in the magazines and newspapers may be said to form a triangle:



The triangular relationship

**Reasons for Existence of Advertising Agency.**—It is possible for an experienced advertiser to conduct all of his negotiations with publishers direct and to have such a well-organized advertising department that he can execute anything in the way of advertising that may be required. However, he may not find it profitable to do that. An organization serving a number of advertisers may have facilities for the preparing, placing, checking and the accounting of adver-

tising that no one advertiser could afford to maintain for his own use. Again, an agency organization may employ investigators, a staff of copy-writers, an art department and other specialists such as fashion writers, domestic science experts, etc., whose employment no one advertiser's work would warrant.

It is, however, to the new advertiser that the advertising agency brings the largest service. The new advertiser needs expert counsel and guidance more than the experienced advertiser. The agency, taking its staff as a whole, may have had experience with hundreds of advertising campaigns, some of them similar to the plans which the new advertiser is considering.

The modern agency is prepared to conduct investigations of various kinds for a client—investigations among consumers or possible consumers, dealers, publications (to see who reads a periodical, what confidence they place in it, etc.), to undertake test campaigns and perform all of the varied functions that modern merchandising may make necessary.

In other words, the advertising agency brings to the advertiser the experience and service of a staff of experts, and the advertiser may buy the time and aid of these to the extent of his need.

The agency also brings to the advertiser's copy problem the outside point of view, and very likely will be able to keep the advertiser from putting out the kind of advertising that will be interesting chiefly to people in the advertiser's business or to his competitors instead of his real consumers.

**Charts of Agency Service Functions.**—Charts 1 and 2 illustrate the various relationships with advertiser and publisher and the many-sided work of the agent.

An advertising agency may undertake a very broad type of work for clients, such, for example, as conducting investigations among consumers and retailers for facts on which to base a campaign, or it may aid the advertiser in carrying an educational campaign among retail salespeople, or it may prepare syndicate or special articles about a business or a product and secure the publication or other circulation of considerable of such material.

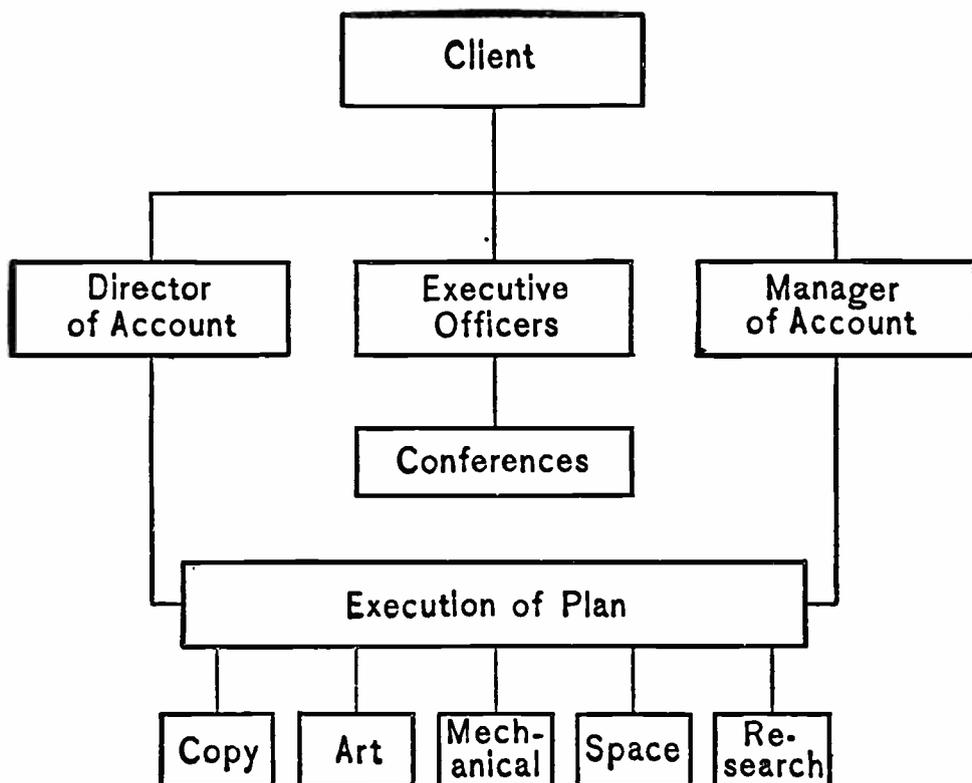


CHART 1.—Showing contact of advertiser with the executives of the advertising agency.

### AGENCY SERVICE

*Agency Service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service.*

Interpreting to the public the advantages of a product or service is based upon:

1. A study of the product or service in order to determine the advantages and disadvantages inherent in the product itself, and in its relation to competition.
2. An analysis of the present and potential market for which the product or service is adapted:
  - As to location
  - As to the extent of possible sale
  - As to season
  - As to trade and economic conditions
  - As to nature and amount of competition
3. A knowledge of the factors of distribution and sales and their methods of operation.
4. A knowledge of all the available media and means which can profitably be used to carry the interpretation of the product or service to consumer, wholesaler, dealer, contractor, or other factor.

CHART 2a.

A large agency may employ a number of specialists—men of engineering training or chemical training, for example, women writers who can bring the woman's point of view to bear on products, etc.

On the other hand, the smaller type of agency is likely to give the more professional type of service. It is not so

**This knowledge covers:**

- Character
  - Influence
  - Circulation.....
  - Physical Requirements
  - Costs
- {
 
  - Quantity
  - Quality
  - Location

Acting on the study, analysis and knowledge as explained in the preceding paragraphs, recommendations are made and the following procedure ensues:

5. Formulation of a definite plan.
6. Execution of this plan:
  - (a) Writing, designing, illustrating of advertisements or other appropriate forms of the message.
  - (b) Contracting for the space or other means of advertising.
  - (c) The proper incorporation of the message in mechanical form and forwarding it with proper instructions for the fulfillment of the contract.
  - (d) Checking and verifying of insertions, display or other means used.
  - (e) The auditing, billing and paying for the service, space and preparation.
7. Co-operation with the sales work, to insure the greatest effect from advertising.

The more clearly the nature of the work is defined, and the more generally it is understood, the more quickly will those who are not disposed to live up to their obligations be forced out of the business; the more, also, we will support, encourage and develop those who are disposed to live up to their obligations, and the more we can help them to do so.

CHART 2b.

likely to have the solicitor or salesman type of representative that the large agency must have as a means of getting new business. The representative of the small advertising agency is a principal of the agency and a service man—one of well rounded advertising experience who will give the business that he solicits his personal attention to a large degree. As a matter of fact, such an agency can go out and command the services of artists, printers, and research bureaus easily, and on

the basis of employing them for just the service needed—just as the advertiser employs the agency.

**Agency Commissions.**—The publishers of newspapers and magazines look upon the advertising agent, as a rule, as a creator of new advertising accounts and a guide to advertisers generally, and though they expect the agency to serve the advertiser primarily, they recognize agency service by allowing a commission of from 10 to 15 per cent. on all national advertising placed with them. In general, newspapers decline to allow commissions on local advertising, though this rule is not strictly adhered to. A number of technical and trade publications also refuse to allow commissions, holding that the agencies do not play a creative part in their field and that if buyers of their space wish to make use of the services of an agency, they should pay extra for such service. Furthermore, some of this group of publishers maintain service departments which attempt to duplicate agency service so far as the preparation of copy is concerned.

**Recognition of Publishers' Associations.**—There are several groups of publishers, the Periodical Publishers' Association, the American Newspaper Publishers' Association, and the Agricultural Publishers' Association, which undertake to pass on the qualifications of advertising agencies and recommend to their members whether or not the usual agency recognition should be granted. Each of these associations has its own lists of questions. In brief, the inquiry is aimed at ascertaining whether or not the new agency is a bona fide one, serving several advertisers rather than being merely the employe of one, whether the organization or the individual composing the agency has the requisite experience, ability and capital to conduct his business properly, and whether the agency will undertake to maintain the rates of the publishers strictly if he is granted recognition.

The recommendation of these associations to their members is not an absolute necessity to one going into the advertising agency business, because different members of such associations may and frequently do recognize advertising agents and grant commissions before their associations act, but it is of considerable value to a new advertising agent to have any

strong publishers' association pass favorably on his qualifications and recommend recognition by its members.

**Service Agencies in National and Local Work.**—Within the past ten years a new type of advertising agency has grown up referred to generally as a "service agency"—meaning an agency that may devote itself to the preparation of advertising plans, direct literature, copy for magazine and newspaper advertising, illustrations, printing, etc., but not placing advertising with the periodicals on the usual commission basis. Some of these conduct very successful businesses.

Much local advertising is placed by organizations of the service type, serving a list of advertisers on a salary or fee basis according to the type and extent of the work done. One of the most promising fields for the young advertising man is to start modestly with perhaps only desk room and later a small office of his own, dividing his time between several local or other advertisers. Technical advertisers, for example, whose advertising is not placed on the commission basis and whose accounts are not usually sought by the larger advertising agencies, afford a good field for the service agency. Direct advertising literature, sales letters, follow-up systems, and house-organ publishing have also afforded the service agency a fruitful field.

**Terms for Handling Advertising.**—The established advertising agencies nowadays usually handle national advertising on the basis of, either (1) retaining the full commissions granted by the publishers and giving their clients the benefit of the cash discounts granted by the publishers or (2) billing the advertiser at the net cost of space, illustrations, printing, etc., plus a uniform commission of fifteen per cent. Some agencies place the large accounts as low as twelve or ten per cent. on the net cost except in those cases where the commission from the publisher is fifteen per cent. and where the publisher has required an agreement that no part of the commission will be given to the advertiser. Such publishers regard the granting of any part of the agency commission to the advertiser as being equivalent to a cut in advertising rates.

**Different Types of Agency Organization.**—An advertising agency may consist of merely one man, or woman, of good

advertising experience aided by office assistants. Such an agency will have its art work done by independent artists and may even arrange for necessary research work by persons particularly qualified for such service. This type of agency is more on the professional type of the lawyer or the engineer.

From this one-person type of agency there are organizations of different size and organization all the way up to the very large agency employing hundreds of persons and which main-

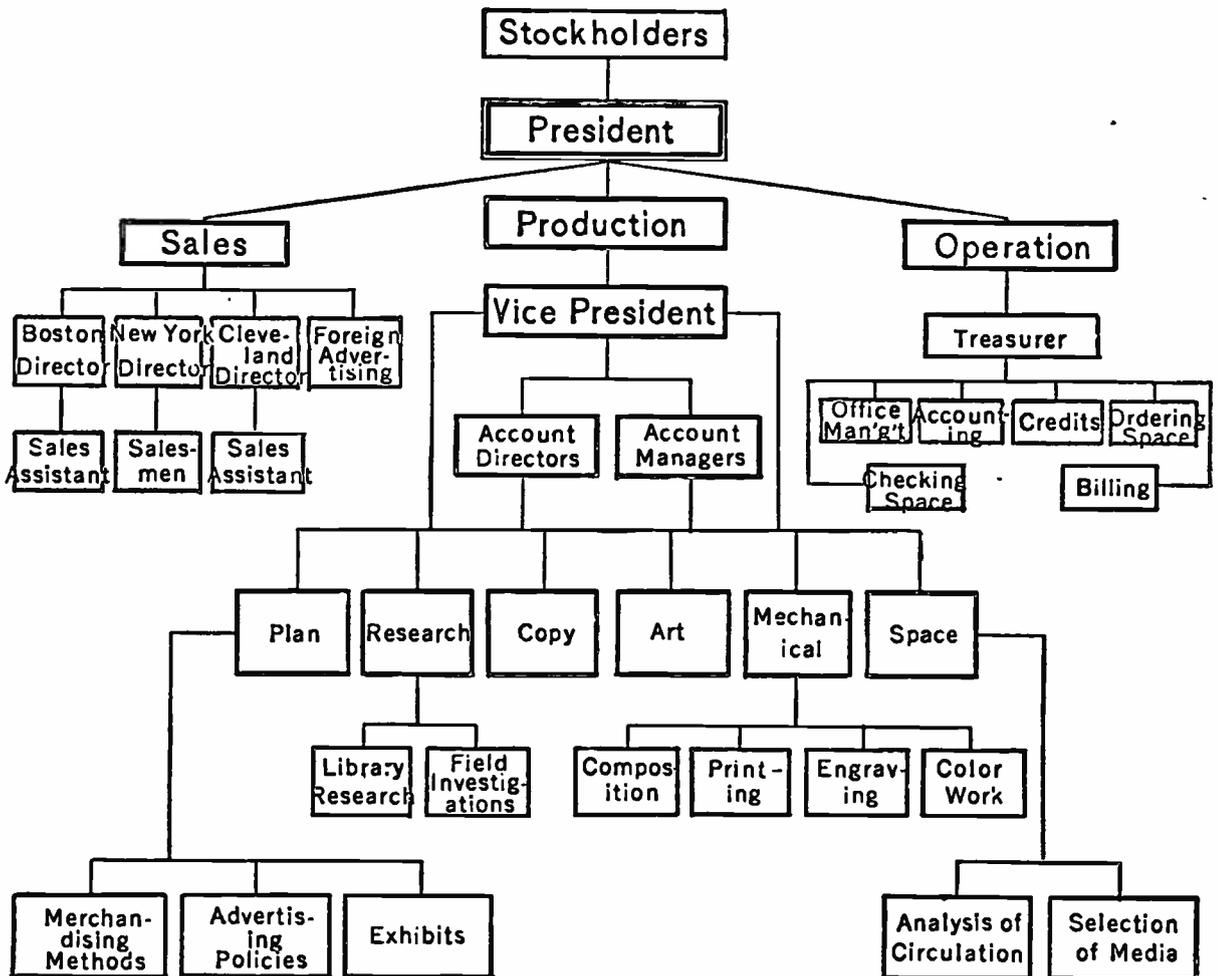


CHART 3.—The organization of a large advertising agency.

tains large art and printing departments, a number of branch offices in various parts of the country, a copy-writing staff of forty or fifty people, perhaps a test kitchen for experiments with food products, and perhaps an outdoor advertising department prepared to design, produce and place posters, etc.

Chart 3 shows the various departments of a large agency.

Chart 4 illustrates the progress of a campaign from the interview with the client to the billing of the advertising.

# "Progress of Work" Chart

Illustrating the method by which the entire equipment and individual and composite experience of the Tracy-Parry Company are brought to bear upon the advertising of its clients . . . .

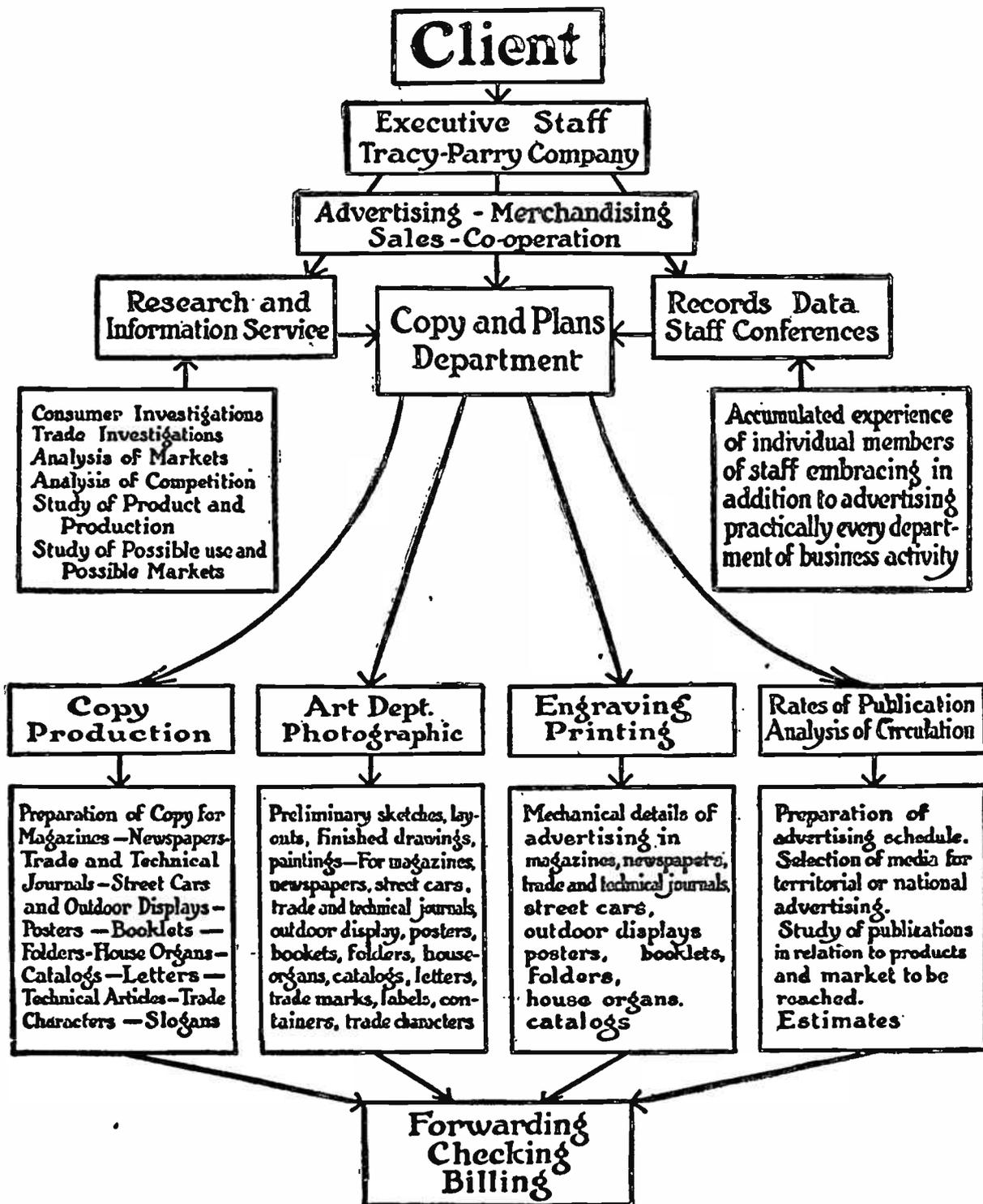


CHART 4.

### MISCELLANEOUS INFORMATION ON ADVERTISING AGENCIES

Street-car and outdoor advertising is placed by advertising agencies only to a limited extent. The tendency during recent years in street-car advertising interests is to deal direct with advertisers and to decline to allow commissions to advertising agents. Only a few advertising agents make a specialty of preparing and placing posters.

. . . . .

Women have entered advertising agency work to a noticeable extent of late years. So many of the products and services advertised by agencies are those affecting womankind that the introduction of women into agency service is sure to result in an improvement of copy and methods.

. . . . .

It is customary for the advertising-agency representative to deal with the advertising manager of the advertiser, the sales manager, the business manager, or perhaps a committee that has charge of advertising and sales policies. Copy is usually submitted first in pencil sketches and manuscript and form, then later in the form of complete proofs.

. . . . .

It is the tendency of agencies to prepare complete schedule of copy, dealer literature, etc., and to have a large part or all of this material ready when the campaign begins. This has the advantage of having the material ready when it is to be used and it saves a great deal of corresponding, conferring and criticizing, and yet there is always some chance that when a whole series of advertisements is prepared at one time that some parts of the series will be weak, and that later in the season there may arise opportunity to introduce some newsy event or new point into copy—something that would result in great improvement. If this change is made, it means that the original plates must be wasted, or an extra piece of copy must be scheduled. A number of advertisers, while realizing that some copy must be prepared ahead of time, prefer that much of the copy be prepared from month to month in order that the ideas may receive the ripest thought and that every

advantage may be taken of current events, lessons from the progress of the campaign, etc.

There must be some exceptions to this. Where a long list of newspapers must receive a schedule of perhaps twenty or thirty pieces of copy for a standard article, the better plan is for a complete series of advertisements to be prepared and plated, so that the inserting of them becomes a mere matter of routine.

. . . . .

Some of the more aggressive agencies, realizing the inspiration that comes to a service man or writer from actually seeing the things that he is to advertise, arrange for their men to make extended visits to plants of advertisers and even to remain for weeks in the advertiser's offices, talking with workmen, chemists, engineers, inventors, etc. A variation of this is the plan of having the man who is to prepare most of the advertising go out among farmers, automobile dealers, teachers, or whatever class must be appealed to in order that he may absorb their views and be sure that he is addressing them skilfully when he makes up the advertiser's messages.

. . . . .

Many of the best advertising agencies will not take competing accounts, holding that they cannot possibly give their best ideas on one subject to two concerns aiming at the same patronage.

A number of leading agencies also decline to submit plans in competition. They argue that effective campaigns cannot be worked up hurriedly, that they often necessitate thorough investigations and that any plan that might be presented from a few days' or few weeks' study of a problem would not properly represent their methods.

Agency reports and campaigns submitted to clients may take the form of a long letter, written in chapters or different headings to cover the ground. Or the report may be written on loose-leaf sheets and bound in a manuscript or ring binder. Often charts of various kinds, statistics, etc., form important parts of such a report. There may be other exhibits—letters from people whose opinions are worth while, photographs,

interesting articles, facts drawn from government or other scientific reports, etc.

The following exhibit is a detailed account of the extensive survey work that is a frequent preliminary to the making up a report to a client.

### A LARGE ADVERTISING AGENCY'S DESCRIPTION OF ITS SURVEY WORK

**Authorization.**—An order to the Research Department from a client, calling for a nation-wide survey of his business to be completed within a year and to cost the client inside a set estimated sum, with proper authorization by the Manager of the Department, constitutes a survey job.

**Stating the Problem.**—The client, the representative, Mr. D—— (or some one from the Plan and Concept Department), Mr. B—— (or some one from the Service Department) then meet with members of the Research Department to discuss "What do we want to find out?" so that the survey may be from the start as much to the point as possible.

**Planning the Survey.**—There is another consultation—of people in the Research Department—to decide "What data are to be collected and where?" This is a very practical step. It amounts to deciding, on expert knowledge, to eliminate costly and fruitless efforts and to use the utmost economy of effort and time.

**Gathering Data.**—The next step is gathering the data called for by this conference. The three sources of data are: the client, the field, printed material.

**From Client.**—*From the client* information is secured by the Manager of the Department. Such information falls into three main classes:

1. General, such as is usually in the hands of the representative on any but a very new account.

2. Sales-figures, totals and by sales territories, over a period of years, not only for the client but estimated at least for his competitors—this to serve as a basis for the market analysis and market measure application already outlined.

3. Selling and advertising methods and processes, both of the client and his competitors—so that the client's methods may be scheduled, analyzed and charted.

**From the Field.**—*From the field* we get information by field men and by mailed questionnaires. Field men fall into three classes:

**Scouts.**—Scouts, peculiarly able and experienced men who can meet wholesalers, jobbers, or even competing manufacturers, who make a comparatively speedy and high-light examination and who can help in the interpretation of the material they gather.

**Field Men.**—Field men, also in our own employ, with only less experience than the scouts, who travel more widely than the scouts, study the

field more intensively and with more attention to retailers, always, however, following the lines indicated by the scout survey.

**Correspondents.**—And, a third class, correspondents all over the country, about 70 in large cities and about 50 in rural communities. These correspondent-investigators we pay by the job. To them we send questionnaires based on the findings of our own scouts and field men, so that useless questions are eliminated and essentials are put in proper perspective. These questionnaires the correspondent fills in from the information he gets in personal interviews with distributors of different classes prescribed in our letter of instructions. A "Manual for Investigators" has given these by-the-job employes considerable instruction and training. They will get more by working with visiting field men. As our field men clean up after the scouts, so the correspondents can clean up to any required degree of intensity after the field men.

**Questionnaires to Consumer.**—Mailed questionnaires from our office give us consumer information of a sort that we cannot get from distributors.

*From printed sources*, the Research Department librarian gathers all available published material on the product and its competition, production, both domestic and foreign, imports and exports, methods of distribution and sale, past and present advertising campaigns, etc.

**Information in Print.**—Besides this special material for the particular client, there is a constantly growing background or general storehouse of information, largely statistical and including figures on population, incomes, automobile registration, trading areas, jobbing centers, circulation of advertising mediums, etc. We are undertaking a thoroughgoing study of the value of different mediums and have already well in hand material of this character on farm papers, as well as much extremely practical information on the comparative flexibility of newspapers and "national" mediums.

**Compilation.**—Tabulating and compiling the data is the next step. Much of this is done almost as soon as the information is gathered. A simple and economical system has been devised by which data are copied only once, with enough carbons and in such shape that the facts can be filed and re-arranged to meet all possible demands on it in our own office and in the client's. This also ensures the speedy discovery and immediate availability of any particularly important fact in the course of the survey without waiting for its completion.

*Co-ordinating and interpreting the data* and preparing it for presentation to the client is the next step, and one that, in the nature of the case, can not permit of any great degree of standardization.

**A Committee of Specialists.**—Primarily this work goes to a committee or board of men in the Research Department with the help of the Representative on the account, a member of the Plan and Concept Department, and a member of the Service Production Department. The members of this Board who come from the Research Department have functionalized tasks along lines similar to the men from other depart-

ments. Each member is expected to make general suggestions and to devote his particular attention to his own specialty whether that be copy, plan, or mediums.

The definite recommendations of this Board are edited, collated, and combined with a summary of the body of information, both in text and chart form, by the so-called Chief of Research Presentation. It is his special function to analyze sales figures, to suggest and apply a measure of the market or prospect-point system, and to put in graphic form the analysis of the client's entire system of advertising and selling from information gathered from the client.

Installation.—We now have a complete report made up of the whole body of information gathered (to which the sales manager or district manager may turn for illuminating detail), a summary of this detail which shows the trend it takes, and definite recommendations and suggestions. Is the task finished? No. For this whole survey is service and though we have done much in completing the typed and bound report and in planning it so that it can be readily and easily used, we have done very little for a client if we stop there.

The real final step is installation and demonstration—taking the report to the client, going over it with him in detail, showing him what it means and how it can be used, and, occasionally, bringing it back to the Research Department to have embodied in it the suggestions of the client, a perfect adjustment and tuning-up to the requirements of his business.

This function of delivery and demonstration belongs to the Representative on the account, the Manager of the Research Department, the Chief of Research Presentation—any or all of these three as conditions may demand.

## SECTION 4

### PSYCHOLOGY OF ADVERTISING

Much that appears in the various chapters of this volume is interwoven with psychology, which is merely the science of the mind, the instincts, and the emotions.

In the treatment of Catalogs, Booklets, Folders and Cards there are considerations of the psychology of interest, of color and of impression generally.

In the study of the various forms of mediums, consideration is given to the psychology of attention, of reading habits, and of memory.

Advertising display involves the psychology of attention also.

Psychology is so vital a part of advertising copy that no treatment of the subject can be thorough without bringing in a study of the psychology of interest, of appeal, of decision and action. Consequently, considerable of the discussion and data on copy presented by this volume is psychological in character.

There are, however, some fundamental principles of psychology that have such an important relation to advertising that they call for detached explanation.

**Association of Ideas.**—Perhaps the principle of psychology that the advertising man encounters more frequently than any other is that of association of ideas.

Thoughts do not run in the mind independently of each other, though occasionally the thought does flit to a new subject apparently disconnected from what was in the mind previously. But most of the time, the thought runs along like a current, passing from one topic to another as these are suggested. In the recesses of the memory topics lie stored but connected with each other. Mention Mt. Vernon, and instantly the view of that colonial house on the Potomac and the



# STEINWAY

## *The Instrument of the Immortals*

There has been but one supreme piano in the history of music. In the days of Liszt and Wagner, of Rubinstein and Berlioz, the pre-eminence of the Steinway was as unquestioned as it is today. It stood then, as it stands now, the chosen instrument of the masters—the inevitable preference wherever great music is understood and esteemed.

STEINWAY & SONS, Steinway Hall, 107-109 E. 14th St., New York  
*Subway Express Stations at the Door*

FIG. 1.—The age of the musician, the shadow of the room and the entire “atmosphere” of the design appeal to the imagination.

name of George Washington come before our minds. Name Wilbur Wright and the aeroplane and all its achievements come to our mind's eye. "Baked Beans" suggests Boston,

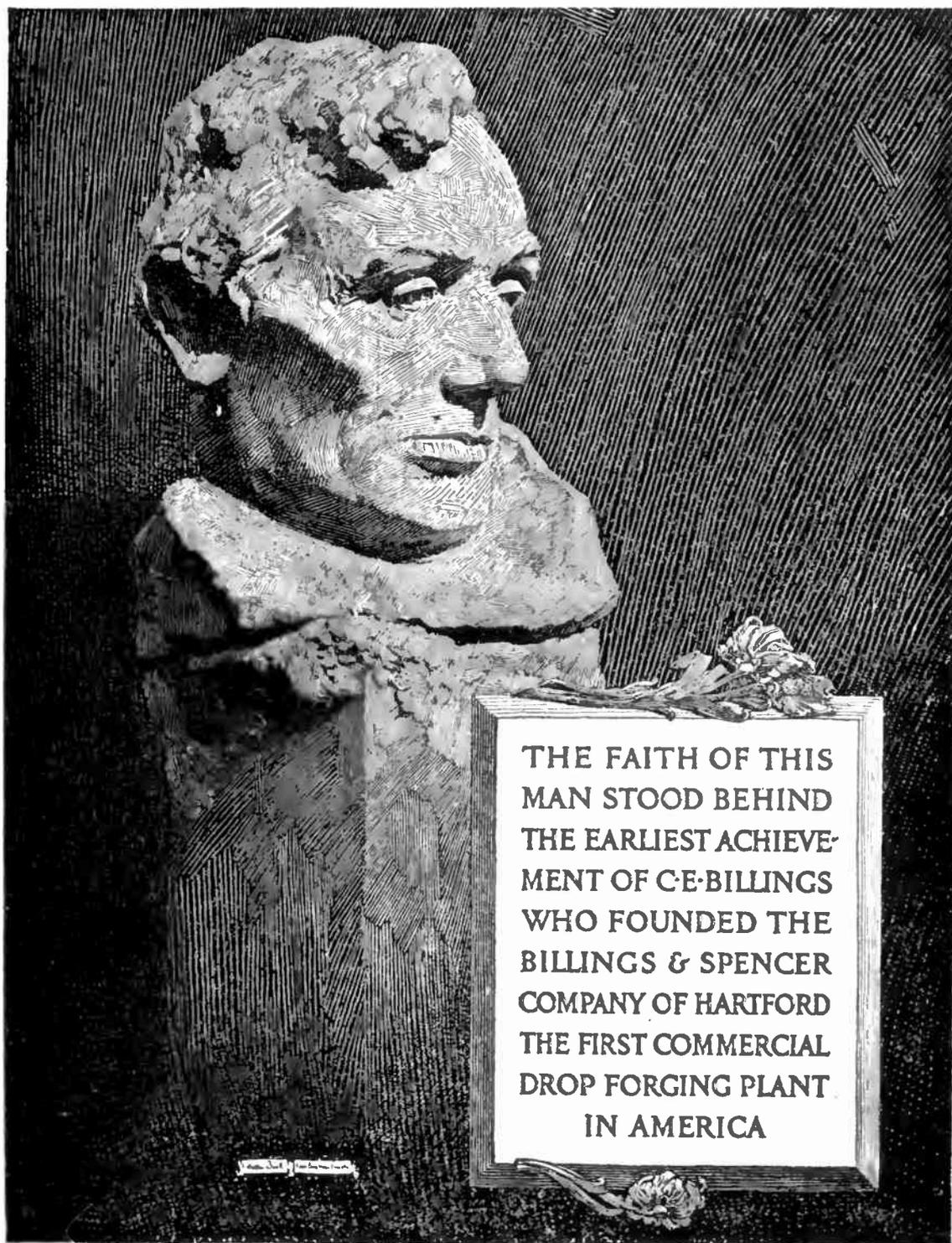


FIG. 2.—Though this advertisement drew unusual attention, the association between Lincoln and the Billings & Spencer Company seems hardly close enough to make a lasting impression on the reader.

"Akron" suggests the manufacture of rubber products, "Detroit" that of automobiles and automobile accessories.

In other words, certain thoughts have become fixed in our minds in connection with certain other thoughts, and when we

bring up one end of the connection the other is likely to follow. There are paths, as it were, from one of the topics to the other. This is important to the advertiser, for much depends on his being able to anticipate the turn the reader's thought will take or on his ability to guide that reader's thought.

There is a motive, and a good one, in calling an automobile the "Lincoln," for that suggests sturdy, honest qualities.

No writer would undertake to make a real hero out of a character known as "Percy," for this name suggests "sissiness."

**Channels of Thought.**—It has been pointed out that various things in every normal human mind are related or associated with other things—that there are tracks, grooves or channels, as it were, in the mind between these associated objects.

Remembering this, the advertiser must also remember that the thought of the reader is constantly in motion, like a tireless electric current but seeking, like the electric current or a current of water, the easiest passage. Given a "good conductor," thought moves easily. Attempt to repress it or to drive it back, and it resists. This is seen more easily in salesmanship than in advertising. The salesman who belittles our ideas or who insists on ramming his own opinions down our throats, as it were, does not usually command our patronage. The keen salesman knows how to fall in with the customer's thought and to move gracefully with it for a while, even though later he may find it really necessary to differ from the customer's view and to try to bring the customer to a new opinion or view of some matter.

The advertiser must recognize this mental condition. He must strive for an agreeable "point of contact" with the reader's probable experiences and thoughts, and travel with those thoughts. Every reader has passed through the experience of reading something that so accords with his own views that he almost says aloud, "That's so." The most enjoyable sermons, editorials and stories are those that, to some degree at least, accord with our own reflections. The minister, the editor, or the writer may lead us on to new convictions, but he at least accomplishes his mission by dropping into our channel of thought and guiding it rather than repelling or irritating it.

The modern advertiser is constantly asking himself "What is the reaction of the consumer or the dealer as the result of this advertising?" A single false note or unfortunate statement may be sufficient to interfere with the delicate task of guiding minds to the desired conclusion.

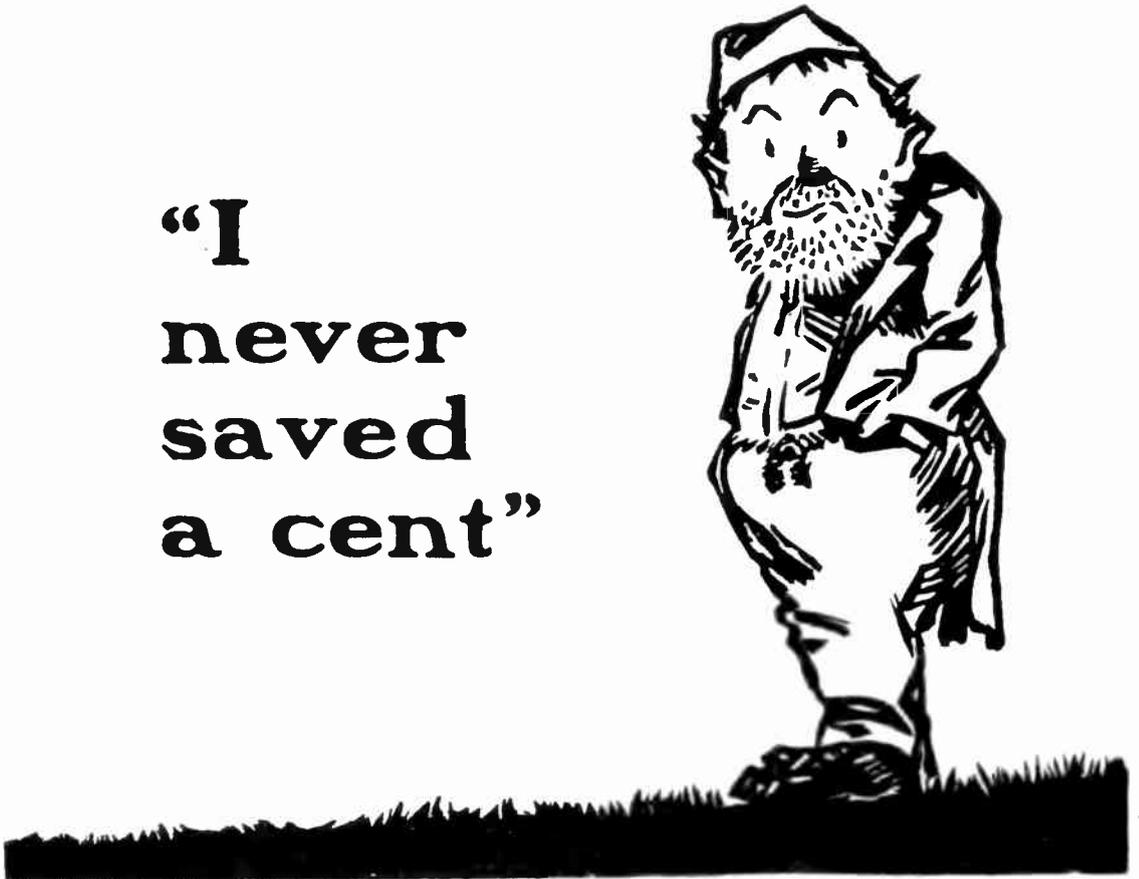
**Unpleasant Associations and Negative Appeals.**—Because of the ready association of ideas, it is desirable in advertising to keep clear of those names and thoughts that suggest unpleasant things. Probably few people would feel attracted toward a coffee that was known as "Boarding House Coffee," though "Hotel Astor Coffee" has much in its favor because of its associations with a high-grade hotel. Most people would probably be prejudiced against living in a suburb if it were named Lonesomehurst or Hecktown, therefore real estate men very wisely give suburbs attractive names. These are extreme examples, but they serve to illustrate the idea. Many advertisers, while not choosing names or advertising appeals that are decidedly repulsive, are guilty of selections that are unattractive or, at best, commonplace.

Considerable is said in advertising circles about the inadvisability of using negative appeals—appeals that show the result of not using the advertiser's product rather than those which show the results of using it. Examples: a bent-over figure illustrating the effect of rheumatism as an illustration for a rheumatism remedy; a fire, with loved ones in danger, as illustrating a fire-extinguisher; an automobile that has crippled some one because driven without chains on slippery streets as an illustration for automobile chains.

An advertiser does not, however, do well to conclude that all such illustrations and appeals are without merit just because they show the negative or sad side of the picture. It is safe to say that no advertisement should be so alarming or repulsive as to repel the reader and make him feel that it is undesirable to read what the advertiser says or to use his product. But the truth, on the other side, is that people have to be shocked into doing some things that it is their duty to do.

The advertiser of a fire-extinguisher can show the dangers of fire, while at the same time showing the positive side of the picture with an illustration depicting the mother easily putting

**“I  
never  
saved  
a cent”**



**17 c.**

**saved each day will soon pay  
for a share of our Preferred  
Stock which pays dividends  
every 3 months amounting  
to more than  $7\frac{1}{2}\%$  on  
your money each year.**

**PENNSYLVANIA POWER & LIGHT CO.**

**A BUSINESS WHICH OF NECESSITY IS PERMANENT**

FIG. 3.—The negative appeal is too pronounced in this example. The reader may be amused by the disreputable looking tramp but the appeal does not lead directly enough to the real subject of the advertisement.

out the blaze in the home while a child clings affrighted to her skirts. But it is not so easy for the advertiser of Weed chains to show the positive side, and it is within the bounds of good advertising for him to illustrate the disaster that is likely to come from driving unchained wheels on slippery roads and streets.



FIG. 4.—A name and a touch of illustration that create distinctiveness.

An effective illustration for a proprietary remedy showed a neuralgic sufferer holding his face in his hand. This was the negative side, for the remedy was supposed to eliminate rather than cause pain, and yet it is certain that such an illustration caught the attention of those who suffer from neuralgia.

One very large national advertiser who can trace returns with considerable accuracy finds, after many years' experience with both positive and negative styles of copy, that the positive style has usually been the more effective of the two, and



## “What! My Car?”

“Yes! skidded—and it’s up to you. You failed to provide the chauffeur with Tire Chains. Only good luck saved your wife from paying the supreme penalty for your negligence. She’s on the way to the hospital painfully-injured, but the doctor thinks she’ll pull through. You’d better hurry to the hospital and then report to headquarters.”

How strange it is that disaster must come to some men before they realize that all makes and types of tires will skid on wet pavements and muddy roads when not equipped with Chains.

These men do not appreciate until too late, that by failing to provide Weed Anti-Skid Chains they expose their families to injury and death.

The time to provide against accidents is before they happen. Don’t wait until after the first skid. Put Weed Chains on all four tires at the first indication of slippery going and you will have quadruple protection against injury, death, car damage and law suits.

*Weed Chains are Sold for All Tires by Dealers Everywhere*



**American Chain Company, Incorporated**

BRIDGEPORT, CONNECTICUT

IN CANADA: DOMINION CHAIN COMPANY, LIMITED, NIAGARA FALLS, ONTARIO.

FIG. 5.—Unmistakably the negative appeal, because it illustrates what may happen when the advertised product is not used but a very effective appeal nevertheless.

yet there have been successful advertisements used by him that would undoubtedly be classified as negative by psychologists and probably condemned notwithstanding the fact that they have brought excellent returns.

**Suggestion.**—Suggestion is so intimately related to the association of ideas that one cannot be considered without involving the other.

Suggestion is the act of imparting some idea that arouses or suggests some other idea or thought directly connected with the original. In other words, suggestion is the first part of an association of ideas. The professional hypnotist tires the eye of his patient or subject by putting a bright object before it, because he knows that even a slight tiring of the eye is strongly suggestive of sleep. In his oral suggestion, he uses the word "Sleep" to induce a state of sleep.

There is nothing mysterious about suggestion. Looking at a pickle or a stick of alum will cause a curious sensation in the jaws. The thought or the sight of certain things will "make our mouths water," while other things or thoughts will induce faintness or nausea, though we do not touch them. Reading may move us to laughter, to tears or to shuddering.

Neither the advertiser nor the salesman need be a master of hypnotism. In fact, there would be no opportunity to carry suggestion to such an extreme as the hypnotist does, but every one who has need to sway or mold thought has need for suggestion. "Think, gentlemen of the jury," cries the lawyer, "who could have had a motive for having this will altered?" He does not come out directly and boldly assert that the defendant is the man. He recognizes that it is more subtle to ask the jury the question—a question that suggests the answer rather than to give it outright.

Here, again, we come in touch with the principle that human thoughts prefer to be led rather than pushed. The hearer or reader whose conclusions come as the result of adroit suggestion, who feels that his conclusions are actually his own, arrived at by his own free thought, is more likely to be firm in his decisions than one who feels that a conclusion has been forced on him.

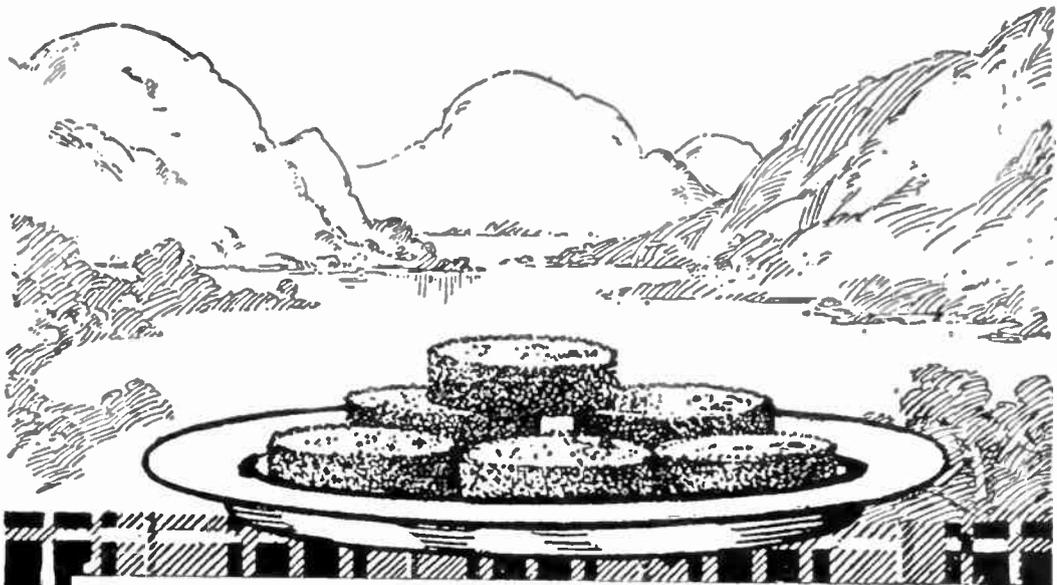


# *Fragrance*

*The unobtrusive fragrance of Ivory Soap is not the usual soap perfume. It is merely the pleasing, natural odor of Ivory's high-grade ingredients. Its delicacy and refinement are two of the reasons why you find Ivory Soap in so many homes where good taste and good sense prevail.*

IVORY SOAP. . .  . . . 99  $\frac{44}{100}$  % PURE  
IT FLOATS

FIG. 6.—Association of Ivory Soap with dainty flowers, background and lettering create the idea of “unobtrusive fragrance” and purity.



## “Frae the Land o’ Cakes” Mathers Scotch Fish Cakes

Wherever you live in London, you can now buy these delicious ready-cooked Fish Cakes. The food shortage need not put you “on short commons” if you serve these savoury cakes several times a week

Your Fishmonger, Grocer and Dairy sell or will gladly get them for you

Try some for Tea TO-NIGHT

**Mathers Scotch  
Fish Cakes**

*‘Frae the Land o’ Cakes’*

**2d each      3 for 5d**

Made by Mathers

London and Paisley



FIG. 7.—Here the plaid border is enough to lend a Scotch flavor to the entire appeal.

“Never gave his wife anything that pleased her better” runs the headline of an advertisement describing a customer’s experience with a purchase of a household convenience. The advertisement does not bluntly argue that you should “Give your wife this vacuum cleaner,” though sometimes such vigorous headlines may be justifiable, but the headline suggests to every married man the thought that possibly the article is something that he should give his own wife.

Suggestion is used by advertisers not only in their choice of colors for their printed matter but in the selecting of illustrations, the design of the dealers’ display, the shape of the packages or cartons, etc.

This illustration serves to show how far suggestion may go in determining the success of a campaign. A chewing gum manufacturer in introducing his article would have a salesman call on retailers before beginning his advertising in a community and give each merchant a box of the gum containing twenty packages, to be sold at five cents each. The merchant was invited to put this on his counter, sell the gum and keep the dollar. “We are going to advertise and we want you to see how the gum goes,” was the explanation of the salesman. But before the box was placed on the counter, the salesman took out several packages so that the box would appear to be a broken one. The reason was that if buyers have no preference for a given brand of gum, cigars, etc.; they will usually buy from a broken box rather than a full one. The full box suggests that no one has been buying that kind. Therefore, the connecting thought is that perhaps it is not a very good kind. By starting the box as a broken one, the advertiser saved the day. Otherwise, when his representative had called, after a period of advertising, to take the retailer’s order, the retailer would likely have said “Your product does not sell at all. No demand whatever. You can see for yourself that I haven’t sold a package, though the box has been right there on the counter ever since you left it with me.”

**The Direct Command.**—The term “Direct Command” is applied to those positive or direct statements, often made in the displays of an advertisement or near the close, in which the reader is urged to “Take none but the genuine Bayer Aspirin,”

“Tear out and Mail the Inquiry Coupon Now,” or “Call your grocer and tell him you want one of our samples.”

The theory of the direct command is that, if there is no reason for opposition in the reader's mind, he is naturally inclined to adopt a suggestion. The direct command serves a good purpose in many advertisements where otherwise the reader might be favorably impressed but left without any action or step being taken.

Whether a direct command or a more adroit suggestion should be used depends on conditions. There are times when a “Stop!” sign is more likely to bring obedience than the smoother admonition, “Travelers are advised to proceed cautiously.”

The advertiser cannot proceed by fixed rules in the realm of psychology any more than he can in the other departments of advertising science. The important thing is to become familiar with all the tried and true expedients and then decide in each case as to the proper procedure. The bank and the circus require different advertising methods.

**The Value of Repetition.**—The effects of advertising depend largely on how well the advertiser can make people remember him and his product. “To be remembered” is just as important a qualification of advertising as “to be believed.” And a great deal of advertising that seems passably good when one reads it, is lacking in power to make readers remember.

Now, remembering depends to some extent on association and to some extent on repetition. When we wish to commit something to memory, we go over it again and again until one part of the data, poem, or whatever the subject may be, suggests the other. Consequently, repetition plays a large part in advertising. Advertising is to a large degree commercial. That is, it is forced into attention as a matter of business. Unless the reader of advertising has some unusual reason for remembering an advertiser's business, or the points of his product, considerable repetition will be required before the memory will hold what the advertiser wishes. In the first place, most attention that is paid to advertising is of the casual sort. Something about an advertisement attracts attention, and the message as a whole receives some attention—little or much

according to the degree of the reader's interest. Then the eye and the mind of the reader pass on. There is not the degree of concentration that the mind puts on things more intimately related.

Age gets in its destructive work with almost all building material. Concrete is the exception. When you build with good sand, good stone and Portland Cement as good as ALPHA, your structures will grow stronger with age—will permanently resist fire, water, wind and wear.

Test ALPHA CEMENT if you like but you don't have to. All ALPHA plants are operated on a strictly hourly test system and every bag of ALPHA CEMENT goes out guaranteed to meet standard specifications fully.

**Alpha Portland Cement Co.**  
 Offices: Easton, Pa., Chicago, Ill.

FIG. 8.—The skill of the artist in typifying permanence by the huge concrete lettering shows how simple visualization may often be.

The lesson to be derived from this is that advertisers have to be continually repeating their stories or messages in order to be remembered well by their readers; and that they should

feature points that are easily remembered, for readers are not likely to carry considerable detail in their minds unless, perchance, they are at the time in the market for the article advertised and hence read with more than ordinary interest. In other words, most advertising must be written to impress the casual reader rather than one who reads with considerable concentration. Therefore, many good advertisers construct their copy so that some impression will be made on the reader who merely glances at it for a second or so, though the same advertisement may contain considerable detail for the more interested type of reader.

Advertisers who recognize the value of repetition usually carry some slogan, some display line, or some well known selling point in all or most of their advertisements. This may be a statement that the Blank Company has plants on six trunk-line railroads, that the Bundy Steam Traps act by gravity and therefore can't fail to operate, that the Solar Ice-cream can is made of Armco, the rust-resisting iron, etc. Advertisers rely on repetition of such statements to help them win thousands of users and acquaintances for their products. Often it happens that employes of the advertiser will tire of seeing such a familiar statement year after year in the Company's advertising. They may argue for something new, forgetting that their interest in the Company's product and affairs is far beyond that of the general reader. But with the hundreds and thousands of products to read about, it is too much to expect that the consumer is going to remember a great deal about one advertised product unless conditions make his interest extraordinary. We can easily remember that Valspar is the varnish that won't turn white, but it is doubtful that the general public can recall anything else about Valspar that has been advertised. This is an excellent example of the advisability of the advertiser's adopting easily-remembered things in connection with his product, for the general advertiser must rely to a large extent on repetition of easily-remembered points.

**Cumulative Effect.**—Cumulative effect refers to the deepened impression that a reader has after reading about a product a number of times or perhaps hearing about the article, using it, etc. Cumulative effect is, of course, intimately

related to repetition, though cumulative effect may, as just stated, be built up by other causes than that of reading advertisements.

Some advertising can be successful only through cumulative effect. There can hardly be anything so distinctive about a laundry soap or a house paint as to make a reader buy the product after reading about it once. This might be done with a complexion soap or a paint for a very particular purpose but not with the more staple class of merchandise. About all that the advertiser can hope for is a series of impressions that will

**Why Fear Death?**

By DR. BERTHOLD A. BAER.

"Why fear death?" said Charles Frohman on that ill-fated ship, "Lusitania," that carried him to a watery grave. "Why fear death? It is the most beautiful adventure in life."

Isidor Straus, another victim of the sea, was a man of great learning and of wide vision. He and his wife knew three things well: How to live, how to love, and how to die.

"Happily the world has passed forever from the time when it feels a sorrow for the dead. The dead are at rest, their work is ended," wrote Elbert Hubbard.

To make the closing chapter of life's work befitting to a life well lived and work well done, Mr. Frank E. Campbell has founded The Funeral Church, that magnificent institution at Broadway and 66th Street.

Hundreds start from there on their last journey. Thousands speed them on.

"It was beautiful," they say after the service is ended and the last long tone of the organ has died in harmonious vibration.

Come and attend a service at The Funeral Church and you will say, with Charles Frohman, "Why fear death? It is the most beautiful adventure in life."

© 1923

FIG. 9.—A series of well written advertisements about "The Funeral Church" of New York, has built around this institution an association that is far different from that connected with "undertaking parlors."

make the article familiar, keep it remembered as a soap or a paint of good quality, so that when the reader is in the market for goods of that class he or she will be prepared to receive the soap or paint if it is not actually asked for.

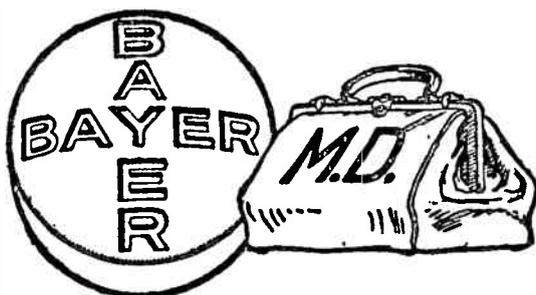
Much is said about advertising causing a "demand." Demand may be caused for certain merchandise but it requires a long time to develop a real demand for such staples as soap or paint of a particular kind. Ordinarily, all that a campaign accomplishes for a considerable length of time is what is known as "consumer acceptance"—a state of mind by which the reader feels well enough acquainted with the article to be

satisfied to receive it, if it is offered, or perhaps to refer to it if he sees it displayed on the counter or dealer's shelf.

Those who write or talk about cumulative effect forget, as a rule, that the buyer's habit varies greatly with respect to different kinds of merchandise and that cumulative effects, while of prime importance in some cases, amount to little in other cases. Let an advertiser advertise for an advertising- or sales-manager at \$10,000 a year in one of the business magazines and the response to the first advertisement will be as great as the response to the second, third or fourth. Indeed

## BEWARE!

Unless you see the safety "Bayer Cross" on tablets, you are not getting genuine Aspirin prescribed by physicians for over 20 years; and proved safe by millions.



Safety first! Insist upon an unbroken "Bayer Package" containing proper directions for Headache, Neuralgia, Colds, Earache, Toothache, Neuritis, Rheumatism, Lumbago and Pain generally. Made and owned strictly by Americans.

## Bayer-Tablets of Aspirin

Each of the boxes of 12 tablets cost but a few cents—Larger packages available in the trade mark of these manufacturers of pharmaceuticals

FIG. 10.—One of a number of advertisements planned to build up the impression that Aspirin other than Bayer's is likely to be inferior.

the response to the first may be greater than that of any succeeding insertion. Why? Because the very character of the message is such that an instant response may be expected. No cumulative effect is needed. This applies to a greater or less degree to a number of different kinds of advertisements, but, as has been pointed out, it would not hold true with such staples as laundry soap or house paint.

Those who have advertising space to sell often delude new advertisers with the argument that it is necessary to advertise a year or more before "cumulative effect" is built up strongly enough to bring sales. This may or may not be true, according to the article. If advertisements of a mail-order nature are

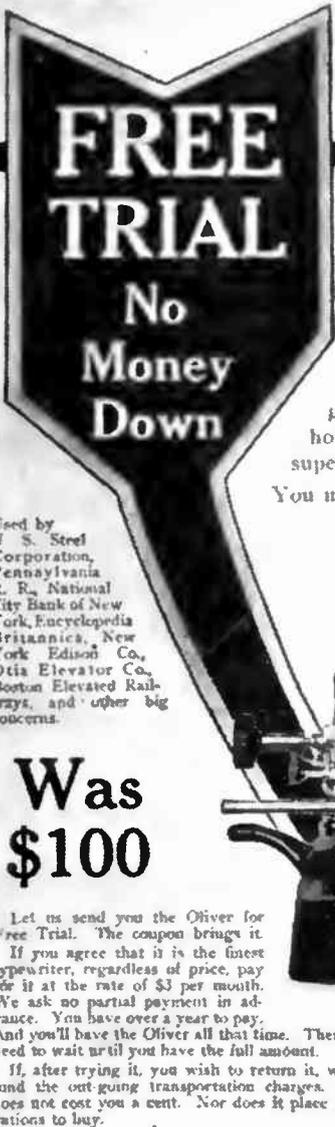
keyed separately, it will be found that many inquiries arriving three, six or even twelve months after an advertisement has appeared come from an early insertion—are simply belated returns rather than the result of repeated impression. It is not going too far to say that with some classes of advertisements—a popular-priced book, for example—a single insertion in a medium, provided the copy is effective and the position in the medium is good, is as good a test of a medium as the proverbial three-insertion schedule or a year's trial. On the other hand, there are classes of advertising that cannot possibly be effective unless the advertiser commits himself to a campaign lasting a season or perhaps several years.

**Attention.**—Attention is an important subdivision of psychology so far as advertising is concerned and receives consideration from different points of view in the chapters devoted to Copy, Display and Illustration. Attention is drawn by art, action (depicted or actual), contrast, personal interest, etc.

*Attention is Voluntary or Involuntary.*—The attention of the reader is voluntary so far as certain advertising is concerned—Help Wanted, Houses for Rent, etc., because readers have been schooled to go to these classifications as a means of filling certain of their needs. This enables the advertiser, unless he deems it expedient to pay for unusual position or special display, to forego the usual expense and trouble of having display, illustration, etc. This principle applies also to advertising in directories, technical catalogs, etc. It applies in a measure to such advertising as that done through letters. The reader is so habituated to giving attention to his mail that his attention to the preliminary part of the message is assured without display or illustration, though these expedients may often help. Attention is largely voluntary so far as posters, car-cards, theater-curtain displays, etc. are concerned.

Proceeding from a few fields where the advertiser is greatly helped by attention that is voluntary to a greater or less degree, we come to fields where attention is voluntary so far as the general reading pages of the publication is concerned but is to a large degree involuntary with respect to the advertising pages—where every art of the artist, copy-writer and printer

is needed to draw the eye of the reader and hold it to a full reading of the message. This becomes particularly true where a single medium may present hundreds of advertisements, all seeking attention.



FREE TRIAL

No Money Down

Used by  
U. S. Steel Corporation, Pennsylvania  
R. R., National City Bank of New York, Encyclopedia Britannica, New York  
Edison Co., Otis Elevator Co., Boston Elevated Railways, and other big concerns.

Was \$100

Let us send you the Oliver for Free Trial. The coupon brings it. If you agree that it is the finest typewriter, regardless of price, pay for it at the rate of \$3 per month. We ask no partial payment in advance. You have over a year to pay. And you'll have the Oliver all that time. There is no need to wait until you have the full amount. If, after trying it, you wish to return it, we even refund the out-going transportation charges. So the trial does not cost you a cent. Nor does it place you under obligations to buy. Our new plan has been a tremendous success. We are selling more Olivers this way than ever before. Over 700,000 Olivers have been sold. Oliver popularity is increasing daily. This, the Oliver 9, has all the latest improvements. It is noted for its sturdiness, speed and fine workmanship. It is handsomely finished in olive enamel and polished nickel. If any typewriter is worth \$100, it is this Oliver, for which we now ask only \$57, after its being priced for years at \$100. Mail the coupon for EITHER a free trial Oliver or further information. Be your own salesman and save \$43. This is your great opportunity.

Canadian Price, \$72

THE OLIVER TYPEWRITER COMPANY

8000 Oliver Typewriter Building, Chicago, Ill.

## 10 cents a day soon buys an Oliver Typewriter—Latest Model

Before you realize it you have this splendid Oliver paid for. And you get to use it right away—while you pay.

To begin with, you save \$43 on the price, for we now sell the \$100 Oliver for \$57. It is our latest and best model, the No. 9. The finest product of our factories.

We are able to make this great saving for you through the economies we learned during the war. We found that it was unnecessary to have great numbers of traveling salesmen and numerous expensive branch houses through the country. We were also able to discontinue many other superfluous sales methods.

You may buy direct from us, via coupon. We even send the Oliver for five days free trial, so that you may act as your own salesman. You may use it as if it were your own. You can be the sole judge, with no one to influence you.



Now \$57

This coupon brings you a Free Trial Oliver without your paying in advance. Decide yourself. Save \$43.

Or this coupon brings further information which you wish.

THE OLIVER TYPEWRITER COMPANY

800 Oliver Typewriter Bldg., Chicago, Ill.

Shop me a new Oliver Nine for five days free inspection. If I keep it, I will pay \$57 at the rate of \$3 per month. The title to remain in you until fully paid for.

My shipping point is.....

This does not place me under any obligation to buy. If I choose to return the Oliver, I will ship it back at your expense at the end of five days.

Do not send a machine until I order it. Mail me your book—“The High Cost of Typewriters—The Reason and the Remedy.” your de luxe catalog and further information.

Name .....

Street Address .....

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

Occupation or Business .....

FIG. 11.—The arrow draws the eye from “Free Trial” to the coupon. This advertisement is well planned for the securing of action from the reader.

**Some Attention Tests.**—Advertisers are concerned, and properly so, about the amount of attention their messages receive, for unless an advertisement receives attention it fails in the first requisite and nothing else that it may have in the

way of good points avails anything. But it is by no means easy for most advertisers to determine just what attention they do command. Even when an advertiser's business is of such character that he can key fairly accurately, many people will see his announcement but not respond and yet the good will or the impression created with these readers may be worth something to an advertiser, though he may do only a mail-order business. One may read the mail-order announcements of Frank E. Davis, fish merchant, of Gloucester, Mass., and take no action for months. Then when he writes he may address the advertiser from memory, may even have forgotten where he saw the advertisement and couldn't answer the advertiser's question on this point.

Many of the tests made to determine the attention paid to advertisements are based largely on the size of the announcement but, as already indicated, there are many other factors just as important as the size of the space used or the position of the advertisement.

**Farm-Paper Test.**—An advertiser in a nationally circulated farm magazine of high quality figures that from a successful page in black and white, he secured the attention of only about 2 per cent. of the circulation of the medium. This finding was based on requests for a valuable handbook and an estimate of casual attention.

**Newspaper Test.**—A rather extensive study of the advertisements in one issue of a New York newspaper showed that the advertisements ranging from those of one inch to those of thirty inches received all the way from 1.63 per cent. attention to 19.6 per cent., this summary being based, however, on questioning several different groups of readers, all of whom were of good intelligence and all interested either in some phase of marketing or of business. It is evident that these percentages run higher than would be found in a general average of the entire circulation of a newspaper. This is the difficulty which comes up in all so-called "laboratory tests" of advertising—the advertiser cannot make a test of a general average of the group of readers aimed at and get his test under the usual and normal conditions that ordinarily obtain with the reading of newspapers and other publications.

Some other results of the newspaper tests referred to are the following:

That one 2-inch advertisement received as much attention apparently as another advertisement measuring nine inches. This shows what good copy, good illustration, good display or good position may do.

That 1-column advertisements under six inches are not likely to be seen by more than  $5\frac{1}{2}$  per cent. of the circulation of the paper—which seems to sustain the belief of many advertisers that good copy can be safely repeated a number of times, though probably it is not best, because of the  $5\frac{1}{2}$  per cent. who saw the first insertion, to repeat immediately.

That advertisements running from 15 to 30 inches apparently receive an average of 8.89 per cent. of attention as compared with attention value of 6.72 for advertisements running from one inch to 15 inches. Such findings can hardly be taken as being extremely accurate but they seem to indicate that increasing the size of space does not necessarily increase the attention-value proportionately, or else it follows that small advertisements are generally better written or displayed more effectively.

That the second and third pages of a paper, when these are devoted to live news, get from 15 to 20 per cent. more attention than pages generally, and an attention superior to that given the sporting page or the last page.

That illustrated copy has a higher attention value than unillustrated copy—a principle long ago recognized—but that statements in copy are remembered better than illustrated values or features.

That right-hand newspaper pages are slightly superior to left-hand pages.

That the upper half of a newspaper page has an attention-value approximately 25 per cent. greater than the lower half. This, however, might not be true if the page contained only one half-page advertisement, placed either at the top or the bottom, but refers to pages containing more than two or three advertisements.

**Instincts, Motives, Emotions.**—Psychology takes account of all human instincts—life preservation, love between man and woman, maternal and paternal affection, the love of ease and comfort, luxury and pleasure, the desire for money, appetite, fear, ambition, spirituality, etc.

The advertiser can reckon intelligently with instincts because he will possess many of them himself. Some of them he can understand only by sympathetic observation. If he is a

man, he can only approximate a mother's regard for her children. His own concern, if he has children, is from a different viewpoint. Take for example, the matter of children's clothing. A man's desire to have his children well dressed may possibly be just as keen as their mother's, but the woman's viewpoint on details will differ greatly from a man's.



FIG. 12.—An appeal to curiosity and later advertisements revealed that the girl's face is the one shown on Kellogg's Corn Flake packages as "The Sweetheart of the Corn."

Instincts and faculties vary greatly according to environment, education, occupation, age, etc. One with a musical education may go into raptures over an opera which may be boresome to some other person.

The farmer driving along a road is keenly observant of the crops. The concrete engineer or contractor views with more interest the concrete road and concrete fence-posts. The poet gives his main attention to the flowers, the birds, the scenery.

Instincts, motives and emotions can be divided and subdivided into a great many classifications, according to the race, age, education and the other factors that have been mentioned. Some of the most common subdivisions that the advertiser encounters frequently are:

- The curiosity instinct
- The instinct to collect or hoard
- The instinct to hunt, to seek food and clothing
- The instinct to be beautiful

# COLGATE'S



**How many do you know?**

**EACH** of these important pieces of information is a game. How many can you play? Try to get the most out of the game. There are ten pieces of information here.

- Colgate's is the best policy.
- Spare the tube and spoil the child.
- The early brush catches the germ.
- He that fights his teeth's decay, will live to bite another day.
- Brush before you sleep.
- An inch twice a day keeps the teeth from decay.
- Ungainly looks fine tooth that wears a crown.
- A fool and his teeth are soon parted.
- A man is known by the teeth he keeps.
- Colgate's in time saved nine.

**A Game for the Whole Family**

How many can you get the most out of this game? Try to get the most out of the game. There are ten pieces of information here.

Every one should know not only the original but also the "improved" version—and exercising with a good partner will be benefited by the company's health. This is a game for the whole family.

Colgate & Co., New York  
Established 1896

**Special**  
**Buy's 1-10**  
**to receive**

Please send me a 1-10 of the size and to receive ribbon dental cream I enclose a lot of good copies of "The Game" for you to use in your game.

Name \_\_\_\_\_

Address \_\_\_\_\_



**COLGATE'S**  
**RIBBON DENTAL CREAM**

**The Chest of Evidence**

When you buy Colgate's Ribbon Dental Cream you get a lot of good copies of "The Game" for you to use in your game.

FIG. 13.—Most people like to play games. This advertisement appeals to that spirit.

The social instinct  
 The instinct to lead, to excel  
 The instinct to construct  
 The instinct to imitate

All of these things have, of course, a primitive origin, and a human being may get so far away from primitive things as to lose the instinct. Some men, for example, care nothing about hunting, though doubtless their ancestors, at some stage in history, hunted and liked it. Environment may, also, discourage or embitter one so that the instinct or motive to lead

## Have Beautiful Hair and Have it More Abundantly

Soft, luxuriant hair is within the reach of every girl and woman. It is all a matter of care and cultivation.

No longer is it necessary for your hair to be dull, brittle and lusterless. A few applications of

### Neubro's Herpicide

will effect a most gratifying change. The hair will radiate health and beauty — its growth will be stimulated — it will show life, snap and luster before unknown.

The unsightly dandruff will disappear and your hair will cease to come out. The scalp will be clean and healthy and the itching will be overcome.

In connection with the use of *Neubro's Herpicide*, we recommend *Herpicide Soap*. Its use as a shampoo is safe and satisfactory.

Get a bottle of *Herpicide* and a bar of *Herpicide Soap* today and have what Nature intended for every girl and woman — soft, luxuriant, shimmering hair.

Send 10 cents in stamps or coin today for sample and booklet on "The Care of the Hair". Address: The Herpicide Co. Department 118-A, Detroit, U. S. A.

Sold by Drug and Department Stores.  
 Applications at the Better Barber Shops.



FIG. 14.—The appeal here is to the universal desire of woman to have beautiful hair.

or excel may be almost lost. Nevertheless, the advertising man or woman needs to take account of the existence of all of these pronounced instincts, motives, emotions and tendencies, for they are such an intimate part of mankind that he is sure in his general appeals to be able to get a point of contact with many of them.

## THE PERSONAL POINT OF VIEW

Probably more errors in advertising practice come from judgments formed on personal points of view than from any other single cause. It is quite natural, in coming to a conclusion, for one to do the reasoning and come to the conclusion from his own individual point of view, for, naturally, one knows his own experience, impressions and probable action under

given conditions better than he knows these things as they are manifested in other people. But the difficulty comes in that very often the type of person at which the advertiser is aiming is very different from himself in position, environment, education, means, etc.

A plumber, if he is of a general type and a level thinker, should be a good judge of what will appeal to other plumbers, or at least of what their impressions will be of a certain message. But the plumber's judgment on what will appeal to ministers may be worth little. He is very likely to view a question as a plumber would view it.

Consequently, the advertiser, or those who serve him, must not merely ask "What would I do about this?" or "What impression would I get?" but "What will the exact class of people whom we are trying to reach think, say and do?" If those people are plumbers, then the view of plumbers must be sought by letter or by conversation. If they are sportsmen, or railway engineers, then these groups must be studied in order that a viewpoint that would be generally characteristic of them may be had.

Personal investigations, questionnaires and the like are conducted not merely to collect tangible facts and figures but in order to get proper viewpoints. For, if farmers don't like a certain type of farm tractor, no matter how many at the factory think it is just the thing, it will be a failure.

**Masculine and Feminine Points of View.**—One of the most conspicuous examples of how sex, environment and occupation may affect attention, impression and methods of reasoning may be seen in a study of the masculine and the feminine point of view.

Man is the stronger, as a rule. He is the bread-winner, to a large extent. His job is more in the outside world. He grows up to severer tasks, as a rule. He is more accustomed to rebuffs.

Though woman has progressed a long way in taking her place on an equal plane with that of man in business, politics and the professions, yet she is still to a large extent more sheltered than man. Her affairs are more within the home. Her sex makes her interest in clothes, home-furnishings, and the like keener than man's, as a general thing.

In considering man and woman, we can talk only in general terms and of general types, for in both men and women there is an endless variety of temperament and tastes. Some women



## The most humiliating moment in my life When I overheard the cause of my unpopularity among men

A CHICAGO girl writes to me: "Oh, if I had only read one of your articles years ago! Many times I have heard women criticize you for publicly discussing such a delicate personal subject. But I know what I would have been saved had I known these facts sooner, and I know that many of these women who criticize you would benefit by taking your message to themselves."

"I learned the facts about myself, as unpleasant facts often are learned, by overhearing two girl friends talk about me."

"Why don't the men dance with her?" one of them said. Here came a few words I couldn't catch, and then—of course she's unconscious of it, poor dear, but she does suffer frightfully from perspiration."

"It was the most humiliating moment in my life! I, who had prided myself on my daintiness, had overlooked what men could not."

### An old fault—common to most of us

It is a physiological fact that there are very few persons who are not subject to this odor, though seldom conscious of it themselves. Perspiration under the arms, though more active than elsewhere, does not always produce excessive and noticeable moisture. But the chemicals of the body do cause noticeable odor, more apparent under the arms than in any other place.

The underarms are under very sensitive nervous control. Sudden excitement, embarrassment even, serves as a nervous stimulus sufficient to make perspiration there even more active. The curve of the arm prevents the rapid evaporation

of odor or moisture—and the result is that others become aware of this subtle odor at times when we least suspect it.

### How well-groomed men and women are meeting the situation

Well-groomed men and women everywhere are meeting this trying situation with methods that are simple and direct. They have learned that it cannot be neglected any more than any other essential of personal cleanliness. They give it the regular attention that they give to their hair, teeth or hands. They use Odorono, a toilet lotion specially prepared to correct both perspiration moisture and odor.

Odorono was formulated by a physician who knew that perspiration, because of its peculiar qualities, was beyond the reach of ordinary methods of cleanliness—excessive moisture of the armpits is due to a local weakness.

Odorono is an antiseptic, perfectly harmless. Its regular use gives that absolute assurance of perfect daintiness that women are demanding—that consciousness of perfect grooming so inflicting to men. It really *reverts* the cause of both the moisture and odor of perspiration.



Use Odorono regularly, just two or three times a week. At night before retiring, put on the underarms. Allow it to dry, and then dust on a little talcum. The next morning, bathe the parts with clear water. The underarms will remain sweet and dry and odorless in any weather, in any circumstances! Daily baths do not lessen its effect.

### Saves gowns and cleaner's bills

Women who find that their gowns are spoiled by perspiration stain and an odor which dry cleaning will not remove, will find in Odorono complete relief from this distressing and often expensive annoyance. If you are troubled in any unusual way, or have had any difficulty in finding relief, let us help you solve your problem. Write today for our free booklet. You'll find some very interesting information in it about all perspiration troubles!

Address Ruth Miller, The Odorono Co., 716 Blair Avenue, Cincinnati, Ohio. At all toilet counters in the United States and Canada, 35c, 60c and \$1.00. By mail, postpaid, if your dealer hasn't it.

Men will be interested in reading our booklet, "The Assurance of Perfect Grooming."

Address mail orders or requests as follows: For Canada to The Arthur Sales Co., 61 Adelaide St., East, Toronto, Ont. For France to The Agence Américaine, 38 Aven. de l'Opéra, Paris. For Switzerland to The Agence Américaine, 17 Boulevard Helvétique, Genève. For England to The American Drug Supply Co., 6 Northumberland Ave., London, W. C. 2. For Mexico to H. E. Gerber & Co., 25 Gante, 15, Mexico City. For U. S. A. to

The Odorono Company  
716 Blair Avenue, Cincinnati, Ohio

FIG. 15.—One of a series of full-page Odorono advertisements that appeal strongly to woman's regard for personal attractiveness.

are decidedly masculine and some men are decidedly feminine.

Man's and woman's viewpoint may be precisely the same in many instances. It is likely that often too much emphasis is

placed on the difference. But women will often decide against an article because of its color or for some detail that would not concern a man. Beauty of design, for example, counts more with women in the case of an automobile than in the case of the man.

It is not likely that women are any more keen in their observation and in their weighing of details than men are when men purchase goods that relate intimately to their work, but, in general, women seem to appreciate detail more than men, and hence much advertising directed to women is of greater length than most appeals to men. A man may be impressed with a terse epigrammatic description of a hat or a suit of clothes, where a woman would prefer exact details.

Because of her years of comparative non-acquaintance with mechanical matters, woman is generally less apt in understanding mechanical descriptions and directions, and such advertisers must use greater care when appealing to women.

Perhaps it is safe also to say that women look for and appreciate more than men generally the little courtesies and attentions.

On the other hand, it is generally admitted that men are more democratic, more gregarious, than women—that women move more within their own circle or “clique.”

A man is not likely to care if several other men in his circle have a hat exactly like his own. A woman would hardly care to buy a hat exactly like one worn by several other women in her town or community. A woman ordinarily will think nothing of shopping at several places to look at hats. A man is likely to visit only one shop.

These differences call for close study from the advertiser.

The ability to get away from personal views and prejudices, to stand aside, as it were, and look at something from the viewpoint of the composite or general customer is a rare gift. It can be cultivated.

**The Appeal to the Imagination.**—What has appeared in this chapter up to this point makes it evident that the successful advertiser must have the art of appealing to human imagination. The longing for beautiful and more useful things, for healthful foods, for positions of prestige and power can be

crystallized into action only if the advertiser is able to set in motion trains of thought that build up vivid pictures in the mind.



## *The Architect As An Artist*

The artistic temperament of the architect makes him a believer in Tiles, for reasons that are obvious.

Tiles—with their structural fitness and adaptability to uses of unlimited number, their decorative qualities as recognized and employed by designers of all eras, their natural association with the finest of building ideals, and their splendid traditions in representing the oldest of the crafts—offer an appeal to the architect that touches both his artistry and his business sense.

A distinctive feature of Tiles is that they do represent art and business at the same time. Their values in practical service and symbolizing the esthetic are equal.

But of course the true artist thinks of Tiles first as a medium without a peer for the introduction of those hues, lustres and decorative forms which have a place in structural work of almost any kind.

**THE ASSOCIATED TILE MANUFACTURERS**  
BEAVER FALLS, PA.

FIG. 16.—The lamp, the style of the copy and its setting make up an appeal that is effective with architects from the very outset.

Before the golfer buys his new club, his mind paints himself out on the links wielding that club. In imagination he goes through the process of buying and using the club. Very often, in coming to decisions, the mind of a consumer will

rapidly sketch two pictures, one of himself doing without the article, another with himself as owner of the article.

Every human being is a builder of mental pictures. No man may hope to sell shotguns and rifles who cannot see the joys of hunting, in his mind's eye, though he himself may not be able to spend much time that way. No man can be successful in advertising rugs who is not able to appreciate the "pride of possession" that the owner of a fine rug has. The man who attempts to advertise the vacuum bottle and can see only a double-walled affair with a dead-air space in between that acts as a non-conductor, who cannot picture motor parties, picnics, etc., and what the vacuum bottle means on such trips should seek some other field of effort.

Often it is possible, by telling only part of a detail or a story, or by showing only part of an illustration, to so touch the imagination of the reader that he will see the entire story or as much as the advertiser needs to have him see.

**Examples of Differences in Habits and Tastes.**—A business magazine gives the following interesting examples of difference in the habits and tastes of people.

Among the Pennsylvania Dutch, mops are hard to sell, because the Pennsylvania Dutch housewife prefers to get down on her knees and use a scrubbing brush. The Dutch housewife also makes use of what she calls her "file." It will interest you to look up the word "file" in your dictionary. You will remember it better than if we were to tell you.

Only a few miles from the Pennsylvania State line, the women of New York prefer mops, and the market for scrubbing brushes is comparatively light.

A cracker manufacturer claims lemon-flavored crackers are difficult to sell.

A candy manufacturer says that chocolates cannot be successfully marketed in green colored boxes.

A clothing designer points out that peg-top trousers still sell heavily in many small towns, in spite of the fact that large towns will have nothing to do with them.

In certain South Atlantic States it has been found necessary to add red aniline dye to kerosene in order to market it. People there think that the ordinary kerosene is "watered" and they want the colored product.

## SECTION 5

### SLOGANS, TRADE NAMES AND TRADE-MARKS

Considerable advertising is done through the use of slogans, trade names and trade-marks. These are all similar and yet different from a legal point of view.

**The Slogan.**—The slogan is used as an apt and easily remembered reminder of some quality or point in connection with certain goods or services. It may or may not incorporate the name of any one manufacturer's product. Thus, the Portland Cement Association, made up of almost a hundred cement companies, uses the slogan "Concrete for Permanence," and all of the members of the Association make a liberal use of the slogan, though it does not name their brand of cement. The manufacturers of paints and varnishes use, in a similar way, the slogan "Save the Surface and You Save all." This does not name any brand of paint or varnish, but merely emphasizes the importance of painting, and is all the stronger as an advertisement because of that.

**The Trade Name.**—A trade name may be that of a particular product or a particular firm and not be trade-marked, or even be something that could be trade-marked. The laws of equity give a certain protection to firm names and their prestige and value in business though they may not be used as trade marks. *Portland cement* and *wall board* are trade names of comparatively recent origin, and yet they have become generic and cannot be used as trade-marks by anyone. Such words as *phonograph*, being of a scientific nature, must remain as generic and common trade names rather than trade-marks, though one man's invention gave occasion to the birth of the new word.

**Trade-Marks.**—A trade-mark, on the other hand, is an emblem, device, word, or group of words, or a particular arrangement or combination of lines, figures, words, or of

several of these things, used to indicate the origin of the manufactured article. A trade name may be used merely in advertising and not on the article itself, but trade-marks, to be entitled to protection, must appear on the product itself or on the packages or cartons containing it. In fact, protection for a trade-mark cannot be had through registration until it has actually been used in connection with the article. The trade-mark is as much for the protection of the public as for the producer of the article, so that when one wishes to buy again an article that has pleased him, he has an identifying mark.

**Adoption and Use of Slogans.**—The well phrased and skillfully used slogan may be of great value to both national and local advertisers, though rarely may an advertising campaign consist entirely of a slogan. A slogan cannot tell a great deal. Its office is chiefly that of reminding. The effective use of slogans was well illustrated during the bond advertising campaigns of the late war, the raising of funds for War Chests, etc. Though detailed literature gave full information about the campaigns, slogans on posters, buttons, etc., hammered the truth home. "They gave their lives; you lend money," "Food will win the war; save it," etc.

Some of the best-known slogans used by national advertisers are "If it isn't an Eastman, it isn't a Kodak," "The machine you will eventually buy," "Ask the man who owns one," "The ham what am," "One of the 57," "The Prudential has the strength of Gibraltar."

Many retail advertisers, organizations, municipalities, etc., have adopted and used slogans to good advantage: "Mintz—I sell for less," "When you think of Shoes, think of Heiberger," "If it's made of wood, we have it," "In Detroit life is worth living," "Do it for Rochester," "Buffalo Means Business," etc.

Examples could be multiplied for many pages. Some of the existing slogans are fine examples of apt language and enable the reader to easily keep in mind the advertiser or the product to which the slogan is applied.

Many slogans are too general, too lacking in association, and are probably recalled only by those people who are associated in some way with the advertiser or his product. A slogan

should by all means incorporate the name of the product or the name of the firm, or else be so closely connected, by one device or another, that the two will be remembered together. One paint manufacturer uses the slogan "Made Purposely for Every Purpose," but it is not hitched up in any close way with the name of the firm or the products, and probably very few people can recall what the product is unless they see the slogan and the advertiser's name together. There are thousands who can associate "Ask the man who owns one" with the Packard automobile, but probably thousands more who cannot recall the name of the automobile. On the other hand, "If it isn't an Eastman, it isn't a Kodak," is an ideal slogan, for the name of the product is a part of the wording. When one is remembered, the name of the product is sure to be. Another good example is "Alexander is to Belting what Sterling is to Silver." "A Kalamazoo direct to you" is a fine example because it incorporates the name of the stove, the address of the advertiser, and is an apt reminder of the direct-selling plan.

**Slogans as Trade-Marks.**—A slogan may be registered as a trade-mark, if it meets all the requirements of the trade-mark law. The Simmons Hardware Company has registered "The Recollection of Quality Remains Long after the Price has been Forgotten," and many other slogans have been registered and used. A good argument against the slogan as a trade-mark is that its length prevents its use in small space that would be ample for a device or design.

### SELECTING A TRADE NAME

Whether or not an advertiser expects to use a trade name later as a trade-mark, its selection calls for the greatest of care. "A good name," wrote the author of Proverbs, "is rather to be chosen than great riches." The application is particularly apt to commercial or trade names. Many advertisers have struggled along with difficulty because of poor names for their products, names that were easy to imitate and hard to protect against unfair competition, names that were hard to impress on the public, etc.

A good trade name should be: (1) Easy to read; (2) easy

to pronounce; (3) easy to remember; and (4) should agreeably suggest the product.



**Clicquot Club**  
(Pronounced Klee-ko)  
**GINGER ALE**

One sip, and thirst stops clamoring. One glass, and you're revived from tongue-tip to toe-tip.

The Great American Antidote for Thirst is Clicquot Club Ginger Ale. Good anywhere, any time.

Buy by the case from your grocer or druggist. Keep in the pantry, and a few bottles on ice.

The Clicquot Club Company, Millis, Mass., U. S. A.

CELEBRATED  
**Clicquot Club**  
EXTRA DRY  
**GINGER ALE**  
THE PUREST SUGAR  
The Clicquot Club Co.  
MILLIS, MASS.

FIG. 1.—Illustrating how the advertiser of a popular trade-mark aids the reader in pronouncing it correctly.

The advertisers of "Djer-Kiss" perfume and "Clicquot" ginger ale, and other advertisers with odd trade names have had to spend considerable money teaching the public how to

pronounce their names. It is doubtless true that both of these names and other difficult ones have become thoroughly familiar to the public-group that buy the articles, but this does not lessen the fact that the advertiser's problem would have been simpler had he chosen a name easier for the public to pronounce and remember. People in buying do not like to mispronounce words. They may risk a pronunciation anyhow if they want a certain article very much, but if they have no preference between two articles, one with a name that they can be sure of pronouncing and another with a difficult name, the easy name is likely to have the preference.

Some words are difficult to read or to grasp quickly. Such a name as Casablanca may be suggestive of Spanish origin and possibly be appropriate for some product such as a cigar appealing to people who have a knowledge of languages and who can pronounce anything of French or Spanish origin. For a popular cigar, such a name as the Robert Burns or Cinco is preferable.

Crisco, the name adopted by Procter & Gamble for their cooking compound, was a happy selection. It is short, agreeable, easy to grasp and sticks to the memory. So does Nabisco, which is made up from the words National Biscuit Co. Many trade names are made up in this way.

Laxakola is an agreeable name and a good selection for a medical product, it being suggestive and likewise easy to pronounce and remember.

The letters C, S, K, X and O seem favorites with those who coin special words for their uses.

Other examples of coined words are Kodak, Kolynos, Mazda, Ryzon, Mazola, Sealpackerchief, Klenzo Pepsodent, Keen Kutter, Styleplus, Pebeco, CleTrac, Kumapart. Kodak, through long and strong advertising has come to mean as much as camera, though it is the exclusive property of the Eastman Kodak Company.

The following are examples of names having a good symbolism or suggestive power and yet ordinary words: American-Maid, Life Buoy Soap, Sunny Monday Soap, Sunkist Oranges, Blue Bird Washing Machine, Fordson Tractor, (manufactured by Henry Ford's son), Lincoln Motor, Sunnybrook Farm,

Keen Kutter Cutlery. Some of these names are registered trade-marks: others are not and may be protected only by the usual laws protecting property rights against unfair competition.

An advertiser may have a dozen or more trade names and possibly one trade-mark. He may use *Smith's Star Bacon* as a trade name, provided it does not interfere with the star

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*The Standard Paper for Business Stationery*

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**Old Hampshire  
Bond**




**THAT** it *pays* to use Old Hampshire Bond is the testimony of thousands of prudent business men. Prove this for yourself—ask your printer, or write us for Book of Specimens.

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Hampshire Paper Company, *South Hadley Falls, Mass.*<sup>cs</sup>

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FIG. 2.—The “Old Hampshire Bond” seal and the hand-lettered lines build up an impression of distinctiveness. The seal is particularly appropriate for a bond-paper manufacturer.

emblem as used by some other manufacturer on bacon or other similar products in the territory covered, though the Smith trade-mark may be something entirely different. Likewise, such terms as “A 1” and “Wear-Ever” may be used as trade names, though they are generally inadmissible as trade-marks because of their descriptive character. In adopting a trade name the advertiser should, of course, be careful that he does not compete unfairly with some one else using such a trade name, but in adopting a trade-mark he must comply with certain specific requirements. As will be outlined in a subsequent paragraph, trade-marks must fall within certain well defined classifications.

## TRADE-MARKS

**What a Trade-Mark may be.**—The trade-mark law permits a wide range of material as trade-marks—words, figures, pictures, lines, devices, etc. and combinations of these.

**Words that are Prohibited as Trade-Marks.**—Generally the words that are prohibited as trade-marks are: (1) descriptive words: (2) geographical terms indicating origin; (3) emblems of societies, associations and orders, flags of the United States and other countries, flags of states, government seals, etc.

## DESCRIPTIVE, FANCIFUL AND FIGURATIVE TERMS

The reason for prohibiting purely descriptive terms is plain. The common descriptive terms are the property of all tradesmen. If one were permitted to register "First Class" and another "High Class" as applied to butter, it would be possible for a few butter producers to register all the words that mean high quality, and other producers could not describe their products without infringing trade-marks.

And yet it is often difficult to draw the line between a term that is directly descriptive and one that is merely suggestive, figurative or fanciful. *Spearmint* as applied to chewing gum, and *Rubberset* as applied to brushes, have been denied registration. On the other hand, words that are apparently as descriptive as these have been admitted. The decision as to admission to registration rests with the Commissioner of Patents, though appeals can be taken from his decisions.

In the case of the classification of Prints and Publications the practice of the Patent Office has been to allow the registration of terms that are more directly descriptive than in the case of other products. House publications and series of booklets come under this classification, and by registering these as trade-marks, protection can be assured that is not afforded by copyright, since copyright does not protect a mere title.

*Better Letters* was allowed as a registered trade-mark covering a set of booklet lessons, though the term appears directly descriptive. Many names of magazines that have been registered are directly descriptive.



**TO** save on shoes buy for quality, and not price. Buy shoes that wear the longest, and give the greatest amount of satisfaction in comfort and appearance. Buy Florsheims and you save.

*Nine Dollars and up*  
Florsheim quality is economy.  
Look for name in shoe.

**The Florsheim Shoe Company**  
Chicago, U. S. A.

*Write for "Styles of the Times."*

**The Roadster—**

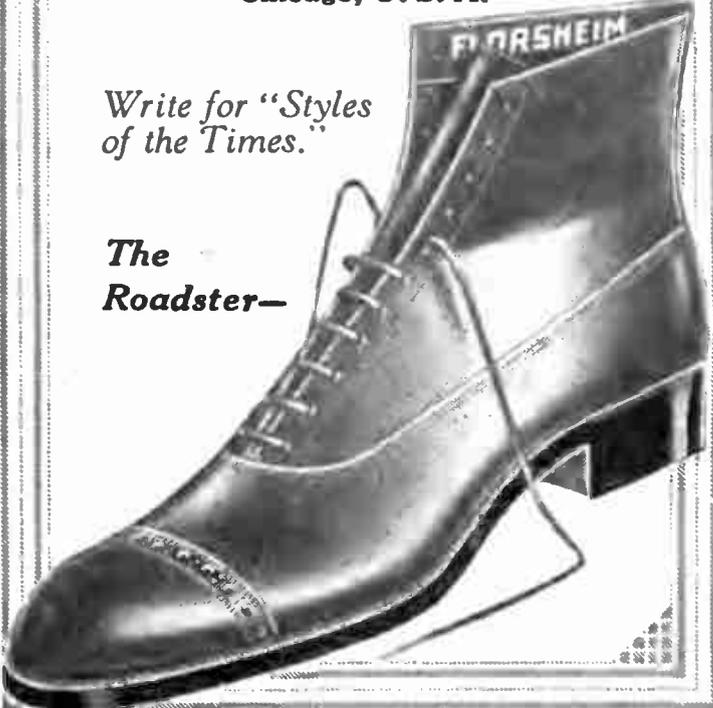


FIG. 3.—Method of using a trade-mark regularly at the very top of the advertisement. The advertiser's difficulty here is that his trade-mark is of the very complex type. It is safe to say that far more readers will remember the name Florsheim than will be able to recall such a design.



**Generic Words Prohibited.**—Such words as *loganberry juice*, *portland cement*, *hard slate*, are descriptive or generic and common property. It sometimes seems hard that an advertiser shall not have some exclusive rights in such words when he does all the educational work to make the commodity popular, but he cannot have such a right. When the loganberry drink was first promoted aggressively, the advertiser felt obliged to use the word *Loganberry* in advertising the drink because the adoption of an unfamiliar coined name would mean spending a great deal of money to tell the public what the drink was, whereas *Loganberry* explains itself. So the advertiser featured the word *Loganberry* and also the word *Phez*, which latter was his own word and one that he could protect. Despite all his efforts, however, a large part of the public merely called for a “loganberry” and did not use the name *Phez* at all. Consequently, when the druggist ran short of loganberry juice he could buy a new supply from some one other than the original advertiser without many people knowing the difference.

To get around such difficulties some advertisers have made their trade-marked name a part or the full name of the product. Example; *Munsingwear*. This word makes it clear that the goods are *wear*, and it has become almost as easy for the public to call for *Munsingwear* as for *Underwear*.

**Geographical Names.**—Geographical names are prohibited for the same reason that purely descriptive terms are. They are the common property of many persons and no one has the right to usurp or monopolize their use. It is the right of every man in Massachusetts to catch and pack codfish and sell his product as *Massachusetts Cod* if he so desires. So any one may refer to his product as a Detroit-made automobile, if it is. It would be unfair if any one man had the sole right to call his fish “Massachusetts Cod,” or any one man his automobiles “Detroit-made machines.”

Fanciful and arbitrary terms may be used. The use of the word *Hoosier* to indicate an Indiana-made kitchen cabinet suggests Indiana and yet does not deprive others of the right to refer to Indiana as the place of manufacture. One making refrigerators in Michigan may call them Alaska refrigerators,

because the use of *Alaska* is figurative to indicate coldness, not the place of manufacture. Registration rights might be secured for "Plantation Peanuts" if the product were Southern, but not for "Virginia Hams."

**Flags, Seals, Emblems, etc.**—The reason for not admitting well known emblems, seals, insignia, etc., to registration as trade-marks is apparent. It would be an injustice to allow the symbols of the Red Cross, the Y. M. C. A., the Masonic



Order, etc., to be registered as trade-marks by anyone but the organizations themselves.

**Figures and Devices.**—Figures or letters may be used singly or in combination unless such combinations have come to have a common meaning, such as A 1 has. Arbitrary combinations such as 303, 49, 99, and 1001 may be used.

Devices such as stars, triangles, etc., may be used if they do not conflict with trade-marks already registered. But every advertiser desiring trade-mark protection must have his own distinctive arrangement of such devices.

**Personal Names.**—Personal names or signatures may be registered as trade-marks under the 10-year clause, but mere names are not easy to protect as trade-marks. Every man named Ford has a right to make automobiles if he cares to, provided he does not deceive the public and make it appear that his product is the original Ford product. Both the names Rogers and Baker are used partly or in whole as trade-marks and have been imitated extensively. The Walter H. Baker Company has been successful in one case at least in compelling an imitator to put on his cartons a statement to the effect that the package is not from the old firm of Walter Baker & Co. A more arbitrary trade-mark could have been protected more easily, very likely.

**Names of Persons not Living.**—Names of deceased persons have been used freely as trade-marks. There are cigars carrying the names of George W. Childs and Robert Burns and

other famous characters. There is a George Washington Coffee, and an Alexander Hamilton Institute and many other similar examples.

**Registrations under the 10-year Clause.**—Trade-marks in use for ten years and used prior to February 20, 1895, may be registered even though descriptive or geographical in character. This provision is generally referred to as the “10-year clause.” It afforded relief to many manufacturers who had used names of a descriptive or geographical character until such names had come to be associated only with their goods. In the case of Oneida game traps, for example, the name had become so well fixed in the minds of hunters as identifying the product of the Oneida Community that the courts protected the owners in the use of the trade-mark though it is obviously of the geographical classification.

### PROCEDURE IN TRADE-MARK REGISTRATION

Trade-marks may be registered in the United States by applying to the Commissioner of Patents, Washington, D. C., and by following a procedure with respect to filing application, drawing of trade-mark, etc. The following is a schedule of costs, which however, does not include an attorney’s fee for searching records and handling papers, and this extra expense is advisable.

#### FEES

On filing each original application for registration of a trade-mark.....	\$10.00
On filing each application for renewal of the registration of a trade-mark.....	10.00
On filing notice of opposition to the registration of a trade-mark	10.00
On appeal from the examiner in charge of trade-marks to the Commissioner of Patents.....	15.00
On appeal from the decision of the examiner in charge of interferences, awarding ownership of a trade-mark or canceling the registration of a trade-mark, to the Commissioner of Patents.....	15.00
On appeal from the decision of the examiner in charge of trade-marks, on a motion for the dissolution of an interference on the ground of non-interference in fact or non-registrability of a mark, to the Commissioner of Patents.....	15.00
For manuscript copies, for every 100 words or fraction thereof..	0.10

For recording every assignment, power of attorney, or other paper of 300 words or under.....	1.00
Of over 300 and under 1,000 words.....	2.00
And for each additional thousand words or fraction thereof...	1.00
For abstracts of title:	
For the search, one hour or less, and certificate.....	1.00

A good attorney will advise other choices of trade-mark if his search develops that a mark offered is likely to conflict with a mark already registered. The Commissioner of Patents will also deny applications if they apparently conflict. For example, shortly after the termination of the Great War an application was filed for a trade-mark of the word Victory as applied to talking machines. The application was denied on the ground that the new name was a palpable imitation of "Victor."

Trade-marks must actually have been used in trade before they can be registered. They must be used on goods in order to maintain protection, for the object of the trade-mark law is to protect the buyer as well as the seller, so that when one buys an article that is perfectly satisfactory and wishes to buy again, he may be guided by the trade-mark.

The mark must be submitted on a drawing made up in a specified way, and even if the design does not apparently conflict with any registered mark, it must be listed in a publication of the Patent Office and notice thus given the public, so that any other trade-mark owner who believes his mark or right may be infringed by the registration of the new mark may object, or file "an interference."

The final registration of a trade-mark and the granting of a certificate does not, of course, establish the validity of a trade-mark. Many trade-marks have failed to stand the tests of the courts after having been registered, but as "possession is nine points in law," so registration may be said to be a strong point in favor of the trade-mark that has passed through the regular procedure established by the government.

Registration gives to the owner of the trade-mark broad protection whereas without registration, the courts have held that protection is limited to the territory in which the advertiser's goods have been sold.

# Look under the lid !



## Be sure it is a Victrola

Both the picture "His Master's Voice" and the word "Victrola" are exclusive trademarks of the Victor Talking Machine Company. When you see these trademarks on a sound-reproducing instrument or record, you can be sure it was made by the Victor Company.

Being a registered trademark, the word "Victrola" cannot lawfully be applied to other than Victor products.

For your own protection see for yourself that the instrument you buy bears these famous Victor trademarks. They are placed on all Victor instruments and records to protect our customers from substitution.

*Look under the lid.* On the portable styles which have no lid, these trademarks appear on the side of the cabinet. One or both of them also appears on the label of all Victor Records.

Victor Talking Machine Co., Camden, N. J.

# Victrola

REG. U.S. PAT. OFF.

FIG. 6.—How the Victor Talking Machine Company centers attention on its two trade-marks.

## TRADE-MARK PROTECTION IN FOREIGN COUNTRIES

Page 122 gives some condensed information as to requirements for trade-mark registration in foreign countries. If there is any likelihood that an advertiser will market his goods outside of the United States, he should protect his trade-mark rights in other countries before it is too late.

**Amendment of 1920.**—The Amendment of 1920 is somewhat ambiguous in its terms. The object is to give opportunity for nominal registration, merely to enable American exporters to comply with the registration requirements of certain foreign countries in which no American trade-marks can be registered unless they have first been registered in Washington. This registration does not involve any judicial consideration of the character of the mark registered, and it is possible to register almost anything. It also provides for an extension of the benefits of the "10-year clause." That is, if a concern had registered the trade-mark X under the 10-year clause as its trade-mark for one article of its production and later extended its business to include other articles, it can apply the X trade-mark to the new articles as well as to the old.

## INFRINGEMENT

The test of infringement is whether or not the mark or package that is declared by the advertiser to be an infringement is so similar in appearance to the advertiser's goods that the public, buying in the ordinary way and with the ordinary amount of caution, would be likely to buy the imitating goods for the original. The lines of the design of a trade-mark may be quite different from that of a registered mark, and yet be so similar in coloring and general appearance that it would be an infringement.

The proper procedure for one who feels that his trade-mark has been infringed is to seek the advice of a competent attorney and present exhibits of the offending mark or package. Every advertiser should, of course, keep careful records of the first use of his trade-mark or trade name, by preserving file copies of packages with date of manufacture, photographs of signs, etc.

## ABANDONMENT

If a trade-mark is not used regularly, the advertiser may lose the right to it through what is known in trade-mark law as "abandonment." If one abandons a trade-mark, another may take it up. What constitutes abandonment will depend on all the conditions of a given case. It depends on intention. Trade-mark rights survive bankruptcy unless a business dies. Before adopting any trade-mark that has been used by another, it is better to get a release or bill of sale, or to be sure that the mark is not being used in some quiet way by the original owners or their assigns.

## GOOD WILL WITH TRADE-MARK

The courts have again and again decided that a trade-mark cannot be sold apart from a business. It would be an imposition on the public, for example, for the trade-mark on a fine line of tools to be sold to some concern that did not make those tools at all. Likewise, one who leases his trade-mark to be used by another on goods of a different manufacture and with which he has nothing to do is vitiating any rights that he may have.

## NOTES ON TRADE-MARK EXHIBIT

Pages 124 and 125 show some of the best known trade-marks and names and a few that are not perhaps generally known. A study of these will give an idea of the great variety possible and also show the weakness or strength of the design when it must be run in a small size. This is something that should be kept in mind in adopting a trade-mark. Nos. 3, 5, 8, 11, 12, 16 and 26 are very distinctive in form. By comparing Nos. 14 and 17 the advantage of having a simple design will be made clear. As No. 20 illustrates, it is difficult to get a distinctive effect when the circular form of mark is used with a familiar device as the keystone which is used by many Pennsylvania firms. In the case of No. 25 the bell in the center makes a striking design when otherwise the mere circle arrangement would be commonplace. No. 22 is an ingenious arrangement of lettering. No. 24 is particularly good, as the beaver illustrates the name of the product.

TRADE-MARK REGULATIONS OF FOREIGN COUNTRIES AND APPROXIMATE  
 TOTAL COST OF REGISTRATION—ACCORDING TO INFORMATION  
 FURNISHED BY NATIONAL ASSOCIATION OF MANUFACTURERS  
 All Limited Registrations are Renewable

Country	Term, years	See notes	Charge
Argentine Republic.....	10	<i>a c</i>	\$85.00
Australia.....	14	<i>c e f h</i>	70.00
Austria.....	10	<i>d e g</i>	50.00
Bahamas.....	14	<i>f</i>	65.00
Barbados.....	14	<i>f</i>	65.00
Belgian Congo.....	Perpetual	<i>g</i>	65.00
Belgium.....	Perpetual	<i>e g</i>	55.00
Bermuda.....	14	<i>f</i>	65.00
Bolivia.....	10	<i>a i</i>	90.00
Brazil.....	15	<i>d e h</i>	85.00
British Central Africa.....	14	<i>f</i>	65.00
British East Africa.....	14	<i>f</i>	70.00
British Guiana.....	14	<i>f</i>	65.00
British Honduras.....	Perpetual	<i>p</i>	65.00
Bulgaria.....	10	<i>d h</i>	85.00
Canada—General.....	Perpetual	<i>c</i>	65.00
Canada—Specific.....	25	<i>c</i>	60.00
Ceylon.....	14	<i>c e f</i>	75.00
Chile.....	10	<i>a</i>	60.00
China (Shanghai).....	.....	<i>j</i>	35.00
China (Tientsin).....	.....	<i>j</i>	35.00
Colombia, Republic of.....	20	<i>g</i>	120.00
Costa Rica.....	15	<i>a</i>	65.00
Cuba.....	15	<i>a d e</i>	65.00
Curacao.....	20	.....	65.00
Czecho-Slovakia.....	10	<i>b d</i>	65.00*
Denmark.....	10	<i>d e h</i>	65.00
Dutch East Indies.....	20	<i>e g</i>	65.00
Dutch Guiana.....	20	<i>e g</i>	65.00
Ecuador.....	20	<i>c</i>	100.00
Egypt (no statute) filing in Cairo.....	.....	<i>l</i>	50.00
Egypt (filing in Mansurah or Alexandria).....	.....	<i>l</i>	50.00
Falkland Islands.....	14	<i>f r</i>	65.00
Federated Malay States.....	.....	<i>p</i>	70.00
Fiji Islands.....	7	<i>f</i>	65.00
Finland.....	10	<i>d g</i>	50.00
France.....	15	<i>c e g</i>	50.00
Gambia.....	14	<i>f</i>	65.00
Germany.....	10	<i>a d e</i>	55.00
Great Britain.....	14	<i>e h</i>	65.00
Greece.....	10	<i>a g</i>	95.00
Guatemala.....	10	<i>a d</i>	90.00
Haiti (expires with U. S.).....	.....	.....	65.00
Holland.....	20	<i>e g</i>	60.00
Honduras, Republic of.....	Perpetual	<i>d g</i>	115.00
Hong Kong.....	14	<i>f</i>	120.00
Hungary.....	10	<i>d e g</i>	50.00
Iceland.....	10	<i>d</i>	70.00
India (no statute) Calcutta.....	.....	<i>m</i>	60.00
Italy.....	Perpetual	<i>d e g</i>	65.00
Jamaica.....	14	<i>c f</i>	65.00
Japan (and Korea).....	20	<i>e g</i>	65.00
Jugoslavia.....	10	<i>b d</i>	65.00*
Leeward Islands.....	14	<i>f</i>	65.00
Luxembourg.....	10	<i>g</i>	50.00
Malta and Gozo.....	14	<i>a f</i>	65.00
Mauritius.....	Perpetual	<i>f p</i>	65.00
Mexico.....	20	<i>c e h</i>	60.00
Morocco.....	20	.....	65.00
Newfoundland.....	Perpetual	<i>f</i>	65.00
New Zealand.....	14	<i>c e f</i>	50.00
Nicaragua.....	10	<i>a</i>	70.00

\* Estimated.

TRADE-MARK REGULATIONS OF FOREIGN COUNTRIES AND APPROXIMATE  
 TOTAL COST OF REGISTRATION—ACCORDING TO INFORMATION  
 FURNISHED BY NATIONAL ASSOCIATION OF MANUFACTURERS  
 All Limited Registrations are Renewable  
 (Continued)

Country	Term, years	See notes	Charge
Nigeria (and Lagos).....	14	<i>f</i>	70.00
Norway.....	10	<i>a d e</i>	55.00
Panama.....	10	<i>d g</i>	110.00
Paraguay.....	10	<i>a</i>	110.00
Peru.....	10	<i>a</i>	80.00
Philippines.....	30	.....	65.00
Poland.....	10	<i>b d</i>	60.00*
Porto Rico.....	20	.....	55.00
Portugal.....	10	<i>a d e</i>	50.00
Rhodesia.....	14	<i>c f h</i>	110.00
Roumania.....	15	<i>g</i>	65.00
Russia (no filing).....	10	<i>d h</i>	
Salvador.....	20	<i>c h o</i>	100.00
Santo Domingo.....	20	<i>a</i>	90.00
Servia.....	10	<i>a d e</i>	110.00
Siam.....	12	<i>f</i>	75.00
South Africa, Union of.....	14	<i>c f h</i>	70.00
Spain.....	20	<i>d e h</i>	85.00
Straits Settlements.....	.....	<i>p</i>	70.00
Sweden.....	10	<i>a d e</i>	65.00
Switzerland.....	20	<i>d e g</i>	50.00
Trinidad.....	14	<i>e f</i>	65.00
Tunis.....	15	<i>e g</i>	55.00
Turkey.....	15	<i>a g</i>	115.00
Uruguay.....	10	<i>c d h</i>	100.00
Venezuela.....	30 years or less	<i>a</i>	70.00
Virgin Islands.....	expires with U. S.	<i>d</i>	60.00
Zanzibar.....	14 years	<i>r</i>	75.00

\* Estimated.

NOTES

- a*—Registration alone gives ownership.
- b*—Unexpired registrations of the old governments may be revalidated. Also registrations by the new governments may be obtained.
- c*—Infringers cannot be sued until mark is registered.
- d*—Trade-mark must first be registered in United States.
- e*—Under International Convention, citizen of any other Convention country has priority from home application if filed within four months.
- f* Laws of British Colonies follow generally the British law.
- g*—Registration subject to rights of prior user in such country.
- h*—Registration is only *prima facie* evidence of title to mark but becomes conclusive after expiration of a certain period.
- i*—Bolivia: Registration compulsory. Foreign goods bearing trade-mark liable to confiscation unless same is registered.
- j*—China: The regulations for the protection of Trade-marks in China, adopted in October, 1904, were suspended at the request of the various European Powers. Pending the promulgation of more satisfactory Regulations, Trade-marks are being deposited with the Imperial Maritime Customs at Shanghai and Tientsin, and with U. S. Consuls in order to secure evidence of priority of use.
- l*—Egypt: No statute for registering Trade-marks, but applicant's claim to such is filed in the Courts at Cairo, Mansurah and Alexandria.
- m*—India: No Special Trade-marks Registration Act exists in India, but it is customary to register a Declaration of Ownership of the Trade-mark under the Indian Registration Act of 1908, which registration may be adduced as evidence to prove exclusive right to the mark.
- o*—Salvador: Registration subject to annual tax. Price includes taxes for five years.
- p*—No Trade-Mark law. Protection secured by advertising.
- r*—Mark must first be registered in a British possession.

# Belber

TRAVELING GOODS

1



3

# Cliequot Club

(Pronounced Klee-Ko)  
GINGER ALE

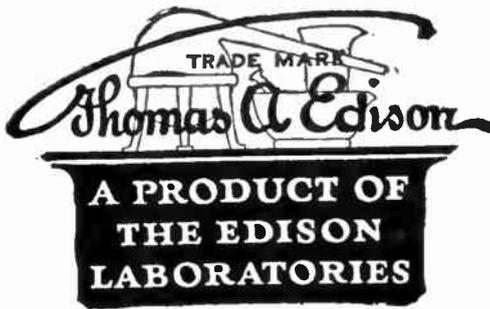
2



4



5



6



Trade Mark Reg. U. S. Pat. Off.  
Time to Re-tire?  
(Buy Fisk)

7

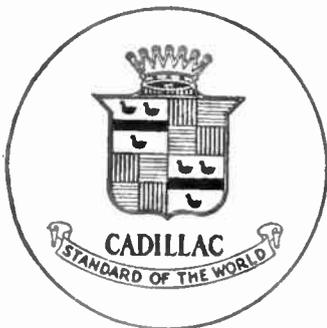


9



REG. U.S. PAT. OFF.

8



10



11



12

Trade-mark Exhibits.

WEAR-EVER



13

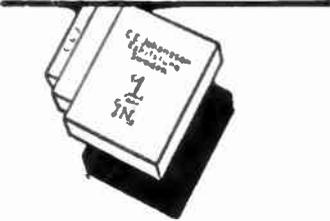


14



15

Johansson  
ACCURACY



16



17



18



19



20



TRADE MARK

21



22



25



TRADE MARK

23



24



26

Trade-mark Exhibits.

**Trade-Mark Record.**—It is not enough for the advertiser to know that he owns a trade-mark and that he has had it properly registered. He should maintain a record showing how and when the trade-mark was used from its very origin. It is frequently the case that in a suit involving the ownership of a trade-mark or trade name there is considerable difficulty in securing tangible evidence of the varied use made of the mark or name.

## SECTION 6

### PACKAGE ADVERTISING

**Value of Package as an Advertisement.**—Experienced advertising men often wonder why apparently so little attention is paid by manufacturers to the designing of packages and cartons that are of good advertising value. Some of the best known products have been put out in the most commonplace or crudely designed packages, bottles, or cartons. Eventually such packages or containers have acquired a large good will value perhaps but this value would have been reached sooner or would have been larger had the advertiser at the outset taken pains to adopt a package design that would have given his product the best opportunity.

This argument is borne out by the experience of a hosiery manufacturer who recently put on the market a new brand of hosiery known as BUTTERFLY. The box itself was an exceptional bit of art work, being a rich combination of colors that harmonized with a large butterfly forming the central illustration.

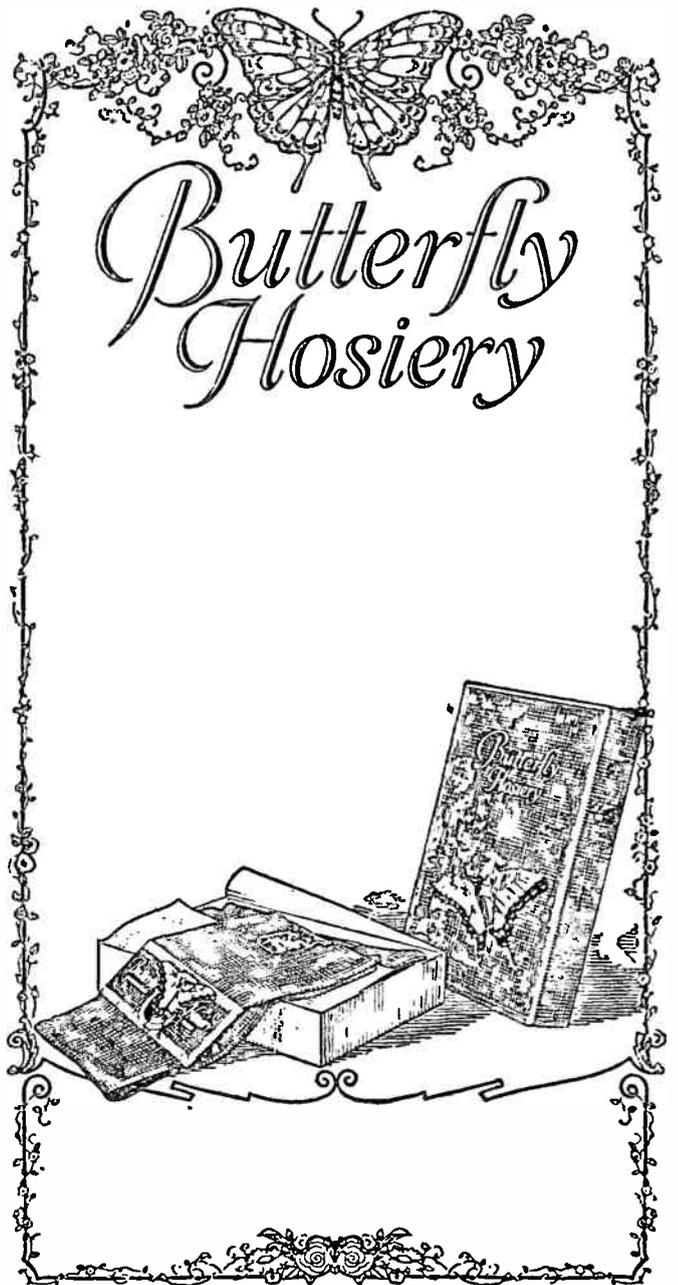


FIG. 1.—Trade advertisement minus text showing an attractive hosiery box and the way it was featured in trade advertising.

tive feature. The trade-paper design shown without text in Figure 1 can give only an approximate idea of the beauty of the package. But the attractiveness of this package was such that the trade took the new goods without pressure, believing that such a package would prove "a good seller." And so it did.

The Whitman assortment of candies in the famous Sampler box, Figure 2, is a fine assortment, but the sale of this assortment of candies would never have approached the figures at-



FIG. 2.—An unusually fine example of package advertising.

tained had it not been for the unusually artistic design of the Sampler box. This is a duplication of the old sampler cases used by the grandmothers and great-grandmothers of the present generation. A test among a number of intelligent women showed a marked preference for this box of candy over many others approximately the same price, some of higher price.

**Essentials of Good Package Design.**—What is a good design for the package containing a manufactured product depends, naturally, somewhat on the character of the product itself. What might be exceedingly appropriate for a flour or a soap might be quite different from a design that would be suitable for jewelry, hats or shoes. The following considerations usually enter into the decision:

1. The "sign value" of the design as it may be viewed on the dealer's shelves, in a showcase or window, or as the product may appear when in use by the customer.

2. Selection of the most appropriate colors.
3. Distinctive shape of the design, or exclusive features in connection with it.
4. Appropriate decoration and lettering.

**Examples of Good Design.**—As an example of good “sign value,” consider the LUX package, a reproduction of which appears in Figure 3. Though this package is a small one, the strong, simple lettering and the clear colors of the package make it stand out on the grocer’s shelves. The AUNT JEMIMA FLOUR package, shown in Fig. 4, is a good example of how a character may be used to make a package distinctive.



FIG. 3.—One can hardly miss seeing the fine display of the name “LUX” if he glances at grocery-store shelves.

Most canned goods have gaudy labels. The Heinz Baked Beans can, Figure 5, brings out a cluster of beans against a plain background and is effective. It really advertises beans!

It may seem that in considering the design of a package for such a product as Portland cement there is little to be said, and yet a large cement company may have millions of cloth sacks going and coming—cement sacks being returnable by the user, as they can be used a number of times. The



FIG. 4.—Use of an advertised character as the chief feature of a package design.



FIG. 5.—A simple cluster of beans affords a better decorative scheme than the usual vivid coloring of canned-goods labels.

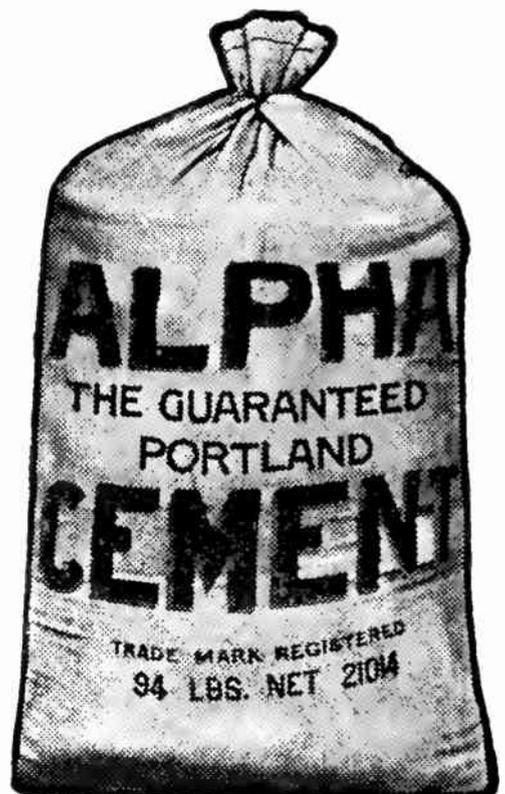


FIG. 6.—A plainly lettered stamp makes even a cement sack a good "sign advertisement."

Alpha Cement Company at one time carried a rather complex trade-mark on all of its sacks, a design that was difficult to read, especially when the sack became a little soiled. The Alpha sales and advertising departments reflected that the sacks gave an opportunity to have several millions of Alpha Cement signs before the public constantly. People passing new building work are often curious to see what material is being used. So, after some tests, the trade-mark design was omitted as a package feature and the plain, bold design indicated by Figure 6, used in its place. Here the name ALPHA, which was the essence of the trade-mark anyhow and was the sign or symbol by which the cement-public bought, is given strong display and a selling point "The Guaranteed Portland Cement" is added.

Color principles should be applied to packages just as they are to be printed matter generally. Dainty products call for dainty colors. Some of the talcum powders, perfumery cases, tooth-powders, etc. have cases or containers that are very effective from the color point of view.

Other classes of goods need distinctive colors or designs but not necessarily dainty atmosphere. Consequently such designs as the "checkerboard" effect of a breakfast food container have been adopted, because this makes a package more prominent, actually makes it look larger. Very frequently the package displays a well known illustration associated with the product.

This principle is carried out in the Kellogg Toasted Corn Flakes package shown in Figure 7, which is not only an example of a distinctive package but also displays "The Sweet-heart of the Corn," which is featured in many of the Kellogg advertisements.

Shredded Wheat, a competitor of Kellogg's Toasted Corn Flakes, shows an attractive picture of a shredded wheat biscuit on the package itself.

The reproduction in one color of the Big Ben Clock package,



FIG. 7.



FIG. 8.—The simplicity of the “Big Ben” box is its strength.



FIG. 9.—The Hires counter keg is a peculiarly fitting package for Hires root beer.

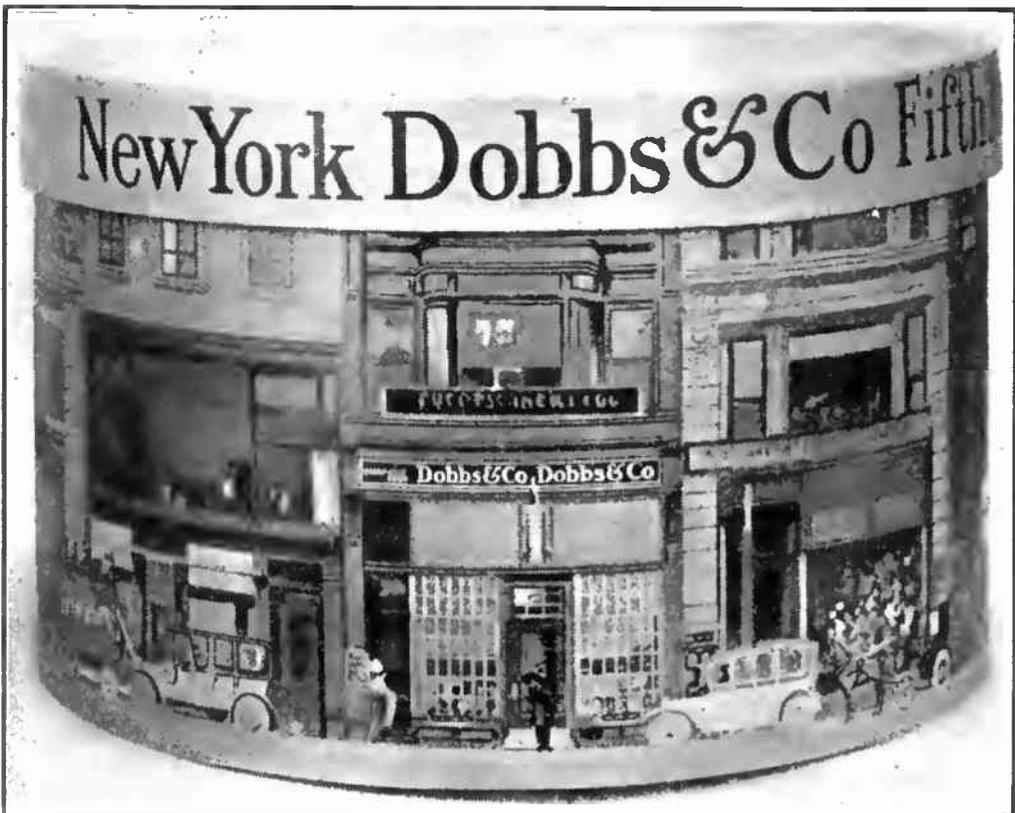


FIG. 10.—A striking contrast to the usual style of hat-box.

Figure 8, does not do justice to the color scheme of the original, a pleasing brown with artistic white trim. Here, again, the designer wrought wisely in working out a simple, strong display of the name, which, in a window, will dominate the names or designs on many larger containers.

The Hires Root Beer Keg, Figure 9, is another fine example of an appropriate package. The keg is strongly suggestive of "something good to drink." With its dark coloring and its neat brass trim, it probably sells more root beer than any window display or counter advertisement that might be devised. And yet the container is exceedingly simple—as most effective advertising devices are.



FIG. 11.—A package need not be large in order to have artistic possibilities.



FIG. 12.—This clean looking carton suggests high quality for Dixie drinking cups.

Perhaps many hat manufacturers have asked themselves what could be done to lift a hat-box out of the commonplace. It is evident from a glance at Figure 10 that the advertisers of Dobbs' Hats have solved the problem satisfactorily. This design not only has good "sign value" on the shelf but speaks good style and quality. One would expect to see a distinctive hat come out of such a distinctive box, and such an impression is a real advertising success.

The Oyster Cracker package of the National Biscuit Company, shown in Figure 11, is a further indication of what may be done to make the label of even the small package of goods distinctive.

The Dixie Cup carton, reproduced in Figure 12, brings out the shape and coloring of the Dixie Cup strongly, and the extreme simplicity of the lettering makes the name readable at considerable distance. Most designers would have worked out a fancy border for this illustration and filled the corners of the space with frills of one kind or another. Art work that is

### Milk That Keeps Without Ice

If you could get fresh milk that would keep its "just-milked" flavor till you are ready to use it, and keep fresh and sweet without ice—it would seem almost incredible. But it is true of Klim Powdered Milk.

Spell it backwards

# KLIM

BRAND

## POWDERED MILK

Klim users face no fears of milk shortage, no delayed deliveries, no undependable quality; they have no worries about souring. For Klim needs no ice—it does not sour; it does not freeze in winter. In any locality, in any season, it is always the same excellent milk awaiting use.

Should you want sour milk, re-store Klim to liquid form and let it sour naturally. It makes excellent cottage cheese.

Leading doctors see in powdered milk a veritable godsend for humanity. Many hospitals are already using Klim, as are many schools.

Make your pantry your dairy. Get a supply of Klim to fill your family needs: Klim Powdered Whole Milk (full cream), for drinking, for coffee, for cereals and desserts; Klim Powdered Skimmed Milk, for all cooking purposes. Go today and get a supply from the nearest dealer.

KLIM is for sale at all the stores of the following firms

Charles & Co.	Daniel Reeves, Inc.	Gristede Bros., Inc.	
H. C. Bohack Co.		National Grocery Co.	

FIG. 13.—When the package design is a strong one it is comparatively easy to make it an effective part of advertisement display.

symbolic is often most appropriate on a package design, but unless something of evident appropriateness in the way of decorative work can be developed, it is a safe rule to adopt a simple design. It should be kept constantly in mind that a great many package designs will be viewed at a distance of from a few feet up to fifteen or twenty feet.

Finally, as indicated by Figure 13, the simple, strong package design permits illustrations in newspaper and magazine advertisements that otherwise would not be possible.

## SECTION 7

### ADDRESS LABELS AND PASTERS

#### LABELS

The address label is a small affair and yet it may be made of real advertising value. From its very nature, it commands attention easily, something that cannot be said of many other forms of advertising. As the advertiser, in writing his customer's or prospective customer's name is certain of drawing his eye, or his representative's eye, it follows that this opportunity should be utilized.

Says *Printing Art*: "Labels are the advance messengers. A firm is often judged by the appearance of the messenger that arrives. Nothing except a letterhead, perhaps, carries the character of the house along with it as publicly as a package label." And yet it is singular that few advertisers have taken the trouble to adopt a neat, convenient address label that will convey a pleasing impression.

The label is a labor-saving and expense-saving device in the first place. With a good label, the corner card on large envelopes, cartons, packages, etc. may often be dispensed with and the cost of printing saved. The label can carry this address. Furthermore, the label can be put into a typewriter and directed much more easily than can a thick envelope, a card or a tag.

The address label can be made a little poster. With appropriate design, appropriate lettering and color, it may make a pleasing first impression for the advertiser. It is not absolutely necessary that it incorporate an illustration or even a drawn letter, though most artistic labels are hand-lettered.

The exhibit on page 136 conveys only a general idea of the possibilities in label design (Figure 1).

If labels are ordered on gummed stock, they may be affixed by merely moistening them. The ungummed label is likely to curl badly when paste is applied.



FIG. 1.—A collection of attractive address labels.

The label of the California Fruit Growers Exchange shown in Figure 2 embodies a good idea. The label proper has an attachment and a slip of carbon paper is used to secure on this attachment, a copy of the address on the original label and

California Fruit Growers Exchange      Date \_\_\_\_\_  
ADVERTISING DEPARTMENT

For \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Contents of package \_\_\_\_\_

By Mail  Express  Freight  Messenger

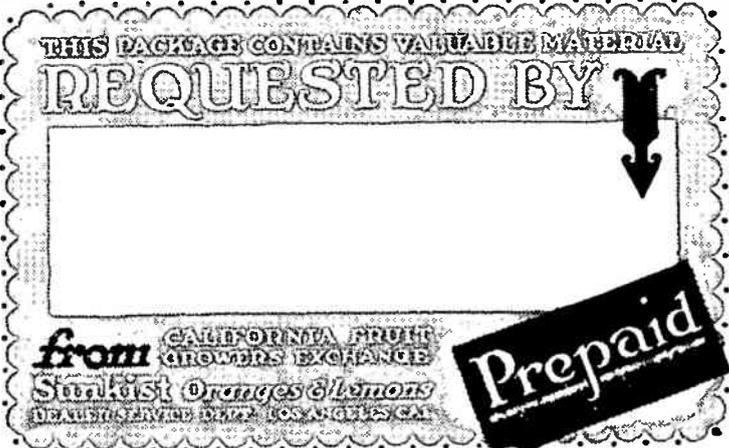


FIG. 2.

other particulars, so that a record is made of the person to whom the package was sent, by whom it was sent, etc.

### PASTERS

The paster is in the nature of the address label except that it is complete in itself. It is another form of small poster, and used with discrimination, may be of real advertising effectiveness.

Pasters may be used in various ways:

1. On the back of envelopes of regular correspondence.
2. As a means of holding folders or other advertising material together.
3. On packages to call attention to a current event, a slogan, a trade name, etc.

Advertisers run considerable risk by sending out boys to attach pasters to doors, windows, etc. While during public

campaigns of very general interest, pasters of good size are used on automobile shields, store windows, and the like, ordinarily people object to having their property plastered with small advertising signs. Like the poster, the paster must be kept within its proper place or it may do more harm than good.



FIG. 3.—A series of small pasters.

Figure 3 is one example of a number of “Build Now” pasters used to stimulate building at a time when the tendency was to wait.

Figure 4 is a reproduction in black of a paster used by the Red Cross organization in its annual “Roll Call.” This in its

original form was about 5 by 5 inches and was in a bright red. It was designed particularly for pasting on automobile windshields, and hundreds of thousands were displayed that way during the week of the "Roll Call." Not all were of the design shown by Figure 4. In fact, a feature of these paster-advertisements is that a variety can be used and the interest of the reader stimulated by seeing different slogans or appeals.

The "Teaser Paster" forms an important part of many of these campaigns. During the War Chest campaigns, for



**Enroll**  
**+**  
**Now!**

FIG. 4.

example, pasters were used featuring just the phrase "1 to 31." The keynote of the War Chest campaign, as it was carried out in most communities, was the giving by the subscriber of one day's pay out of the month—the argument being that as the American soldiers were giving all of their time to the service of the country, the "stay-at-homes" might give at least one day's pay during each month for the comfort and encouragement of the boys on the firing line. Then, again, during the fifth Victory Loan, the first paster-advertisements carried merely a large V. Usually in these teaser series several interest-stimulating appeals are featured before the full message is revealed. If the plan is carried out logically, there is much to be said in favor of such advertising, for undoubtedly the public is inclined to pass up lightly all ordinary

appeals for contributions no matter how worthy the cause may be.

**Use of Pastors by Boards of Trade.**—In carrying out some movement for the benefit of an entire community, the Board of Trade or Chamber of Commerce sometimes finds it well to adopt an artistic small paster carrying a slogan or some other keynote appeal of the movement and to have all members of the organization use these pasters on their envelopes, packages, etc. Sometimes as a means of raising funds, these pasters are sold to all the business firms of the city. Publishers are not particularly favorable to this style of advertising, but while it does not perform all that a well-rounded out campaign will accomplish, it is often just as profitable, cost considered, as any other form of publicity.

## SECTION 8

### DEALER AIDS

An important part of advertising campaigns for goods that are to be sold through retail dealers is that covering what is generally known as "dealer aids."

Dealer aids are of great variety, according to the product advertised, and may cover one or a number of the following items:

Local newspaper, street-car or outdoor advertising paid for wholly or partly by the manufacturer.

Samples of goods ready for distribution.

Models, souvenirs or specialty advertisements.

Signs for stores, warehouses, windows, counters, wagons or trucks.

Fixtures, racks or special cases for holding goods or advertising matter.

Window-display specialties.

Booklets, folders, cards, or blotters for handing out to callers or for sending to mailing-lists.

Electrotypes for newspaper advertisements.

Street-car cards imprinted with dealer's name.

Letterheads, billheads and envelopes featuring advertised product.

Slides or short moving pictures that the dealer may have shown at local picture houses or in a special exhibition.

Circular letters sent to the dealer already printed, or perhaps sent to a selected mailing-list that he has furnished, leaving him the work of only mailing the letters.

Calendars which may come to the dealer free or for which he pays in whole or in part.

Syndicate house-organ for dealer's mailing-list.

Memorandum books, diaries, etc., for which the dealer pays in part or may possibly secure free in small quantities.

**Displaying the Campaign to Dealers.**—Advertisers, in order to get the full effect of their advertising, place their programs before the trade as impressively as possible. The usual method is to have a salesman take around a striking portfolio or exhibit and go over it with merchants or buyers, emphasize

the principal features, point out the circulation to be given to the advertising. The chart reproduced in Figure 1 shows how the extent of a magazine campaign was visualized to the trade.

### Sunkist Magazine Campaign 1919-1920 Season

Key ~ Oranges ● Lemons ■ Marmalade ▲ SOLID CHARACTERS DENOTE COLOR PAGES HOLLOW SQUARES FOR LEMONS DENOTE SMALLER SPACE IN BLACK AND WHITE

PERIODICAL	CIRCULATION	1919				1920								TOTALS	COMBINED CIRCULATION
		SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.		
Saturday Evening Post	2,000,000	●	▲	●	●	▲	■	●	■	●	■	●	●	12-5 <sup>th</sup> cover pages in 2 colors 1-2 color page inside	26,000,000
Ladies Home Journal	1,800,000	●	□	□	▲	■	▲	●	▲	■	●	●	□	9-4 color insert pages 4 - 1/4 pages	23,400,000
Good Housekeeping	500,000	□	□	●	□	●	■	●	□	□	●	□	□	1-3 <sup>rd</sup> cover pages, 4 colors 1-2 color inserts 1-1/2 pages 3-1/2 pages	6,000,000
Pictorial Review	1,800,000	□	□	□	●	□	●	□	●	□	□	□	□	3-4 color inserts 9-1/4 pages	21,600,000
Womans Home Companion	1,200,000	□	●	□	□	●	□	□	□	●	□	□	□	3-4 color inserts 9-1/4 pages	14,400,000
Literary Digest	1,000,000			●			●		●					1 - back cover, 4 colors 3-2 <sup>nd</sup> covers, 2 colors	4,000,000
Delineator	928,324	□	□	□	□		□	□	□	□				9-1/4 pages	8,354,916
Designer	336,635	□	□	□	□		□	□	□	□				9-1/4 pages	3,029,715
Womans Magazine	191,421	□	□	□	□		□	□	□	□				9-1/4 pages	1,722,789
Mc Calls	1,200,000	□	□	□	□		□	□	□		□			9-1/4 pages	10,800,000
Canadian Home Journal	30,000				■		■		■		■			4-4 color inserts	120,000
<b>Totals 11 Publications</b>	<b>10,986,380</b>	2 pages in color 6 1/2 pages	2 pages in color 6 1/2 pages	3 pages in color 7 1/2 pages	4 pages in color 8 1/2 pages	4 pages in color 8 1/2 pages	6 pages in color 12 1/2 pages	3 pages in color 7 1/2 pages	5 pages in color 10 1/2 pages	3 pages in color 7 1/2 pages	4 pages in color 8 1/2 pages	3 pages in color 7 1/2 pages	2 pages in color 5 pages	41 color pages (including covers) 26 1/2 pages 4-4 pages 3-1/2 pages Grand Total 106 Advertisements	<b>119,427,420</b>

Put this under the glass on your desk or post in a conspicuous place for reference

FIG. 1.—The California Fruit Growers Exchange Chart used to visualize to the trade the extent and cost of the general magazine campaign.

Another method is to use such an exhibit as a whole, or in parts, as supplemental to a follow-up system on dealers, using letters, postal cards or other means of calling attention to the various effective advertisements that the advertiser will use.

Sometimes such an exhibit is made up so expensively that it is sent to a dealer for only a few days, then recovered and forwarded to another dealer.

**Local Campaigns to Aid Dealers.**—Many national campaigns that appear as a whole to be efficient are really weak when their influence or effect on one community is gaged. A national advertiser of an article of popular use must, as a rule, use an extensive list of mediums if he reaches an appreciable number of readers in San Diego, California, or Norristown, Pennsylvania. The discerning dealer knows this and argues for a local campaign. Local publishers and other space-controllers aid and abet him in this argument. But to conduct local campaigns in hundreds or thousands of different communities or sections is expensive, and the advertiser who undertakes this must use great care or he will spend more in advertising than his possible sales will warrant.

Many national advertisers insist, and with good reason, that campaigns in nationally circulated mediums is their part of the merchandising job and that the retailer's part is the local advertising. Here, again, so much depends on the exact nature of the product that no rule can be laid down. The following examples show the varying practice of representative American advertisers:

1. Eastman Kodak Company uses national mediums exclusively in their appeal to the general public.

2. Victor Talking Machine Company uses national magazines, but also the newspapers in cities running over 10,000 population but does not attach local dealers' names to the newspaper advertisements except just before the holiday season.

3. The advertisers of Ruberoid Roofing use national magazines and also local newspapers, and in the newspaper advertising names the local dealer.

4. Various national advertisers having a limited number of dealers, use newspapers that circulate over wide territory, or farm papers that are confined largely to one state or section, and advertise their dealers' names.

**Basis for Local Campaigns.**—Should an advertiser decide that a local campaign is essential to his success, he may adopt one of the following plans:

1. Furnish dealers with newspaper plates, street-car cards or posters but ask dealer to pay for inserting or posting of such advertising.
2. Furnish such material as that described under item 1 and pay half or some other agreed proportion of the cost of space.
3. Conduct a local campaign in newspapers, cars or outdoor mediums, place the advertising direct after consultation with dealer or dealers and stand the entire expense, requiring dealers, however, to handle a certain amount of goods and laying out the local campaign in accordance with this agreement.

In such cases the advertiser may advertise only one dealer or he may use mediums circulating broadly enough to allow him to advertise half a dozen or maybe a score or more of dealers. As there is often jealousy among dealers, strategy may be required in advertising a list of dealers. The names should either be arranged alphabetically, or according to towns arranged alphabetically, or else rotated. If some are set in larger type than others, criticism will probably come from those designated in small type.

In order to get the greatest possible benefit from such advertising, it should be as much as possible in accordance with the ideas or wishes of dealers. The copy may even be written from their point of view, rather than expressed in the manufacturers' language. Often, however, retail dealers have such vague, varied or biased views on advertising that any campaign planned to represent their ideas must be a compromise.

**Referring of Inquiries to Dealers.**—Most national advertisers refer inquiries direct to dealers where a dealer is near enough to the inquirer to give service—that is, if the article is one that is sold through dealers. A few advertisers find it best to refer inquiries to wholesalers and let the wholesalers decide which dealer on their list is best equipped to follow up the inquiry. Many advertisers who sell through wholesalers have no complete list of the dealers retailing the product.

The notification to the dealer may be very simple—something like the following, on a postal or post card:

Date.....

We have an inquiry from .....  
 of ..... about .....

We have answered this inquiry as fully as possible and have told the inquirer that you will be glad to show our goods and give any other service that may be required.

Will you please give this your prompt attention. When you have served or interviewed the inquirer, return this card with the blanks below filled:

Was sale made?.....

What model did customer purchase? ... ..

If you could not make sale, what prevented you?.....

.....

Anderson Mfg. Co., Sales Dept.

Some advertisers find that they can get reports from their dealers on inquiries. Others, selling a staple article such as paint or cement, for example, cannot get reports on inquiries from their dealers to any appreciable extent. In fact, some advertisers of this class, after answering the inquiry fully and noting the name and character of the inquiry on a weekly report sent out to their salesman, refer the original request of the inquirer to the dealer. They find that the dealer is more likely to follow up an inquiry of this class when he sees an original letter or postal card from some one in his own community. The matter is then left to the advertiser's salesman to follow up with the dealer if he is so disposed. No report is required from him.

Where, however, the product inquired about is an article selling for a good-sized price, like a tractor, an engine or a kitchen cabinet, for example, it is worth while following up the inquiry with the dealer and getting a final report from him, whether by mail or through the salesman's calls.

Where the advertiser has several dealers in the same community, he must use care in referring inquiries. If one dealer is aggressive, the advertiser may find it well to refer all inquiries to him. Or he may find it best to give the inquirer the names of all local dealers, leaving it to him to choose with whom he prefers to deal.

Where the advertiser has no dealer near the inquirer, as is often the case, he may refer the inquiry to a prospective dealer on his list and make the inquiry the subject of a good letter designed to have the dealer handle the goods. In such a case he will offer, of course, to allow the dealer the usual commission if he will undertake the sale to the inquirer.

If the advertiser has neither an active dealer nor a prospective dealer near enough to serve the inquirer, his only recourse is to offer to sell direct to the inquirer or else to consult a directory, get the name of a merchant or dealer of the type most likely to handle the advertised goods and correspond with that dealer with a view to having him serve the inquirer and act as the advertiser's local dealer thereafter.

Advertisers frequently use a direct-by-mail sale as a means of interesting a prospective dealer, writing him about the sale and telling him that the commission will be allowed if he will handle the goods.

Offers to send goods on consignment are used by some advertisers as a means of getting an account started, but results are not very satisfactory as a rule. The dealer takes more interest in goods that he has bought or at least agreed to buy. When the advertiser carries on the campaign and even supplies the goods at his own risk, the general run of dealers will be more or less indifferent as to his part of the program. The consignment plan is one for exceptional situations.

**Causes of Waste in Dealer Aids.**—There are two things to be guarded against in preparing and circulating dealer aids. The first is the tendency on the part of the advertiser to feature his own advertisement so strongly that the dealer is prejudiced against using the material.

Take signs, for example. Most manufacturers in preparing a sign make their name or the name of the product as dominating as possible. Sometimes it may be very well to do this. At other times, dealers will resent so much emphasis on the manufacturer's name. It was for this reason that the Alpha Portland Cement Company, in preparing its large sign for cement dealers' warehouses and general posting, placed nothing on the sign about Alpha Cement but the bag of cement itself. The text of the sign was prepared from the dealer's point of

view (See Figure 2). The central idea is "Build it of CONCRETE" followed by the invitation—apparently from the dealer—"Ask us How." The general public is not interested in cement of itself, but in ways of better building. Therefore, the sign struck at public attention in its open spot, so to speak. The invitation of the sign, being from the dealer's point of view, appealed to dealers more than the signs of most cement companies, which are merely a flamboyant display of the name of the product, a feature of no great interest to the public or the dealer.

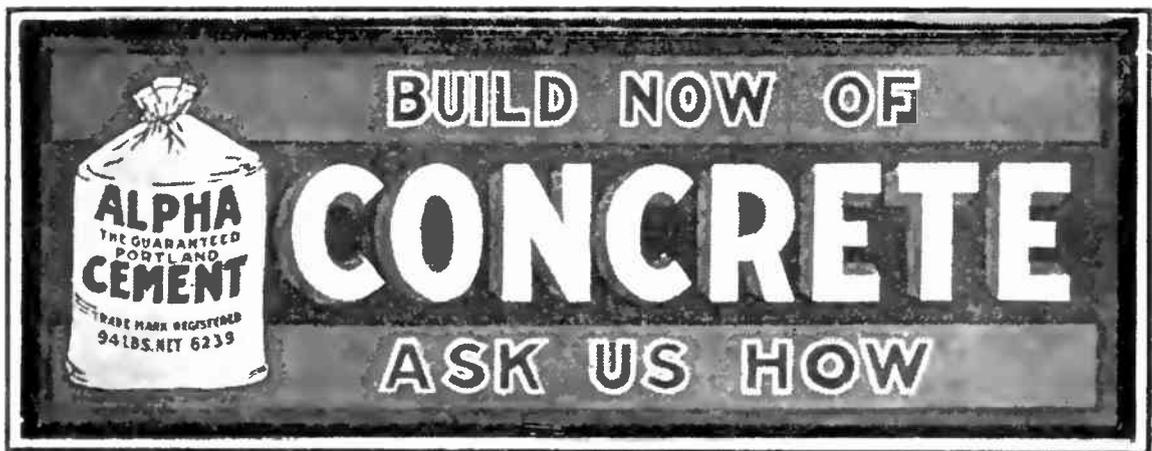


FIG. 2.—A dealer sign that features the use of the advertised product and invites a call.

The second thing to be guarded against is the inclination of many dealers to ask for much more advertising material than they will put out to advantage, and also the inclination of the advertiser's representative to request much more advertising material for a dealer than he will send out. Heads of advertising departments have a great deal of trouble with what they refer to as "hotel requisitions"—that is, requisitions for advertising material made out by the salesman at his hotel when he has not had a discussion with the dealer about the usefulness of the material for his territory or had a promise from him to use it. Whether material is wisely planned or not, it is folly to send it to a dealer unless he can be induced to take a favorable attitude toward it.

Most advertisers find it well to cut down the requisitions of dealers and, before supplying material, to exact a promise from them that they will use it. This does not eliminate the waste but reduces it. When the advertiser has a promise

from the dealer, he has a good excuse for following up the requisition and finding out whether or not the dealer has actually used what he ordered.

Large advertisers when sending a dealer signs or window fixtures usually send the sales representative for that territory a card reading about as follows:

This is to inform you that.....  
of..... has requested.....  
This requisition has been filled. Please retain this card until you  
can return it with a report that the advertising has been properly  
displayed.

Sales Manager.

Advertisers of the type of the Burroughs Adding Machine Co. assign advertising matter to their various branch offices—which in this case form the retail outlet for the product—in accordance with a quota system.

Only by some such means can an enormous waste be prevented. It is notorious that hundreds of thousands of dollars' worth of advertising material goes out to dealers, either on their requests or on the requests of manufacturers' or wholesalers' representatives, only to lie around and go finally to the waste-paper man. As a matter of fact, much advertising sent out by manufacturers to dealers is either poorly prepared or poorly presented, and goes to waste naturally. The dealer cannot expect to await every day's mail eagerly and to keep his clerks busy handing out booklets to customers, putting cards in packages or sending circular letters or samples to a mailing-list, unless the advertiser furnishes material that appeals and also makes it easy for his plan to be carried out.

#### WINDOW DISPLAYS AND STORE FIXTURES

This section shows illustrations of a variety of window display features such as national advertisers furnish their dealers. These features are sent to dealers as a rule only on specific request and with a promise from the dealer to exhibit the display at a certain time, afterwards returning the feature or exhibit to the advertiser so that it may be sent out again. A number of concerns now specialize on the creating of window-

displays of this character for advertisers, and many attractive and ingenious features are worked up.

There is great need for simplicity in the arrangement of such displays and for clear directions about unpacking and erecting. Often, after an advertiser has gone to great expense and trouble to get up a window-display of some kind, and has presented it to the trade, the device seems so complicated when it arrives that the busy dealer gives it up in despair, puts it aside until he has more time, with the result that the display stands a good chance of being permanently shelved.

A company specializing in the creating of window-displays has this to say with reference to the sending out of such aids:

“As far as our recommendations today are concerned, we try to get every manufacturer to get a written request from the dealer for display material. We regard expenditure for display material as an investment on which the manufacturer should receive handsome returns. Certainly no individual would send his money out broadcast to purchase stocks and bonds about which he knew nothing and was only speculating as to whether he would get his principal back, let alone interest on his investment. Window-display materials cost real money and when used for investment purposes should be distributed with the same thoughtful care that the actual dollars would be.”

A window-trimming and display-arranging organization was once formed with the idea of having branches in different parts of the country and handling retail-store displays of all kinds for national advertisers, but the plan failed through lack of support.

**Show Cards for Dealers.**—A dealer aid of great usefulness is the window-display card or a card that may perhaps be used either in a show-case or a window. Generally, show cases can be used only for cases or containers holding a number of packages of the advertised product. Many such cases are designed so that they have display-advertising quality.

The dealer has constant use for good window cards. They can be simple and inexpensive. Some of the most effective cards are those printed in only one color or two colors and with an attachment at the back by which they can be set in a window at a slight angle.

In the preparation of window-cards, as well as in the preparation of newspaper electrotypes, national advertisers frequently make the mistake of giving too much prominence to their own name or trade-mark. It is better tactics often to arrange a card something like the following:

Belted Back Coats  
will be  
popular this season.

Blank & Co. Models  
will please  
the most careful dresser.

Just the thing  
to please her

—  
A Whitman  
Sampler Box.



FIG. 3.

In other words, cards of this character look as if the dealer himself prepared them, and this feature appeals to him.

Figure 3 is an attractive window-display card furnished dealers by a manufacturer of high-grade stationery.

If an advertiser is doing street-car advertising, he can make effective window-display cards by putting a cardboard "easel back" to some of these.

Some effective window-card novelties are those that can be illuminated at night and those that present different scenes as the observer passes by. These, of course, greatly increase attention, and naturally a dealer is partial to features that get unusual attention for his window.

**Charging for Dealer Material.**—Various advertisers have found that an effective way of getting dealer material used is to charge the dealer with the whole cost or part of it. This

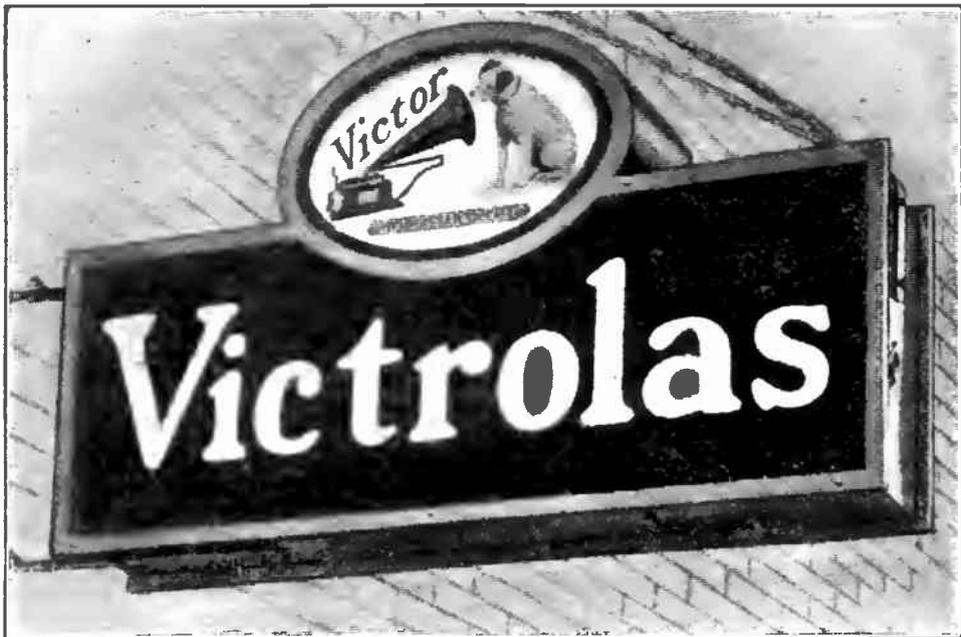


FIG. 4.

requires strategy, for the dealer is accustomed to getting advertising material in large quantities without paying even the transportation charges.

Some manufacturers will furnish circular letters, address them, and send the material to the dealer for mailing if he will pay the necessary postage.

Many advertisers have sold signs of such a character that the dealers feel it worth while to buy them for the sake of their business as a whole.

Figure 4 is an example of Victrola signs furnished dealers by the Victor Talking Machine Company. In this case the advertiser stands about one-third of the cost and the dealer pays two-thirds. The fact is that if the dealer were to attempt buying such a sign himself, the cost would be several times what he pays through the Victor Talking Machine Company, for the advertiser in such cases places a good-sized order and gets a quantity price.

A number of advertisers have sold their dealers a calendar at whole or part cost. The argument in such a case is that the calendar is an effective local medium and that the advertiser makes it possible for the dealer to secure a low quantity price on the job.

No rule can be laid down about charging for advertising material. A new advertiser may not be able to do what a well established firm can do in the matter of collecting part or the whole cost of advertising matter.

**Imprinting of Dealer Name.**—A feature that the dealer will insist on, and with some reason, is that his name shall appear on the booklets, samples, or novelties sent or given out for the advertiser. It may not always be possible to do this with such advertising devices as novelties or specialties, but the advertiser should take care of it when possible. It is usually feasible to leave a small space on the folder, booklet, blotter, etc. for the dealer's imprint, and the advertiser will do well, as a rule, to have this imprinting done before the material is shipped. Otherwise, his literature will often be stamped with a rubber stamp or be crudely imprinted.

If, in the case of calendars, samples or novelties, it is impracticable for the advertiser to imprint the dealer's name, he may do well to furnish the dealer a series of imprinted cards with copy something like the following:

It gives me pleasure to tell you that I have received a limited number of the American Fertilizer Company's valuable diary for next year and that I am reserving one for you. Please call for it within ten days.

John Jones, Agent for Monroe County  
118 Main St., Blanktown

Where dealers ask for imprinting on expensive novelties, it is better to explain that these should be given out in person, so that the person receiving the gift will naturally associate it with the giver.

Many advertisers do dealer-imprinting in their own offices, using the multigraph or a job press, and maintaining slugs of dealers' names and addresses. This has the advantage that a special lot of material can be rushed out.

Other advertisers prefer to have such work done by job printers.

#### HELPING DEALERS WITH DEMONSTRATIONS, COOPERATION AT FAIRS AND LOCAL EXHIBITIONS, ETC.

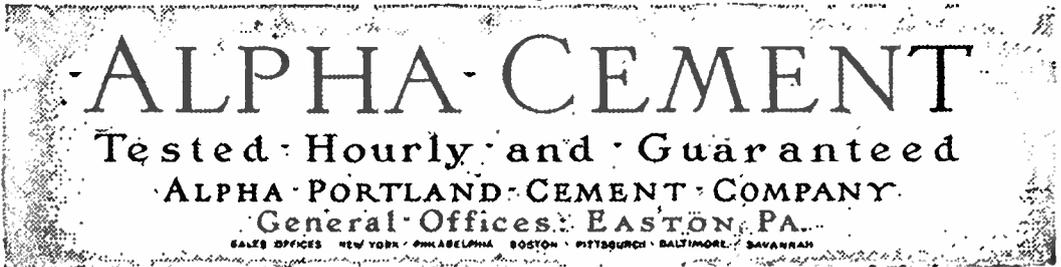
Sometimes the most effective aid to a dealer is to furnish a demonstrator to operate for a few days in his store, to conduct a plowing test with the advertised tractor, etc.

While advertising in the programs of fairs, exhibitions, etc., is usually a good-will item rather than an advertisement of real force, furnishing the dealer with appropriate material for a booth or, if possible, having a salesman or demonstrator aid the dealer in conducting a striking exhibition, may prove to be a good investment. It is obvious that the amount of expense must be measured in every case by the good that the exhibition is likely to do. Unfortunately, many "exhibitions" are merely money-making affairs planned to give some one the opportunity to tax local business firms or national advertisers, and it is not unusual to have clubbing and political methods used to drag in unwilling participants. The advertiser must discriminate between the good and the bad. He cannot avoid some good-will contributions, and sometimes real effort put behind an apparent good-will contribution will make it a profitable venture.

#### LETTERS TO DEALERS ABOUT USE OF AIDS

Getting retail dealers to cooperate with national advertisers is an art in itself and a subject about which much may be written. The letter reproduced in Figure 5 is merely a suggestion.

The advertiser's and wholesaler's salesmen can do much in the direction of coaching the dealer to adopt local methods of supplementing national campaigns, especially when the advertiser furnishes appropriate material. It is often necessary for the salesman to give the dealer a start by personally installing a display, putting up a sign or having a mailing-list addressed.



### Make Your Postage Do Double Duty

Get the full benefit of the two-cent stamps that you put on your envelopes. Not only make them carry your business communications but make them do some direct advertising for you.

The enclosed blotter was made up with that idea in mind. It is of such a size that it will slip easily into a business envelope. The blotting stock is 160-lb material—extra heavy so that it will absorb ink instantly.

The blotter links up with the latest ALPHA warehouse and wagon signs, as the design follows closely the sign design. The four colors attract favorable attention and the list of Service Sheets and Bulletins, together with the mention of the 96-page practical handbook, ALPHA CEMENT—HOW TO USE IT, will bring you many requests for the handbook and other literature.

Immediately under the wording "ASK US HOW," we imprint the business address of the ALPHA dealer. Bringing inquirers for literature on concrete work to your office is the biggest thing we can do for you. Give these people the ALPHA handbook and the Service Sheets and Bulletins on the work they are planning to do. When handing out the material, you have a splendid opportunity to inject a little sales talk about the building supplies that you carry. The service you give will not be forgotten and you will reap the benefit of this missionary work in increased sales.

If you can use several hundred of the blotters as enclosures in your daily correspondence, monthly statements, etc., fill out the lines below and mail this letter to us today.

Yours to make 1920 BOOM

ALPHA PORTLAND CEMENT COMPANY.

Gentlemen:

Please imprint for us several hundred of your new blotters and we will use them in our daily mail as enclosures.

Name \_\_\_\_\_

Address \_\_\_\_\_

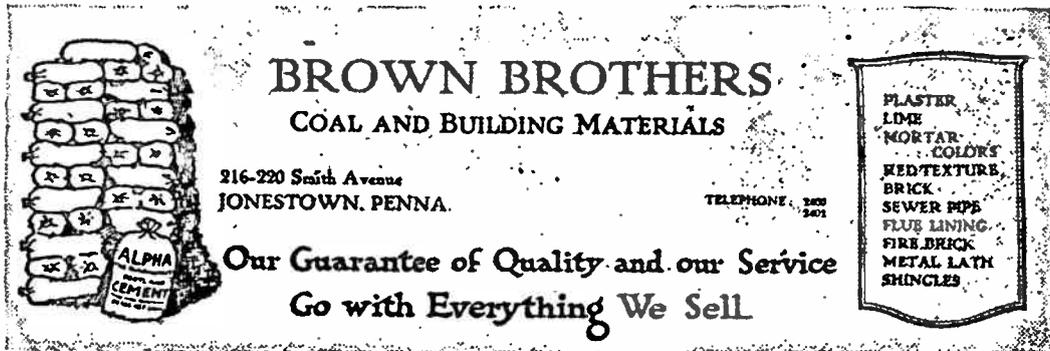
• Concrete • for • Permanence •

FIG. 5.

The salesman can also do much in the way of coaching the dealer to follow up inquiries that the advertiser has referred to him. Most advertisers furnish their sales representatives a list of all inquiries turned over to dealers, so the salesman can easily give these his attention.

## MISCELLANEOUS POINTS

Letterheads, billheads and envelopes bearing the manufacturer's advertising are used much more closely than many kinds of advertising matter, for the simple reason that they are useful to dealers and get into the mails naturally. The



**BROWN BROTHERS**  
COAL AND BUILDING MATERIALS

216-220 Smith Avenue  
JONESTOWN, PENNA.

TELEPHONE 3203  
2401

Our Guarantee of Quality and our Service  
Go with Everything We Sell

PLASTER  
LIME  
MORTAR  
COLORS  
RED TEXTURE  
BRICK  
SEWER PIPE  
FLUE LINING  
FIRE BRICK  
METAL LATH  
SHINGLES

*Do You Like the New Letterhead Design ?*

From time to time we have received letters from our dealers, asking us if we had a letterhead cut that would be suitable for their use, or if we had any suggestions to make on the new letterheads they were planning to have printed.

We took this matter up with a firm of commercial artists and asked them to design for us a strong but simple design of letterhead for our dealers. This they have done and the two-color display at the top of this page is the result. Any comments that you may wish to make about the new design, will be gladly received.

Plates of the design have been made up in two sizes: one size suitable for 8½ by 11 letterheads and the other size for 6 by 9 letterheads. This sheet and the one enclosed, show the design in both sizes and we have printed them in different colors to bring out the results that may be obtained. It requires two plates for the printing work and your printer can print your letterheads in any color that you desire.

We shall be glad to furnish you, without cost, a set of plates of either size. However, if you want to use the larger size for printing letterheads and the smaller size for billheads, commend us for both sets. As you know, we are furnishing dealers with a large number of advertising helps to promote business and these cuts will enable you to have your printer make up a distinctive-looking letterhead or billhead—one that will stand out from the usual letterhead.

Truly yours,

ALPHA PORTLAND CEMENT COMPANY

Alpha Portland Cement Company  
Eoston, Pa.

If you will send the cuts indicated below, we assure you that we will use them.

\_\_\_\_ Set cuts suitable for 8½ by 11 letterheads.

\_\_\_\_ Set cuts suitable for 6 by 9 letterheads.

Name \_\_\_\_\_

Address \_\_\_\_\_

FIG. 6.—Letter offering dealer a letterhead that advertises the product of the advertiser. Note panel at right in which dealer can list the principal commodities he handles.

larger dealers are not so likely to use them as are the smaller dealers. Figure 6 is an example of such a letterhead and of the way in which such an aid may be exploited.

Sometimes as a means of stirring the small dealer to action, the new advertiser will offer to take the dealer's mailing-list and send out a good circular letter or a lot of samples in the

dealer's behalf. Some advertisers will use the dealer's own letterhead for this circularization if he will send the stock. The weak point about this, however, is that the post-office stamp shows where the letters were mailed, and something of the local effect is lost if persons in Richmond, Indiana, receiving letters over a local dealer's name, see that they were mailed in Chicago, Toledo or Boston. This can be overcome

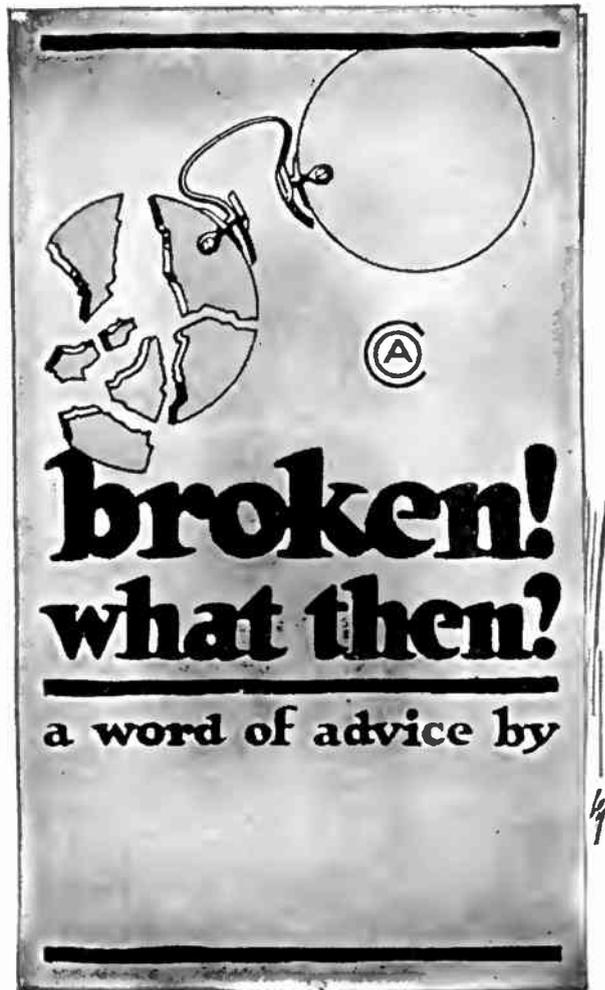


FIG. 7.

by the advertiser getting the mail all ready for putting in the post-office and then returning it to the dealer for mailing.

Figure 7 is an example of a simple but effective design for a dealer aid card or blotter. This is an example of an electro-type offered dealers by the American Optical Company.

Figure 8 illustrates what is known as a Traveling Display and is made up of units large enough to dominate most windows. The cut-out figures in the center are of about half size. There was some hand-painting on this exhibit. The entire outfit was packed in strong cases and sent from point to point.



FIG. 8.



FIG. 9.—Each of the pigmies features a point about the “Corona.”



FIG. 10.—A handsome counter feature.



FIG. 11.

Figure 9 shows a very attractive display of the Corona Typewriter with a few "borrowed properties," which any dealer can procure. Each of the various little figures held a card that covered just one of the points of advantage of the Corona.

Figure 10 is an example of a most artistic perfumery display feature with a background suitable for counter display purposes. The fixture was about 18 inches long and 15 inches high. Such a device makes an attractive setting for the merchandise and sets it apart from other goods displayed on top of a counter.



FIG. 12.—The attraction of a striking window display.

Figure 11 is a good example of an electric flash sign and suggests also how such a fixture must be packed. When the sign is lighted, it gives the appearance of a cozy room in which the Sonora is the chief attraction.

Figure 12 shows how an attractive window display feature will draw the crowd on the busiest of streets. The view is that of one of Lord & Taylor's windows, Fifth Avenue, New York.

A dealer in a small city furnishes the following data with reference to the number of people passing his store and the

## NEAT LETTERING FOR DOORS AND WINDOWS

We now have in stock some attractive lettered signs, in blue and red, which can be put on the glass of a door or window by merely moistening the strips and smoothing them out on the glass. When dry they look so much like the work of a good sign painter that observers often think it is hand lettering. Washing the glass doesn't disturb the sign after it has dried. The words SAND, STONE, COAL, FEED, LIME, PLASTER ROOFING, SEWER PIPE, are on separate strips, so that you can make up any combination with the ALPHA centerpiece that may be desired. This card shows the ALPHA centerpiece arranged to good advantage with the words SAND and STONE.

This new form of sign is sure to draw attention of people to the lines that you want to feature. Check off the words that you can use to advantage and we will send you the set by return mail.

ALPHA PORTLAND CEMENT CO.

## FILL OUT AND MAIL THIS CARD

Be sure to check other side.

Date \_\_\_\_\_

Alpha Portland Cement Co.  
Easton, Pa.

Gentlemen :

In accordance with your offer please send a set of your new transparent signs suitable for doors or windows. In addition to the ALPHA centerpiece, we would like to have the words that we have checked on the other side of this card.

We will see that this lettering is put up promptly.

Name \_\_\_\_\_

Address \_\_\_\_\_

(If two of the ALPHA centerpieces can be used to advantage, ask for two.)

FIG. 13.

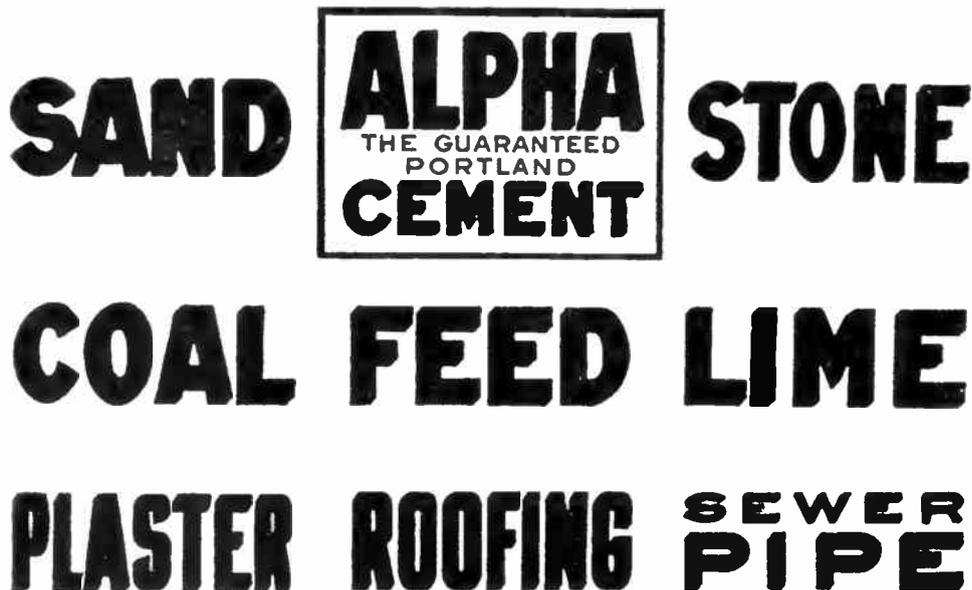


FIG. 14.—Part of mailing card shown in Fig. 13.

proportion of these who stopped to look at a special window-display feature:

“The number passing between 8 A. M. and 6 P. M. was 2430, but of these 1875 glanced at the window displays or stopped to inspect. From 8 A. M. to 9 P. M. the number was 3743, and 2794 of these looked in, showing that the lighted windows attracted more attention than by daylight.”

Figure 13 illustrates how “window-sticker signs” were presented to building-material dealers. Ordinarily, dealers object to sticker signs, but if these can be made artistic or made to advertise a number of commodities that the dealers handle, they are willing, as a rule, to have such signs on their windows and doors.

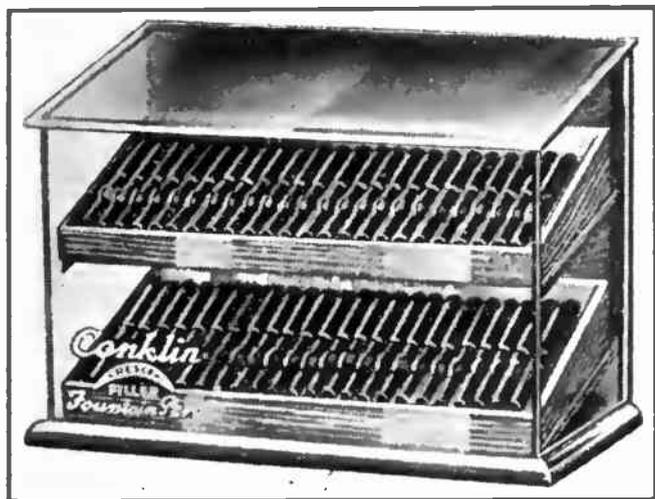


FIG. 16.

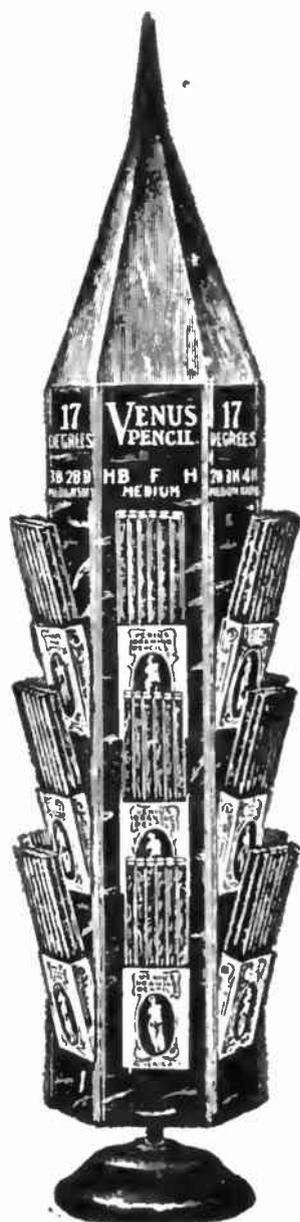


FIG. 15.

The strips illustrated in Figure 14 were in red, white and blue and could be arranged in various ways according to the inclination of the dealer or the advertiser's salesman. It is only necessary to moisten such signs in order to apply them to glass.

Figures 15 and 16 show a compact counter case for the Conklin Fountain Pen and a counter fixture of particularly distinctive design for the Venus pencil. The Venus case was decorated in the mottled green that is characteristic of the Venus pencil. Such counter cases will largely increase the sales of small merchandise like pencils and pens.

NUMBER OF DEALERS  
In Different Lines in the United States—1918  
(Compiled by Buckley, Dement & Co., Chicago)

State	Agricultural implements	Boots and shoes (retail)	Clothing dealers (retail)	Druggists (retail)	Dry goods (retail)
Alabama.....	32	313	197	750	435
Arizona.....	18	85	79	75	80
Arkansas.....	20	132	175	900	340
California.....	275	1,158	768	1,075	775
Colorado.....	163	274	272	600	350
Connecticut.....	41	575	370	550	500
Delaware.....	22	69	64	100	85
District of Columbia.....	7	101	87	200	110
Florida.....	6	243	169	490	475
Georgia.....	47	438	436	1,000	775
Idaho.....	84	151	130	240	100
Illinois.....	1,404	1,462	1,207	2,900	1,957
Indiana.....	737	979	781	1,825	900
Iowa.....	1,309	538	777	1,700	500
Kansas.....	845	531	495	1,000	425
Kentucky.....	180	506	372	875	750
Louisiana.....	39	279	237	600	450
Maine.....	92	369	413	400	500
Maryland.....	142	421	259	415	450
Massachusetts.....	44	1,507	844	1,525	1,550
Michigan.....	866	1,573	1,044	1,500	1,400
Minnesota.....	1,114	775	605	860	350
Mississippi.....	14	144	130	675	310
Missouri.....	653	968	761	2,500	1,500
Montana.....	202	114	149	220	85
Nebraska.....	870	500	329	900	200
Nevada.....	10	50	39	50	50
New Hampshire.....	22	272	205	230	275
New Jersey.....	108	1,195	583	1,000	2,000
New Mexico.....	26	53	34	130	60
New York.....	544	3,367	1,570	3,950	3,450
North Carolina.....	37	357	292	700	500
North Dakota.....	807	116	146	450	30
Ohio.....	847	2,170	1,349	1,475	1,700
Oklahoma.....	400	297	398	1,275	600
Oregon.....	128	217	191	400	250
Pennsylvania.....	602	3,042	2,033	3,200	3,100
Rhode Island.....	1	205	94	250	200
South Carolina.....	15	337	272	475	400
South Dakota.....	538	154	179	450	75
Tennessee.....	104	591	399	675	660
Texas.....	359	453	621	2,300	1,725
Utah.....	53	113	116	150	70
Vermont.....	22	161	158	175	175
Virginia.....	131	395	430	600	500
Washington.....	187	401	437	600	350
West Virginia.....	46	231	318	325	225
Wisconsin.....	1,019	1,001	648	975	675
Wyoming.....	26	62	53	80	50
Total.....	15,258	29,445	22,784	43,790	32,472

## NUMBER OF DEALERS

In Different Lines in the United States—1918—*Continued*  
(Compiled by Buckley, Dement & Co., Chicago)

State	Grocers (retail)	General (stores)	Hardware (retail)	Jewelers (retail)	Lumber (dealers)
Alabama.....	2,400	7,000	307	225	225
Arizona.....	175	300	63	55	80
Arkansas.....	2,200	5,300	368	250	375
California.....	7,100	1,800	860	900	750
Colorado.....	1,900	825	291	275	525
Connecticut.....	2,800	400	195	260	325
Delaware.....	600	400	56	45	100
District of Columbia.....	1,400	5	36	100	25
Florida.....	900	2,500	193	150	150
Georgia.....	3,950	7,700	367	300	225
Idaho.....	200	690	191	100	175
Illinois.....	14,800	4,800	2,099	1,675	1,900
Indiana.....	6,900	3,800	1,117	875	800
Iowa.....	2,700	3,400	1,526	925	1,800
Kansas.....	2,500	2,800	1,250	600	1,075
Kentucky.....	4,277	7,400	463	300	300
Louisiana.....	2,700	4,500	149	200	205
Maine.....	1,800	1,350	262	260	460
Maryland.....	3,500	2,500	232	240	400
Massachusetts.....	8,700	600	565	700	725
Michigan.....	4,000	2,800	1,351	830	1,250
Minnesota.....	2,200	3,200	1,283	625	1,325
Mississippi.....	1,700	6,900	196	175	265
Missouri.....	6,400	5,600	1,321	900	1,200
Montana.....	250	475	197	125	225
Nebraska.....	1,100	2,000	1,015	500	1,600
Nevada.....	115	225	48	30	40
New Hampshire.....	800	450	109	150	400
New Jersey.....	8,300	1,019	529	575	675
New Mexico.....	200	775	86	60	85
New York.....	21,000	3,600	1,931	2,150	1,620
North Carolina.....	2,100	7,500	332	250	370
North Dakota.....	250	1,500	610	225	800
Ohio.....	10,000	4,900	1,844	1,300	1,450
Oklahoma.....	2,700	3,305	867	460	1,200
Oregon.....	1,100	960	222	250	425
Pennsylvania.....	16,000	7,800	1,665	1,700	1,550
Rhode Island.....	1,400	150	72	75	125
South Carolina.....	1,700	4,400	187	150	150
South Dakota.....	250	1,100	519	250	575
Tennessee.....	3,850	6,500	334	250	350
Texas.....	5,100	6,500	1,217	775	1,200
Utah.....	500	675	59	70	125
Vermont.....	575	625	146	125	350
Virginia.....	3,600	7,000	330	280	925
Washington.....	1,400	1,300	423	375	400
West Virginia.....	1,450	4,900	242	225	350
Wisconsin.....	3,200	3,400	1,164	625	1,200
Wyoming.....	100	265	90	60	75
<b>Total.....</b>	<b>172,842</b>	<b>147,984</b>	<b>28,979</b>	<b>22,000</b>	<b>30,925</b>

## SECTION 9

### THE WRITING OF COPY

**Important Place of Copy.**—The great interest manifested during the last ten or twelve years in research work as a preliminary to advertising, the coordination of advertising with distribution and with selling practice, etc. has brought about a disposition to regard the copy part of the advertising campaign as a secondary consideration—something that can be easily attended to by almost anybody when all the ramifications of the promotion plan have been worked out.

Copy, however, is the advertiser's message, his contact with his public or the public that he hopes to make his. Unless the messages are prepared with great thought and skill, all of the varied preliminary work will come to naught.

It is easy to fill costly advertising space with smooth-sounding words and nicely balanced sentences. It is easy to have illustrations of fair quality drawn.

It is quite another thing to have illustrations so strong in attention-attracting and demonstration quality as to draw instant favorable attention from the group to be reached, and it is no easy task to plan a message that will drive home the advertiser's story and to put it into words that will do this work with the most efficiency and least cost.

**Basis for Copy.**—As is indicated by other sections of this volume, good copy cannot be written, no matter what the skill of the writer may be, until the proper preliminary work has been done, and the writer has the facts that he may need about:

The product itself,  
Its history,  
Materials of which made,  
Processes of manufacture,  
History of manufacturer or merchant,

Trade conditions: possibilities for article,  
Situation with respect to competitive articles,  
Audience: characteristics of, their location, their age, education and environment, their reading, living, and buying habits.

For a more elaborate study of all that may precede the writing of good copy, see the chapter dealing with Marketing Campaigns. Of course it does not follow that every item of this data is essential in every case. It does happen that sometimes a copy-writer is called upon to write advertising matter for some subject that he knows so well that no investigation is necessary. Again, it may happen that only a few new facts are needed.

**Questions that the Copy-Writer may Ask Himself.**—The requirements set forth in the preceding paragraphs may be conveniently put into a number of questions that the copy-writer may ask himself, forming a safe quiz as a copy-writing preliminary.

1. Just what am I selling or trying to make people believe?
2. What point or points about it should be emphasized?
3. To whom must I address myself? Where do they live and how do they live? What are their ages, their environment, their education, their sex, their reading, living, and buying habits?
4. What shall I incorporate in the headline or first sentence of my appeal?
5. Will illustration help my message? If so, what style and size is most suitable?
6. What medium is to be used in presenting the advertisement?
7. How large shall the advertisement be? Is it best to tell the entire story in one large advertisement or to give a point or two at a time in smaller advertisements?
8. What style of appeal and language is likely to be most effective?
9. Is my audience so varied that I must have different appeals for the different groups that compose it?
10. What action can I reasonably hope to get from my readers?
11. How can I make it easy for that action to be taken?
12. Is there any way by which I can key or check the effects of this advertising?
13. How shall I support and follow up this advertising?
14. How can I experiment or test my appeal before spending a considerable amount of money on it?

Copy should, of course, be written with the strictest regard for the advertiser's marketing plan, so that it will reflect what he is really offering to do, will appeal to the consumer, dealers, dealers' salesmen, perhaps wholesalers and wholesalers' salesmen and even to the manufacturer's own sales manager and salesmen. Unfortunately a great deal of advertising is ineffective just because it was prepared and inserted without due regard for the many classes of people it was supposed to help or because it did not fit the selling plan of which it is a part.

Considerable that has appeared in preceding sections of this volume will aid in forming intelligent answers to the foregoing questions. In following pages there is a detailed consideration of various factors of copy-writing that bear on the fourteen items listed. Such large topics as Illustration are dealt with in other sections of the book.

**Analysis of Copy Subject.**—The trained advertisement-writer works much as a good newspaper reporter works. He goes into his subject, picks it apart so as to determine what there is about it that will interest the particular type of audience that is to be addressed. If the product is a washing machine he will want to know all the good features of the machine and try to understand how these will appeal to women. In doing this he should not trust entirely to his own mind but should get women to inspect the machine and get their impressions and questions. Then he will be in the best position to decide what points shall be featured as the major points of the appeal and which as secondary points. He may find that an instalment-payment plan, the so-called "Club Plan" of buying, may prove so attractive that the leading appeal of the advertisement will be "You can now have one of these wonderful Elmira Washers at only \$2 a week." Or it may be that a distinctive selling point of the machine should be made the chief appeal: "The only washing machine that forces the dirty water away from the clothes." Possibly he may have to write advertisements for some communities where people are not generally convinced of the desirability of a washing machine and use an appeal that will emphasize how the Elmira Washer saves not only hours of hard, back-breaking labor but the clothes also.

The copy-writer's work may, therefore, be said to cover: (1) gathering all the pertinent information; (2) deciding which shall be used; (3) arranging appeals or arguments in their most effective order, if a number are to be used. In the case of the product referred to, this might possibly be the following arrangement:

1. Distinctive feature of the machine used as an attention-attractor.
2. Elaboration of this feature in a logical and convincing argument for the purchase of such a washer.
3. Convenient or easy purchase plan.
4. Strong closing suggestion, so as to induce action.

### THE VARIETY OF APPEALS

As is pointed out in the chapter devoted to the Psychology of Advertising, the range of human motives or instincts is a very wide one. Sometimes general charts are made up to suggest helpfully what a copy-writer may use in the way of appeals. But a chart to cover every subject must be so general that its very wide range is almost confusing. Time-saving, and money-saving, for example, are two of the most common appeals made in advertising copy and yet these mean nothing to the purchaser who is looking first of all for a stylish shoe. Cleanliness and purity mean much in food advertising and nothing in selling a motor boat.

Here are some of the most common appeals used in advertising: money-saving, time-saving, style, pleasure, convenience, comfort, luxury, healthfulness, personal pride, service, strength, exclusiveness, distinctive package, distinctive plan of payment, striking color, pleasant taste, agreeable tone, delicate odor.

Figure 1 is an example of a copy chart showing the different appeals or points that entered into one campaign—that for the Fourth Liberty Loan. In this case the audience appealed to was such a large one that a variety of appeals was used, some for one group of readers, others for another.

Unless a writer, after gathering the full information needed is very clear as to just what appeals should be made or what selling points should be featured, he may do well to prepare such a chart as the one depicting the appeals of the Fourth

Liberty Loan. Often charts are a decided help, not only to the writer of the copy but to employers, committees and others who may be interested in seeing what the motive of the copy is.

# FOURTH LIBERTY LOAN

## NEWSPAPER ADVERTISING

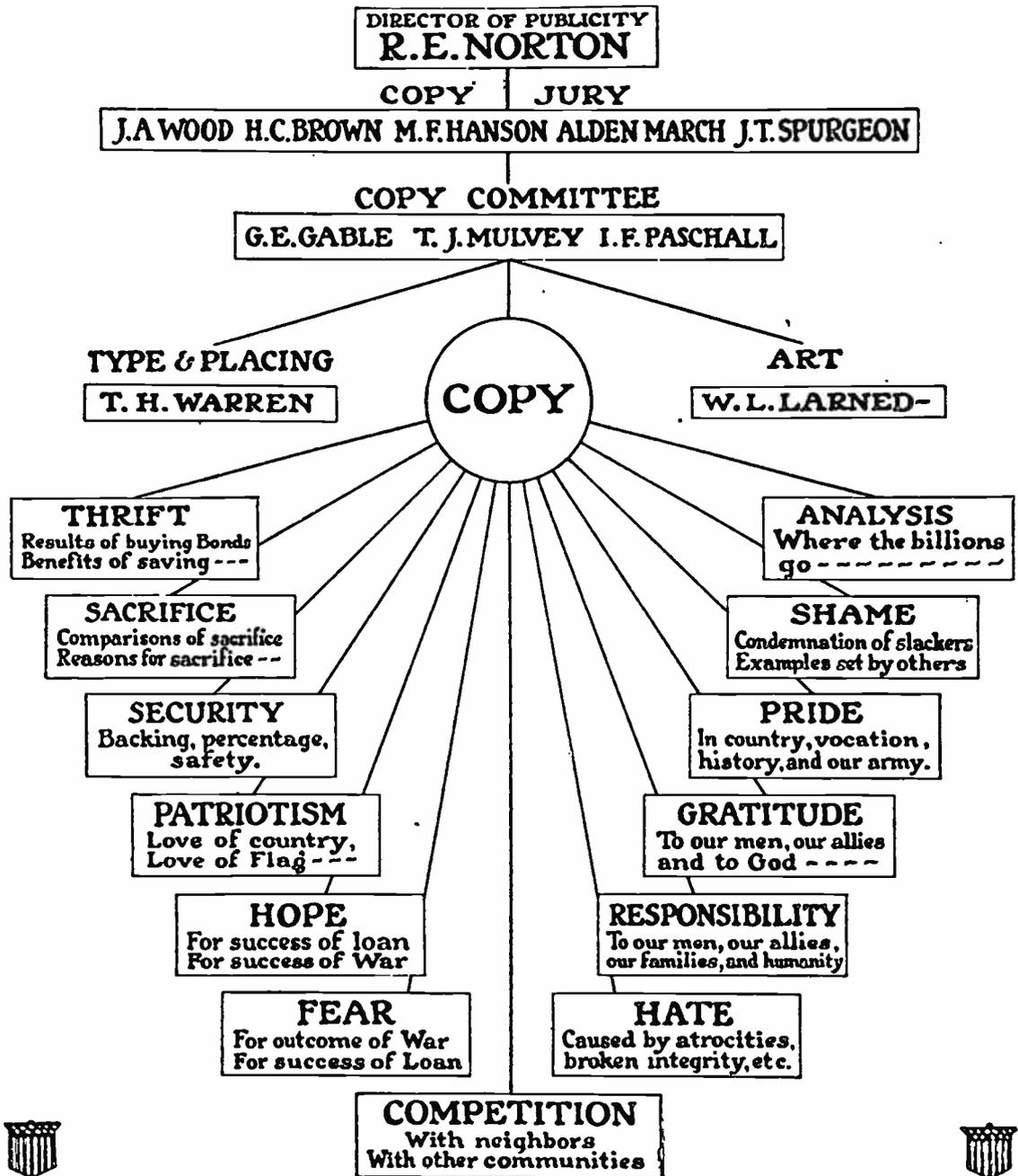


FIG. 1.

Copy-writing cannot, however, be reduced to mere charts any more than oratory, story-writing or newspaper-writing can be. In one case, very interesting and effective copy might be written with the history of the founder of the business or the development of the business as the main appeal. In other cases such an appeal might be decidedly tame.

# Where is John McCormack?



Where is John McCormack? In Australia? Yes—but his greatest gift to humanity is never further away than the nearest Victrola. Victor Records by the world's great artists represent moments of inspired achievement, and contain not only the notes they sang or played, but their very intent. When you hear their Victor Records on the Victrola you hear the great artists exactly as they themselves have chosen to be heard.

Victrolas \$25. to \$1500. New Victor Records on sale at all dealers on the 1st of each month.

## Victrola

REG. U. S. PAT. OFF.

Victor Talking Machine Co.

Camden, New Jersey



**HIS MASTER'S VOICE™**

REG. U. S. PAT. OFF.

This trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label. VICTOR TALKING MACHINE CO. Camden, N. J.

FIG. 2A.

# Look at this for a program!



It is possible on the Victrola only! For only with Victor Records on the Victrola do you get the subtle shades of color, tone, and interpretation which mean pre-eminence. When you hear Victor Records played on the Victrola, you hear precisely what each artist heard and approved as his or her own work. Any other combination must necessarily be less than the best.

Be sure you get a Victrola and not an imitation. \$25 to \$1500. Victor dealers everywhere. New Victor Records demonstrated at all dealers on the 1st of each month.

# VICTROLA

REG. U. S. PAT. OFF.

## Victor Talking Machine Co.

Camden, New Jersey

Victrola XVII, \$350  
Victrola XVII, electric, \$419  
Mahogany or oak



The trademark and the trademarked word "Victrola" identify all our products. Look under the lid! Look on the label!  
VICTOR TALKING MACHINE CO.  
Camden, N. J.

FIG. 2B.

Very often the starting point of an advertisement is a striking photograph, an appealing drawing, a news item, an incident, the experience of the user of a product, or some other such basis which necessitates that the secondary matter be something to harmonize with the leading thought.

These Victrola advertisements in Fig. 2 are based on a high-class musical program such as Victor artists make possible, and the personality and popularity of one Victor Artist.

These two exhibits are fine examples of how copy ideas somewhat apart from the product itself but dealing with its service can be worked up into effective appeals. In the one case the popularity of John McCormack is used as the "point of contact" with the public. The other advertisement is built on the simple but effective copy idea of the high-class musical program, from which starting point the conclusion is built up that such a program at its best is possible only by the use of the instrument that the artists chose.

#### SIMPLE FORMULA FOR EFFECTIVE ADVERTISING

Probably the most simple formula for effective advertising ever written was that devised mainly by the George Batten Co. The Batten Company declared that to be effective an advertisement—

Must be seen,  
Must be read,  
Must be believed,  
Must be remembered.

The first requisite makes it necessary that an advertisement have such an attractive headline, illustration or general appearance that it commands attention, and this involves something more than copy.

Attention may be earned by many different appeals to the eye and mind. The eye is the window of the mind so far as printed advertising is concerned. Action (depicted or actual action), art, color, contrast of values in display, personal interest, may all prove effective in securing attention.

The second requisite means that the copy must be so interesting or appealing as to hold the attention of the reader that has been for the moment secured.

To induce the reader to believe is perhaps the most difficult of all the requirements. To accomplish this the copy must be just, must be convincing, must be satisfying.

Finally if the reader forgets what he saw, read, and for the time being believed, the advertiser is not helped. So

“And a can of White House Coffee, please.  
No! I must have White House — nothing  
else will do.”

No other coffee or tea is so good  
or so economical at any price.  
It is useless to try to substitute  
something else where users  
have become accustomed to  
the superior qualities of

# White House Coffee and Teas

Never sold in bulk, but in this *all-tin* package. A  
picture of the White House on each tin. An un-  
broken label is our guarantee and your protection.

**DWINELL-WRIGHT COMPANY**  
Principal Coffee Roasters BOSTON-CHICAGO

FIG. 3.—This advertisement begins with a “conversational opening” that is very appropriate for the illustration but the copy appeal is not pointed. Every advertiser of coffee argues for goodness and economy. More emphasis could be placed on the all-tin package.

there must be something about the message to impress the reader. Then if the proposal of the advertiser is not something to be acted on at once, there will remain on the mind an impression that will help the advertiser later. Some substitute “must cause reader to act” as the fourth requisite, rather than “must be remembered.” In some kinds of advertising immediate action would be more desirable than remembering. The product and plan of selling determines this.

## CENTRAL COPY IDEA

There are many campaigns in which each advertisement is a separate unit and where nothing is to be gained by having a connection among the various pieces of copy. Much retail advertising is of this class. In many other cases, however, there is a product to be advertised possessing a strong feature that should be emphasized in all advertisements. The leading feature or point may not necessarily be connected with the product but may be a feature of the advertiser's business—the location of his store, his plan of selling, etc. Illustrations are found in Ivory Soap, which has been advertised consistently as being 99.44 per cent. pure and as being a soap that floats. Throughout all the advertising of the Buick Automobile the "valve in the head" feature has been wisely exploited. The Larkin Company, on the other hand, features the "Factory to Family" point in all Larkin publicity. The advertisers of the Bundy Steam Trap keep hammering on the fact that the Bundy is operated by the force of gravity—has nothing in its general principle that can go wrong.

Details may be forgotten but these distinctive features of the advertiser's product or of his plan of selling can be so impressed on the minds of readers that they will remain.

A series of advertisements carrying a central thought has a cumulative effect that separate advertisements do not possess. Suppose, for example, that an advertiser was the originator of the kitchen cabinet. He may keep repeating this in such a way as to carry the suggestion that as his product was the first article of its class there has been the greatest chance to work out improvement, to secure the important patents, to test every feature through long experience, etc.

To have much effect the central thought must be a point of real value. The advertiser who merely repeats that he was "Established in 1848" is featuring such a commonplace point that he is not likely to make any great impression. If he introduces a little novelty into this and runs the phrase as "For Fifty Years America's leading manufacturer of Hickory Furniture" he has a better chance.

**Four Reasons Why You Should Buy  
The Noiseless Typewriter**



- 1—It is durable — — —
- 2—It is speedy — — —
- 3—It does beautiful work
- 4—It is noiseless — —

THREE of the four reasons given above might be called common to any good typewriter. But the fourth is exclusively a Noiseless feature.

It is the feature that sets this wonder machine apart from other and makes it indeed "The Typewriter Plus." After all, in these days of progress, why should any one use a noisy typewriter?

Sometimes a business man who realizes the value of The Noiseless Typewriter but has only one objection—"Will it stand up?"

In answer, we need but point to the thousands of machines that have been in constant daily use for four, five, six years! And to the list of

Reasons No. 2 and No. 3 is easily demonstrated. As a

THE NOISELESS

**The NOISELESS TYPEWRITER**



*"Number nine" is now  
"Miss Private Secretary"*

AWAY off in another room they used to put her, so that the noise of the typewriter would not disturb the other workers.

A fine capable girl she was, too, but no chance to prove it. No individuality—no personal part in the bigger things—no opportunity for real advancement. Somebody suggested Noiseless Typewriters—the salesman's anti-noise arguments sounded reasonable and several machines were put in for a trial.

They are still there. "Number nine" is now "Miss Private Secretary." She does more work—better work—more important work than ever before. And she does it in less time. The speed and durability of the Noiseless Typewriter are just as gratifying as its freedom from noise.

Write for booklet—"The Typewriter Plus"

**NOISELESS  
TYPEWRITER**



WRITER COMPANY, 835 Chestnut St., Philadelphia  
(Phone, Walnut 3691)



**Rattle Noise May  
Have Its Uses —**

The staccato of the machine gun is music to the soldier. The watchman's rattle calls for help against bombs and burglars. Even the terrific din of the boiler factory may have its compensations.

But rattle noise in business! A noisy typewriter! An office boy cracking a bag of peanuts! No wonder so many executives are forced to rest up in Florida!

Haven't your nerves been pleading for this whispering typewriter?

Ask for  
Booklet and  
Typewriter  
List of Lines

**The NOISELESS  
TYPEWRITER**

The Noiseless Typewriter Company, 233 Broadway, New York  
(Phone Barclay 8216)

(a)

(b)

FIG. 4.—Three examples that illustrate how the advertising of one firm may take different styles. The "Rattle Noise" picture (a) is a good example of the appropriate use of humor in advertising. The example telling the story of "Number Nine" (b) is an adroit appeal to the ambitious stenographer. The other example (c) is a plain "Reason Why" advertisement. All are excellent of their kind. It is probably not easy for even the advertiser to say which style is the most effective. The humorous style may be unusually effective for a year and then prove tiresome. Likewise, the plain reasoning may become tiresome after a year's campaign.

## STYLE OF COPY

Advertising affords room for a great variety of copy. No one style is suited to all the many products and services that are advertised. The advertiser of homes and investments can hardly adopt the colloquial style that may be very effective with tobacco and shaving cream. That which may draw a crowd to the circus or a breezy show might draw a crowd to a bank but a crowd with a different purpose and one that might wreck confidence in the bank. And yet this does not mean that bank advertising must be staid or necessarily always serious. It may be cordial and direct but should not be flippant or sensational.

The best study of style in advertising composition is found in the pages of leading magazines and newspapers. The variety is so great that all of the pages of this Handbook might be filled with examples of different styles without exhausting the subject.

Some of the most familiar classes of copy are:

1. The colloquial, personal or cordial style, which closely resembles oral conversation, the advertiser using "You," "I," and "We" freely and addressing himself very directly to his audience.

2. The explanatory advertisement that in a plain, matter-of-fact way gives the most essential or interesting information about a product with no attempt to weave human interest into the description.

3. The story style of advertisement based on an incident or an experience.

4. The news style of copy, which takes as a starting point something of current news value.

5. The argumentative, or reasoning, advertisement which may start out with a heading such as "Ten Reasons Why You Should Buy the Leland Tractor."

6. Copy that does its work largely by inference or suggestion rather than by full explanation, a detailed story, or by complete reasoning.

7. The extremely conservative or dignified style of advertising illustrated by the hand-lettered announcements of high-class jewelry stores, consisting of perhaps only a sentence.

8. The humorous style of copy, which seeks to convey a message through entertainment.

No one of these styles of composition is sharply separated from the others. An advertisement may, for example, have a humorous beginning and a serious or earnest ending. An

### IF COWS COULD TALK

"Good morning, Mrs. Fawcote. I hear that all the cows in the country are joining the 'Win-the-War' Club."

"Yes, Mrs. Surface; Secretary of Agriculture Houston says we must increase the production of butter-fat, and we cows have all promised to do our bit."

"There's one thing I want to say right now," said Mrs. Black. "The farmers have got to back us up in this move. You've got to rest of you, heart and soul, but what chance have I?"

"Why, Mrs. Black, what's the matter? You've got to have plenty to eat and drink."

"Yes, I know; but what can I do as long as I'm stuck with a cream separator on the place? It never was of much use to me now it wastes so much cream I'm just plain discouraged."

"Well, you're not so badly off as some of the other cows in my cream separator at all."

"I don't know about that. There's a lot of talk in this country that are only 'excuses'—not much good. I tell you, Mrs. Fawcote, with butter-fat prices in Washington begging every one to save fat, it's butter-fat the way some of these farmers do."

"That's one thing I'm thankful for," said Mrs. Black. "No cream wasted on this farm. We have a De Laval and everybody knows that the De Laval is the best."

"Well," said Mrs. Surface, "we've got to get our place until last fall and supposed one day we had a De Laval; but, honest, the De Laval is the best that ever had that gave us cows a square deal."

**P. S.**  
Of course your cows can't talk—but if you can't remember that a De Laval may be the best separator to use, write to the De Laval Separator Co., 165 Broadway, New York.

## PACIFIC LIMITED

### Chicago Milwaukee & St. Paul Railway

### California Service Restored

The Pacific Limited is again in service via the Chicago, Milwaukee & St. Paul Railway to California.  
 Leave Chicago (Union Station) 10:45 a.m.  
 Arrive San Francisco 8:30 (third morning.)  
 Daylight departure from Chicago and daylight arrival in San Fran.

**WHITING-ADAMS Hair and Toilet Brushes Have Been Available for Eve's Daughters for over ONE HUNDRED YEARS**

### WHITING-ADAMS BRUSHES

Methods of Manufacture produce perfect results. **EVERYBODY MAKES PRESENTS**—birthday presents, wedding presents, Christmas presents, Easter presents, New Year's presents, and presents in many other lines. A present that will be a joy and comfort to a friend is a WHITING-ADAMS shaving brush, hair brush, toilet brush, nail brush, or a full set of WHITING-ADAMS brushes for any purpose will lend friendship and comfort for years and then some.

For \$2.00 and this advertisement we will send postpaid a also still better hair brush.

**JOHN L. WHITING-J. J. ADAMS CO., BOSTON**

tion sleeping car, etc., coaches and block protected tion Pacific and all information

FIG. 5.—In the Pacific Limited advertisement advantage is taken of the news value of the restoring of California service. In the De Laval specimen the cows are made to present argument in favor of a well known cream separator. The De Laval Separator Company says that it has reason to believe that the change in style of copy proved to be an effective change, temporarily at least.

The Lily Cups example is a most unusual example of novel presentation. After a campaign of this reminding style of copy the advertisers of Lily Cups used a more educational appeal. Very likely their original purpose was merely to arouse interest.

The Whiting-Adams advertisement is an example of far-fetched humor. While it may be true that such copy may get attention, it is difficult to see how the impression of the appeal will help the sale of the advertised brushes.



**Why don't you let your stenographer earn her salary?**

**J. E. CALDWELL & CO.**

MONOGRAMMED STATIONERY.

WE DO NOT FOLLOW THE PREVAILING CUSTOM OF ENGRAVING NEW MONOGRAMS FROM DIES BELONGING TO OTHER PATRONS, BUT SUBMIT NEW AND ORIGINAL CREATIONS TO EACH INDIVIDUAL

...t—not if you make her ...r twice (once in her note- ...on her typewriter). Not if ...desk waiting—while you ...allers or hunt for informa- ...er typewriter stands idle, ...head.”

...tters once—on the type- ...r stenographer produce, ...typewriting or other im

...thought to this correspon- ...Put your correspondence ...onomical basis—save at ...very letter. Get conven- ...ing end of letter writing, ...mfort and ease into the

...wise business men do— ...ophone.

...r business is “different”, ...pts on office organiza- ...monstrate that it is not ...taphone

Reach for your telephone and call The Dictaphone, and arrange for a demonstration on your own work. If you do not find that name in the book, write to

**THE DICTAPHONE**

117 A Woolworth Building, New York  
Stores in the Principal Cities Dealers everywhere  
Write for “The Man at the Desk”



You can't buy a Dictaphone under any other name  
The Genuine bears the name The Dictaphone

*This Advertisement was dictated to The Dictaphone*

The simple gift that lends the touch of friendship without the embarrassment of an obligation—your photograph.

*There's a photographer in your town.  
Eastman Kodak Company, Rochester, N. Y.*

FIG. 6.—The Dictaphone advertisement is a fine example of the earnest, argumentative style headed by a fine illustration and a forceful headline. Observe the final paragraph of the text where the reader is urged to telephone or write.

The Kodak example illustrates the effectiveness of a simple sentence when handled in a distinctive way.

The Caldwell announcement is a brief, pointed statement in a dignified setting.

appeal may begin in the story style, to gain interest, and end with plain reasoning for the product or service advertised.

He is a keen copy-writer who knows when a given style fits a situation. Humor has been used with success by only few advertisers. It has its place and may be unusually effective when properly used, just because it is so rarely used. And yet, injudiciously used, its effect might be serious.

### COMMON WEAKNESSES OF COPY

Bearing in mind what has already been written, the inexperienced copy-writer should look out for the following common weaknesses of copy:

1. *Excessively formal language.*—Messages headed “Announcement” or “Notice” that should be started with something of more interest.

2. *Hackneyed language.*—“Best in the world,” “absolutely guaranteed,” “the most wonderful bargains,” “Come early and avoid the rush.”

3. *Exaggerations.*—While it may be true that much exaggeration is effective, it is certainly also true that a great deal of exaggeration defeats its own purpose. As has been stated, the most difficult thing in advertising is to get the reader to believe. Frank, fair statement is the only safe course for the advertiser who hopes always to retain public confidence.

4. *Wordiness.*—Language that covers much space but really conveys little meaning.

5. *Lack of interest.*—It is no easy thing to fill space with copy of good interest value, and yet if the advertiser contents

FIG. 7.—Four extremes in copy styles. The Corbin example shows a dark street of a great city at night and leaves the mind to work out the thought that Corbin locks provide the safety. “Saving the Money That Slipped Through Their Fingers” is a good example of the thickly set copy written in the story style. When a story of this kind looks interesting enough it will be read notwithstanding the great length.

The Goodrich example illustrates the inadvisability of adopting a complicated idea as a basis for copy. So many things are shown here that it is difficult for the casual reader to learn what it is all about.

The Cleveland Plain Dealer advertisement is much better than the average of a great deal of publishers’ advertising that merely brags about the mass of advertising carried. The argument is by no means conclusive, however, and the text suffers by being presented in such a choppy manner.

# Supremacy

During 1917 The First Paper  
of Cleveland published

## 12,803,630 Lines OF Paid Advertising

Shows you and increased volume 25-  
percent. The Plain Dealer's own record  
for 1916 by 8,100,000 lines and by far

**The Greatest Volume Ever Carried  
By Any Cleveland Newspaper**

Exceeding Cleveland's second newspaper (average)  
by 1,000,000 lines of Paid advertising

Exceeding Cleveland's third newspaper (average)  
by 2,500,000 lines of Paid advertising

**Every Week, Every Month, Every Year  
The Plain Dealer Publishes More Advertising  
Than Any Other Paper in Ohio**

This year's record that additional, which is  
no longer, copies to Cleveland, set of our  
power to be depended upon for results.

Volume of Display	Volume of Circulation	Volume of Cleveland
1,000,000	1,000,000	1,000,000
2,000,000	2,000,000	2,000,000
3,000,000	3,000,000	3,000,000
4,000,000	4,000,000	4,000,000
5,000,000	5,000,000	5,000,000
6,000,000	6,000,000	6,000,000
7,000,000	7,000,000	7,000,000
8,000,000	8,000,000	8,000,000
9,000,000	9,000,000	9,000,000
10,000,000	10,000,000	10,000,000

**The Plain Dealer**  
First Newspaper of Cleveland, Sixth City



## Saving the Money That Slipped Through Their Fingers

How an Investment of \$2,000 Grew to \$7,000 in  
Seven Years Without Speculation

By GEORGE A. WICKHAM

**M**RS. J. W. B. is in command of a household of six. Her husband is a successful business man. They have been married for twenty years and have four children. Mrs. B. is a woman of average intelligence and has a good education. She has always been a prudent and careful manager of her household. She has always been a saver, and she has always been a woman of good judgment. She has always been a woman of good character and a woman of good reputation. She has always been a woman of good sense and a woman of good heart. She has always been a woman of good will and a woman of good nature. She has always been a woman of good faith and a woman of good honor. She has always been a woman of good courage and a woman of good strength. She has always been a woman of good hope and a woman of good charity. She has always been a woman of good love and a woman of good mercy. She has always been a woman of good kindness and a woman of good gentleness. She has always been a woman of good patience and a woman of good meekness. She has always been a woman of good peace and a woman of good quietness. She has always been a woman of good wisdom and a woman of good understanding. She has always been a woman of good knowledge and a woman of good skill. She has always been a woman of good ability and a woman of good talent. She has always been a woman of good power and a woman of good influence. She has always been a woman of good authority and a woman of good respect. She has always been a woman of good honor and a woman of good glory. She has always been a woman of good fame and a woman of good renown. She has always been a woman of good fame and a woman of good renown. She has always been a woman of good fame and a woman of good renown.



FIG. 7.—(See comments on page 178.)

World Radio History

himself with a message of low interest value, he loses his opportunity to a large extent.

6. *Vagueness*.—Many advertisements are faulty in that no real point is scored. The message is just a mass of words, smoothly put together perhaps but meaning nothing. It is a common fault of people that they can talk glibly but say nothing that others wish to hear. Advertisers have the same failing.

Often the advertiser must be as elementary as if he were dealing with children if he would be clearly understood by all of his audience. This is illustrated by the fact that people often will not understand a "Paint" sign as meaning a newly painted surface. Therefore, painters must make their signs read "Fresh Paint" or "Wet Paint" in order to convey an effective warning. There is no such thing as being too clear.

7. *Generalities instead of Specific Statements*.—This is the most common of all weaknesses in advertising. "The best shoe on the market." Why is it the best? Has it more style, more comfort, greater wearing qualities, and how does it happen to have such qualities? That is what the public wishes to know. Maybe there are thousands who will believe the statement that "Somebody's Tires are Good Tires," but the message is more likely to be believed if the advertiser tells something about material used, methods of making or gives some proof, experience or assurance that the tires do give unusually satisfactory service.

"Richest ice-cream on the market" does not make the definite impression that is conveyed by a statement about the percentage of butter-fat contained in the cream.

An advertiser has remarkable faith in his public if he thinks that such a statement as "We use the greatest of care in making and inspecting our machines" will be believed. If he can truthfully say that every machine passes ten tests for perfect working, his chance for being believed is largely increased. "Finest of raw material" does not mean as much when applied to cutlery as "Every blade of Swedish steel."

One of the most difficult kinds of advertising to write is that soliciting money for charity. Yet when a New York newspaper published a page giving the details of "New York's

# “How Do You Do, Mr. Riley?”

“Once when I was just a little girl—only four years old—mother and I were down town and I saw you not far away. I broke away from mother, ran up to you, and said, ‘How do you do, Mr. Riley?’ I shall never forget the wonderful smile on your face when you turned and saw me, a tiny little tot. You bowed and spoke to me as though I were a queen, and when I told you I knew ‘most all of your child rhymes and enjoyed them very much, you were as pleased as if some man-of-letters had complimented you. That, Mr. Riley, is one of my finest memories.”

So wrote a grown-up little girl to James Whitcomb Riley.

Are you giving your children the precious memories of the beautiful poems? Will your children be able to say—“My mother read me Riley when I was a child—and ‘The Raggedy Man’ and ‘Little Orphant Annie’ have rejoiced and comforted me all the days of my life.”

## JAMES WHITCOMB RILEY

has passed on—and the grown-up world mourns. In the hearts of the little children is a void that cannot be filled—but that can be forgotten by the reading and re-reading of these simple and childlike poems.

No more does Uncle Sam’s postman stagger under the weight of 10,000 letters—the tribute of the children of the world to their Uncle Sidney (James Whitcomb Riley) on his birthday. Riley has passed on but his work lives. You can read it to your children—and enrich their lives and yours for all time.

Those of us who have missed things in childhood—missed learning to ride or to swim—feel that there is a lack that can never be made up. Even more is this so with things of the spirit. The child whose imagination has been enriched by the beauty and charm of Riley, carries a treasure to old age—a treasure hard to get later on.

From the little girl who said she felt all alone without him to the President of the United States, who pays him tribute, Riley is in all hearts—big and little.

### HIS HEIRS DESIRE ONLY A SMALL ROYALTY

The Heirs of James Whitcomb Riley came to us, as the publishers of Mark Twain, and said that they would be glad to reduce their royalty so that we could place the works of James Whitcomb Riley in the homes of all those who loved him. So we are able to make this complete set of all Riley’s works—containing over 1000 titles and a biographical sketch of Riley—at a very low price—for the present—a price we can pass on to you.

We have planned a fitting form for these books—beautifully made—the easy-to-read, comfortable sort of books that James Whitcomb Riley would have liked. This set is full of luxurious

and beautiful illustrations by Howard Chandler Christy and Ethel Franklin Betts—some in full color—some in two colors, and some in black and white.

The limited edition of Riley’s complete works sold from \$125 to \$1750 a set. Yet you can have your set for less than one-fifth the lowest price made before.

The generosity of the Riley heirs and the resources of Harper and Brothers give you a rare opportunity. Don’t miss it. Send the coupon without money for your set on approval to-day.



Riley is the children’s poet ones—sometimes called grown-ups.

HARPER & BROTHERS

1817-1917

NEW YORK



HARPER & BROTHERS  
Franklin Sq., N. Y.

Send for ten days examination the complete works, over 1000 titles, of JAMES WHITCOMB RILEY. cloth, stamped in gold, illustrated in color and black and white by Howard Chandler Christy and Ethel Franklin Betts. I may return it to you, at your expense, if I do not want it. If I keep the books I will remit \$1.50 for thirteen months.

Name.....  
Address.....  
Occupation.....  
10% added to price in Canada because of duty.

FIG. 8.—The introduction of the Riley story here brings out the quality character of the Riley books as perhaps no mere general description of the volumes could do. This style of book advertising has become very popular in the last few years.

100 Neediest Cases," a total of more than \$100,000 was sent voluntarily. The public was deeply interested in the details of the different cases, though exact names and addresses were concealed. These specific facts built pictures in the imaginations. Had the New York Charity Organization published merely the general statement that "Hundreds and thousands of families right here in our own cities are in dire need of the necessities of life" the statement would have been too general, too common, to make an impression that would have brought results.

8. *Unfairness to Competitors.*—The reading public is likely to side with competitors or to be suspicious of the advertiser who is too ready to attack competitor's claims. Generally, arguments with competitors should be kept out of public appeals. If they become necessary, the advertiser's argument should be presented with the utmost fairness.

*Informing Copy and Reminding Copy.*—The classifications of advertising copy might be extended to a hundred or more. There are, however, two rather distinct classes, the *informing* kind of copy and the *reminding* kind. The first has an educational mission. It gives the facts, usually in detail. It attempts to prove a case. Reminding copy, on the other hand, works by inference rather than plain or detailed statement and depends on repetition to a large extent. It is a well known fact that people prefer the commodities that are familiar to them whether they know anything about the merit of the articles or not. Given a choice between a Robert Burns cigar, a nameless one, and a cigar carrying an unfamiliar name, all offered at the same price, in most cases the smoker will take the cigar that he has at least heard of.

Sometimes there is very little information to be given concerning an article. In such a case the advertiser depends on an attractive name or slogan and on reminding readers. Most cigarettes are advertised in this way. So are many soaps, coffees and like articles.

Where there is any kind of interesting information that can be given, an advertiser should inform as well as remind, even though his informing is done very concisely. Merely the word Charms is worth something to the advertiser, but when the



**The Postal Life Insurance Company  
pays you the Commissions that  
other Companies pay their agents**

**T**HE POSTAL LIFE is the only Company that opens its doors to the public so that those desiring sound insurance-protection at low cost can deal directly for it, either personally or by correspondence.

Whether you call or write, you make a guaranteed saving corresponding to the agent's commission the first year, less a moderate advertising charge.



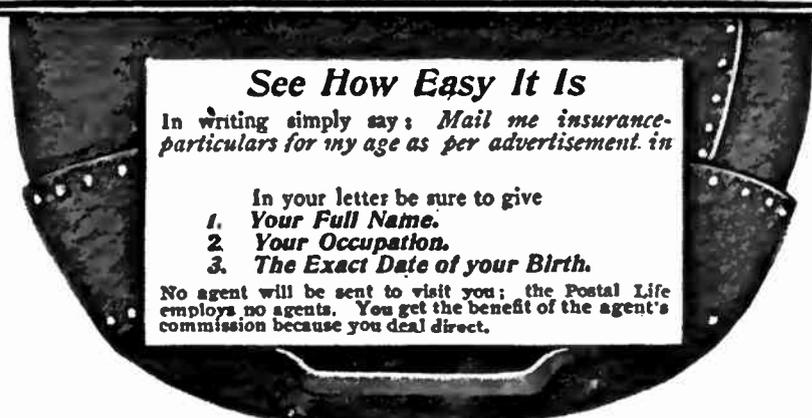
**STRONG POSTAL POINTS**  
**First:** Standard policy-reserves, now \$9,000,000. Insurance in force \$44,000,000.  
**Second:** Old-line legal reserve insurance—not fractional or assessment.  
**Third:** Standard policy-provisions, approved by the State Insurance Department.  
**Fourth:** Operates under strict State requirements and subject to the United States postal authorities.  
**Fifth:** High medical standards in the selection of risks.  
**Sixth:** Policyholders' Health Bureau provides one free medical examination each year, if desired.

In subsequent years you get the Renewal Commission other companies pay their agents, namely 7½%, and you also receive an Office-Expense Saving of 2%, making up the

**Annual Dividend of 9½% Guaranteed in the Policy**

Beginning at the close of the second year, the POSTAL pays contingent dividends besides, depending on earnings as in the case of other companies. Such is the POSTAL way; it is open to you. Call at the Company's offices, if convenient or write now and find out the exact sum it will pay you at your age—the first year and every other.

**POSTAL LIFE INSURANCE COMPANY**  
 WM. R. MALONE, President  
 35 Nassau Street, New York



**See How Easy It Is**

In writing simply say: *Mail me insurance-particulars for my age as per advertisement in*

- In your letter be sure to give
1. **Your Full Name.**
  2. **Your Occupation.**
  3. **The Exact Date of your Birth.**

No agent will be sent to visit you; the Postal Life employs no agents. You get the benefit of the agent's commission because you deal direct.

**Assets:**  
**\$9,500,000**

**Insurance  
 in force:**  
**\$44,000,000**

FIG. 9.—An advertisement that proved to be more effective for the Postal Life Insurance Company than any human-interest style of copy tried. Here the copy treatment is based on the use of the mails, well illustrated by the mail pouch, and the commission-saving argument. This advertiser's experience illustrates that human-interest copy is not always required.

advertiser makes it known that his Charms are dainty fruit tablets and that they are obtainable in handy 5-cent packages of raspberry, orange, lime, grape, and other flavors, his advertising becomes more than name publicity.

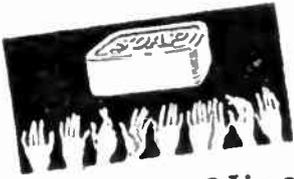
**Human Interest.**—Human interest is a broad term. In advertising copy it may mean tying up advertising information to the experiences of users of the advertised product, giving actual names and details, using photographs of newsy events, interesting applications, etc. It may mean going into the history of products and processes and making use of whatever romance and interesting data may be available. Human interest may mean the use of conversation, real or imaginary, as a means of putting more life into information that otherwise might seem dry, abstract, and wholly commercial.

Pictures, naturally, enter largely into human-interest copy but it is not the purpose of this chapter to deal with the illustration of advertisements.

The advertisement of the Riley books, Figure 8, is one good example of human-interest copy. In years past books were described in advertisements just as books. There was no effort to throw around them something of the personality of the author of the books or to tell bits of the stories that the books contained. But a woman, in advertising the O. Henry books, hit upon the plan of having each advertisement start off with a dramatic incident of an O. Henry story. The great success of that style of copy changed the selling of sets of books.

J. K. Fraser, with his cute Spotless Town characters and rhymes, threw life into the advertising of a cleaning preparation that otherwise would have been a prosaic commodity. Frank Crane, Elbert Hubbard and many others have been unusually successful in weaving human interest into advertising.

In spite of the great increase of human-interest copy, however, there are cases where plain, undramatic, argumentative presentation of the merits of a product or a service has been more successful than any of the more showy styles of advertising. An example is afforded in the Postal Life Insurance advertisement shown in Fig. 9. The conclusion, then, is that different kinds of commodities require different kinds of copy. And it is also true that commodities often require



### Washing Nine Million Hands

Massive muscular hands, dainty snowy hands, tiny grimy hands—nine million all told, belong to the families that read The Delineator—nine million hands to be washed every day. How long does a cake of soap last in your family? And who buys the soap in your family?

If you make any article for this enormous market of a million progressive, prosperous families, advertise it to the women folks—they are the "purchasing agents."

**The Delineator**

*The Magazine In One Million Homes*

### 3 Million Cold Feet

Every third family of the million who read The Delineator buys a hot-water bottle each year. Four and a half people—nine feet—to a family, a total of three million cold feet for manufacturers of hot-water bottles to cater to. The great Delineator audience of a million prosperous families buy vast quantities of household products every day. Do you manufacture something used by American homes?

**The Delineator**

*The Magazine In One Million Homes*



### 4 Babies Born Every Minute

Two and a quarter million babies a year are born in the United States! That means that 308 infants are arriving to-day in the million families that read The Delineator. Talcum powder, baby carriages, clothing, rattles, cribs, for 308 new babies every day of the year! Their 112,500 mothers rely on The Delineator for advice. Have you anything to say to them about an article you manufacture?

**The Delineator**

*The Magazine In One Million Homes*



### Didn't YOUR Wife Have Her Say?

Did you select your automobile all by yourself? On second thought, didn't something your wife said about the upholstery prove a factor in your choice? One large manufacturer says women influence the sale of nine out of every ten automobiles. Women had a voice in determining the choice of probably 200,000 of the cars bought last year by Delineator families. If you manufacture something used by American homes, advertise it to women in

**The Delineator**

*The Magazine In One Million Homes*



### Bristles From 118,055 Boars

It takes that number of boars to supply the eight and a half million tooth-brushes bought yearly by The Delineator families. These same families buy tons of tooth-paste, millions of shoes and train-loads of food. Do you make anything of interest to the women who do the purchasing for a million progressive households?

**The Delineator**

*The Magazine In One Million Homes*



### DEMAND

Take the man out of demand, and retail stores would lose only 15% of their sales. Woman does 85% of the purchasing and has an influence over 10% of the balance.

If you make an article used in a home, or an article worn by any member of the family; or, in fact, nearly any article except steam-shovels, the way to sell it is by advertising to the women. They are the "purchasing agents" for American homes, and 1,000,000 of them are influenced in their buying by what they see advertised in The Delineator.

**The Delineator**

*The Magazine In One Million Homes*

FIG. 10.—These six Delineator advertisements show how interesting copy ideas can be developed from very simple facts. The writer of this interesting copy is bringing out in each advertisement the central thought of the enormous market possible among the women readers of the Delineator. Such facts as featured in the headlines make a strong appeal.

different kinds of copy at different stages of the promotion of such products.

### WRITING OF HEADINGS

The Office of the Headline.—Most advertisements should have headlines. Sometimes an illustration fills the place of a

The Meeting place  
of Representative  
American Men and  
Women from every  
state in the Union

For rates, etc., see  
advertisement ap-  
pearing on Thursday

HOTEL  
ASTOR  
NEW YORK

LEMON JUICE  
FOR FRECKLES

Girls! Make beauty lotion for  
a few cents—Try it!

Take the juice of two lemons  
into a bottle containing three ounces  
of orchard white, shake well, and  
you have a quarter pint of the best  
"Orchard White" and the freckles and com-  
plexion beautifier at very very small  
cost.

Your greaser has the lemons and  
any drug store or toilet counter will  
supply three ounces of orchard white  
for a few cents. Massage this sweetly  
fragrant lotion into the face, neck,  
arms and hands each day and you  
will see how freckles and blotches disap-  
pear and how clear, soft and rosy  
white the skin becomes. Yes! It is  
harmless and never irritates—Adv.

*She  
Wanted a  
Husband—*

Sara Lane was 25  
and tired of the dull  
drab monotony of office  
work—

She was weary of her  
cheerless room and her  
solitary meals—

She was hungry for a  
home, a husband and  
children!

So she set out to get  
what she wanted—using  
her savings of \$500 to  
finance the venture.

What she did and  
how she did it is told in  
"Hunting a Husband"

Commencing Today in the  
**Evening Public Ledger**

*Let Us Clean Your Jewelry*

We will clean it as only  
experts can and make each  
piece look like new. The  
mountings will be examined  
and you will be advised should  
the diamonds be insecurely set.

This service is rendered with  
our compliments and your  
jewelry returned in a chamois  
jewel bag.

**S. Kind & Sons, 1110 Chestnut St.**  
DIAMOND MERCHANTS—JEWELERS—CILYCRISTMAS

FIG. 11.—Four advertisements of distinctive types as to copy treatment. The Kind example is a good illustration of how a little free service may prove to be just the thing to bring people to a good store. The headline is excellent. "She Wanted a Husband" is almost sensational, but it is a pertinent heading for the advertising of the newspaper feature. The "Orchard White" example is a specimen of a rather commonplace style of copy that is nevertheless very effective. It looks much like a reading item in the paper, though it carries a distinctive heading and is marked *Adv.* The Hotel Astor example contains little copy but there is a strong suggestive power to it. We like to go to hotels that are headquarters of representative men and women.

headline, in that it draws the interest of the reader to the text, which is likewise the object of a headline. Sometimes the opening sentence or paragraph of an advertisement is so strong in interest value that it may be set with unusual legibility and serve as a headline. But even a good illustration or a strong opening sentence may usually be strengthened by a good headline.

Headline-writing is an art in itself. The advertisement-

writer should, like the story-writer, make a special study of just what form of headline will be most likely to draw favorable attention to the message.

Headings to advertisements should not be deceptive. They may have a double or hidden meaning, but when the reader gets into the message he should not be made to feel that he was tricked into reading a commercial message. Sometimes advertisement headings are compared with headings to newspaper articles, but the two have a different purpose. The newspaper-writer aims to tell the reader just what news is in the column under the heading, so that if the information is of no interest to him, his eye may pass on. The advertiser, on the other hand, wishes to *develop* the interest of readers who ought to use his product but do not know enough about it to feel a conscious interest. If the advertiser of adding machines puts over his announcements some heading suggesting that "the object of the information below is to sell adding machines," he would have comparatively few readers. He goes at the matter in a different way with a heading reading perhaps, "First National of Toledo Saves a Third of Its Clerical Work." Though this heading may lead up to the use of the adding machine advertised, it approaches the subject in the most tactical way.

**Classes of Headlines.**—The following are some of the most common and useful of advertisement headlines:

*Questions about the reader's needs, pleasures, comforts, habits, etc.* Examples: "Have you a Kitchen Cabinet?" "Do you Want to Earn More Money?" "Are you Paying Yourself Rent?" "How About Your Winter's Supply of Coal?"

*Interesting statements about the quality of the article or service advertised.* Examples: "Used 8000 miles and still a-going," "Fall Styles in Shirtwaists," "The Maximum of Comfort," "Office Furniture that can't Burn," "An Executor who Can't Die," "Valuable information about Workingmen's Homes."

*Direct command headings:* "Shave and Save," "Open your Door to the World's best music," "Tell me to send you an Atlas engine on Approval," "Get this free Book on Poultry," "Try this Gas-saving Test," "Buy a Security that you Don't Have to Watch."

*Headings that feature Money-saving Prices.*—"All Shirts at 30 per cent. off," "A Remarkable Overcoat at \$50," "Today's Dollar Specialties," "A Typewriter that Saves you \$39," "Only \$1 down."

## Men of Forty-Five and Over

**M**EN who have thought they were growing old at 45 find they are not.

★ ★  
As a group their business activities are being vastly increased by national necessities.

★ ★  
In addition to our serving young men, we are specializing in clothes for men of 40 to 50—models which minimize the appearance of stoutness and maturity.

★ ★  
We are presenting Autumn and Winter suits, modern in



thought, for the senior still in the fullness of an active life.

★ ★  
Topcoats from Burberry and other celebrated English coat-makers.

We have anticipated our clothing wants sufficiently to provide the same standard of all wool fabrics as in the past

## Weber and Heilbroner

*Eleven Stores*

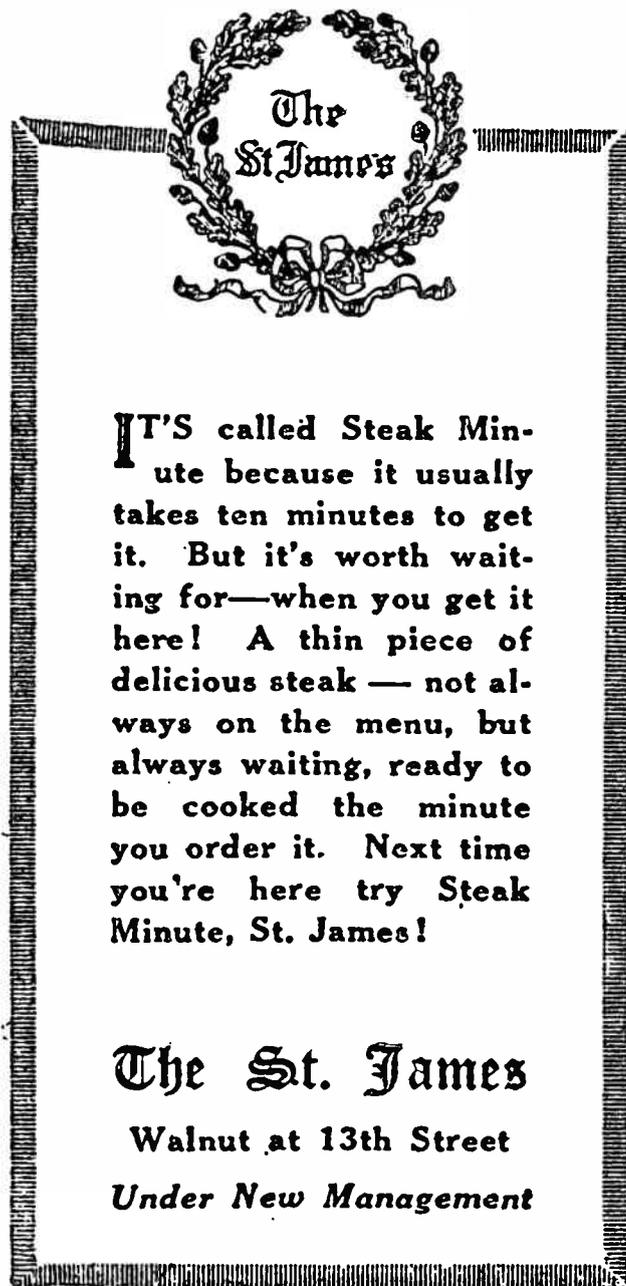
241 Broadway	345 Broadway	775 Broadway	1185 Broadway
44th and Broadway	1363 Broadway	58 Nassau	150 Nassau
20 Cortlandt	30 Broad	42nd and Fifth Ave.	

FIG. 12.—A group appeal that is clearly presented.

*Interest-exciting words or sentences that may not reveal immediately what the article or service is but which connect logically.* Examples: "The Error that Saved the Day," "The Stenographer Who had a thought on Filing," "Steam at Pre-War Prices," "What to do about Sore Feet," "Easy

to Play—Easy to Pay,” “Clear Voices for Business People,” “No More Thawing Out of Radiators,” “Reliable Bonds,” “When Johnny has the Croup.”

The very fact that the advertiser depends on his headline to catch the flitting eye of the reader means that the words com-



The  
St. James

**IT'S** called Steak Minute because it usually takes ten minutes to get it. But it's worth waiting for—when you get it here! A thin piece of delicious steak — not always on the menu, but always waiting, ready to be cooked the minute you order it. Next time you're here try Steak Minute, St. James!

**The St. James**  
Walnut at 13th Street  
*Under New Management*

FIG. 13.—The real meat of this copy is successfully hidden. Had the headline been “A St. James Steak Minute takes Ten Minutes—But” very likely the advertisement would have caught the attention of many times as many people as saw it in its present form. The copy is excellent except for this fundamental fault.

posing it should be of the clearest kind. Abstract and general language is out of place. “Important Facts for All” is not likely to get the attention of anybody “What a Man earning \$150 a month can do” is direct and interesting to such men of this earning class.

“The Shovel That Married an Idea” seems at first thought to be almost too novel or irrelevant, and yet this heading proved to be a very successful one in technical-paper advertising.

Some publications decline to use headings that incorporate the word *Free* unless the entire advertisement is free of misleading statement. Such publishers will not permit the illustration of a knife and the single word *Free* as the headline, for though the text of the advertisement may set forth that only the catalog of cutlery is free, some readers may be deceived by the mere display of the announcement.

**Legibility of Headlines.**—The legibility, or rather the “readability” of headlines decreases as the number of lines increases; the 1-line heading being grasped more quickly than the 2-line and the 2-line more quickly than the 3-line or the 4-line heading. It is rather risky for the advertiser to use headlines that consist of more than three lines and many advertisers prefer to stick to 1-line and 2-line headings. When it becomes necessary to use a larger number of lines as a headline or an opening sentence, it is usually better to treat the opening as a display paragraph and decrease the size of the usual heading type, using simply a black-faced opening paragraph that yields the effect of an emphasized paragraph rather than a displayed heading. See how this is done in Fig. 14.

Care in dividing a headline will aid in its readableness. Compare the following arrangements:

The September Victor Records  
Are on Sale

(a)

The September Victor  
Records are on Sale

(b)

The September  
Victor Records  
Are on Sale

(c)

Despite the fact that the type lines balance in arrangement b, the division of the language in arrangement a, is superior. “Victor Records” is a phrase that should not be divided. Arrangement c, preserves the two vital words on one line but

the message is not grasped so quickly when set in three lines. This arrangement might do for a single column advertisement but it loses something by having two words that do not mean much, "The September," as the opening line.

**First Mortgage for sale, the price being \$15,000 cash, which is drawing interest at the rate of 6%.**

This mortgage is secured by property representing a valuation in cash of over \$32,000, and is being paid off in payments of \$1,000 per month, which payments will continue to be made on the mortgage monthly until the \$15,000 is paid off. In addition to the security of the mortgage, the \$15,000 invested will be guaranteed and a bonus paid. A thorough investigation of this offer is invited and Bank references will be given and required. Address Mortgage, Box 206 Times Downtown.

FIG. 14.—How a first paragraph may be used as a "headline opening" by increasing the strength of the type. Usually the treatment is a little more bold than it is in this example. Without some such treatment, the copy would fail to have an interesting-looking beginning.

## FUNDAMENTALS OF GOOD COPY

**Service Advertising.**—The growth of a type of advertising that may well be called "service advertising" has been marked. This may be the offering by food advertisers of a recipe book, a book of poultry hints by those who advertise fancy breeds of poultry, a handbook on concrete construction by the cement manufacturer or dealer, advisory service by the advertiser of steam shovels or mining drills. The great advantage of this type of advertising is that it makes its impression of the ad-

advertised article through giving the reader something that he is interested in having—something that helps him.

**Conciseness and Brevity.**—Conciseness is often confounded with brevity. Every advertisement should be concise, though an advertisement may be concise and still be a long advertise-



**Fresh Beef Travels  
on a Rapid Schedule**

Fresh beef for domestic markets goes from stockyards to retail stores within a period of about two weeks. Although chilled, this meat is not frozen; hence it cannot be stored for a rise in price.

A steer is dressed usually within twenty-four hours after purchase by the packer. The beef is held in a cooler at the packing house, at a temperature a little above freezing, for about three days.

It is then loaded into a refrigerator car, where a similar temperature is maintained, and is in transit to market on an average of about six days.

Upon arrival at the branch distributing house, it is unloaded into a "cooler", and placed on sale.

Swift & Company requires all beef to be sold during the week of arrival, and the average of sales is within five days.

Any delay along the above journey means deterioration in the meat and loss to the packer.

**Swift & Company, U. S. A.**

FIG. 15.—An advertisement of the distinctly educational type. Many advertisers have in these latter days given the public the details of their business, believing this to be an improvement over the old policy of keeping business methods secret.

ment. Some advertisements should, because of their very purpose and because of the medium in which they will be used, be made brief. The poster advertisement will fail unless it is brief, because it is used in such a way that it must be read at a glance.

Conciseness is of value, first of all, because it is economical of space. It costs less to insert ten words than it does to insert fifty. The copy-writer who can write fifty words that will cause the reader to think thoughts that require hundreds

## New Shaving Comfort

Harsh Methods Done Away With  
Try This New and Better Way

"Well lathered is half shaved"—an old saying, and true. But well lathered does not mean much hot water and harsh rubbing in. Those old methods open the pores, make the skin tender. Here is a better way. A Free Trial Tube will convince you.

If you knew of a way to make your daily shave easier, quicker, more comfortable you would use it. There is such a way. Shavaid provides it. A Free Trial Tube will enable you to prove it to your own satisfaction.

Perfected after many tests and experiments, this scientific preparation accomplishes instantly what the old methods failed to do. One application softens the beard perfectly. It soothes a tender skin.

### Makes Shaving a Luxury

Men the nation over are adopting this modern method of easier, quicker, pleasanter shaving. They welcome it as a long needed improvement over old ways. Every man who tries Shavaid once uses Shavaid thereafter.

For Shavaid does away with hot water applications, with rubbing the lather in. Men have clung to these old fashioned harsh methods because they have thought they were necessary. They are not. They are injurious to the tender skin.

### Softens and Soothes

The soothing, cooling effect is noticeable as soon as you apply it to the dry beard. Then lather. Don't rub the lather in. The lather stays moist and creamy.

And as you shave, note how the blade "takes hold" without pulling. That is because the beard is thoroughly softened, prepared as it should be.

No need of lotions or creams after a Shavaid shave. No injury has been done to the tender skin. There is no need for medicaments. On the contrary, your skin is smoother, firmer, healthier from Shavaid's healing influence.

**Shavaid**

*Softens the beard instantly*  
—apply to dry face before the lather.

*Saves time and trouble*  
—no hot water, no "rubbing in" of the lather.

*Protects the face*  
—skin remains firm and smooth.

*Removes the razor "pull"*  
—harsh ways etc. the skin prematurely.

*Replaces after-lotions*  
—Shavaid is a cooling, soothing balm.

Men who shave close find Shavaid wonderful. The burning, stinging sensation they used to feel after shaving is gone. They know real shaving comfort at last.

### It Is Worth Trying

All that is necessary, in order to introduce this remarkable new aid to shaving comfort, is to get men to try it—just once.

No man who shaves once with it will be without it again. For shaving, instead of an irksome task, becomes a positive pleasure.

That is why we want you to send for your Free Trial Tube. Just fill in the coupon and mail it now, before you forget it. When your tube comes, use Shavaid. After the trial tube is used up, you can get Shavaid from your druggist at 50 cents a tube. If he hasn't it, we will be pleased to fill your order direct.



## Shavaid

At Druggists' — 50c a Tube

BAUER & BLACK, Chicago, New York, Toronto

Makers of Sterile Surgical Dressings and Allied Products

BAUER & BLACK, Chicago, Ill.

Mail free trial tube of Shavaid to

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

FIG. 16.

or thousands of words for full expression is a valuable man for advertisers.

Conciseness is valuable, in the second place, because a short message, other things being equal, is likely to be read by a larger number of people and more likely to be understood by

readers. Long messages, like long talks, are likely to repel unless unusually interesting. Much, of course, depends on the product. A man will read more about the new automobile that he is thinking of buying than he will about a fountain pen. A woman will read more about a fur coat or a kitchen cabinet that she longs for than she will about a new soap. She will probably read ten times as much about a complexion

*PRICE* is becoming such an important factor that it behooves every man to pay more attention to what he gets for his money when he buys

## Clothes

This season, you'll pay more than usual for your clothes—or you will not get the quality to which you have been accustomed. But price is only a secondary consideration. The value of clothes can be measured only in terms of service rendered.

You men who demand, and must obtain, genuine service from your clothes, will find, if you do not already know, that only the best is truly inexpensive. For sixty-three years, clothing men generally have acknowledged the superiority of

### Stein-Bloch Smart Clothes

Such a reward must have some basis for its justification. It is simply provided by a record of quality that in all these years has never been deviated from, and that will continue to be maintained.

In their shops there are more than any separate and distinct tailoring operations in the making of an ordinary suit. And each operation is performed by a skilled workman who knows how to do, and can do, that particular bit of tailoring better than anyone else, because of fingers that have been trained through years of practice.

**THE STEIN-BLOCH CO.** is a year-round organization—giving steady employment to its workmen. It does not have to depend upon the uncertain and unreliable class of floating labor from which the remuneration drops more often than returns. As a result, we have the master craftsmen of the tailoring trade—tailors who have been working in our branches twenty and in many cases

and more as long as thirty years. There are tailors who work together under one roof—with three generations of the same family working side by side. Our employees take as much pride in making the finest clothes as you take in wearing them.

**Stein-Bloch Smart Clothes** are hand-cut and hand-made. This means that in every operation where we believe skilled hand-tailoring will accomplish better results than machine work, the former is used.

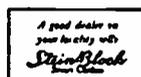
For example, the shaping of the collar and the roll of the lapel are obtained by hundreds of women stitches worked in to the lining in skilfully rolled over the finger. The shaping can be obtained in no other way, and it is such work that has earned the Stein-Bloch Smart Clothes the reputation for lasting service.

The style is tailored in—not merely prepared in by the skill of a man with a hot iron.

There are hundreds of other details that even the finest custom-tailors seldom bother about, for instance, the pressing after each individual trouser operation to insure accuracy in style and fit; the matching of the linings and sewing all with the colors in the fabric; the exact length of the button slits to fit the buttoning and to prevent unnecessary pulling of the buttonholes; the use of all-leave canvas and tapes in construction; special reinforcements of patches to prevent sagging and pulling away, and so on.

Clothing—even good clothing—can be made in much less time, and with many short cuts in the making. But every angle and every operation that enters into the making of Stein-Bloch Smart Clothes must conform to the highest known standards. They are not surpassed even by the finest custom tailoring. There are no better measures. There can be no better tailoring. And Stein-Bloch styles are the standard of the clothing industry.

In these critical times, like pride and foolish prejudices must be swept aside. Facts are the things that count. And there are facts that you can verify at a cost of very little time and effort. When you need a new suit, try on a Stein-Bloch. See yourself in the mirror before you buy. And get the double guarantee—ours and that of an honest, reliable dealer.



**THE STEIN-BLOCH CO.**  
WHOLESALE TAILORS  
ROCHESTER, NEW YORK



FIG. 17.

soap as about a laundry soap. If a sale is to be made direct by mail, more information will be required in the advertisement than if the reader is merely to be interested and directed to the retail store.

Consider the Bauer & Black and the Stein-Bloch advertisements, Figures 16 and 17. The first occupied two full columns and the second a full page in a magazine having a page  $9\frac{1}{4} \times 12\frac{1}{2}$  inches. Perhaps there are writers who could write

such long messages about shaving cream and clothes and make their treatments very interesting, but the chances are that a type message half as long or occupying half the space would get a more general reading.

On the other hand, if an advertisement is in the story style and is interesting enough, solidly set pages will be read.

The only safe rule that can be laid down is that the language should be concise, that every sentence should be pruned and

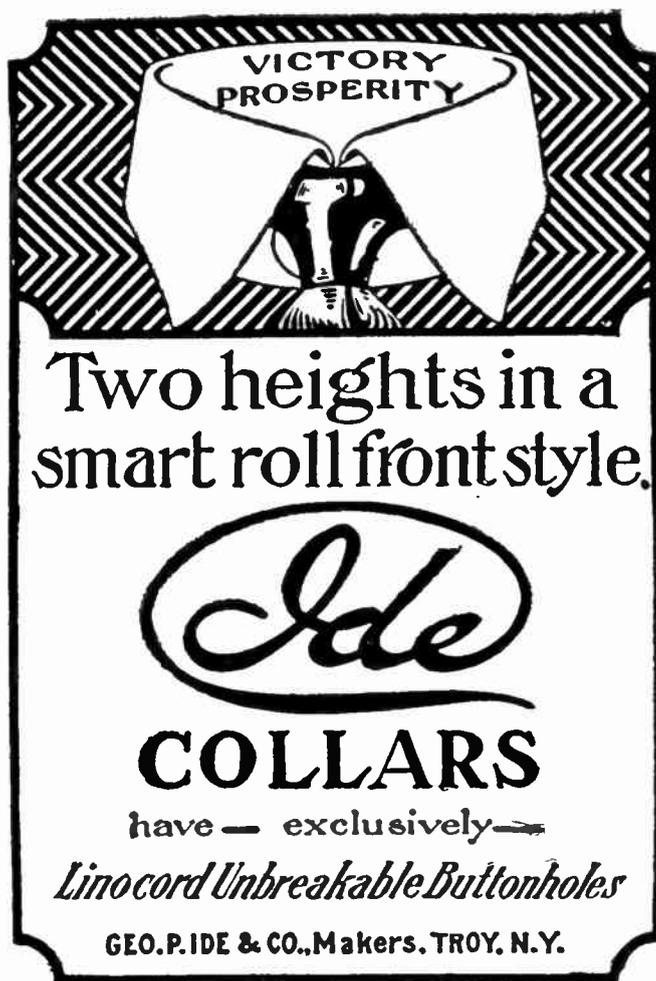


FIG. 18.—A little newspaper advertisement that is posterlike in its conciseness but yet presents probably all that any one wishes to know about a new style of collar.

useless words and even sentences omitted if they do not help to convey the advertiser's thought. It is astonishing how much the original copy of an advertisement can often be cut down and still leave the real thoughts perfectly clear—clearer usually than they were with verbiage in the copy.

“Sealed tight—kept right” means about as much as “Every package is sealed tightly and this means that the gum gets to you with the contents in good order.” One sentence has five times as many words in it as the other. This is not equiva-

lent to saying that every advertisement could properly be written in the telegraphic style of the language first quoted, but such examples show that one of the greatest wastes in advertising is the use of language that is worse than useless, for it clogs up the real message of the advertiser.

The Sloane store of New York has advertised vacuum cleaners with merely the language "Vacuum Cleaners at \$48" followed by the signature of the advertiser. The prestige of the store in this case might establish the merit of the article through mere inference. But ordinarily it seems better to give at least the principal points of merit, if the article has any.

**Pruning Introductions.**—The novice at advertising is likely to start his advertisement of artistic furniture in about this style:

Art has a universal appeal. Though we may not understand why, there is something about any artistic production that at once commands our respectful attention. Those who admire art in furniture designing will be greatly interested in, etc.

The trained writer will start with some such direct appeal as the following:

Whether you admire Sheraton or Hepplewhite, or the creations of any of the other master designers, the unusual display in our Furniture Section tomorrow will delight any lover of fine furniture.

**Timeliness and Seasonableness.**—Among the many points of contact that the copy-writer may make use of are timeliness and seasonableness. It ordinarily costs considerable to get the thoughts of readers moving in certain directions. If the writer of advertisements can attach his message to thoughts that are already moving in the desired direction, then he has just that much in his favor. At the hunting season, for example, the minds of those who are fond of hunting are particularly susceptible to the advertising of hunting equipment. Likewise, at the vacation season, it is comparatively easy to catch the attention of vacationers with attractive appeals.

News events create timeliness. When the mayor of the town urges everybody to do their duty in "clean-up" week,

an unusual opportunity is offered for advertising of clean-up equipment.

Figure 19 is an example of how a bank may profit by a news event item dealing with the loss of money through not putting it in a safe place.

All tie-ups of advertising with current thought should, however, be logical. During the crisis of the housing shortage in New York when thousands of families were apprehensive about their leases, a New York newspaper ran a series of "teaser advertisements" headed "You will be moved May 1."

The image shows a newspaper clipping with a handwritten advertisement overlaid on it. The clipping is titled "LOST \$2,000 IN MONEY AT FIRE" and "Foreigner Drew Cash Out of Bank and It Was Consumed in Blaze." The text of the clipping describes a fire that destroyed a home, with a man named Sires losing \$2,000 in cash. The advertisement, written in cursive, asks if the reader read the item in the Express last week and suggests bringing money and valuables to the Northampton National Bank for safekeeping. The bank's address is given as "Northampton National Bank, Corner Fourth".

*Did You Read this item in the Express last week?*

*Don't let it be your experience*

*Bring your money and valuable papers here for safekeeping.*

*Northampton National Bank  
Corner Fourth*

FIG. 19.—Making use of a local news item.

When the message was revealed in later advertisements, the information was that "You will be moved to buy" some new feature put out by the paper in connection with its Sunday issue. This was poor publicity.

**Humor and Novelty.**—Humor and novelty used with judgment, have their place in advertising. There is so much of the commonplace in life that the unusual or the entertaining have something in their favor if the resulting attention is favorable to the product of the advertiser. Many advertisers, on the other hand, deceive themselves into thinking that they



## To The Men Who "Roll Their Own"

TAKE a good look at your little white sack of the makings—"BULL DURHAM" tobacco. For we are going to ask you to part with good old "Bull" for a time. He has enlisted. He has gone to the front to help win the fight over there—every single sack of him.

The Government has asked for the entire output of our "BULL DURHAM" factories, and what the Government asks we all give cheerfully.

The millions of sacks of "Bull" we have been sending abroad have not been enough. We must give ALL to our men at the front—36,000,000 sacks—2,000,000 pounds—100 car loads every month.

So, with your own hands, roll yourself a cigarette of "Bull"—carefully, thoughtfully, just the best cigarette you ever rolled; and while you smoke it, THINK.

There is only *one* thought you can think—it is this: "If the boys over there need *my* 'makings' they're *sure* welcome. Here's to them and good luck. And may every little bag carry its inspiration of hope and courage."

And if you have sentiment, just save the round white tag of your last sack and hang it up in memory of good old "Bull" For you will be proud to know him when he comes back—as he must come soon—covered with medals of honor for service.

*Reuben Hill* President

THE AMERICAN TOBACCO COMPANY  
NEW YORK



No. 2

FIG. 20.—How a tobacco manufacturer made capital out of the fact that all of his product had been temporarily withdrawn from the domestic market. A good example of the resourcefulness of the American advertiser in making use not only of timeliness but an extraordinary situation with respect to sales.

can do ridiculous things in advertising, such as running their advertisements upside down, using irrelevant or questionable pictures and expressing themselves in smart or fresh language and reap a good result. It is not difficult to secure attention. One may be silly in print and secure a great deal of attention that is unfavorable rather than favorable to the business advertised. As has been pointed out, what may be appropriate for a cough-drop or a brand of tobacco may be entirely out of order for an overcoat or a building lot.



FIG. 21.—Clever but not convincing, though possibly as an introduction the advertisement may have been well worth while.

**Building up Desire.**—Belief is established and desire for the advertised article or service are built up by logical statement and good descriptive language. There is no exact formula for such writing. The first requisite perhaps is that the writer shall himself believe what he is trying to make others believe, for he is not likely to convince others of something that he does not believe.

When barbaric man wanted to record his thoughts he

could not signal for a stenographer, or pick up the recording tube of a dictating machine, or even sit down "with pen in hand." Instead, he cut symbols in stone. Slow and laborious as that method was, it affords modern advertisers a valuable lesson. For, when one of these aboriginals wanted to indicate to his fellows that he thought "bird" he cut the



**The 5-Seam Back**

*Surely You've Noticed It*

Some of the most likable of our new Spring Suits have the military 5-Seam back

It's very smart and good looking. It puts up "a good front" when you're going away.

**Hart Schaffner & Marx**  
**Spring Clothes**

Lots of interesting style points about our new Spring Clothes that you ought to know.

But most important, they are good Clothes—well-made, all-wool garments, which are the only kind you can afford if you want to practice war time-economy.

*Suits, \$25 to \$65*  
*Topcoats, \$25 to \$40*

**Wallach Bros.**

Broadway, below Chambers } 246-248 West 123th } Open  
Broadway, cor 29th } 3d Ave., cor 122d } Evening

Copyright Hart Schaffner & Marx

FIG. 22.—An advertisement about men's clothes that actually tells something pointed about the suit featured. Few clothing advertisements do this.

outlines of a bird. When what he had in mind was a horse he outlined a horse: there was little chance of any one's thinking that he meant, "whale." As a matter of fact, he was using the same principle that the modern platform speaker uses when he employs pictures, charts, etc., as a means of holding attention and making himself clear.

We think in pictures. To remember that will be worth much. Before you take any action that is the result of

thought, you picture the new situation in your mind and size up the picture. That is what imagination is for.

It follows, then, that the best language to use in conveying our meaning to others through printed language is the kind that builds pictures in the mind with the least effort on the part of the reader. That a word is long is not necessarily against it. Such words as "comfortable," "extraordinary" and "convenient," are fairly long words but they are indispensable because the average reader understands them perfectly and they are familiar enough to create pictures in his mind instantly. On the other hand, both of the words in "golden mead" are short; yet the reader will not be able to picture the intended meaning unless he has read Scandinavian mythology.

Now and then business people speak disparagingly of "fine writing" or "fancy language," and they usually wind up by saying that they themselves use just "plain every-day English." If what they mean by "fine writing" and "fancy language" is extravagant and flowery expression, then their criticism is justified. But language that is really fine language is characterized by the most careful selection of words that convey to the reader the exact shade of meaning that the writer intended. No one can have too much of this language-power. Those who talk against it do not understand what they are decrying. The truth is that he who realizes the picture-painting possibilities of our wonderful language is likely to be more simple and direct than one who does not realize it.

The great world war afforded a vivid period of history that encouraged picture-painting language. See what sharp pictures these war expressions create:

Soft sentimentalists, swelling hearts and rising pride, colossal cost, evil ingenuity, leaden clouds, war eagles, wasps of the navy, railroad improvements skimmed to the bone.

War language may not have a large place in business, but the point is that if men can lay hold of language that is highly appropriate for the issues and happenings of a world conflict, they should be able to pick words with which to express themselves with fine shades of meaning in business literature.

Theodore Roosevelt was a creator of expressions that have

strong picture-painting power. "Pussy foot" and "mollycoddle" are examples. When he died he was, in turn, well pictured as an "untiring crusader."

"Will snip a broom handle" runs the description of a pair of shears. How many words can you find that will give as good a picture of a clean, instant cut as "snip" does?

"Egg-shell finish" describes perfectly the surface of certain printing papers.

"He is as hard as nails." In six words we have drawn a good picture of an unfeeling, unyielding man.

"If all the——sold in the last five years were placed side by side the line would stretch around the world three times." Such a picture means more to most people than a mere total of figures.

Says Hotel Statler: "A doorman can *sling* the door in such a way as to make the incoming guest expect to find a rusty pen stuck in a potato when he gets to the desk, or he can so *swing* the door as to make him feel that this is His Hotel." Compare *sling* and *swing*.

A great deal of advertising has its effectiveness lessened by over-statement. Every one is familiar with the effect on the mind of the customer when a salesman, in face-to-face selling, exaggerates or gushes. A similar situation prevails in advertising. A certain type of reader may be deceived by overstatement but enduring success is not built on that kind of advertising. "Better" is usually a more believable word than "best." If a study be made of the language and reasoning that really pictures situations, there will be less temptation to overstate.

**Advertising the Price.**—Price may be advertised when it is an attraction or when it does not deter the reader from investigating. Often price is such an attraction that it may be featured in the display of an advertisement. In other cases it is impossible to give an adequate idea of an article through an advertisement of ordinary size. It may be best in such cases not to state price, but to court an inquiry or a call from the reader, show the article or service to the best advantage and then give the price. Few people would buy such articles as high-priced sets of books if the price were featured in the first advertising.

**Smoked Fish!**  
plump, meaty  
and cured to  
be "just right"

There's a wide difference in smoked fish. Thousands have learned that there is a finer table quality in these good smoked fish at Martindale's.

These English Bloaters, for instance, make a breakfast that is both keenly appetizing and economical. One of them will make two liberal breakfast portions, furnishing a breakfast very reasonable in price. Milk cured, to give just the snap and flavor that you like in smoked fish on the breakfast table.

- Flanagan Haddie, 32c lb.
- English Bloaters, 16c each.
- Nova Scotia Herring, 30c bunch.
- Kip Herring, 30c pair.
- Kip White Fish, 42c lb.
- Del Roe Herring, 45c lb.
- Smoked Herring, 30c lb.
- Holland Herring, \$2.00 keg.
- Smoked Codfish, 15c pkg.
- Codfish Middle Cuts, 40c lb.
- Biscuits, Large, No. 1, 40c lb.
- Family Mackerel, \$2.60 kit, 5 lbs.
- No. 4 Mackerel, \$2.75 kit, 10 lbs.
- No. 3 Mackerel, \$3.00 kit, 10 lbs.
- No. 2 Mackerel, \$3.25 kit, 10 lbs.
- No. 1 Mackerel, \$3.50 kit, 10 lbs.

For the hurry-up luncheon—bouillabaisse cubes.

When the limits of time prevent you from making a more elaborate luncheon, a box of bouillabaisse cubes in the pantry are a welcome aid. Just think—one cube in a cup of boiling water, some crisp crackers, and you have a most appetizing and nourishing luncheon. Vegetables, beef clam, or chicken—in jars of 50 cubes at 30c a jar.

**Theo. Martindale & Co.**  
10th & Market

Established in 1853  
Del. Phone—Fildert 2370; Fildert 2371  
Keyphone—Case 229; Case 231

**Sausage and  
scrapple famous  
for savory  
goodness**

All-pork sausage made from tender, young porklings—seasoned in a way that brings out the best flavor—here's a suggestion for breakfast some frosty January morning. Or our famous Philadelphia scrapple—made of bits of pork, real huck-wheat, and the rich, savory juices of the meat itself. Serve this crisply browned and with the right "trimmings" and you've given the mon-folk the best start for a good day's work.

- Country Sausage—45c lb.
- Country Scrapple—C0c lb.
- Salami, 20c lb.
- Country Salt Pork, 45c lb.
- Smoked Sausa, 40c lb.
- Picnic Sausages, 32c lb.
- Bacon Strip, 50c lb.
- Summer Sausage, 50c lb.
- Lebanon Bologna, 50c lb.
- Boned Pig Feet, 30c lb.
- Knackwurst, 40c lb.
- Fresh Smoked Sausage, 50c lb.

- Beefed Tongue, \$1.25 lb.
- Creamed Cabbage, 35c lb.
- Potato Salad, 35c lb.
- Dried Beef, 55c lb.

**Solado—just the right  
breakfast cop for you**

Bleeding and roasting coffee is a fine art with our coffee experts. For that reason we know Solado is the best all-round breakfast drink that has ever been offered at the price. Fast is, we do not hesitate to say that it makes more cups of good coffee to the pound than many others of even higher price. Just one pound—that's all is accorded to convince you!

62c lb., 4 lbs., \$1.95  
**Theo. Martindale & Co.**  
10th & Market

Established in 1853  
Del. Phone—Fildert 2370; Fildert 2371  
Keyphone—Case 229; Case 231

**Dried fruits  
full-fleshed,  
full-flavored  
at Martindale's**

There is a very good reason why this store has become the leading dispenser for dried fruits in Philadelphia.

All Martindale dried fruits are of expert selection, giving you the nearest approach in goodness and value, to fruits fresh-picked from the tree. The native acids are retained to a wonderful degree, with that delicious fresh-fruit flavor.

A very good thing to know, just at this season when the body craves and needs the fruit flavors and acids for their true health value.

- Prunes, 25c, 30c, 35c, 40c lb.
- Peaches, 35c and 40c lb.
- Apricots, 55c and 60c lb.
- Pitmas, 35c lb.; 3 lbs., \$1.
- Pitted Cherries, 70c lb.
- Pears, 32c lb.

**Exceptional coffee value  
in M. & J. at 48c lb.**

M. & J. has always been held in high regard by coffee lovers who appreciate exceptional quality in aroma and all-around flavor. And, with today's costs for comparison, M. & J. represents exceptional value. Indeed, we believe its quality cannot be duplicated at its price, 52c lb.; 5 lbs., \$2.55.

**Theo. Martindale & Co.**  
10th & Market

Established in 1853  
Del. Phone—Fildert 2370; Fildert 2371  
Keyphone—Case 229; Case 231

**Make fruit cake  
and mince meat  
now—so  
they'll "mellow"**

Fruit cake and mince meat are at their best when they are mellowed by time—for in that way alone are the ingredients blended so as to bring out the choicest flavor. Like the plum pudding and other Xmas cakes of Old England, our Royal Fruit Cake is baked in July—allowing a full six months for the ripening or mellowing to take place. Take our suggestion—bake your fruit cake and make your mince meat now. And, as a memory "jogger," we print below many of the ingredients you will require.

- Corvanta, (dried), 30c lb.
- Lemon and Orange Peel, 45c
- Finest Citrus, 75c lb.
- Seeded Raisins, 25c pkg.
- Blue Seedless Raisins, 30c lb.
- Figs, 40c lb.
- Fard Dates, 35c lb.
- Golden Dates, 25c pkg.
- SHELL-LIP BUTTS
- English and Black Walnuts, \$1.25 lb.
- Almonds, 20c lb.
- Brazil Nuts, \$1.00 lb.
- Fildert, \$1.00 lb.

**Fess Chocolates—the pick  
of 100 popular kinds**

No need to call your attention to the extra quality of Fess' Chocolates—except to say that we have had packed for us a special assortment comprising just 24 of the choicest kinds from the famous Fess list of one hundred popular pieces. The very deliciousness of their centers surely will please you and our modest price. They are indeed big values when compared with the average box that calls at \$1.25. Packed in boxes of 1, 2 and 5-pounds, 50c lb.

**Theo. Martindale & Co.**  
10th & Market

Established in 1853  
Del. Phone—Fildert 2370; Fildert 2371  
Keyphone—Case 229; Case 231

FIG. 23.—Examples of remarkably fine food advertisements. The headings are long but are kept to a small size of display type so the eye can take them in readily, and they deal with good selling points of the foods.

**The Bargain Offer.**—Advertising will probably never be without the exploitation of bargains. While there has been much criticism of bargain advertising, particularly in the retail field, there is opportunity for legitimate bargain offers through fortunate purchases, odd sizes, out-of-season goods, etc. A merchant can hardly get back the cost of such goods except through selling them at a sacrifice from the original price. There is, of course, no excuse for the fraud-bargain, and it is being gradually eliminated by the better class of advertisers.

**It's round, short and curly, like part of a Q—  
It's easy to cook, and delicious, too.  
The package is yellow, banded with red—  
There's no need guessing, here's the answer instead.**

**FOULDS' CURLY-Q MACARONI**  
Cook's Quality  
10c

**It's round, short and curly, like part of a Q—  
It's easy to cook, and delicious, too.  
The package is yellow, banded with red—  
Can you guess what it is if no more is said?**

Why didn't somebody think of that before? is the usual greeting for a new and simple idea that carries a valuable improvement over things as they were.

Now you have an Americanized macaroni that appeals to the eye and the taste. The Curly-Q shape and Foulds' special manufacturing process insure quick cooking and easy eating, and make Curly-Q Macaroni just what you want for dining clubs, parties and picnics.

"Curly-Q Mac" is the motto of the Foulds Macaroni Company. It gives the most and truly enjoyable fun from every direction while they are working in the specialty class building in which Foulds' Curly-Q Macaroni is made.

Foulds' Curly-Q Macaroni takes the place of meat as nothing else will, because it contains fifty per cent of the natural serving for nutritional food. It keeps the appetite and completely satisfies hunger. You will find it exceptionally good—it is so every, firm and tender.

Eating less meat is giving a positive benefit to the American people. Children are gaining in health and strength by the serving of wholesome and healthful food like Foulds' Curly-Q Macaroni in place of meat.

We publish a complete, complete and convenient cook book which tells how to prepare pleasing combinations of Foulds' Curly-Q Macaroni with such as cream, spaghetti, ground beef, or other fish, chicken, eggs, lettuce, celery, tomatoes or corn. We need a few on request. Just ask for "Foulds' Let's Ye-ow Cook Book." A postcard will do.

**THE FOULDS BELLEROS COMPANY**  
Sales and Advertising Department  
223 West Madison Street, Chicago, Illinois

**FIG. 24.**—Two advertisements from a "Teaser Campaign." The reader was kept in suspense for a number of weeks. The smaller one was used early in the campaign.

In many cities merchants are discontinuing the advertising of comparative prices, that is, such offers as "\$70 coats for \$48" just because this gives opportunity for deceptive statement. There seems no good reason, however, if odd sizes of shoes that were once sold at \$9 can now be offered at \$5.50, why the figures should not be given. The deception usually comes through such statements as "Worth \$9" or "Were \$9" when the goods were never actually priced at such figures.

**Teaser Campaigns.**—Though not recommended for general use, the so-called "Teaser" style of copy is occasionally very effective. Figure 24 illustrates the plan. These are merely

two of a series of seven or eight advertisements. As the advertisements are inserted one at a time a little more of the secret is revealed with each advertisement. The plan is frankly an appeal to curiosity. The very fact that the message is incomplete seems to draw more than ordinary interest. It will be observed that even in the final advertisement a reduced reproduction of the first one of the preliminary advertisements appears. This is done in order to preserve the effect of the entire campaign as far as possible.

Teaser campaigns have been run principally in newspapers and street-car cards.

**Getting Reader to Remember or Act.**—An advertisement may be appealing and yet not forceful or pointed enough to make a lasting impression on the reader or cause him or her to act. Consequently keen advertisers try to see that there is something in all or most of their advertisements to bring about the desirable result of really causing something to be remembered or getting some action. In the pages devoted to Slogans, Trade Names, Trade-Marks and The Psychology of Advertising much appears that relates to this phase of copy work. Some of the things an advertiser may do in this connection are the following:

Emphasize the name or a distinctive quality.

Make use of a slogan, trade name, or trade-mark.

Invite an inquiry by mail.

Suggest a telephone inquiry or a call at a local store.

Tell reader where article may be had.

Warn against substitution.

Offer to make a direct sale.

Offer to supply on approval.

Make a coupon part of the advertisement so as to facilitate inquiring or ordering.

#### METHODS OF KEYING

Inquiries from advertising may be "keyed" by any one of the following methods:

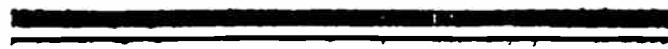
1. Using coupons and varying the form of the coupon among the different mediums; or putting a number or letter on the coupon such as 10D, 10 being the number assigned the medium and D indicating December—the month of insertion.

2. Using "department numbers" as part of the advertiser's address, as Dept. 20, Dept. 21, etc.

3. Changing the room number or street number of the advertiser. For example if his plant occupies the entire 1800 block of a street, using 1802 for one medium, 1804 for another, etc. If a building has only 300 rooms, numbers from 300 up may be used.

4. Asking reader to ask for a booklet that bears a number, this number being Booklet No. 6, in one publication, Booklet No. 7 in another, and so on.

5. Sometimes a special offer of some kind may be made in one medium and not made in others.



VIM LEATHER  
Belt is made water-  
proof, oil-proof and  
acid-proof.

E. F. HOUGHTON & CO  
240 W. Somerset Street Philadelphia

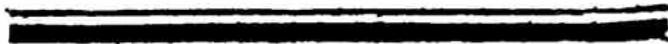


FIG. 25.—This little single-column newspaper advertisement scores a brief but impressive message for a large concern.

6. Asking the customer to tell what advertisement drew his or her attention. Some firms go so far as to do this with every customer.

No keying method is a highly accurate check. As the advertiser advertises more and more, readers are less likely to use his key numbers but will address their inquiries merely as *National Cloak and Suit Company, New York, N. Y.*

It is the practice of many advertisers to credit unkeyed inquiries in the ratio of keyed inquiries. That is, if a publication regularly produces five per cent. of the inquiries, credit will be given for five per cent. of the unkeyed inquiries.

There is so little occasion in some advertising campaigns for the reader to write to the advertiser—as for instance where the article is purchased at a local store or sales-agency—that keying is of little value. Nevertheless, careful advertisers are interested in adopting any method that will indicate in even a small way the measure of attention they secure in the various mediums used.

The coupon is exceedingly valuable in some forms of advertising just because it saves the reader the trouble of getting



FIG. 26.—Four single-column newspaper advertisements, ranging from one inch to two and one-half inches in depth. They show how it is possible to get a distinctive message within small compass.

a sheet of paper or a postal card and also most of the trouble of writing an inquiry. The coupon is right there before his eye and he has, as a rule, only to put on his name and address.

Coupons should be simply worded. If they are vague or look too much like formal contracts, readers are not so likely to use them.

**Small Advertisements vs. Large Ones.**—One of the most difficult problems of the advertiser is to decide on the most

## Cousin Tom—and Others

**T**HE Columbia Trust Company recently asked several men why they hesitated to have a Trust Company settle their estates.

Perhaps you may find your own "hesitation" among the following reasons given.

### 1. "Cousin Tom can do it all right"

He probably can, if the estate is very small. But if an estate is sizeable or at all complicated, we are thankful that we have on our staff many men of highly specialized experience in Executorship duties. The Cousin Toms are handicapped by lack of personal experience in settling estates. They may not know how. They may die and then the Court will appoint their successors who may or may not be the person one would have chosen.

### 2. "Trust Companies aren't human"

Speaking for ourselves we can simply say this. The settling of estates usually puts us in contact with men and women at a time when they need everything we have of kindness and consideration and sympathetic understanding. Never for one moment can we forget it.

### 3. "They lack elasticity"

We have seen estates settled by well-intentioned but "elastic" minded men. With such men there is always the temptation to "let things slide." In long experience we have handled no estate that could be settled without a firm grasp of every detail and few that did not call for definite "yes and no" decisions.

### 4. "They are hopelessly conservative"

This we cheerfully admit. Without preaching, we earnestly believe that the handling of other people's money is almost a sacred motto. Nor would we be long in business if we took chances with the funds men leave their wives and children.

### 5. "They don't act quickly enough"

A Trust Company has every incentive to settle each estate as quickly as the law allows for the following reason: We do not receive our commissions until our duties are completed and the Surrogate puts his O. K. upon our work.

### 6. "A Trust Company is expensive"

This is a mistaken impression which we have often pointed out. The fees for settling estates are the same whether you name a Trust Company or an individual as executor. But the settlement of an estate by an experienced Trust Company is generally far more economical than when the matter is left in the hands of well-meaning but inexperienced friends.

If you would like to sit down with us and talk personally about the settling of your estate, please ask for a Vice-President or Manager in charge of any one of our offices.



Member of Federal Reserve System

Copyright, 1922, C. T. Co.

FIG. 27.—A fine example of the impressive advertising put out by some of the banks and trust companies. The arguments as to the employment of a trust company are met and answered in a pleasing manner.

**PISO'S**  
*for Coughs & Colds*

*"Johnny  
Here's Your Pisos"*

**M**OTHER knows that coughs and colds come without warning and to relieve them—to soothe a scratchy sore throat, to ease a painful cough, and so prevent greater ills—Piso's can be relied on. Buy Piso's to-day and then you'll have it ready on the medicine shelf for instant aid when winter ills threaten.

**35c AT YOUR DRUGGISTS**

Contains no opiate . . . . . Good for young and old

Piso's Throat and Chest Salve is remarkably effective when used with Piso's for coughs and colds. Priced also at 35c.

FIG. 28.—Unusual size for a cough-medicine advertisement. In the original this was a magazine page 7 by 10 inches. An effort has been made to introduce human interest, but this seems hardly necessary in the case of a cough medicine. Much costly space is used in showing the drug-store, the walls, counters, stock of goods, etc. It should be possible to present this article properly in a quarter of page of magazine space.



On your stockings you travel all your ways through life. How well do they stand the stress of the journey? That's the test! We would not today be the world's largest makers of fine hosiery, were it not for the all-important fact that our good product has stood the supreme test of long wear and lasting elegance. Every foot in America has to be stocking clad. There is food for thought in the significant fact that a mighty number of them are Phoenix clad.

# PHOENIX

## HOSIERY

FIG. 29.—(See comments at bottom of page 211.)

efficient size of his advertisements, to learn whether he should use large advertisements with considerable information in them and allow considerable time to intervene between insertions or to use smaller advertisements, give less information at a time and advertise more frequently.

Here, again, each advertiser has a problem to himself. The answer to the problem depends on:

1. What the advertiser has to advertise.
2. His plan of selling.
3. How much he can hope to get readers to read at one time.
4. What his competitors are doing.
5. The medium in which he is advertising.

Large stores, with a great variety of merchandise to offer, must use fairly large space and must advertise frequently.

If the advertiser aims at a complete sale from his advertisement or even an order on approval he must give a great deal more information than where he merely excites the reader's interest to the point of seeking for a booklet or a catalog.

An advertiser may have a certain prestige to maintain. It would seem odd for a large automobile company to use advertisements consisting of only a few inches, and yet a dealer in second-hand automobiles could very properly use advertisements of the smaller size in offering used machines of the automobile company for sale.

The use of large space when most competitors are using small space means distinction. But when the mass of competitors are using large advertisements with considerable time between insertions, an advertiser may start a campaign of more frequent but smaller advertisements and be more distinctive.

The big advertisement makes a big impression if the space is well handled. Some advertisers have found that the in-

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FIG. 29.—An evident effort on the part of a hosiery advertiser "to be different." The advertisement is undoubtedly unusual but a tremendous amount of space is used, this advertisement occupying four full newspaper columns. The only definite point made is that the makers of Phoenix Hosiery are the largest makers of fine hosiery. The appeal is more in the class of general publicity than of definite information that leaves an impression of something more than a name. No advertiser should content himself with mere name publicity if he has anything about his product or service that is distinctive.

sersion of a few large advertisements make the impression that the advertiser is a big or aggressive advertiser, and frequently dealers or other interested readers have imagined that an advertiser ran scores of large advertisements when perhaps he ran only ten or a dozen of them.

The idea behind the copy has much to do with the size of the space. Some copy ideas can be handled well in small spaces; others require half a page, a full page or possibly two pages or more for proper exploitation.

In Figure 25 is shown one of a series of very effective newspaper advertisements, each making a single point about Houghton products.

In Figure 27 is illustrated an advertisement that requires large space for a proper showing. Its very size—16 inches deep, three columns wide in the original—creates the impression of a large trust company.

It is not likely that the page Piso advertisement, Figure 28, is four times as effective as a quarter-page advertisement for this article would have been. There seems little need of showing all the drug-store scenery.

The Eastman Kodak advertisement, Page 177, is an extreme example of large space and small amount of copy. Because of its distinctiveness, the amount of space may be warranted though if several advertisers were following the style, it would probably be inadvisable. The Eastman Kodak Company, with its vast output, can afford a style of advertising that smaller advertisers or advertisers of newer products could not use advantageously. Its product is generally known and the force of much of its advertising is that of *reminding* rather than *informing*.

## SECTION 10

### COPY-EDITING AND PROOFREADING

#### COPY-EDITING

**The Need for Copy-Editing.**—The cause of good advertising is helped along considerably by the careful editing and marking of the copy, or manuscript, before it goes to the printer. A great deal of both money and time are wasted because copy is not so marked that printers and publishers can tell just what the advertiser wants or because the advertiser, or copy-writer, waited until he received his proof before doing his final editing, thus necessitating expensive changes in proof and in many cases the submitting of a revised proof.

Much copy that comes to printers is written more or less illegibly and on paper of varying size of sheets, often with the pages not numbered. The neglect of proper capitalization and punctuation and the failure to indicate the desired arrangement of the different parts of the copy are still more common.

**Value of Systematic Practice.**—One who makes a regular practice of sending material to printers will do well to adopt a methodical way of preparing his copy. The use of white paper in sheets eight and a half by eleven inches is satisfactory, but if the copy-writer will use a distinctive color of paper for all of his copy, he will have just one more method of identifying his work in the print-shop. The usual color of "copy paper" is yellow or buff. A salmon, golden rod, light blue or green would be distinctive.

Copy for printers should, of course, be written on only one side of paper.

Typewritten copy is far preferable to hand-written manuscript. Not only does typewriting make the printer's work easier but it is an effective method of displaying errors and omissions and enables the writer, as it were, to proof-read his thoughts before they are set in printer's type.

**Numbering of Copy Sheets.**—Sheets of copy should always be carefully numbered at the top, either in the center or in the right-hand corner.

When it is necessary to insert additional sheets after copy has been numbered, the added sheets may be identified by letters. Thus, if it is necessary to insert two new sheets between pages 12 and 13 of the original copy, mark the added sheets 12B and 12C, and the printer will understand that these follow sheet 12, re-marked as 12A. If the material on sheets 12B and 12C does not come immediately at the end of sheet 12A, insert a star where the new copy is to begin and write the memo. on the margin of sheet 12A, "Let Sheets 12B and 12C come in here."

When a sheet of copy is taken out of manuscript, sheet 7, for example, write on sheet 6, at the top, "Sheet 8 follows—7 killed." If this is not done, the printer may waste time looking for sheet 7.

Use sheets of one size as far as possible.

**The Making of Additions.**—Write the original copy with wide blank margins, so there will be room for additions in the margins if additions are necessary. When a note is rather too large for a marginal note, write it on a slip as wide as the original copy paper, paste it on the edge and fold it face down on the original copy. Even then it is better to run a bracket or pencil line around the end of the new copy slip and over to the point where this addition is to break into the original copy. There is no such thing in printing practice as making a thing too plain. Don't leave any detail to guesswork.

**Indicating Headings and Other Directions.**—When headings are to be centered, write them so.

If a few words are to be in all capitals, write them that way. If the line is a long one, it is all right to write it in the usual way and then make the marginal note for capitalization.

If you don't want words in all-capital setting, don't write them or leave them that way.

Whenever there is the slightest chance that a note for the printer may be mistaken for part of the text, draw a ring around it. A still further precaution is to write "Note for printer" close by the instruction.

**Other General Directions.**—Don't roll manuscript or fasten the sheets together with staples. Don't paste copy for illustrations on sheets of manuscript. Keep illustrations on separate sheets unless they happen to be proofs of small engravings.

Use paste in rearranging copy. This is much better than fastening parts of sheets together with pins or clips.

In hand-written copy, write n, u, m and w so they will be clear to printers. This applies also to the capitals S and L which many people write in a way that makes the reader guess. It usually costs something to make printers guess. When the word is a very unusual one, such as a peculiar proper name, hand-print it unless the copy is typewritten.

If you abbreviate, printer will "follow copy" unless you draw a circle around your abbreviations. If you use ditto marks instead of spelling words out, he will also follow copy in the absence of instruction to the contrary.

When all the words but one in the center of a line are crossed out, it is generally better to cross that out also, as it is likely to be overlooked.

If a certain paragraph, example or foot-note is to appear in type smaller than that used for the main text, draw a line alongside the text to be specially treated and use a marginal note reading "Use smaller size here (or Use 8-point here)."

When color is to be used in a job, red for example, it is very helpful to the printer if the copy-preparer will write in color the copy that is to be printed in color. Typewriters with red-and-black ribbons facilitate this.

**List of Marks Used.**—The exhibit on following pages, Figure 1, A, B and C, shows the marks, abbreviations and notes that are in common use in marking manuscript and reading proof. Some of these are used almost entirely in the marking of manuscript; others are used entirely in the reading of proof. An important difference between the marking of manuscript

<i>Caps</i> or ≡	Set in all capital letters
<i>S.C.</i> , or =	Set in small capitals.
<i>Caps. &amp; S.C.</i>	Set in capitals and small capitals.
<i>b. f.</i> , or 	Set in bold-faced type.
<i>ital</i> or —	Set in italic. <sup>1</sup>
<i>b. f. caps.</i> , or 	Set in bold-faced capitals.
[       ]	In all the foregoing examples, the lines should appear under the words to be capitalized, italicized, etc.
	Bring the line to this point.
	Square up the lines at this margin.
	Straighten the line or lines.
<i>over</i> 	Bring matter to this point.
	Carry over to where arrow points.
⊙	Spell out matter in this circle. (This mark is used frequently around abbreviations.)
⊕	Period circled to prevent being mistaken for comma.
⊖	Colon encircled to prevent being mistaken for semicolon.
⊗	The dele mark, meaning to "take it out."
¶	Make a paragraph here.
No ¶	Don't let this be a new paragraph.
& leads	Take out the leading.
<i>reduce #ing</i>	Reduce the spacing

FIG. 1A.

<i>size smaller</i>	Set this a size smaller.
<i>x</i>	Fix this broken letter.
<i>w.f. ? x</i>	Isn't this from a wrong font?
<i>⊗</i>	Take out the thing marked and close up.
<i>#</i>	Put a space in here.
<i>Lead →</i>	Put a lead in here.
<i>Run in</i>	Make it a part of body matter (more often used to indicate the running of two paragraphs together as one paragraph).
<i>9</i>	Turn this type over; it is upside down.
<i>Tr. or trans.</i>	Transpose the position of the matter marked.
<i>Tr. to *</i>	Transpose the marked matter to the other point where the star occurs.
<i>Rom.</i>	Use Roman letter here instead of the kind you have.
<i>✓✓✓✓</i>	Correct the poor spacing at the points marked.
<i>Run over</i>	Means reset some of the type so that the matter, through respacing, will run a little longer and thus make a better end to a paragraph.
<i>Run back</i>	Means run the syllable, word, or line back to preceding line or page.
<i>⊗</i>	Means end of manuscript or copy.
<i>Half turn</i>	Give this cut a half circle turn.
<i>K N P W N</i>	Capital letters so marked are to be reset in lower-case letters.
<i>Stet.....</i>	A marginal instruction to restore the words under which the dots appear.
<i>Set 1, 2, 3</i>	Means set or reset the words in the order indicated by the figures, the figures being placed in copy over the words in question.
<i>Out-see copy</i>	Means that the printer missed something and is referred back to copy.

FIG. 1B.

Qu. or ?  
x

Means "Is this right?" or "Is this arrangement satisfactory?"

O.K. ?  
x

Another way of questioning correctness. If the questioned item or the suggestion is correct, run a line through the question mark, but *don't erase it*.

✓  
✓  
✓

Insert apostrophe.

Insert quotation marks.

—  
~

Join the letters in a logotype or close up the space left between two words.

Transpose the two letters or words marked.

/,

Insert comma.

/;

Insert semicolon.

/=

Insert hyphen.

/—

Insert dash.

/n/

Insert narrow or n dash.

?  
x

Insert interrogation mark.

!  
x

Insert exclamation mark.

┌

Raise or push matter up to here.

└

Lower matter to here.

□

Indent line one quad of size of type used.

⊥

Push down lead or space showing on proof.

l.c.

Reset in lower-case letters.

FIG. 1C.

and proof is this: on manuscript corrections are freely made in the body of the matter without any marginal notes. In marking proof, no matter what indications may be placed in the body of the matter, a marginal note or symbol must be used to call attention to the change.

Example of Edited Copy.—Figure 2 on this page affords an example of a page of manuscript which has been corrected

(Garages--Large and <sup>Small</sup>) ~~Make~~ <sup>Structure</sup> your garage a permanent, fireproof ~~construction~~ while you are at it.

You will save in paint, ~~and~~ repairs and insurance, and there <sup>is</sup> ~~are~~ really a great ~~many~~ <sup>possibilities</sup> in concrete construction in ~~the matter of~~ appearance as well as in permanence ~~and maintenance~~ or low up-keep <sup>o</sup>

<sup>Steel</sup> The Alpha Portland Cement Company <sup>has</sup> ~~have~~ recently compiled a well illustrated special booklet on the subject of garages, showing photographs and sketches of a number of distinctive types, ~~of these buildings~~ also giving practical hints on construction.

Still more recently we have prepared an additional service sheet showing a unit example of <sup>a</sup> garage construction <sup>of</sup> adapted well to the needs of individuals as well as <sup>of</sup> business concerns having a number of cars, ~~in use~~. All of this material is sent free to inquirers living east of the Mississippi River <sup>o</sup> (without obligation), if you haven't a copy of the 96-page ALPHA HANDBOOK on Concrete construction, ask also for a copy of that publication.

<sup>Small display one line</sup> Alpha Portland Cement Co., General Offices, Easton, Pa.  
Branch Offices: Boston, New York, Philadelphia, Pittsburg,  
Baltimore, Savannah.

FIG. 2.

freely. While this example is given in order to show just what editing and marking may be done and still leave copy intelligible to a printer, at the same time money would be saved by having a page like this recopied. The stenographer's time is less costly than the printer's, as a rule.

**Carbon Copies of Manuscript.**—Copy will sometimes be lost. The loss of even a single page may cause considerable delay. Therefore, it is a good plan to keep a carbon, or the original rough manuscript, until a job has been printed.

#### THE READING OF PROOF

**How Proofs are Taken.**—When a compositor has the type of an advertisement or a catalog article set, this type is placed in a galley or in a form and a proof taken on what is known as a proof press. Proof is usually taken on long strips of paper that are slightly dampened. Often, however, corrected proofs are taken on sheets of book paper in order to have them present a better appearance. Very often proofs are taken in duplicate or in triplicate. In booklet or catalog work, for example, it is common for the advertiser or author to ask for duplicate proofs. In such cases corrections are made on one set which is known as the “official proof” while the other set of proofs are cut up and pasted on pages so as to make a page dummy of a job.

Immediately after taking proofs it is a practice in good printing offices for obvious mistakes to be corrected at once so that the proof which is sent to the advertiser or author will be fairly clean.

While examples of proof are shown here as containing a great many errors, these are shown for the purpose of illustrating the marking of proof. No good printing office would send out such proof to a customer.

**Why Official Proof Should not be Cut.**—Where duplicate proofs are furnished the official proof should never be cut up. Leaving this intact and making all changes on this set of proofs makes it much easier for the printer to locate the type and to make corrections. If fifty or a hundred pages of galley proofs are all cut up it would be quite a job for the printer to locate the type in the various galleys.

**Proofrooms and Proofroom Practices.**—Large and efficient printing offices have a proofroom with a number of skilled proofreaders and copy-holders. The copy-holder is merely a reader who reads aloud while the proof-reader reads the proof, keeping a keen watch for errors. Where such proof-

rooms are maintained it is possible to send proof to the advertiser in good order. It is not necessary for all typographical corrections to be made before proof goes out to the customer but all such changes should be indicated clearly on a proof before it goes out. It is a reflection on a printing house possessing a proofroom if a customer detects a number of typographical errors in one job.

Unfortunately, many printing offices have too small a volume of work to warrant the expense of maintaining a good proofroom. Where a proofroom is lacking, usually one of the printers will give the proof some attention before it goes to the customer, or the general manager of the shop will do so. With such a system, however, the printer is more inclined to throw the responsibility of making corrections on the customer. That is, if the customer sends proof back with his O. K. on it and the work is printed with typographical errors uncorrected, the printer will hold that the advertiser put his O. K. on the proof as being satisfactory. It is customary whether the printer has a proofroom or not to return the original copy to the customer along with the proof. This original copy should always go back to the printer along with the proof.

**Responsibility for Correct Printing.**—Strictly speaking, the printer should be held responsible for setting type according to copy. By placing the burden on the customer, a printer can legally escape the responsibility for even typographical errors, but from the printing point of view it is his job to see that type is set according to copy. It is a general rule in printing shops to “follow copy.” A compositor has no right to edit and does not attempt to do so unless requested.

Nor will a proofroom edit except in a suggestive way. The proofreader will mark changes that the printer should make to make the set-up matter correspond with the copy but where copy is not clear or it seems likely that an error was made in the copy, all that a good proofreader will or should do is to question the correctness of the matter and perhaps offer a suggestion as to what the spelling or revised language should be. This is done for the customer's benefit and is subject to his approval.

For example, if the customer made a statement that George Washington was born at Mt. Vernon, Virginia, the compositor will undoubtedly set the statement that way, but if the proof-reader happens to know that George Washington lived at Mt. Vernon, but was born at Wakefield, Virginia, he would put on the margin of the proof "Wakefield, Va." followed by an interrogation mark or the abbreviation *qu*. If the author of the copy accepts the suggested correction all he need do is to run his pen through the question mark and the printing shop will then take care of the correction.

It is not the part of the proofreader, however, to make a great many such suggestions but merely a courtesy and a voluntary service on his part. He cannot possibly be familiar enough with all the facts of history and science to question every editorial statement in copy. Nevertheless, some very important corrections are suggested by good proofreaders often after the original copy has been carefully edited. This is just because two or three pairs of good eyes are always better than one pair.

**The Advertiser's, or Author's, Rights.**—The author, or the copy-writer can, of course, edit as well as proofread his work. In an extensive job of printing there are usually a number of changes that the author makes in the text, though, as already pointed out, changes after material has been put in type should be kept down to a minimum. If changes are made freely it may cost almost as much to make these corrections as it did to set up the type in the first place. It should be borne in mind that taking out a few words in the middle of a line or adding a few words may mean that ten or a dozen lines will have to be rearranged to take care of this change properly. Therefore, those who are skilled in reading proofs of their own productions usually try to cut out or add either complete lines, or to supply as much matter as they have cut out, or to make changes near the ends of paragraphs so as to disturb the setting of the whole as little as possible.

**Methods of Marking Proof.**—It is a well founded custom that all indications which are memoranda for change in type should be placed in the margins of proof-sheets. While it is necessary, as a rule, to also place some indications within the

text itself there should always be a marginal mark or note to call the printer's attention to the change. These marginal notes should not be small or faint. They should be clear so that proofrooms and compositors cannot miss the corrections.

Proof corrections should be made in pencil if desirable, though some use ink, and colored inks, in order to indicate corrections more clearly.

Whether the author should merely read his proof alone or should have someone else read the copy while he reads the proof is a matter of personal preference.

All queries by the printer or the printer's proofroom should be answered one way or the other so that the compositor will not be in doubt as to whether the change should or should not be made.

If a proof needs no correction the author should mark it O. K. and sign his name immediately after the O. K. and also put on the date. If there are a number of corrections to be made and still it is not deemed necessary to have another proof, the proof should be marked "O. K. as corrected" with this memo followed by the author's name and the date.

Whether the author should call for a revise or not depends on the condition of the first proof and the efficiency of the printing office with which he is dealing. In dealing with good printing offices minor corrections can always be intrusted to the printer's proofroom after they have been properly marked. In fact, by putting on the proof the notation "O. K. as corrected" the author throws on the printer the burden of seeing that these corrections are properly made. If the printer does not choose to send another proof on his own responsibility and runs the job without making corrections that were marked the fault is his own and he can be held responsible for the faulty work.

**Newspaper Practice.**—On account of the short time allowable for changes, newspapers object to giving revised proofs as a general practice. Some newspaper offices ask that they be allowed to print advertising without submitting proofs at all, but this is hardly desirable unless the composition is of a simple nature. Where the copy abounds in detail, description, prices, etc., unfortunately errors are likely to be made in the



## Garages—Large and Small

Make your garage a permanent, fireproof structure while you are at it.

You save in paint, repairs and insurance, and there is really great possibility in concrete construction in appearance as well as in permanence and maintenance, or low up-keep.

The Alpha Portland Cement Company has recently compiled a well illustrated special booklet on the subject of garages, showing photographs and sketches of a number of distinctive types, also giving practical hints on construction.

Still more recently we have prepared an additional Service Sheet showing a unit example of garage construction well adapted to the needs of individuals as well as to those of business concerns having a number of cars.

*All of this material is sent free, without obligation, to inquirers living east of the Mississippi river.*

If you haven't the 96-page ALPHA HANDBOOK on concrete construction, ask for a copy.

### ALPHA PORTLAND CEMENT CO.

Branch Offices: Boston, New York, Philadelphia,  
Pittsburgh, Baltimore, Savannah

FIG. 4.

*Submit revised  
S.P.H. May 20, 1920*

# Gov. Calvin Coolidge

Says:

"WE have had many attempts at regulation of industrial activity by law. Some of it has proceeded on the theory that if those who enjoyed material prosperity used it for wrong purposes ~~purposes~~ such prosperity should be limited or abolished.

That is as sound as it would be to abolish to prevent writing forgery."

There are powerful paragraphs like this on every page of Governor Coolidge's book.

"Have Faith in Massachusetts"

If you like a man who has clean cut convictions and the courage to utter them with vigor and power, you will like this book.

It is sound Americanism from a really great American.

*At all bookstores or sent for \$1.50 by the publishers*

Houghton Mifflin Company, Boston.

=  
x ||  
S lead  
lead r/  
r run  
back  
w.f.?  
L  
(S)  
S

w.f.  
a/  
S =  
vvv  
tr./  
Cap.  
t/  
=/  
l.c./  
S

FIG. 5.

# Gov. Calvin Coolidge

Says:

“WE have had many attempts at regulation of industrial activity by law. Some of it has proceeded on the theory that if those who enjoyed material prosperity used it for wrong purposes, such prosperity should be limited or abolished. That is as sound as it would be to abolish writing to prevent forgery.”

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## “Have Faith in Massachusetts”

If you like a man who has clean-cut convictions and the courage to utter them with vigor and power, you will like this book.

It is sound Americanism from a really great American.

*At all bookstores or sent  
for \$1.50 by the publishers*

Houghton Mifflin Company, Boston

FIG. 6.

Submit revise  
Roland Hall  
May 20, 1920

cap. / a / 2 / 1 / 9  
s / a /  
tr /  
Center /  
t / 7  
is /  
d / o  
y v v  
d / tr / f /  
= /  
run in /

**Acquiring and using Victrola**

A popular woman's magazine conducted a contest recently in order to learn of unique plans by which its readers had purchased articles advertised in the pages of the publication.

A woman in the far west told in her letter, how for a year or so she had longed for a Victrola, and she and her husband had provided a little savings box into which they put spare dollars until they had enough to bring a Victrola and a good assortment of records into their home.

**VICTROLA CONCERTS**

Then she relates interestingly how the history of each record, the selection itself and the artist who sings or plays, looked up and told to the family, so that their understanding of the music, whether it be an operatic selection or the performance of a nocturne by a famous master is thoroughly understood.

Says she, "Our children are trained to keep as quiet and attentive during the performance as they would be if they were in an opera house."

**STUDY COURSES**

During the last year we have practiced our French with the aid of special records, and it is my hope that the children may have the aid of the voice culture records now obtainable with the Victrola.

**VICTROLA VERSATILITY**

The experience of this letterwriter is just one more example of the wonderful versatility of the Victrola as part of a home equipment.

It teaches as well as entertains, and it commands the respect of those who own it.

A talking machine is an instrument that the head of a home should buy with a view of its being a **LIFE/TIME**

a / w. f. /  
d / d / #  
d / d / w. f. /  
= / lead  
= / their / =  
ec. /  
tr. /  
d / lead  
d  
Rom. = /  
d  
v v v  
o d  
ec. d

possession. The wonderful merit of the Victrola has brought scores of imitations on the market. The Victrola is the one instrument of its class that is today made completely in one great plant famous for its fine workmanship. Every noteworthy improvement has been brought out and developed by the victor Company.

Run in space made available by cutting

FIG. 7.

## Acquiring and using a Victrola

A popular woman's magazine conducted a contest recently in order to learn of unique plans by which its readers had purchased articles advertised in the pages of the publication.

A woman in the far West told, in her letter, how for a year or so she had longed for a Victrola and how she and her husband had provided a little savings box into which they put spare dollars until they had enough to bring a Victrola and a good assortment of records into their home.

### VICTROLA CONCERTS

Then she relates interestingly how the history of each record, the selection itself and the artist who sings or plays, is looked up and told to the family, so that their understanding of the music, whether it be an operatic selection or the performance of a nocturne by a famous master, is thorough.

Says she: "Our children are trained to keep as quiet and attentive during the performance as they would be if they were in an opera house.

"During the last year we have practiced our French with the aid of special records, and it is my hope that the children may have the aid of the voice culture records now obtainable with the Victrola."

### VICTROLA VERSATILITY

The experience of this letter-writer is just one more example of the wonderful versatility of the Victrola as part of a home equipment. It teaches as well as entertains.

A talking machine is an instrument that the head of a home should buy with a view of its being a life-time possession. The wonderful merit of the Victrola has brought scores of imitations on the market. The Victrola is the one instrument of its class that is today made completely in one great plant famous for its fine workmanship.

FIG. 8.

advertiser's announcement unless he calls for at least one proof. But unless the proof is very bad, a newspaper office should be allowed to make corrections and to go ahead with the insertion of the advertisement. An exception to this rule would be in the case of large stores that put in their copy days ahead of publication and where there may possibly be plenty of time to submit a second proof showing the corrections made.

**Charge for Changes.**—A printer has no right to charge for typographical changes that are necessary to make proof like the original copy. He has, however, full right to charge for all changes in type or arrangement that are necessary because of the advertiser's editing of his copy after it has been set or because the advertiser changes his mind about the arrangement of the material, the size of type in which it is to be set, etc. Such charges are known as charges for "author's corrections."

**Penalties for Errors.**—There are no well established rules about penalties for errors in type. There are many cases on record, however, where publishers printed prices wrong when proof was properly marked and where they have been required to make good the loss sustained by advertisers through the improper printing of prices. There are many other cases on record where advertisers have refused to accept folders, booklets, catalogs, or other work that contain a number of errors marked on proof but not corrected. Generally it is possible to make some compromise in cases of this kind. Some publishers lessen their responsibility by making it known that they will not accept responsibility for certain kinds of errors such as, for example, the dropping out of key numbers in the addresses of advertisers.

**Notes on Examples.**—A study of the examples of marked proofs, Figures 3, 5 and 7, and the exhibits showing these settings as they appeared after corrections have been made, Figures 4, 6 and 8, will make proofreading methods clearer. These exhibits should be studied carefully in connection with the table of notes and marks used in editing manuscript and reading proof shown on pages 216, 217 and 218.

It will be observed that where there are many corrections

both margins of the proof are used. The best practice is to make corrections in the left margin when the error is in the proof between the left edge and the center, and to make corrections in the right margin when the error is past the center

*Ok as corrected 5/10/20*

*E/r (see 2d line)*

**W**HILE PERMANENCE is an important feature of such a structure as an enclosure wall, appearance is often just as important to the property owner

A great variety of pleasing effects, in both design and surface treatment, are possible in concrete walls.

---

We have recently gathered a score of fine photographs and have reproduced these in an 8-page Bulletin and two 15 in x 20 in Service Sheets devoted to the subject of Inclosure Walls. This valuable data, our handbook on concrete construction, 96 pages illustrated, and Service Sheets or Bulletins on any of the following subjects are free if you live East of the Mississippi. Where inquiries are out of our sales field, we are obliged to ask fifty cents to cover the cost of printing and postage

Workingmen's Homes	Ice House	Poultry House
Concrete Roads	Manure Pit	Dipping Vat
Walkways and Driveways	Septic Tank	Tanks and Troughs
Bridges and Culverts	Oil Storage Tank	Piers for Small Boats
Foundation and Hatchway	Tennis Court	Greenhouse
Gutter and Curb	Inclosure Walls	Coal Pocket
Storage Cellar	Barn and Silo	Post and Walls
Small Warehouses	Corn Crib	Walls, Sills and Lintels
Spring House	Storage House	Garages and Runways
Small Dam	Smoke House	Overcoating of Old Dwellings
Milk House	Hog House	Porch, Cellar and Stable Floors

**Alpha Portland Cement Company, General Offices, Easton, Pa.**

Branch Offices    New York    Boston    Pittsburgh    Philadelphia    Baltimore    Savannah

*ero/*

FIG. 9.—Typical example of proof from well organized publisher's office

of the proof. Where there are several errors in one line the note nearest the edge of the type should deal with the first correction. See how this is carried out in the fifth text line of Figure 3.

If several errors occur in one word it is better to cross out the entire word and to write the word in the margin than to indicate several changes in it. Figure No. 9 is a typical example of proof from a good printing office. Here the advertiser found it necessary to make only minor changes and to answer just a query from the proofreader as to whether *inclosure* should be changed to *enclosure*. The note "See 2d line" is from the proofreader.

Where there are only a few changes the method of correcting shown in Figure 9 is the simplest, that is, of drawing a line from the correction out to the margin and at the marginal end of the line supplying the correct form or making a direction as to change. Where proof is full of errors, however, the drawing of these lines would create a maze of lines difficult to follow. In such a case the better method of reading and marking is shown by Examples 3, 5, and 7.

Examples 4, 6 and 8 show how the settings of Examples 3, 5 and 7 appear when all corrections have been made.

#### MISCELLANEOUS INFORMATION

The expression "second proof" means the same as revised proof.

"Office proof" refers to the first proof taken by the printer merely for the use of the printing office in correcting the obvious omissions or errors. It is not customary to send the office proof out to customers.

"Foundry proof" means proof taken just before type pages are sent to the electrotype foundry for electrotypes to be made.

"Press proof" refers to proof that is taken after a page is on the press. It is really an advance sheet of the finished job. Sometimes advertisers are furnished press proofs but this is not usually done except on request and in case such proofs are furnished they must be acted on immediately or otherwise the press is kept idle.

Color proofs are often submitted in order to get the advertiser's approval of the color the printer is preparing to use.

An advertiser is properly charged for all "over composition," that is, matter set up in type by the printer on the advertiser's

authority but which cannot be used in the advertisement, booklet, catalog, house organ, etc., because of lack of space. The advertiser should calculate his space and copy accurately so that there will be very little over-run matter that cannot be used.

**Getting a Number of Proofs.**—Both magazines and newspapers, if given time, will willingly furnish the advertiser a number of extra copies of proofs of advertisements. If the setting is well done these extra copies are very useful as combined copy and layout for other publications. It is an excellent plan to send some publications copy well in advance in order to get extra proofs for this purpose.

**Booklet, Catalog, and House Organ Proofs.**—The methods of handling booklet, catalog, and house organ copy is described in greater detail in other sections of this Handbook. Most of the proofreading methods here described come into use in the reading of proofs of folders, booklets, catalogs, house organs, and other printed matter of a pamphlet or book nature. There are, however, some special considerations. Example 7 shows how a booklet page that is somewhat long can be cut down to the proper length by the author in his first reading of the proof and give the printer little trouble. Sometimes when pages “run long” a display heading that is not very useful can be taken out or if pages run short often an extra heading can be put in to make up the shortage. It is better to do this than to remove the leading from part of the printed page, leaving some of the type leaded and part of it solid. Sometimes the over-run of one page can be remedied by carrying some item over to another page. In house organ work a number of small items are kept in type for the purpose of filling short pages. In other words, the editor of a house organ does much as the editor of a magazine would do—he places the longer articles in the positions he wants them and then fills up his pages with shorter items. Sometimes foot-pieces or head-pieces can be used or omitted to take care of pages that run out poorly.

Many writers prepare booklets, catalogs, house organs, etc. by the “page to page” method. That is, they write each article to fill either a page or a definite number of pages and then adjust proofs accordingly. Other pamphlet work is

written without regard for the page method and the publication is arranged by means of a proof dummy after all the type has been set—the extra copy of proof being cut up to indicate the arrangement of pages. The first method is the more systematic one but the latter method is satisfactory for some types of work.

## SECTION 11

### MAKING THE LAYOUT

**Layout a Working Drawing.**—An advertising man's layout of his advertisement is to him what a plan drawing is to the draftsman, the illustrator, the architect or the engineer. No architect would try to explain to a client or to a contractor a house plan that existed only in his, the architect's, mind. He visualizes his ideas, for his own guidance as well as for the information of clients and contractors, by putting arrangement, dimensions, etc. in definite lines on paper.

The other chapters of this Handbook make it clear that a great deal of the effectiveness of advertisements in these days of great volume of advertising depends on skilful arrangement and presentation of the advertiser's message. It is no easy task to so dress an advertisement of small or moderate size that it will be certain to be seen and read by a good proportion of those readers for whom it was intended. Realizing this, advertisers are nowadays in many cases employing expert typographical designers to lay out series of advertisements, their catalogs, house organs, etc.

**Purposes of Layouts.**—The object of the layout seems not to be clearly understood by many people. It is often thought or said that the layout is merely to show the printer how the advertiser wants the advertisement set, and some argue persistently that much of the time spent on layouts by advertising men is wasted—that a capable printer prefers to have the matter left entirely to his judgment and taste and is better able to decide about the typographical dress and display of the message than most advertisers. This subject is discussed briefly under *Types and Printing Practice*. It is sufficient to add here that the man who buys space has a right to see that what goes in that space is presented as effectively as possible. If he is capable of doing that, the job should re-

ceive his best attention. If he is not capable or knows some one else who is more capable, whether he be printer or some one else, he does well to have some one else handle the undertaking.

The fact is, however, that the expert compositor prefers to have the advertiser show by at least a rough layout what he wants produced. So long as something is left to the printer's discretion, he is not insulted or offended, provided the advertiser shows that he has sound ideas.

But the layout is more than a mere guide for the printer. Under varying conditions, the layout may serve all of the following purposes:

1. A well executed layout is a more or less definite record of an idea that was before only in some one's mind. By putting his proposed arrangement on paper, the advertising man has a chance to view his own design critically and to change it if it does not appear to be effective. The layout then, first of all, is an aid to the advertising man himself. Often he will do well to make several layouts of an important advertisement and to select the most effective one.

2. A well executed layout is a method by which the advertising man, whether he be an advertising agency representative or an advertising manager, can show his superiors what is proposed. Sometimes copy is created by just one man in an organization and published without receiving the approval of any one else. It is the custom, however, for some official in the employ of the advertiser to approve all copy that an advertising manager of the concern or its advertising agency may prepare. Even the proprietor of a small store will likely want to see what is proposed for publication before the advertisement is finally printed for public reading.

3. Finally, a well executed layout is a guide to the printer as to the effect the advertiser wants produced. No matter how capable a printer is he is usually glad to learn what the advertiser's ideas are and to work with him in carrying out those ideas effectively.

**When Rough Layouts Will Do.**—It should not be understood, from the foregoing that artistic, carefully executed layouts are always essential. What the layout should be

depends on its purpose. Very rough layouts, made in a minute or two, are often all that are necessary. When this is the case, it is a foolish waste of time and money to spend hours on carefully executed layouts. There are advertisers dealing regularly with certain publishers who find that they can send out some copy without layouts and get good results from printers who are accustomed to the advertiser's style of copy and know the effects he wants produced.

Sometimes an advertiser will send along with his copy an example of some setting that has pleased him and instruct the printer to "set up in about this style."

On the other hand, it is often desirable, in order to get the approval of executives for a single advertisement or a series of advertisements to make layouts that show as clearly what the printed advertisements are to be as an architect's drawing shows what a house is to be.

**Layouts by Artists or Designers.**—On page 238 is a reproduction of a layout prepared by one of the best known American art organizations. The advertiser had suggested that he would like to have an advertisement prepared to feature certain information on the use of concrete by horticulturists that was being printed in the current issue of the advertiser's house organ. Accordingly, this layout was made. The advertiser liked the general effect of the presentation, and authorized the art organization to make up a finished drawing (the layout was merely a suggestive sketch) from which a plate could be made.

Advertising agencies sometimes, in order to get series of advertisements approved by their clients, go so far as to set up some advertisements in type and to make specimen illustrations, so that proofs can be taken that will show the advertiser the exact effects that will be produced. In a case of this kind, a considerable amount of time and money is probably represented by the advertising schedule proposed and a reasonable amount of time and expense expended on layouts is justified. Where the advertisement is to occupy only a low-priced space, costing possibly from ten to twenty dollars, much work on layouts would be unnecessary.

It will be observed that in the illustration on page 238 no



directions are given about type. The art organization regarded this as a detail to be settled later and assumed that the advertiser merely wanted the general effect of their suggestion for a special advertisement.

**Examples of Rough Layouts.**—The examples on pages 240 and 242 are typical of a great deal of layout work.

Figure 2 is a layout for a single-column magazine advertisement such as would be inserted in the *Saturday Evening Post* or *Collier's Weekly*. In order to show the advertisement on a single page of this treatise, it was necessary to make the layout slightly smaller than it was originally; the original advertisement measured exactly seven and three-fourth inches in depth. On page 241 is shown a setting of the advertisement (also slightly reduced from the original size) following the layout on page 240. Though this advertisement appears to be closely set, the copy is of the story style and the advertisement commanded good attention, bringing more than 700 direct orders from one magazine of large circulation. It will be observed that the layout is of a simple kind with the illustration inserted about as plainly as it could be done; yet the headline and illustration make up an unusually effective combination.

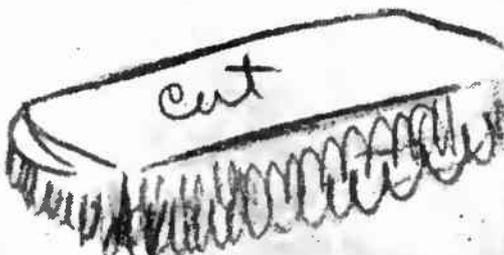
The layout on page 242 is one for a small double-column newspaper advertisement and Fig. 5 shows the advertisement set from the layout.

Here the layout is a rough one and is to go to a newspaper where there is a general understanding of the advertiser's requirements.

Page 244 shows a larger layout for a newspaper advertisement that was 138 agate lines deep across four columns in its original size. This also is a quick, rough layout designed to give capable compositors merely a general idea of the advertiser's copy idea. The illustrations are proofs pasted on the layout. The advertisement set from this layout—which by the way is a good example of newsy, timely copy—appears in reduced form on page 245.

Figure 8 is a greatly reduced example of the layout for a street-car card. Where the amount of copy for such an advertisement is very small and the space is ample, it is better

Just a Hand-Brush-  
but SUCH a brush!



Chelt. Boed  
Chelt Boed  
Italic

This is a photograph of a  
hand-brush six years old

Body in 8-pt  
Modern Roman

Send us a dollar and get one

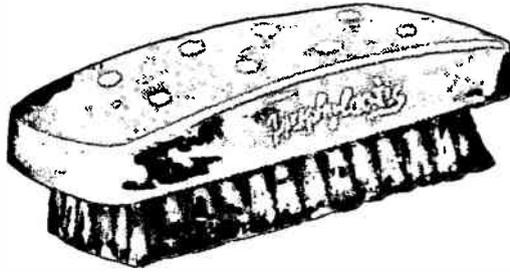
Set in small  
size of  
Chelt. Boed

FLORENCE MANUFACTURING COMPANY

Italic

FIG. 2.

## Just a Hand-Brush— but SUCH a brush!



### *This is a photograph of a hand-brush six years old*

It is a Pro-phy-lac-tic hand-brush that has been in daily use in an office for six years. A new brush would not look any different.

You never saw a hand- or nail-brush as fine as this one is. It contains bristles short, strong and black, the stub ends of the toughest Bessarabian boar hair, set in an aluminum plate which is riveted with eight rivets to a stout hard-wood back.

Soaking in hot water, use, abuse or violent outrage does not affect it.

Nobody can say how long it will last. The first ones we made ten years ago are still scrubbing away grime and making hands, fingers and nails clean for big and little hands, soft and hard hands, tender hands and hands calloused with toil.

Yet it never has been a big seller because very few people know anything about it, and most stores say with very good reason that the public has never been educated to pay more than 10c or at most 25c for a hand-brush.

Well, this is no 25c brush. It's a dollar brush—costs a dollar and like every article of supreme quality is worth anything you want to say.

It is so sturdy and its simple quality is so convincingly apparent that every time you wash your hands, from the day you bought it to goodness knows when, you will grin and be glad you bought it.

And if you present it to anyone he will bless you. It's nicely boxed.

**Send us a dollar and get one and if you ever are in doubt as to whether or not it was a good, sensible purchase, tell us.**

**We will send you back your dollar and you can keep the brush.**

Put a dollar in an envelope and send to us. No risk for you. You don't even have to return brush if you are sorry you bought it.

**FLORENCE MANUFACTURING COMPANY**

600 Ping Street, Florence, Mass.

*We make the Pro-phy-lac-tic Tooth Brush*

FIG. 3.

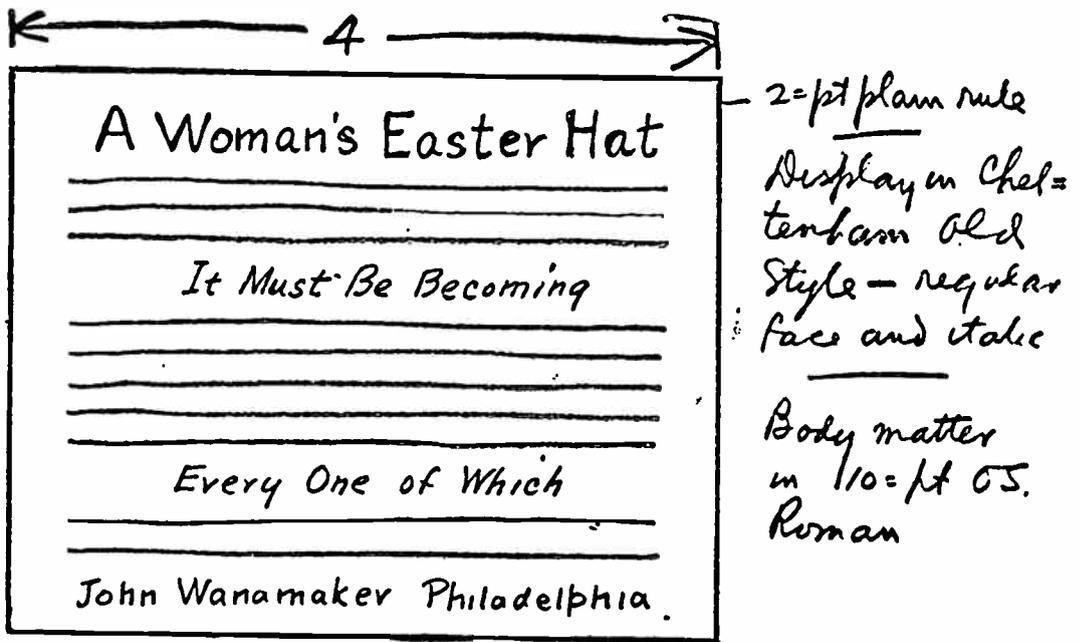


FIG. 4.—Rough layout—shown here in reduced form—for double-column newspaper advertisement.

# A Woman's Easter Hat

She knows about what she wants it to be, dark or light, small or large, tailored, sports or quite feminine, but, oh, it is often the most difficult thing of all to get!

## *It Must Be Becoming*

Oh, much more so than any other hat! It must be Spring-like and fashionable—to express the season. The hat is most satisfactory if it is individual—so that the pleasure in it will not be spoiled by seeing a dozen like it! And, very often, it must not be too expensive.

## *Every One of Which*

is a good reason why a woman should see our large display of Easter hats beginning at \$9.50.

**John Wanamaker, Philadelphia**

FIG. 5.—Newspaper advertisement set up from layout shown in Fig. 4.

to letter all of it on the layout itself. Ordinarily, only the display lines are lettered on layouts; the other type is indicated by straight or wavy lines to indicate light text type or small black-faced type.

Figure 9 is an example of a layout for the title page of a booklet and page 249 shows the setting from this layout.

**Suggestions for the Making of Layouts.**—There are no set methods of making layouts, but the following suggestions may be followed to advantage as a rule:

1. Lay out on a sheet of paper the full dimension of the space to be filled by the advertisement. If the advertising man uses cross-section paper, ruled each way with heavy lines for inch divisions and with faint lines one-twelfth of an inch apart, that will be found helpful, for it will be easy to see at a glance just how many inches, picas or half picas come between certain points and the number of square inches in certain sections of the advertisement may be calculated quickly. Cross-section paper is obtainable with this ruling. A specimen is shown here in full size (Figure 11).

2. Show the arrangement of border, panels and illustrations. Borders may be indicated by pencil marks about as heavy as the border wanted. It is an advantage to try to make pencil marks about as heavy as the desired border because then if the effect is too heavy the layout-maker will see his error and correct his plan. The best way of showing illustrations is to paste a proof on the layout (pasting is better than attaching with pins or clips). If no proof is available, press the plate cut on a stamp pad, put a sheet of blotting paper under the layout, press the cut firmly down on the layout paper and a faint impression of the illustration will be made. If neither of these arrangements is practicable, make an outline or rough sketch of the illustration and write in the space some such description as (Hosiery illus.). Where there are several illustrations of the same general character, it is a good plan to number the spaces on the layout and give the plates corresponding numbers.

3. Put in all displays, lettering the lines roughly or neatly, according to the purpose of the layout. Strive to letter about as heavily as the desired display type.

# U. S. Government Advises the Purchase of the Cheaper Cuts of Meat



MORE WOMEN

July 14 / pt.  
Cheltenham  
wras

## "Wear - Ever" Aluminum Windsor Kettle

12 pt. Chelt. trade  
for main body



The Aluminum Cooking Utensil Co  
New Kensington, Pa.

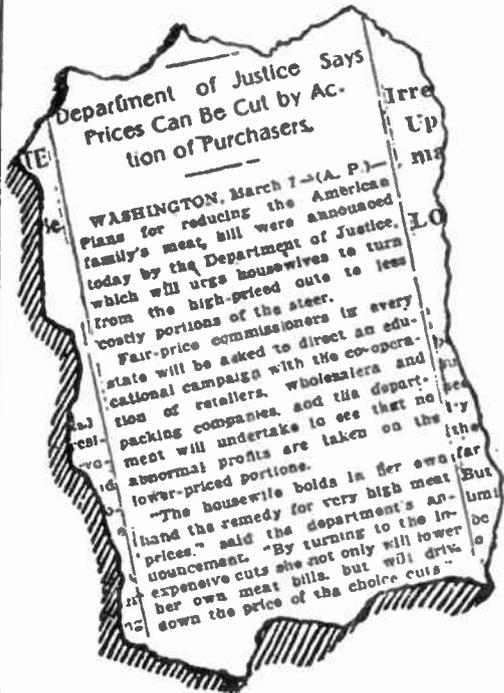


These two lines in small display, also put "Wear - Ever" in display where it comes in preceding paragraphs.

Use Cheltenham Bold Display if you can.

FIG. 6.—Layout for 4-column newspaper advertisement 138 agate lines deep. Shown here in reduced size.

## U. S. Government Advises the Purchase of the Cheaper Cuts of Meat



**M**ORE women are learning every day that it is not necessary to buy the more expensive cuts of meat to be sure of having delicious roasts.

The cheaper cuts become just as tender and appetizing when prepared in a

### “Wear-Ever” Aluminum Windsor Kettle

*Requires no water or basting. Place the kettle (uncovered) over a low flame. When kettle is heated, place the roast in it, searing the roast on all sides to retain the juices; then turn down the flame to a flicker and cover. When half done, turn the meat over. A half hour before the meat is done, put potatoes in its*



juice You will be delighted with the delicious taste of both meat and potatoes

“Wear Ever” utensils heat quickly and evenly and retain the heat. That is why they are especially adapted to the proper cooking of meats. Several styles and sizes of “Wear-Ever” utensils can be used

“Wear-Ever” utensils are made in one piece from hard, thick sheet aluminum. Have no joints or seams cannot chip or rust—are pure and safe

**Replace utensils that wear out with utensils that “Wear-Ever”**

The Aluminum Cooking Utensil Co.  
New Kensington, Pa.



FIG. 7.—Reproduction of advertisement set up from layout shown in Fig. 6.

## One Week's Wages for Rent

should be the limit. Make two weeks' wages pay all other expenses.

Save the fourth week's wages. An old rule but a good one.

We'll take good care of your fourth week's wages and pay you  $3\frac{1}{2}\%$  interest

**PENNSYLVANIA TRUST CO.**

*Use some type like Post or Foster.*

FIG. 8.—Reduced layout of a street-car card.

4. Run lines in the space or spaces left for body matter, putting these lines about as far apart as the lines of type of the desired size would come. This need not be done exactly with great accuracy, although the layout-maker should show about how much space is to be left in the margins because the printer will be likely to follow his desires on this point.

**General Hints.**—Finally, give at least a general idea of the type desired, unless the conditions are such that the printer is almost certain to give a good setting anyhow. In calling for display types, give printers an option. See how this is done on layout reproduced on page 246.

If the amount of copy is small, there may possibly be room for it on the layout sheet below the layout. Generally it is better to write copy on separate sheets, numbering the different sections of it to correspond with numbered spaces on the layout. This is particularly important with large advertisements such as department-store pages.

In magazine advertising, and sometimes in newspaper advertising, it is the better practice to indicate the exact depth that the advertisement is to occupy. However, in newspaper work, unless a fixed space is contracted for, it is better to give some such direction as "Use five to six inches double column," thus giving the compositor some liberty.

Advertising agency men sometimes make up a portfolio of layouts to show advertisers or mount them on cardboard so they may be set up around a room and viewed critically. One of the largest advertisers of the world has his agency submit rough layouts at a monthly advertising committee meeting months ahead of the publication time of the proposed advertisements and has him at a succeeding monthly meeting show these advertisements, modified perhaps, in the form of finished proofs.

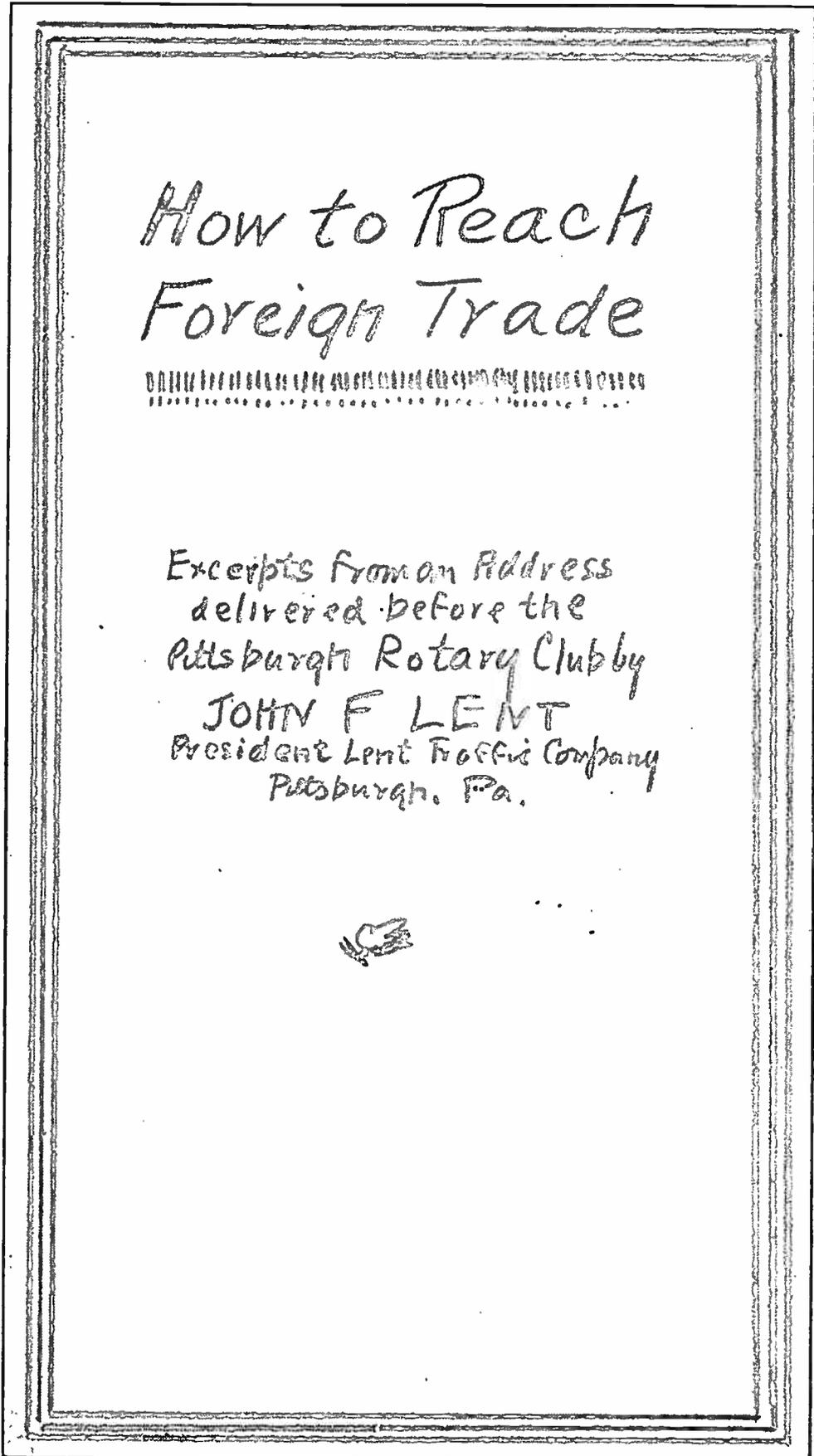


FIG. 9.—Layout of a simple booklet cover.

# *How to Reach Foreign Trade*



Excerpts from an Address  
delivered before the  
Pittsburgh Rotary Club, by  
**JOHN F. LENT**  
President Lent Traffic Company  
Pittsburgh, Pa.



FIG. 10.—Compare with layout, Fig. 9.

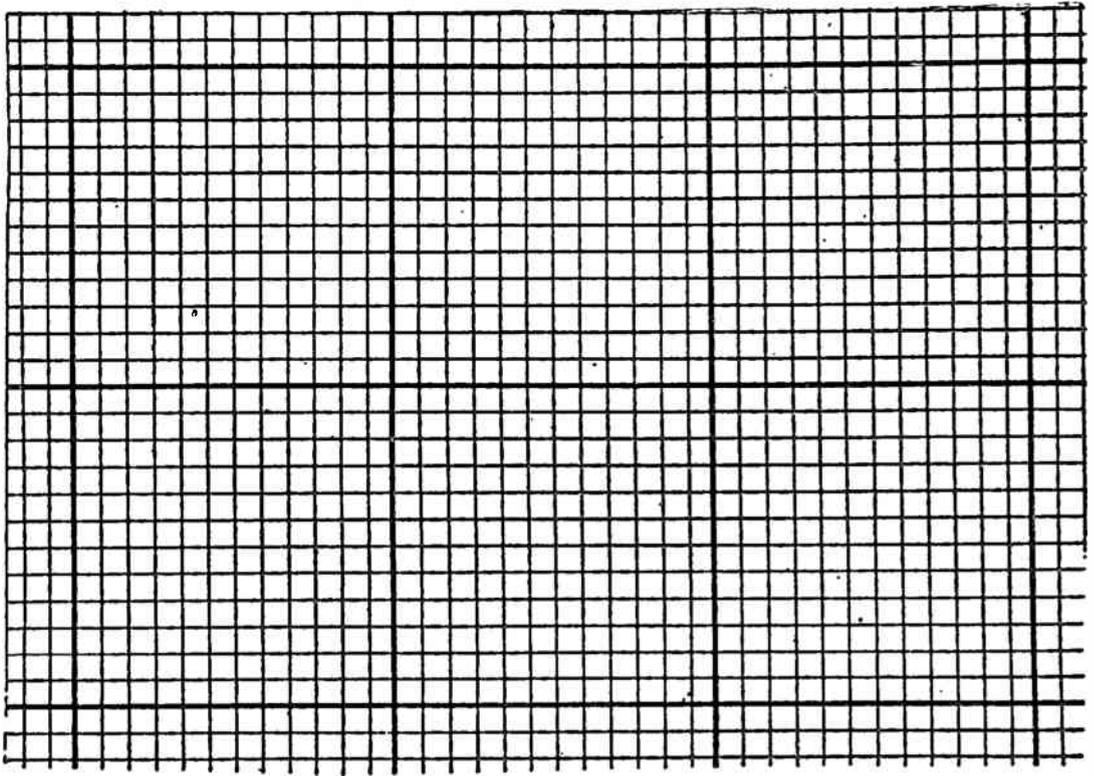


FIG. 11.—Paper with ruling convenient for the making of layouts. This paper is obtainable with the ruling in faint lines and is known as “cross-section paper.”

## SECTION 12

### TYPES AND PRINTING PRACTICE

**What an Advertiser Should Know of Printing.**—It is not necessary that one who plans and writes advertising should be a printer or possess a large fund of printing knowledge. Fortunately, there are publishers and printers whose resources and skill can be utilized. If it could be truthfully said further that all publishers and printers are very skilful in the typographical dressing of advertisers' messages, the business world would be saved considerable trouble. However, this is not the case. A great deal of advertising that is set entirely in accordance with the ideas of publishers and printers is arranged in a commonplace fashion or in a style that does not invite reading, maybe repels it.

Study the group of advertisements in Figure 1. This exhibit actually appeared in a technical magazine. It would be difficult to imagine more wretched typographical taste or greater lack of consideration of the reader. Compare with the exhibit in Figure 2.

Strange as it may seem, comparatively few printers have made a study of the art of setting advertisements. It is a real art. There are some who have done so, and there are a limited number of publishers' offices where excellent service is given in the setting up of advertisements. The advertiser must, therefore, be discriminating—not give himself unnecessary work where he can get cooperation from publishers and printers for the asking—and yet, at the same time, taking care to give some directions about the desired style for his printing where he cannot be sure that this important matter will be handled as he wishes.

**The Need for Individuality.**—Every advertiser should aim at distinctiveness, at individuality. This is expressed to some extent by the type in which messages are set and by the ar-



**BITUMENIZED ROAD MIXTURES**  
*The* **HETHERINGTON ROAD PLANT**  
 HAS NO EQUAL  
 1300 SQ. YARDS PER DAY  
**HETHERINGTON & BERNER** INDIANAPOLIS, IND.

**AZTEC ASPHALT** **THE UNITED STATES ASPHALT REFINING COMPANY**  
 96 West Street, New York

**INDIAN ROAD OILS**  
 MANUFACTURED BY THE PIONEERS OF THE ROAD OIL INDUSTRY  
 SEND US YOUR INQUIRIES  
**Indian Refining Company, Inc.**  
 244 Madison Ave., New York, N. Y.

**Demand**  
  
**For Wood Block Pavements**  
*No Bleeding—No Bulging*  
 Republic Creosoting Co., Indianapolis, Ind.  
 Plants: Indianapolis Minneapolis Mobile Seattle Norfolk

Asphalt Sales Dept. OFFICES  
 New York Boston Philadelphia Richmond Portsmouth Tampa New Orleans Memphis  
 Houston Chicago Cleveland Toledo Kansas City St. Louis Minneapolis Wichita

**TEXACO ASPHALT ROAD OILS**  
**THE TEXAS COMPANY**  
 Asphalt Sales Department  
 17 BATTERY PLACE, NEW YORK CITY




**FOR ROAD OILING**  
 USE A RELIANCE OIL SPRAYING TRAILER  
 It is not necessary to own an expensive oiling wagon—our trailer will do the work exactly as well with ONE-HALF the investment.  
 Will save its cost in one season  
*Let us quote you prices*  
**UNIVERSAL ROAD MCHY. CO.**  
 KINGSTON, N. Y.  
 RELIANCE LABOR SAVING ROAD BUILDING EQUIPMENT

FIG. 1.—Reproduction of a business-magazine page showing the conglomerate effect that may be produced when advertisements are set and arranged without careful planning. Compare with the better exhibit in Figure 2, showing a collection of advertisements most of which have a fair chance for attention.



an excellent way of learning just what an advertisement must go through when it is set, made up into forms and run off on the press. This will enable him to see what can be done as well as what cannot be done without a great deal of trouble.

**Cooperation with Printers.**—If he is very short in knowledge of what are good reading effects, what is effective display, etc., the advertiser can learn a great deal from what almost any printer will tell him. He must, however, remember that some printers, while competent in job work such as the setting up of letterheads or booklets, are not very competent in the setting up of advertisements. There are printers, many of them, who use an excessive amount of rule, borders and ornaments in their compositions and whose views cannot be changed. There are others who habitually over-display, that is, use an excessive amount of display type in their set-ups. This is not merely an advertising man's views. Those among printers who have, by special study qualified themselves as typographical designers, admit that by far the larger part of advertisements set up in print-shops entirely in accordance with the ideas of printers are mediocre or worse. This is no reflection on the thoughtful compositor who, by experience or study has qualified himself to grasp the purpose of an advertiser and put his message into such form that it will do its work to the best advantage.

As the subject of printing practice is a large one and much space would be used in striving to make a connected story-description, it is deemed best in this treatise to deal with the matters of importance to advertisers paragraph by paragraph without making any attempt to connect paragraphs. The alphabetical arrangement makes it easy for the advertiser to find any item on which he wishes information.

**Agate.**—The term *agate* has its origin in a size of type called agate, fourteen lines of which would go into a space one inch deep. The agate size has long since been discarded and very little agate type can be found in printing offices today. The size was between 5-point and 5½-point. As a consequence, 5½-point is referred to often as "agate type," though as a matter of fact, fourteen lines of 5½-point will run five points beyond an inch. Fourteen lines of 5-point will go in an

inch with two points to spare. So the reference to 5½-point as "agate" is not accurate.

The agate line has however come to be recognized as a unit of advertising space. It means a space  $\frac{1}{14}$  of an inch deep and one column wide—the width of the column depending on the medium and varying considerably. Most newspapers sell their space on the basis of the agate line and charge fourteen lines to the inch, no matter what type the copy is set in. Blank space included within the limits of the advertisement is charged for on the same basis. Some newspapers, mostly small ones, base their rates on the inch, which means an inch deep and one column wide.

Magazines usually have a fixed rate for a page, for half-pages, quarter-pages and eighth pages, and sometimes for a full column, but at the same time have an agate-line rate or inch-rate for smaller spaces.

**Author's Corrections.**—Refers to changes made in proof that were not made in accordance with the original copy. Author's corrections are really the editing of proof and are charged for at regular rates. Book publishers usually place some limitations on the amount of correction that an author can make in his copy after type has been set.

**Bastard Type.**—Type that is an odd size of body, as, for example, 10-point on a 11-point body.

**Binding**—The most practical form of pamphlet binding is "saddle-wire" or wire-stitching through the center, the book being opened in the middle for that purpose. Unless the book is very thick, this style of binding will hold well. When too thick for saddle-wire, the side-wire method, through the cover is often used. This has the advantage of strength, but is more or less unsightly and has the additional objection that the book so bound will not open flat. The best and most expensive form of binding is sewing and gathering. But in this case the cover must be glued on, and a glued cover is likely to come off if the book receives much handling. Therefore, when the book is sewed, it is generally advisable to reinforce the binding with muslin strips, or, better still, to put on a cloth back.

**Black Face.**—A term applied to heavy-faced letters as

compared with the lighter text type letters. Black face is often abbreviated to b.f.

**Bleed.**—When printed matter is cut in such a way that the cutter cuts into the print, the job is said to “bleed.”

**Book Paper.**—This general term is used to distinguish the better grades of paper from those used for newspapers, and from such papers as cover stocks, cardboards, etc. When extra good proofs are desired, they are “pulled on book paper.”

**Caps and Small Caps.**—This is a short way of writing “capitals and small capitals.” The note is often abbreviated to c. and s.c. THIS LINE IS SET IN CAPS AND SMALL CAPS.

**Casting off.**—When a foreman or compositor goes over copy with a view of determining how it will measure up for the job, he is said to be “casting off.”

**Clean Proof.**—Refers to proof that needs few corrections.

**Coated Paper.**—Paper that has a hard, smooth finish suitable for fine half-tones.

**Collate.**—A term used to describe the process of gathering the sheets of a job together for binding.

**Color Form.**—Refers to the form used for printing the color part of a job that is also to be printed in black.

**Compositor.**—Printer’s term for the man who sets type. He picks up the types one by one, arranging them in a 3-sided little holder known as a “stick.” When he has a “stickful” he transfers this to a galley, form or table and keeps on until the advertisement is entirely set. Then the form is finally arranged, the type levelled, the “form locked” for taking a proof and later for press work. Often type is placed in a metal tray known as a “galley” before being assembled in a form. A proof taken from type in a galley is known as “galley proof.” In the case of a booklet there may be a large number of galleys in a cabinet before there is any assembling of the type into pages. These galleys are numbered or lettered so that proof taken from any one galley can be identified.

“Compositor” also refers to the operator of a type-casting machine.

**Cut-off Rule.**—In newspaper practice a rule that is used to cut off advertising from text matter is called a cut-off rule, and it is a full column in width.

**Cylinder Press.**—Refers to the type of press in which the paper is carried across the type form by a cylinder. This is usually a larger style of press than a flat-bed press, which holds the type in one flat form and the paper in another, bringing the two together for the impressions.

**Dead Matter.**—Type matter that is not to be used.

**Dirty Proof.**—Refers to proof that is full of mistakes.

**Display Type.**—Refers to types that have a heavier face than the type usually used for the text of books, articles or advertisements. Display types may be very small but still have heavier faces than text type. Display types are of great variety. The specimen pages in this Handbook give a good idea of the range, but not a great variety is really essential to the production of good advertising effects.

This is 8-point Old Style Roman Text

This is 8-point Cheltenham Text

**8-point Cheltenham Bold (Display Type)**

The three lines above show the difference between one of the most common forms of text type, a much-used special text type and a display face that is akin to or harmonious with the Cheltenham text, in the "same family of types," as printers say.

Unless advertisements are very large, 48-point and 56-point sizes are usually the largest employed. Perhaps the most frequently used display sizes are from 24-point to 36-point. In such advertisements as street-car cards, however, where the reading is done at longer range than usual, the larger sizes, from 36-point up to 72-point, are freely used.

**Distributing.**—The act of taking type out of a job and putting it back into the cases.

**Double-Tone, Duo-Tone and Two-Tone Printing.**—Two-tone effects in printing are obtained in two ways—(1) by the use of two-tone ink and (2) by the use of a half-tone and a tint plate.

This type of printing is adopted principally to obtain effects

that approach old etchings, rotogravure, or photograph prints, and when handled judiciously by those who are familiar with its possibilities some beautiful effects can be produced. It lends itself admirably to portraiture, outdoor life, craftsmanship and art subjects.

Two-tone ink requires but one impression. It is similar to other inks except that it has peculiar properties which spread out in the drying, tinting the illustration very much in the same manner as the oil spreads out around a drop of paint when it falls on paper. It frequently dries out darker or lighter than when first printed.

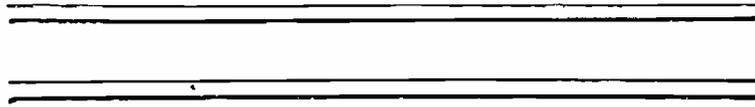
The original two-tone ink was named "Double-tone." Other ink-makers have their own trade-names for inks of the same general character.

Clean, sharp, deeply etched plates are required for use with two-tone inks. Half-tones that will print satisfactorily on good coated stock sometimes prove too shallow for double-tone ink. The engraver should be informed that the plates are to be printed with double-tone or two-tone ink and furnished with a sample of the stock if he is not familiar with it.

The same ink will often show a different shade on different kinds of paper. Even a different run of the same kind of stock often shows varying results. For this reason, one or two of the illustrations in the book should be printed in advance on the stock selected for the work, to ascertain what the effect will be. It is well to place the work in the hands of some one who is familiar with the use of these inks, otherwise costly experimenting or an unsatisfactory piece of work may result.

Duo-tone or two-tone printing with two plates is similar to other two-color printing, except that the effect is softer, producing a result more like the double-tone ink. The plates usually consist of one half-tone with a zinc tint plate softened to the required degree by the use of a Ben Day screen. This process requires two impressions. The idea works out well on a job where an extra color is to be used for a border or head-piece, as it is possible to put a little more life into the illustrations by adding to them a touch of the color used in the border or headpiece.

**Double Rule.**—Double rule refers to a rule of two parts with one line heavier than the other. Below are examples of 4-point and 6-point double rule:



**Double Column, Triple Column.**—Refers to advertisements extending across two or three columns. Newspapers usually have some regulations as to the depth of advertisements running across two or more columns and will not accept such width with a very small depth.

**d. c.**—An abbreviation for double-column.

**Dummy.**—A sheet or set of bound sheets made of blank paper and so marked as to indicate the position of printing, illustrations, etc. of a proposed job. If made up of proof, the dummy is referred to as a “proof dummy.” Sometimes dummies are made up to include considerable art work, so as to show an advertiser the effect of the completed catalog or booklet.

**Embossing.**—Refers to any style of printing or die-stamping in which the letters of the finished job are raised slightly above the surface of the paper. Usually this effect is accomplished by having what is known as a male and a female die, which fit into each other. In press work, the under die presses the paper stock into the upper one, thus producing a raised surface or certain letters, emblems, borders, etc.

**Em.**—An em is merely the square of the body of the size referred to. An 8-point em quad is eight points wide and eight points high. As printers use the word em, in referring to various sizes of type, it is better practice to always use *pica* as a unit of column measure, though it is common to hear some one say that a column is “thirteen ems wide,” meaning thirteen pica ems.

**Em Dash.**—A dash that is one em long of the size of type under discussion.

**En Dash.**—A dash equal in length to an en of the type under discussion—just half the length of an em dash.

**En.**—A unit half as wide as an em of the same type.

**Engraving.**—Engraved cards are the most common examples of engraved work, though engraved letterheads are now extensively used. Engraved work is executed from a plate that has the design that is to appear on paper cut down into it, which is a method exactly opposite that used in ordinary printing, where the letters or design to be printed make up a raised surface. In engraving, when the plate is inked, the ink settles down into the cuts or lines, and the impression is secured by mere contact of the ink with paper rather than by the hard pressure of type or other raised surfaces. Engraved effects are usually superior to ordinary printing.

**Errata.** The Latin plural of erratum, meaning the errors of a job appearing in the finished production and which are usually listed in a sheet at the beginning or at the end of the book.

**e. o. d.**—“Every other day,” usually referring to the insertions of advertisements in newspapers.

**Type Families.**—There are many families of type, so-called. A family of type consists of a number of faces possessing the same characteristics but yet being slightly different in strength of line or in compression. The Cheltenham Family is one of the most extensive. The following shows the full series:

Cheltenham Regular

Cheltenham Wide

**Cheltenham Bold**

**Cheltenham Bold Condensed**

**Cheltenham Bold Extra Condensed**

**Cheltenham Bold Extended**

*Cheltenham Italic*

***Cheltenham Bold Italic***

The advantage of employing a family of type is that though various styles of types are used, there is sure to be harmony, whereas if a number of different styles of type are used, unless great care is exercised, there will be discord.

An advertising man should not, however, use many different members of a type family just because they exist. Condensed type, for example, is meant for use where more than the ordinary amount of matter must be set in a limited space. While some condensed display types are excellent, ordinarily a condensed face is less legible than one that is not condensed. The same principle applies to extended letters. They are very useful on occasion, where, for example a line is too short to fill the required space if set in a regular display letter, but such types should not be given general preference over a regular letter.

**Fat.**—A printer's term meaning the easily set matter, or rather matter consisting of short lines that fills space easily or to plate matter that does not require setting but which is paid for at the usual rates for composition.

**Feet, Off Its.**—Type that does not stand perpendicularly is said to be "off its feet."

**Font.**—Refers to a quantity of type of a certain size and style. A printer will say. "We also have a font of the 10-point Cheltenham Wide."

**Foundry Forms.**—Refers to forms that are locked up ready to be sent to the electrotyping foundry. Proofs taken at that time are called "foundry proofs."

**Furniture.**—Refers to pieces of metal or wood used by printers in forms in order to lock type and printing plates securely for press-work.

**Galley Proofs.**—Proofs taken from type arranged or held in galleys, which are metal trays. It is more convenient to make corrections and changes from type in this form than when it has been placed into forms with borders, display lines, etc. in place and locked up. See *Hand composition*.

**Hanging Indention.**—When printed matter is indented as for a paragraph, this is referred to as indention. When a number of lines are indented as shown by this paragraph, the matter is said to be arranged in hanging indention.

**Hand Composition.**—Type set by hand is known as hand-composition. It is more costly than machine composition but permits certain arrangements and changes that are diffi-

cult to handle with machine type. By far the larger part of display type is set by hand.

**Hairline Rule.**—Refers to very fine rule, smaller than 1-point. The line below is a hair-line rule.

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**Headpiece.**—Refers to a decorative feature of one kind or another used at the head of a type page usually to introduce some article or special feature of a subject.

**Imposing Table.**—Refers to flat tables or stands, formerly of stone but now usually of metal, on which type is placed to get it perfectly level in the forms before it is “locked up.”

**Imposition.**—The laying out of the pages of a job in such a way that when the printing has been done and the sheet is folded, the pages will follow one another in regular 1, 2, 3 order.

**Imprint.**—Refers to the name of the publisher or printer appearing on a job. Usually imprints are at the end of the book and appear in very small type. It is customary for printing houses to ask their customers if they object to having such imprints appear.

**Inch.**—The term *inch* in advertising is not a square inch but a space one inch deep and one column wide. The unit therefore varies in accordance with the width of columns.

**Indention, Indent.**—The setting in of a line of type as in case of paragraphing.

**Insert.**—Sometimes written as *inset*. Refers to a sheet or a number of sheets, usually on different paper, printed separately and bound into a book or other publication.

**Inverted Pyramid.**—A style of composition, used considerably for headings and title pages, in which several lines are set with each succeeding one narrower, thus:

ARE YOU INTERESTED IN  
OWNING A HOME  
IN CHICAGO?

Such an arrangement is generally regarded as being more artistic than the reversed order, illustrated by the example on the next page. This should not, however, be construed as laying down the principle that the second line of a heading

may not sometimes, without disadvantage, be longer than the first line, as shown below.

## CLOTHES

### For Manly Men

**Justify.**—When the edge of printed matter is crooked, the printer is instructed to “justify” the matter, which means to make the edge straight. Often this requires that one line be spaced out.

**Keep Standing.**—Refers to type that the printer has been requested to keep intact for future use.

**Key Form.**—Refers to the form that, when several forms are to be printed, determines the position that other forms are later to take.

**Killed Type or Copy.**—When copy or matter that is in type is to be dispensed with, it is marked “Kill.”

**Leaders.**—Dotted or broken dash lines used to guide the eye across the page, thus.....

**Leads, Leading.**—Leads are thin strips of metal used to space lines of type further apart, with the idea of facilitating reading or of making a small amount of matter occupy more space. The type text of this book is set in 10-point leaded with 2-point leads. Leads are usually 1-point or 2-points thick. Spacing metal that is 4-point or 6-point thick is referred to as slugs. Printers have leads already cut to all of the usual column widths.

Machine type may be cast on a body that is larger than that ordinarily used for that size of type. That is, 8-point machine type can be cast on a 9-point body or a 10-point body and thus the slugs are already leaded, so to speak. The term “slug” is applied not only to a thick lead, but, as here illustrated, to the entire body of metal on which machine type is cast.

The leading of type requires unusually good judgment. A great deal of composition is improved by leading. A line as long as that of most book pages is improved by leading, but considerable depends on the length of the line and the style of the type and the purpose of the printed matter. Undoubtedly where the measure of the type is long, the putting of leads

between the lines of type enables the eye to follow the text more easily. But printers are entirely too partial to leading. One nationally known typographical designer goes so far in his recommendations as to leading as to say that the advertiser can afford to use a size smaller type in order to have space for leading the text of his announcement. This is a dangerous rule to give.

It should be remembered that types are cut by expert designers to be legible when set solidly, that is, if properly set with due regard to the length of line, the size of the type, the kind of paper, etc. There are advertisements where an open effect is desirable for the text and where leading improves the ap-

—And each with a mellow, well-rounded tone in full volume with all thought of metallic harshness and things mechanical absent. Even the needle scratch has gone.

FIG. 3.—Solid setting.

We secure our viewpoint largely through the salesman. We hold salesmen's conferences in our Conference Room or at the advertiser's plant. We get the salesman's viewpoint and he gets ours. We go on the road with him—study his selling problems at first hand. The success of the merchandising plan is largely up to the salesman and we place our faith with him every time.

FIG. 4.—Leaded setting.

pearance of the body matter. There are many other advertisements where it is desirable to have the body matter present a uniform gray effect in order to afford a contrast for display type. In such cases, the leading of body matter is merely "diluting it," so to speak, with more white and producing a scattered effect rather than the effect of concentrated units.

Above are two specimens of composition taken from advertisements—one solid and the other leaded. While here it may seem that the leaded specimen is the better of the two, as a

matter of fact, both were ideally adapted to the particular advertisements from which they were taken, and it would have been as inadvisable to lead Figure 3 as it would have been to have taken the leads out of Figure 4 and have the matter solid.

The body matter of the advertisement in Figure 5 is set in solid Cheltenham. This setting would not be improved by

**I have exclusive  
selling rights**

For a new mechanical device that sells to automobile garage and repair shops practically at sight. The device sells for over \$500 net, and a number of them are now in use. I have a number of orders now on hand with more than two hundred inquiries, which can be turned into orders quickly.

I need from \$5000 to \$10,000 to put this proposition on a basis where it will make a big return. To the proper party or parties I will show all details and make a proposition that will be decidedly interesting.

**Address Box B 221, Ledger Office**

FIG. 5.—Solid setting that would not be improved by leading.

leading the lines. If, however, the width of these lines had been an inch more, leading would have been of decided assistance.

**Laid and Wove Paper.**—Laid paper, when held to the light, shows the parallel lines of the paper-making machine. Wove paper has an even texture.

**Letter-Spacing.**—Refers to the spaces put between the letters of a word in order to extend the length. The following word affords an example of letter-spacing:

A c c o m p l i s h m e n t. Letter-spacing is often a useful device, but if a word is spaced out excessively its legibility will be seriously impaired. Where type is set in very narrow measure alongside of cuts, letter-spacing is unavoidable.

**Linen Finish.**—Refers to paper having a finish like that of linen cloth.

**Live Copy.**—Refers to copy that has not been killed and that will likely be used. Opposed to “Dead Copy.”

**Logotype.**—Refers to two letters cast on one block of type, such as fl, ff and the like.

**Lower Case Letters.**—Refers to all letters that are not capitals. In hand-setting, a printer takes capitals from the “upper case” and the other letters from the “lower case.”

**Lithography.**—The lithographic process depends on two properties of a certain limestone, found principally in Germany—its absorption of grease and on the mutual antipathy of grease and water. The design to be printed is drawn on the stone in reverse with a greasy ink or crayon; the stone is then etched with a solution of gum arabic and nitric acid to keep the grease of the crayon from spreading, and the printing is done by a water-roller passing over the stone before the ink is applied; the ink roller is then passed over the stone, and as the water repels the grease, only those portions of the printing surface covered with the design, receive the necessary ink in printing.

While up to comparatively few years ago only lithographic stone was used, zinc and aluminum are now used as substitutes and with fully as good results.

Photography has also entered largely as an assistance to lithography, which is very advantageous in the reproducing of portraits, still-life subjects, and work where minute details are demanded.

Lithography is a process that gives very beautiful results. There is a softness about the printing, which is often lacking in letter-press work, and makes it especially popular among artists, and art lovers. It also produces far finer and more delicate lines and tones than any letter-press printing.

Color printing by lithography has made great technical advances within the past few years by the introduction of processes that have eliminated much of the hand work found in the work of former years, and is today the most acceptable method of reproducing paintings or color sketches, and by the lately introduced method of offset printing, most delicate effects are produced, and at a cost, which a few years ago would have seemed incredible.

In large editions especially, the cost of lithographic work

of the best quality compares very favorably with the cost of color printing by other methods.

**Measure.**—Refers to the width of the line that the printer sets.

**Measures, Maximum.**—The following widths are regarded by good printers as being the maximum widths for text types of different sizes:

5-point not wider than 13 picas (about  $2\frac{3}{16}$  in.)

5½-point not wider than 15 picas (about  $2\frac{9}{16}$  in.)

6-point not wider than 16 picas (about  $2\frac{1}{16}$  in.)

8-point not wider than 24 picas (about 4 in.)

10-point not wider than 30 picas (about 5 in.)

12-point not wider than 36 picas (about 6 in.)

It will be readily seen by experiment that the eye has difficulty in following wide lines of small type. Hence, when the column width, or measure, is wider than the limit given above, it is better to divide the space into two columns and have two columns of type or else adopt a larger size of type than that first selected. It is very important to make reading easy for the reader of advertisements.

**Machine Composition.**—Type set up by the Linotype or Monotype machines is referred to as "machine composition." By this method, the type-setter operates a keyboard and new type is cast from molten metal. In the case of the Linotype, all the type of a single line is cast on one body or "slug," and if a change is desired in that line, the slug must be recast. The Monotype types are cast on separate bodies and can be corrected by hand. Both types of machines have advantages for different types of work. They permit speedy composition and afford new type for every job. Considerable of advertising composition is now set on the machine. These machines will also cast a variety of forms of display type as well as body or text type. The Linotype consists of one machine. The Monotype is a two-machine equipment, the keyboard being one part and the caster being another part. One casting machine will cast the type more quickly than the operator at the keyboard can provide the punched paper strips that determine what letters the caster shall produce.

**Magazine Column.**—For many years most magazines had a column width of sixteen picas. This was when most magazines had a type page measuring 8 by 5½ inches. Now the number of magazines of this size has been greatly reduced. There is a large group with a type page of 7 by 10 inches, with a column width of 21 picas. There is another group of publications like the *Outlook* and the *Scientific American* with a column width of 14 picas and still another group with a column width of 13½ picas, the *Saturday Evening Post* and *Collier's Weekly* being of this group. Before making up plates for any such group, their rate cards should be consulted for information as to column widths and other requirements.

**Make-Up.**—Refers to arrangement of pages of a publication for press-work. Each page of a newspaper is made up separately on an imposing table and the text matter and advertisements arranged in accordance with advertising contracts.

See *Matrix* and *Stereotyping* for information as to newspaper make-up.

In making up a magazine one form may contain a number of different pages, some straight text, others consisting wholly of advertising, and still others part advertising and part text, depending on the style of the magazine. It is frequently possible to get an advertisement in a late section of a magazine after the early forms have gone to press. Some magazines are printed direct from type forms; others are printed from electrotypes. Some of the larger magazines issuing weekly editions have curved electrotypes made up from type forms and run these on rotary and web presses in a manner much similar to the way curved stereotyped plates are used in fast newspaper printing. Such publications usually call for original illustration plates rather than for electrotypes, because they can get better results in making their curved plates from an original.

In making up pages for a catalog or booklet, the type is usually paged up on galleys, with running heads, if any, page numbers, etc., and then the pages are assembled in forms, which may consist of eight, sixteen or thirty-two pages each—sometimes more, depending on the size of the page and the size of the edition. In the case of very large editions, it sometimes

pays to have several sets of electrotypes, so that one impression of the press will produce duplicate sets of sheets, which may be cut apart. This duplicating of plates may save a great deal in the time of a costly press or may finish a job much more quickly than other methods.

**Make-Ready.**—The process of making a form ready for good press-work after it has been placed on the press. A preliminary proof is taken and then the type matter and cuts are adjusted to the paper by overlays and underlays so that when printing is begun there will be just the right pressure necessary to produce fine effects. Making-ready on a very fine job may represent days of work.

**Modern Face.**—The modern face is distinguished from the "Old Style" face by sharper hair-lines and longer serifs. It is a more symmetrical type than old style but is regarded by many as being less readable or pleasing as a text type for advertising. See comparison under *Old Style*.

**Mortise.**—Refers to a section sawed out of a plate to afford room for type.

The example in Figure 6 shows the final set-up of an advertiser's plate sent to the publisher mortised for the setting of type. The exhibit shows the plate that is to produce the illustration, also slugs, leads, drawn border, quads, etc., as well as the running title of the magazine.

**Matrix.**—Refers to the paper-mache impression taken from type and put into a mold in order to produce stereotypes in either flat or circular form. The type and illustrations must be put into place just as if they are to be run on a job press. Plates of illustrations intended for the stereotyping process should not be mounted on wood, as wood will not stand the pressure of making a matrix. All cuts for such work should be mounted on metal or left unmounted. Most plates sent to newspaper offices are sent unmounted.

Figure 7 shows an illustration of a matrix of a newspaper page, and Figure 9 shows the printed page finally produced by the stereotype. An illustration of a full newspaper page stereotype is shown on Figure 8. Stereotypes are cheaper than electrotypes and are used extensively even for small advertisements where the finest printing effects are not essential.

The word *matrix*—plural *matrices*—is often abbreviated to *mat*. In some cities the transferring of matrices from one paper to another to save composition is not favored by printing

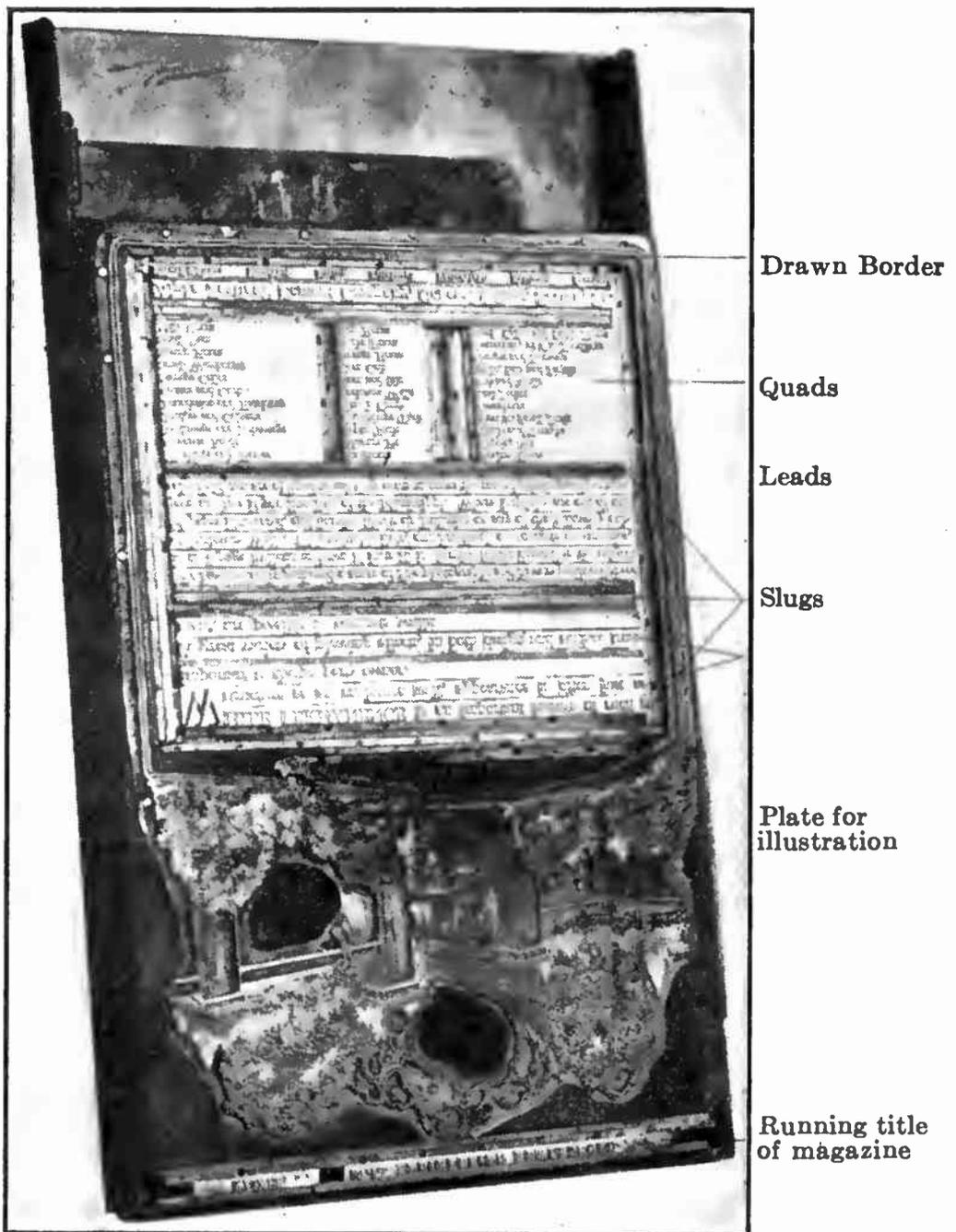


FIG. 6.—View of magazine advertisement showing plate for illustration, border, type, leads, quads, and slugs. Compare with proof of this set-up on page 231.

unions unless the composition is paid for at the usual rates by each paper making use of the matrix.

National advertisers make considerable use of matrices because they can be made cheaper than electrotypes and as they are light they can be sent through the mails at small cost. Frequently a matrix will be sent of some part of an

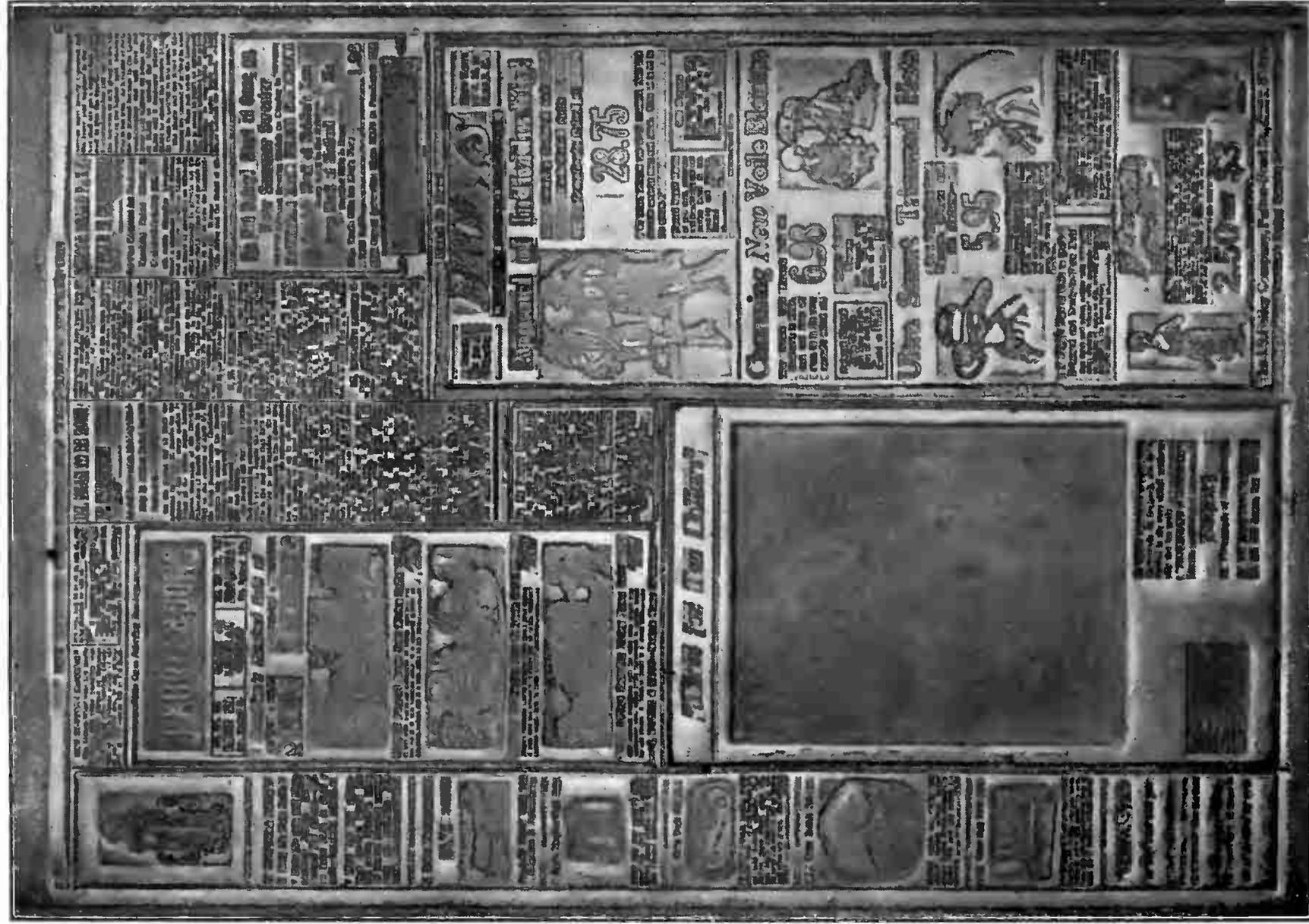


Fig. 7.—Matrix of newspaper page.

advertisement, the illustration maybe, the newspaper being required to set the copy and to send proofs. Where the campaign is a good-sized one, however, it is better to send either matrices or stereotype plates of the complete copy. One who has passed through the experience of getting hundreds of papers or magazines to set the same copy or of making layouts and reading proofs for all of these separate publications

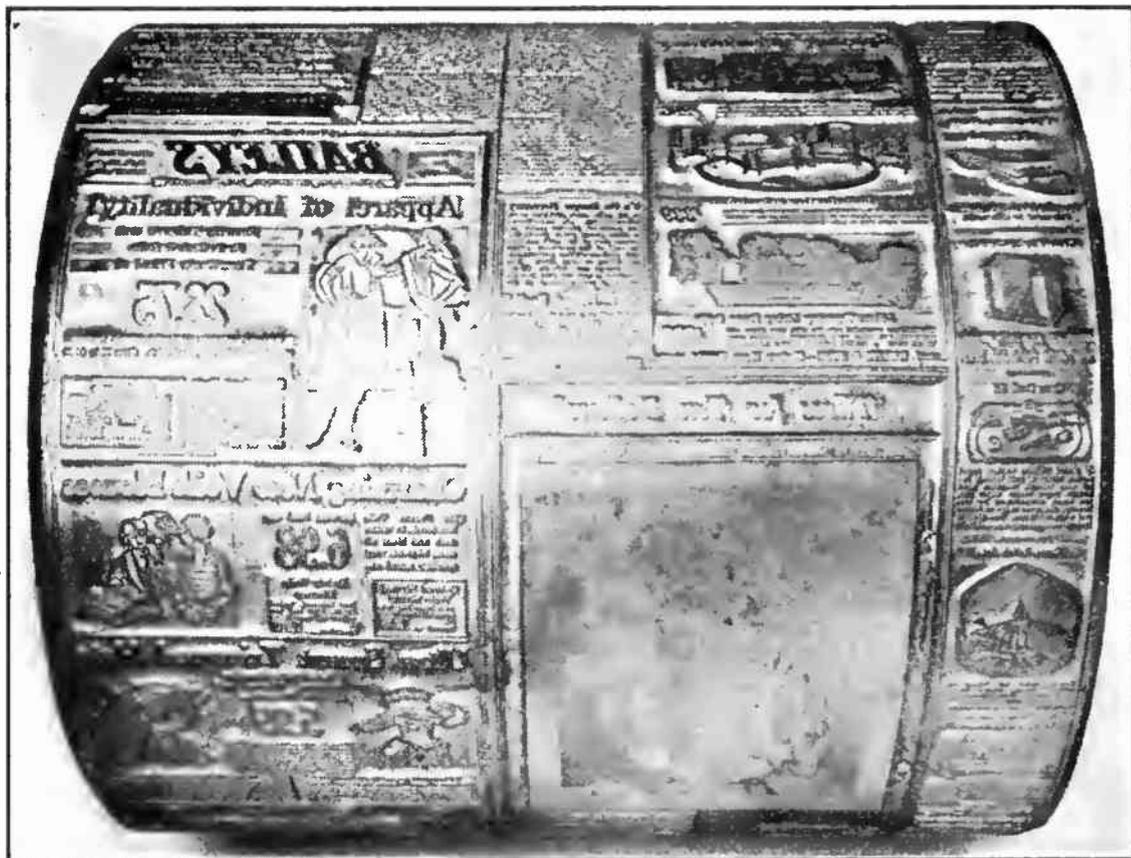


FIG. 8.—Curved plate for rotary newspaper press—produced from matrix shown in Fig. 7.

will not be long in concluding that it is better to have a careful setting of the advertisement made by an advertising agency or in the shop of some printer who is skilled at advertising composition and to send all publications complete plates. Whether these plates should be matrices, unmounted stereotypes or original half-tones depends on the character of the publication. Some large magazines require original half-tones, because they have to make a number of electrotypes from the originals for their press-work.

**Newspaper Column.**—Formerly most newspaper columns were thirteen picas wide. Of late years many papers have

14

THE BROOKLYN DAILY EAGLE, NEW YORK, SUNDAY, APRIL 11, 1920

NEW 27-STORY BUILDING... DR. EGAN TO BE HOST AT CHARITIES DINNER

DR. EGAN TO BE HOST AT CHARITIES DINNER

SCHOOL BOARD PAY PLAN IS CRITICISED

Brooklyn's Greatest Sale of Spring Furniture

Spring Furniture



\$295



\$339



\$729

J. KURTZ & SONS, Modern Home Furnishers



Everything Hitting Only the Best... They are not numerous; proper price; but easily repaired.

Cross Manufacture \$6.75

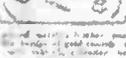


Specially Paved Down! This (shoes) is Enhanced

Cross Footing-Card Set



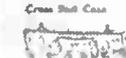
Cross Desk Set



Cross School Bag



Cross Suit Case



Trade Cross

New York Illustrations

Brooklyn Photographs

Dr. Egan to be host at charities dinner... Campaign

C. W. LAMBING HONORED

ST. PATRICK'S CHURCH

It's No Longer Necessary

Dr. A. J. Host, Dentist

Teachers' Salary Proposed for Beginning

Do Not Delay. Start at Once on Your Summer Sweater

Livingston Yarn Shop

"Three for Ten Dollars"



An unusual opportunity to secure three Photographs by Backrach for 75c.

Backrach Photographs of Occasions

124 Rensselaer Street, Brooklyn 307 Fifth Avenue, New York

BAILEYS Apparel of Individuality! Smartly Tailored and Embellished Suits Temptingly Priced at 28.75

Charming New Voile Blouses Fine French Voile Blouses, hand-embroidered, in white, black and blue. \$6.98

Ultra Smart Trimmed Hats In a Collection for Women, Misses and the Matron—5.95

Warner's Corsets 2.50 and \$3

FIG. 9.—Newspaper page reproduced from the plate shown in Fig. 8.

changed to the width of twelve and a half picas, so that in preparing newspaper plates for general use, it is better to make up plates for the narrower columns; these will then be sure to fit papers with wider columns. A little white space at each side helps rather than hurts display, anyhow, and even for a twelve and a half pica column it is better, as a rule, to make plates only twelve picas wide. This refers particularly to advertisements with side borders. When there are no side borders, advertisements can be effectively arranged for full column measure.

**Off-Setting.**—Refers to the impression that a freshly imprinted sheet will sometimes give another that is above it. Off-setting can be prevented by slip-sheeting the job.

**Off-Set Printing.**—Refers to a process by which the ink is not impressed directly from the plates or type to the paper but is transferred to rolls of rubber from which it is transferred to the paper. Very artistic and soft effects can be secured, and illustrations can, by this process, be printed on rough paper that formerly required line cuts.

**Old Style.**—A style of Roman-faced letter that has short and angular serifs and somewhat more space above and below the lower-case letters than the Modern-faced Roman. Following is an example of both the Modern Roman and the Old Style Roman in the same size of type.

This is Old Style Roman in the 10-point size.

This is Modern Roman in the 10-point size.

Display types that are cut after the Old Style lines usually carry the word "Old Style" as a part of their name, as Cheltenham Old Style.

Old Style Roman is a greater favorite among advertising men than Modern Roman, being regarded as having more legibility. Modern Roman is used very freely in book work and often, too, in advertisements.

There are many text types of distinctive styles such as Cheltenham, Caslon, Bookman and Bodoni. An examination of the specimen type pages, beginning on page 287, will give a clearer idea of the differences.

**Ornaments.**—As the name indicates, ornaments are decorative or embellishing devices of one kind or another used to some extent in printing, although the tendency is strongly in the direction of keeping such material out of commercial literature unless it has some direct relation to the advertiser's message. It was formerly the fashion to introduce ornamental rules or other decorative features into almost all printed matter whenever a little space could be spared for such features.

**Out of Register.**—When several plates or forms of type are run and one of them does not print in exactly the place it was intended, the printing is said to be out of register.



FIG. 10.—Magazine make-up scene. Plates are shown on a patent block.

**Patent Blocks.**—Refers to a device by which unmounted plates can be clamped on a flat block in such a way that the printing surface of the plates is then just type-high. Many high-class printing offices prefer this method of holding plates in position. The illustration on this page shows a printing office scene where forms are being made up. The right-hand scene shows a patent block with sixteen page-plates of a catalog clamped in position for printing.

**Patent Pages, "Patent Insides and Outsides."**—These terms refer to pages that periodicals, usually small newspapers, sometimes buy with printed matter already on them. Patent matter is bought in this form principally as a means of printing a larger paper at a lower cost. Advertisements on such pages are regarded as being less valuable than those on "home

set" pages because these latter pages contain the live local news. However, general advertisers buy considerable space in patent pages because of the attractive rate offered.

**Parallel Rule.**—Refers to rule of two parts with both lines of the same weight. Below is an example of 12-point parallel rule:



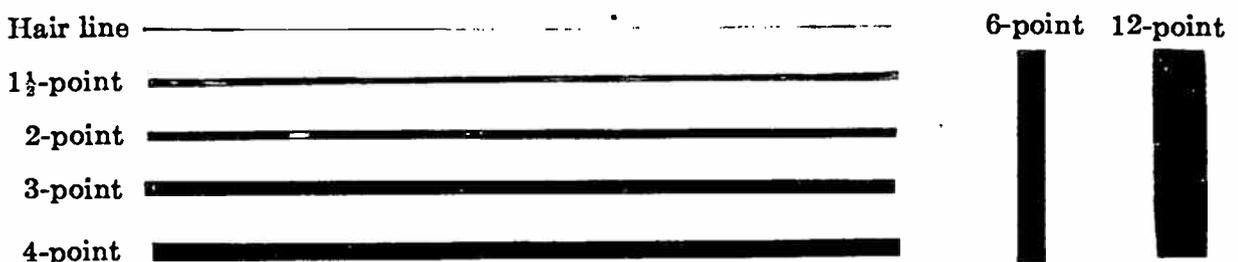
**Perforating.**—Refers to lines that are punched with a line of small holes to facilitate tearing off a page or part of a page.

**Pi.**—Refers to type that has been badly mixed up, by being spilled, for example.

**Pica.**—The term pica has its origin in pica type, which was 12-point. The pica em has come to be a printer's unit of measurement. When a line is said to be 12 picas wide, it is meant that the length of the line is two inches, the pica em being almost exactly a sixth of an inch square. It is better to use the word *pica* instead of *em* in referring to a unit of length, as printers still use the word *em* in relation to other sizes than 12-point type, while pica refers to nothing but 12-point heights and widths.

**Plain Rule.**—Plain rule is a simple straight black line, the face of which is as thick as the body. In the cases of many kinds of rule, however, the body is likely to be a little larger than the face, especially if the rule is of a wavy character.

The following are specimens of plain rules:



**Point System.**—Long ago all types were referred to by name—*agate*, *minion*, *pica*, *brevier*, *nonpariel*, etc. The point system was eventually adopted, and today all types so far as size is concerned, are referred to as 5-point, 10-point, etc. These designations refer to size rather than to style. The point is close to  $\frac{1}{72}$  of an inch, though not exactly that. Hence 8-point

type means type that has a body—not a face— $\frac{8}{72}$  of an inch deep; 12-point is  $\frac{12}{72}$  of an inch, or one  $\frac{1}{6}$  of an inch from the top edge of the body of the type—called “the shoulder”—to the lower edge.

The letters *f*, *p* and *l* of faces of type will come nearer to indicating the depth of the body of the type than letters such as *e*, *a* or *o*.

The lines below show the most common sizes of type in use in the reading text of advertisements or other printed matter intended for reading at close range.

This line is set in 5-point type

This is a specimen of 6-point

This is a specimen of 8-point

This is a specimen of 9-point

This is a specimen of 10-point

This is a specimen of 11-point

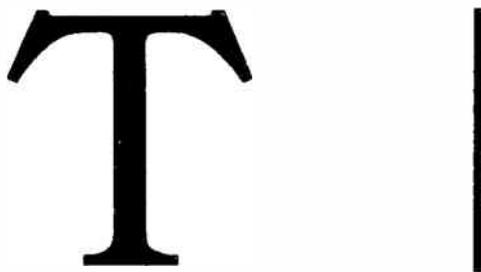
This is a specimen of 12-point

This illustrates 14-point

The 9-point and 11-point sizes, while common sizes with machine composition, are not usually found in the fonts of type used for hand-setting. Consequently, in calling for hand-composition it is better to go from 8-point to 10-point or from 10-point to 12-point. While the 9-point and 11-point sizes are much used in book work, the advertiser does well in using two styles of type, such as 8-point and 10-point, to have at least a 2-point difference between sizes. The eye is not pleased by a 1-point difference.

The sizes usually found in type from 14-point upward are 18-point, 24-point, 30-point, 36-point, 42-point, 48-point, 56-point, 64-point and 72-point. The body of 72-point type is one inch high. A letter of 72-point type is shown with

this text as an illustration. Beside it is a piece of plain 2-point rule one inch high.



A reference to the type specimen pages of this treatise, beginning on page 287, will make the study of sizes more clear.

**Press Proof.**—Refers to proof taken after the forms are on the press. Such proof should be passed on immediately, as delay at that stage is costly in that it keeps a press idle. The object of press proof is usually to show color of ink or general effects.

**Pure Reading.**—Refers to the news items or articles of a publication as opposed to paid advertisements. There are now penalties for publishing as news matter material that is paid for at advertising rates.

**Quads.**—Refers to blank pieces of metal, that is, metal not high enough to print, used to fill out lines where the amount of type does not do so.

**Reader.**—The person who reads proof, for the proof-reader is known as a “reader.” A small advertisement of a few lines set in reading-matter style is also called a reader. Those who critically review manuscripts for publishing houses are also called readers.

**Rotate.**—When a series of advertisements is to be published several times and, the publisher is to begin again with No. 1 after all have been run, and repeat the original order of insertion, the series is said to rotate. Some advertisers believe that it is just as effective and less costly to have a series of a dozen advertisements rotate three times than to prepare thirty-six separate advertisements. This naturally depends to some extent on the article or business advertised.

**Rotary Press.**—Refers to the type of press in use in large newspaper offices, where, instead of printing from type, a circular metal form is used. This circular metal form is cast

as a solid piece and fastened in place on the press so that it revolves rapidly as paper from a large roll passes in contact with it. The circular piece of metal prints one newspaper page and is called a stereotype. In making it a newspaper page is first made up, and a paper-mache impression taken of the form by pressure. This paper impression, which is made of such material that it will stand intense heat, is baked and placed in a mold where hot type metal is poured. The metal

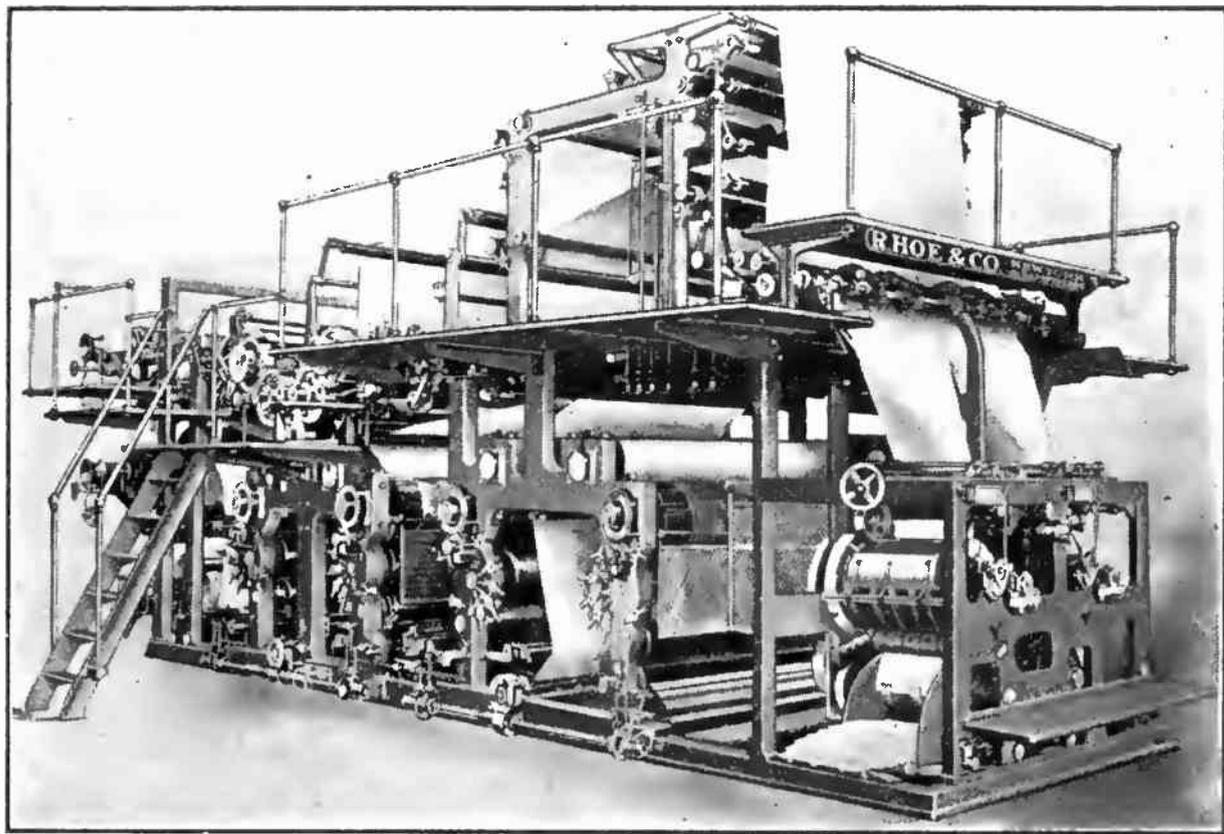


FIG. 11.—A modern rotary newspaper press. The completed papers are shown coming out folded in the lower right corner.

fills all the little indentations, and the cooled metal plate reproduces the type and illustrations of the original form with considerable accuracy, though not as good half-tone work nor as clear printing can be obtained from stereotypes run on fast rotary presses as from slower “job presses” of printing offices.

A large rotary press will print as many as from 10,000 to 20,000 copies of a paper per hour running 36 to 64 pages or 50,000 to 75,000 copies per hour of a paper containing 4 to 16 pages. These presses bind the paper and deliver it folded.

**Rotogravure Process.**—Considerable use is made nowadays of the rotogravure process, which produces a rich, velvety tone through intaglio printing. The term “rotogravure” is a

coined word, being derived from "rotary photogravure." The image to be printed is etched on a copper cylinder instead of a copper plate as in photogravure. Dots are etched into the cylinder and the ink is carried in these, the varying tones being secured by the depth of the dot rather than its area. The cylinder revolves in a tray of heavy ink and a knife scrapes away from the cylinder all ink but that deposited in the dots. Several different forms of presses are used. So far this process has been confined to the supplements or special sections of newspapers and magazines. It is comparatively inexpensive in long runs, because the cylinders give good results up to 500,000 or more impressions. The paper used can be less expensive than paper for high-class half-tone printing. In short runs such work would, of course, be expensive because the process of getting ready for printing is somewhat involved and may be compared with the preparation of lithographic stones or plates.

**Routing.**—Refers to the cutting done on a plate to make the impressions deep enough to carry ink well. A plate that is not routed may smudge.

**Rule Work.**—Composition in which there are many rules used.

**Run In.**—Refers to instances where display matter is to be reset and "run in" as part of the body matter or where matter was paragraphed originally and is to be rearranged so that there is no paragraph. In this latter case a line is usually run from the end of one paragraph to another, indicating that the two are to be joined.

**Run Over.**—Means the carrying over of words, one word or part of a word to a new line or the carrying of matter from one page to another. In the latter case the note should be "Run over to next page."

**Running Title.**—Refers to the general title of a book or other publication which is carried at the top of all the pages. Some printed works do not have a general running title but carry a chapter title at the top of all pages. This book carries a chapter title on right pages and general title on left.

**Saddle-Stitched.**—A book bound through the center.

**Side-Stitched.**—A method of stitching from one side of the

book to another. This method must be adopted where the book is thick.

**Signature.**—Each unit of a book is referred to as a signature of the job. This is not necessarily a fixed size, as a signature may be sixteen, thirty-two, or more pages.

The name and address of the advertiser at the bottom of his message is also referred to as a signature.

**Sized and Unsized Paper.**—Sizing is a treatment given paper so that it will not absorb ink so readily. Blotting paper is a good example of unsized paper. This is purposely left so that it will absorb ink very readily. Where paper, such as that for stationery, is to stand pen-writing, the sizing must be unusually good.

**Slip-Sheeting.**—The practice of putting sheets of paper between each sheet of a job as it comes from the press. This adds something to the cost of a job but protects its appearance.

**Special Type.**—Many large retailers purchase the necessary supply of a certain style of display type just to have it in a newspaper office for their exclusive use. Other large stores ask newspaper-proprietors to purchase such type equipment and to hold it for their exclusive use. The idea, of course, is to have advertising appear always in a style of type that is especially suitable and that in time will be identified generally with the store using the type.

**Square.**—A unit of space sometimes one column wide and varying in depth from eight to ten agate lines. A few newspapers use this method of measuring their space but the general practice is that of measuring by inches or agate lines.

**Square Up.**—Where two lines or several lines are uneven or of unequal widths and it is desired to have them arranged in the same width, the printer will square them up. In the case of the two lines below, the squaring up has been done, though, as the second line consists of fewer letters than the first, extra spacing was used to make the lengths equal.

A Tire With a 5000-Mile  
Guarantee Attached

**Standing Card.**—An advertisement in the style of a business card or some other fixed nature that stands a long time without change of copy.

**Stet.**—A notation for printers, meaning “Let the matter stand.” *Stet* should be written in the margin and the words that are to stand should have dots under them. This is a device for restoring matter that has inadvertently been crossed out.

**Stipple.**—A method of indicating illustration by dots instead of lines. When publishers object to solid-black illustrations they dot them with white and refer to this process as “stippling.”

**Stick of Type.**—Refers to the amount of type that can be held in one stick. See *Hand Composition*.

**Style.**—While meaning many things, style has a particular meaning in printing offices—that method of spelling, capitalizing, compounding, etc. which is followed by the office. A modern office usually has a “style card” for the guidance of printers and proof-readers.

**Tail or Foot Piece.**—A decorative feature, usually carrying some illustration, used at the end of a page. Very often these are used merely as “fillers” but again they provide a pleasing illustration for the end of some treatment of a subject.

**Text Type.**—Refers to the types used ordinarily for the reading body of articles or advertisements. The type now being read by the reader is text type of the 8-point size. The most common sizes for text are 8-point and 10-point, though 6-point is used freely for foot-notes and very small advertisements, and 5-point and 5½-point are occasionally used where space is at a great premium.

Where the amount of copy is small, 12-point, 14-point, and sometimes 18-point, are used effectively for the body or text matter of advertisements, or for parts of the text.

The most common text types are the styles known as Old Style Roman and Modern Roman. Refer to *Old Style*, page 274, for a comparison of the two styles. Many other styles are used freely for the text of advertisements.

**Telegraph Reader.**—A short item in small type, usually at the bottom of a column, set in the style of a telegraphed item.

**t. f.**—Till forbidden. That is, an order for continuous insertion.

**t. c.**—Top of column.

t. c. n. r. m.—Top of column and next to reading matter.

t. a. w.—Twice a week.

**Upper Case Letters.**—A printer’s name for capital letters, because capital letters, in hand composition, are taken from the printer’s “upper case.”

**Words to Square Inch.**—The following table will be found useful as a general guide in preparing copy to fit a given amount of space. It is not possible to have such a table exceedingly accurate because words vary in length, and a writer whose style contains more than the ordinary proportion of very short words will write copy containing more words to the square inch than another writer whose style brings in more of the longer words.

This table is based on the ordinary Old Style Roman or Modern Roman text. Types such as Cheltenham are somewhat condensed and a square inch will hold more of such type than it will of ordinary Roman text. There are other text types wider than ordinary Roman text. Therefore, before figuring out the amount of copy that may be set in a page of any distinctive type, it is better to mark off a few square inches of matter set in the desired type and leading, count the number of words this space contains and then prepare the new copy accordingly.

5-point solid.....	69	8-point 2-point leaded.....	23
5-point 1-point leaded.....	59	10-point solid.....	21
5½-point solid.....	54	10-point 2-point leaded.....	16
5½-point 2-point leaded.....	45	12-point solid.....	14
6-point solid.....	47	12-point 2-point leaded.....	11
6-point 2-point leaded.....	34	18-point solid.....	7
8-point solid.....	32	12-point 2-point leaded.....	5

Still another way of computing the amount of required copy is to take some text set in the desired style and count how many words it runs to a line in the column width decided upon. If it is 10-point, for example, leaded 2-point, there will be six lines to the column inch (10 points plus 2 points equals 12 points per line and 12 into 72—the number of points in an inch—gives six lines per inch). If the catalog page is eight inches deep and the measure of the type carries an average of twelve

words to the line, the number of words to the page will be  $8 \times 6 \times 12$  or about 576 words.

This is allowing nothing for the broken lines at the ends of paragraphs. Allowance must always be made for this, and these allowances will necessarily vary. Where paragraphs are numerous, the spaces following partial lines take up considerable room.

**Wrong Font.**—A letter that has slipped into composition from a font different from that of the other type. Abbreviated to *w. f.*

### TYPE SELECTION

Type, paper and ink are the tools of the printer with which to express and impress. Almost any desired color effect may be secured with the great variety of inks and paper available. Types have a special power of their own. Some years ago Benjamin Sherbow, a typographic designer, set the exhibit Fig. 12 (taken from "Making Type Work") showing how clearly type may be made to suggest the qualities indicated by the different words. This is a remarkable exhibit and merits study.

One could hardly express the qualities of fine furniture or silverware with the plain heavy types that would be perfectly appropriate for steam-shovel or gas-engine advertising, where strength and power are to be suggested. Now and then the subject of an advertisement is such that great care must be exercised in selecting a type that is particularly appropriate. Fortunately, however, for the advertising man, there are a number of types of such good qualities that they can be used for displaying advertisements of great variety. Some advertising men go so far as to say that a few types such as Caslon Bold, or Cheltenham Bold answer most of their requirements. Yet it is obvious that if all advertisers narrowed their choice down to these types, the advertising pages would be monotonous with too much Caslon Bold and Cheltenham Bold, and it is also true that there are subjects that some other types fit much better. So there is the matter of both appropriateness and variety to consider. An advertiser may make his announcement distinctive through the consistent use of some

type such as John Hancock or Pabst, if other advertisers were not using it.

The principles of type selection are not many. Consider the character of the goods or service to be shown. If the

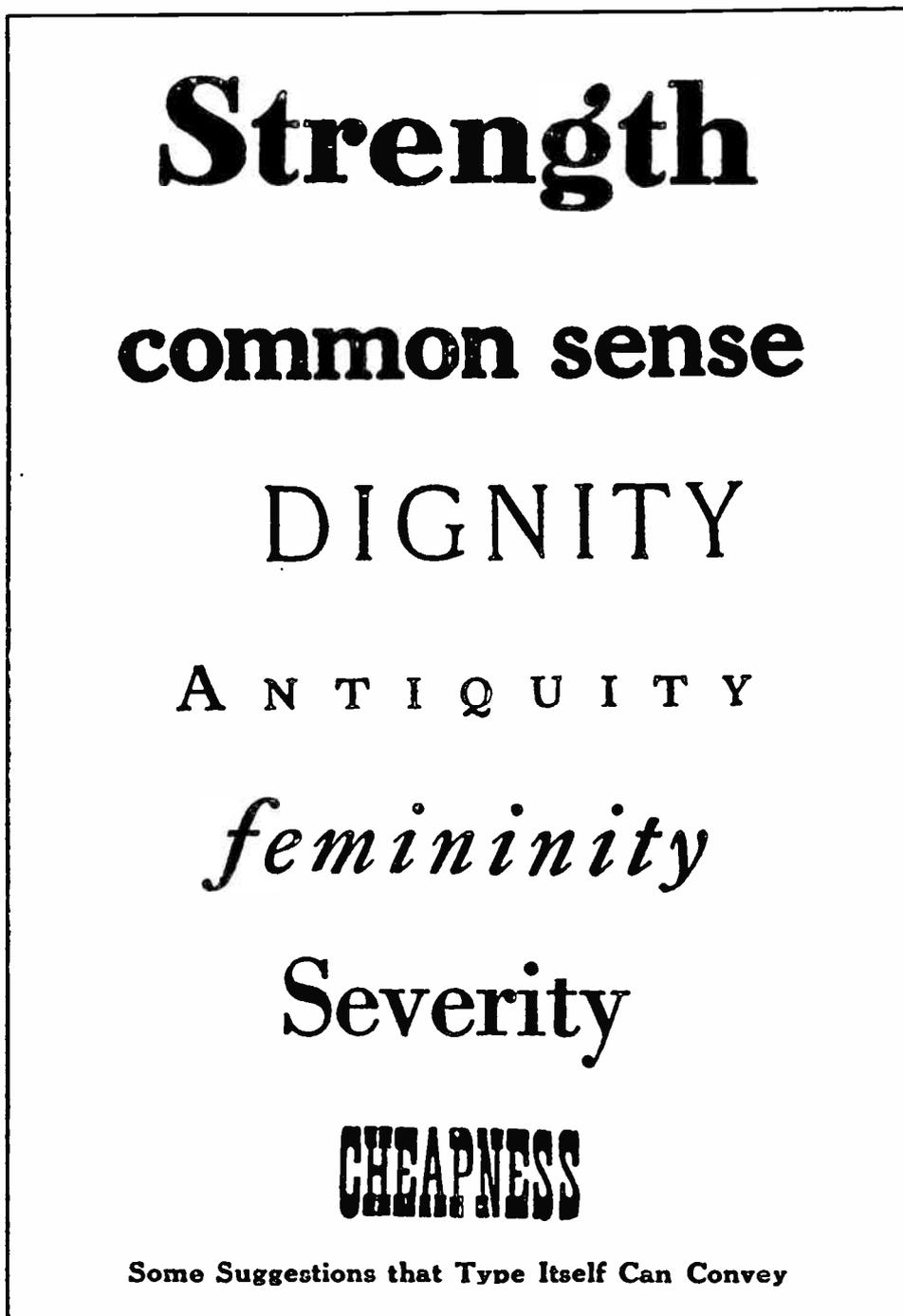


FIG. 12.—The first line is in John Hancock, the second in Cheltenham Bold, the third in Cadmus (French Oldstyle) capitals, the fourth in Caslon capitals and small capitals, the fifth in Caslon Bold italic, the sixth in Bodoni, and the seventh in a face so old that its name has been forgotten.

merchandise is one embodying grace, select a graceful type. If dignity is sought, select a dignified face of type. If antiquity is to be suggested, an antique type is surely in order. Likewise with strength, nationality, daintiness, etc.

The following little advertisement about help for stutterers shows further how type can be made expressive.

## **ST-STU-T-T-TERING**

and Stammering cured at home. Instructive booklet free. Walter McDonnell, 728 Potomac Bank Building, Washington, D. C.

FIG. 13.

### TYPE SPECIMEN PAGES

The following pages showing specimens of display and body-matter or text types should not be consulted as an index of all well known types, for the list is a very large one, and many types are so much like others bearing different names, that a typographical expert is required to tell the difference.

The selections here given are of those types that are better known and which are likely to be found in well equipped offices, though no office is likely to have all of the styles here shown. If an advertiser likes one type especially well and the print-shop or publisher hasn't that style, the printer should be given the liberty of selecting something that is a good substitute for what the advertiser desired, unless he can show the advertiser that an entirely different type is a better choice, which he may be able to do if he is a good printer.

From the list of specimens here shown an advertising man or typographical expert will have no difficulty in giving almost any advertising message proper dress.

### MONOTYPE EXHIBITS

In studying the following exhibit of machine-type-faces, it will be observed that a number of these are designated by number rather than by name. There are probably business reasons for this. As a matter of fact, however, these correspond closely to many of the types known in job offices by names. For example, the Monotype faces No. 98 and 98-J are practically the same as Bookman, No. 337 corresponds to a form of Caslon known as Mac-Kellar Caslon, and No. 36-A corresponds to Scotch in foundry type.

## MONOTYPE DISPLAY FACES



14 Point No. 98

THRIFT IS THE BUYING of the greatest values for the least money. It is something *far more than the avoidance of extravagance*. A good thrift principle is

18 Point No. 38

THRIFT IS THE BUYING of the Greatest Values for the least money. It is something *far more than the avoidance of extravagance*.

24 Point No. 337

THRIFT is the buying of the *Greatest Values* for the least money. It is something *far*

36 Point No. 36

Thrift is the buying of the *Greatest Values* for the least

## MONOTYPE COMPOSITION FACES

## 6 Point No. 36A—Solid

WHAT IS THRIFT? THRIFT IS THE buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling merchandise does away with waste. There is no lost energy, no lost time and unnecessary labor. You do not pay the extra amount usually added to take care

## 8 Point No. 36A—Solid

WHAT IS THRIFT? THRIFT IS the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling

## 10 Point No. 36A—Solid

WHAT IS THRIFT? IT is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs that determine the price of mer-

## 12 Point No. 36A—Solid

WHAT IS THRIFT? Thrift is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cut-

## 6 Point No. 36A—Leaded

WHAT IS THRIFT? THRIFT IS THE buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling merchandise does away

## 8 Point No. 36A—Leaded

WHAT IS THRIFT? THRIFT IS the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the

## 10 Point No. 36A—Leaded

WHAT IS THRIFT? IT is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs that

## 12 Point No. 36A—Leaded

WHAT IS THRIFT? Thrift is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift

MONOTYPE COMPOSITION FACES



6 Point No. 38E—Solid

WHAT IS THRIFT? THRIFT IS the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling merchandise does away with waste. There is no lost energy, no lost time and unnecessary labor. You do not pay the extra

7 Point No. 38E—Solid

WHAT IS THRIFT? THRIFT is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling

8 Point No. 38E—Solid

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9 Point No. 38E—Solid

WHAT IS THRIFT? IT IS the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of hand-

10 Point No. 38E—Solid

WHAT IS THRIFT? IT IS the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the price of merchandise, the production, the cost of handling,

11 Point No. 38E—Solid

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12 Point No. 38E—Solid

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## MONOTYPE COMPOSITION FACES



7 Point No. 337E—Solid

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9 Point No. 337E—Solid

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8 Point No. 337E—Solid

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12 Point No. 337E—Solid

WHAT IS THRIFT? Thrift is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost

## MONOTYPE COMPOSITION FACES



6 Point No. 98J—Solid

**WHAT IS THRIFT? THRIFT IS** the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling merchandise does away with waste. There is no lost energy, no lost time and unnecessary labor. You do not pay the extra amount added usually to take care of wastage. Again, thrift

9 Point No. 98J—Solid

**WHAT IS THRIFT? IT IS** the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling merchandise does away with waste. There is no lost time and unnecessary labor. You do

12 Point No. 98J—Solid

**WHAT IS THRIFT?** Thrift is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production,

8 Point No. 98J—Solid

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10 Point No. 98J—Solid

**WHAT IS THRIFT? IT** is the buying of the greatest values for the least money. *It is something far more than the avoidance of extravagance.* A good thrift principle consists of cutting to a minimum the three costs determining the price of merchandise, the production, the cost of handling, and the cost of selling to you. System in handling

12 Point No. 98J—Leaded

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## MONOTYPE PLATE-GOTHIC COMPOSITION

DR. A. J. BROWNLOW  
FERRIS BUILDING  
ATLANTIC CITY, N. J.

HARRY STAFFORT  
PATRICK, STAFFORT & KEYS  
23 S. HARMON STREET, SAN DIEGO, CAL.

SAMUEL DALLAS  
DALLAS PRINTING COMPANY  
1310 MAIN STREET, SAVANNAH, GA.

B. A. DENNIS  
M. B. DENNIS & COMPANY  
3 DAY STREET, SAVANNAH, GA.

YOU ARE CORDIALLY INVITED TO ATTEND  
THE FIRST EXHIBITION OF PASTELS  
THE WORK OF THE MEMBERS AND PUPILS IN  
THE EAST GALLERY OF THE SOCIETY

FEBRUARY 5, 6 AND 7, 1920

FROM 4.30 TO 10 P. M.

MAIN AT CARLTON AVENUE  
ENTRANCE BY WEST DOOR

PARKER'S  
INK  
REMOVER  
AND  
LIGHTNING  
STAIN CHASER

THIS COMPOUND WILL NOT  
INJURE THE FINEST FABRIC  
NOR CHANGE THE MOST DELI-  
CATE COLOR, BUT WILL RE-  
MOVE ALL KINDS OF INK,  
FRUIT OR OTHER STAINS

PARKER'S  
FRANKLINVILLE  
PENNA.

HENRY JACKSON  
& COMPANY

MEMBERS OF THE STOCK EXCHANGE

VICTORY  
BONDS

202 BROAD STREET  
PHILADELPHIA

## LINOTYPE EXHIBITS

The following specimen pages of Linotype composition show further the possibilities of machine-set type in advertising work. The display faces shown are among the most popular ones. This exhibit is particularly valuable with respect to types that are appropriate for booklet and general circular work.

## MODERN LINOTYPE FACES IN SERIES

## BODONI

6 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A LARGE publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that**

7 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it**

8 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an impor-**

10 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will**

12 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN a single copy of a large publication and the number of minutes that the publication gets from the average reader**

14 Point

**FIGURE THE NUMBER OF ADVERTISE-ments in a single copy of a large publication and the number of minutes that the publication gets from**

18 Point

**FIGURE THE NUMBER OF ADVER-tisements in a single copy of a large pub-lication and the number of minutes that**

24 Point

**FIGURE THE NUMBER OF advertisements in a single copy of a large publication and the**

MODERN LINOTYPE FACES IN SERIES

BODONI—Continued

30 Point

**FIGURE THE NUMBER  
of advertisements in a**

36 Point

**FIGURE THE NUM-  
ber of advertisements**

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BODONI BOLD

6 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A LARGE publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to**

8 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE copy of a large publication and the number of minutes that the publi- cation gets from the average reader, and you will have a good idea**

10 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A single copy of a large publication and the number of min- utes that the publication gets from the average reader, and**

12 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN a single copy of a large publication and the number of minutes that the publication gets from the average**

14 Point

**FIGURE THE NUMBER OF ADVERTISE- ments in a single copy of a large publication and the number of minutes that the publication gets**

## MODERN LINOTYPE FACES IN SERIES

## BODONI BOLD—Continued

18 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of min-**

24 Point

**FIGURE THE NUMBER OF advertisements in a single copy of a large publication.**

30 Point

**FIGURE THE NUMBER of advertisements in a single copy of a large publi-**

---

 BODONI BOLD ITALIC

6 Point

*Figure the number of advertisements in a single copy of a large publication and the*

7 Point

*Figure the number of advertisements in a single copy of a large pub-*

10 Point

*Figure the number of advertisements in a single copy of a*

12 Point

*Figure the number of advertisements in a single copy*

14 Point

*Figure the number of advertisements in a single*

## OLD STYLE LINOTYPE FACES IN SERIES

## CHELTENHAM

8 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important un-

9 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an

10 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea

11 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will

12 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the publication gets from the average reader

14 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the publication gets from

20 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the

## OLD STYLE LINOTYPE FACES IN SERIES

## CHELTENHAM—Continued

24 Point

FIGURE THE NUMBER  
of advertisements in a single copy of  
a large publication and the number

30 Point

FIGURE THE NUMBER  
of advertisements in a single  
copy of a large publication an

---

 CHELTENHAM ITALIC

8 Point

*Figure the number of advertisements in a single copy of a large publication and the*

9 Point

*Figure the number of advertisements in a single copy of a large publication*

10 Point

*Figure the number of advertisements in a single copy of a large publi-*

11 Point

*Figure the number of advertisements in a single copy of a large*

12 Point

*Figure the number of advertisements in a single copy of a*

14 Point

*Figure the number of advertisements in a single copy*

OLD STYLE LINOTYPE FACES IN SERIES

CHELTENHAM CONDENSED

8 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it

10 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea

12 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE copy of a large publication and the number of minutes that the publication gets from the average reader, and you

14 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN a single copy of a large publication and the number of minutes that the publication gets from the average

18 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the publication

24 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of min-

## OLD STYLE LINOTYPE FACES IN SERIES

## CHELTENHAM BOLD

6 Point

FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking

8 Point

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12 Point

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14 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the

18 Point

FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of

24 Point

FIGURE THE NUMBER of advertisements in a single copy of a large publication

## OLD STYLE LINOTYPE FACES IN SERIES

## CHELTENHAM BOLD—Continued

30 Point

**FIGURE THE NUMBER  
of advertisements in a sin-  
gle copy of a large publica-**

36 Point

**FIGURE THE  
number of adver-**

---

## CHELTENHAM BOLD ITALIC

6 Point

*Figure the number of advertisements in a single copy of a large publication and*

8 Point

*Figure the number of advertisements in a single copy of a large*

10 Point

*Figure the number of advertisements in a single copy*

12 Point

*Figure the number of advertisements in a single*

14 Point

*Figure the number of advertisements in a*

18 Point

*Figure the number of advertise-*

24 Point

*Figure the number of adver-*

## OLD STYLE LINOTYPE FACES IN SERIES

## CHELTENHAM BOLD CONDENSED

8 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN A SINGLE COPY OF A large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it**

10 Point

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12 Point

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14 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS IN a single copy of a large publication and the number of minutes that the publication gets from the average**

18 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of minutes that the publica-**

24 Point

**FIGURE THE NUMBER OF ADVERTISEMENTS in a single copy of a large publication and the number of**

30 Point

**FIGURE THE NUMBER OF advertisements in a single**

## MODERN LINOTYPE FACES IN SERIES

## SCOTCH

## 6 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are occasionally looked up,

## 8 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True,

## 10 Point

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## 11 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article

## 12 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable im-

## OLD STYLE LINOTYPE FACES IN SERIES

## CASLON

## 7 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are occasionally looked up, but magazines and

## 8 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True,

## 9 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the adver-

## 10 Point

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## 12 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will cap-

## OLD STYLE LINOTYPE FACES IN SERIES

## OLD STYLE ROMAN NO. 7

## 6 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are occasionally looked up, but magazines and newspapers are bought ordinarily for the news, stories, etc., they contain, and the advertisements must "butt into" attention

## 8 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are

## 9 Point

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## 10 Point

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## 11 Point

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## 12 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the cov-

## LINO TYPE FACES IN SERIES

## ANTIQUÉ NO. 1

## 6 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are occasionally looked up, but

## 8 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression

## 10 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and

## 12 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertise-

One point leaded.

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 CATALOG AND MAIL-ORDER FACES

## 5 Point No. 18 with Antique Black No. 1

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements

## 5 Point No. 10 with Gothic No. 4

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for advertisements. True, advertisements are occasionally looked up, but

## 6 Point No. 10 with Gothic No. 4

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture the coveted attention and hold it until a favorable impression regarding the advertised article has been created. People do not, as a rule, search for adver-

MODERN LINOTYPE FACES IN SERIES

SPECIMENS OF CENTURY EXPANDED  
SET SOLID AND LEADED

6 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what an important undertaking it is to write advertisements that will capture

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of

7 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a good idea of what

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and

8 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will have a

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average

9 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader, and you will

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the

10 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets from the average reader,

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets

12 Point

Figure the number of advertisements in a single copy of a large publication and the number of minutes that the publication gets

Figure the number of advertisements in a single copy of a large publication and the number of minutes that

## HAND TYPE EXHIBITS

14 Point Plymouth

**Still a Great Mountain of Ice  
Will Vary its Monotonous Move**

18 Point Curtis Post

Still a Great Mountain  
Will Sometimes Vary

18 Point Winchell

**Still a Great Mountain of  
Ice Will Sometimes Vary**

18 Point Antique Old Style

Still a Great Mountain of Ice  
Will Sometimes Vary its Mon

HAND TYPE EXHIBITS

24 Point Clearface Gothic

Still a Great Mountain of  
Ice Will Sometimes Vary its

24 Point Della Robbia

Still a Great Mountain of  
Ice Will Sometimes Vary

24 Point Hobo

Still a Great Mountain  
of Ice Will Sometime

30 Point John Hancock Condensed

Still a Great Mountain of  
Ice Will Sometimes Var

## HAND TYPE EXHIBITS

14 Point Condensed Foster

**HANDSOME HISTORY PRINTED  
Contained Exclusive Military Stories  
Twenty Halftones Being Reproduced**

36 Point Cheltenham Outline, Light

Still a Mountain  
of ice sometimes

42 Point Quentell

**A Mountain of  
ice will vary it**

48 Point Cheltenham Outline, Heavy

**WEATHER  
IS BAD FOR**

HAND TYPE EXHIBITS

24 Point Pabst Old Style

Still a Great Mountain of  
Ice Will Sometimes Vary

36 Point Caslon Old Style Italic

*Still a Mountain  
of ice will vary*

36 Point Caslon Bold Italic

***Printers who  
can stand up***

48 Point Caslon Old Style

Still a Great  
Mountain is

## HAND TYPE EXHIBITS

18 Point Foster

**DELIGHTED PRINTER  
Foster Series Purchased  
Investment Brings Trade**

18 Point Post Old Style #1

**PHYSICIANS HONORING  
Fraudulent Insurance Presid  
Greatest Crowds Aboard Sin**

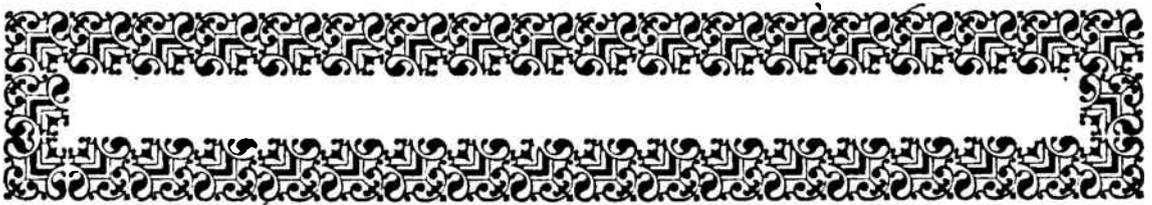
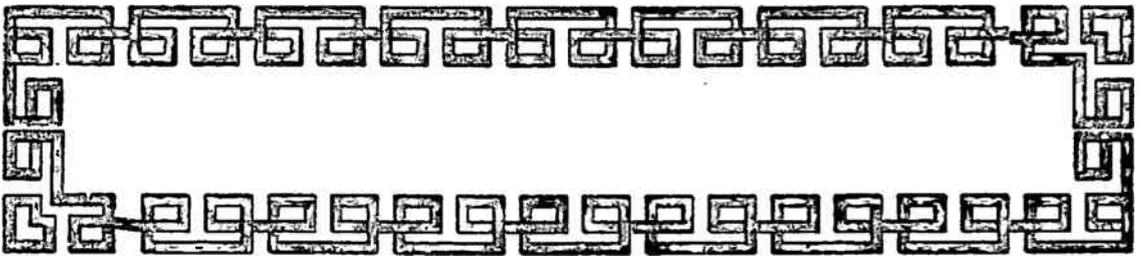
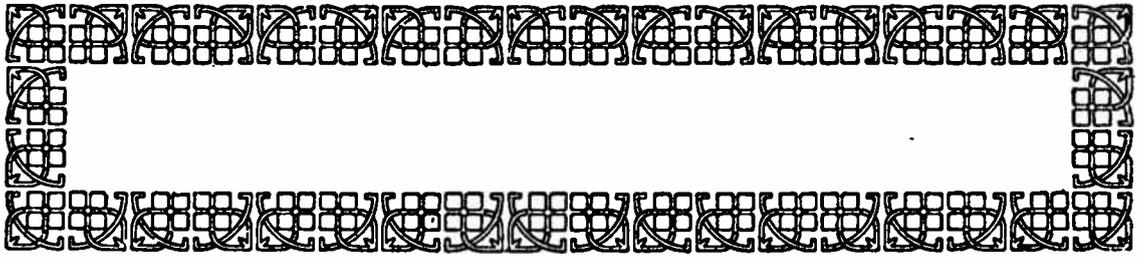
30 Point Devinne

**GERMAN DAMSE  
Enemy Confirmed  
Banished Dangero**

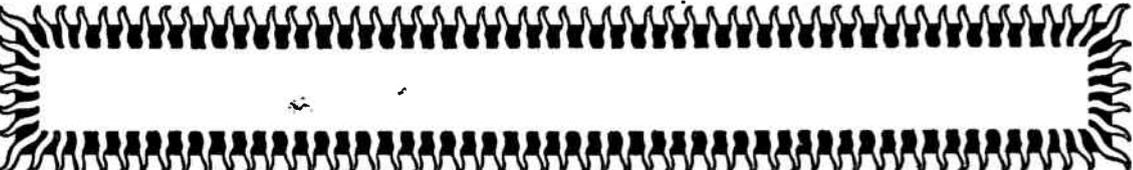
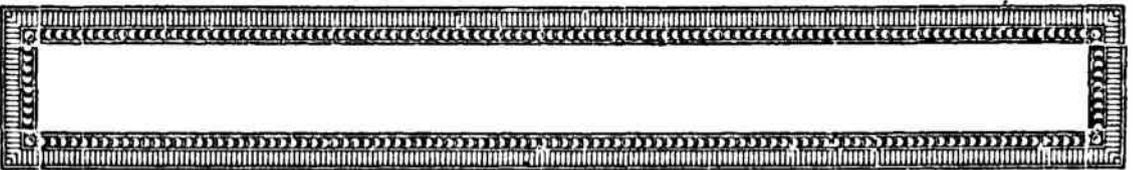
64 Point MacFarland

**Always RI**

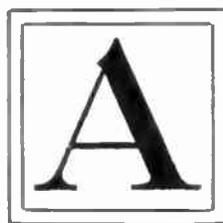
STANDARD ORNAMENTAL BORDERS



THE ADVERTISING HANDBOOK  
STANDARD ORNAMENTAL BORDERS



STANDARD INITIALS



## SECTION 13

### ADVERTISING DISPLAY

**What Display is.**—Display, in its relation to copy, means (1) obtaining such effects as will make the advertiser's message attractive to the reader's eye and (2) drawing attention to the most essential features.

The word "display" is construed more particularly as referring to type effects, but display in a broader sense really comprehends white space, borders, and even illustration, for an illustration is a display unit that must be placed with due regard for the other display units.

**Display is Contrast.**—Good display means contrast. The eye is not attracted or held by monotonous treatment of any kind. A perfectly straight road would soon become tiresome to the eye, so would miles of trees all nearly alike.

So it is in advertising. If advertising is all plain text or all display type, the effect is monotonous unless there are only a few words

**The Elements of Display.**—Ordinarily the designer of advertisements has four elements to juggle with in making up his displays. These are:

1. White space.
2. The medium tone, or gray effect, of small text type on white or almost white paper.
3. Display type and borders that yield medium or heavy black effects.
4. Illustrations, which are usually larger areas of space, light or heavy according to the character of the illustration.

Sometimes the designer has a fifth element—that of color. These elements must be so handled that they make up pleasing combinations.

**When Contrast is Lacking.**—Figures 1, 2 and 3 afford a simple method of judging the value of sharp contrast. As is well known, the practice of camouflaging in the great war was to

confound the eye—to make it difficult to judge the outlines of ships accurately. Advertisers unthinkingly camouflage a great many of their messages by making them so difficult to grasp that the eye either rebels or else is attracted by something else more agreeable and passes on. Figure 1 is cut out of solid black paper and its outline is very sharp. Figure 2 is the same outline cut out of a page of small reading text. Its

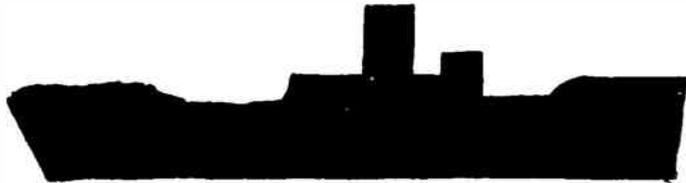


FIG. 1.

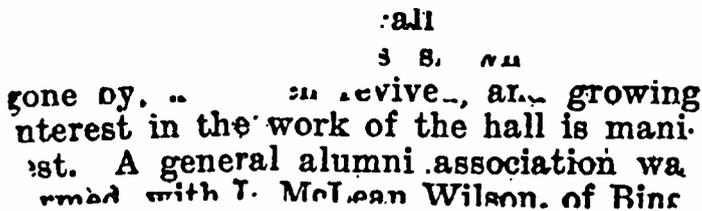


FIG. 2.



FIG. 3.

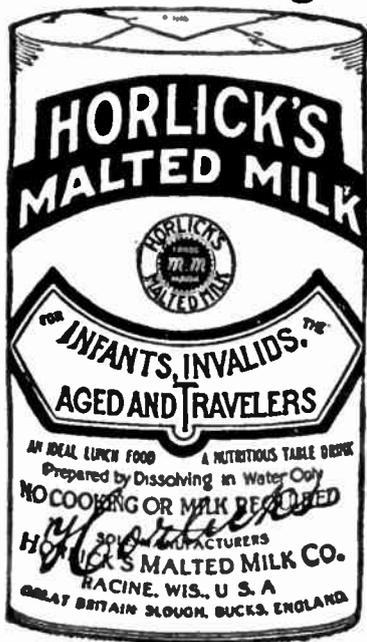
FIGS. 1-2-3.—Three illustrations that show how the unskilful arranging of type effects may prevent sharply defined optical impressions and successfully camouflage the advertiser's appeal. The general outlines of the three figures are the same.

outline is fairly discernable but not to the extent that the lines of Figure 1 are. Figure 3 is cut out of two lines of display type and is the same general outline as Figures 1 and 2, but the shape of the design is rather successfully concealed by the confusing display elements.

These examples clearly convey the need of *concentrating* the different values or elements of display rather than the *scattering* of them. The scattering of display elements usually means losing all contrast.

Use of White Space.—White space conveys no message and it costs the advertiser just as much as the space that is

**The DIET**  
*During*  
*and After*  
**The Old Reliable**  
**Round Package**



# INFLUENZA

## Horlick's Malted Milk

**Very Nutritious, Digestible**

The REAL Food-Drink, instantly prepared. Made by the ORIGINAL Horlick process and from carefully selected materials.

Used successfully over  $\frac{1}{4}$  century. Endorsed by physicians everywhere.

Ask for **Horlick's** The Original  
**Thus Avoiding Imitations**

FIG. 4.

*Stone*

Adjoining the St. James  
1220-1222 Walnut St.

**Sport Skirts**  
of Baronette, satin, and fantasy cloth, in plain colors, striped and dotted effects  
**\$16.50 to \$25**

**The New Modes in Daytime Dresses**  
Of serge and tricotine; the new gingham silks, printed Georgettes, chiffons, and Foulards.  
**\$35.00 to \$125**

**New Spring Suits**  
tailored and sport models, featuring the newest fashions—including the Eton jacket effect. Exclusive and unusual models at prices ranging from  
**\$39.50 to \$115.00**

**Top Coats For Spring**  
Models for Dress and Sport Wear, including some most attractive Silk Coats in light colors, and the new semi-plaid Coats  
**\$45.00 to \$110**

*Stone*

Georgette, Taffeta and Crepe de Chine  
**Dresses**  
Remarkable values at  
**\$19.50**

1220-1222 Walnut St.  
Adjoining the St. James

FIG. 5.—The word "hodge-podge" best describes such displays as the Stone and Horlick's examples, and the newspapers are full of them. Nothing stands out, and the reason is that the layout-man, or the printer, tried to display about three times as many items as could be displayed in these spaces.

occupied by type matter and illustration. White space is useful only as a means of producing a contrast, of getting a background that will make the other components of the message show up more strikingly. It should be treated as the mat of the advertisement. Usually white space is utilized to the

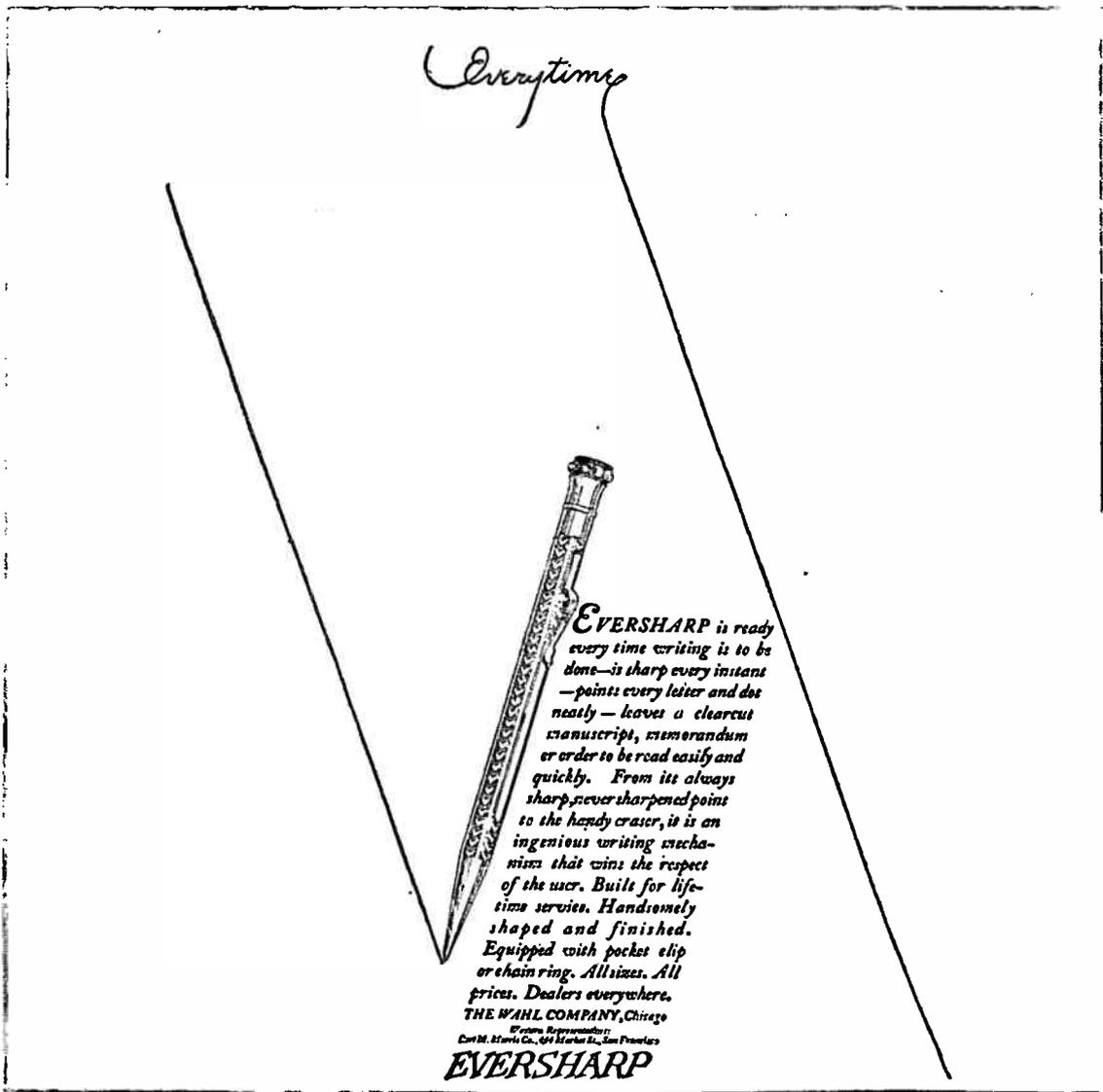


FIG. 6.—An extraordinary use of white space. That the page is distinctive is unquestioned. At the same time, the expediency of using such areas of white space when the space represents a cost of from \$2000 to \$7000 may well be doubted. It should be possible to get all needed contrast in at least half of the space that this message occupies.

best advantage at the bottom, top, and side-margins of an advertisement, but it may be possible for areas of white space to be used to advantage in central parts of the layout as, for example, where the type message is kept to one side of the space and the other side left blank. See Fig. 7.

A great many advertisements have their appearance spoiled by what may be termed the scattering or diffusion of the white

space. That is, instead of concentrating the white space in certain areas, the designer scatters it throughout the composition, leading the body matter, putting as much white space below headlines as above, as much above signature as below, etc. The result of such diffusion is that the white space, instead of fulfilling its original purpose, that of affording a contrast, is simply absorbed into the advertisement as a whole.

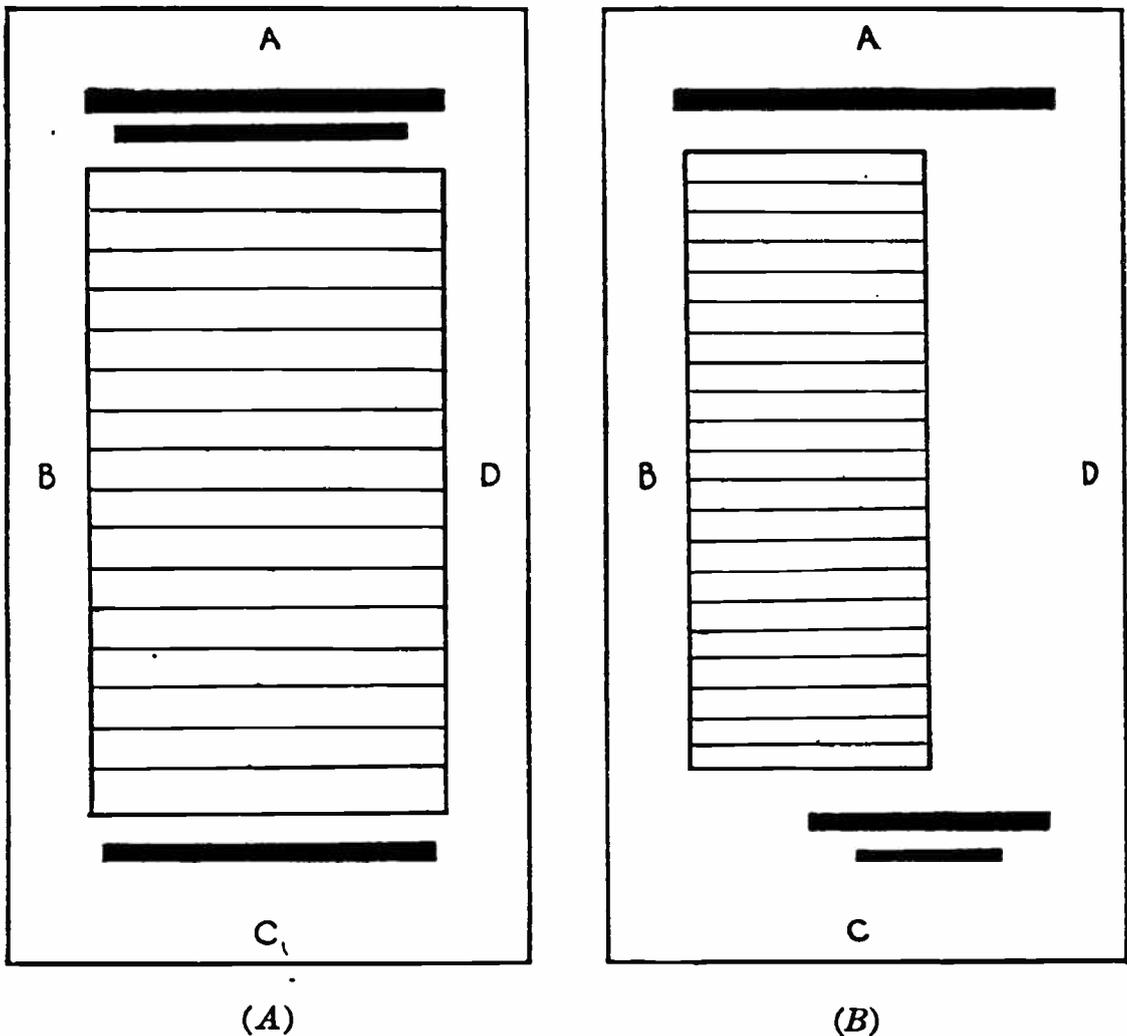


FIG. 7.—Two simple ways of handling white space. In arrangement A the largest margin is at C, the next at the top. Margins B and D are equal. In arrangement B the unusual margin at D throws the text out in relief. The position of signature lines and the margin at C gives good balance.

In both Figures 4 and 5, the designer ignored the old rule that “all display is no display” and tried to display so many lines that all contrast is lost. The Horlick’s advertisement would be twice as effective had at least half of the space been filled with a readable text type.

The Montgomery advertisement, Figure 8, is a style of arrange-

ment that is rapidly passing. This is the old style of centering all lines as if the advertisement were a formal title page. Nothing stands out. Had the advertiser started off with a

HOLDERS  
OF  
UNITED STATES GOVERNMENT  
LIBERTY LOAN  
**4% BONDS**  
HAVE THE RIGHT TO CONVERT INTO  
LIBERTY LOAN  
**4¼% BONDS**  
THIS RIGHT EXPIRES NOVEMBER 9, 1918  
WE WILL ARRANGE, WITHOUT CHARGE, FOR THE CONVERSION, OR WE  
WILL DELIVER TO INDIVIDUAL HOLDERS 4¼% BONDS IN  
\$50, \$100, \$500 AND \$1000 DENOMINATIONS,  
IN EXCHANGE FOR 4% BONDS OF LIKE MATURITY AND DENOMINATION.  
FULL INFORMATION REGARDING THE CONVERSION PRIVILEGES AND TAX  
FEATURES OF THE LIBERTY LOAN BOND ISSUES WILL  
BE FURNISHED UPON REQUEST.

**MONTGOMERY & CO.**  
112 SOUTH 4TH STREET PHILADELPHIA      14 WALL STREET NEW YORK  
GOVERNMENT SECURITIES DEPARTMENT.  
TELEPHONES: CELL, LOMBARD 622; KEYSTONE, MAIN 223

FIG. 8.

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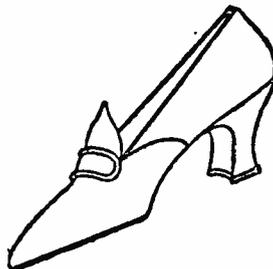


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## Summer Shoes Reduced

At \$6.00

A wonderful lot of women's street slippers and ties, tan Russia, dull and patent leather, smart two-color combinations. Only a few pairs of a kind; but something to fit everybody. These have been \$8.00. to \$12.00.



**Steigerwalt**  
1420 Chestnut St.

"Where Only the Best Is Good Enough."

JOIN  
UNCLE SAM'S  
THRIFT CLUB  
BUY WAR  
SAVINGS STAMPS

FIG. 9.—A well balanced advertisement. The use of a liberal amount of white space at the right, surrounding the illustration, throws the text out well. The little appeal about the Thrift Club is in just the right place to complete a pleasing balance.

strong headline of "Convert Your 4 per cent. Liberty Bonds before November 9," and put the remainder of his message in plain text type he would have had a real command of public attention.

**Display Type.**—The subject of display type is so obvious that it hardly requires explanation. Yet many advertisements are made very much less efficient by an over-use or poor use of display type. If display type is so used that it contrasts finely with both text type and white space, then it has fulfilled its purpose. When advertisers try to display every important point about an advertisement they immediately defeat their own purpose.

**Saks**  
CLOTHES OF CUSTOM QUALITY

YOU know, there is nothing to prevent any clothier from telling you that his clothing is as perfectly tailored as ours, for when a man is selling, his conscience is usually dozing.

*Without exception, the finest tailoring in America*

**Saks & Company**  
BROADWAY AT 34th STREET

FIG. 10.

There is great room for ingenuity in the arranging of display-type lines.

Headings may be centered, or they may be kept to the left side of the advertisement. Or the advertisement may start plainly with merely an initial beginning the first word, or with an opening paragraph set in an easily read type and the main display of the advertisement arranged for the center of the composition or a position slightly above the actual center. Sometimes a strong display can be carried at the bottom. See the Girard Cigar advertisement, Figure 15.

**Use of Display Type that is Too Large.**—The eye at the ordinary reading range is focused to take in display type of moderate size better than that of very large size. Therefore, it is a waste of space to use 60-point or 72-point sizes when 36-point or 48-point answers the purpose better.

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***Thank you very much but  
we are forced to decline  
the printing of periodical  
publications***

In all but the specialty shops these mean weekly or monthly rush periods that are detrimental to that personal service we give you on your jobs.

*Let us advise you on this and other printing problems.*

**Fleming & Reavely, Inc.**

***PRINTING of the BETTER SORT***

**344 West 38th Street, New York**

***INTELLIGENT Telephone  
Service - Call Fitz Roy 385***




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FIG. 11.

**Small Black-Faced Type.**—Small black-faced type fulfils an important place in display in giving moderate prominence to subheads and thus indexing the important details or features of a large advertisement. A single paragraph set in black-faced type will give emphasis. If, however, a number of paragraphs are set in this way, the emphasis is lost because contrast vanishes.

Sometimes, however, an advertisement consisting of a small



FIG. 12.—Distinctive border arrangements. The Martin & Martin border is entirely too fancy for the subject and the Peck & Peck example wastes space. There seems no reason for four displays of a firm name.

**Amberg**

*You Know If It's There  
By The Amberg Plan*

**W**HO stands accused when you have to write: "Your letter has not reached us," "We have no record of your order," etc. Rarely your customer or the mails, almost always—your filing plan.

The Amberg Plan gives but one logical place to file or to locate in your files. It permits anyone knowing the A.B.C.'s to find a filed record in any emergency. This abolishes all alibis for filing in desk baskets and storing in files, the commonest cause of "lost" records.

Correct distribution makes possible dependable filing. The Law of Correspondence, based on a master list of the 205,920 names active in business and proved 99 1/2% accurate, permits proper filing distribution. It is an Amberg discovery and the basis of the Amberg Plan. You can benefit from half a century of Amberg experience in over 75,000 filing installations.

*Let an Amberg representative tell you how you can adopt the Amberg Plan NOW with no upset of routine. The information will not cost you anything or obligate you.*

**AMBERG FILE & INDEX COMPANY, NEW YORK**  
Widener Building Telephone Walnut 4674  
Chicago Boston New York Cleveland Detroit Pittsburgh

INDIVIDUALIZED TO YOUR BUSINESS

**Amberg**

*The Complete Plan of Filing & Finding*

**Way Below Par Value**

Men and Young Men's Suits and Overcoats.

**\$37.50**

Sold at \$50, \$55, \$60 and \$65  
Including Hart Schaffner & Marx, Society Brand, Kuppenheimer and Fashion Park Makes

**The Hub**

Baltimore, Charles and Fayette

**Gov. Calvin Coolidge Says:**

**"I AGREE** that the measure of success is not merchandise, but character. But I do criticize those sentiments, held in all too respectable quarters, that our economic system is fundamentally wrong, that commerce is only selfishness, and that our citizens, holding the hope of all trial slavery, are living in industrial slavery. I appeal to Amberg men to reiterate and sustain the Amberg doctrine, that the man who builds a factory builds a temple, that the man who works there worships there, and to each is due, not scorn and blame, but reverence and praise."

Governor Coolidge's book is already in the fourth edition. It is called

**"Have Faith in Massachusetts"**

Read this book for the sound guidance it contains in these critical times: read it for the insight it gives into the character of this remarkable American.

At all bookstores or send post paid for \$1.50 to the publisher

**Houghton Mifflin Company**  
Boston

*Tea Dances Dinner Dances Supper*



**In the CHEERFUL GRILL ROOM of  
HOTEL PENNSYLVANIA**

You could dance forever to the wonderful music of the new Pennsylvania Dance Orchestra that plays at tea and supper.  
The Grill Room season opens Saturday, October 9th.

**"CAN THE** returning soldier who goes back to the land make it pay?"

This question is discussed by Frederic C. Howe in this week's issue of

**The Nation**

10c

On sale at all news stands.  
Subscriptions \$4 a year.

FIG. 13.—Five very distinctive border treatments.

### Where Shall I Send My Child to School?

That question can be answered quickly and satisfactorily by consulting the Educational Bureau at Ledger Central. Here, without fuss or bother, you may obtain complete and reliable information of any boarding school for boys or girls, military academy, business college, conservatory of music, college or university. Our intimate knowledge of the advantages of the various institutions will enable you, to make a wise choice.

This service is free and available to every one—everywhere.

### Changes in the Business World

have a definite and important bearing on investment holdings. It is our thought that this is the time for investors to look over their list of securities and consult with their investment bankers as to advantageous exchanges or purchases. We shall be glad to submit definite investment suggestions for the consideration of any investor. Write for Circular B-6.

**A. B. Leach & Co., Inc.**  
*Investment Securities*  
62 Cedar Street, New York

Boston Chicago Buffalo Cleveland  
Philadelphia Minneapolis Baltimore

Ledger Central

CHESTNUT at BROAD

Walnut 3000 Main 3000

FIG. 14.—Simple border arrangements that stand out.



"Broker" 10c Actual Size

## Keep your brain clear for action

There's nothing better than the right kind of a cigar to comfort and inspire you while you work. The Girard has won a nation-wide reputation as a cigar that puts an edge on the pleasure of smoking, but never takes the edge off your wits.

10¢ up

Real Havana

# The Girard Cigar

Never gets on your nerves

## Golfers

Golf Club in New Jersey, 14 miles from New York, over perfect motor roads, has opening for a few desirable members. Eighteen holes. Established 15 years. Now \$100,000 Club-house about to be constructed. Cost: \$100 initiation; \$100 annual dues; \$360 stock, stock payable in installments if desired.

Full information on request. Address Vice-President, Room 1219, No. 220 West 42d Street, New York.

## Give your file clerk a course in filing

Send one of your bright girls to our school. Let us teach her the science of filing—the fundamental principles which underlie all filing systems—day and evening classes.

An AI file calls for an AI file clerk. Give your file clerk the opportunity to enlarge her filing education and you will be rewarded by more efficient service.

PHILADELPHIA SCHOOL OF FILING

910 Chestnut Street (Dept. E) Telephone Filbert 4436  
Owned and managed by Library Bureau

FIG. 15.—Three excellent examples of good display. The "Golfer's" example stands out unusually well.

amount of copy may be set altogether in black-faced type with a good "poster effect."

The Saks advertisement, Figure 10, is a very good example of this style of display. This composition will repay studying. The balance of the border with the heavy name SAKS, the underscoring, the italic and the simplicity of the layout as a whole make the advertisement stand out among a mass of ordinary displays. It is unfortunate, in view of all of this, that the advertiser in his copy really casts reflection on his own selling methods.

**Use of Italic Type.**—Italic type, while not as readable, as a rule, as the upright faces, when used in moderation, will often afford desirable contrast as well as a relief from the usual text style. A heading set in a pleasing italic display letter is occasionally a graceful beginning. A paragraph of italic extending beyond a depth of three or four lines becomes monotonous and difficult to read. A single line or a single word in italic stands out.

**Underscoring.**—Underscoring, like italicizing, may prove effective if it is not carried to excess. Occasionally an underscore under a display line will strengthen the display. Figure 11 is an example of over-use of underscoring that reduces the entire composition to the level of the commonplace and puts the printing firm in the position of effectively advertising that it does not know the value of simplicity. Had the underscoring been used only under "Thank you" the underscored portion would have been in contrast with the remainder. There is something wrong with the displayed portions of an advertisement when both top and bottom have to be underscored.

**Use of Borders.**—Cast borders are available in great variety, and the border treatment of an advertisement has much to do with its general effectiveness. Much national advertising and some local advertising is set up with drawn borders designed with the idea of providing something especially appropriate for the advertised subject. This, of course, means added expense. Unfortunately, most drawn borders are rather fancy designs with no special appropriateness or distinctiveness. Such represent merely extra

cost to the advertiser with no corresponding advantage. It is certainly not enough that only the artist and the advertiser shall admire what was produced. Unless something can be prepared that is distinctly better than the borders the printer can use, the advertiser does well to save his money.

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## *boiled-down experience*

Just for curiosity SYSTEM'S editors counted the number of business men who had contributed articles, items, details and facts to a recent issue of the magazine. There were 4,507!

Among the 4,507 were merchants, sales managers, department chiefs, wholesalers, railroad heads, exporters, purchasing agents, presidents, vice-presidents, treasurers, advertising specialists, lawyers, accountants and others.

*Advertisements in SYSTEM  
benefit from its atmosphere  
of accuracy*

---

FIG. 16.—An example of white-space treatment, with simple border arrangement and text inserted in a plain setting without a single interior rule or ornament to distract attention. Observe that the measure of the body matter is slightly narrower than the full width of the space.

The heading was set without capitals for the sake of distinction, and the desired distinction is gained. Such simple effects always stand out strongly, but they are difficult to secure from layout-men and printers.

There is one point, however, in favor of the drawn border and that is that it is fairly sure to appear in the publication properly joined to the remainder of the advertisement, whereas set borders are frequently ill-fitting at the corners or will possibly show where they are pieced together to make up proper lengths.

**Arrangement of Borders.**—The border of an advertisement can be arranged in the following ways:

**Come to Waterloo and See Galloway  
You are Only 15 Minutes Away**

**VISIT THE CLUB**

**INSPECT OUR SHOPS**



**SEE HOW THIS SUPER-TRACTOR IS MADE**

**If You Can't Come, WRITE**



**Wm. Galloway Co., Waterloo**

FIG. 17.—Layout illustrating how displayed lines can be arranged to present a quick message even if the reader does not read the intervening text.

**When You Bid for a Contract**

your chances for securing it may be greatly increased by offering the bond of the American Surety Company of New York. Its great financial strength and its well-known willingness to pay claims promptly assure the fulfillment of every obligation under its bond.

**AMERICAN SURETY COMPANY**  
OF NEW YORK

HOME OFFICE, 100 BROADWAY, NEW YORK

Branches at Larger Cities Over 13,500 Agencies elsewhere

FIG. 18.—The old-time printer whenever he had a little blank space filled it either with "rule work" or else some meaningless ornament. The rule work around the main text of this advertisement actually detracts from the striking simplicity with which the advertisement begins in the well displayed headline. The announcement would be decidedly improved by omitting the useless rules and setting the body matter in two columns so as to fill the available space just a little more.

1. Entirely around the advertisement
2. Used only at the sides and bottom
3. Used only at top and bottom
4. Used only at sides
5. So arranged that part of the advertisement is inside the border and part outside.

# “Mum”

(as easy to use as to say)

## takes all the odor out of perspiration

—and keeps skin and clothing fresh  
and sweet. You needn't use much  
—a little lasts all day. Everyone  
needs it. Harmless and stainless.

25c—at drug- and department-stores.

*“Mum” is a trade mark registered in U. S. Patent Office.*

**“MUM” MFG CO 1106 Chestnut St Phila Pa**

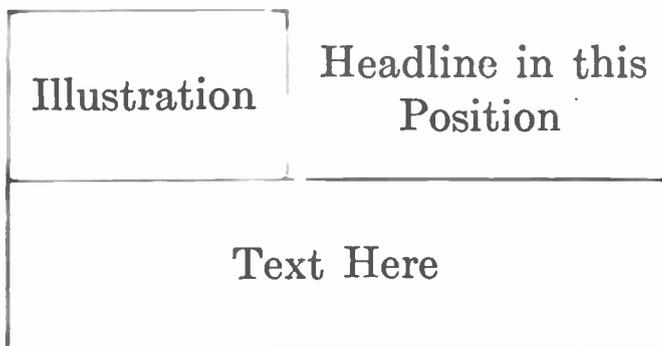
FIG. 19.—Another advertisement that is the extreme of simplicity. It stands out in publications much more distinctively than 90 per cent. of the advertisements that are painstakingly fixed up with borders or other devices that are supposed to aid in attracting attention. Of course, on the other hand, if all advertisements were set as simply as the Mum example, the style would lose its effectiveness.

Any one of these arrangements may be made effective when well handled. It is sometimes said that the only purpose of a border is that of a frame for the advertisement, but so many advertisements appear with borders set entirely around them in the manner of frames that often some of the other methods here listed afford more distinctiveness.

Methods Nos. 3 and 5 are favorite methods with advertisers who try to get away from the ordinary arrangements. No. 5 is particularly full of possibilities. Borders may be broken or used in partial border arrangement in connection with illus-

trations and headlines so as to afford exceedingly effective displays.

Some advertising men make it a practice to see that borders are not run entirely around their advertisements; they prefer to have the illustration placed in some break of the border with a headline, signature or other display outside of the border, as indicated below.



Value of Simplicity.—If a study be made of effective displays, it will be found that the most striking are simple arrange-

**SPEED**

**DISSTON**  
SAWS AND TOOLS

**MADAME**  
**BUTTERFLY**  
"THE CIGAR IRRESISTIBLE"

FIG. 20.

ments rather than complexities of display type, border treatment, paneling, etc. Remarkable as it may seem, however, an advertiser and a printer of long experience are required to produce simple effects. The novice and the man of moderate

experience is more inclined to strive to accomplish so many things in his displays that he winds up with a hodge-podge effect that is unattractive to the eye.

Often the safest style for the advertiser is just a striking headline, plain text and his signature set in severe simplicity.

Figure 16 is a fine example of simple display.

**The So-called Poster Style of Display.**—The “poster style” of display is designed with the idea of having the main features

**Goblin**  
SOAP

Works Wonders

Large  
Cake  
in  
individual  
Carton

5¢  
for toilet  
and bath

Easily and thoroughly  
removes obstinate dirt, stains,  
grease and grime.

Leaves a feeling of  
thorough refreshing cleanliness.

Sold by dealers everywhere

FIG. 21.—This advertisement is entirely hand-lettered but is much less readable and effective than it would have been had only the lines above and below the illustration been lettered. There is never any excuse for hand-lettering lines that can be easily set in type and that will be more legible when set that way.

of the advertisement appeal even to the hasty reader. Therefore, a headline, or possibly a central display of the name of the article and maybe a signature are so arranged that they convey a brief message in themselves even if none of the smaller type matter is read. Sometimes a number of phrases or feature sentences are used in such a way that they summarize the message. Figure 17, which is a reproduction of a poster layout, illustrates the idea. There is much to be said for

this style of display, for while it is effective with the hasty reader the smaller details are there also for the reader who has unusual interest in the message.

**Panels.**—In a large advertisement panelling will relieve the monotony of a great deal of text type of the same style and give prominence to some special item. Consequently, large stores make a great deal of use of panels. National advertisers

Do you know  
 Kansas City is fifth in bank  
 clearings, ranking next to  
 New York, Chicago, Boston  
 and Philadelphia?



FIG. 22.—There is so much of ordinary type display in the newspapers and magazines that often a simple lettered message of this kind may be several times as distinctive as a type message would be. This is one of a series issued by the Kansas City Chamber of Commerce.

make use of panels to call attention to special offers, to make coupons distinctive, etc.

**The Drawn Letter.**—Though advertisers have a wealth of printer's type from which to select, the drawn letter is sometimes well worth while. The exhibit in Figure 20 indicates some of the possibilities that cannot be had with set type.

On the other hand, one may pick up a magazine and see dozens of hand-lettered headlines or other lettered lines that are far inferior in display value and readableness to a good type selection, to say nothing of the artist's and engraver's time that they represent. There is more excuse for the hand-lettered name of an advertised product than for the hand-

lettered headline, for, because of trade-mark protection, it is desirable to have the name of a product represented in a distinctive manner. It is often true that hand-lettering will enable the designer of an advertisement to make lettering

**NONE SUCH  
MINCE MEAT**



STORE OPEN 9 A. M. to 5 P. M.

*Childs*

**HEARN**  
Fourteenth Street West of Fifth Avenue



*The* **AMPICO**  
 in the Knabe, Haines Bros. and Franklin Piano



*Member of Federal Reserve System*

**Saks & Company**  
**OPPENHEIM, COLLINS & C**



FIG. 23.

fit a certain space more appropriately than set type would. This, however, may sometimes be less desirable than legibility.

Drawn Signatures and Name Displays.—The exhibit in Figure 23 will give an idea of the variety possible in drawn

signatures and other name displays. Where an advertiser's announcements are appearing constantly, there is much to be said in favor of a distinctive signature that in time will be impressed on the public and have added value when it is observed on packages, delivery wagons, etc. It is worth while spending a reasonable amount and getting distinctive lettering. Many retail merchants' drawn signatures are altogether too fancy and take up too much room. It is said

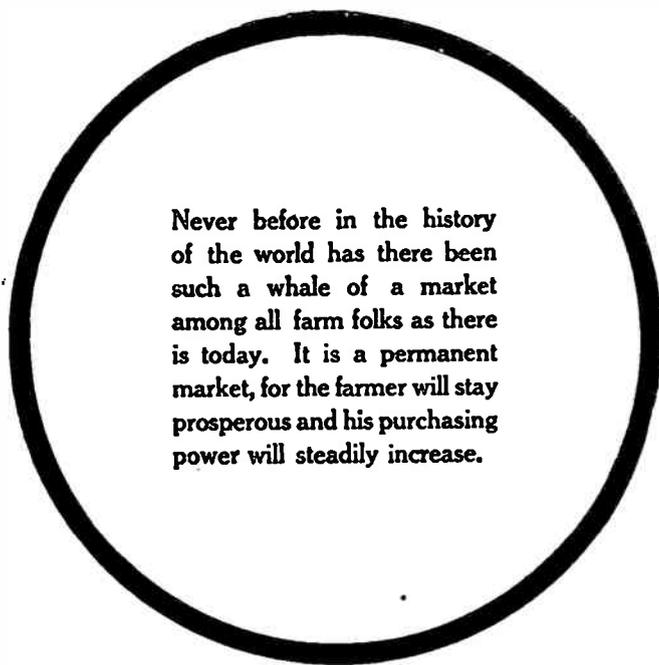


FIG. 24.—Circle borders, whole or a partial, are departures from the conventional rectangular arrangement and usually make advertisements stand out. This striking display catches the eye better than many advertisements four times as large.

that one advertising man saved a year's salary by demonstrating how superfluous features could be dropped from a well known advertiser's signature.

**Display of Signatures.**—Whether an advertiser's signature should appear at the top of his announcements or at the bottom is a mooted question. The answer depends on the advertiser. If his name has such strong advertising value that it would probably attract more readers than a striking headline, then there is a good reason for carrying it in a top position. Otherwise, the better place is at the bottom of the advertisement, because a name display at the top of the announcement makes it more difficult for a headline to stand out.

The local advertiser is inclined to use a large signature, because he wants to continually impress his name. The

national advertiser, as a rule, has not the same need for a large signature. If the reader is caught by the message he will see a comparatively small signature in case he has any occasion to address the advertiser. The national advertiser has more occasion, as a rule, to give the principal prominence

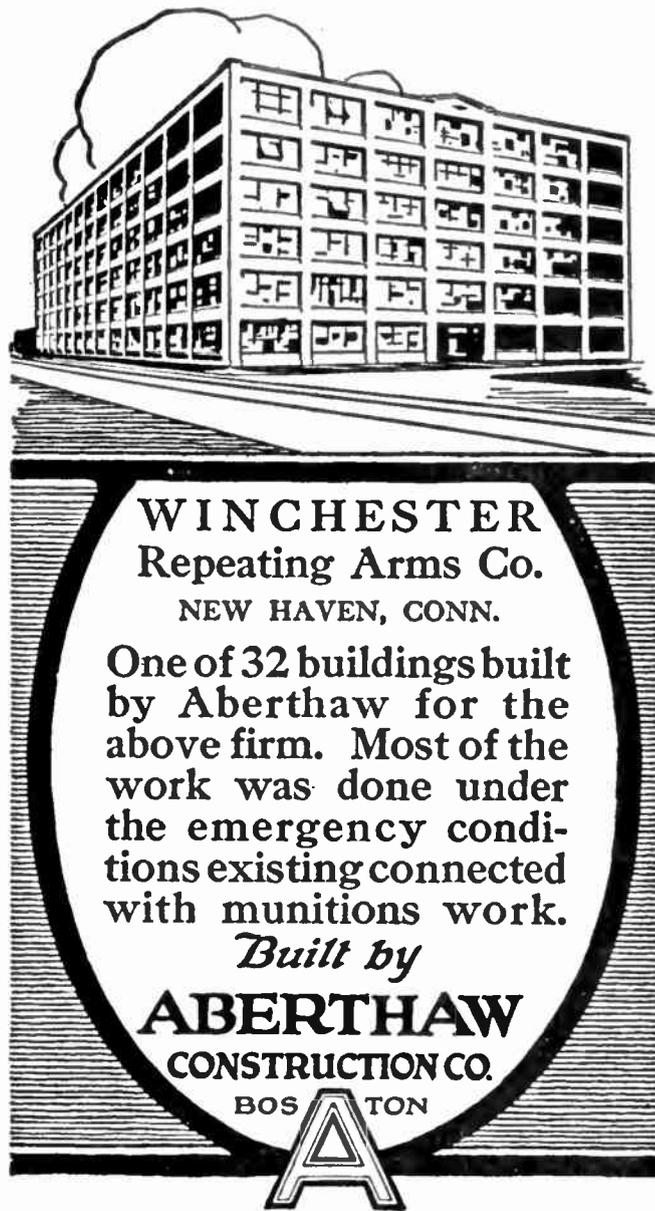


FIG. 25.—The oval form border is usually attractive. This advertisement is a remarkably fine example of how a little space, well handled, can be made to stand out. The balance of the various units is fine.

to the name of the product. In his case he has a product or small line of products to impress, where the retailer has a store and a large variety of merchandise to exploit and would prefer to give more prominence to the name and perhaps the place of his business.

**Odd Shapes of Display.**—Many odd shapes or borders give printers trouble, and yet such shapes as the circle, the

oval, the hexagon, the diamond, etc. stand out strongly among the mass of rectangular advertisements. Where such odd shapes are to be used, the practical plan is to have the arrangement drawn and plated and to have a mortise made with straight sides or at least right-angled corners. If the edges of the mortise are curved or at sharp angles, printers will have difficulty in getting type that is set in the mortise, to stand on its feet.

**Nature Helps All  
Who Help Themselves**

and the best help comes from Beecham's Pills. Who can do full duty in this world if hampered by ill health? The failures are those whose ambition or power to work has been destroyed by sickness. Take a proper pride in your physical welfare, and you will be a success. The race is to the swift, the prize to the able. Any derangement of stomach or liver, interferes with your well being and happiness, and makes your day's work distasteful.

**Take  
Beecham's  
Pills**

when you feel out-of-sorts. They make all the difference. They cleanse the blood, tone the system, strengthen the stomach, stimulate the liver, and change the fear of failure into the certainty of success. For seventy years Beecham's Pills have been the favorite remedy for all disorders of the digestive organs. They are good not only where a specific remedy is required, but are also an excellent tonic for the general health. Get a box at once and keep them on hand. Try them when you feel out of sorts

**And Give Nature  
a Chance**

*Directions  
of special  
value to women  
are with every box.*

*At All  
Druggists  
10c, 25c.*

*"The  
Largest  
Sale  
of Any  
Medicine  
in the  
World"*

FIG. 26.—The letter B suggests Beecham, so this advertiser uses a large B as a border. The entire effect is distinctive, and the poster effect is carried out in the displayed lines. The Beecham advertisements are uniformly good.

**The Use of Capitals as Text.**—As a novelty, an advertisement in all capitals may stand out in distinction to other advertisements, and capitals are often useful in giving an advertisement a dignified or classical appearance. The William Fox example, Figure 27, is in strong contrast to most of the theatrical advertising, and it drew widespread attention. The Tait Engineering advertisement, Figure 28, carries dignity. The hand-drawn border, the ornament and the other elements

## TO-DAY

By WILLIAM FOX

I REMEMBER HOW, MANY YEARS AGO, AFTER I HAD SEEN DAVID WARFIELD IN "THE MUSIC MASTER," I WANTED MORE THAN ANYTHING ELSE TO MEET HIM PERSONALLY. HE WAS THE PERSONIFICATION OF MY IDEA OF A WONDERFULLY HUMAN LOVABLE CHARACTER. AND I MADE IT MY BUSINESS TO ARRANGE THROUGH A MUTUAL FRIEND TO MEET MR. WARFIELD. TO THIS DAY I HOLD HIM IN HIGH REVERENCE. SO WHEN MRS. MARY CARR, WHO PLAYS THE "MOTHER" IN "OVER THE HILL," TOLD ME SHE RECEIVES HUNDREDS OF LETTERS WEEKLY FROM PEOPLE WHO HAVE SEEN "OVER THE HILL," ALL OF WHOM ARE ANXIOUS TO MEET HER, I GRANTED HER THREE DAYS' LEAVE OF ABSENCE FROM THE STUDIO, DELAYED WORK ON THE PICTURE MRS. CARR IS ENGAGED ON, AND HAVE ARRANGED FOR MRS. CARR TO BE PRESENT IN PERSON THIS AFTERNOON AND EVENING, ALSO TOMORROW AND WEDNESDAY AFTERNOON AND EVENING, AT THE LYRIC THEATRE TO MEET HER ADMIRERS PERSONALLY.

MRS. CARR WILL HOLD DAILY RECEPTIONS DURING THE PERFORMANCE AND YOU WILL BE MORE ENDEARED TO HER THAN EVER AFTER MEETING HER IN PERSON.

Fig. 27.—While all-capital settings are not usually desirable, this proved to be a distinctive advertisement.



## TAIT ENGINEERING CO.

STRUCTURAL DESIGN

STRAUS BUILDING CHICAGO, ILL



THE SPECIAL FEATURES INVOLVED IN THE DESIGN OF THIS BUILDING ARE DESCRIBED IN THIS ISSUE IT IS ONE OF A NUMBER OF BUILDINGS IN WHICH WE HAVE CO-OPERATED WITH THESE ARCHITECTS IN PROVIDING FOR MANUFACTURING EFFICIENCY.

OUR ENGINEERING SERVICE INCLUDES THE DESIGNING OF STRUCTURAL STEEL AND ALL CLASSES OF CONCRETE CONSTRUCTION

WE ARE DESIGNING AND CONSULTING ENGINEERS EXCLUSIVELY

Fig. 28.—Classical setting that would be slightly improved by shifting the ornament to the bottom margin.

are in good harmony. The only criticism that may be offered is that the balance would be more pleasing if there were more white space at the bottom. This slight fault could have been remedied by placing the ornament at the bottom instead of at the top.

The Finchley advertisement, on the other hand, Figure 29, is a permanent style for a frequently inserted advertisement. The italic capitals are far from readable, and while undoubtedly the Finchley advertisements are of a "different" appearance, there is so much against them from the viewpoint of easy reading that the style is not one to be commended.

"Spreads" and Inserts.—Advertisers seeking to make a strong impression, are inclined to use what is known as the 2-page spread, an advertisement so arranged that the left page and the right page appear as a unit. The best position for the 2-page spread is in the center of a magazine where the margin between the two pages can be utilized and where the magazine is more likely to lie flat and to invite reading.

Two-page advertisements afford fertile field for the designer, for very distinctive effects are possible. Illustrations can be extended from one page to another even when the white margin intervenes. Figure 30 is a good example of a 2-page spread.

It must be said, in criticism of 2-page spreads, however, that many of them are, in truth, "spreads"—a copy idea of one-page or half-page value merely spread to two pages in order to gain extra prominence. The advertiser who buys two pages of space should have a particularly strong idea to present.

The 4-page insert or color section calls for harmonious treatment so that the typography, border, etc. will lead the reader from the first page to the last.

**Backgrounds.**—It is easily possible to make an advertise-



THE CLOTHES FOR TOWN AND COUNTRY USAGE WHICH HAVE BEEN EXECUTED UNDER THE DIRECTION OF FINCHLEY ARE THOROUGHLY PRACTICAL AND PLEASANTLY CORRECT

SEVERAL MODELS, WHICH ARE MARKED BY THE EASY LINES CONSIDERED MOST DESIRABLE BY WELL TAILORED ENGLISHMEN, HAVE GAINED MATERIALLY THROUGH THEIR DEVELOPMENT AT FASHION PARK

NOW PRESENTED IN DOMESTIC FABRICS OF SPECIAL WEAVING, AND IN TWEEDS OF SCOTCH PRODUCTION TO BE HAD WITHOUT THE ANNOYANCE OF A TRY-ON

READY-TO-PUT-ON  
TAILORÉD AT FASHION PARK  
\$10 TO \$20

Shirts and Neckwear produced under the supervision of Finchley

Style brochures on request

**FINCHLEY**  
3 West 46th Street  
NEW YORK

FIG. 29.

# The Kingdom of the Tire

**T**HERE is genuine romance in the advertising of rubber rolling stock. So many excellent tires have been placed upon the market that competition is particularly keen.

It has proven difficult to make this advertising pictorially distinctive. A tire is a tire and they all look very much the same.

It is the aim of this organization, throughout the coming year to produce the most effective, unusual and businesslike tire illustrations identified with the industry. It is really an inspiring field.

## ETHRIDGE Association of Artists

NEW YORK OFFICE 25 East 26th Street  
CHICAGO OFFICE 220 So. State Street  
DETROIT OFFICE, 1207 Kresge Building



FIG. 30A.

FIG. 30.—An excellent example of a 2-page spread. Observe how the enters into the layout. The effect is attention-compelling. This example

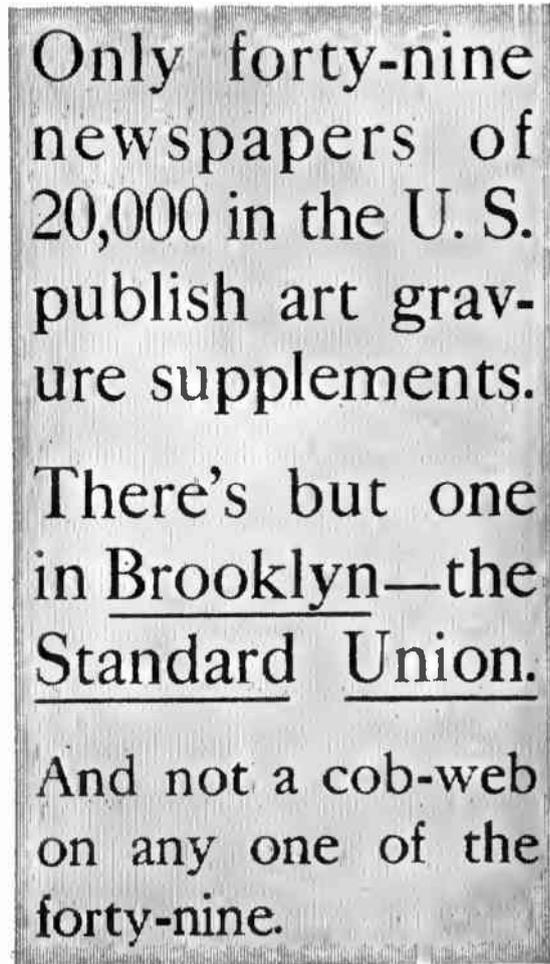


FIG. 30B.

illustration of the tire is carried out despite the fact that a blank margin also shows the possibilities of partial illustration.

ment stand out distinctly through the use of a special background. If, however, this is too heavy or is simply a neutral half-tone effect, very likely nothing will be gained but a bit of special expense. Figure 31 is effective.

If the advertiser can afford color, the delicate colors such as light buff, green, and blue, will give a pleasing background for type, will really improve its readableness and also give the entire composition distinction.



Only forty-nine  
newspapers of  
20,000 in the U. S.  
publish art grav-  
ure supplements.  
There's but one  
in Brooklyn—the  
Standard Union.  
And not a cob-web  
on any one of the  
forty-nine.

FIG. 31.—This is the plainest sort of setting against a lined background but it stands out in refreshing contrast to the mass of ordinary publishers' advertising.

**Coupons.**—No better example could be cited of the ingenuity of the American advertiser than his variety in the arrangement of the coupon. The coupon being a wonderful increaser of inquirers for the advertiser who seeks to draw a direct response, it is but natural that designers give much attention to getting the most effective arrangement for the coupon with the least possible amount of space.

The exhibit on page 343 indicates more than a great deal of general description could. The coupon is more frequently

**FREE BOOK COUPON**

To: The Fleischmann Co. (address in your city or nearest office).  
 You may need me without cost your "Yeast for Health" Book A-10-30 as offered in this advertisement.

My Name \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

Fill in and mail this coupon today.

---

**P. F. COLLIER & SON COMPANY**  
 416 West Thirtieth Street, New York

L. D. 10-9-20

By mail, absolutely free and without obligation, send me the little guide book to the most famous books in the world, describing Dr. Eliot's Five-Foot Shelf of Books, and containing the plan of reading recommended by Dr. Eliot of Harvard.

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

evenings of  
 Also play  
 with no other

Dept. A-44

The U. S. Playing Card Co., Cincinnati, O. or Winston, Can.

Please send postpaid the new "Official Rules of Card Games" and "Auction at a Glance", I enclose 20c.

---

may offer your friends at money-saving prices. This Catalog also tells you just how to start a Larkin Club. Let us mail you a FREE copy of this valuable book.

Mail Coupon TODAY to address nearest to you.

**Larkin Co.** Buffalo, N. Y., Chicago, Ill., Peoria, Ill.  
 Please send your new Fall Catalog No. 107

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 C. P. 480 \_\_\_\_\_

English Monogrammed, and interesting.

on the address rest and

ST. NICHOLAS MAGAZINE  
 Dept. L. D., 33 Fourth Ave., New York City  
 Enclosed find \$1.00. Please send \$1.00. Number for one year to \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_

---

the widest choice

**DOWN**

**Mail Coupon Now If You Cannot Call**

**LANDAY BROS. NEW YORK**

Without obligation on my part and without cost to me kindly send me further information about your 20th anniversary offer.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

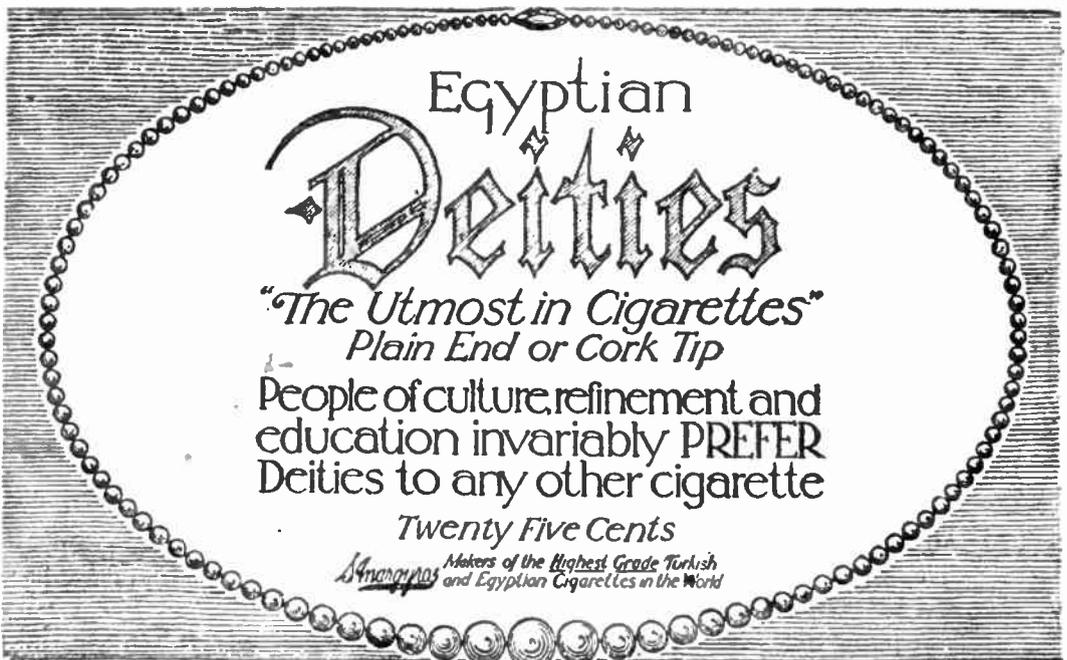
**Other Victrolas**  
 \$25, \$35, \$50,  
 \$75, \$125, \$225,  
 \$275 to \$1500

TELEPHONE VANDERBILT 3M

FIG. 32.



A



B

FIG. 33.—Two forms of treatment for the same text. The oval is an attractive shape from the display point of view, but there is a bareness about A that is not pleasing. The entire effect is much strengthened by the lined background shown in B, which throws the text out in relief. This is another example of the value of contrast.

laid out so that it appears on the outside corner of the page on which it appears, thus making it easy for the reader to tear it off and to use the blank margin as writing space. But a coupon may be at the end of a small single-column advertisement that does not appear next to the outer margin of the page.

**Balance.**—Type designers have much to say about the desirability of preserving the balance of a composition. Here are the fundamental principles to be kept in mind.

The weight of display should be above the center of an advertisement rather than below it.



FIG. 34.—Effective use of 1-inch spaces.

An advertisement does not seem unagreeable if it is top-heavy but a bottom-heavy advertisement looks crude.

If strong display units must be placed on the left side, try to arrange for a balancing display to be somewhere on the right side, though it may be below the other display.

Strong units of display, such as large display type, dark illustrations, etc. require larger areas of text type to balance them.

“The ‘golden oblong,’ generally considered the most pleasing of all rectangular forms, is of such proportions that the ratio of the short side to the long side is equal to the ratio of the long side to the sum of the two sides. This proportion is approximately 1 to 1.6.

“The rectangle having the proportions of 1 to 2 is also effective and is widely used.

“The most pleasing oval conforms to the proportions of the golden oblong.

“The best positions for display features are, in the order of their preference; (a) the optical center; (b) a point about two-fifths of the page’s height from the top; (c) a point about two-fifths of the page’s height from the bottom; (d) a point very close to the top; (e) a point very close to the bottom.”



**“Ennyweather”  
The Fizz of Style  
Served Extra-Dry**

**B**ANG UP Topcoats for this mercurial month, which seesaws between shine and sprinkle. They make a heyday of a clear day; “April Fool” of a downpour, and give Raincoats the hook.

Distinguished good looks coupled with that spruce indolence which characterizes the true-to-type Topcoat of London’s West End—\$25 to \$45.

Every *Liberty Bond* is a thorn in the crown of plutocracy

**JOHN DAVID**  
STEIN-BLOCH SMART CLOTHES  
Broadway at 32<sup>nd</sup> Street

**John David  
Quick-Look  
Price List**

*Underwear* (Ninebook) consisting of Coat - Style Shirt and Drawers-To-The-Knee; no advance in price, due to foresight in buying; per garment, 50c.

*Shirts* (Madras) with Soft Collars to match; white grounds with hairline stripes of black, blue, green, pink, helio, \$2.50.

*Hosiery* (Heather Mixtures) made by the well-known Phoenix Silk Mills; colors to match any color suit, 65c.

*Tyrite* (Four-In-Hands) a new John David Scarf folded to just the right width for quick-and-easy knotting, \$1.

*Gloves* (Gray Silk) with Self or Black Silk-Embroidered Backs; same quality at the old price, \$1.

FIG. 35.—It is sometimes an excellent plan to adopt two columns of narrow measure as a change from the usual full measure style of body setting. This John David advertisement is attractive and easily read.

While a knowledge of such fundamental principles serves a good purpose, after all, the best study of balance is found in the close observations of advertisements themselves. The notes under the examples in this chapter will aid in understanding the application not only of the principles of balance but of the other points discussed.

## SECTION 14

### ADVERTISEMENT ILLUSTRATION

**The Value of Pictures.**—A few classes of advertisements can be named that can be effective without illustration. Classified advertisements make up one class. Such advertisements as those dealing with investments form another class, though this should be qualified with the remark that in the advertising of Liberty Bonds, the greatest investment advertising of the age, illustrations were used freely.

Generally speaking, pictures are of paramount importance in advertising. Few advertisements can be effective with pictures alone, but the picture is often the most essential part of the advertisement, or at least equal with the text. Pictures can suggest what hundreds of words of text would be required to describe.

Though no effort has been made in the other sections of this volume to consider illustration specifically, as a matter of fact the use of illustrations has been demonstrated in a number of chapters. Illustration is, however, so vital a part of advertising that some special consideration in a separate chapter is warranted.

**The Two Functions of Illustration.**—The illustration of an advertisement may serve two purposes:

1. To aid in drawing the attention of the reader.
2. To visualize the information or argument of the advertiser.

The second purpose may be just as important as the first, and it is entirely possible in many cases to have one illustration serve both purposes.

**One Illustration or Many.**—From a mere display point of view, something is often gained by having just one striking illustration on which the attention of the reader may be concentrated. On the other hand, there are many occasions when the use of several illustrations is desirable. It may be essen-

tial to show the operation of a machine in several stages, for example, or one advertisement may deal with several articles, each of which requires some illustration. When several illustrations are to be used, they should harmonize with each

**THAT** boy of yours will think of home every time he washes if you put a cake of Ivory Soap in his comfort kit.

After a hard hike or muscle-building romp, it certainly will be a pleasure for him to have an old-time bath with the bubbling, copious Ivory lather as he used to have at home.

To Uncle Sam's boys here or "over there", in cantonment or trench, in naval training station or aboard ship, Ivory Soap is a welcome gift because it is their home soap and because it produces the cleanliness which is essential to health.

**IVORY SOAP** .....  ..... **99 <sup>44</sup>/<sub>100</sub> PURE**

FIG. 1.—Unusual pictorial value in simple form.

other. It they are of such different character or technique that they clash, something in effectiveness is lost. This, however, does not mean that they should be of the same tone, for nowadays many advertisers deliberately plan to have illustrations of secondary value in lighter tones, so that the main illustration will stand out in the foot-lights, as it were.

**One Day—  
Well and Strong—**




**The Next—  
An Accident Did This!**

**DON'T** think it's safe to insure yourself against accident some time next week or next month or next year. It isn't. Accident isn't going to wait till you get ready. Out of a clear sky—always out of a clear sky—it comes like a clap of thunder and strikes down one man in seven each year.

You may be that one in seven—this year. You will have no warning and you will have no time to prepare when the accident comes.

Now is the time—now—while you are well—while you are thinking about it—today—this minute. Send this coupon. Make yourself safe—

**ÆTNA-IZE**

Three cents a day for you and your family. (500 added to above payments you insure while under 60 years of age.)

Nothing to you in spend 3 cents a day may mean much to get the ÆTNA later on. Don't be "I wish I had Æt-na-ized a chance."

Response today. See to it here.

Send this coupon to: ÆTNA LIFE INSURANCE COMPANY, 100 WALL STREET, NEW YORK, N. Y.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
I enclose \_\_\_\_\_  
I enclose \_\_\_\_\_  
I enclose \_\_\_\_\_

# DISSTON SAWS AND TOOLS



**"I've never sawed with anything but a Disston"**

Sixty-three years ago, this veteran carpenter bought his first Disston saw. He is still using it.

His name is Charles H. Fields. He lives in Brooklyn. He was born seventy-nine years ago—one year before every Disston manufactured the first Disston saw.

In his sixteenth year, young Fields finished his apprenticeship in Rye, New York. By that time the foreign make of saw, which had been popular with American carpenters, had practically disappeared before the successful competition of Disston saws.

The young carpenter promptly added both a Disston rip-saw and a Disston cross-cut saw to his equipment. In those days he had to go into the woods, fell his own trees, square them off, cut them into lengths, and finish them into lumber.

Thirty years ago, he added a new Disston hand saw to his collection. It's a "76." He still calls it his "new Disston."

But he has never abandoned his sixty-three-year-old Disston. It is his "baby."

The saw that has stood faithfully by old carpenters through thick and thin for generation after generation is a good saw for you to buy.

You will find Disston saws in the hands of three out of every four carpenters everywhere. The great edge-holding Disston blade, made of fully tempered Disston's tructible steel, has made thousands of Disston saws just a lifetime in the hands of thousands of industrious members of the carpenter's trade.

Talk to nearly any white-haired carpenter in your neighborhood and have him tell you the interesting history of his Disston saws.

Disston hand and tool sets are sold by all progressive hardware dealers in your vicinity. Send for the free Disston Handbook of Saws. It contains many valuable suggestions on the care of Disston saws and tools.

**Henry Disston & Sons, Incorporated**  
Philadelphia, U. S. A.  
Canadian Works: Toronto, Canada

Chicago, Cleveland, Detroit, San Francisco  
New Orleans, Montreal, Seattle  
Portland, Ore., St. Louis, Wash., D. C.  
Boston, Kansas

FIG. 2.—The Ætina advertisement visualizes the double-idea theme of the copy aptly. The old carpenter in the Disston example is of just the right type for this appeal.

The use of several illustrations calls for more care in the arrangement of the layout than when one large illustration is used. Ordinarily, when only one illustration is used, it finds its proper place at the top of the advertisement, though sometimes it may be arranged as the bottom display with a balancing display of strong headlines at the top. The risk in putting an attractive illustration at the bottom of an advertisement, however, is that it will draw the eye there before the text is read, with the chance that the eye may not return to the beginning of the advertisement for a reading of the text.

**Drawings or Photographs.**—Both drawings and photographs have a large and useful place in the illustrations of advertisements, and it is ridiculous to attempt giving a general answer to the question which is the more useful.

Good photographs give a fidelity to life that is difficult to approach with drawings. Drawings, on the other hand, enable the advertiser to arrange settings of characters or scenery that would be impossible or very difficult to secure by means of photography. Very often a combination of the two is the best form of advertising illustration.

It is not easy to secure either fine photographs or fine drawings. Both the photographer and the artist may bring in too many non-essentials or fail to put into the limelight just the view or the situation that would make the most effective advertisement. A photographer, for example, may take a commonplace view of an entire shop scene, when the advertiser's purposes would be better served by a "close-up" of a workman using the tool or the material to be advertised. The artist may spend hours developing secondary details that actually cloud the advertiser's principal message instead of helping to make it clear.

**Photographic Bases.**—Many of the best illustrations are drawn with a photograph as a starting point and perhaps used as a base. It is easily possible to take some very essential feature or view from a photograph and build a drawn setting of any desired type around this.

**Use of Models.**—Professional models are now and then of real assistance to advertisers, but there is always some chance that they will fail to portray the typical housekeeper or the

workman that the advertiser wishes to show. Any suggestion about the picture that the characters are professional actors or models is likely to mar the advertiser's message unless the advertisement frankly scores on the point that the figure shown is a well known character using the goods advertised. Well known actors and actresses are occasionally shown, and with advantage, in connection with various products. The



**3 Shovelsful of Coal Saved Each Day**

This amount of coal saved each day will total roundly a half a ton a month—certainly economy worth while and when at the close of the heating season you find your coal bills have been lessened 3 tons or more it will certainly take the sting out of the high price of fuel.

This advantage in fuel saving is available in its fullest measure if you will wisely install

**The "MINNEAPOLIS" HEAT REGULATOR**

Automatically regulates the drafts and dampers at all hours of the day and night, holding the consumption of fuel to just the amount required to obtain the temperature desired.

Eliminates heating plant attention and worry. Insures comfort, health and safety.

Works perfectly with any kind of heating plant—hot water, hot air, steam, vapor or vacuum, burning coal or gas.

Sold by the heating trade everywhere under a positive guarantee of satisfaction. Send for booklet giving details and prices.

**Minneapolis Heat Regulator Co.**  
2750 Fourth Av. So. Minneapolis, Minn.

FIG. 3.—Though the headline features "Shovelsful," the pictures are needed to impress the thought.

picture of Mary Pickford using the Corona typewriter would probably command unusual attention, though an advertiser of necklaces found that showing his goods on the persons of famous movie stars was not as effective as showing them on the persons of unknown but attractive women. In the first case too much attention was diverted to the actresses.

**Necessity for Fidelity in Drawings.**—The illustrator not only has the undertaking of making his pictures attractive but he

also has the job of making them true to life or as true to life as may be essential. There is always room for a little play of the imagination in illustration, as there is on the stage.

But the advertiser who shows the housekeeper using the electric iron in an awkward way, or the one who shows a workman using a wrench in a way that no workman ever uses a wrench will greatly impair the usefulness of his message.



*The Kodak Letter*

The star in the window tells the story—their soldier is “over there.” The morning letter of cheer and hope has been written and with it pictures are going, simple Kodak pictures of their own taking that tell the home story,—pictures that will bring a cheery smile to his face, a leap of joy to his heart, that will keep bright the fire of courage in his soul as with the home image fresh in mind he battles for the safety of that home and for the honor of his flag.

EASTMAN KODAK CO., ROCHESTER, N. Y., *The Kodak City*

FIG. 4.—One of the finely illustrated series used by the Eastman Kodak Company. Naturally, interesting photographic scenes are used to drive home the pleasure to be derived from the use of the kodak.

Many advertisements have proved ridiculous to the public to which they were addressed because of some fault of this kind. On the other hand, it is frequently the case that an advertiser will insist on some little detail of a drawing that is absolutely non-essential, and have this detail worked out painstakingly, as if the drawing were a photograph. Much depends on the subject. Advertisements of such products as machinery should be accurate, because they go to a

technical audience. On the other hand, in a popular advertisement of a tractor the imagination may be allowed a little



## For Mother's Rough-and-Tumblety Boy

AFTER his strenuous play, his hands are a sight—of course! And as for his head—well, certainly one far-sighted way to keep *that* respectable is to go after it in a business-like fashion with "PACKER'S" every little while.

As for boy—it is enough for him that he likes the out-of-door smell of the creamy, pine-tar lather. He just knows his PACKER shampoo leaves his head feeling "bully-good." He lets it go at that.

But Mother, who has a habit of planning ahead, merely smiles to herself as she kneads that pure pine-tar lather into the boy's scalp. She knows that these regular interviews with PACKER'S TAR SOAP mean *healthy* and attractive hair. And Mother is rather partial to grown-up boys with fine heads of hair!

Send 10 cents for sample half-cake.

Write for our Manual, "The Hair and Scalp—Modern Care and Treatment," 36 pages of practical information. Sent free on request.

## PACKER'S TAR SOAP

PACKER'S LIQUID TAR SOAP, delicately perfumed, cleanses delightfully and refreshes the scalp—keeping the hair soft and attractive. Liberal sample bottle 10 cents.

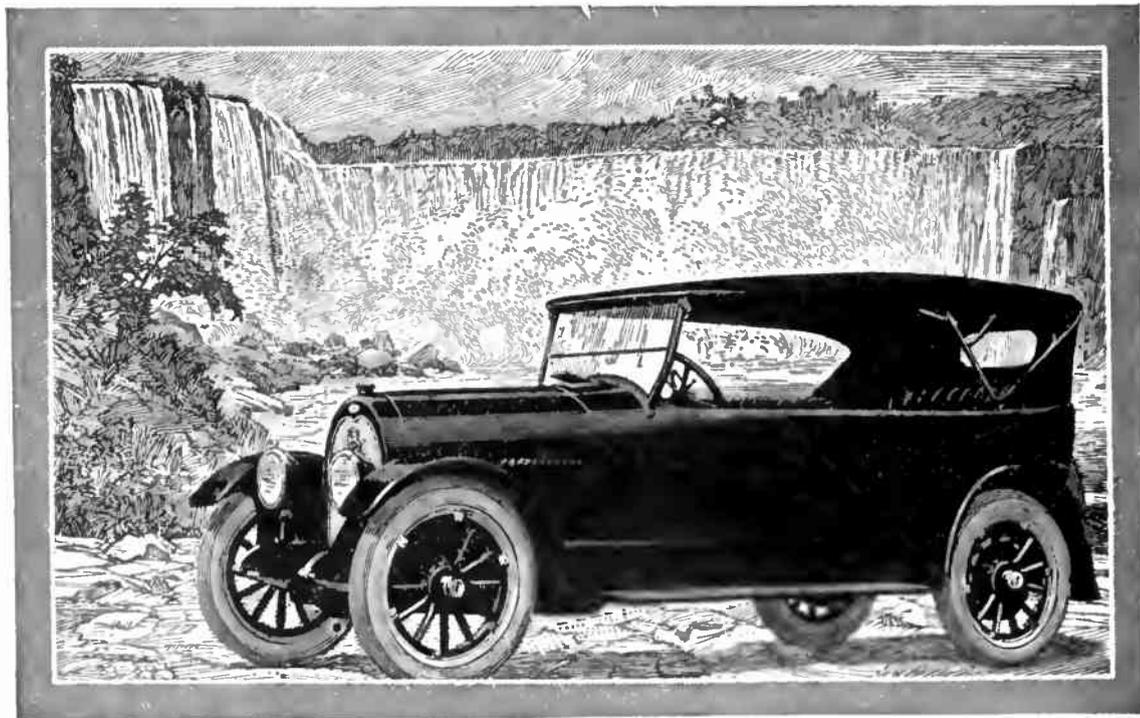
THE PACKER MANUFACTURING COMPANY  
Department 86A 81 Fulton Street, New York City



FIG. 5.—This Packer's soap advertisement commands attention because of its human interest. The scene is a familiar one and arouses reminiscences. It is not easy to get such scenes, but they can be posed. The setting of this advertisement is excellent. The rule at the bottom is just enough to hold the entire composition together.

play and perhaps the field being plowed may be shown more ideally than it actually is in practice.

It is usually best to give the artist a rough idea of what is wanted but he should have liberty to develop the picture in accordance with his own ideas of effectiveness. In many



## POWER THAT SERVES SILENTLY

Steady; continuous; restless; flexible—is the flow of power from the Apperson eight-cylinder motor. Those pioneer motor car builders of Kokomo, the Apperson Brothers, combine in its makeup advanced engineering practice with approved structural method.

So the Apperson Eight is known as a symbol of motive power. For over a quarter century these two brothers have untiringly labored—improving; developing—to get maximum result with minimum effort out of their product. Eighty parts were eliminated from the Eight motor in this process of evolution. That was a big step.

Along the pathway to this motor perfection we find progress marked by milestones of achievement. Apperson brought out the first double opposed motor, the first float feed carburetor, the first car with electric ignition, the first side door car and the first chummy roadster body, as well as leading in many other

major firsts. Excellence of motor car construction has thus been typified in the Apperson since the early days of the industry. Stylish design with aristocratic appointments and cushioned comfort satisfies, while the rugged construction of the chassis serves. Beauty is found here with performance as well.

This is what the Apperson will do: In 20 seconds glide smoothly from 1 to 40 miles an hour on high. In 4 seconds within 40 yards brake from 40 miles an hour to a dead stop. With a 130-inch wheelbase turn in a 38½-foot circle. To you this means mastery of any road or hill, control in city traffic and satisfaction as to speed.



Know these things by personal contact. Then you will realize what they mean to Apperson owners. Drive an Apperson first—then decide.

APPERSON BROS. AUTOMOBILE COMPANY, KOKOMO, IND.  
Export Dept. One Hundred West Fifth-Seventh Street, New York City

*"The Eight With Eighty Less Parts"*

# APPERSON

*Dynamic America demands results. Apperson produces them.*

FIG. 6.—This Apperson advertisement is of the classical type and is very high-grade. The illustration is a drawing but looks as if it might be sketched over a silver print, so true is it to life. The object of the Niagara background is, of course, to suggest power.

cases he can work out improvements on the original suggestion. If any photographs or other views are available that will be of assistance to him, he should have these. He should always, of course, know the size of the finished illustration, the medium

in which it is to be used, whether a line drawing, a crayon drawing, or a wash drawing is needed, etc.

*Ideal Tall Slender*   *Ideal Short Slender*   *Ideal Tall Heavy*   *Ideal Short Heavy*   *Ideal Large Above Waist*   *Ideal Large Below Waist*   *Ideal Curved Back*   *Ideal Short Waist*

## How to Select Your Corset

**D**ECIDE first that your figure is individual—that you need a corset *designed for you*. Then look at the 9 Ideal Figure Types and choose yours.

Next, come to us and let us show you the many Gossards we have in stock in your size, designed for *your ideal figure type*.

Then your selection is reduced to the amount you want to pay, from \$25.00 down to \$2.50

This is the  
**Thirty-first Announcement and Proclamation of Gossard Corset Styles for Fall and Winter, 1916-17**

In addition to comfort, wearing service and great value, you obtain authentic style in Gossards. Gossards wear longer because of their materials. They are in style longer because of the advanced style information of their designers, which is reflected in the corsets

Selecting your Gossard here insures intelligent service. Be fitted today. A model for every figure at a price any woman can well afford. An expert corsetiere will be pleased to fit you without obligation

(Your Name Here)

# GOSSARD CORSETS

FIG. 7.—Eight drawn illustrations are shown with fair effectiveness at the top of this advertisement. Though they are small, the treatment is such that they will command attention from women readers. Only by strong contrast between the white and black effects could so many subjects have been handled well in the limited space.

**The Choice of an Artist.**—Different artists have their specialties. One may be unusually good in any views that

call for architectural skill. Another may be particularly skillful in the drawing of pictures of children. Still another may be a remarkably fine letterer. And another may have his specialty in the drawing of mechanical subjects, machinery, industrial operations, etc. In a large art organization, the manager aims, of course, to have each man work on those assignments in which he is likely to be most effective.

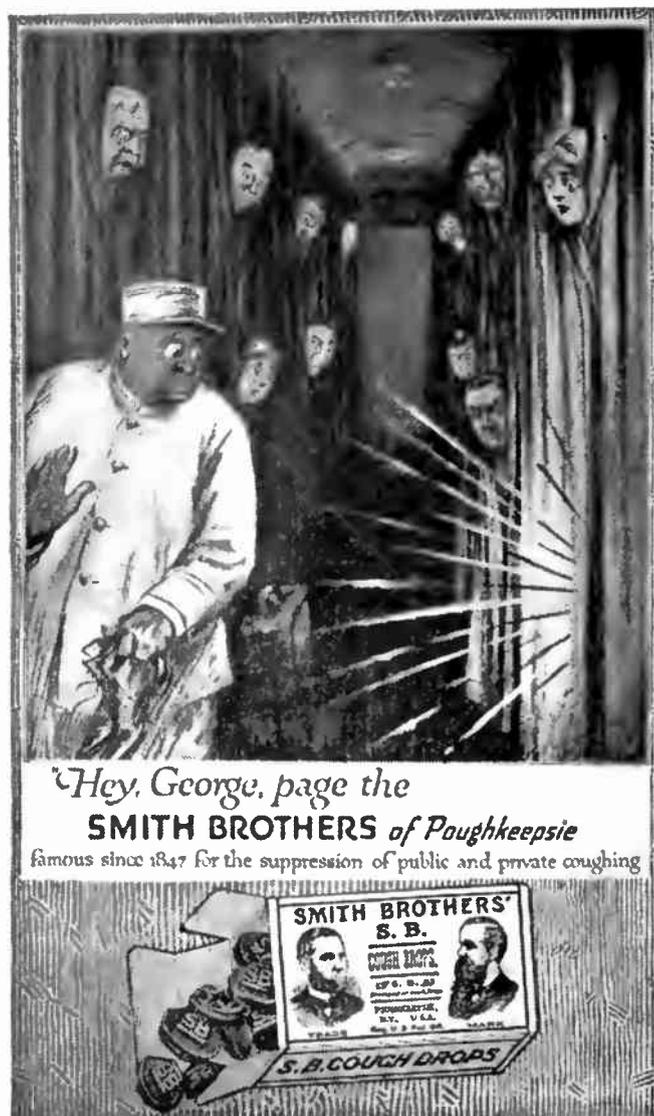


FIG. 8.—An example of humorous treatment that has apparently proved successful.

**Illustrations of Merchandise in Use.**—Many effective illustrations show only the merchandise itself. It is sometimes argued that illustrations are always more interesting if they show the use or service of the merchandise. This is not necessarily true. An article such as a collar or a cravat may very likely be shown alone to better advantage than on the wearer, for it is small and the face or figure of the wearer is likely to overshadow the illustration of the article itself,

In many cases, however, a decided advantage is gained by showing the article in use. It is possible in this way to bring out some of its features or to show the pleasure gained by the owner or user. More action and liveliness is possible, and this is essential in various classes of advertising. Sometimes an advertisement may do both—show in one illustration a picture of the merchandise itself in large size and in another view show the user making use of the merchandise.



FIG. 9.—From a photographic base and unusually effective. Text is not shown.

**Women and Children in Illustrations.**—Advertisers make free use of the pictures of women and children for the reason that they are attractive subjects and draw general attention. The view of a pretty little girl operating a typewriter is sure to draw more attention to the machine than it would ordinarily receive, though this should not be construed as arguing that it would be good advertising in every case to introduce the figure

of either a little girl or an attractive grown operator. Advertisers of foods, furniture and household equipment make free use of the pictures of children and women.

**Imagination in Illustration.**—Illustrations make a powerful appeal to imagination. A good example is found in that adver-



## Buy a Jersey Bull!

The sire is half the herd. He largely determines your profits. Get the best. Read the ads of Jersey breeders in this and other papers. Write for prices, pedigrees, etc. Place a registered Jersey bull at the head of your herd. He'll vastly increase its production and your profits.

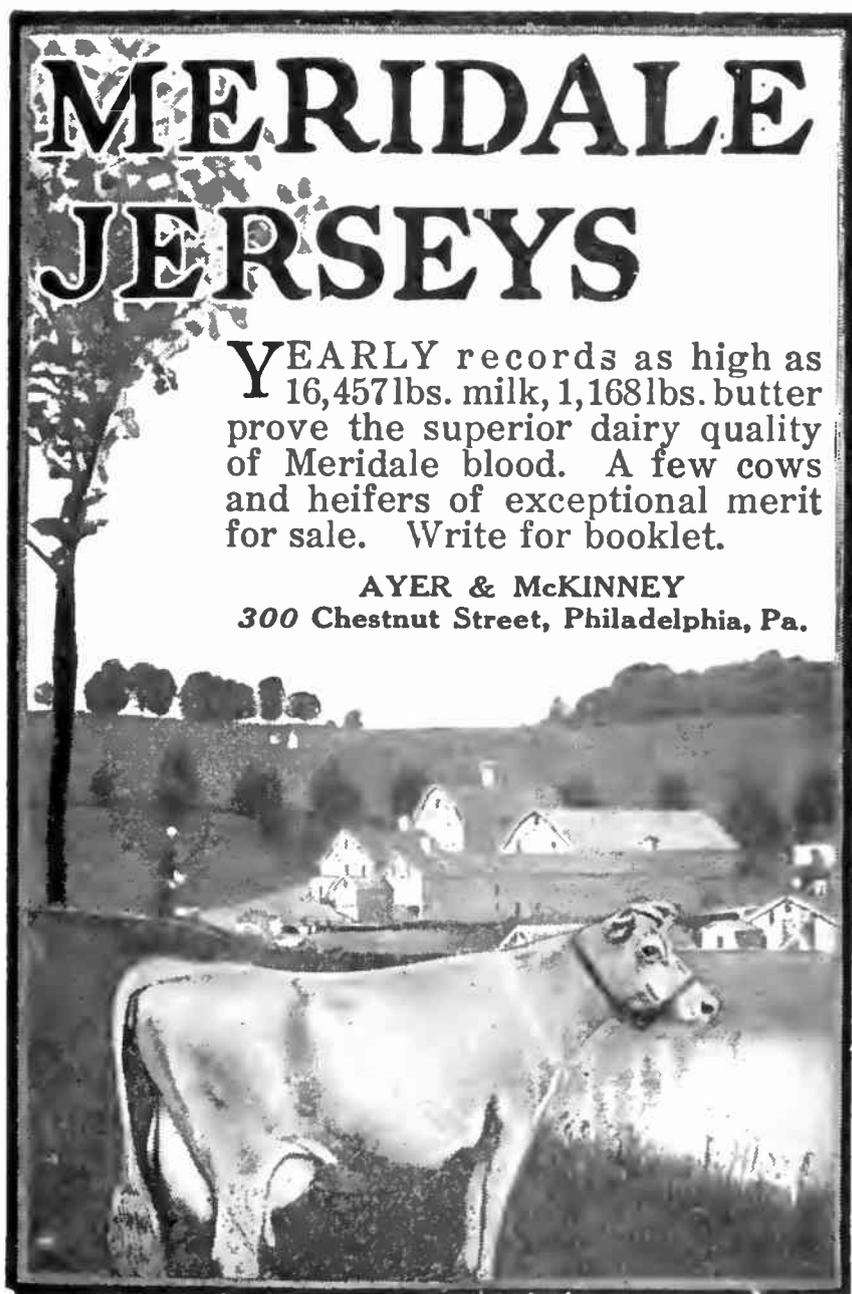
A postal brings "The Jersey Cow in America," a book you should read. Send to-day.

**The American Jersey Cattle Club**  
327 West 23rd Street, New York City

FIG. 10.—By showing just the head and neck of the Jersey Bull, the advertiser has a most impressive illustration in a small space. It is significant that this advertisement consists of only an illustration, displayed headline and signature, with the remainder in plain text—not even a border being used.

tisement of the Victor Talking Machine which shows a shadowy picture of Jenny Lind on the opera stage, the copy bringing out the fact that her voice is lost forever to this world while the voices of the present-day artists are preserved by means of the Victrola.

The illustrations of the Ideal lawn mower, Figure 16, are remarkable appeals to imagination. Possibly the reader, from a mere reading of text, could picture the five lawn mowers that the Ideal replaces, but the illustrations visualize this argument vividly.



**MERIDALE  
JERSEYS**

**Y**EARLY records as high as 16,457 lbs. milk, 1,168 lbs. butter prove the superior dairy quality of Meridale blood. A few cows and heifers of exceptional merit for sale. Write for booklet.

**AYER & McKINNEY**  
300 Chestnut Street, Philadelphia, Pa.

FIG. 11.—Here the entire animal is shown and the little view of the Meridale Stock Farm adds something to the general impressiveness of the advertisement.

**The Symbolism of Illustration.**—The advertising man should know something of symbols in order to advertise his messages most effectively. The world is full of symbols. The man on the plains knows what a knot tied in a bunch of grass and turned a certain way means. In the days of the Roman gladiator the turning down of the emperor's thumb

was the signal that no mercy should be given the vanquished. The cross, the flag, the military salute, all have their special meanings. They are symbols that suggest much.

On the stage, the open-mouthed attitude of the actress may express more astonishment than anything she might utter.

**REDMANOL**  
WORLD'S  
 PAT. OFF. The Perfect Mouthpiece

**COMPANIONS** for the quiet evening...a good book...and a pipe with a REDMANOL bit. It easily equals amber's brilliance, and betters amber's strength. Modern chemistry is proud of it, odorless, tasteless, non-inflammable. Just the sort of a pipe that will be a lasting friend. For every man, for every taste, for every purse, there is a REDMANOL pipe in a variety of shapes that careful craftsmen cut by hand.

REDMANOL CHEMICAL PRODUCTS CO.  
 CHICAGO

Pipes, \$1.50 to \$25; holders, 50c to \$10. Ask us if your dealer hasn't them.

FIG. 12.—The combination of the article alone with a second view suggesting its use is ideal.

In much the same way, symbols may express messages in advertising illustrations. Flat pictures cannot show action or life as the moving pictures do. They cannot speak. Therefore, all possible use must be made of symbols that suggest a definite meaning to the reader. The wedding ring on the finger of a woman in an illustration indicates at once that she is a married woman. There may be nothing else that the

artist can put into his picture that would distinguish the married woman from the unmarried one.

Such a feature as a cane in the hand of a man may suggest



Note how the Brown Shaping Last for this age provides for the correct width at toe—which decreases gradually with succeeding ages, while never cramping the foot.

## Why the Brown Shaping Lasts Insure Correctly Shaped Shoes

**D**URING the growing years—from 2 to 16—*shoes* shape the feet—rightly or wrongly. The bones and muscles are soft and pliable—and the foot assumes the shape of the shoe worn.

The shape of the *shoe* depends upon the *last* used in its making. Unless the *last* is right the *shoe* cannot be rightly shaped.

The Brown Shaping Lasts are scientifically designed to keep the feet in perfect shape for every age—and are used *only* in making Buster Brown Shoes.

Buster Brown Shoes correctly shape the growing feet—developing the bones and muscles on Nature's own lines of grace and beauty. They prevent weak feet, broken arches, and other annoying foot ailments.

Good shoe stores everywhere in the U. S. sell Buster Brown Shoes at \$3.00, \$3.50, \$4.00 and up—in different styles and leathers to meet individual tastes.

"Training the Growing Feet" explains the importance of correct foot development. Write for a free copy today to Brown Shoe Company, St. Louis, U. S. A.

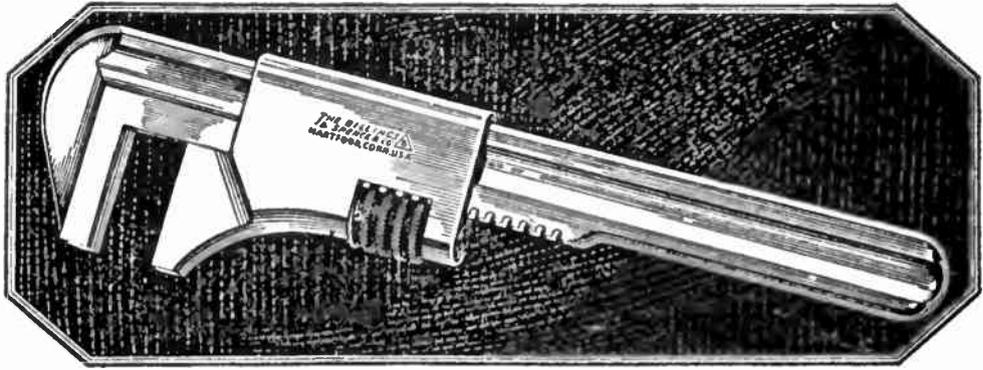
*For Girls* **BUSTER BROWN SHOES** *For Boys* **BUSTER BROWN SHOES** *of 2 to 16*

FIG. 13.—Excellent combination illustration, showing finished product and a demonstration of its chief feature.

just what the advertiser desires, and in another case it may suggest a man that the advertiser does not care to have shown.

Such a symbol as a market basket, a dog lying curled up peacefully on the floor, etc., may be just the little addition to a drawing that provides what is so often called "the proper atmosphere."

The artist is better able than the business man to suggest symbols. He knows that it is not possible to show "the



**N**O company but Billings & Spencer seems to be able to drop forge a wrench jaw. The others cast these jaws—it's easier and cheaper. The difference accounts for the sturdy service of this fine Triangle B tool.

"RELY  ON ME"

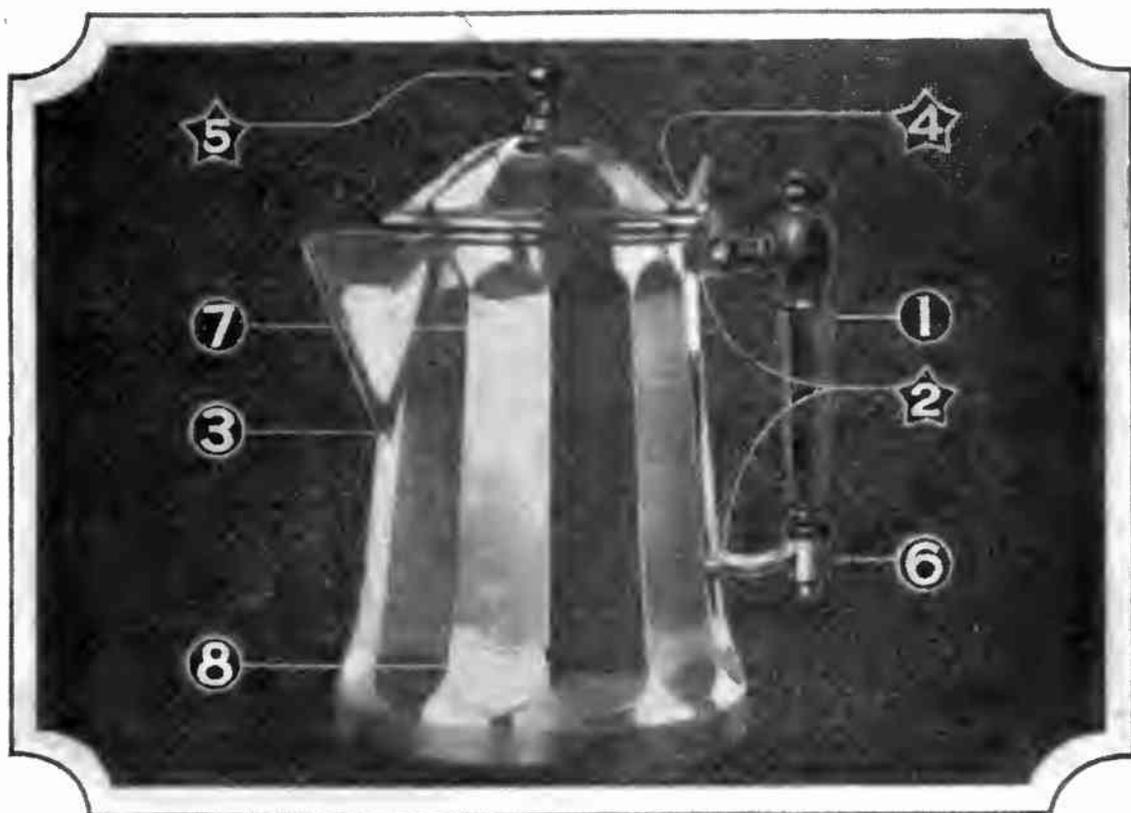
**THE BILLINGS & SPENCER CO.**  
**HARTFORD, CONN.**

FIG. 14.—A fine example of the possibilities in showing just the article itself along with plain type setting. It will be observed that the plate shows broken lines of white. Many publications will do this with solid backgrounds unless they are half-tone backgrounds, but this does not necessarily impair the appearance of the illustration; often it actually improves it.

color of wind," and so he shows straws and leaves whirling through the air, or a boy's hat blowing off violently.

**Partial Illustration.**—Very often a partial illustration accomplishes all that a complete illustration would accomplish and occupies much less space. The imagination fills out the missing parts of the picture. If it is the purpose of the illus-

tration to show a man's hat in use by a wearer, it is not necessary to show the entire figure of the man. The upper part of the figure will answer very well. Very often a considerable part of the interior of an illustration can be mortised for the



## *Perfection in a Coffee Pot*

**E**IGHT perfections meet in this beautiful Mirro Coffee Pot, characteristic of the unusual refinement and utility of every article of Mirro Aluminum. Any one of them alone would indeed denote superiority. Together they constitute a combination of excellence simply unmatched.

The handle (1) is accurately designed to fit a woman's hand comfortably, with every regard for proper balance when pouring. It is highly ebonized, detachable, and is fashioned to afford a sure grip without effort.

\* Handle sockets (2) are welded on, so is the spout (3), as is also the combination hinge and cover tipper \* (4).

\* The rivetless, no-burn ebonized knob (5) is another feature "starred" with 2 and 4 as belonging exclusively to the Mirro line.

Flame guard (6) prevents handle from burning. A little thing, but a very big one where the beauty and long life of the handle are concerned.

Number (7) is the famous Mirro finish, a mirror surface that is easy to keep like new. The design (8) is rich Colonial, always in good taste. Also made in plain round style.

A quarter century of better aluminum making by one of the world's largest makers of aluminum ware is wrought into every Mirro article. Your money buys the utmost in beauty, convenience and durability.

The well-known Mirro trade-mark, stamped into every piece, is your guide to quality. Sold by the better dealers everywhere at ordinary aluminum prices.

Aluminum Goods Manufacturing Company, Manitowoc, Wis., U. S. A.

*Makers of Everything in Aluminum*



# MIRRO ALUMINUM

Reflects  
Good Housekeeping

FIG. 15.—Here the article itself is attractive enough.

insertion of type with nothing of the effectiveness of the illustration lost. See Figures 19 and 20.

**The Need for Simplicity.**—The natural tendency of many advertisers and artists is to introduce into advertising illustration entirely too much detail or too many secondary



## Does the Work of Five Hand Mowers

**WHEREVER** there is a fairly large expanse of lawn to be cut, rolled and kept in condition, the Ideal Tractor Lawn Mower will prove a decided economy.

One man with an Ideal can easily cut as much grass per day as five hand-working men can accomplish with hand mowers.

Moreover, as the Ideal is designed with a roller as an integral part of the machine, the grass is rolled every time it is cut—this keeps the turf firm, smooth and in the finest condition possible.

### Cuts Four to Five Acres a Day

The Ideal Tractor Lawn Mower has a 30-inch cut. A man with one of these machines can mow from four to five acres a day on an operating expense of about fifty cents for fuel and oil.

In fact, at a very nominal expense, the Ideal will keep your grass cut, rolled and in the pink of condition. This labor saving feature is of decided importance in these times of labor scarcity. Best of all, the use of the Ideal not only means an actual saving for you in dollars and cents, but is also real patriotic conservation of labor.

### Cuts Close to Walks, Flower Beds and Shrubbery

With an Ideal Tractor Lawn Mower it is possible to work very close up to the walks, shrubbery and flower beds. It is so easily handled that it can be run practically any place where a hand mower can be operated.

The Ideal is of very simple design and all necessity for complicated parts has been entirely eliminated. The operator has practically nothing to do except guide the machine and operate the starting and stopping lever.

The Ideal is the only power mower on the market using the simple tractor principle. The advantages of this type of construction were described in the Country Life of March on page 124 and April on page 93.

### Don't Let Your Lawn Deteriorate—It Doesn't Pay

Because labor is hard to get many people have practically decided to let their fine lawn go without the usual attention. The Ideal makes this step absolutely unnecessary. Moreover, the expense of rebuilding a lawn later will be much greater than the cost of getting an Ideal now and keeping your premises well cared for.

### Most Economical Lawn Roller

We always furnish the Ideal Tractor with an extra cutting mower so that a sharp set of knives can be kept on hand at all times. Knives can be substituted in about two minutes' time.

A small castor is also furnished so that the machine can be quickly converted into a roller. Rolling a lawn with the old fashioned hand roller is hard, tedious work. With the Ideal the work is quickly and easily done—one machine will easily do as much rolling per day as eight or nine men with hand rollers.

### Ten Days' Trial

We sell the Ideal under a positive guarantee of satisfaction and will refund money on any machine that fails to give satisfaction where properly operated. What is more, we will arrange to place a machine at your disposal for 10 days' trial if desired.

### Order Early

On account of traffic conditions, it is advisable to place order as early as possible, to ensure having the machine ready for the season's work.

You can buy the Ideal through your local dealer, or where there is no dealer near you, we will ship direct from factory. Write to-day for complete literature also for name of our nearest dealer.

### Ideal Power Lawn Mower Company

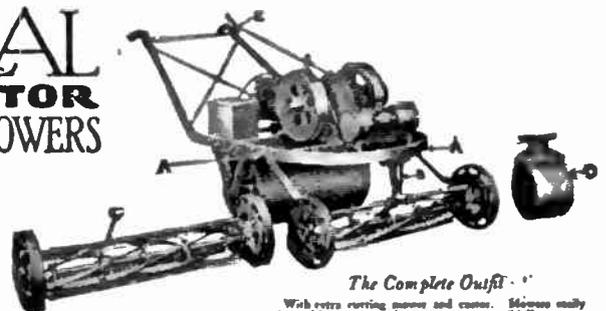
R. E. OLD, Chairman

405 Kalamazoo Street, Lansing, Mich.

New York Office  
270 West Street

Chicago Office  
445-171 No. May Street

# IDEAL TRACTOR LAWN MOWERS



### The Complete Outfit

With extra cutting mowers and castors. Mowers easily changed by removing the two cutter pins at "A."  
To convert into a lawn roller, remove the cutter pins at "A" and the bracket "B" and attach the roller and bracket "D."  
The lever "E" is used for stopping and starting—no other levers are required.

FIG. 16.—The headline is visualized unusually well. The use of shadowy figures was a happy thought. Fine example throughout.

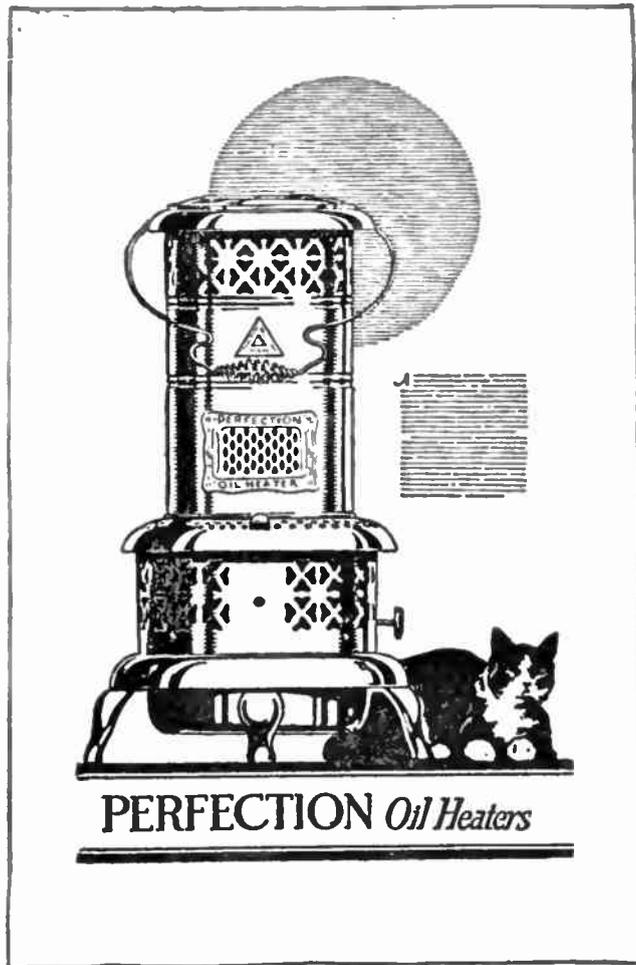


FIG. 17.—Layout of Mr. Eugene L. Fitchney in *Printers' Ink*. Tabby is a symbol of comfort and adds a fine touch to the design.

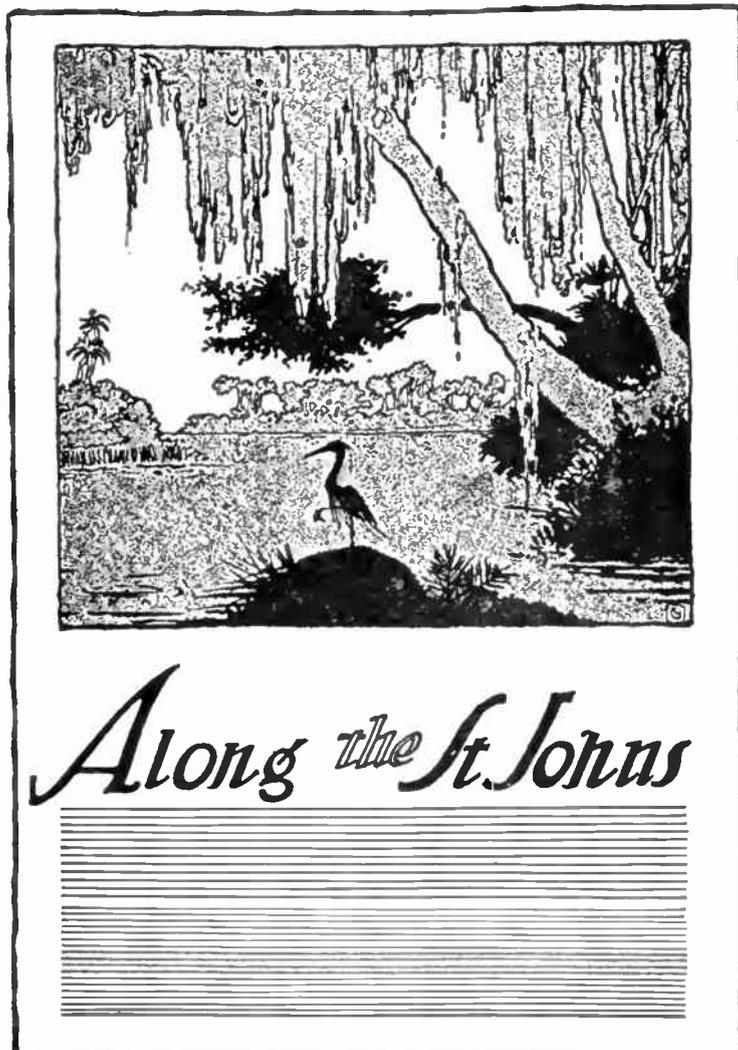


FIG. 18.—The moss and the bird give the Florida atmosphere.

subjects. If an artist of small experience is asked to illustrate an oil heater in a chilly bedroom, he will likely want to draw the entire bedroom, including the pictures on the wall and the closet door. The most effective thing, on the other hand, is what is well called in the moving-picture plays a "close-up"



FIG. 19.—Partial illustration is often more effective than entire figures. The two spaces left for headline and text are ample.

of the oil heater with just a few suggestions that will unmistakably identify the room as a bedroom. See Figure 17. Secondary subjects not only take up valuable space but actually detract from the principal object to be illustrated.

**Illustrations in Two Tones.**—Much of latter-day illustration has been made effective by adopting two tones in either the

original drawing or the plate-making—that is, having the chief features of the illustration come out in fairly heavy tone, while having the secondary features or background in a light, airy style of drawing. In this way the cluttering effect of much detail is avoided. The very contrast gives the heavier portion of the drawing a better chance. See Figs. 23, 25 and 26.

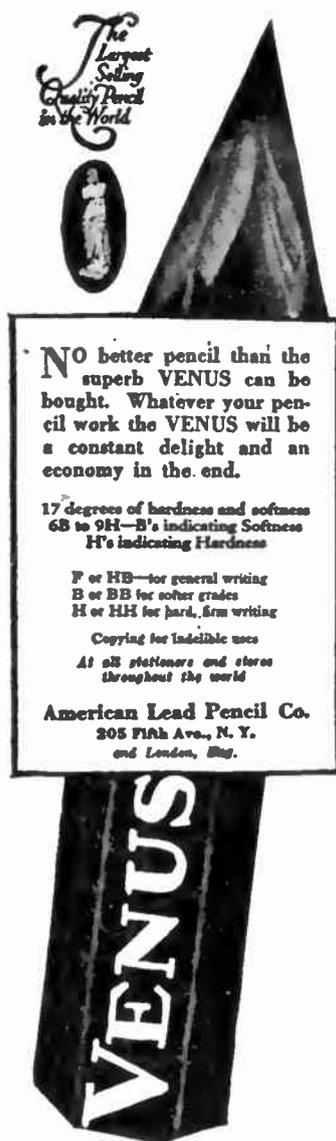
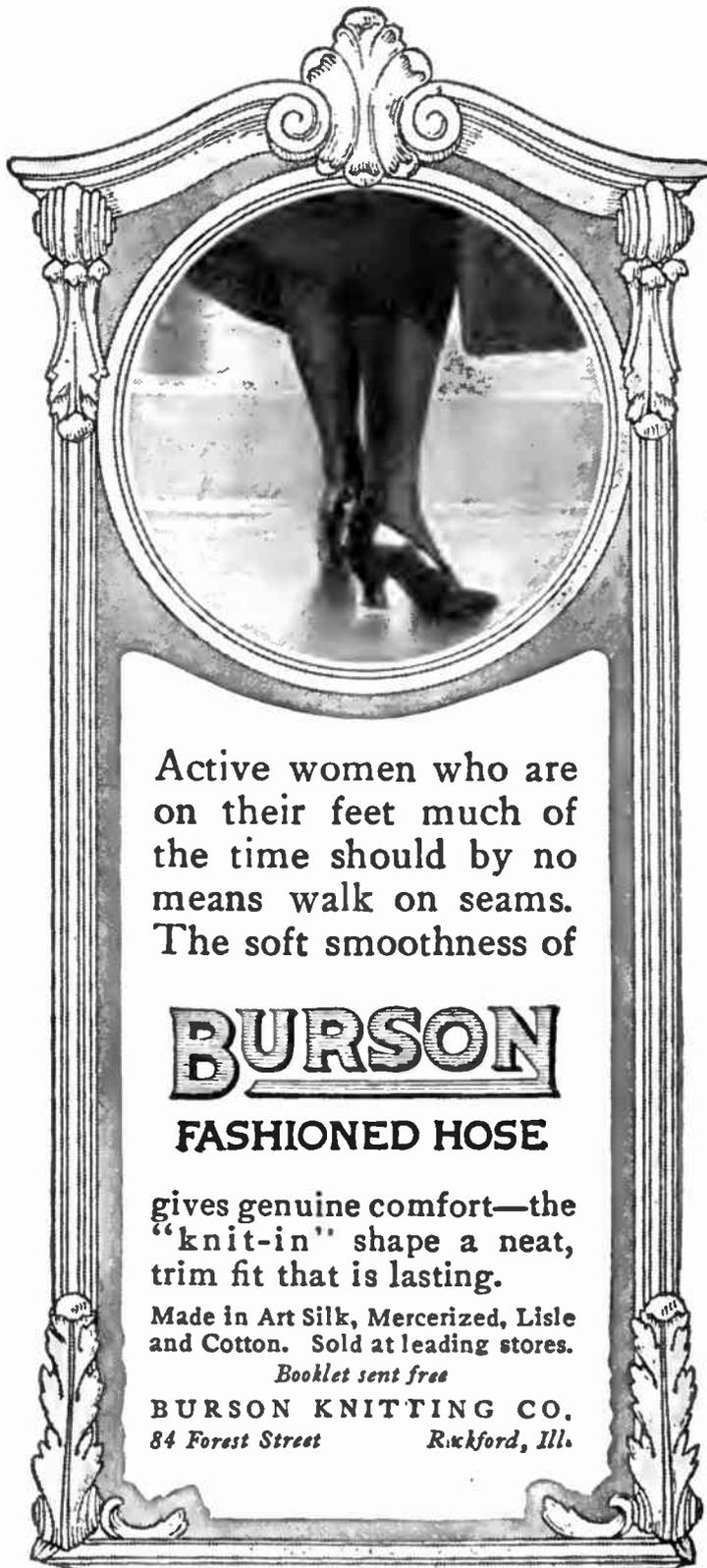


FIG. 20.—Striking simplicity. Effective placing of text.

**Adapting a Drawing to Different Spaces.**—A difficulty that an advertiser frequently encounters is that an illustration which has been created must be used in spaces that vary greatly in size and proportion. If the illustration is a simple one and used in such a way that it is surrounded by text, the problem is solved by merely making different sizes of plates. If, however, the illustration is a feature like that in the advertisement shown in Figure 27 the problem is not so easy. This illustration was made originally for a space 10



Active women who are on their feet much of the time should by no means walk on seams. The soft smoothness of

**BURSON**

**FASHIONED HOSE**

gives genuine comfort—the “knit-in” shape a neat, trim fit that is lasting.

Made in Art Silk, Mercerized, Lisle and Cotton. Sold at leading stores.

*Booklet sent free*

**BURSON KNITTING CO.**  
84 Forest Street      Rockford, Ill.

FIG. 21.—A very sensible illustration of hosiery because it gives the reader an idea of the trimness of feet supposedly clad in Burson Hose. While in some hosiery advertisements the entire figure of the woman may be shown to advantage, in a small space like this the designer does well to show only the figure from the skirt down.

**Monito Hosiery**

**The Perfection of Experience**  
By overcoming the faults prevalent in Hosiery, we have succeeded in making **Monito Hosiery** as nearly perfect as is humanly possible. Perfect that we can guarantee just a promise.

In  
For Men and Women  
Full-fashioned and S  
It's a "quality"  
Shops everywhere  
Moorhead H

**Remember**

The Yellow Box

All the Year 'Round

**INDOORS and OUTDOORS**

Ease nose and throat.

**LUDEN'S MENTHOL COUGH DROPS**

**GIVE QUICK RELIEF**

FIG. 22.—In neither of these two illustrations does anything stand out. Both messages are rather successfully buried by the mass of detail. Much advertising is in the class with these two specimens—so involved, complex or lacking in a feature that stands out clearly that they miss the attention of the casual reader.

inches deep by  $2\frac{1}{4}$  inches wide. To attempt to use this illustration in the same width of column but in a space eight or nine inches deep would mean that the illustration would occupy proportionately too much of the space. If an attempt were made to use it in a space  $5\frac{1}{2}$  inches wide by 8 inches deep—which is a size used by a number of publications for a full page—the illustration would be all out of proportion. A good

**PINEHURST** NORTH CAROLINA

*The Recreation Center of the United States*  
**CAROLINA HOTEL, NOW OPEN**

<p><b>Golf</b> Three 18-hole Courses. One of nine.</p> <p><b>Tennis</b> Several CLAY Championship Courts.</p> <p><b>Horse Racing</b> An excellent track; no mod. Weekly events. Best Stables in the South.</p>	<p><b>Livery</b> A large stable of selected saddle and driving horses.</p> <p><b>Trapshooting</b> Every facility is provided.</p> <p><b>Rifle Range</b> In charge of Annie Oakley.</p> <p><b>Motoring</b> Splendid roads from all points.</p>
--	---

*Excellent boarding school for boys near Pinehurst*

Through Pullman Service via Seaboard Air Line Railway.  
 Send for illustrated literature on all sports.

Pinehurst Office, Pinehurst, N. C.      Leonard Tufts, Boston, Mass.

FIG. 23.—Rarely does an advertiser use a number of illustrations as effectively as this advertiser has done. The border arrangement made this possible.

art department, by a little study and extra work, can easily adapt such an illustration to different sizes and proportions of space without imposing on the advertiser the expense of new drawings. For example, in Figure 27, after the illustration here shown has been made, the borders can be covered with shields of paper and the figures of the two men extended out to the right and the left, so that plates can be made with the width much greater in proportion to depth than that illustrated by Figure 27. On the other hand, if the drawing had been made in the first place with the figures fairly complete, portions

# Big Ben of Westclox

**B**IG BEN is a household word because he's a clock of his word. He runs on time, he rings on time, he helps folks live on time.

These are family traits. All *Westclox* alarms run true and ring true. They're all good looking, too. You can always tell them by the family name, *Westclox*, on the face of each clock.

The Western Clock Company builds them in the patented *Westclox* way—the better method of clock making that won Big Ben's success. Needle-fine pivots of polished steel greatly reduce friction. *Westclox* make good in the home.

That's why folks call *Westclox*: success clocks. And you will, too; so look for the word, *Westclox*, on the dial of the alarm you buy.

Your jeweler has them. Big Ben is \$3.00, in the States; \$4.00 in Canada. Or, sent prepaid, the same price, if your jeweler doesn't stock him

Western Clock Co.—*makers of Westclox*

*Big Ben—Baby Ben—Pocket Ben—America—Lookout—Ironclad—Sleep-Meet—Bingo*

La Salle, Illinois, U. S. A.

**\$3<sup>00</sup>**

*in the States*  
\$4<sup>00</sup> *in Canada*



A *Westclox* Alarm

FIG. 24.—This Big Ben advertisement is a good example of layout in which an illustration of good size is placed at the bottom of the space. The designer has judiciously placed the clock on a stand so as to keep it from appearing to be suspended in the air. The white space left alongside the illustration is effective in giving more prominence to the clock. The hand-lettered headline is pleasing.



If a space is to cost only \$25, obviously it would not pay to spend \$100 for the illustration of the advertisement. On the other hand, if the space of an advertisement is to cost from five hundred to several thousand dollars, or possibly the same illustration will be used in a series of advertisements



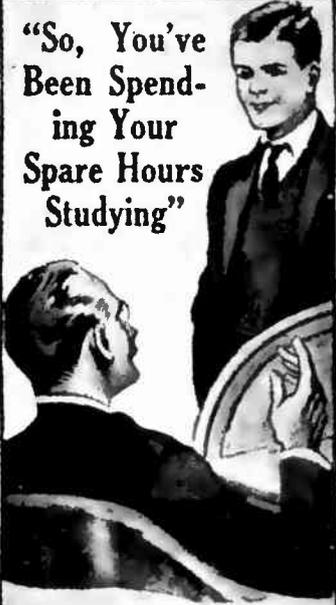
FIG. 26.—Fine example of the use of two kinds of treatment in a combination of photograph and drawing.

that will be inserted in ten to fifty thousand dollars worth of space, it will pay to spend a good sum and get a fine illustration.

Single illustrations will run from \$20 up to as much as \$200 in ordinary advertising practice. To save misunderstanding, it is best to have some general understanding with the illustrator as to the limit of the cost, but it is not usually best to require illustrators to give exact estimates. Often money

will be saved by having an illustrator work on a series of advertisements and to make one charge for the entire series.

“So, You’ve  
Been Spend-  
ing Your  
Spare Hours  
Studying”



“Well, young man, you are on the right track. I didn’t have a college education, either, but many years ago I studied evenings in a Y. M. C. A. class, and that investment paid me better than any other I ever made.

“We need more fellows around here who are putting practical information into their heads. There’s a big chance for them in this business.

This is the way all employers feel. They know that the Y. M. C. A., through evening classes taught by earnest instructors, has given thousands of ambitious young men a start. They respect the young man who spends his spare hours so sensibly.

Now the Y. M. C. A. has added home study courses, conducted through the mails, for young men who can’t attend local classes or who want more courses in some branch not taught in local classes.

During the last year, more than 100,000 students studied Y. M. C. A. courses under the guidance of earnest instructors. These courses provide the cheapest and most practical instruction at the lowest possible cost. They represent the ideals of a great service organization. Let us exhibit how the United Y. M. C. A. Schools can help you to grow in power and usefulness.

**Send This Inquiry Coupon**

Enclosure Dept., United Y. M. C. A. Schools,  
Dept. 6, 147 Madison Ave.,  
New York, N. Y.

I am interested in the question of home-study courses I have marked. Please give full information.

Business	Banking
stenographer	Bookkeeping
Business Law	Civil Engineer
Business English	Surveying
Factory Management	Electrical Engineer
Mechanical Engineer	Electronics
Draftsman	Radio Engineer
Advertising Man	Machinists Practice
Accountant	Technology
Auto Mechanic	Planning
Radio Operator	Farm Motor Mechanic
Catering Engineer	Archival
Banking	Building Contractor
	Agricultural Courses

(The Y. M. C. A. offers more than 100 other courses)

Name \_\_\_\_\_

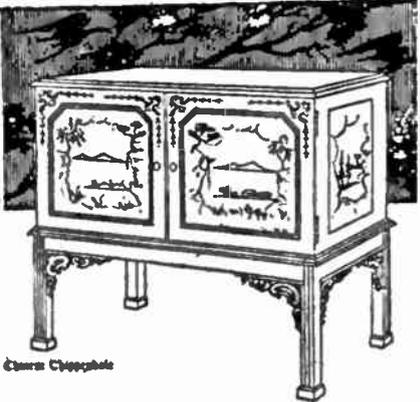
Address \_\_\_\_\_

FIG. 27.—Economical arrangement of human figures in single column.

**Balance of Illustration with Other Display Units.**—As was pointed out in the chapter devoted to Advertising Display, illustrations are usually display units of either considerable

weight or large area that must be arranged with careful regard for the main headlines of the advertisement, the name display of the product, or the signature of the advertiser.

The favorite place for a large illustration is at or near the top of the advertisement. Sometimes, however, it is near the bottom and is well-balanced with a strong headline at the top



Chinese Chippendale

## Sonora Period Designs

SONORA period design phonographs are not merely exquisite reproductions of superb cabinet work but they are musical instruments having the most advanced features of construction. For marvelously pure expressive tone they are preferred always.

The Chinese Chippendale Sonora has a lacquer finish and is so exceptionally distinctive that it adds rare richness and beauty to the room in which it is placed.

Your attention is invited to these Models:

Gothic	Jacobean
Louis XV	William & Mary
Louis XVI	Adam
Chippendale	Colonial
Chinese Chippendale	Duncan Phyfe

Others will be made to special order

### Sonora Phonograph

Sales Company, Inc.  
GEORGE E. BRIGHTSON, President  
Fifth Avenue at 53rd Street, New York  
The Highest Class Talking Machine in the World

FIG. 28.

## Sonora Period Designs

SONORA period design phonographs are not merely exquisite reproductions of superb cabinet work but they are musical instruments having the most advanced features of construction. For marvelously pure expressive tone they are preferred always.

The Chinese Chippendale Sonora has a lacquer finish and is so exceptionally distinctive that it adds rare richness and beauty to the room in which it is placed.

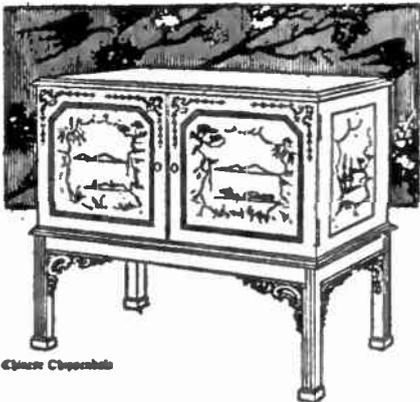
Your attention is invited to these Models:

Gothic	Jacobean
Louis XV	William & Mary
Louis XVI	Adam
Chippendale	Colonial
Chinese Chippendale	Duncan Phyfe

Others will be made to special order

### Sonora Phonograph

Sales Company, Inc.  
GEORGE E. BRIGHTSON, President  
Fifth Avenue at 53rd Street, New York  
The Highest Class Talking Machine in the World



Chinese Chippendale

FIG. 29.

or a considerable amount of text type that makes a fairly solid unit with perhaps an initial.

Both of the Sonora Phonograph arrangements illustrated by Figures 28 and 29 are good. The only argument for Figure 28 is that as the eye is naturally drawn first to the illustration and

is inclined to travel downward, the text has a somewhat better chance in this layout.

The reproduction of the Diamond Brand Walnuts layout in Figure 30 shows with what care the illustrator, in making a



FIG. 30.

general layout for a large advertiser, balances the main illustration with the smaller ones and the various display lines.

The diagrams shown in Figure 31 are merely suggestive of different arrangements where there are several illustrations.

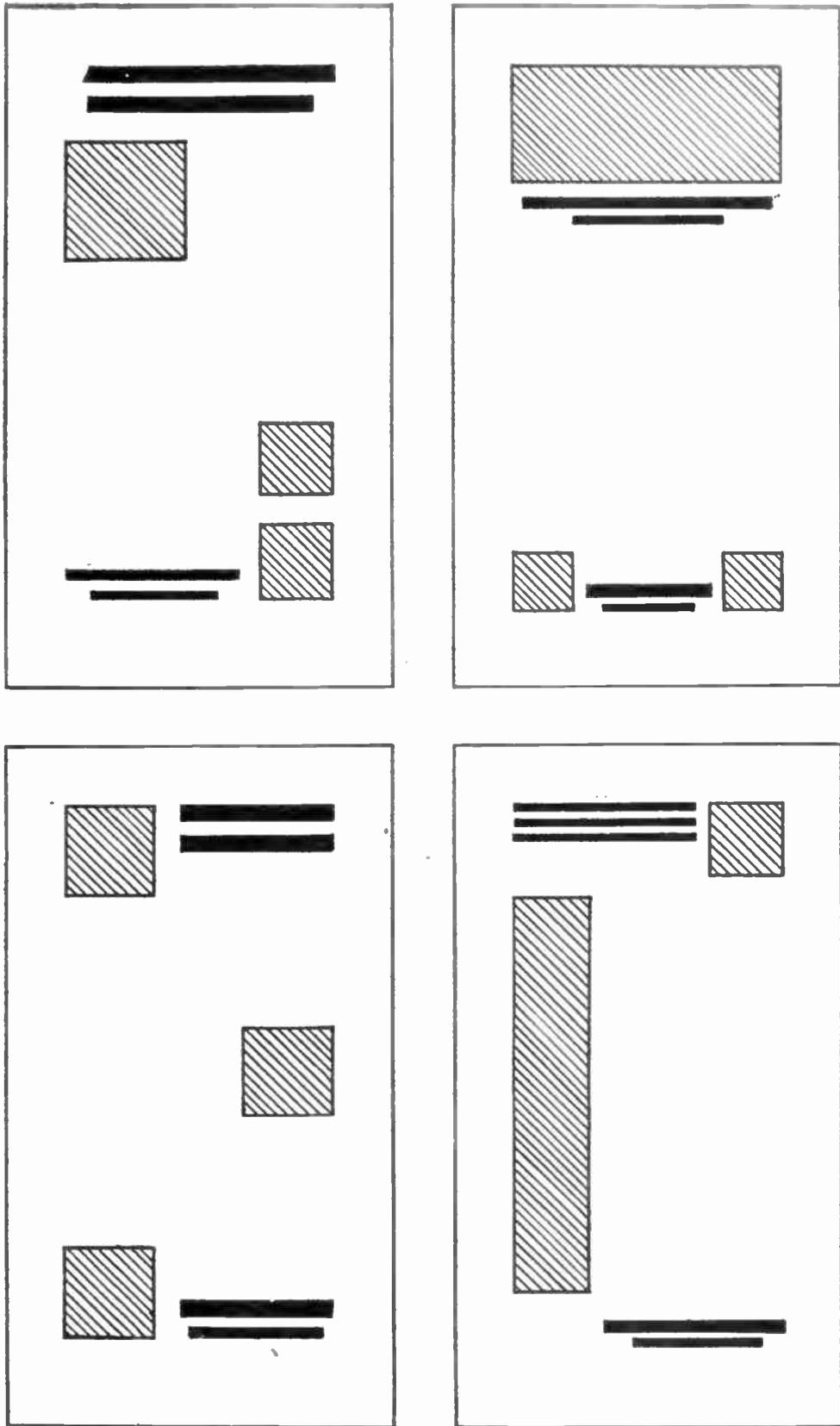


FIG. 31.—The lined spaces represent illustrations and the heavy lines display type. These layouts show a few more of the possibilities in arranging illustrations and display lines.

THE NEW YORK TIMES SUNDAY FEBRUARY 22, 1924

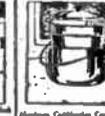
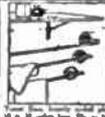
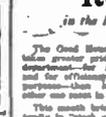
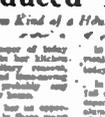
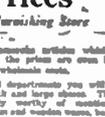
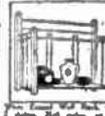
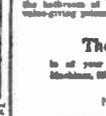
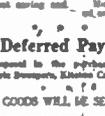
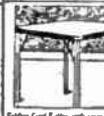
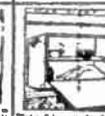
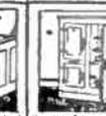
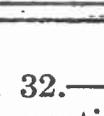
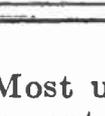
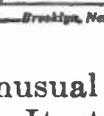
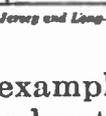
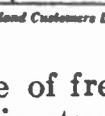
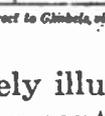
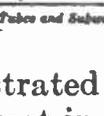
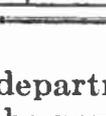
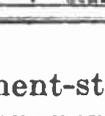
**The March China Sale**  
showed the largest selection of French China Dinner Sets that has been available since 1914.  
Prizes \$27.50 to \$285.00.  
CROCKERY-TEA ROOM

**Save Hours**  
9:00 to 3:30

# Gimbel Brothers

31-33 ST. BROADWAY-33rd ST.

**The March Sale of Lamps**  
showing \$100,000.00 worth of Lighting Fixtures that range from \$1.75 for lovely poly-chrome Candle Sacks to \$375.00 for Lamps.  
TEA ROOM-TEA ROOM

 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
<h2 style="font-size: 1.5em;">PICTURE and PRICE</h2> <p style="text-align: center;">Tell You the Story -</p> <h1 style="font-size: 2em;">The Greatest Ever Sale of Housewares</h1> <p style="text-align: center;">BEGINNING TOMORROW Hundreds of Staple Items at Radically Reduced Prices in the New Kind of a Housewarming Store</p> <p>The Good Housekeeper of today has greater pride in her kitchen department—her auxiliary resources, and for efficiency and time-saving performance than in probably any other one room in her house.</p> <p>This month brings her an opportunity to "stock up" in these most essential and indispensable for the kitchen, the laundry, the bathroom and the bedroom of great saving and value-getting prices.</p> <p>In numerous articles which we mention the prices are even better today's wholesale costs.</p> <p>In all departments you will find full stock and large choice. This is especially worthy of mention in alterations and wooden ware, because of the great shortage throughout the market in these lines.</p> <p>Hundreds of articles not generally available, are included in this Annual Sale.</p> <p style="text-align: center;"><b>The Deferred Payment Plan</b> is at your disposal in the purchase of Electric Washing Machines, Electric Stoves, Electric Cabinets and Refrigerators.</p> <p style="text-align: center;">N. Y. C. NO GOODS WILL BE SENT C. O. D.</p> <p style="text-align: center;">CROCKERY-TEA ROOM-TEA ROOM-TEA ROOM-TEA ROOM</p>								
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>
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 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>	 <small>Aluminum Mugs, 3 1/2 x 2 1/2 x 1 1/2 in. 100 per doz. \$1.30</small>

*Breakfast, New Jersey and Long-Island Customers Direct to Gimbel, via Tubco and Subways*

FIG. 32.—Most unusual example of freely illustrated department-store advertisement. It stood out in strong contrast in the newspapers.

## Chauffeurs' Outfits



Entire Outfit—  
Coat, Trousers,  
Overcoat & Cap

# \$93.50

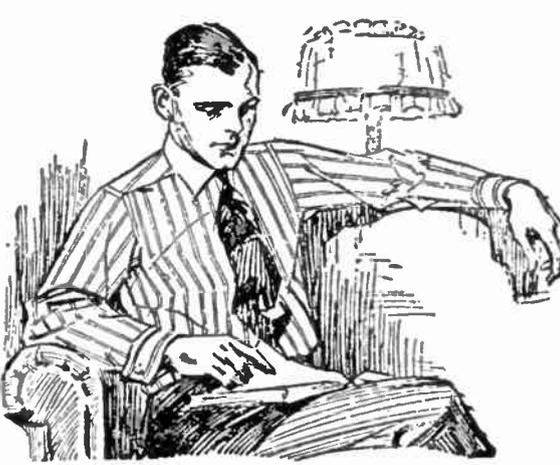


In style the last word—beautifully tailored, and priced emphatically lower than anything New York offers which is comparable to it. Developed in splendid quality, all wool gray whipcord.

Coat & Trousers, \$45  
Overcoat ..... \$45  
Cap ..... \$3.50

Write or call for

*Bru*  
Broadway



## MEN'S SHIRTS

*of Fine Imported Madras*

Unusual at \$5.50

TAX NOT INCLUDED

**A**N offering in keeping with THE MAN'S SHOP policy of presenting merchandise of distinction at a moderate cost. A very fine quality of imported madras, in conservative and fancy stripings, is tailored into shirts that in every detail of making bespeak custom character and workmanship.

All Sizes

### THE MAN'S SHOP

AT.

## Lord & Taylor

FIFTH AVENUE

FIG. 33.—Two simple, well illustrated and well balanced newspaper examples.

Owners of country estates who find that an American Saw Mill will help put down unwanted resources by enabling their forests to make money during the winter months, the American Saw Mill has proved an easy means to the most profitable use of their woods.

More to an American Saw Mill (top) means more actual (photo) making money for an owner. Deliver on time up to 1200 feet of lumber per day with a 2 1/2 P. gas engine or a 1 1/2 P. steam engine. We also power their mill, to greater land for use, which doubles all results.

### How About YOUR Making Money This Winter?

The same way these men are—the lumber-farming way. You, too, can make clear cash profits with your spare time, your gas or steam engine, and a light portable American Saw Mill. Over in your wood lot are trees you don't need, waiting to be turned into valuable lumber. In your neighbor's wood lot is more lumber that you can saw out for him at a good price per thousand. Get an

# American Saw Mill

PORTABLE

and then get the dollars out of those trees. You don't have to be an expert to operate an American Saw Mill. It is simple to operate. It runs with gasoline, or you can use a gas engine and get 1 1/2 to 2 P. of power. One of our customers says that his dogs like to be fed by the saw. It is so simple to operate that you can have it in your house in 10 minutes. It is so simple to operate that you can have it in your house in 10 minutes. It is so simple to operate that you can have it in your house in 10 minutes.

#### Mail Coupon for Free Booklet "Making Money Off the Wood Lot"

It shows how easy, simple, and profitable you can make money with an American Saw Mill. It has been shown to be so. There is no one else who can do this for you.

**American Saw Mill Machinery Co.**  
1284 Townsend Building, New York  
Distributors of all types saws

#### Mail this Coupon for Free Booklet

American Saw Mill Machinery Co.  
1284 Townsend Building, New York

Without obligating yourself in any way, send me your free booklet.

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

AGAIN the mark of the Clean-Sweep greets you—can't be reminded too often of the great event to come—always the occasion for bargains—big ones—and plenty of them.

### It begins Friday

and it takes on additional importance because it's war-time, and the tendency is for prices to go higher instead of lower.

#### TO OUR PATRONS:

You have been accustomed to receiving a personal advance notice of the Clean-Sweep; this will not be made any more. Look for our big announcement in The Evening Sun and News of Thursday.

**The Hub**  
Baltimore, Charles and Fayette

FIG. 34.—Two good examples of how the outlines of an illustration may be used as a border for a special message. While such a layout may use considerable space for a short message, the unusual effect commands attention. The Hub advertisement could hardly be missed by any one who turned to the page of the newspaper on which it appeared. The use of a large circular saw as a background for the advertisement of the American Saw Mill Machinery Co. is a device that gives strong attractive qualities to the appeal. This method is full of possibilities.

World Radio History



***Estate in Virginia for Sale***

Consisting of 68 acres and having every modern comfort—electric light, high-pressure water system, splendid heating system. It is located in the most beautiful part of Albemarle Co., Va., on the main highway between White Sulphur Springs and Richmond. Fine shooting—quail, wild turkeys, rabbits. A spring furnishes a water supply equal to any of the famous springs. There is a garage for two cars with 10 x 20 room for chauffeur or tool shop. Also a four-room bungalow for servant quarters. The property is in every way an exceptional one and represents an investment in real value. Address **Virginian, Room 624, Ridge Bldg., Washington, D. C.**



FIG. 35.—In an advertisement of this kind the photographs give a realism that drawings could not give. The method of introducing the gateway of the estate is ingenious. When an advertiser has several details to show impressively it is often better to combine several views than to present one very large picture full of detail. The circle and the oval are frequently used to feature a single detail.

## SECTION 15

### PRINTING PLATES AND PAPERS

#### PLATES

**Value of Knowledge of Engravings and Papers.**—A great deal of the printing of advertising is done from plates rather than from type.

It is not necessary that an advertising man possess the full knowledge of an engraver, an electrotyper, or a publisher, but in order to get proper results in his work and to avoid costly waste of time and material, he should possess considerable knowledge of the subject of printing plates and the kinds of paper on which they should be printed.

**Classes of Plates.**—Plates for printing may be divided into four classes:

1. Line plates, that is, plates made from copy that consists of distinct lines or dots rather than solid or flat tones. Wood engravings, while made very differently from what are usually referred to as line plates, really consist of a lined and dotted surface.

2. Half-tone plates, in which the various gradations or tones from white to solid black are represented by a screened surface on the plate.

3. Plates that consist in part of line work or dot work and in part of half-tone work, and which are known as "combination plates."

4. Plates made especially for color printing and which are referred to as "color plates."

Plates of any one of these classes may be:

1. Original plates.

2. Copies or duplicates of the original plates, and these copies may be electrotypes, stereotypes or duraplates, the last-named being a comparatively new form of plate.

**Kind of Copy Needed for Plate-making.**—Any drawing made up of distinct lines or dot treatment can be used in making line cuts, or zinc etchings, as they are frequently called. Black is preferable for copy but red lines can be reproduced. Zinc etchings cannot be made from photographs, wash drawings, colored paintings or actual merchandise

until a drawing has first been made that consists either of distinct lines or stippling, preferably in strong black. Blue or blue-black inks do not photograph well. Artists use India ink, which is a dense black.

One of the principal advantages of the line cut over the half-tone in newspaper advertising is that this type of plate will usually print fairly well with a hurried make-ready, where-

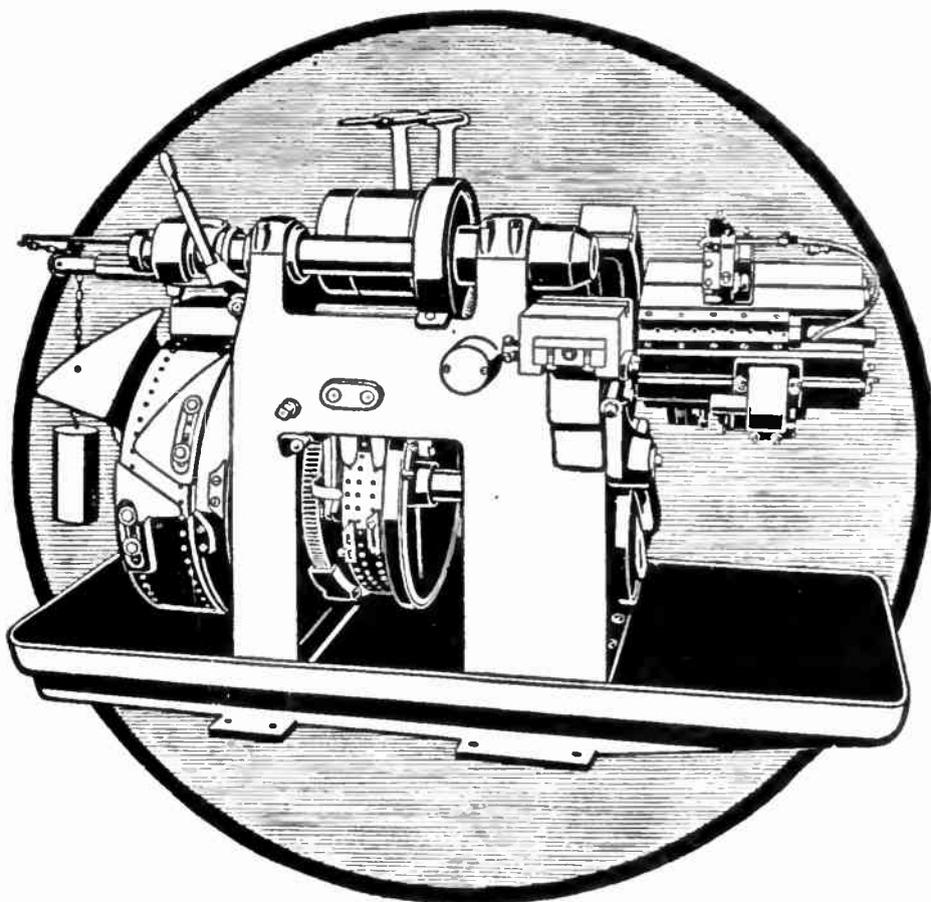


FIG. 1.—Evidently drawn from a photograph but an illustration far superior in printing quality to the ordinary half-tone. The circular border adds to the distinctiveness. The mass shading is also effective.

as half-tones, to come out well, require careful make-ready. Even when paper of much better surface than newsprint is used, line plates are often preferred because of superior printing and display qualities. See Figure 1. This stood out strongly in a magazine that showed hundreds of half-tone illustrations in its advertising pages. The circular border added to the distinctiveness of this illustration. The drawing from this plate was undoubtedly made up from photographic copy furnished the illustrator.

The usual type of copy for half-tones consists of photographs or wash drawings, the latter being drawings made up

with washes or tones ranging all the way from almost white to almost black. A wash drawing is an artist's closest approach to photographic effects, and a fine wash drawing looks almost like a photograph.

Solid line and stipple drawings can be reproduced on half-tone plates, but it is rather unusual that this is done. The half-tone screen of the process tends to lighten and soften a solid black line. Sometimes a heavy border drawn by an artist to print as a line cut is half-toned in order to get the softening effect of the screen.

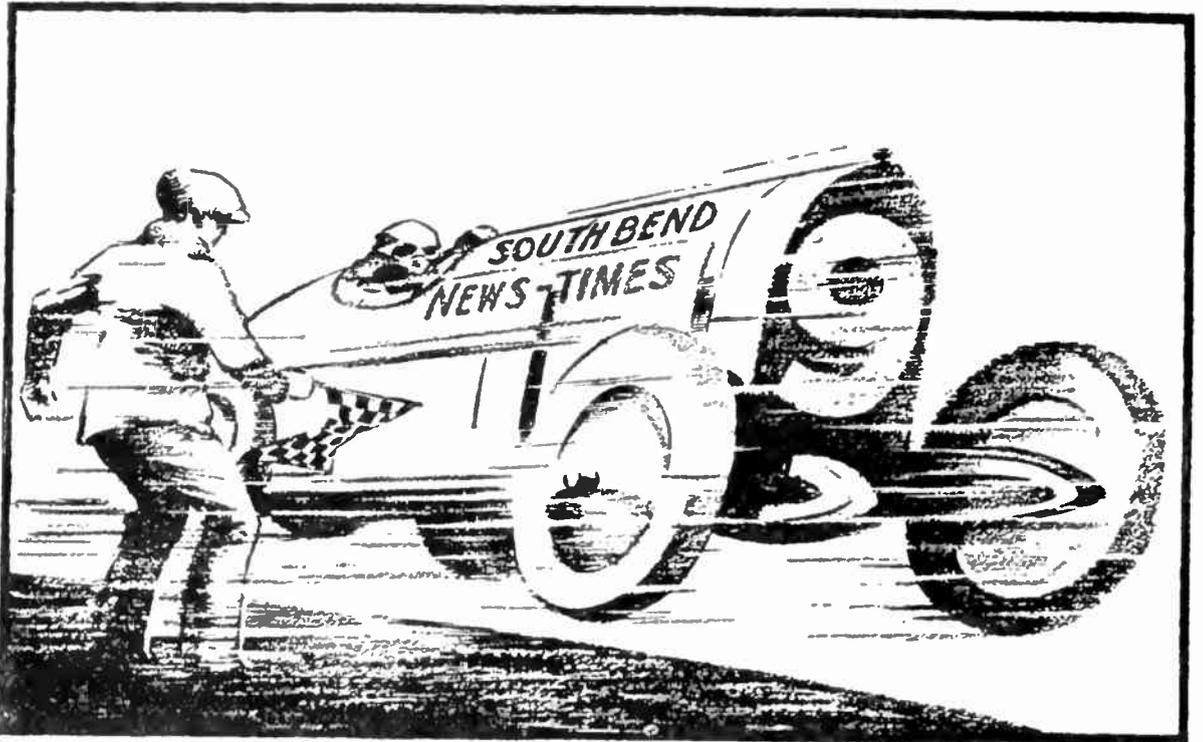


FIG. 2.—Line-plate illustration from drawing made with heavy crayon. Compare with the Borden example, on page 385, where the reproduction is by the half-tone method.

**Crayon, Charcoal and Pencil Drawings as Copy.**—If the lines and dots made by charcoal drawing are clear and distinct from each other, it is possible to get line plates. But as crayon, charcoal and pencil are used in drawing in order to get a wide range of values from light shading to dark, the half-tone process is the one to be used to get a faithful reproduction. In fact, nothing could be done in the way of getting a satisfactory result in a line cut from a pencil drawing unless the lines were solid and as black as ink.

The illustration of the speeding automobile Figure 2 is a good example of line plate made from a crayon drawing.



**Baby's Reply to The Borden Company**  
*(AS INTERPRETED BY DADDY)*

*Dear Borden Company:*

*I read your letter. My picture shows I'm fat and healthy - my mother fed me Borden's Eagle Brand Condensed Milk. Daddy is a "big" sales manager. Maamma says he's big because his maamma fed him same as me. There are lots of my little friends though who are puny and weak. They weren't raised on Eagle Brand. I think it's a shame, don't you? I would like to see some other pictures of Borden babies. Then the skinny babies' mammas would take the hint and feed them Borden's too. Baby Edna.*

**THE BORDEN COMPANY, Inc.**  
Established 1857

Borden Building New York

A handsome prize will be given to the handsomest "Eagle Brand" baby of a Sales Manager. Send photos to address below.

Send for booklets, "The Message of The Months", "Baby's Biography." Free for the asking.

FIG. 3.—A good example of the softening effect of the half-tone screen on a crayon drawing.

The character of this illustration is such that no softening of the blacks were needed. It will be observed that value here is dead white or black. Compare with the reproduction on page 385 of the Borden advertisement, a crayon illustration by the half-tone process. The half-tone screen here brings out the soft intermediate tones in a way that a line cut would not do.

### PLATE-MAKING

**Process of Making a Line Cut.**—A drawing for a line plate is first photographed down to the proper reduction and this photographic image is finally reproduced on a metal plate—zinc being the metal commonly used for line plates, hence the term “zinc etching.” By a chemical treatment those lines and areas of these plates that are eventually to remain as printing surfaces are protected before the plate is plunged into an acid bath. The action of the acid on the metal is to eat down the surface of the plate except where the chemical treatment protects. This etching by the acid is the first process. Afterwards the plate has the crevices routed out by a machine and is often hand-tooled in order to improve its printing qualities. The process is quite a technical one and a process that the business man need not bother his head about except to recognize that both acid-etching and mechanical cutting by machine and handwork is necessary to put a line plate into condition for first-class printing. The hand-tooling is principally to bring out lines more sharply. The illustrations on pages 387 and 388 show a line illustration in three stages of its progress.

All of the leading engravers have methods, more or less their own, for getting superior effects and printing qualities in the plates they produce.

Line plates today cost from 12 to 15 cents a square inch as the basic charge but there are extra charges of various kinds according to the exact nature of the work.

**The Half-Tone Process.**—As in the case of line plates, the copy for the illustration, whether it be photograph, wash drawing, pencil drawing or charcoal sketch, is photographed down to the desired reduction or made the exact size of the original,



FIG. 4.—Zinc plate as it appears with the photographic image on it.



FIG. 5.—The zinc plate after receiving the acid bath.

if desired, but in transferring the image to metal, a screen is used to break up the solid masses of tones. This screen may be coarse or fine according to the kind of paper on which the plate is eventually to be used. Newspapers use half-tones of 65-line or 85-line screen. The usual other screens are the 100-line, the 110-line, the 120-line, the 133-line, the 150-line, the 175-line and the 200-line. The most common half-tones are those of newspapers and the 120-line, the 133-line and the 150-line.

To illustrate the different kinds of half-tones required by leading publications: *The Ladies' Home Journal* specifies 133-

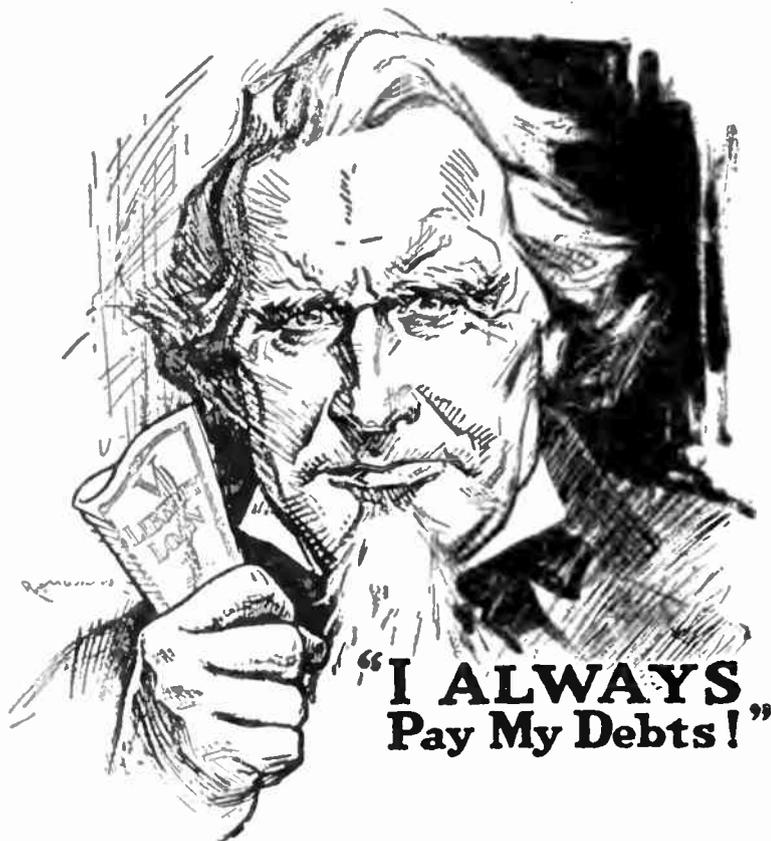


FIG. 6.—Final proof of the plate shown in Figs. 4 and 5. The tooling has now been done on the zinc

line screen, *The Saturday Evening Post*, 120-line screen, and *The Country Gentleman*, 110-line screen. These publications are all issued by one publisher.

Half-tone "screens" are plates of glass ruled with parallel lines. Two glasses are joined in such a way that the lines cross at right angles. Where the line divisions are 100 to the inch, the screen is known as 100-line screen; where there are 150 lines to the inch, the screen is known as 150-line screen. The effect of this lining or screening is to break up the solid

effects of colors of the original drawing or photograph into tiny squares or dots that can be reproduced with printers' ink.

Even on the finest half-tone, if the illustration be examined with a magnifying glass, the screen can be plainly seen. Half-tone printing may be understood a little better by examining an enlargement such as is illustrated in Figure 7 on this page. This enlargement is taken from a half-tone of the mouth and the marred nose of a famous statue. If the illustration be held at some distance from the eye, the dots merge somewhat and the outlines of the mouth and nose can be clearly seen.

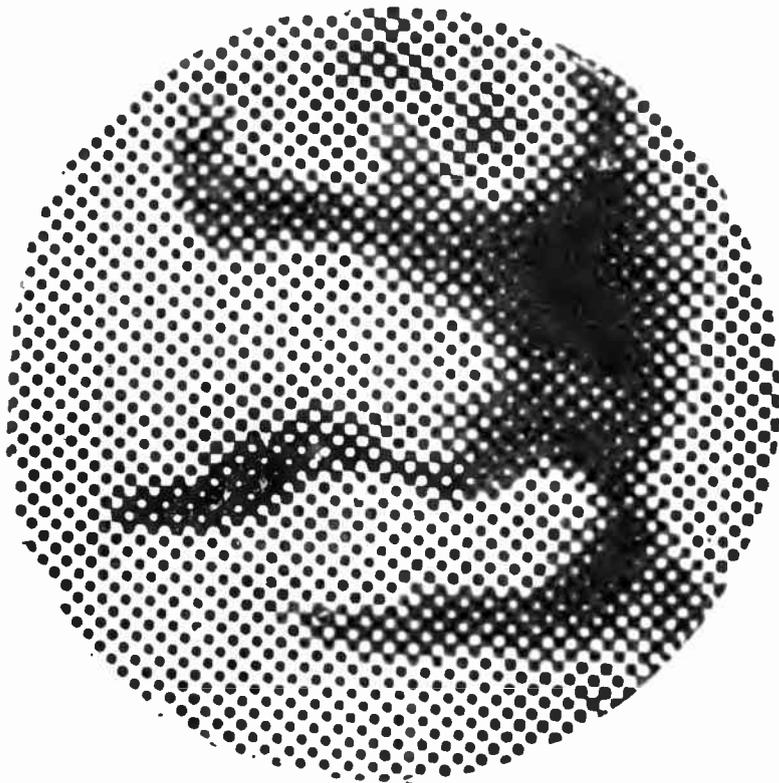


FIG. 7.—Section of half-tone illustration largely magnified.

After all, representing a picture by means of a printed illustration merely means the reproduction of a number of lines, dots, or tones that suggest the original view closely. Sometimes this representation can be a very simple effect as will be seen by Figure 8, which is an outline representation of a woman's face. Figure 9 shows how the shading may be filled out a little more by the use of dots. Either of these reproductions are perfectly practicable by the line process. We can go still further and by means of pencil strokes on rough paper produce a very finely grained plate closely resembling photographic work. This is brought out in the illustration of the

face of Thomas Watt shown on page 391, Figure 10. Such a drawing can be reproduced by either the half-tone process or by means of a line plate.



Simple outline illustration where all the lines are solid.

FIG. 8.

representations quite so well as the half-tone process with its screening effect that breaks up the solids and yet reproduces photographs with such fidelity as to make the reproduction closely resemble the original copy.

The half-tone plate, like the line plate, is produced by acid etching, but as the screened surface is more delicate than the surface of a line plate, half-tones are "burnished" and delicately tooled in the finishing work rather than routed, although large areas in a half-tone plate that are to appear pure white in the finished illustration may be routed. Considerable work can

The fourth step is illustrated by the woman's face in Figure 11. In this picture there are 218,448 dots. These are clearly visible under a magnifying glass, but at the ordinary reading range the dots merge into each other and the reproduction becomes an excellent representation of an actual photograph.

Not even the best line drawing brings out natural



Showing the result when dots are added to the outlines.

FIG. 9.

be done on a half-tone plate after the acid treatment to make the "high lights" and the white lines come out well.

Half-tones are usually made on copper, though coarse half-tones are frequently made on zinc plates.

Half-tone work, at present-day costs, runs from 18 to 25 cents a square inch with extra charges for the various kinds

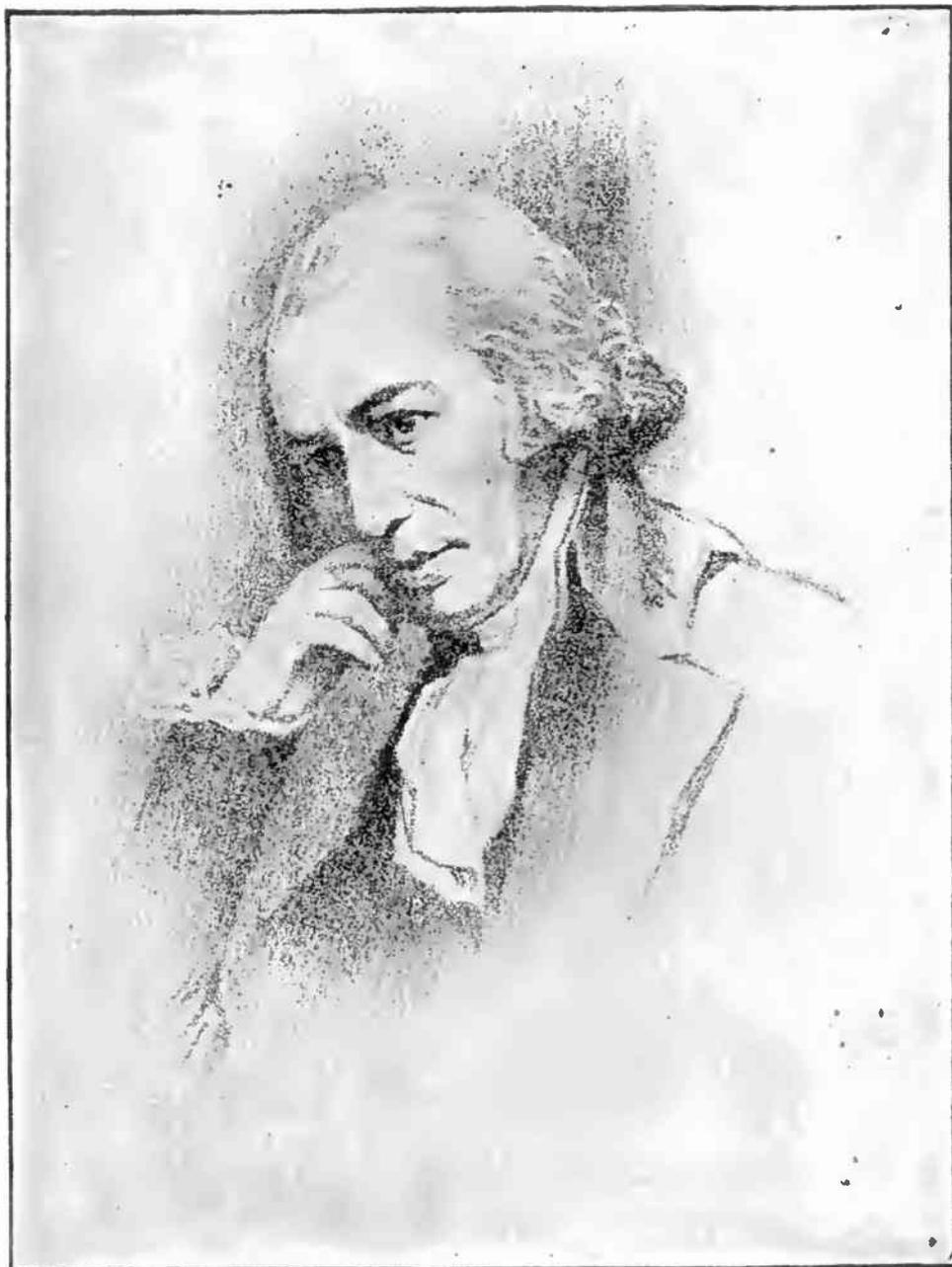


FIG. 10.—Line plates as well as half-tones can be made from such a drawing.

of special work. Because of the cheapness and because the etching can be deeper, newspaper half-tones are usually on zinc.

**Grain Screen Half-Tone.**—A style of half-tone that does not show the lined screen but is what is properly called grain effect is illustrated by Figure 12. This type of half-tone

has different names applied to it by different engravers but most engravers are prepared to furnish plates giving the effect illustrated. Such a half-tone affords softer and more artistic representations than the usual type of half-tone.



FIG. 11.—Half-tone illustration from a wash drawing. In this picture there are 218,448 dots so small that they cannot be seen without a magnifying glass.

**Combination Plates.**—In making up combination plates, the engravers make separate negatives of the line work and the half-tone parts of the copy and then lay out or arrange these



FIG. 12.—Good example of illustration from grain-screen half-tone.

negatives in the proper order to produce the finished result. The illustration of Father Time and the concrete letters in Figure 13 is an example of combination plate. Here the half-tone screen brought out the soft lines in Father Time appropriately. The solid blacks are line effects.

It is possible to make line plates and half-tones separately and then bring them together on the same wooden block or,



FIG. 13.—Unusually fine combination plate from pencil and pen work. Father Time is executed in pencil and this part of the illustration is printed from a half-tone. The remainder is a line plate.

in the case of metal, sweating them together. Publishers often ask for plates made by the method described in the first paragraph, holding that having the original work all on one plate gives a better plate.

#### REVERSE PLATES

The term *reverse plate* refers to a plate in which the usual arrangement of black and white is reversed; that is, where the letters would ordinarily be black and the background white, the plate is so made up that the letters are white and the background black. An example of a reverse plate is shown in the Ideal advertisement on page 395.

What's a Banquet?  
*says Bobby*  
 For me it's  
 a bottle of  
 milk and a  
 package of



**POST  
 TOASTIES**

**IDEAL**  
 CHOCOLATE  
 ALMOND BARS

**G**ET the IDEAL  
 habit for lunch,  
 on "rush" or rainy  
 days.

IDEAL COCOA & CHOCOLATE COMPANY  
 NEW YORK, U.S.A.      MILLS, LITITZ, PA.

Fig. 14.—Comparison of reverse plate with another advertisement of the same size set in the usual way—black type on white background.

In this case a white space was left in the center for type. Reverse effects may be made striking and often afford better display than black type against white background. However, when the type is small, the printing rapid and the paper of poor quality, small white letters suffer as did those in the bottom border of the Ideal advertisement. The word Ideal in white against a black background is stronger than anything in the Post advertisement of the same size shown on the same page, but 10-point type would be perfectly legible in the Post copy, whereas that size is almost lost in the Ideal specimen.

Advertisements having a gray or medium half-tone background are not exactly reverse plates. Many advertisements are made up in this way with the thought that because most backgrounds are white an occasional half-tone background with white type relieves the monotony. There is something, of course, in the idea of getting away from the usual effects but unless the type imprinted on this half-tone background is simple and in a large or medium size, the effect is not a readable one. A great many of the half-tone backgrounds simply present a flat, muddy effect that is not as attractive or as easily read as black type against white paper.

The following description is given by an engraving concern as a method of producing plates with white lettering and a half-tone background:

“The figures are first drawn on the background. A proof is pulled from the type, a line negative made and printed on the copper after the print from the half-tone negative has been made and before any etching.

“The engraver must have enough opaque background on the line negative of the type to cover the entire surface of the half-tone print, so there will be no possibility of any light affecting it. In other words, it is simply superimposing a line print on top of a half-tone print.”

Unless two negatives were made of such subjects, the screen of the half-tone would appear on the lettering, thus necessitating tooling that out.

The Howlett and Hockmeyer advertisement, Figure 15, is a fair example of half-tone background produced by the method

just described. It will be observed that the small white lettering is difficult to read, even when the paper is of fair quality. It is better in planning advertisements like this to



**"SUEDE-LIKE"**

*Suede-Like for sportswear has the ruggedness of leather with a soft drape that lends smartness and distinction to sport coats and garments for outdoor wear*

*Suede-Like, when waterproofed is quite the thing for raincoats. The genuine is stamped "SUEDE-LIKE"*

**HOWLETT & HOCKMEYER Co.**  
MARION AVE. NEW YORK      WATERBURY MILLS LOWELL, MASS.

FIG. 15.—Example of type lines reversed and superimposed on half-tone background.

have the copy brief and in bold letters, or else leave part of it open for black printing against a white background.

The Brunswick Phonograph advertisement, Figure 16, on

this page shows a good combination of reverse effects at top and bottom, for display effect. The large amount of copy has been set, very judiciously, in black type lines.

# The Brunswick Method of Reproduction



THE TONE AMPLIFIER  
With Grill Removed



THE ULTONA  
Playing a Brunswick Record

## The only right way to judge Phonographs not so much by name as by tone

We advise thus frankly how to choose your phonograph because we feel that it is one of the obligations of a leader.

After all is said and done in choosing your phonograph, after you have it in your home, its final favor is won by its tone. All else is secondary.

But do not take this too broadly. Any phonograph won't do. Reputation identifies the several leaders. Choose from them.

Judge these leaders by tone. While Brunswick is one of the most famous names in American industry and in itself a guarantor of satisfaction—still it is not a name you buy, but tone.

Tone differs as name differs. So don't let your choice be a foregone conclusion. Hear the several leaders.

### New ways

In the Brunswick Method of Reproduction we introduced new tone standards. We brought innovations and improvements. So that today music critics everywhere accord The Brunswick a high place. That accounts for its tremendous favor.

One striking improvement was the Ultona, our all-record reproducer. This brought an exclusive feature. At a turn of the hand, the Ultona presents to each make of

record the exact needle and the proper diaphragm. Therefore each type of record is played exactly as it should be played. It is heard at its best. The Ultona does away with attachments and makeshifts.

### All for tone

Another feature is the all-wood, moulded, oval Tone Amplifier. It is connected directly with the tone arm. There is no cast-metal throat.

This perfected amplifier brings truer, more natural tones. It does away with metallic sounds. It is one of the greatest betterments in phonographic progress.

We wish to stand or fall on your judgment of the Brunswick Method of Reproduction. Let your ear decide. Make *tone* your first consideration.

Hear The Brunswick before you buy. A Brunswick Dealer will be glad to play your favorite selections, so that you can make comparisons.

Ask also to hear Brunswick Records. Remember Brunswick Records can be played on any phonograph with steel or fibre needle.



THE BRUNSWICK, BALKE-COLLENDER COMPANY

General Office:  
621-623 S. Wabash Ave., Chicago

Branch Offices in Principal Cities of United States,  
Mexico and Canada

Canadian Distributor: Strachan Brothers Ltd.  
Suite 201, 514 Yonge St., Toronto



FIG. 16.—Good example of how to use reverse effects in a large advertisement.

Reverse plates are very useful in circular work. For example, a drawing can be made up in black on white paper and if it is desirable to reproduce it in the style of a blue-print,

the engraver may be instructed to "make up a reverse plate of this," and he will furnish a plate which, if printed in blue ink, will yield a blue background with white lines, the white being merely the paper that is left unprinted.

**Wash Drawings.**—A wash drawing is an illustration that simulates photography in that instead of being in sharp lines or in dots and lines, the work is done with a brush and with

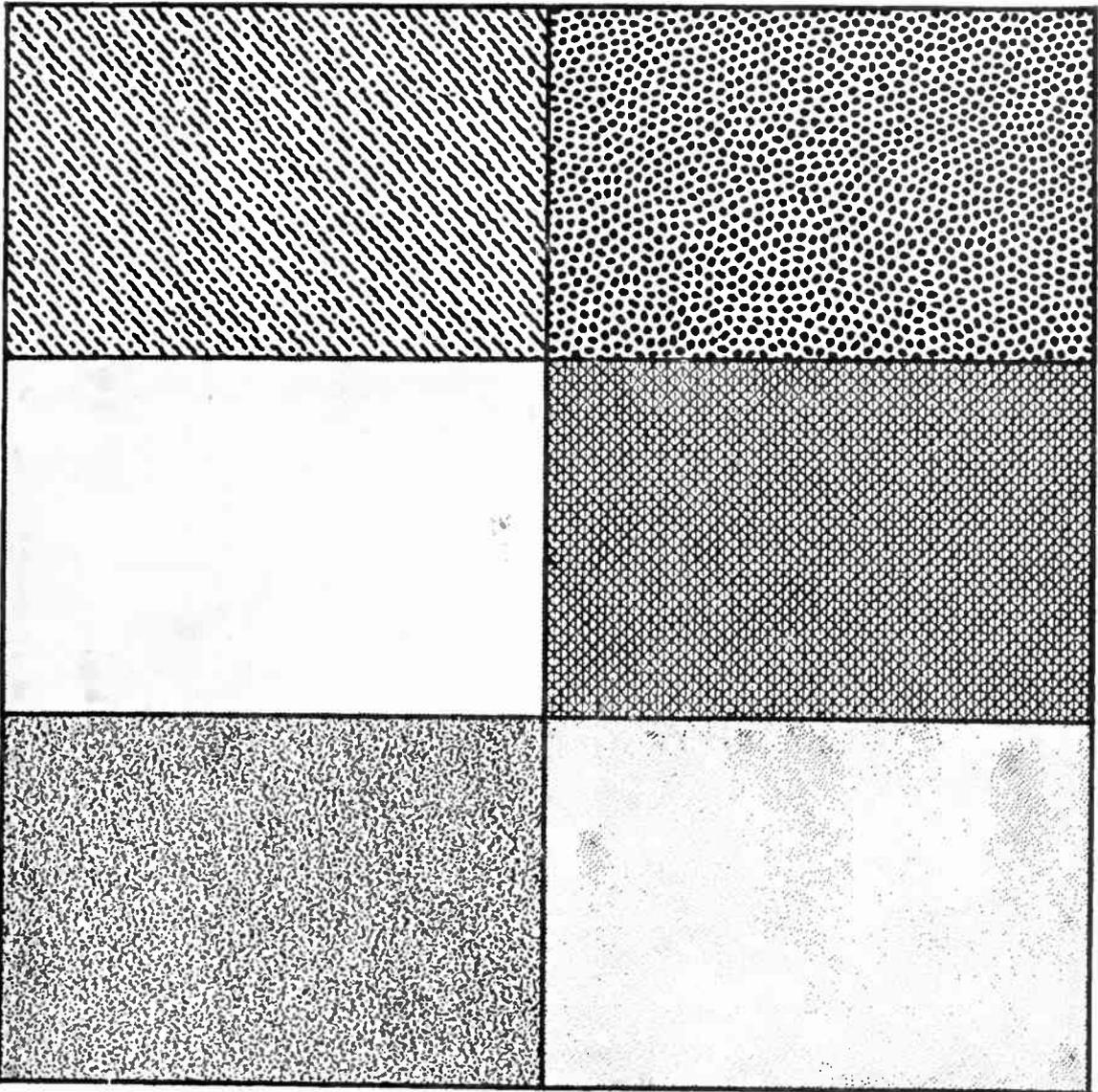


FIG. 17.—Typical Ben Day screens or tints.

varying mixtures of black and white, so that tones rather than lines are produced. Wash drawings must be reproduced by the half-tone process. Figure 11 is a good example of illustration produced by the aid of a wash drawing.

**Clay and Metal Modeling.**—Illustrations and display lettering are sometimes done in clay or metal by means of modeling and half-tones made of these unusual effects. The procedure is to take a photograph of the model. By this method a

great variety of designs can be faithfully reproduced. A photograph can, for example, be taken of the bark of a tree or a concrete surface and any desired lettering executed on the photograph before the printing plate is made.

**Ben Day Effects.**—Both illustrators and engravers make use of Ben Day effects. The Ben Day process gets its name from its inventor. The process is a system of screens or tints which



FIG. 18.—Illustrating the use of various Ben Day screens. One figure is plain silhouette.

may be easily transferred to the outlines of drawings or plates. A great variety of Ben Day screens are available. The exhibit on page 399 shows six of the effects most commonly used and the exhibits of the Piper Boy illustration on this page show the application of several of these shading effects. Such lining or stippling can be closely duplicated by ink and is often done that way but is much more quickly and evenly

done by the Ben Day process. An illustrator can make up drawings in outline, leave such textures as clothing, hats, wall paper, etc. as open space and instruct the engraver just what Ben Day shading to put into these spaces. Any first-class engraving house can take care of orders calling for the use of Ben Day tints.

**Silhouette Cuts.**—Silhouette cuts may be solid black figures against a white background or solid white figures against a black background. See one of the figures in the Ben Day exhibit, Figure 18. Sometimes silhouettes are ingenious com-

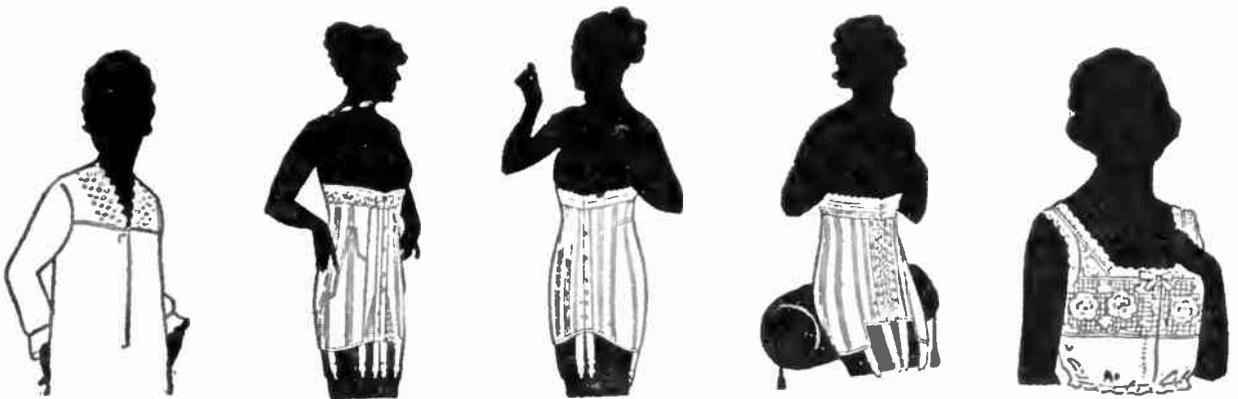


FIG. 19.—Striking effect produced by showing white goods on black silhouette figures. The contrast is excellent.

binations of both the white silhouette method and the black silhouette method. Such illustrations stand out strongly because of their simplicity and great contrast. An example is afforded in Figure 19.

A new form of silhouette illustrations known as “shaded silhouette” has come into use in the last few years. The exhibit in Figure 20, page 402, is a good example. Such illustrations are made up by the usual half-tone process, the shading being accomplished merely by a method of shading and lighting at the time of taking the original photograph. The chief advantage of this style, apart from its novelty, is that it has almost the strength of the solid black silhouette while at the same time possessing greater naturalness; the illustration seems to be taken directly from a photograph as, in fact, it is.

**Phantom Half-Tones.**—When it is desirable to have a half-tone illustration show details that would not be visible in the usual view of the apparatus, the engravers can make up what is known as a “phantom half-tone.” The example on page



FIG. 20.—“Shaded silhouette” effect that is distinctive and realistic.

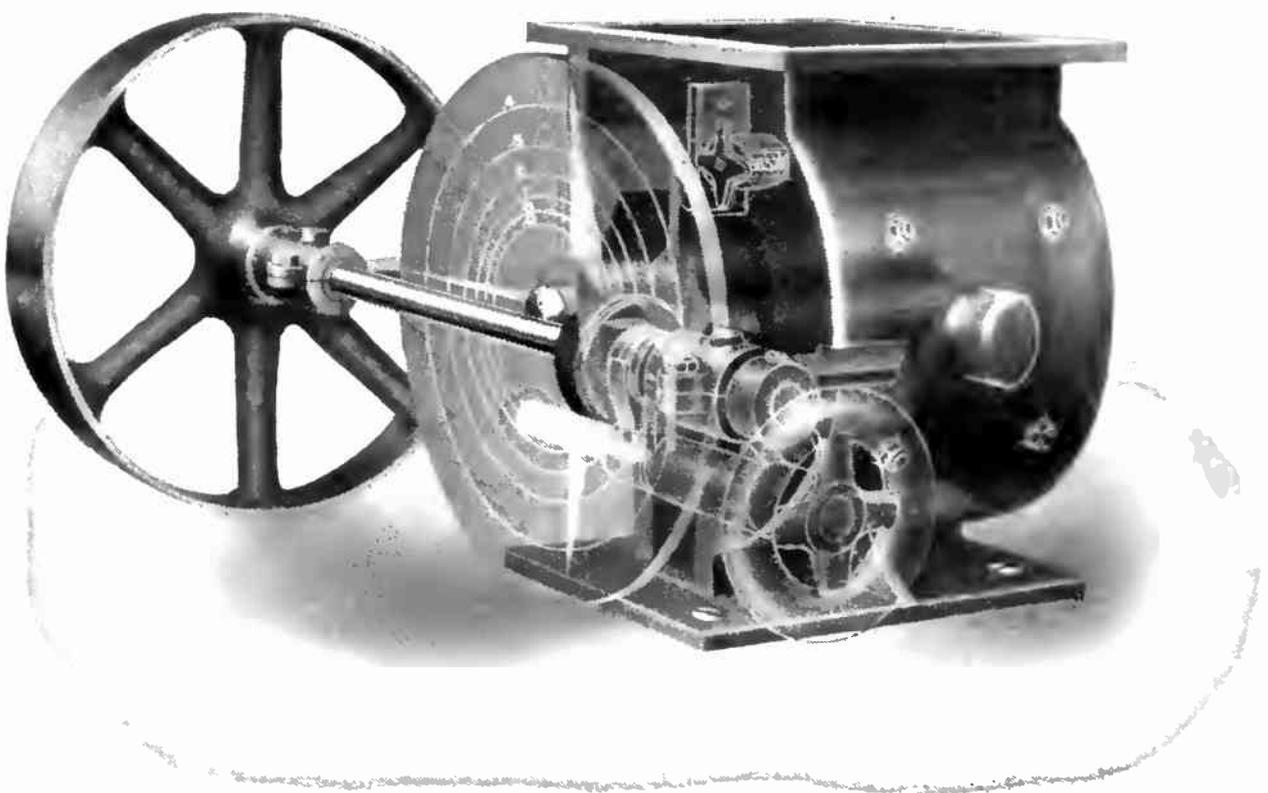


FIG. 21.—Example of “phantom” half-tone illustration.

402 Figure 21, shows the treatment. Sometimes, as here suggested, such an illustration may suggest other features besides interior features of a machine. The outlines of the "phantom" are always shown lightly so that they do not interfere with the remainder of the illustration. Phantom half-tones often aid materially in visualizing.

### THE HANDLING OF DRAWINGS AND PHOTOGRAPHS

**Reduction of Drawings.**—An engraver can make up a plate the actual size of the drawing or photograph sent him or he can reduce or enlarge the size. It is better not to have cuts made larger than the original copy, because the flaws of the original drawing or photograph will be magnified if the original copy is magnified. It is much better to have the drawing or photograph one-half larger than the size of the plate desired, or twice as large. Sometimes illustrators make up their drawings five or six times as large as the finished production. By this plan, slight flaws, such as rough lines, will usually be eliminated or greatly diminished when the reduction is made. In the case of small photographs, it is better to have the photograph itself enlarged, if necessary, and retouched before making up a half-tone.

There is one thing to guard against in making a drawing much bigger than the actual illustration is to be and that is the temptation to put in considerable detail which possibly will not come out well when the design is reduced to a very small size. The getting of strong, simple effects in advertisement illustrations, cover designs, etc. is one of the real problems of advertising.

**Figuring the Reduction of Photographs or Drawings.** Figure 22 on page 404 shows the method of marking a drawing for reduction. By drawing a line, using a string or else marking faintly with soft pencil (it is better to use the back of a photograph and to use the pencil very lightly at that) from one corner of a perfect rectangle, it is comparatively easy to see that the width of any reduction will be in proportion to the depth or height. The full size of the rectangle on page 404 is  $3\frac{3}{4}$  inches by  $2\frac{1}{2}$  inches. Suppose it is desired to get from

this a reduction with the larger dimension  $2\frac{1}{2}$  inches. After drawing the line from one of the upper corners to one of the lower corners, it is only necessary to mark off  $2\frac{1}{2}$  inches on the upper edge and lower edge and draw a line from one of these points to the other, *e* to *d*. Where this straight line crosses the line from one corner of the drawing to the other will indicate the other dimension of the reduced rectangle.

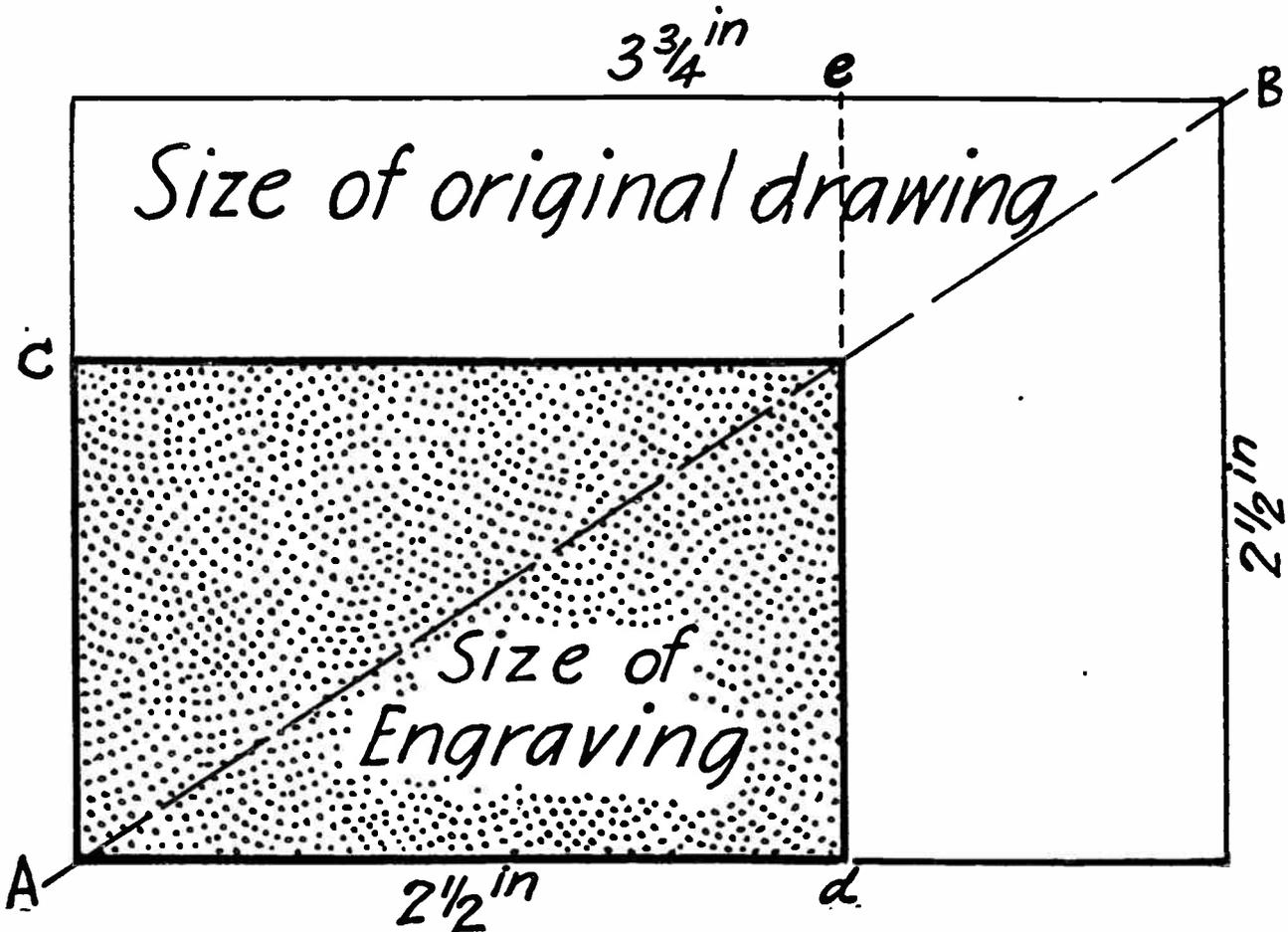


FIG. 22.

Reductions must always, of course, be in proportion. That is, with a  $10'' \times 6''$  rectangle, if the greater dimension is reduced to  $7\frac{1}{2}$  inches, the other dimension must come down to  $4\frac{1}{2}$  inches, which means that both dimensions have been reduced one-fourth. A plate  $7\frac{1}{2}'' \times 5''$  inches cannot be made from a  $10'' \times 6''$  figure unless the form of the original drawing is altered or a portion of it covered.

**Marking Photographs and Drawings for Reduction.**—The example on page 405 shows how a photograph or drawing is marked for reduction. It is necessary to mark only one dimension, as the other must come in proportion. But be

sure to use arrows that indicate the points from which the reduced dimension is to be figured, and if a photograph is to be "cropped" (non-essentials trimmed away), this should be clearly indicated by a line on the front or by a line on the back with a note calling attention to it.

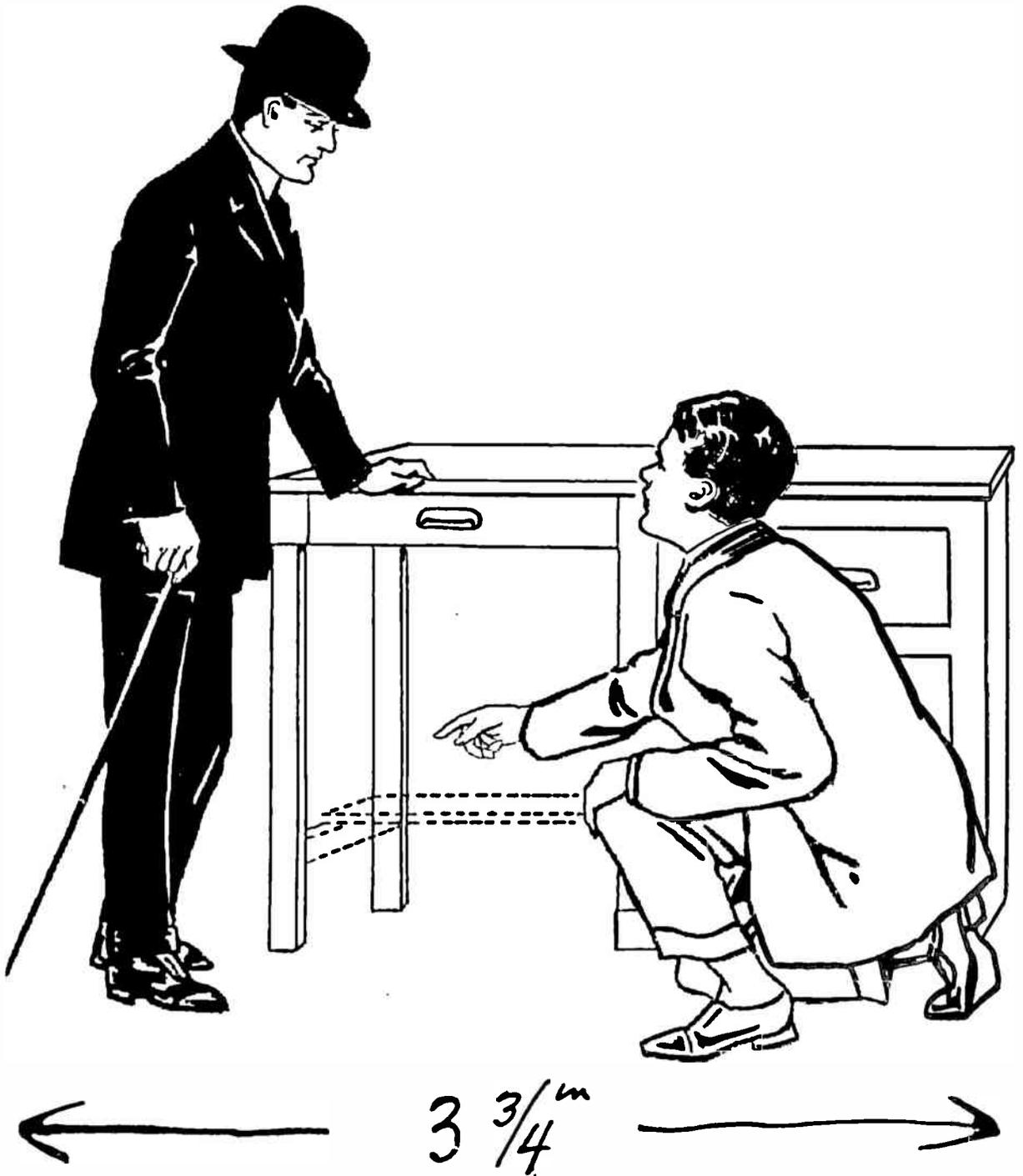


FIG. 23.—Illustration marked for reduction to  $3\frac{3}{4}$  in.

**Adjusting Size of Photograph.**—Where a number of photographs are to be used in the same design, it is often necessary to readjust their sizes by having some of the photographs enlarged or having others reduced. Engravers can handle this work for advertisers if they are given proper instructions.

There are, of course, many occasions when it is desirable to have photographs of different sizes as, for example, when a close-up view of an automobile may be shown while in another part of the same design a prospective view of the machine in action is shown. Something in cost is saved if all original photographs can be had in just the size and proportion that would make up a good design.

**Silver-Printing.**—A process in commercial art by which much time is saved and accuracy of detail assured. A photograph is taken and the print made on paper previously sensitized with nitrate of silver. The artist draws over the print—accenting or eliminating parts as required. The print is then bleached in a solution of bichloride of mercury. Nothing is left of the original photograph. The drawing remains and the line cut is made from that. It is advisable to wash the drawing in water to stop the action of the bichloride. The photograph may be taken direct from the object to be reproduced or from a print, photograph or drawing. In each case the process of drawing and bleaching is the same.

**Painting and Tooling.**—Half-tones can be made from photographs of ordinary quality. To get the best results, however, it is desirable, after getting as good photographs as possible, to retouch or paint them. This process enables the illustrator or engraver to eliminate undesirable features from the pictures and to bring out more sharply the features to which it is desirable to give emphasis. Figures 24 and 25 shows, first, a half-tone made from a photograph just as it came to the engraver. The second exhibit shows the photograph after it has been painted and retouched to eliminate undesirable details and to bring out other details more clearly. Automobiles and human figures can be painted into home scenes. Shrubbery and driveways can be added; in fact, almost anything that the advertiser thinks is appropriate. In the case of photographs, a person's features can be radically changed by wash drawing so as to conceal the identity, if so desired. This is often done to prevent possible complaints from persons whose photographs were used in an unauthorized way. It is desirable, of course, to have all such additions appear as natural as possible.

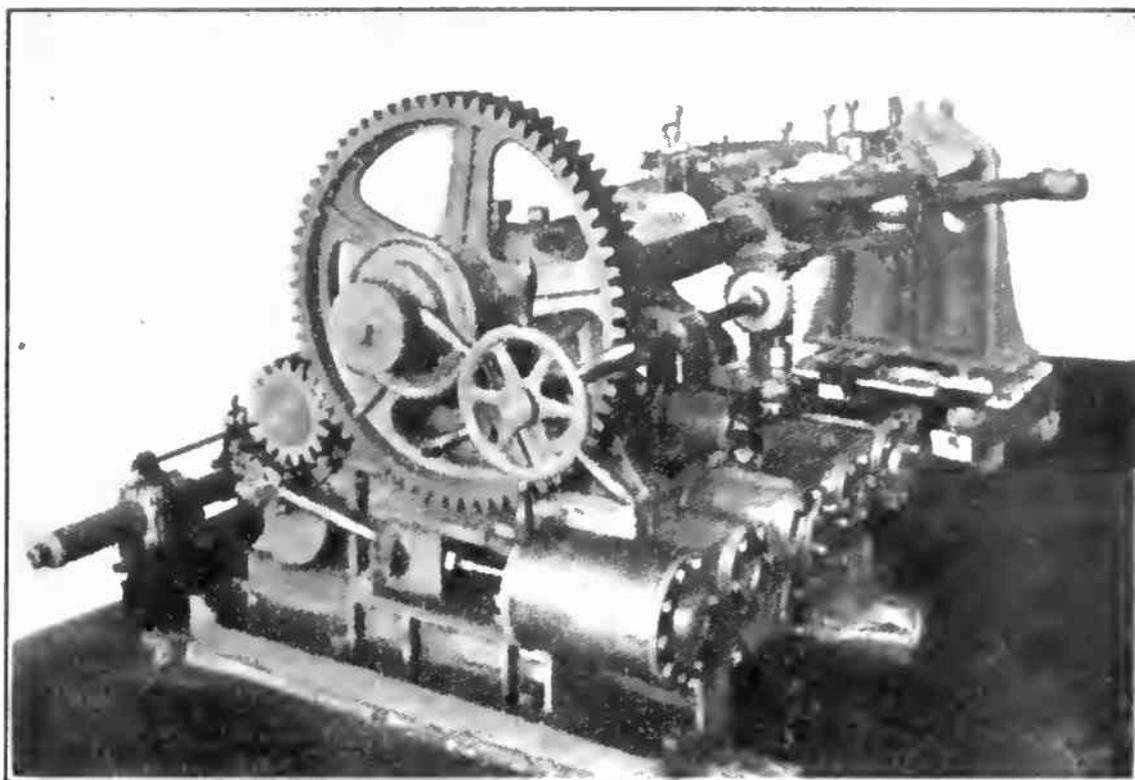


FIG. 24.—Illustration from unpainted photograph.

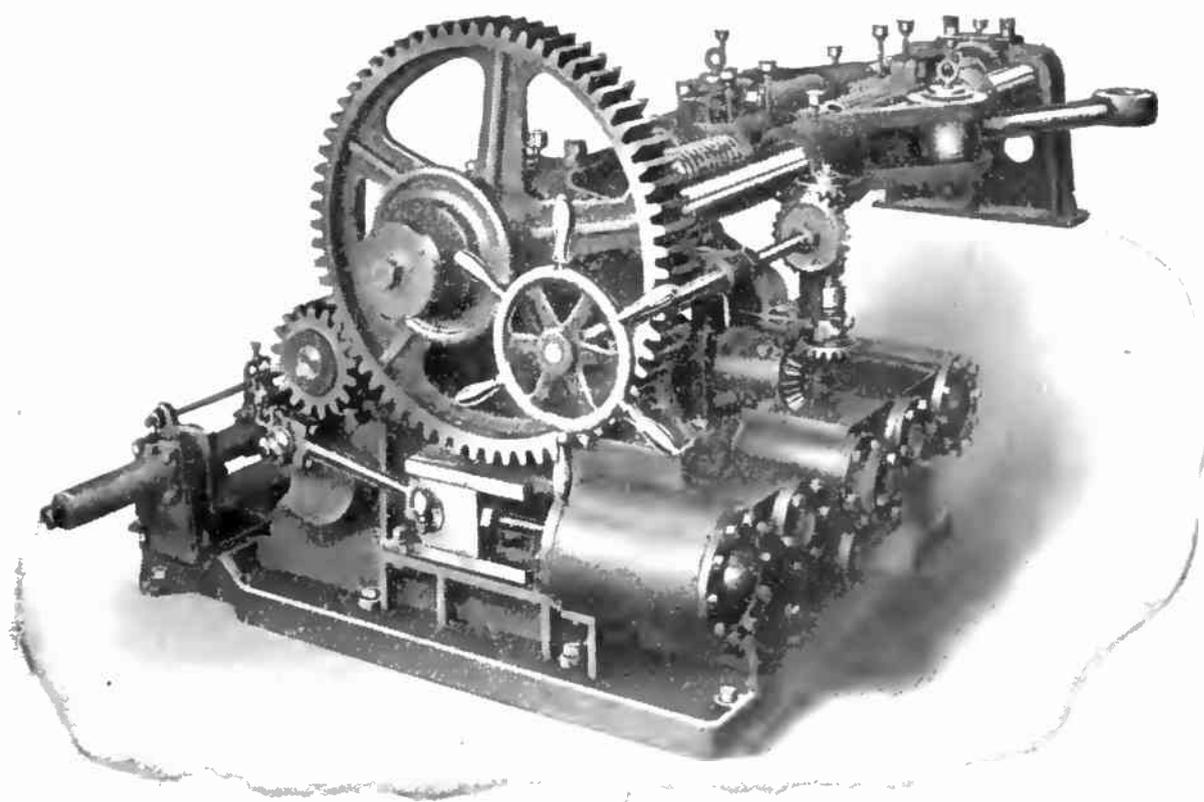


FIG. 25.—Illustration from painted photograph. Note changes in rear of machine.

One real risk in retouching and painting is that sometimes too much work will be done and the half-tone illustration will lack realism—will show that it has been changed considerably from the original. The amount of retouching that is desirable depends, of course, to a large extent on the nature of the subject. The art work of this kind that may be done on a photograph may run all the way from a dollar to fifteen or twenty dollars, depending on the character of the subject. In order that there may be no misunderstanding as to such costs, it is desirable to either instruct the engravers beforehand as to just what retouching and painting is to be done, or to get their suggestions as to the necessary work and a general estimate of the cost.

**Necessary Details in Ordering Half-Tones.**—In ordering half-tones, the following details should be observed:

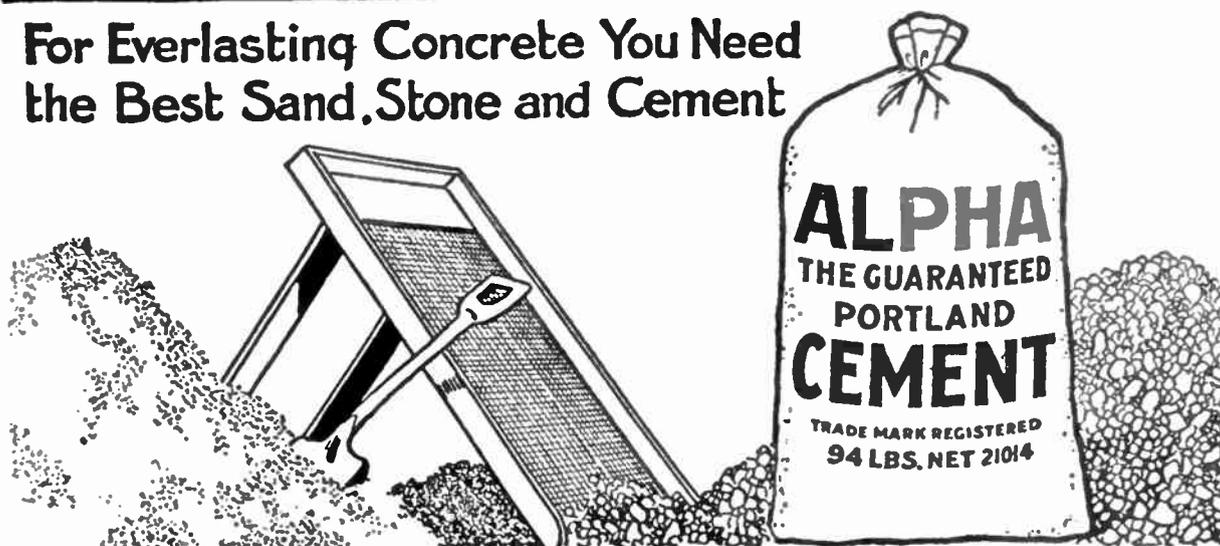
1. Let references to the photographs or drawings be unmistakable by numbering or lettering these exhibits on the back and using these numbers in ordering.
2. Give the exact width or depth desired for the plate.
3. Instruct as to mortising, if mortising is to be done.
4. Give the screen desired for the half-tones or send the engraver a specimen of the paper on which the half-tones are to be printed.
5. Be specific as to what retouching, painting, border treatment, or other art work is to be done.
6. Last but not least, give the engraver plenty of time to do the work properly.

**Mounting of Plates.**—Most plates are mounted on wooden blocks, the wood being carefully selected, seasoned and planed down to a standard height. A great many plates, however, particularly those for newspaper use, are ordered unmounted and are sent out flat. Occasionally, plates are mounted on a solid metal base.

#### DISTINCTIVE TYPES OF ENGRAVINGS

**Hand Stipple, Spatter, Ross-Paper.**—Illustrations are frequently made up with dotted effects or spatter work, produced by hand or by the use of Ross-paper. All artists are familiar with the technique of using dots or stipple work rather than lines to indicate shades or other illustrative values.

**For Everlasting Concrete You Need  
the Best Sand, Stone and Cement**



**Y**OU can get from us everything you need for making everlasting concrete improvements. Our sand is sharp and free from dirt; our crushed stone and gravel come from the best quarries and pits, and our cement is the brand that always gives satisfaction. Architects and engineers like to see

# ALPHA THE GUARANTEED PORTLAND CEMENT

go into a job, because they know that every bag is warranted to more than meet the United States Government standard for strength and every other recognized test.

When you make concrete in the right way with our good sand and stone and ALPHA Cement, you can be sure that your work will be everlasting.

Our prices will interest you. ALPHA Cement costs no more than any other high-grade cement, although ALPHA while being made is tested every hour, day and night, by chemists who certify to its strength and purity. Our sand and stone are sold on the smallest margin. We shall be glad to help you figure how much you will need for any kind of job.

Call and talk over with us the work that you are planning. We can give you plans for barns, silos, garages, poultry houses, steps, floors, etc., and also supply—free—the valuable 80-page book, "ALPHA Cement—How to Use It."

## Dealer's Name Here

**CONCRETE FOR PERMANENCE**

FIG. 26.—The sand in this illustration is represented by hand-stippling. This is also a good example of a plate furnished retail dealers by manufacturers. Observe that, though furnished by a cement manufacturer, the advertisement deals with sand and stone, which makes it more likely that the plate will be used.

Ross-paper is a rough-surface paper on which lines or dots have been prepared by machinery. The illustrative effects are produced by using pencil, pen or brush and darkening certain portions of the paper or by scratching away the surface of the paper so as to produce pure white values. This



FIG. 27.—Example of Ross-paper illustration.

description applies to the kind of Ross-paper that comes with certain shadings already provided. There is another kind that is pure white and the shaded effects are produced by passing pencil or crayon over the rough surface.

The examples on pages 410 and 411 are good examples of hand-stippling, spatter, and Ross-paper illustrations.

Spatter work is executed by snapping a brush over the

portions of the drawing to be shaded. The areas not to be "spattered" are protected by a shield.

**Wood Engravings.**—In Figure 29 is an excellent illustration of the wood engraving, a form of illustration that was used extensively before the days of acid-etched printing plates. Though wood-engraving is a somewhat slow and expensive



FIG. 28.—Spatter treatment combined with mass-shading.

kind of plate-making, the artist cutting the image in relief on a solid block of wood, it is a distinct art in itself and many beautiful examples may be found. Within the last few years a number of advertisers have returned to the use of wood-engravings, because of its distinctiveness and because electrotypes from wood engravings have fine printing qualities. As wood engravings are made by hand, they should not be used



*Gunning?* Pheasant hunting may be the finest of the sports—but shooting for prospects with the Mimeograph also has its thrills. Five thousand shots an hour this business-bagging repeater fires. And every shot goes to where it is addressed—sent at maximum speed and minimum cost. Letters, diagrams, maps, bulletins, forms and the like are Mimeographed now as they have never been Mimeographed before. *Neater*—better work has been the aim of every improvement. You don't know what the Mimeograph can do if you haven't recently seen the Mimeograph in operation. With it—the cherished plan of this hour becomes the business-getting policy of the next—departures from the beaten track are invited by this ready and cheap means for their quick accomplishment—and dreaded emergencies disappear in an easy routine. Five thousand shots an hour—bringing down overhead and bagging bigger business! Others are gunning—why not you? Get booklet "L" from A. B. Dick Company, Chicago—and New York.



FIG. 29.—Good example of illustration from wood engraving.

in printing. The original should be preserved as a pattern plate and electrotypes used for press work.

In Figure 30 is an excellent imitation of wood engraving. This is printed from a zinc plate made from a line drawing executed in the "wood engraving" style.

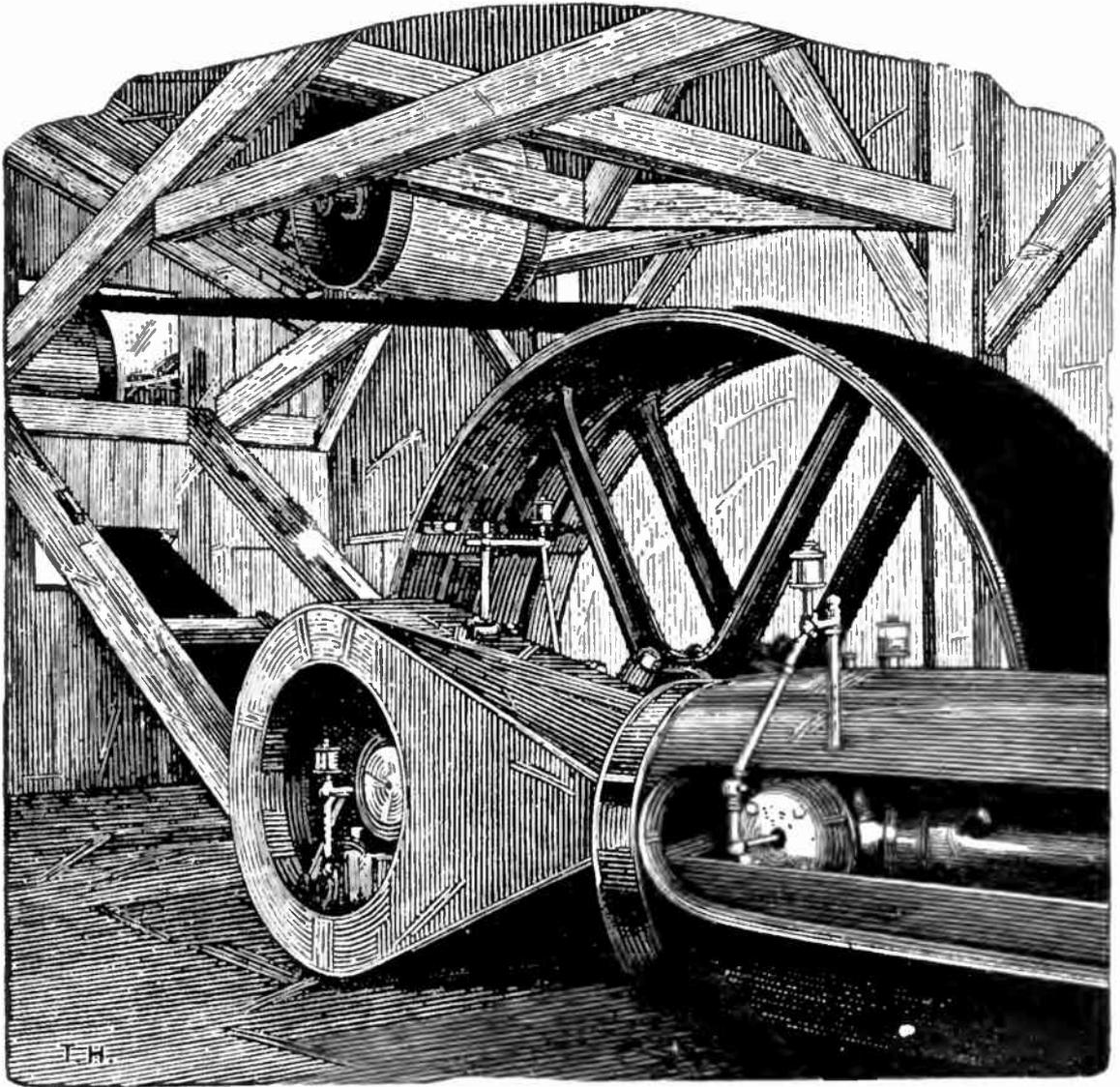


FIG. 30.—Illustration in close imitation of wood engraving. Such cuts print well.

**Outline Illustrations.**—The outline drawing makes excellent copy for line plates, as the drawings consist of simple lines. Many advertisers use outline drawings largely. Others combine outline drawings with shaded drawings and get excellent results. Each then stands in contrast with the other. Figure 31 is a good example of outline illustration.

**Mass-Shaded Copy.**—An exceedingly popular kind of drawing is the heavily shaded kind known as mass-shaded. The contrasts are very strong, and as there are few or no fine

lines to be reproduced, good plates can be easily made. Furthermore, such plates afford good displays, even when the printing is rapid and on cheap paper. Figure 1 is a good example of massed shaded illustrations. Figures 23 and 28 also show mass shading.



FIG. 31.—Outline cuts afford delicate illustrations but print well.

**Tint Blocks.**—The name of the tint block reveals its character. It is a printing plate designed to give a tint or faint color to some part of a composition. That tint may be the background for the whole or a part of an illustration or the tint may be a panel background on which type in a heavier color is to be printed.

The tint plate may be a perfectly flat piece of metal or it may have a grained or half-tone effect, according to the effect desired in the printing. If it is a flat plate, of course the tint has to be secured by the use of a pale ink, whereas if a plate has a grain or screened surface, the ink may be heavy but the white spots showing through the impression when the plate has been printed will give a tintline effect.

**Double-color Effect with one Plate.**—A method of getting at one printing what at first glance seems to be a 2-color effect is that of having part of a plate print perfectly flat so that a full amount of ink is carried and impressed on the paper,

BUILD · IT · WITH  
**ALPHA**  
 THE GUARANTEED  
**PORTLAND CEMENT**  
 AND IT WILL BE EVERLASTING

FIG. 32.—A dealer blotter illustration showing how two effects can be secured with one printing. Dealers names were imprinted in the little panel near the bottom.

while other parts of the plate have a surface that is stippled or screened; when these screened surfaces are printed considerable white shows between the lines or dots printed. Figure 32, a



## Pardonable Pride

**I**T is only just, after all, that smokers should realize what tremendous pride the General Cigar Co., Inc., takes in Robt. Burns.

This pride alone will always be a sufficient guaranty of the uniformly high quality of Robt. Burns.

To the makers of mild

Robt. Burns any compromise of quality is out of the question, now and for all time.

Perhaps this attitude explains why Robt. Burns is *the only cigar with a full Havana filler which has achieved national standing.*

*General Cigar Co.*  
DEPENDABLE CIGARS

1147 North 4th Street  
Philadelphia, Pa.

HAVE YOU TRIED ONE LATELY?

# Robt. Burns Cigar

National sizes—2 for 25c and 15c

Invincible  
2 for 25c (13c for 1)  
Box of 50—\$5 75

FIG. 33.—The treatment of the hands and background of this illustration show the almost unending variety possible in line drawing.

small blotter design, makes this clear. This plate was made to print in green. The parts here showing in full black gave a dark green effect when the green ink was used, while the lighter

PLATE I.—COARSE HALF-TONE AND LINE PLATE ON NEWSPAPER

This is a specimen of ordinary news-print paper. Such paper usually comes in large rolls but can be had in flat sheets. Paper of this quality requires coarse screen half-tones. The lower exhibit shows the importance of using line cuts with simple strong values when the illustrations are small.

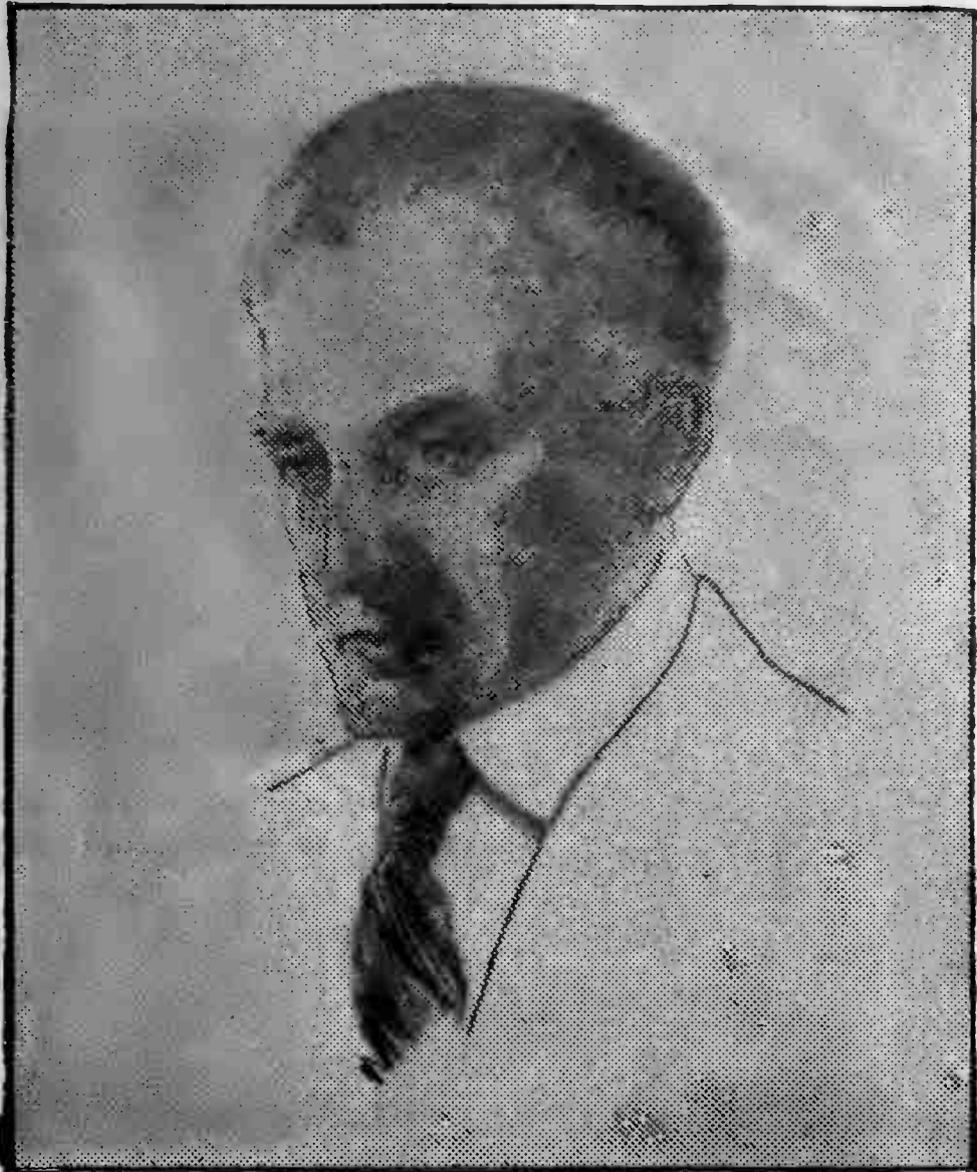


FIG. 36.—Printed from 65-line screen half-tone finished square with line around.



FIG. 37.—Line plate illustration showing simple strong effects obtainable on rough stock.

(Insert Following page 416.)



Fig. 36—Primal form of man - from William King's 'The Dawn of Man'.



Fig. 37—The first illustration showing the 'primal' form of man.

PLATE II.—HALF-TONES OF MODERATE FINENESS ON MACHINE FINISHED PAPER.



FIG. 38.—From half-tone of 100-line screen finished square without line.

This paper is what is known as machine finished paper of fair grade. Such paper is used largely for low-priced books, catalogs, the supplements of newspapers, etc.

Half-tones of 100-line screen and 120-line screen can be used on this quality of paper.



FIG. 39.—From oval half-tone of 120-line screen with edges strengthened by plain line.

*(Following Insert Plate I)*



PLATE III.—HALF-TONE ON SUPERCALENDARED PAPER.

This is a specimen of supercalendared paper usually referred to as "super." This paper is a grade higher than paper of machine finish but is not smooth enough to give the very best results in half-tone illustration. Vignetted half-tones should not be used.

Where supercalendared paper has a sizing to increase its smoothness, it is referred to as sized and supercalendared, or as "S. & S. C."



FIG. 40.—From half-tone of 133-line screen with appropriate line border.  
(Following Insert Plate II)



PLATE IV.—HALF-TONES OF FROM 150- TO 200-LINE SCREEN ON COATED STOCK.



FIG. 41.—From vignetted half-tone of 150-line screen.



FIG. 42.—From vignetted half-tone of 175-line screen, finished with square base.



FIG. 43.—From square finished half-tone of 200-line screen strengthened by band border.

This is a specimen of coated or enamel paper of high grade.

This paper has a "filling" and is so treated that it has an unusually smooth surface for half-tone printing. Coated papers break easily unless folded in certain ways or unless there is some special treatment by the manufacturer giving the paper usually good folding qualities.

During late years there has been a great advance in the cost of this quality of paper.

The exhibits printed on this specimen give an idea of the results obtainable.



World Radio History

PLATE V.—OPEN BACKGROUND HALF-TONE ILLUSTRATION ON CAMEO STOCK.

This is a specimen of a dull-finish, or Cameo, paper of excellent quality. It gives pleasing results in the reproduction of illustrations and yet lacks the polish or the glare of enameled papers. Such stock will carry half-tones of fine screen with good results and the tint of the paper adds richness ordinarily lacking in black printing on pure white paper.

The half-tone illustration is a good example of the improvement possible by cutting out backgrounds, adding a simply drawn border and using a fine screen. Compare with the same illustration on the specimen of news-print paper.



FIG. 44.

*(Following Insert Plate IV)*



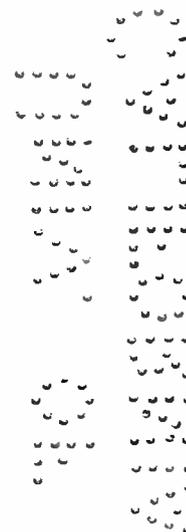


PLATE VI.—RUFFSTOCK HALF-TONE ON ANTIQUE FINISH BOOK PAPER.

Such paper is used to large extent in booklets and prospectus work that does not call for the use of ordinary half-tones. It is possible, however, to use this paper for the text portions of the book and to use separate sheets as inserts for the half-tone illustrations, if these are not numerous, or special half-tones of the kind here illustrated may be used.

Paper with antique finish is easy on the eyes and as the ink spreads a little, there is more strength to the text than where type is impressed on hard, enameled stock.



FIG. 45.—Example of illustration from "Ruffstock" half-tone.  
(Following Insert Plate V)



portions showed what appeared to be a pale green, because of the whitening effect of the screen used on the plate. This



FIG. 34.—Good example of line-plate illustration of distinctive lettering and lined background. Such backgrounds are helpful in designing head-pieces or laying out drawn headlines.

**Who  
Discovered  
RICORO?**

*Told by a Conductor*



FIG. 35.—Silhouette plates made unusual by introducing a screen.

change in the values of different parts of the plate not only threw the display into contrast but actually made the illustrated parts of the design more prominent.

Figures 33, 34 and 35 afford further examples of the great variety in background effects that illustrators and engravers can produce.

### PLATES FOR COLOR PRINTING

**Color Plates.**—Aside from the class of printing known as “process plates,” described in following pages of this section, there is considerable printing done by means of sets of plates, two, three, four or more—the most common being sets of two and sets of three. These plates may be half-tones, line engravings, tint-blocks, etc. so laid out as to print in combination. For example, it is common to have a set of plates to print in blue, green or buff in combination with a black plate. The black plate is run on the presses at the same time the type is printed in black, and the black plate is usually the key plate, the color plate being used merely to give a green or buff background, or trim, to the illustrations and possibly being also used for borders to the job. Plates for calendars, cover designs, etc. are often of this style. A three-color combination is possible with two plates. For example, if the plates are to be run in black and buff, the two plates may be made to lap in places, producing a very pretty bright brown in addition to the plain black and the plain buff. This method gives excellent results and is economical, as but one extra ink and printing is necessary. However, the character of the work may be such that a third set of plates, or even a fourth, may be desirable.

**Color Process Plates.**—A great deal of printing formerly done through lithographic processes or by the use of six, eight, ten or more printing plates, is now produced through the use of what are known as *process plates*. When process plates consist of three, the printing is known as the three-color process. When a fourth plate is used, as is often the case, the method is referred to as a four-color process.

It is not necessary for advertisers or writers of advertising matter to be thoroughly familiar with all the technical side of making color-plates. The really essential things are given here.

Reproductions by either the three-color process or the four-color process can be made from any colored original or object.

Where a drawing in colors is not available, it is usually necessary to take a photograph or to have a drawing made and have this carefully colored in just the manner that the reproduction is to appear.

For a number of years the general practice in process printing was to use three plates—a yellow, a red and a blue—printing these directly on top of each other; but with only three plates it is often difficult to get certain neutral tones. Therefore, a fourth plate was added, this printing certain black effects.

The general principle used in making color plates is that of using what the engravers call “color filters.” In the first place, for practical purposes, all pictures are regarded as being made up in some proportion of yellow, red, and blue as primary colors. While there are different theories about the primary colors, this at least is the practice in engraving and printing. In making up a plate that contains all the yellow elements of the picture, a color filter is used to absorb or withhold all light rays but those needed in making up the yellow impression. Other color filters are used to produce the plate containing the red elements in the picture and still another color filter is used to obtain the plate giving the blue elements of the picture.

Such objects as flowers, fruits, architectural views and landscape views can be made directly from the objects in full color. It is also possible to make up sets of three- and four-color plates from black-and-white drawings, if the engraver is furnished a complete description of the colors that should be worked in, but the success of such plates depends in a large degree on the artistic ability of the engraver. It is very much better to furnish drawings carefully executed in the exact colors that are to appear in the finished printing. These originals ought to be considerably larger than the finished size of the reproduction.

Through the use of an additional aid known as “Lumiere transparency” a color record can be made as an original where the plan is to take views of such subjects as fruit, flowers and landscapes directly from the original scenes. As Lumiere transparencies have the granular structure, they do not afford

the best means of making the color plates. The following paragraphs from "Plate Making" (Zeese-Wilkinson Company, New York) give some additional details as to color photography and the making of color plates.

"Each negative, although not colored, records the values and gradations of the primary color for which it is made and, from these negatives plates are made which are printed in that color. Color record negatives are usually called color-separation negatives.

"Through the discovery of special photographic dyes, which are mixed with the emulsion of the sensitive plate, these color separation negatives can be made very nearly correct. A certain amount of hand work, however, must be done to improve and correct them.

"This work is done later on, after these negatives have been transferred to metal by the re-etcher and finisher. Illustrations are shown in this book of the flat-etched plate, next to which the re-etched plates are shown, and clearly demonstrate the extent of the work necessary:

"The photographic plate used for the negative of the yellow printing plate is sensitive to reds and blues. A purple filter (A) retards the action of the yellows.

"The photographic plate used for the red printing plate is sensitive to yellows and blues, and a green filter (B) retards the action of the reds.

"The photographic plate used for the blue printing plate is sensitive to the yellows and reds. A red filter (C) prevents the action of the blue rays on the plate.

"In the four-color process, a photographic plate is used which is sensitive to all colors, a yellow filter (D) retarding the action of blacks and grays. This plate records only the blacks and neutral tones.

"Formerly glass positives were made from these negatives and from these half-tones, by placing them in front of the camera and rephotographing them through a half-tone screen, using transmitted light. Later developments have made it possible to make the color separation and half-tone negatives in one operation, retaining more of the middle tones, which were usually lost by the former, or indirect method. Instead of nine to twelve photographic operations, formerly necessary, but three or four are now made, which when printed on metal will show the yellow, red, blue or black, values of the original, according to the plate they are intended for."

Color plates may be made in any screen desired, according to the paper on which the plates are to be used.

At present-day costs, even a very small set of color plates would cost \$60 to \$85 for the plates alone. It is presumed that the advertiser will furnish the engraver a colored drawing or photograph, or will pay an additional price for having his copy put into condition for the making of colored plates.

### ELECTROTYPES

**Ordinary Electrotypes.**—Electrotypes are simply cheaper duplicates of original plates. Electrotypes can be made of half-tones, line plates, or combination plates.

An electrotpe is obtained by first securing a mould of the original plate. These moulds are to a large extent wax moulds, the wax being a mineral product known as *ozokevite*. After a mould is made, a thin shell of copper is deposited by electrolysis. This thin shell is backed up with heavier base metal. If the electrotpe plate is then to be mounted, it is mounted on either wood or metal, in accordance with instructions. First-class electrotypes of the usual type stand from 200,000 to 300,000 impressions of a printing press, if properly handled. If electrotypes are made with the copper shell too thin they will not stand great wear. Good electrotypes cost today about half as much as plain half-tone plates.

**Lead Mould Electrotypes.**—Electrotypes made by the lead mould process are sometimes called *Albertypes*, because of the fact that Dr. Albert invented the lead mould process. This process differs from the wax mould process in that the mould is taken in soft lead, which seems to give much superior results. In fact, it is claimed that electrotypes made from lead moulds can be made so close to the quality of the original plate that it is impossible to tell the difference when the two are printed side by side.

**Nickeltypes and Steeltypes.**—The special forms of electrotypes known as *nickeltypes* and *steeltypes* are made up to give greater wearing qualities and to resist the coroding action of certain colors of ink, notably red and yellow. These forms of electrotypes will give several times as much wear as electrotypes of ordinary quality.

“*Steeltpe*” is merely a second name for “*nickeltpe*,” as the nickel anodes used contain only about 10% of iron.

Such electrotypes are advised for type plates but not for half-tones, because this extra hard facing thickens the tiny dots of a fine half-tone.

**Electrotypes for Book Jobs.**—If successive editions of a catalog, prospectus, or other book are likely to be needed, it will pay the advertiser to have a set of electrotypes made of the job. Some advertisers go further and keep an original set of pattern plates, which are never used except for making electrotypes. By having a set of pattern plates, when the first set of electrotypes is worn out a new set can be made from the pattern plates without going to the large expense of having the book entirely reset. Not only does this effect a large saving in printing cost but it makes it possible to order a reprint of a good-sized catalog or book quickly. This plan would not, of course, be advisable if subsequent editions of the book are likely to be very different from the first editions. However, even if only certain portions of the book are likely to be reprinted several times, it is advisable to have electrotypes, or perhaps both pattern plates and electrotypes, made of these jobs.

**Solid Electrotypes.**—Where it is desirable for a local advertiser to maintain a certain type of border in his newspaper advertising, it pays to have this border mounted on a solid metal base. This will prevent the border from being bent up. It is easily possible to mount illustrative plates on a solid metal base. This process is known as "sweating." The metal base has an advantage over wooden bases in that there is no wood to crack or warp and no nails to pull out. The objection to solid electrotypes is the great weight. This, therefore, restricts their use largely to local advertising. Where the plates must be sent some distance, it is better to have them simply on a moderately thick metal backing suitable for stereotype work or for mounting on a patent block. When plates are made for mounting on a patent block, they are usually put on a 11-point base.

**Duraplates.**—A new form of printing plate known as *duraplate* is coming into use. This is described by the makers as a phenolic condensation product. The material is very light and somewhat resembles a phonographic record. The print-

ing surface gives a very clean reproduction and the plate itself will stand a great deal of abuse, being broken only with some difficulty and can be dropped to the floor without damage. One of the chief advantages, of course, is that of saving in postage charges. Fine half-tone screens as well as line effects can be reproduced on duraplates. While this plate has not been generally adopted by advertisers as a substitute for electrotypes, the tests so far made show it to have good wearing qualities, and its use is likely to grow steadily.

#### MISCELLANEOUS INFORMATION ON PRINTING PLATES

**Engravers' Proofs That Printers Cannot Match.**—Some publishers ask engravers to refrain from furnishing proofs on very fine, coated paper, for the reason that they cannot match, on ordinary paper, these unusual effects and prefer to have engravers' proofs that give approximately the printed values of the published advertisement.

**Advertisements and Illustrations of Editorial Style.**—Many of the highest grade publications refuse to accept advertisements that are either set up or illustrated in a manner to indicate that the material may be an editorial or article printed for the so-called reading pages or columns of the publication.

**Disadvantage of Half-tones with Plain Edge.**—Half-tone plates that have a delicate, light edge do not give satisfactory results in printing large editions of periodicals. It is better to have at least a thin border line to protect the edge of the plate.

**Unmounted Plates for Large Magazines.**—Newspapers are not alone in requesting unmounted plates. A number of the larger magazines which now print from curved electrotypes and with rapid presses ask for unmounted plates and insist on having all plates originals. Such publications may decline to receive combination plates made up separately and nailed on a wooden base, as these have to be unmounted by them and remounted on metal.

**Mortises.**—A place cut out of the plate in which to set type is known as a mortise. Mortises may be perfect squares or rectangles or they may contain a number of angles, according to the nature of the advertisement. An angular mortise costs

more than the cutting out of a plain rectangle. The mortise in a cut may cost all the way from fifteen cents up to fifty or seventy-five cents, depending on the extent of the mortise and the difficulty encountered in cutting it out.

Where mortised electrotypes are to be furnished from original plates, it is better not to mortise the original plate, as a mould can be taken from an unmortised plate somewhat better than from a mortised one.

In ordering plates to be mortised, care should be taken to leave all edges of wood strong enough to hold. It is exceedingly common for advertisers to mortise out plates and leave such thin strips of wood as a base for a border that the plate breaks up after a little use.

In indicating a mortise it is better to take a proof of the design and to draw pencil marks on the face of the proof, showing just where the mortise is to be made.

**Plates for Full Column Width.**—Where plates are to be mounted on wooden blocks, it must be kept in mind that the engraver or electrotyper must have some space in which to put nails. If the borders of the design are to extend to full column width, the advertiser must leave some available space inside the borders in which nailing can be done. The advantage of not having borders go to the full column width is that this leaves a little space around the outer edges of the cut suitable for nailing, and usually when such a plate is printed, the small strip of white space between the border and the column-rules of the publication really helps the display. However, there is no reason why the advertiser may not have his border or illustration go to the extreme column width if he will leave available nailing space on the plates somewhere inside the borders.

**Routing, Screening Down and Restoring.**—An engraver can be instructed to rout out any border, part of illustration, etc. that is not wanted in the finished plate. All that is necessary is to give him careful instructions as to what is to be removed. He can also screen down. That is, make fainter any background, border or other part of a design that should have its strength diminished.

It is more difficult to restore something that has been in-

advertently cut out of a plate, but it is astonishing what engravers can do in the way of replacing metal and building up broken or missing places. Type from another plate can be inserted, or a border may be patched in.

**Good Etching and Good Blocking.**—A plate to give good printing results must be carefully and deeply etched. Otherwise some of the spaces will fill up with ink and the cut will smudge. It is also difficult to get good electrotypes from an original plate that is shallow.

Good blocking is almost as important as good etching. If plates are nailed to poor bases or nailed so that they spring away from the bases easily, they will give a great deal of trouble in printing and perhaps go to pieces on a job.

**Plates for Stereotyping.**—All plates for stereotyping should be sent unmounted, as the wooden block will not stand the pressure necessary in getting a matrix. Plates made up with lines and stippling make good stereotypes. Half-tones must be coarse for stereotype reproduction. No screen finer than 85-line can be used.

**Stock Cuts.**—Even the village retailer would prefer having his own distinctive illustrations, if the cost were not excessive. But as many advertisers cannot afford good art work and first-class original plates made up exclusively for them and used only by them, they have recourse to what is known as “stock cuts” or “syndicate art service.” This material is made up at some central point, usually a large city such as New York or Chicago, and the plates are offered to advertisers in hundreds of different points. Some stock cuts can be purchased by any one. The best of this service, however, is sold with some restrictions, an advertiser having the use of the material exclusively in his community if he buys a prescribed quantity during a year or during a shorter period.

The merit of these stock or syndicate cuts is their cheapness. They do not usually illustrate well the particular class of goods that the advertiser sells, but depict these goods in only an approximate way and serve as attention-attractors. However, it is possible for a merchant to supply a great deal of his general illustration with plates secured from a stock-illustration producer.

**Manufacturers' Plates.**—Somewhat better than stock or syndicate cuts are those plates that are furnished by many manufacturers to the retailers of their goods, usually without cost. These have the merit of illustrating the manufacturer's goods. Their chief fault is that they usually use up a great deal of space illustrating the manufacturer's own product and do not make it easy for the merchant to use the plates in advertising other merchandise. A number of manufacturers are wisely seeing this and in the plates they are sending out are either featuring other products that their dealers handle or so arranging the plates that the advertiser can easily work in other subjects. Figure 26 is a good example of a manufacturer's plate furnished to building-material dealers. This was one of a series of six featuring other products besides that of the manufacturer furnishing the service.

**Filing of Cuts.**—There are various ways of filing cuts. One of the most sensible methods is that of having cabinets with shallow drawers. If plates are carried in these, either wrapped or placed face down on blotting paper, with a proof of each cut pasted on the back of the wrapping, the cuts will be kept in good order and can be easily found. If plates are merely dumped into boxes or piled up on shelves, as they are in many offices, many will be lost or damaged.

Many advertisers follow the numbering system, having each cut numbered on the back, or having its place in the cabinet numbered and having this information on a card index system. Such a card would show the following data:

Road-building scene (Bethlehem)		
6 × 3 h.t. 133-screen, original		
		Case 4, Section 7
Sent.....	Returned.....	

Such a record, however, accomplishes nothing unless it is kept up consistently and unless there are some regulations

in an office as to who shall have the right to take plates out and send them away. This is best accomplished by assigning one person the duty of recording, taking out, and replacing all plates.

Another good method is to keep a duplicate set of proofs in a loose-leaf scrap-book. By this plan illustrations can be kept classified and data can be put on each proof to show location of the plate.

**Mailing of Plates.**—Printing plates of all kinds, and particularly half-tones, should be protected and wrapped very carefully when being shipped or mailed. Cardboard, corrugated board, or blotting paper should be placed over the face of the cut. A very slight scratch made on a fine half-tone will mar its printing qualities. Many plates come to publishers with the corners bent and with heavy scratches on the fine surfaces.

**Pattern Plates.**—In those cases where it is likely that many duplicates of a set of plates will be needed, it is customary to make up very carefully a set of “*pattern plates*,” which may be half-tones, line plates or combination plates. These are kept intact, are not used for printing, but are used in making up quantities of electrotypes as they may be needed.

## PAPER

**Raw Materials.**—A large variety of materials are used in making paper, the material depending on the use to which the paper is to be put, the strength desired, the kind of printing surface needed, etc. It is often desirable to have such papers as cover papers of considerable strength, whereas paper for the inside of books may serve its purpose well when this fiber has comparatively little strength.

Paper for newspapers, known as “news-print paper”, is made from wood pulp. Writing papers are made largely from linen and cotton rags. The collecting of waste rags and cleaning these for paper manufacturing is a large business. Paper is also made from jute, flax, hemp and other vegetable fibers.

Paper made from cotton or linen rags of good quality is high-priced stock.

**Costs and Manufacturing Methods.**—The cost of much of the material in paper-making and the cost of manufacturing paper has advanced greatly in the last few years. Papers that usually cost five or six cents a pound have in recent years sold for ten to fifteen cents a pound, while papers that formerly cost ten or fifteen cents a pound now command a price of twenty to thirty cents a pound. There are other papers considerably higher than the figures here named.

Paper was formerly made largely by hand and some very artistic hand-made papers are still available. Most papers are, however, now made by machinery, and the paper-making business is a large field of manufacturing in which the most expert chemical and mechanical knowledge is needed.

**Considerations in Selecting Papers.**—While a trip through a paper-making plant is very interesting, it is not necessary that an advertising man should spend a great deal of time on this subject. Fortunately for him, the paper-manufacturers, the paper wholesalers and the printing houses always have available a large variety of specimen sheets of paper, showing strength, texture, weight, finish and many interesting examples of color combinations. Before any large printing job is undertaken, the advertising man should consult his printer about the proper paper and come to some understanding about this before any printing plates are ordered. Plates that might give fine results on one kind of paper, would make a very poor job on others. It is often unnecessary to use a very expensive paper. Sometimes a little care exercised in selecting the paper results in a large saving of postage.

The paper that may impress the advertising man as being suitable may be very unsuitable for the job he has in mind because it may possibly break badly when folded.

Sometimes a tinted paper will give a job of printing an artistic effect, even when only one ink is used.

These are important considerations, all of which should be settled through conferences with the printer and correspondence with paper-makers or paper-wholesalers.

**File of Printing Papers.**—It is an excellent thing for an advertising man to keep a file of good examples of printing papers and printing effects that come to his desk. In this way he

may have something on which to base his preliminary ideas, though it is not always desirable to follow exactly the style of paper used by other advertisers. Quite often it is possible to substitute something similar that is just as appropriate, or more so.

Paper, with the exception of newspaper stock, is usually sold in reams of 500 sheets each. The price is based on weight and is stated as so much per pound.

#### PAPER SIZES AND WEIGHTS

**Book Paper.**—The following are established by the manufacturers of book papers as “standard substance weights.” Many mills are refusing to make lighter than 45.

*Machine Finish and Supercalendared Papers.*—30, 35, 40, 45, 50, 60, 70, 80 and 100 pounds.

*Coated Papers.*—60, 70, 80, 90, 100 and 120 pounds.

The size of 25 in.  $\times$  38 in. is regarded as the “basic size” by the manufacturers. The table on page 430 gives the established regular stock sizes and the substance weights. If an irregular size is ordered, unless the order amounts to at least 5,000 pounds, the paper-makers charge ten per cent. additional. In case papers lighter than the standard weights are ordered, an extra charge of from  $\frac{1}{2}$ ¢ to 1¢ per lb. nowadays of the selling price *for each pound* of the reduced weight is added. For example, the basic weight of machine finish paper is 45 pounds on a ream of the basic size 25 in.  $\times$  38 in. In reducing the weight from 45 to 35 pounds, an addition of one per cent. for each pound reduction is added. In reducing from 35 pounds down to 30 pounds, an addition of two per cent. for each pound reduction is added.

The basic weight of supercalendared paper is 50 pounds to the ream of 500 sheets 25 in.  $\times$  50 in. When reduced weights are ordered, an additional cost of one to three per cent. of the selling price for each pound of the reduction is added.

In the case of coated papers (both sides coated) the basic weight is 70 pounds to the ream of 500 sheets of the 25 in.  $\times$  38 in. size. Additions of from one to two per cent. for each pound of reduction is made when lighter papers are ordered.

The substance of these extra charges is that a higher price per pound is charged when papers lighter than standard sizes are demanded by publishers or advertisers.

## BASIC SIZES AND WEIGHTS

Size	Weight											
	25 x 38	30	35	40	45	50	60	70	80	90*	100	12C*
22 × 32	22	26	30	34	37	45	52	60	67	74	89	
24 × 36	27	32	36	41	45	55	64	73	82	91	109	
25 × 38	30	35	40	45	50	60	70	80	90	100	120	
26 × 29	24	28	32	36	40	48	56	64	72	80	95	
26 × 40	33	38	44	49	55	66	76	88	98	110	131	
28 × 42	37	43	50	56	62	74	86	99	111	124	148	
28 × 44	39	45	52	58	65	78	91	104	116	130	155	
29 × 52	48	56	63	71	79	95	111	127	143	159	190	
30½ × 41	40	46	53	59	66	79	92	105	119	132	158	
32 × 44	44	52	59	67	74	89	104	119	133	148	178	
33 × 46	48	56	64	72	80	96	112	128	144	160	192	
34 × 44	47	55	63	71	79	95	110	126	142	157	189	
35 × 45	50	58	66	75	83	100	116	132	149	166	199	
36 × 48	55	64	73	82	91	109	127	146	164	182	218	
38 × 50	60	70	80	90	100	120	140	160	180	200	240	
41 × 61	79	92	105	118	132	158	184	211	237	263	316	
42 × 56	74	87	99	111	124	149	173	198	223	248	297	
44 × 56	78	91	104	117	130	156	182	207	233	259	311	
44 × 64	88	104	118	134	148	178	208	238	266	296	356	

\* Applies only to Coated Papers.

Writing Papers.—The following are regarded as standard sizes for the various styles of writing papers.

## FLATS AND BONDS

14 × 17	26 × 34	17 × 26
17 × 28	19 × 24	18 × 23
28 × 34	24 × 38	23 × 36
16 × 21	19 × 26	21 × 33
21 × 32	26 × 38	30 × 38
16 × 26	19 × 28	20 × 28
17 × 22	28 × 38	28 × 40
22 × 34	19 × 30	28 × 42½
22 × 25½		

LEDGERS

14 × 17	21 × 32	18 × 46
17 × 28	16 × 42	19 × 24
28 × 34	17 × 22	19 × 48
15 × 19	22 × 34	24 × 38
19 × 30	18 × 23	20 × 28
16 × 21	23 × 36	28 × 40

LOOSE-LEAF

16¼ × 21¼	22 × 38	23 × 24½
17¾ × 22¾	22½ × 22½	23¼ × 28½
19¼ × 24¼	22½ × 28½	24½ × 24½
19¼ × 28½	22½ × 34	24½ × 28½
21½ × 31½	22¾ × 25¾	24½ × 29
22 × 34	22¾ × 35½	24½ × 36½
		24½ × 38½

**Eggshell Effect in Papers.**—An artistic effect is often secured for the covers of books and sometimes for inside pages by egg-shelling or pebbling the paper after the printing has been done. This is accomplished by putting the sheets of paper through rollers or some other process that fills the surface with little indentations. The effect of this egg-shelling very often increases the value of illustrations considerably, giving them a slightly rough, artistic effect that is in striking contrast with the usual smooth surface of a printed page.

## SECTION 16

### CATALOGS, BOOKLETS, FOLDERS, MAILING CARDS

An enormous sum of money is spent annually in the various forms of "direct advertising," a term used to describe advertising matter printed in the form of a card, a letter, a folder or a book—large or small—and put into the hands of the reader or prospective customer by addressing him directly or delivering a copy, as, for example, through a dealer.

The most important details with reference to the writing, printing and distributing of catalogs, booklets, folders and mailing cards are treated under the separate headings that follow.

#### CATALOGS

Strictly speaking, a catalog is a book giving descriptions and perhaps prices of merchandise. For the purposes of this Handbook, however, all large productions of an advertising nature may be referred to as catalogs, whether they are prospectuses, handbooks, histories, or some other type of merchandising or promotional book.

The catalog necessary to accomplish a given purpose may be a large, heavy book, filled with reading matter set in small type, or it may be a small pocket, or desk-size, affair, containing a small amount of copy set in 12-point or 14-point. In these days when paper and printing costs are high, the question of how large the catalog should be, what weight paper should be used, etc. are important ones. A judicious selection of paper, typography, and care in arrangement of material may effect a large saving.

#### GENERAL CONSIDERATIONS

**Inquiry-Bringing and Inquiry-Answering Printed Matter.** Whether a folder, booklet or catalog should be of a brief nature or give considerable detail depends largely on the purpose

that it is designed to accomplish. Generally speaking, printed matter that is designed to create interest and to draw inquiries or to send the reader to a dealer is prepared along concise lines, as a newspaper or magazine advertisement would be. If, on the other hand, it is designed to give full information to readers who are known to be interested in the subject, the description should be complete, even if that means the preparation of a good-sized book. In other words, there is a sharp distinction between interest-developing and interest-satisfying literature. Interest-developing literature may often, with advantage, deal more with the service of goods than with, a description of them. For example, a small book on "Modern Gardening Methods" or "Profits in Poultry" might be used as an inquiry-bringer with only a small amount of advertising about the products of the manufacturer sending out the booklet. One of the most popular booklets ever issued was one entitled "A Better Day's Work," issued by the Burroughs Adding Machine Company, which dealt with office methods generally rather than just the use of adding machines.

There are many mistaken notions about brevity in advertising. One who inquires about a new kind of shaving soap or face powder would probably not expect a lengthy description, but where the article may be a piano for the home, a tractor for the farm or a new machine for the factory, full information is expected. The only way for the catalog-writer to determine the proper amount of copy to write is to get the viewpoint of the typical reader of the literature to be prepared.

**Relation of Circular Advertising to Periodical Advertising.** There are advertisers who rely to a large extent on catalogs and circulars as advertising mediums. Several wholesale corporations selling to dealers only sell many million dollars worth of goods every year with no forms of advertising but catalogs, letters and other printed matter. In most cases, however, the booklet, the catalog, the folder, and the letter are all simply parts of a general advertising plan in which magazines, newspapers or other mediums are used as the means of getting attention from readers. In other words, the printed literature is usually supplementary rather than the principal medium of advertising.

Often in retail merchandising the folder and the booklet play a large part, and many stores find it expedient to have a good-sized catalog for their out-of-town customers. Booklets and folders are sent out to selected mailing lists or enclosed in monthly bills, packages that are to be delivered, etc.

**One Catalog or Many?**—The question often arises “Should all the information an advertiser wishes to send out be incorporated in one good-sized booklet or catalog or should he have separate treatises on different subjects?” A great many advertisers have one general booklet or catalog and find that it is an advantage to have this, but there are few who can make one book suffice. Usually there must be separate booklets or folders describing specialties. In the first place, the use of a large catalog in answering every inquiry means a great deal in postage and paper. The only argument that can be advanced for sending such a large book to everyone who inquires about a particular product is that possibly through the reader’s examination of the catalog as a whole other goods may be sold.

Special literature is often advisable in between the editions of the large catalog. Many large mail-order advertisers have separate booklets on subjects for which there is considerable call, thus not only saving in expense but concentrating the reader’s attention on the very goods about which he has inquired. Sears, Roebuck & Co., for example, have a separate catalog of automobile tires and supplies.

**Circulars for Retailers.**—If an advertiser’s goods are to be sold by the retail trade, some provision must always be made for catalogs or booklets for the retailer’s customers, and goods must be written up from the retailer’s point of view. Space should be left on either the first cover page or the fourth cover page for the dealer’s imprint. It is generally difficult to induce retail merchants to distribute circulars unless these bear their own imprint, and if it is left to the retailers to do their own imprinting, this will be neglected in a large number of cases or the imprinting will be done crudely with a rubber stamp.

Many manufacturers go further than preparing a special booklet for the retail trade and offer to send these out to the retailer’s mailing list if he will furnish a selected list. Whether

or not, in such a case, the manufacturer should pay the postage depends on conditions. Many advertisers feel that they can afford to do this where they are developing new dealers but refuse to do so after their goods have become established.

**Distribution of Printed Matter.**—Such material as mailing cards, folders, booklets and catalogs may be distributed by one or more of the following methods:

1. Sent out in response to inquiries secured from magazine, newspaper or other similar forms of advertising.
2. Sent to selected mailing lists such as prospective consumers, dealers, etc.
3. Distributed by retailers from the counter, in packages, etc.
4. Sent to dealers' mailing lists.
5. Distributed in house-to-house canvasses, at conventions, exhibitions, etc.
6. Distributed by advertiser's salesmen.

**Number of Pages.**—An important mechanical detail in connection with catalogs and booklets is that of fixing on the number of pages for the book, whether it be a small affair or a large volume. Printing costs are lowered by adopting multiples of eight. That is, when a publication to be printed in the style of a book runs beyond eight pages, it is better to have the number 16, 24, 32, 40, 48, etc. rather than to have a separate signature of four or two pages, which will call for special press-work and unusual costs in folding and binding. Separate signatures should, if possible, be confined to sections that require different paper, color illustrations, etc., for example.

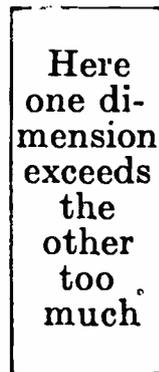
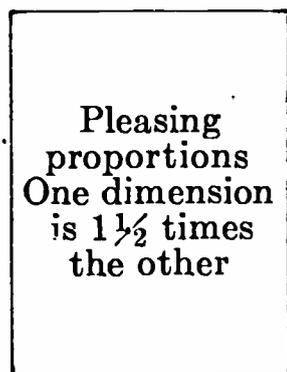
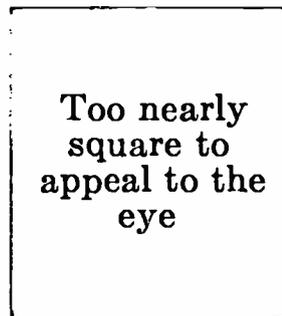
Printed matter in the style of folders may be printed economically in 6-page form or 12-page form.

**Size of Book Page.**—There has been considerable discussion in recent years about the standardization of catalogs. The use of something like 150 different sizes by manufacturers and merchants has made filing a difficult task, and purchasing agents, architects, dealers and other groups have at different times discussed the subject and made their recommendations as to the size catalog-makers should use. A general convention of a number of interests in the year 1918, after thorough discussion, recommended that three page sizes be used—6" × 9", 7½" × 10⅝", and 8" × 11". The purchas-

ing agents of America, through their Standardization Committee, have taken a stand for the  $7\frac{1}{2}'' \times 10\frac{5}{8}''$  size as being the one "that will stand the test of time." The architects, while for many years recommending the  $8\frac{1}{2}'' \times 10''$  dimension, have in late years urged the gradual adoption of the  $7\frac{1}{2}'' \times 10\frac{5}{8}''$  size as an improvement. This size, by the way, is in harmony with the hypotenuse oblong (see page 437). The American Society of Mechanical Engineers have indicated a preference for two sizes, the  $6'' \times 9''$  and the  $8\frac{1}{2}'' \times 11''$ . The Technical Publicity Association, after a long review of the subject, recommended the two sizes of  $6'' \times 9''$  and  $8\frac{1}{2}'' \times 11''$ .

These preferences do not mean that some printed matter coming within the general scope of catalogs may not be of a different size from those indicated. The catalogs may be intended for rural trade which does not ordinarily maintain files and indexes of hundreds of catalogs. But when a catalog is to be distributed generally, there is something to gain and nothing to lose by adopting a size that has met general favor.

**Proportions of Page.**—While it is not impossible to produce artistic books that are square, or nearly so, the more pleasing proportions for a page are those in which one dimension is from one-third to one-half greater than the other. Compare the following rectangles representing the pages of catalogs of different sizes:



In spite of what is here set forth, some very attractive booklets are printed with a page at least three times as long as it is wide. The character of the text or the illustrations may make such a dimension advisable.

The *Hypotenuse Oblong*.—A principle to which paper-makers, printers and preparers of catalogs, booklets and folders have lately given considerable attention is that of the “hypotenuse oblong” proportion. This can be understood better by referring to Figures 1 and 2. A sheet of these propor-

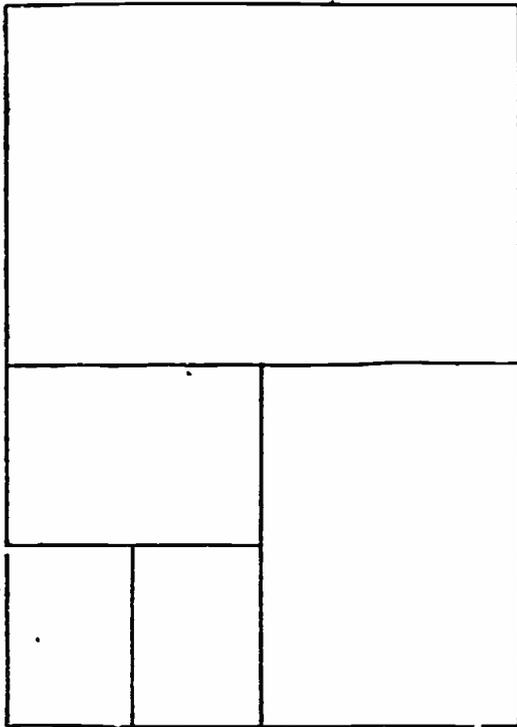


FIG. 1.

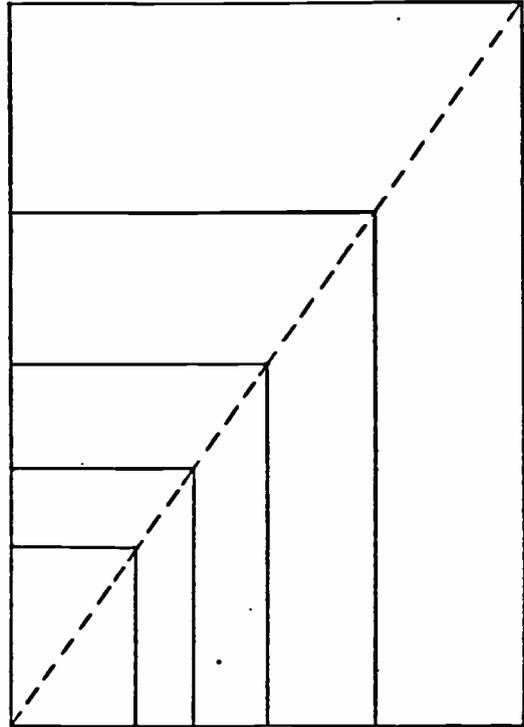


FIG. 2.

tions, no matter what its size, can be folded and refolded with the various pages, however small they may be reduced, preserving the same proportion so far as width and length is concerned. This proportion is pleasing, one dimension being enough longer than the other to please the eye.

By studying Figure 2 it will be seen that, as the size of the page is reduced, one corner never fails to follow a line drawn from one corner of the full sheet to the other.

The *hypotenuse oblong* is so called because its exact dimensions, when its length or breadth is given, are determined by an *hypotenuse*—the side of a right-angle triangle opposite the right angle.

Given the short side of an oblong, simply draw a perpendicular of the same length at one end so as to make two equal

sides of a right-angle triangle of which the hypotenuse makes the third side. The length of the hypotenuse will be the exact length of the hypotenuse oblong desired, as shown in Figure 3.

The advantages of the hypotenuse oblong proportion are seen by studying Figure 4. In this case the adopting of a page with dimensions not conforming to the proportion of the hypotenuse oblong cuts out of the sheet in such a way as to involve considerable waste of paper. Printers and paper-

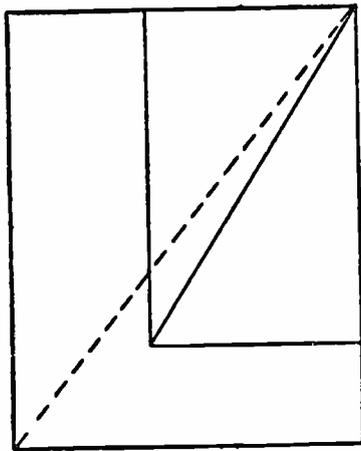


FIG. 3.

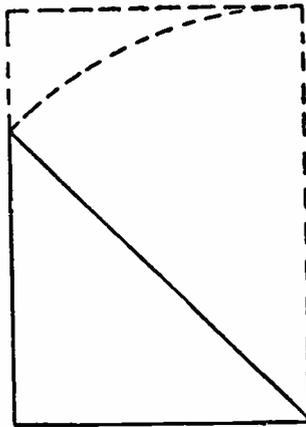


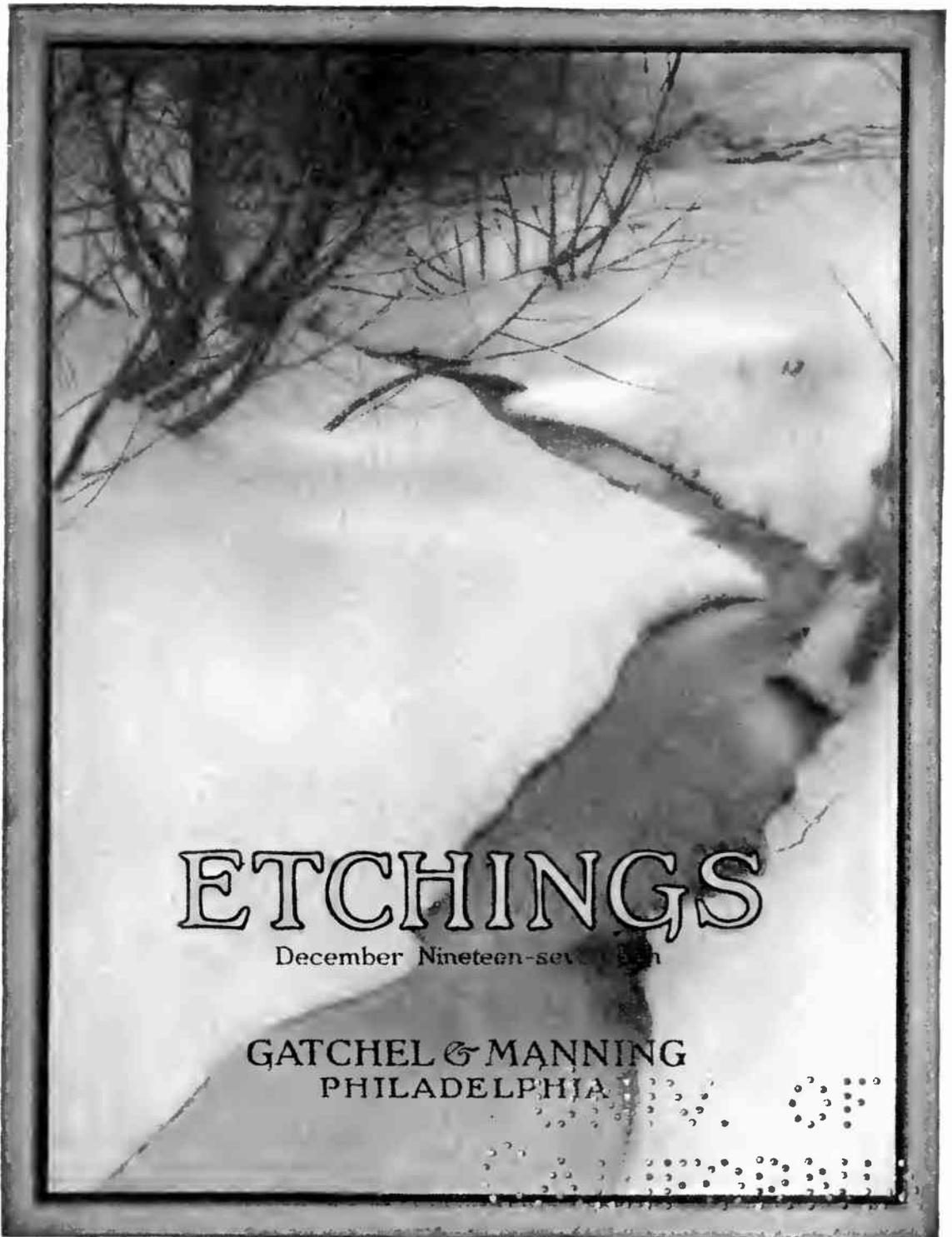
FIG. 4.

publishers hold that a general adoption of the hypotenuse oblong idea will result in an enormous saving in expensive papers.

It is for this reason that a sheet of  $23 \times 33$  in cover papers is rapidly superseding the old size of  $22\frac{1}{2} \times 28\frac{1}{2}$ .

**Quality and Color of Paper.**—The section devoted to Printing Plates and Papers gives information relative to printing papers that applies to the inside pages of catalogs and booklets.

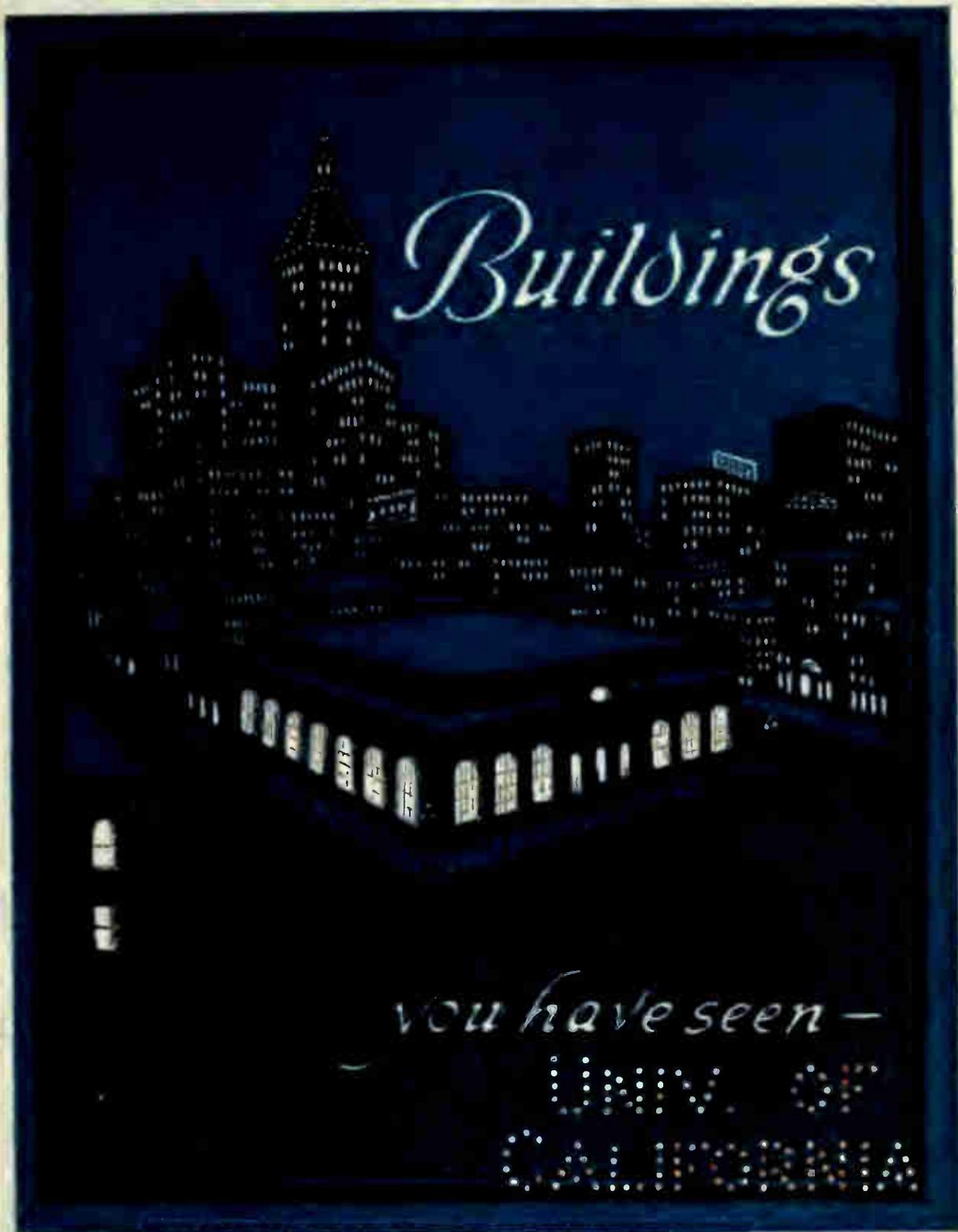
A great deal is said, particularly by those who produce high-class printed matter, about the desirability of using first-class paper and thereby producing on the reader the impression of a high-grade concern. Notwithstanding that this argument is perfectly sound in many cases, it is nevertheless true that in many other cases paper of moderate quality and light weight answers every purpose. It certainly does not follow that because costly paper may be advisable for a treatise about a \$5000 automobile it is necessary for a popular-priced cream separator or a catalog of children's toys.



Pleasing example of two-color half-tone booklet-cover design printed on plate finished paper. The orange and black inks combine to produce the intermediate effects shown in the brook.

*(Insert Following Page 438)*





Specimen of tinted cover stock with antique finish. This is a light-weight cover such as would be suitable for a booklet or small catalog. The design shown here affords a good example of two-color printing. The plate used in printing the blue is a reversed plate with the spots representing the lights of the buildings etched out of the plate so that the stock of the paper shows through these openings.

WORLD  
RADIO  
HISTORY

## BETTER DENTAL RUBBERS

---

The Red Rubbers are equally easy to manipulate and produce beautiful results. Their characteristics are identical with Brown and Maroon Rubbers, excepting the colors. And Gold Base, another fine compound, is very much in demand for patients who are disinclined toward the Red and the Maroon Rubbers.

### *Pink Rubbers, Stronger and of Better Texture*

PERHAPS the most notable improvements have been in the Pink Veneering Rubbers, where the new formulæ have permitted a much larger rubber content than customarily used.

To maintain the clear pink tones, and provide a texture and a surface that will take a real polish, has been an achievement; this has been accomplished through persistent study and laboratory work toward the incorporation of larger proportions of rubber with pigments of the required strength and covering power.

[ 8 ]



Set in Caslon Old Style with Forum Title initial. The running title is particularly effective over the plain rule. The entire effect is classical. *(Insert Following Plate VIII)*



Many of the very large catalogs are printed on thin paper. To adopt a thick, heavy paper in such cases would mean preparing a book of unwieldy weight. This paper does not necessarily make a poor appearance. Many of the finest Bible editions are printed on India rice paper.

More catalogs are printed on white paper than on colored stock, but tinted paper often aids in getting a distinctive effect and is frequently used, especially in small books.

A paper should be selected that is readily obtainable and that will cut for the desired size of book without much waste. The advice of the printer and the paper wholesaler should be sought in deciding this question.

*Cover Papers.*—The subject of cover papers is a large one. A wonderful variety of colors and finishes is produced by the various papermakers and new effects are being constantly brought out. It is possible to show here only a few specimens of the finishes of papers that are regarded as standard. The notes on these specimens give the distinguishing features. One interested particularly in this subject should consult the files of a modern printer.

Paper for a catalog or booklet cover should be selected with regard for the nature of the subject to be treated in the book and the strength or service desired. A subject such as fine china or furniture should have a dainty cover. On the other hand a catalog of concrete machinery does not require a dainty finish but is a book that may be handled considerably and needs a cover of tough stock. If a book is to be handled considerably, the color should be such that it will not be soiled easily.

A furniture catalog might very appropriately have a cover paper resembling the bark of a tree, but this would not be so appropriate for the catalog or prospectus of a business school.

An important consideration in selecting a color is that of using a paper on which the printed lines or illustrations to be used on the cover will show up well. Black printing, for example, will not show well on dark blue stock, and if such a stock is selected, the printing may have to be done in white.

Cover stock should be tested for breaking when folded, as many cover papers otherwise distinctive fold badly.

## COVER DESIGNS FOR CATALOGS

A catalog cover page may be merely a neatly printed affair, it may carry an embossed design of an emblematic character or it may be adorned with an appropriate illustration. There can be no fixed laws. Much depends on the character of the catalog and the tastes of those preparing it. Generally speaking, however, every cover page should be emblematic or illustrative to some degree, even if the special treatment be nothing more than a title in a drawn letter that suggests the goods or material described in the book. Perhaps the range of covers can be understood better by considering a few subjects and cover arrangements that would be suitable.

## EXAMPLES OF APPROPRIATE COVERS

Refrigerators	Lettered title with ice-covered letters and possibly a view of a refrigerator or modern pantry.
Fruit Trees	Cover design in imitation of tree bark carrying lettered title.
Indian Canoes	Illustrated design, showing man and girl in canoe paddling on lake or river.
Jewelry	Lettered title with trade-mark of firm in embossed design.
Shotguns	Simple view of pheasant in flight—printed title.

Such a suggestive list might be extended almost indefinitely. A cover need not necessarily be startling or novel but it should be in good taste and attractive. Clothes do not make the man but they go a long way toward making a good impression; likewise with the first cover page of a catalog, which is the dress of the catalog.

Figure 5 shows a number of appropriate cover designs, largely reduced.

**Having a Cover Design Drawn.**—The procedure in having a cover design drawn for a catalog or a house organ does not differ materially from the method of preparing illustrations generally.

If the paper for the catalog cover has been selected, the illustrator or designer should, of course, know the texture and color of the stock and he should know the size of the book. He should also have complete information as to the lines or



FIG. 5.—An exhibit of catalog and booklet pages showing the great variety of design possible. This exhibit is shown through the courtesy of the Matthews-Northrup Works of Buffalo.

single words that are to appear as a part of the cover. Even if some of these are to be printed from plain type, he should know what they are so that he may lay out the entire page harmoniously. He should be told how many colors will be used in printing the job.

Experienced advertisers will usually give a designer a general idea of the kind of cover design wanted. Very frequently, however, the artist will be asked to work up his own ideas as to detail or arrangement. In any case it is better for the designer to submit his suggestions first in pencil. Often it is an excellent plan to have several rough suggestions worked up and to finish up the one that is most appealing.

**Example of Working up of Cover Design.**—The following is a good example of the working up of a cover design for a 96-page manual on concrete construction which served as the principal printed matter of a large cement company. In this particular case, a long description of the product, which was of a staple character, would not have been of great interest to the reader. So the main text of the book was devoted to the use of the product, and as a practical handbook on concrete construction, specializing on small constructions, the book proved to be a popular treatise.

The illustrator at the outset received these instructions:

“For this revised edition of our book, we want a cover design to be printed in not exceeding three colors which will suggest both rural and suburban concrete construction. The cover of our old edition suggested only farm construction. The use of concrete on the farm is still the big thing that the book deals with but so many city and suburban concrete structures of small types are undertaken that we want our cover to indicate that the book deals with both fields. Couldn't you make the first cover suggestive of the suburban field—show a concrete stucco house of good type, concrete garage and driveway and perhaps a concrete wall? Then, on the back cover, bring out the barn-and-silo idea with possibly some other small type of concrete building. The photograph of a large concrete silo that we are sending, together with the view of men mixing concrete will probably be helpful.

“We want to show a bag of ALPHA CEMENT, but we are in-

clined to think that this should go on the back cover. Let the lettering on the front cover be just 'ALPHA, the Guaranteed Portland CEMENT, How to Use it.' Make the words ALPHA CEMENT strong, using concrete letters as you have done on some of our other work. Let the words 'The Guaranteed Portland' be small.

"Some large dealers are after us to imprint copies of the book with their name. Suppose you arrange for a panel on the back

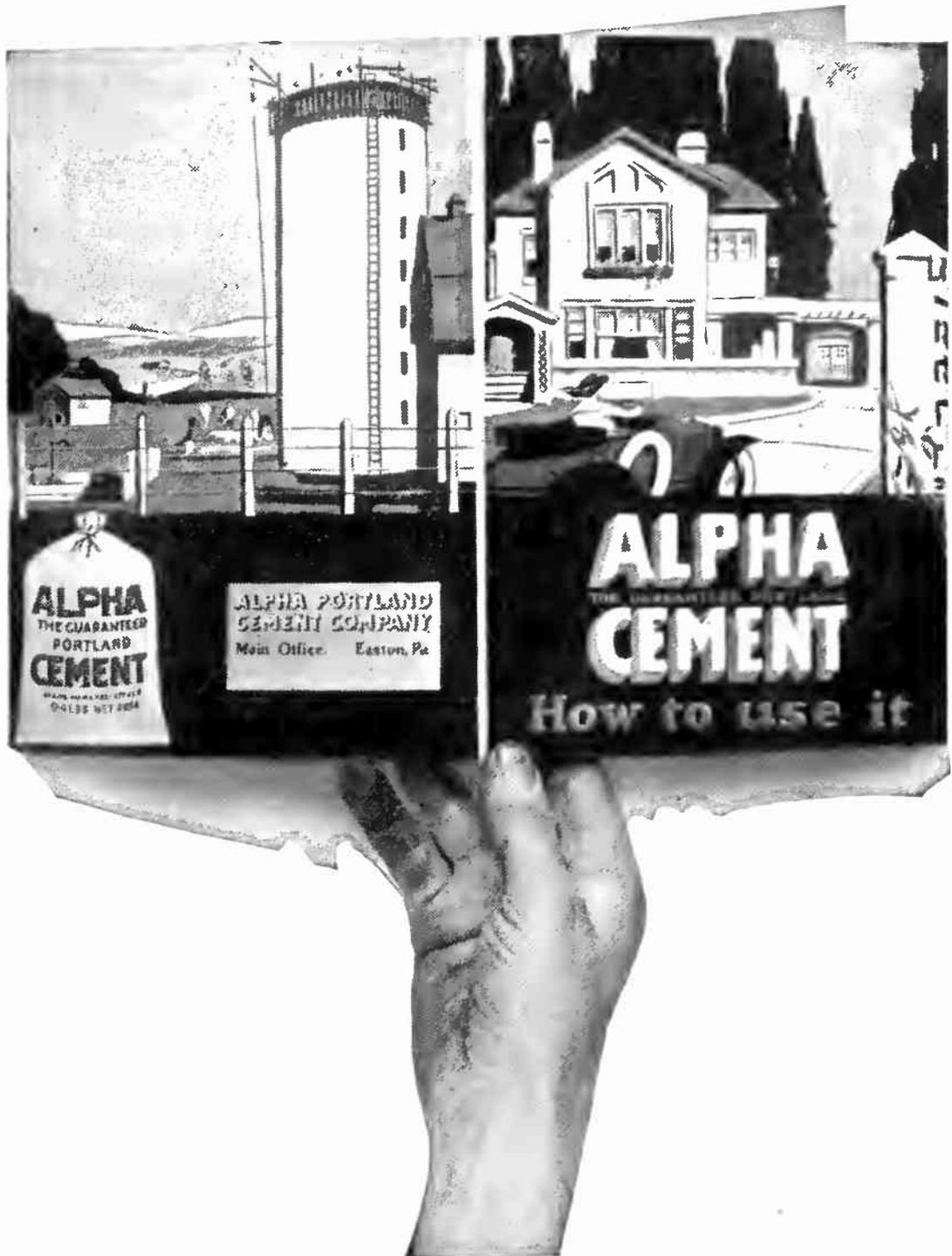


FIG. 6.—Completed cover pages as worked up from data furnished by advertiser.

cover which will carry our name and at the same time leave a little space so we can imprint a dealer's name under ours if we want to.

"The cover is to be about  $9\frac{3}{4}$  by  $6\frac{1}{2}$  when completed."

Figure 6 is a reproduction of the completed cover. This is

essentially what the illustrator suggested, and it was a handsome design printed in black, green and red, notwithstanding the amount of detail. The design is in the so-called "poster style" of art, the trees of the background on the first cover coming out strongly in black and green. This plan of having such details as foliage vanish into the margin is a favorite one with illustrators. By having the cover plate larger than the finished book and letting a little edge come off with the trimming of the job, the printer got rid of the troublesome detail of having an even margin where a cover plate allows for a slight unprinted edge all around.

The illustrator in his first sketch indicated a brick wall, but the cement manufacturer did not, of course, care to promote brick walls as against concrete construction, and so this detail was changed in the finished drawing.

It will be seen that the lettering of ALPHA CEMENT suggests concrete construction.

#### TITLES OF BOOKLETS

The title of a booklet may, with advantage, have something of novelty or catchiness to it, because often it must serve as the headline of an advertisement serves—as an attention-arrester.

A booklet recently sent out by a large underwear manufacturer whose sales are frequently injured through the sale of substitutes had this title: "The High Cost of Faking." The coal operators of America recently sent out a booklet entitled "Hard Facts About Soft Coal."

The title reproduced in Figure 7 shows a question mark with the title "Has the American Business Man Lost His Nerve?"

A dainty booklet sent out by an advertising agency outlining different subjects of their advertising campaign is entitled "Steps."

A handsome booklet issued by a concern making a tree-sprayer carries the title "Spraying for Profits."

The "tips" design shown in Figure 8 is a good example of a cover design for a booklet. In this case the booklet was of

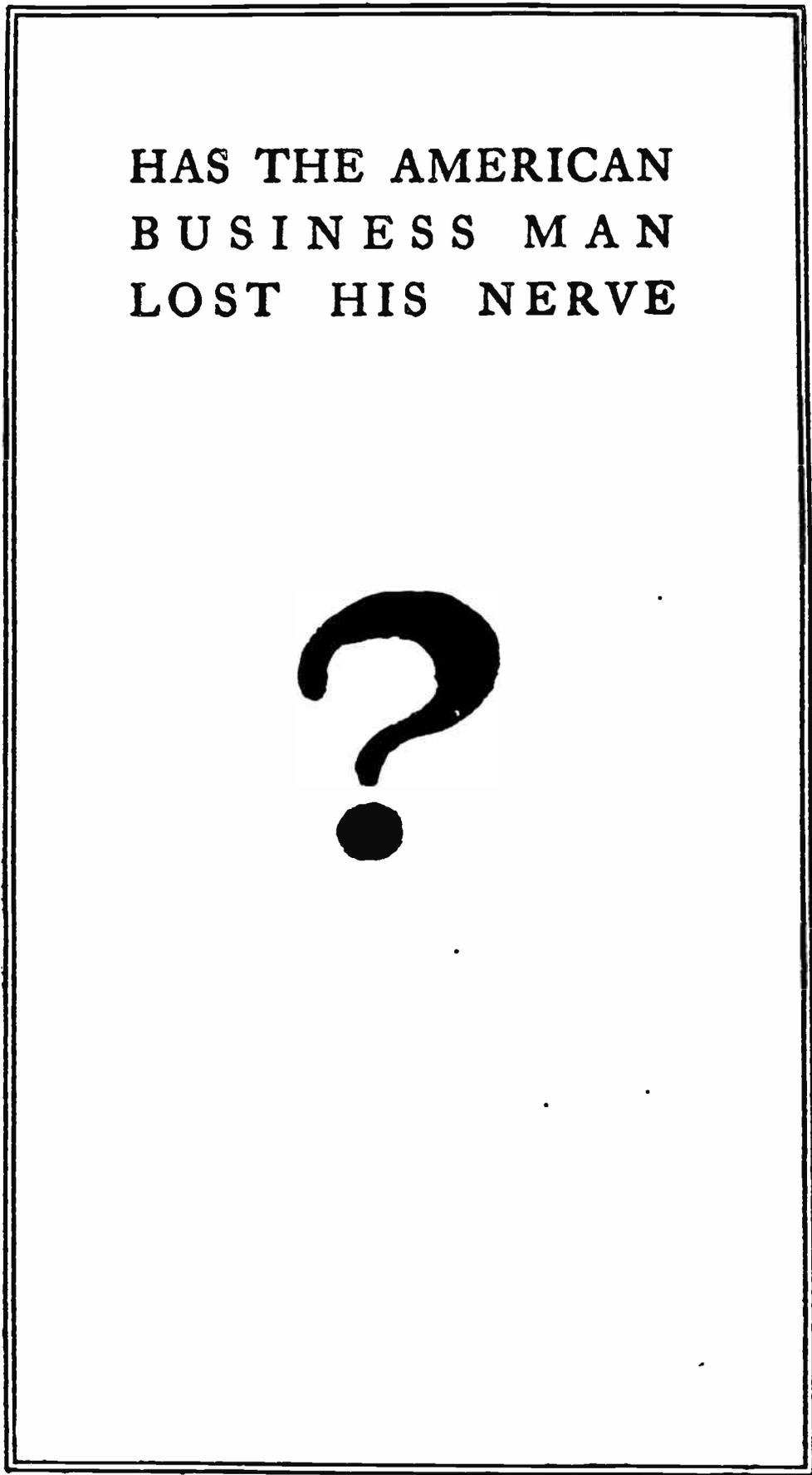


FIG. 7.—In the original this design appeared in blue-gray ink on an india tint stock. The arrangement illustrates the strength of simplicity.

such a nature that the reader would not probably go through it voluntarily. Hence the designer sought to use a title that would stimulate interest. Such a title would not be appropriate for a catalog sent out in response to inquiries. Generally speaking, printed matter of this latter class should bear a title on the first cover indicating the contents, even if there should be some play on words or happy phrasing such as "Cold Facts About Monroe Refrigerators."



FIG. 8.—Sometimes a single word makes the most striking title for a booklet. Here the advertiser purposely used a lower-case letter throughout. In the original the printing was in dark green ink on gray stock, a pleasing contrast.

**Inside Title Pages.**—Whether or not a book should have a formal title page as the first or the third inside page depends on its character. Very often space is at such a premium that the first inside page of a book is used for the opening text of the message. Mail-order advertisers frequently use the second cover for copy explaining how to use the catalog, the guarantee of their goods, instructions as to ordering, etc.

The title page of the Strathmore Paper Company, Figure 10, is an excellent example of a beautiful title page such as would

be appropriate for a booklet designed to create the atmosphere of dignity.

**Color Harmony.**—The subject of color is a large one in itself, and while it is desirable that every advertising man know something of color principles in order that he may be on his

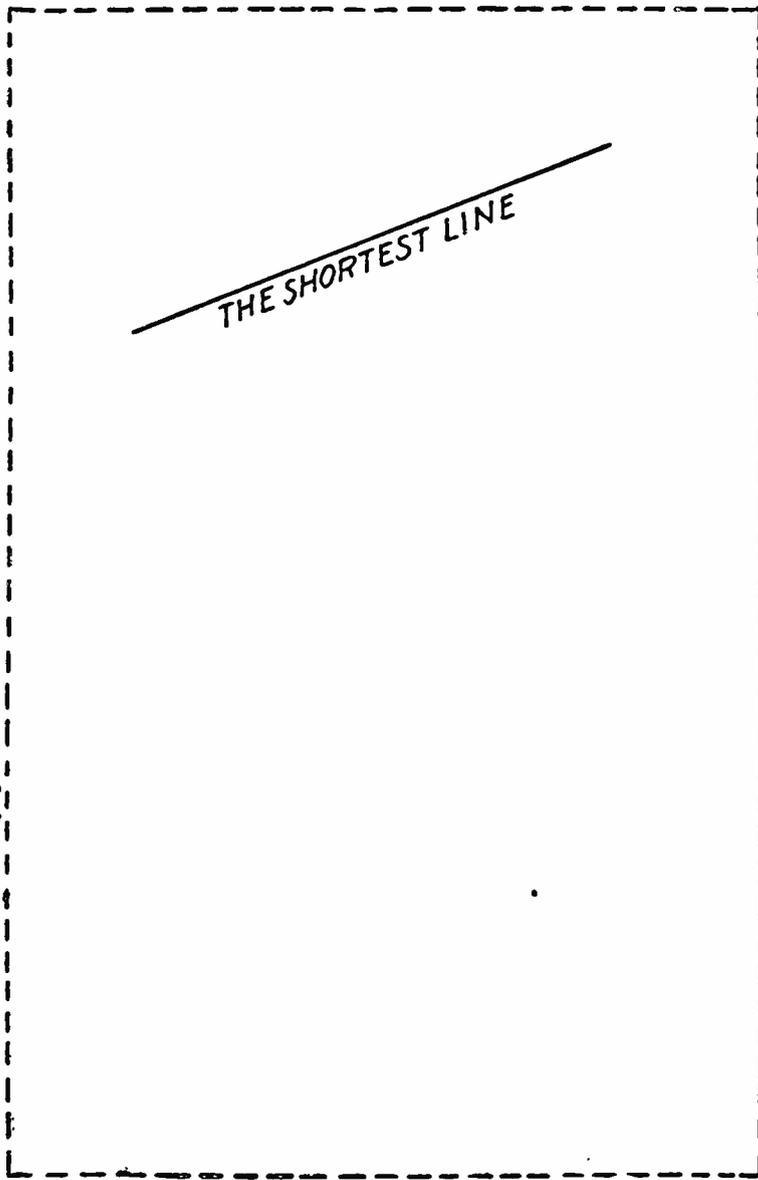


FIG. 9.—Novel booklet cover page. Its departure from the conventional arrests attention. The broken-dash lines merely indicate the outside dimensions of the page.

guard against poor recommendations as to paper, inks, etc., the best procedure for him when he is about to undertake a new job of printing is to seek a first class printer and examine the file that such printers always have of color printing. The paper manufacturers send out very valuable collections of specimens of papers and printing effects prepared for them by experts; and it is much easier for the business man to make a

selection from such specimens than to wrestle with the subject of color harmony and attempt to work out something entirely new.

### FUNDAMENTAL PRINCIPLES OF COLOR

In printing practice, the three colors known as primary colors are red, yellow and blue. The general theory of color

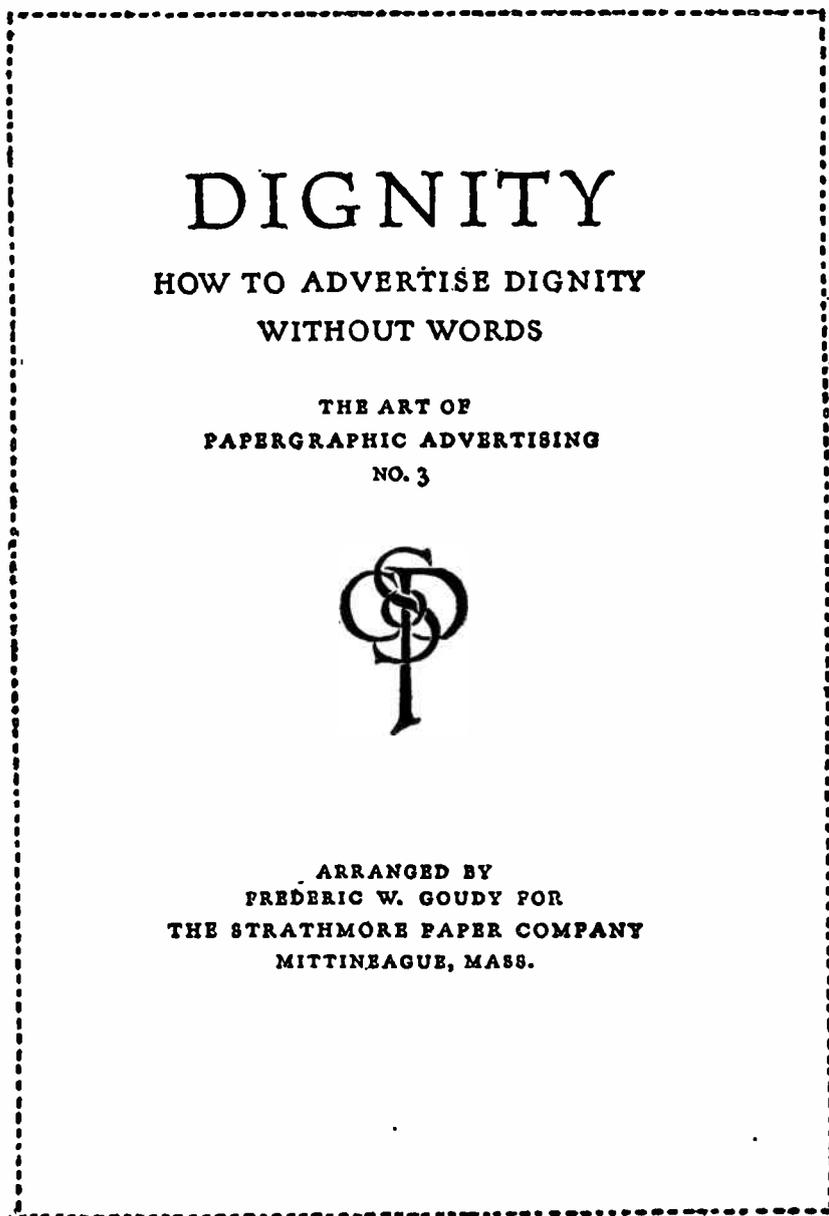


FIG. 10.—A fine example of an artistic title page.

work is that all combinations of colors can be made from various mixtures of the three primary colors, red, yellow and blue. When two primary colors are mixed, the result is known as a secondary color. For example, red and blue make violet; thus violet is a secondary color. Yellow and blue make green, and green is known as a secondary color. When two secon-

dary colors are mixed the result is known as a tertiary color. Thus, violet and green, both secondary colors, when mixed, produce olive, which is a tertiary color. The following table makes the principle clear:

Primary colors	Secondary colors		Tertiary colors
Red } Yellow }	Orange	Orange } Violet }	Russet
Yellow } Blue }	Green	Green } Orange }	Citrine
Red } Blue }	Violet	Violet } Green }	Olive

When white is mixed with a color so as to lighten it, the result is known as a tint of the color. Baby blue, for example, which is a light blue, can be known as a tint of blue. When black is mixed with a color so as to darken it, the result is known as a shade of the color. Navy blue, for example, is known as a shade of blue. A hue of a color is the result of adding one color to another, thus if violet be added to blue, a hue of blue is obtained.

**Various Types of Color Harmony.**—Another principle of color harmony is that when the three primary colors are mixed, white is produced. This principle does not, however, hold true with pigments, but on this principle is based the method of getting what is known as complementary harmony. *Complementary harmony* is obtained by using with one color whatever other color would produce white if ink blended as light does. For example, if blue is to be the dark color, the most appropriate second color—on the complementary harmony method—would be a second color made up of the other two primaries, red and yellow, which would be orange. The following chart has the various colors arranged in such a way that the complementary colors are opposite each other.

## COMPLEMENTARY HARMONY CHART

Shades	GREEN	Tints	Tints	RED	Shades
Shades	Green-Yellow-Green	Tints	Tints	Red-Red-Violet	Shades
Shades	Yellow-Green	Tints	Tints	Red-Violet	Shades
Shades	Yellow-Yellow-Green	Tints	Tints	Violet-Red-Violet	Shades
Shades	YELLOW	Tints	Tints	VIOLET	Shades
Shades	Yellow-Yellow-Orange	Tints	Tints	Violet-Blue-Violet	Shades
Shades	Yellow-Orange	Tints	Tints	Blue-Violet	Shades
Shades	Orange-Yellow-Orange	Tints	Tints	Blue-Blue-Violet	Shades
Shades	ORANGE	Tints	Tints	BLUE	Shades
Shades	Orange-Red-Orange	Tints	Tints	Blue-Blue-Green	Shades
Shades	Red-Orange	Tints	Tints	Blue-Green	Shades
Shades	Red-Red-Orange	Tints	Tints	Green-Blue-Green	Shades
	RED			GREEN	

It will be observed that in going from orange to red there are three intermediate tones, Orange-Red-Orange, Red-Orange, and Red-Red-Orange. These have their complements in Blue-Blue-Green, Blue-Green and Green-Blue-Green.

The advertising man can always be certain of getting agreeable contrasts if he follows this complementary color chart, being careful to see that whenever a tint, shade or hue of a color is used that the combination color be used in such a tint, shade or hue as will afford the correct complementary contrast.

The *dominant harmony* principle is that of using a shade or tint of one color. This is a popular method in advertising practice. A dark green ink, for example, will be used on light green paper, or light green ink and dark green ink will be used on white paper.

*Analogous harmony* is the method of using related tones, one of which carries a hue of another color. For example, if light blue were used with a dark blue that carries the hue of another color, the harmony attained would be analogous harmony.

It will be observed that analogous and dominant methods afford harmony but not striking contrasts, while the complementary methods afford both harmony and contrast.

**General Points About the Use of Colors.**—Nature affords the finest examples of color harmony and the student of fine printing effects can get a great deal from his study of foliage, flowers, etc. Nature uses less of the bright colors than of the subdued colors. A great deal of printed matter is spoiled by the excessive use of bright colors. Often a single line or possibly one initial in color gives the best effect. It is safer to use the primary colors in smaller quantities, letting the secondary and tertiary colors be used in the larger areas.

Generally speaking, bright colors should go in the upper part of a design rather than in the lower part.

Dark colors placed close to light colors give a contrast that makes the light colors appear lighter and the dark colors darker.

A bright color on white has its vividness increased, while if run on a dark paper, it will have its brilliancy considerably decreased. Gray also increases the brilliancy of bright colors.

The warm colors are red, orange and yellow. The cold colors are blue, green and violet. Sometimes the warm colors are mixed with the cold colors so as to give a hue that will be known as a warm hue—warm-green, for example.

While no hard and fast rules can be laid down, it is a good general practice to use colors with respect to their warmth or coldness according to the subject to be treated. It would hardly do, for example, to have a general color scheme with red or yellow predominating if the subject were that of home ice-making plants, although color principles could be disregarded to the extent of using red moderately in headings.

Color has its symbolism. Violet brings royalty, Easter and other topics to our minds. Green suggests coolness, grass, springtime. Blue brings to mind the clear sky, the sea, certain types of uniform, etc.

None of the colors are as strong in display effects as black—not even red. Therefore, in order to get a display effect equaling black, somewhat larger areas of type should be used. An initial that would be strong enough in black will in the same size look somewhat weak when printed in orange.

Silver and gold go well with all colors and add richness. Silver may be classed as a cool color, while gold has warmth and richness.

**Two-Color Printing.**—A wide range of effects in printing matter can be had with the use of two colors. The cover design shown in Plate VII is a good example of how a pleasing three-color effect can be had by the use of two colors by merely having the plates overlap. Plate VIII is another excellent example of the use of two inks on a tinted paper. Plate IX shows the effective use of color for decorative illustration.

An almost endless range of two-color combinations is possible. The following are just a few examples:

1. Light green with black.
2. Orange with black.
3. Light blue with black.
4. Red with black.
5. Orange with blue.
6. Orange with brown.
7. Buff with rich brown.
8. Red with green-black.
9. Buff with green-black.
10. Light gray with dark gray.
11. Bright red with olive.

#### WORKING METHODS IN PREPARING CATALOGS AND BOOKLETS

**Making up the Dummy.**—Whether a printed job is to be merely a card, or a folder, or a book of considerable size, the best procedure is to first have a dummy made up of blank paper, preferably of the exact paper to be used in the finished job, though this is not essential.

If there is considerable illustrating to be done, this dummy should first be handled by the illustrator who will sketch out the character and position of the pictorial features, the large illustrations, headpieces, border arrangement, title page, etc. Whether this should be done with great care and with the use of colors depends again on the conditions of the job. Sometimes, in order to visualize a job properly and to get the approval of an advertiser, dummies are prepared with great care and may represent hundreds of dollars of expense. The preparations of elaborate dummies is so expensive that many printing houses refuse to do this for customers if they are to bid on the work in competition with other printers. Never-

theless, dummies often form an important part of soliciting work. If the advertiser wishes to avoid disappointment among printers, he can do this by preparing the dummy at his own expense, whether it is an elaborate one or merely a rough layout of the proposed job.

Return layout with copy to  
**Weinstock, Lubin & Co.**  
 Sacramento, Cal.

Page 2  
 Dept. B

**Cut Schedule**

	ART	ENG	PROF
A			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
L			
M			
N			
O			

2 COL.
3 COL.
4 COL.
5 COL.

369121518212427303336

SPECIAL VALUES  
 IN MID-SEASON STYLES



BK308

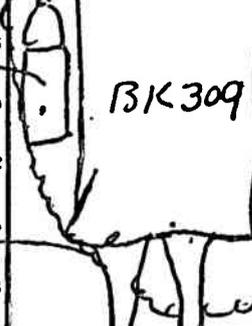
Copy Space



BK307



BK306



BK309

Copy Space

3 Line Drawing of Back View of Dress

6

9 View of Dress

12

15

18 WRIGHT COMPANY

21 New York

24 "ARTIST"

27

30

33 Line Drawing of Back View of Dress

36

39

42

45

48

51

HAND COMPOSITION					MACHINE					AUTHOR'S ALTERATIONS							
NAME	DATE	1	7	4	8	NAME	DATE	1		NAME	DATE	HAND	MACH	NAME	DATE	HAND	MACH

PRINTER  
 ALL WORK CHARGED  
 MUST BE ENTERED HERE

FIG. 11.—The advertising man's layout for a catalog page.

Having indicated the position of all illustrations, the next step is to decide on the style and sizes of type to be used in the book. It is very often desirable to use at least two sizes, a larger text for introductions, main descriptions, etc. and smaller type for details, synopses, tabular work, etc.

The large mail order houses have catalogs of such sizes and costs that the efficient handling of them is a problem in itself. Many of these go so far as to have a careful layout made of

## Special Values in Mid-Season Styles



**BK 308**  
All Wool Jersey  
Sport Coat  
**\$19.75**

**Wool Jersey  
Sport Coat**

**BK 308.** A woman's wardrobe is not complete without a Jersey Sport Coat. Here is an all wool coat in a pinch back, 3 button, belted style, with notched collar and patch pockets. Can be worn with any kind of skirt or dress. Cut in youthful three-quarter style, giving the freedom of movement so desirable for golf or any other form of exercise. Colors, black, navy, brown, or mokia (khaki). Sizes, misses 16 and 18. 36 to 44 bust. Del'd.. **\$19.75**

**Velour  
Skirt  
All Wool**

**BK 309.** Beautiful plaid skirt of soft, all wool velour cloth made in a smart sport model. Button trimmed down back. This skirt is suitable for everyday and ordinary occasion wear and when worn with Jersey Sport Coat as pictured above, makes an ideal outing or sport suit for early Spring wear. Comes in brown or blue plaid. Lengths 37 to 39 inches. Waist 25 to 30 ins. Delivered free. **\$12.95**

**BK 309**  
All Wool Velour  
Plaid Skirt  
**\$12.95**



**BK 307**  
Fine All Wool  
French Serge  
**\$16.75**

**Straight Line  
Serge Model**

**BK 307.** Fashionable straight line model in fine all wool French serge for misses and women. Pockets, blouse and sleeves are smartly trimmed with narrow braid. Skirt has buttons down sides, which add to its attractiveness. New, becoming, and serviceable dress. Navy or brown. Sizes, misses, 16 and 18. 36 to 42 bust. Delivered free. **\$16.75**



**BK 306**  
All Wool  
Jersey Dress  
**\$16.75**

**Attractive  
Wool Jersey**

**BK 306.** It is unusual to secure a good quality, all wool Jersey Dress at this price. Has smart notched collar, and prettily embroidered vest. The sleeves are button trimmed as are the imitation pockets in the medium width skirt. Smartly up-to-date in every detail and an exceptional value. Navy, Copan, brown or saideer. Misses, 16 and 18. 36 to 44 bust measure. Delivered free. **\$16.75**

**We Deliver Free**

Weinstock, Lubin & Co.  
2 Sacramento, California

FIG. 12.—Finished page of mail-order catalog. Compare with Fig. 11.

each page in the book, so as to be sure that all illustrations, large and small, are properly placed and that the proper amount of copy is written. Figure 11 shows the rough layout

of a page from the catalog of Weinstock, Lubin & Co. of Sacramento, Calif., and Figure 12 shows the finished catalog page. The following from the advertising manager of Weinstock, Lubin & Co., in *Western Advertising*, gives a general description of the methods used in preparing this catalog.

It is decided in conference how many pages shall constitute the book and its size. This is dependent upon mailing cost—in our case a half-pound book mailing anywhere for 4 cents—and also press equipment.

Then a certain number of pages are assigned to each department after a close analysis has been made of past sales, and future sales expectancies have been computed.

After the page assignments are made, the advertising executive works out a time schedule for the receipt of samples from the merchandise department, the making of layouts and the giving out of work to the artists.

It usually takes four months to make a catalog from the time the first samples are received to the day the first book is mailed.

Certain periods are designated when first copy shall go to the printer. On our book the first form of 32 pages goes to press December 10th, and a form of 32 pages is placed on the press every ten days thereafter until the six forms are complete.

The engraving and electrotyping must be scheduled to meet the printer and the presses. The colored cover and inserts must meet the last form at the book-binder on time to insure prompt delivery.

What matter if advertising man, printer, engraver or artist work into the "wee sma' hours"—a great work is on its way—expected by each craftsman, in his line, anticipated by the up-to-date farmer's wife on distant plain.

Now the individual buyer must decide what goods he is going to display on his pages. Many lines are secured from the Eastern markets and the choicest is selected under the supervision of the merchandise manager.

So much has already been written about mail-order copy that it is scarcely necessary to touch upon that subject here. However profitable brilliant descriptions and highly imaginative copy may be in other mediums and for other merchandising systems, they have no place in the mail-order catalog.

Its compiler is not troubled with whether or not his copy has "punch." What he finds vitally necessary is that the most comprehensive and understandable description possible is given of each

article. It is incredible how many interpretations can be given to a simple statement. And of all things the catalog must not be the cause of endless correspondence because of incomplete or indefinite descriptions.

The advertising manager and his assistants, layout man and copy-writer are now called in and the merchandise story is told.

At this time the actual articles to be displayed in picture form and those to be listed in print are presented. So much merchandise must go on a page. The relative sales value of the different positions on a page is considered, as well as the amount of space a certain article is entitled to.

Each page must bring in so much money. Therefore, the proper merchandise must be properly displayed. The layout man roughly sketches in an idea covering the points brought out in the discussion. If approved, the merchandise and layout is sent to the advertising office to be revamped on a layout sheet. The samples are properly tagged and full instructions are written to the artist.

Each page in the book must be merchandised first, then advertised to the satisfaction of buyer, merchandise man and advertising executive before a "lick" of art work is done.

To the average advertising man art work consists of a mat service, a few drawings per month and a big page on special occasions.

But think of giving out 150 pages of art work in less than a month and a half's time, pages on which at least five different men work.

It might be interesting to follow the making of a page of four women's coats through an Eastern art studio.

The rough layout and written directions, together with merchandise samples are turned over to a layout artist. He sketches in the pose of the figures in pencil. The body posture and the folds of the garments are then washed in by a special artist. Next a detail artist works on the detail of the garment. A head artist puts in the hands, feet and head. A background artist lays in the background. Then the drawing goes back to the second artist, who cleans up the rough edges and it is then shipped back to meet a definite date on the schedule.

*Most catalog directors can't draw a straight line.*

It is an amusing fact, but nevertheless true, that many advertising directors cannot draw a presentable figure of a woman, but this is unnecessary, as a few simple strokes or ovals representing figures, with definite spaces measured off for copy and heading, coupled with complete written directions to the artist, produce a wonderful piece of art work.

The pictures represent the rough layout sent the artist and the complete printed catalog page. The artist produces the illustrations about two and a half times as large as the catalog pages.

Upon receipt of the art pages from the local and Eastern artists, copper half-tone plates are made.

The copy is written from detailed information furnished by the merchandise department and a study of the sample itself. This study is oftentimes made by means of a high power microscope and by a caustic soda bath to reveal whether an article is all wool or half cotton. The customer must not be deceived either by the picture or the description.

All the hard work of getting the samples and the layouts to the artists is now over, and the battle is carried to the print shop, where a close schedule must be met so that the continuous operation of presses may not be halted and the book delayed.

**Chart Used by Catalog House.**—Figure 13 is a reduced reproduction of the layout sheet used by Montgomery Ward & Co. in the production of its great catalog. A layout of this type is prepared for each page of the book. Every illustration must be carefully indicated on the sheet by a pasted proof. The spaces for the various items of copy are numbered and the copy is numbered to correspond.

The advertiser who prepares a catalog only once in every year or so or whose output of booklets, folders, etc. is not large does not find it necessary to adopt such methods. The mail-order companies, on the other hand, have a very large undertaking in the preparation of their catalogs, and the work requires not only a number of people but the adoption of every method that will save paper, time, and delay.

**Another Advertiser's Working Method.**—Figure 14 shows graphically the general program that a large general advertiser follows in preparing his catalog. The following extracts from *Printers' Ink Monthly* make the various steps clear.

“Here, very briefly stated, is the Furst system:

“*Size.*—This should be determined first.

“*Stock.*—The quality and weight of stock come next.

“*Cover.*—The color scheme and design as well as color and weight of stock should be figured.

“*Envelope.*—Knowing the size of the catalogue, the envelope size,



when reselling to their customers, it was necessary that the catalogue contain list prices so simply devised that the retailer could tell what the goods cost him without any fussing or figuring. To meet this condition an insert was placed in the front of the book whereon price marks could be explained and terms given. The insert was so devised that it could be torn out of the catalogue without defacing it.

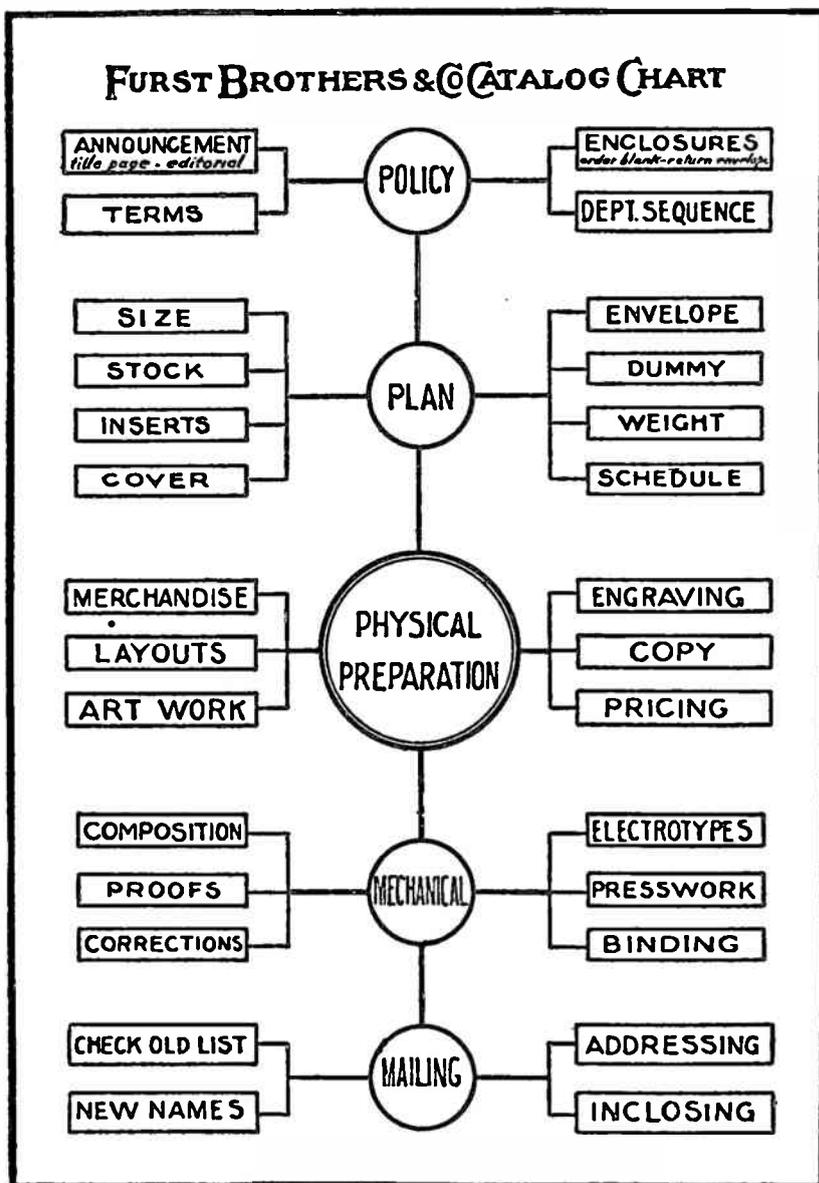


FIG. 14.

*Enclosures.*—An order blank and return envelope should always accompany a catalogue. This makes it easy for retailers to order.

*Sequence of Pages.*—Lines should be listed in the order of their importance, both from a profit and sales standpoint.

*Selecting the Merchandise.*—While the mechanical arrangements are under way, the department heads should be selecting items to be catalogued. Each line should be gone over carefully and items chosen which would prove interesting in a catalogue, both in regard to illustration and selling value.

*“Laying Out the Pages.*—Rough dummies of the pages are made in pencil from the merchandise direct. As soon as these dummies are finished, samples of the merchandise listed on them are sent to the photographer. Prints that would stand retouching are made. As fast as these come in, reproduction sizes are marked upon them, using the rough dummy as a guide.

*“Art Work and Engraving.*—The next step is to send photographic prints to an engraving house for retouching and photo-engraving.

*“Writing the Copy.*—While engravings are being made copy is written, using the dummies as guides, and a duplicate set of samples for technical descriptions. As soon as the copy is typewritten it is handed to the various department heads for pricing. A sample page is sent to the printer and the style of typesetting decided upon after two or three samples are furnished. After the style is selected, type-setting costs are figured, and the copy turned over to the printer. By the time the printer has the type set, the cuts are furnished and the printer makes up the pages.

*“Proofs.*—When proofs are ready they are turned over to the department heads and checked for cuts, numbers and prices.

*“Electrotypes.*—Page by page is sent to the electrotyper as soon as it receives the final O.K. The electrotype proofs are rechecked so that no errors can creep in.

*“Printing and Binding.*—The latest Furst catalogue was printed in three 32-page signatures and one 16-page signature. The electrotypes were turned over to the press-room and each signature was printed as soon as electrotypes were complete. Meanwhile, the cover had been printed and when the last form was off the press the book was ready for binding.

*“Mailing.*—While the book was being printed envelopes were being addressed, both from the regular list as well as from the list of inquiries. Hence, there was no mailing delay.”

## TYPOGRAPHICAL TREATMENT

The inside pages of catalogs and booklets admit of a wonderful variety of treatment. It is not possible in a single volume to show many specimens of appropriate arrangement. The examples of typographical treatment and general arrangement shown in these pages can merely suggest the variety. With borders of great variety, which may be of the standard sort or drawn especially for the job; with a wide range of types

suitable for book pages, with the opportunity to run some of the type or all of the type in an appropriate color, and with the further opportunity to use tints as backgrounds or as color for the borders, initials, etc. the catalog-preparer has only himself to blame if he does not turn out a distinctive and readable job of printing. The section of this Handbook devoted to Types and Printing Practice should be consulted for a great variety of type faces suitable for catalog and

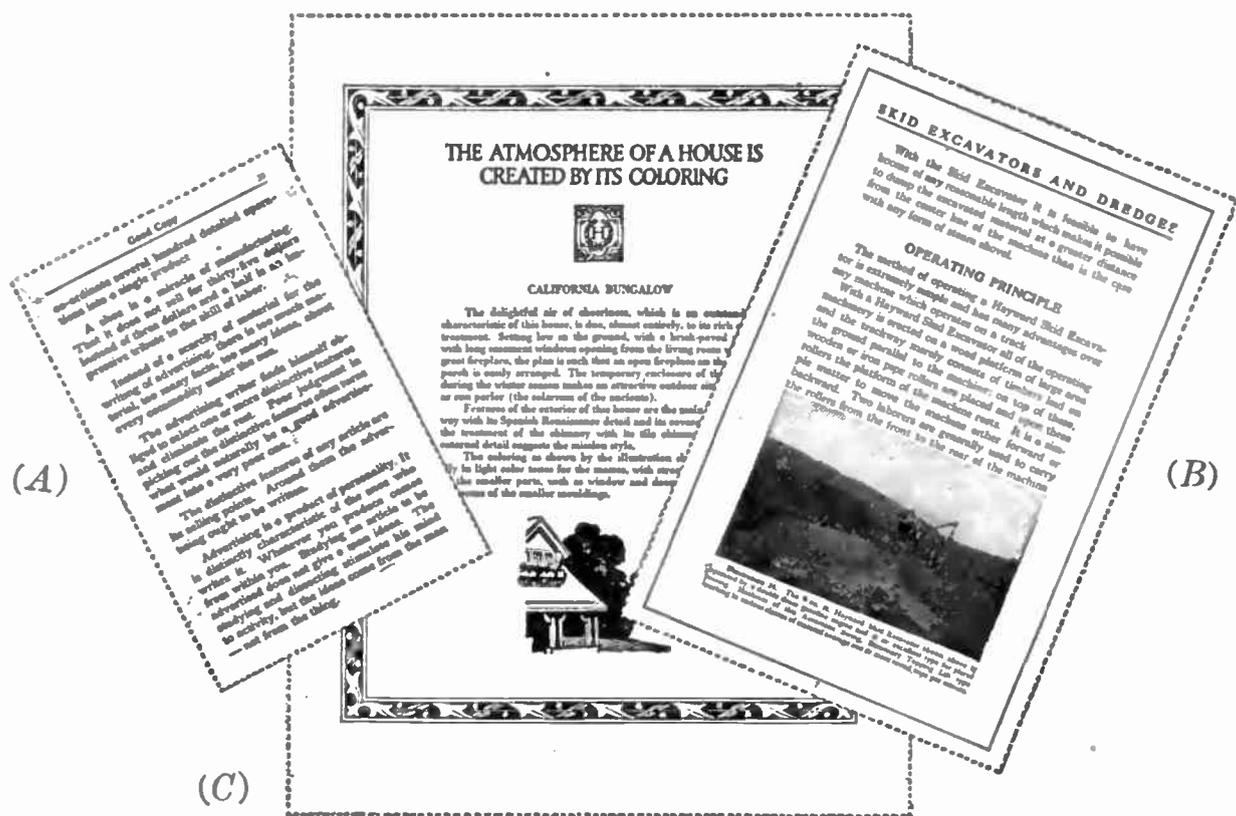


FIG. 15.—(A) illustrates extreme simplicity and (B) a good way of handling page-width illustrations. (C) is set in Bodoni with drawn borders. In the original the illustration, decoration and border were run in a restful shade of green and the type matter in black.

booklet work. Some of these types, while too strong for book work when in black, are artistic in brown, green, gray, etc.

**Special Borders.**—It is expedient with some types of catalog and booklet work to have special borders prepared. These may be simple with perhaps ornamental corners or they may be elaborate and symbolic of the subject covered by the catalog, possibly combined with illustrations which may in turn be half-tones of photographs or line drawings or wash drawings, printed either in the heavy color of the book or in a tint. In the latter case, a dummy of the book should be made up by

the illustrator, and after the drawings are all laid out the copy should be adjusted to fit the spaces left in the various pages for type matter.

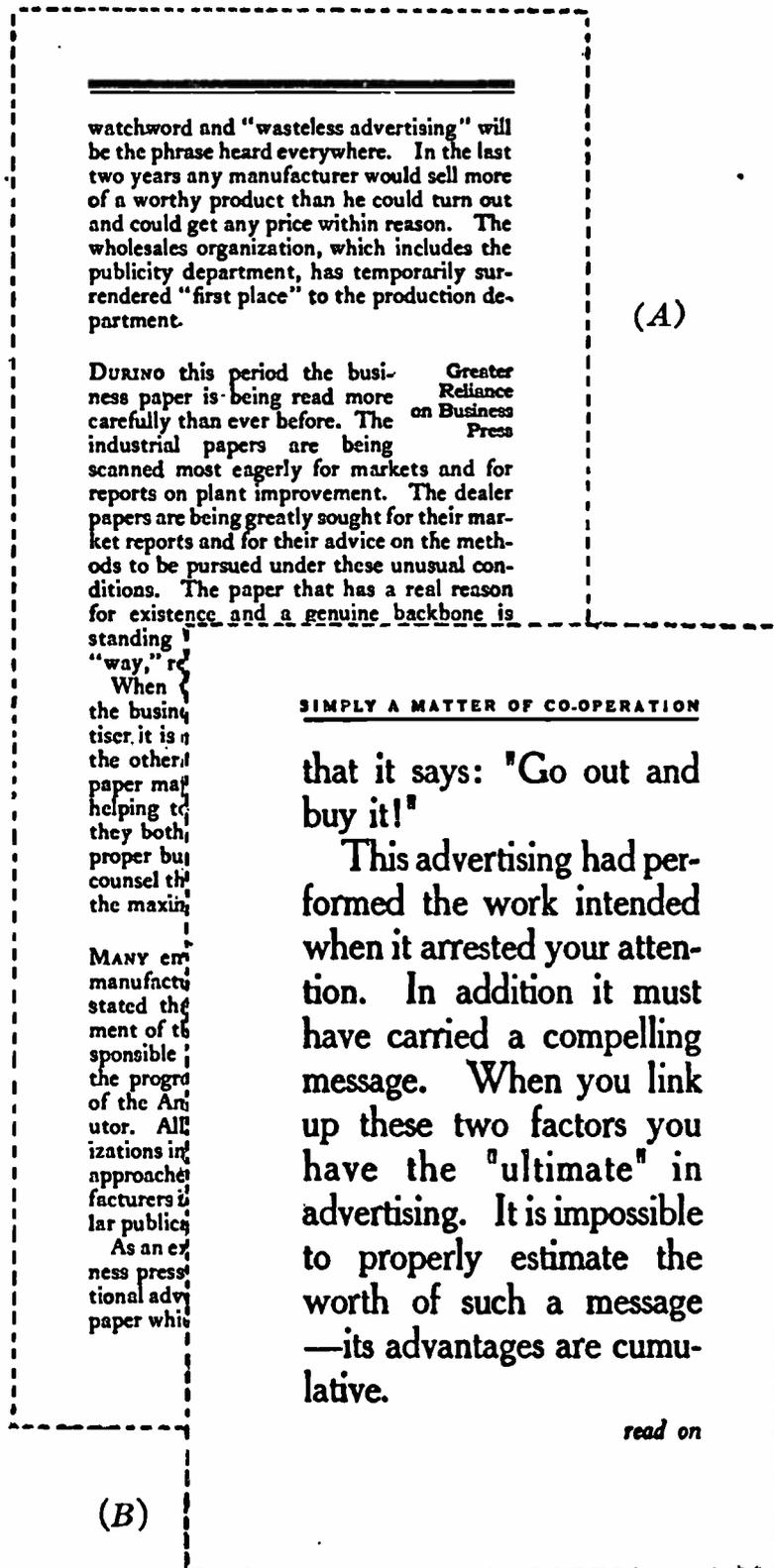


FIG. 16.—(A) illustrates border treatment for a long, narrow page and the "set-in heading." (B) is an excellent example of effective running title (the light rule was run in color) and large body type.

**Various Arrangement of Borders.**—In the arrangement of plain borders, the arrangement is likely to take one of the following forms:

1. Borders around entire page.
2. Borders top and bottom only.
3. Borders at top only.

**Borders in Color.**—If a book is to be printed in two or more colors, it is usually the better plan to have the borders appear

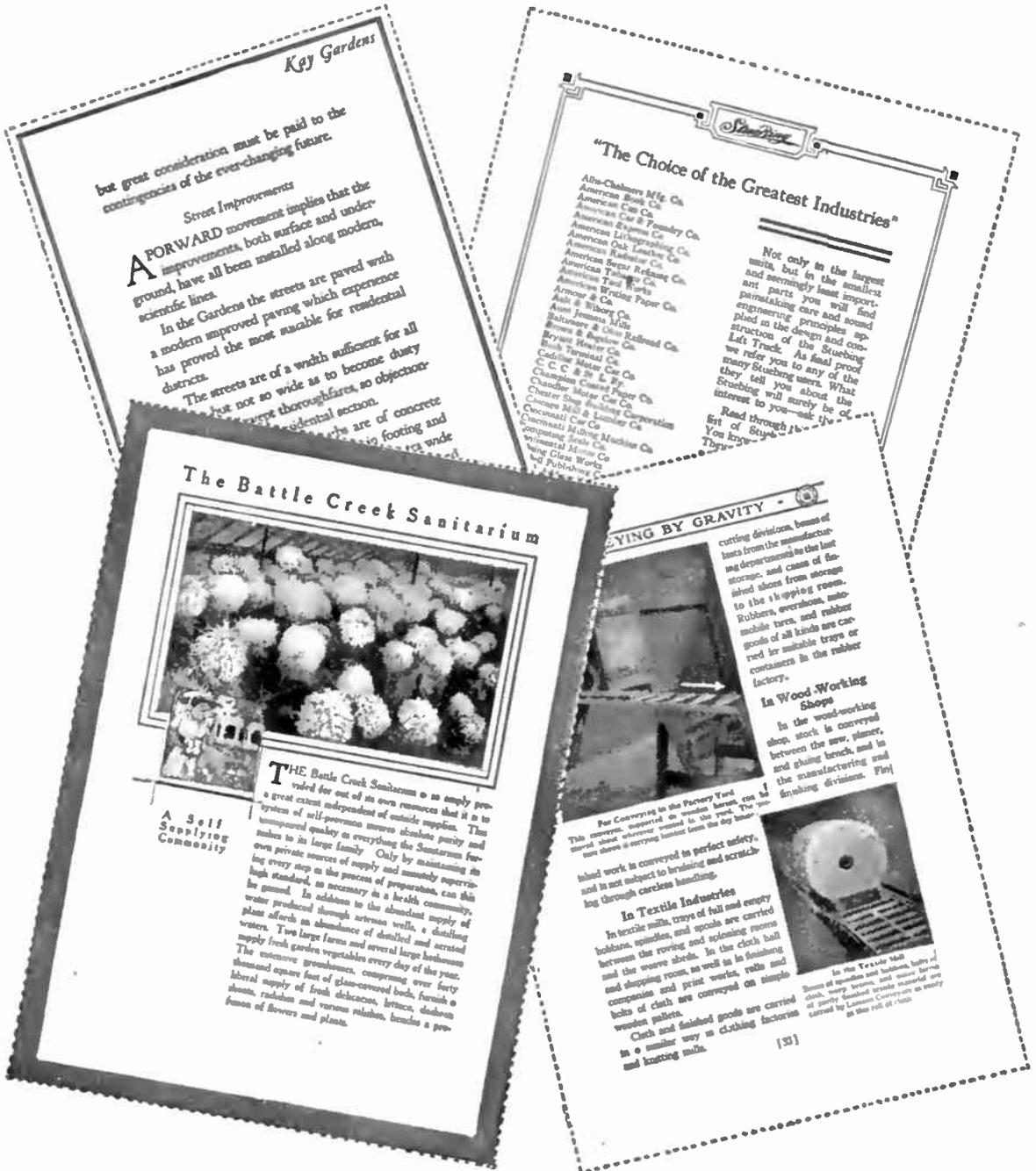


FIG. 17.—Four helpful examples of page layouts showing drawn border, band-border run in color, the placing of two illustrations on a page and the arranging of a list of users.

in color, though it is entirely practicable to run the borders in black or whatever heavy color is used in a job and to use the bright color for initials or possibly headlines.

Favorite colors for borders are orange, green, red, olive, gray. Strong colors such as purple, bright blues and yellows

are not ordinarily in good taste. Sometimes, however, the nature of the subject might make a color such as purple appropriate—Easter flowers, hats or clothing for example—whereas it would be too strong a color for most printing jobs.

### ILLUSTRATIONS, MARGINS, BALANCE

**Character and Size of Illustrations.**—The principles that govern illustrations in catalogs or booklets do not differ greatly from those applying to illustrations in advertisements in

#### *Corto—the Radiator Classic*

ware, lighting fixtures, doors, windows, trim, molding, terra cotta, tile, faience, which go to make the harmonious and beautiful interiors of modern, architecturally-chaste homes. The housewife changes even her silverware to keep pace with bettering furnishings.

This great Renaissance of Artistic Quality has aroused an insistent demand for a radiator design which must satisfy the heating requirements, and yet through elegance of proportion shall lend distinction and charm to its surroundings.

Comfort and elegance! These concomitant demands had become the insistent watchword of the last decade; and deep in the heart of each house-holder, architect, and contractor had germinated and grown the common desire for a *Radiator Classic*—Harmoniously proportioned, graceful of outline—inconspicuous and reduced in size—superlative in heating power.



#### *Corto—the Radiator Classic*

The series of columns that constitute this radiator makes it unparalleled for resisting high internal pressure. The internal area of its tubes in relation to the heating surface has been reduced to about one-quarter of that now generally in use. Not only has this invention greatly increased the pressure-resisting ability of the *Cocto Radiator*, but in reducing the internal area the water or steam contents are likewise decreased.

The water content of the *Cocto* is equal to three-fourths of a pound per square foot of heating surface, or about one-half the water content of the average radiator; this assures quick and positive venting for all kinds of steam and vapor systems, while in water installations it provides a rapid circulation, causing the radiator to respond more quickly to the immediate heating needs.

The symmetrical spacings between the tubes and the decreased size thereof permit of obtaining approximately 30 percent more heating surface in a given area of floor space than with any other type of radiator.

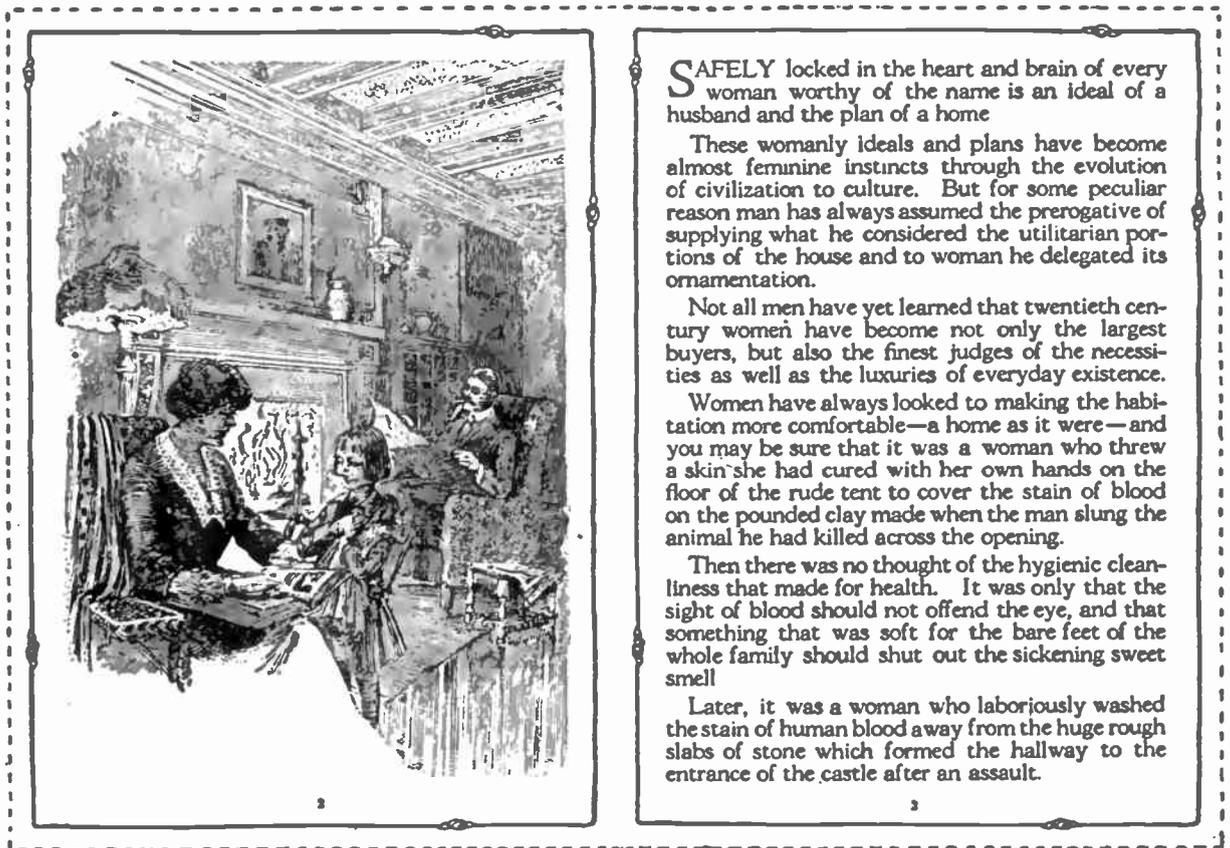
Irrespective of height, a series of seven sizes ranging from two to five feet of heating area have been produced, and the surface of each additional size will be increased by one-half square foot, thus abandoning the cumbersome method of increasing heating surface by irregular fractions.

It is with exceptional pleasure that we are presenting today to our friends and patrons the artistic refinements and increased efficiency of the *Cocto*, with full faith in

FIG. 18.—Facing pages of an artistic book set in Goudy with drawn headways—these appearing in color in the original. The illustration is daintily drawn to harmonize with the general tone of the book.

general. Both drawings and photographs are used freely. Whether or not one or the other should be used depends on the subject to be advertised. As in the case of periodical advertising, photographs often lend realism that may not be had with drawings, but drawings often yield plates of superior printing effects as well as scenes that may not be easily depicted by the use of photographs. It frequently happens that a combination of drawings and photographs is best.

During late years, since paper costs have advanced so rapidly, many advertisers have found that they could reduce the size of their catalog illustrations, where a great many different articles must be shown, without seriously impairing the pulling power of the literature. Where, however, special attention should be drawn to some subject, it is advisable to use an illustration of good size. Good illustrations are usually just as important as good copy, and often pictures will go much further than words.



**S**AFELY locked in the heart and brain of every woman worthy of the name is an ideal of a husband and the plan of a home

These womanly ideals and plans have become almost feminine instincts through the evolution of civilization to culture. But for some peculiar reason man has always assumed the prerogative of supplying what he considered the utilitarian portions of the house and to woman he delegated its ornamentation.

Not all men have yet learned that twentieth century women have become not only the largest buyers, but also the finest judges of the necessities as well as the luxuries of everyday existence.

Women have always looked to making the habitation more comfortable—a home as it were—and you may be sure that it was a woman who threw a skin she had cured with her own hands on the floor of the rude tent to cover the stain of blood on the pounded clay made when the man slung the animal he had killed across the opening.

Then there was no thought of the hygienic cleanliness that made for health. It was only that the sight of blood should not offend the eye, and that something that was soft for the bare feet of the whole family should shut out the sickening sweet smell

Later, it was a woman who laboriously washed the stain of human blood away from the huge rough slabs of stone which formed the hallway to the entrance of the castle after an assault.

FIG. 19.—An extremely well filled page but an arrangement of text that produces strong contrast with the facing illustration. In the original, the borders were in light orange and there were touches of orange in the illustration.

The shape of the illustrations should harmonize with the general shape of the page. A square plate does not look well, for example, in a long, narrow type page. In such a case, it is well to have the plate with one dimension considerably longer than the other.

Regard must be had for the setting of type around plates. In a page the size of this book, for example, the plate should not be wider than  $2\frac{1}{2}$  inches, if type is to be set around it. If a plate for this page were made 3 or  $3\frac{1}{4}$  inches wide, the

type set around it would be poorly arranged. Plates that must be wider should be very nearly the extreme width of the



FIG. 20.—The margin as a narrow frame of white.

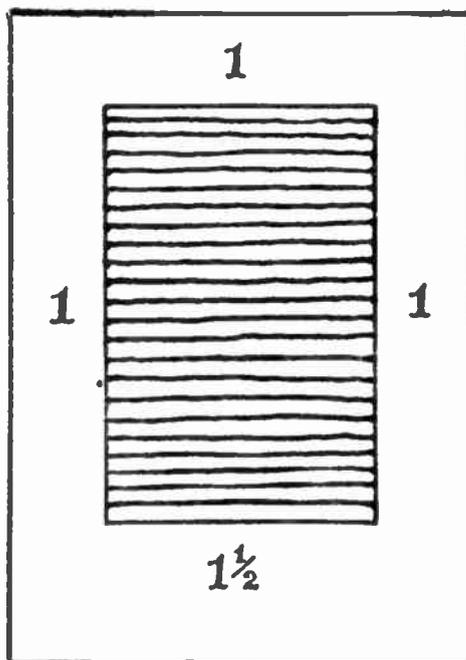


FIG. 21.—Type page properly placed with wide margins.

type measure. Generally, it is better instead of having the plate the exact width of the type measure to have it a little narrower.

Figures 20 and 21 illustrate the treatment of margins in their relationships to cover and title pages. If a design is to fill the sheet almost entirely, a little margin of white space run around the design will give a pleasing appearance.

If, however, the design is to be small enough to allow for considerable margin, it is better to conform to the plan shown in Figure 21 where the largest amount of margin is at the bottom.

A design of the character shown by Figure 21 does not look well when placed in the lineal center. In fact, if a design consists of a much smaller display, such as a single line, or two lines, it should be placed somewhere in the

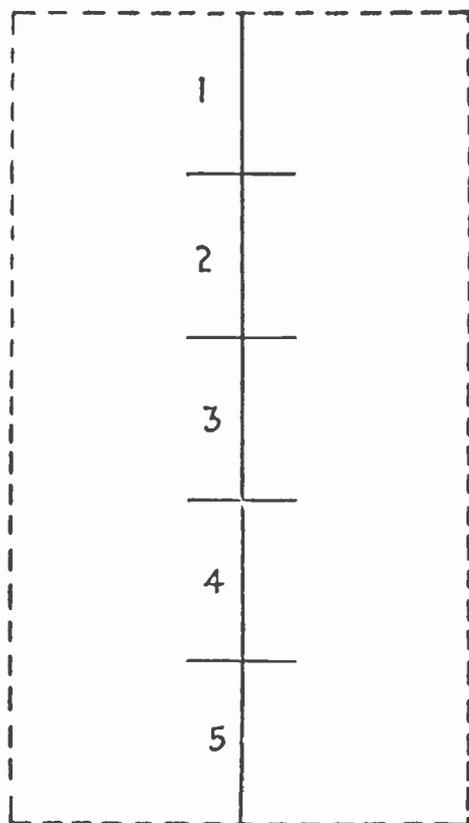


FIG. 22.—The balance of display appears most pleasing to the eye when it is within Section 2.

second section of the length of a page if the length were divided into fifths. A glance at Figure 22 will make this appear clear. Sometimes designs are placed higher, but a heavy display can rarely be placed lower unless there is some display near the top of the sheet that brings the balance of

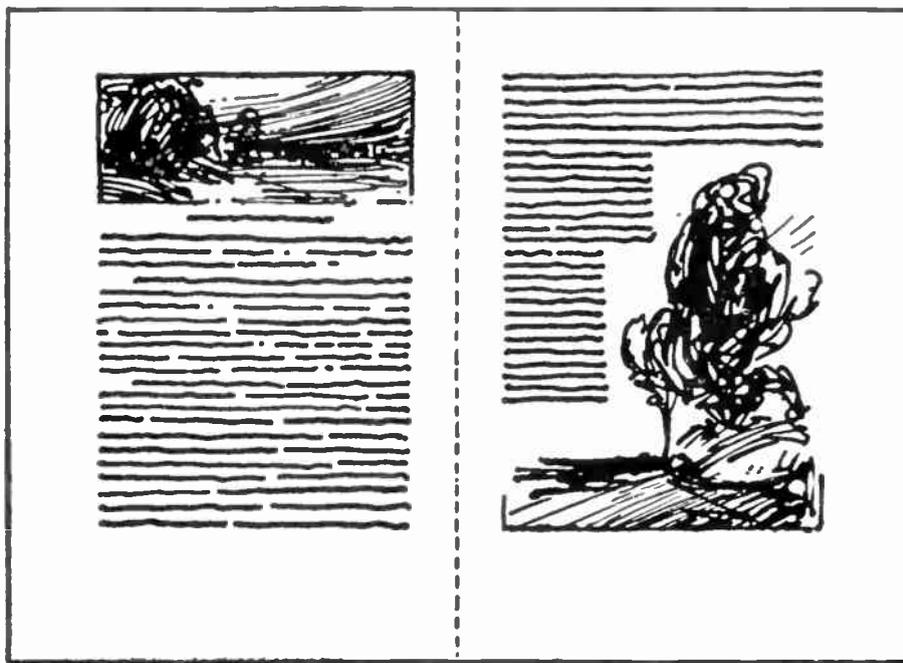


FIG. 23.—Illustrations kept wholly within the type-page limits.

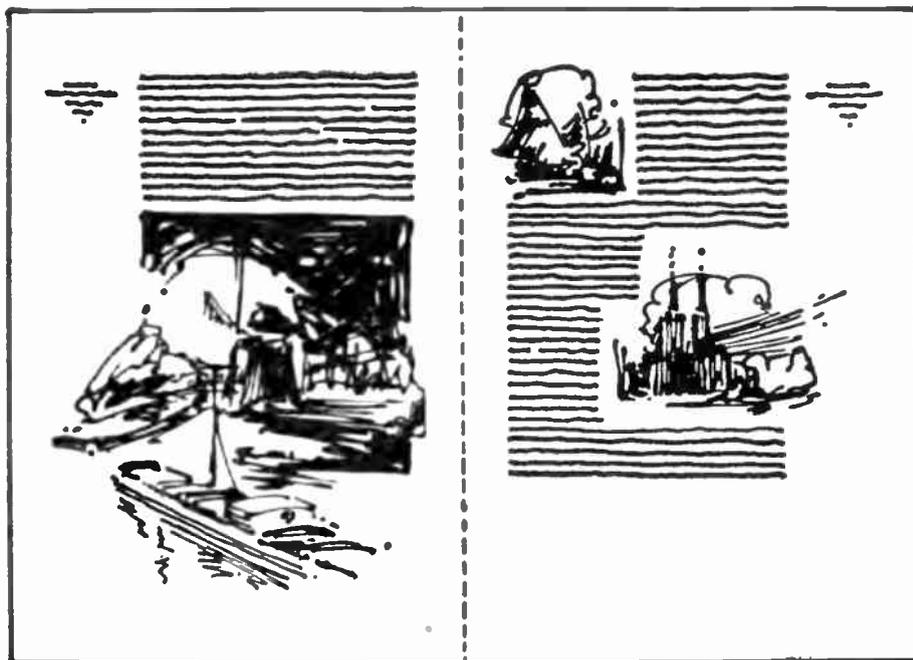


FIG. 24.—Illustrations adapted to type page but running out into marginal space.

display somewhere in the second fifth section. Place a display word in Section 3 of Figure 22 and observe the effect. Then change to Section 2.

Figures 23 and 24 show a pleasing arrangement of illustrations with reference to type matter and the balance of the

illustrations. It is important to study the effect of facing pages. For example, in Figure 24 if the illustration on the right-hand page had been a single one of exactly the same character as that on the left-hand page, and placed in exactly the same way, the result would not have been so pleasing.

### COPY CONSIDERATIONS

**Copy Schedule.**—Having decided on the typography, the different sections of the book can be measured and the amount of copy figured. At this stage, it should be possible to make up a copy-preparing schedule such as the following:

#### CATALOGS AND BOOKLETS

The latest edition of the Standard Dictionary defines a catalog as "a list or enumeration of names, titles, persons or things . . ." and a booklet as "a small or unpretending book; a little book or pamphlet."

Neither definition gives the accepted meaning, so far as advertising literature is concerned. A commercial catalogue is nearly always more than a mere "list," and so-called "booklets" are frequently both large and pretentious.

A catalog, ordinarily, is a list of articles with descriptions and prices, and usually it is a bound volume, though a large folder might easily

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FIG. 25A.

FIG. 25B.

FIG. 25A.—This booklet page shows the appropriateness of condensed type to a long narrow page. It also shows the proper adjustment of the margins if a good "book appearance" is desired. The margin next to the center of the book is the narrowest; the top, outer and bottom margins follow in order as to width.

FIG. 25B.—Extended type is better suited to a page wider than its length than it is to a page of this dimension. Compare with Fig. 25A. In Fig. 25B the margins are equalized and space is gained but the page is not so artistic.

Page 1	Title page.
Page 2	Blank.
Pages 3 to 6 inclusive	"Building a Buick"—1650 words.
Pages 7 to 12	Our New Models—2800 words in 8-point.

This, in other words, is simply a working schedule for the printed job. If no dummy is made and no layout of the text is attempted, and the advertiser merely assembles copy written without regard for the space it is to occupy and turns this over to a printer with a number of plates and photographs with instruction to "get out a catalog," the result is likely to be considerable confusion, delay and possibly an unsatisfactory job. Printers themselves prefer that, as far as possible, the advertiser have his ideas mapped out in at least a rough way so that they can see what he wishes, can bid on it intelligently and be in a position to make suggestions for possible further improvement of the original plan.

**Sources of Data.**—For catalogs, booklets and folders the material for a new job is usually drawn largely from the old catalog or from data supplied by the advertiser. However, the writer of a catalog may find it advisable to make his own investigations through the advertiser's plant and thus get vivid impressions that will enable him to write improved descriptions. Very often the technical man, the company officials or various department heads have to be relied on for considerable of the material for a catalog. A great deal depends, of course, on the nature of the catalog or book. Sometimes it is advisable to have the entire matter written by an outsider who is particularly equipped for writing booklets because of technical experience.

Often the study of the indexes of the national magazines, which can be found in every library, reveals information that can be used to good advantage in catalog and booklet preparation. Letters from dealers, experiences of users, etc. may furnish excellent catalog material.

A booklet is likely to be more general in its treatment than a catalog. A good booklet, for example, might consist of expressions of a single dealer, or expressions of a single user of the product. Either a booklet or a folder might be as augmentative as a letter and be written only as a leader to

bring a request for the catalog. There is the widest range of opportunity in the building of sales literature.

**History of the Advertiser.**—The history of a business may or may not be interesting matter for a catalog. If the origin of a concern was interesting, that may very properly be used as a leading article in a mere commercial book, but most histories of businesses read tamely and should be kept within small limits. Generally speaking, the public is not interested in all the various people that have had to do with building up a business, but rather in the service and product it offers. Naturally, there are exceptions to this. The lifework of Henry Leland in the automobile industry made excellent copy for the new automobile with which he became associated.

**Advertising the Factory.**—There is a general tendency among advertisers, particularly among new advertisers, to play up the factory—to make it a leading feature in the book. It would be going too far to say that all factory pictures should be kept out of advertising literature, but it is certainly true that many advertise an ordinary-looking factory without any good advertising effect. If an advertiser has a very large or interesting-looking plant, or he is doing business with the class of people who will probably be impressed by a bird's-eye view of large buildings, the factory should by all means be played up and perhaps various sections of the plant should be. Possibly a series of pictures should show how the product is made. However, this subject should be treated from the outside point of view rather than from the inside. The booklet or catalog is prepared as a treatise that will be read by outsiders rather than by employes of the advertiser and it should be created with that in mind.

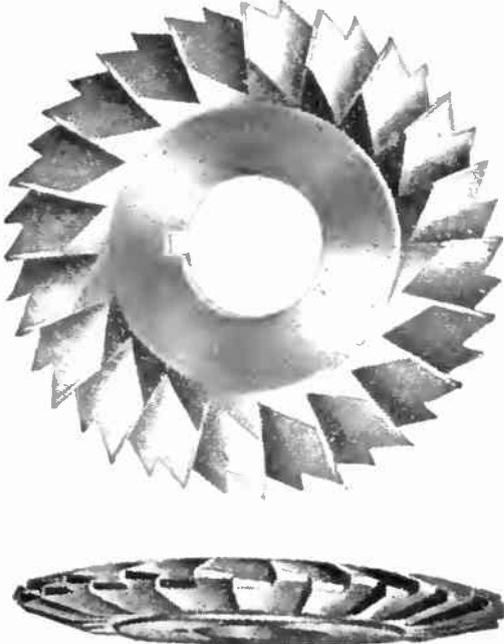
**Use of Testimonials.**—Despite the assertion that the day of testimonial-advertising is past, testimonials continue to be valuable copy for booklets, catalogs and folders. Testimonials may be of different sorts—from users of the product, from dealers who sell it, from prominent men who have experimented with it, etc.

Testimonials may be treated typographically as features for the bottom of pages or they may be featured separately

in pages given up entirely to testimonials. When used at the bottom of pages, they are usually set in a different type

S M A L L T O O L S C A T A L O G U E

**Cutters for Thread Milling Machines**



**Sizes and Prices**

Diameter Cutter Inches	Size Hole Inches	For Size Machine	Price Each, High Speed		
			U. S., V. Intern'l	Acme or Worm	Whit- worth
1¼	⅞	4½" x 12"	\$2 50	\$4 00	\$6 00
1⅝	⅞	4½" x 12"	2 50	4 00	6 00
2	¾	6" reg. head	2 50	3 25	6 00
2¼	¾	6" reg. head	2 75	3 50	6 25
2⅝	¾	6" reg. head	3 00	3 75	7 00
2⅝	1	6" oversize	7 25	8 00	14 00
3¼	1	6" oversize	7 75	8 50	15 00
4	1⅝	12" x 48"	Prices on application.		
4½	1⅝	12" x 48"	Prices on application.		
5	1⅝	12" x 48"	Prices on application.		
5½	1⅝	12" x 48"	Prices on application.		
6	1⅝	12" x 48"	Prices on application.		

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FIG. 26.—Good arrangement of material that is not easy to handle. The fine type used for the running head does not clash with "Cutters for Thread Milling Machines." The illustrations are strong because simple.

and perhaps cut off by a rule. Very often half-tone pictures are used in testimonials.

**The Index.**—The index is an important part of a good-sized catalog or booklet. Whether it is in the front or the back of the book does not matter greatly.

### FOLDERS AND CARDS

The term *folder* is applied to a great variety of printed matter that is folded, some folders being large sheets folded a number of times. The most popular type of folders are those in which the sheet is folded once or twice in the manner shown in Figure 27.

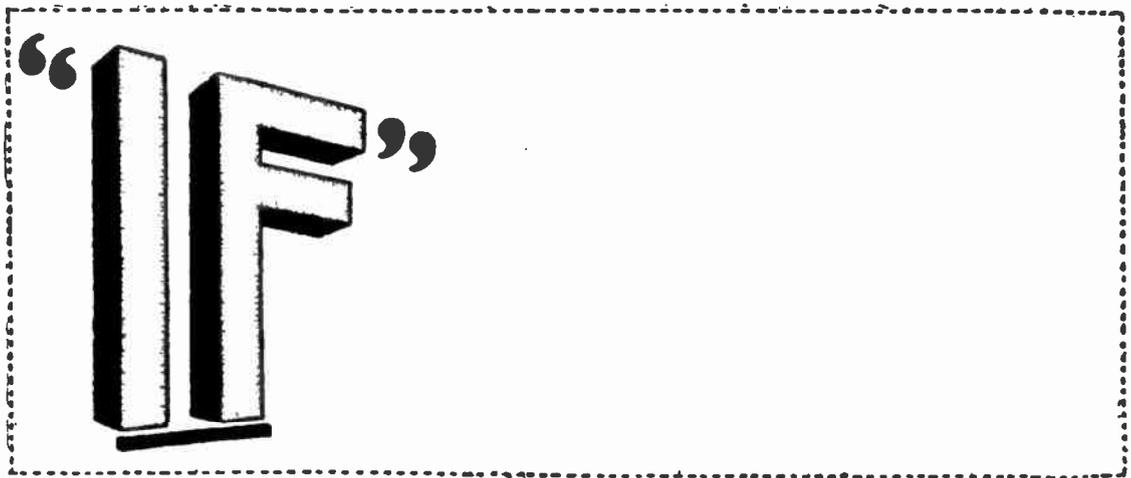


FIG. 27.—Address side of useful type of folder originally 11 inches wide.

Folders of this type frequently embody a return card or have a return card fastened in them. The fastening may be done by means of a small paster. The return card has the same effect as a coupon in a magazine advertisement. Just because it is easier to fill out, sign and mail a card while the reading of the circular is fresh in mind, the general run of reader will do this if he has the slightest interest in the subject.

It was formerly the practice for folders such as these to be held together by a metal fastener. However, metal clips have given so much trouble in the post-office that advertisers have been asked to dispense with their use as far as possible or, at least to, not use them on the edge of the folder on which the stamp appears. Consequently, most advertisers have adopted pasters as a means of holding folders together or have arranged for a form of folder that has a tongue and a slot so that it holds itself together without either paster or clip.

**Ingenious Arrangements of Folders.**—As a departure from the simply arranged folder, many advertisers have worked out unique arrangements by which the front of the folder shows a scene that becomes part of another scene as the folder



FIG. 28.—The towering, sturdy concrete IF typifies permanent construction.

is opened. Sometimes this change of scene depicts a contrasting set of pictures. For example the front of the folder as it comes to a dealer may show only a cook-book. As the folder is opened this scene may develop into a store-scene of the grocer handing this book to a customer.

**Cut-out Folder or Booklet.**—A type of booklet or folder that has proven popular and effective is that in which part of the cover is cut away—usually in the shape of a round hole or rectangle—so as to show some picture or title printed on an interior page. This gives a somewhat novel effect, as the

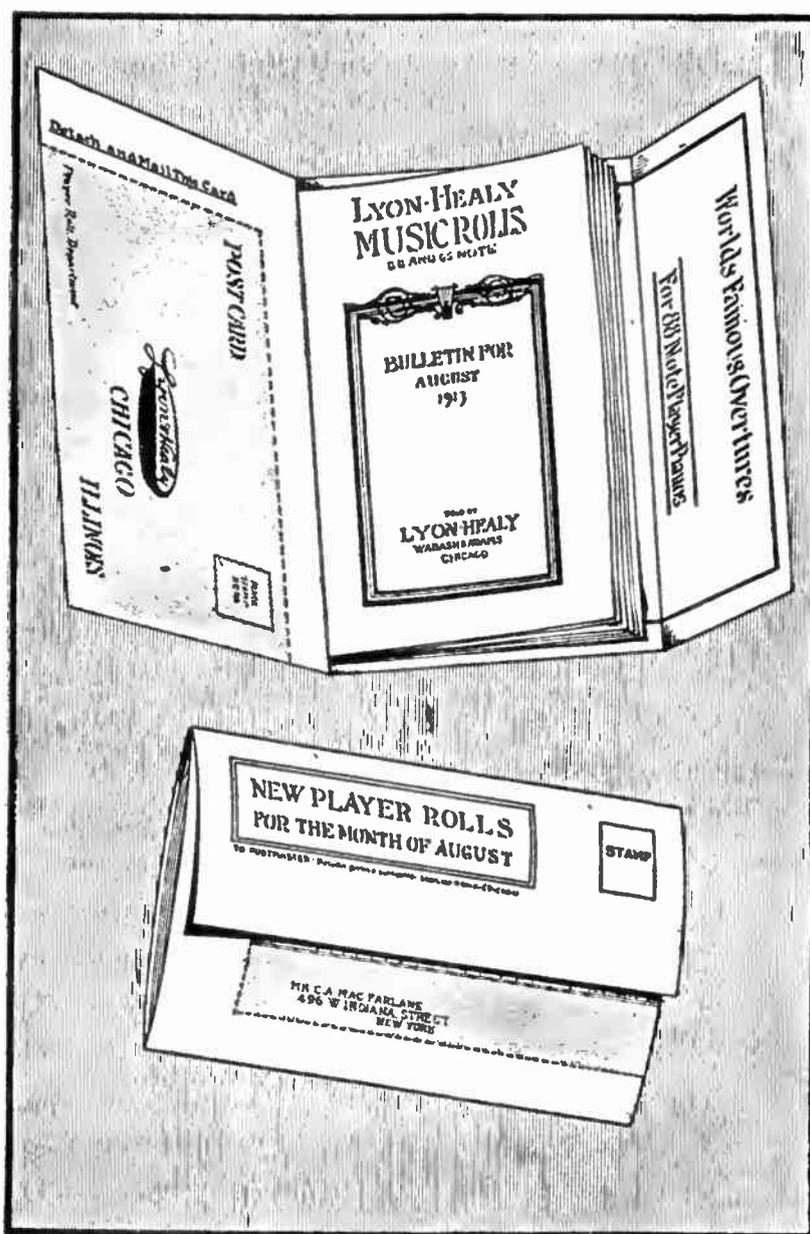


FIG. 29.—A useful type of circular that may appropriately be called a folder-booklet, for the cover makes a folder. Observe that part of one of the covers forms a return card and that the original address put on by the advertiser answers as a signature if the reader decides to detach and mail the card.

same picture is seen in connection with two different titles perhaps. This idea has many variations.

**Sizes of Folders.**—Figure 27 affords a good example of a printed folder. In the original size this sheet was  $11 \times 14$  inches. Folded with two folds, the mailing size was  $11 \times 4\frac{5}{8}$ .

The address side of this folder shows nothing but the word "IF," which was printed in two colors, orange being used for the quotation marks and for the underscore. The inside, shown in reduced form in Figure 28, was printed in solid black with the exception of the first word of each paragraph and the principal lettering on the cement bags. The return post card was fastened inside of this folder with a small paster.

Another popular size of folder of this same general class is one measuring  $6\frac{3}{4} \times 10\frac{3}{4}$  unfolded and folded to a size

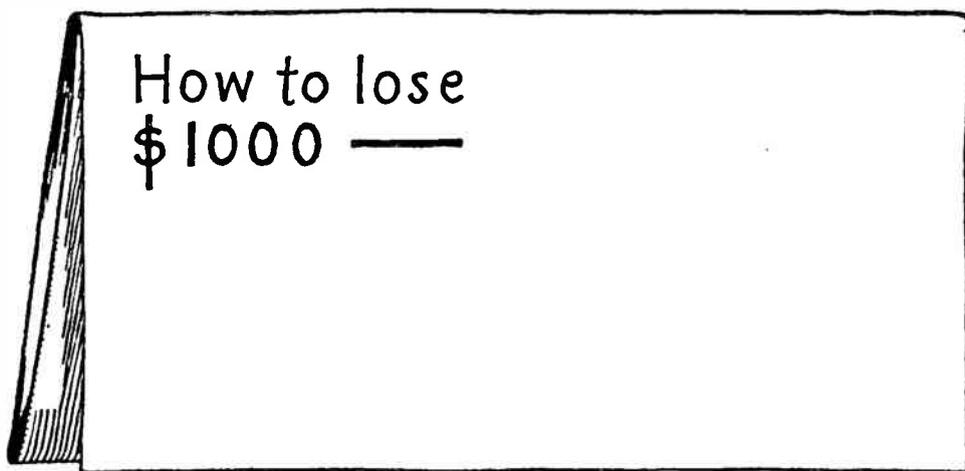


FIG. 30.—Layout of address side of useful folder.

of  $6\frac{3}{4} \times 3\frac{1}{2}$ . Still another size is  $8\frac{1}{4}$  by 10 inches in the unfolded size, and folding once to a size of  $8\frac{1}{4} \times 5\frac{1}{8}$ .

Any one of these three sizes is large enough for a return post card to be laid out on one of the pages, that is, made a part of the page. This was not done in the case of Figure 28 merely because the entire space was needed for the striking design.

Figure 29 illustrates a useful type of booklet-folder, with one page extending out far enough to form a return post card. This folder can be mailed just as any other folder, with the address written on one of the cover pages, but when opened it has the appearance of a booklet.

**Layout of a Small Folder.**—Figures 30 and 31 show a rough layout of a folder that, in the finished size, is intended to be about  $6\frac{3}{4}$  by  $3\frac{1}{2}$  inches. It is to be folded twice so that a post card with the name and address of the advertiser on it takes up one of the folded sections, as shown. When folded

to the mailing size, the return post card is sealed up within by a paster.

A folder of this type could be fastened by cutting two slots on the lower section of the opened job and tucking the corners of the address side into these slots.

**and how to save \$1000—**

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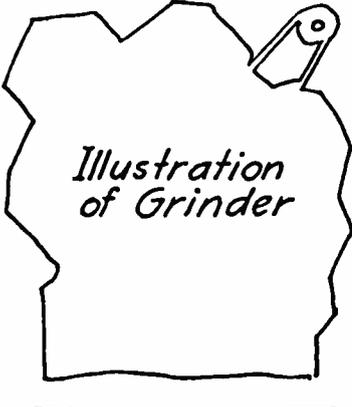
*10 point*

---

---

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---



*Illustration  
of Grinder*

**What we propose**

---

---

---

---

*8 point*

---

---

---

---

Landis Grinder Co.  
Worcester Mass.

*Landis Grinder Co.  
Worcester, Mass.*

*Without obligating ourselves, we consent to your submitting*

---

---

---

---

*Name and Position* .....

*Firm* .....

*Address* .....

FIG. 31.—Layout of inside pages of useful folder.

The layout of folders does not differ essentially from the layout of advertisements, except that the layout as a whole should harmonize, so as to make it as easy as possible to open the folder, read it and use the return card.

## MAILING CARDS

Some very effective advertising is done by means of mailing cards which consist of a single piece of paper stock heavy enough to go through the mails without being badly crushed. Favorite sizes in mailing cards are 8"  $\times$  5½" and smaller sizes that cut out of cardboard or cover stock without much waste; but much larger cards are often used. The larger sizes are, however, likely to be bent by being tied up with other mail.

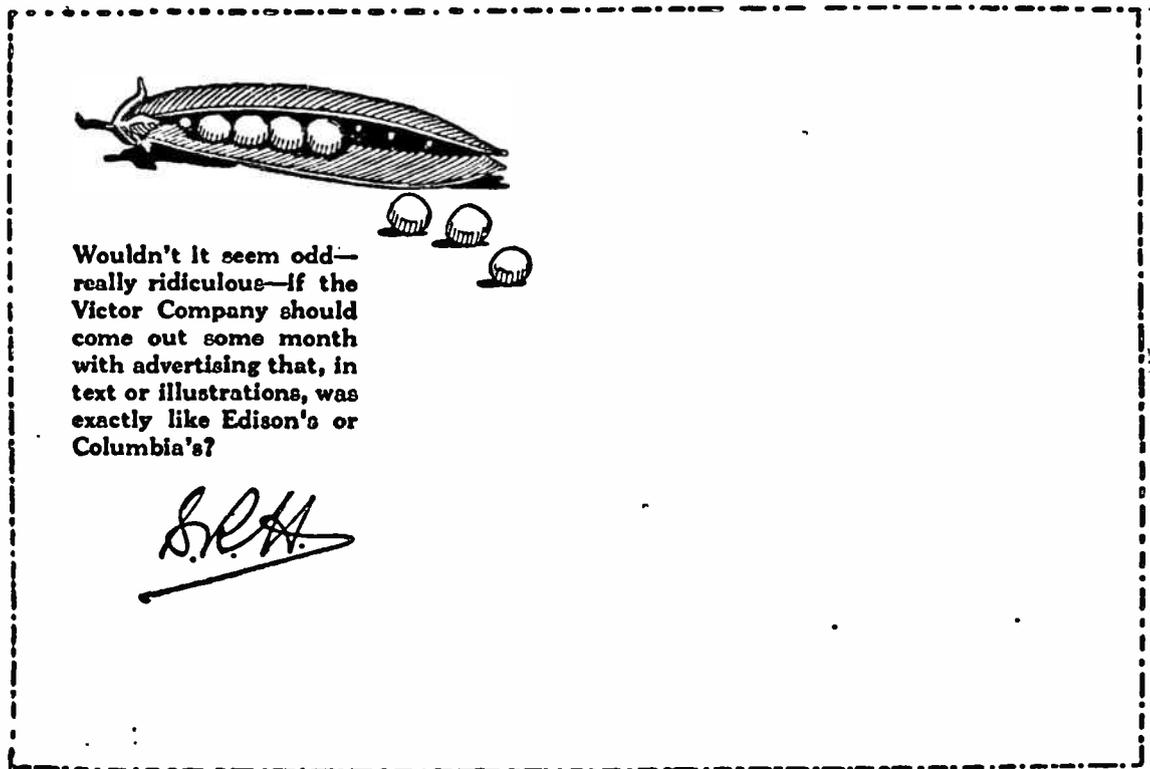


FIG. 32.—Address side of mailing card reduced from size 8"  $\times$  5½". Printed originally on very tough stock so as to prevent crushing in mails.

It is easily possible to make part of a mailing card a form that can be used as a return-card.

Figure 32 is the address-side of a mailing card originally 8"  $\times$  5½". As will be seen, the object of the illustration and wording is to stimulate interest for the message on the reverse side.

## MISCELLANEOUS DETAILS

**The Loose-Leaf and Unit Catalogs.**—Many business firms have adopted a loose-leaf or unit arrangement for their catalogs or bulletins of information. Instead of printing one large book or pamphlet which must be sent to all inquirers and

which, when out of date, must be entirely reprinted, they print their catalogs in separate sheets or sections, sending out new or revised sections from time to time. Usually these sections are in the form of 4-, 8- or 16-page units, and an inexpensive binder with an expansion back is used. This method has distinct advantages and yet it suffers the disadvantage that many customers will fail to file the new sections of the catalog as they come.

Where the distribution of the catalog is restricted or where the amount purchased by those who receive the catalog is large, an expensive binder may be used. There are concerns who use a binder made up of one of the many imitations of leather costing one or two dollars each.

**Method of Binding.**—A booklet or catalog that does not run beyond forty-eight to sixty-four pages is usually bound to better advantage by the saddle-stitch method, that is having the stapling or cord appear in the center pages of the book and come through the cover at the fold. Larger books look better when bound by the side-stitch method, which means binding from the front cover through to the back cover, the stapling or cord coming through the paper a short distance from the left edge of the book.

Wire stapling is the most common method of binding and is an economical one. For artistic purposes, cords and thongs may be used and these may be selected in colors that harmonize well with the color of the paper and the color of the printing. On a light blue color, for example, a dark blue cord gives an artistic effect. A dark brown leather thong makes a fine combination for a book bound with a cover in some tint or shade of brown.

**Lining and End Sheets.**—A method of giving a good extra finish to a catalog or booklet of good size is that of using lining or end sheets. This simply means the use of a cover paper which is glued to the second and third covers and allowed to extend so that the cover paper forms an extra fly leaf at the front of the book, and also at the back. This adds considerably to the appearance of a book, and where a cover has been embossed, the lining and end sheets also cover up the indentions on the reverse side of the embossed matter.

NEW YORK      BOSTON      DULUTH  
PHILADELPHIA      GENERAL OFFICE AND FACTORY      DETROIT      CHICAGO  
CLEVELAND

# CARBIC MANUFACTURING COMPANY

MANUFACTURERS OF  
CARBIC CARKS, ACETYLENE LAMP LIGHTS, GENERATORS,  
OXYACETYLENE WELDING AND CUTTING EQUIPMENT.

WAREHOUSES IN PRINCIPAL CITIES.  
DULUTH, MINN.

February 4, 1918

CABLE ADDRESS      ADDRESS REPLY TO

The Engineering News-Record,  
10th Ave. at 36th Street,  
New York, N.Y.

Gentlemen:

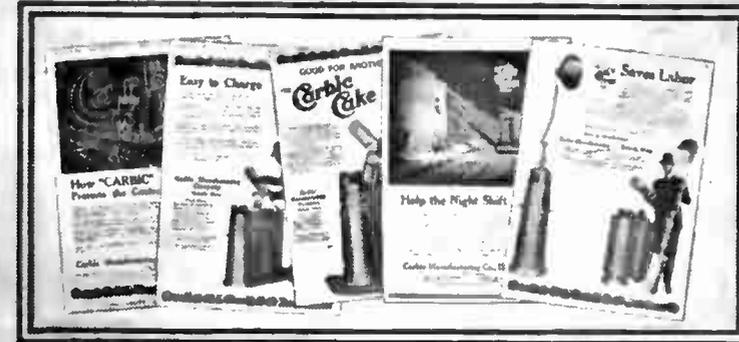
We have signed and are returning herewith the contract form recently submitted for our consideration. It is our intention, as you may already know, to have our space appear in the colored section with the other concerns already "linked up" with the Allied people. A definite date, however, for our first insertion in this section has not been fixed and upon this point you will be advised later.

Our thought in writing this letter to accompany our new contract is to express our appreciation of the results which your publication has obtained for us. Our Sales and Service Departments, together with your aid, have been able to establish Carbic lights and Carbic cakes throughout the contracting, engineering and railroad fields. One evidence of this, is the fact that over one-thousand of our standard lights were used in the construction of the National Cantonments, which work was accomplished by the most representative and progressive contractors and engineers in the country.

The origin of many of our best inquiries and large orders have been directly traceable to the advertising space which we have carried in your paper and we are satisfied that the combination formed by the Engineering News and Engineering Record sometime ago has already woven a great success from the advertisers' standpoint.

Yours very truly,  
CARBIC MANUFACTURING COMPANY  
*Blauvelt*  
GENERAL MANAGER.

TCD-AMC



Typical Carbic Advertisements in Engineering News-Record

Advertising—consistent week after week advertising—not only makes for present business—

**BUT—**

builds a firm foundation for future business.

We have given you evidence in the past to bear out this fact.

You find further proof in the letter reproduced in this folder from the Carbic Manufacturing Co., which has consistently advertised its Carbic flare lights and Carbic cakes since the company started in business.

We will continue to send you proof in the shape of letters from other advertisers in Engineering News-Record who are securing "business building" results because they are using "right copy, in the right space, in the right medium."

The big idea being, of course, to convince you that advertising in Engineering News-Record can be used to build a sales-foundation for your business.

We'll be glad to show you "how"

**Engineering News Record**

Tenth Avenue at 36th Street

New York

FIG. 33.—The inside pages of a striking folder, the full sheet of which was 12" × 18". As will be seen, one side carried a pasted-on reproduction of the customer's letter; the other side shows the successful advertisement and the publisher's argument. The stock used was a blue cover stock with antique finish. Printing in olive-brown and black.

**Cloth Covers.**—Cloth covers are used today on many catalogs and handbooks. While the added cost is considerable, many advertisers have found it desirable to have some of their literature bound in cloth covers for special use, even if all of it is not bound that way. It has been demonstrated that cloth-covered booklets are often saved where paper-covered treatises are more likely to be thrown away, especially when a file or a bookcase becomes crowded.

**Embossed Covers.**—A great many cover designs are embossed, the embossing consisting of the main headline or possibly some design. While slightly embossed effects can be produced on an ordinary job press, the best results are had when an embossing die is made and the cover is run through the presses the second time for the embossing effect.

**Making General Use of the Dummy.**—It is a good plan to have preliminary sketches, cover designs, etc. drawn on either the dummy or the actual paper stock to be used. In this way, the advertiser can see just how the design will appear, whereas if the design is laid out on a different type of paper he may be disappointed when he sees it on the paper to be used in the printed job. Unless the advertiser is entirely satisfied with the effect he has secured, he will do well, when cover plates are made, to have proofs taken from the plates on different colors and qualities of paper and perhaps in different colors of ink. In this way, he can judge the various effects that can be produced with one set of plates.

A printed job will nearly always weigh a little more than the original dummy. The amount of ink added to the job is not much, but may be just enough to increase the weight to where an additional postage stamp will be required. Furthermore, there is always some variation in a lot of paper. So in making up a dummy, it is better not to go too close to the exact weight set for the finished job.

**Handling of Proof.**—Printers should always be requested to furnish duplicate proofs of type matter set up for booklets, catalogs or folders. All corrections should be made on the official proof. The extra proof should be furnished preferably on paper of a distinctive color. This proof should be cut up and pasted in a dummy to show the exact arrangement of the

various pages, illustrations, etc. Full-page illustrations, proofs of cover designs, etc. should all be pasted in their proper order. Cases are on record where a design of some kind or some matter intended to be printed on the second, third or fourth cover was omitted entirely because it was not a part of the dummy. There is no such thing as making the working program or dummy of a job too clear. If some one along the line must guess there is a possibility that he may guess wrong.

**Contrasting Effects in Catalogs.**—There is possibility for very effective arrangement of the various pages in booklets and catalogs. The same principles of design apply here that apply to single and double pages in magazines. Great care should be used to see that illustrations, border arrangements and the space devoted to type balance each other. In general, it is poor policy for full-page illustrations to face each other. Better contrast will be had by facing a full-page illustration with a text page, or with small illustrations. Line drawings do not look well if they come close to half-tone illustrations unless they were designed with an eye to harmony.

An illustrated initial at the top of the page will look well with a light running title or chapter heading but will probably be just one display too many if the page has an illustrated headpiece.

**Methods of Mailing.**—The two methods most in use for mailing large quantities of booklets, catalogs or other printed

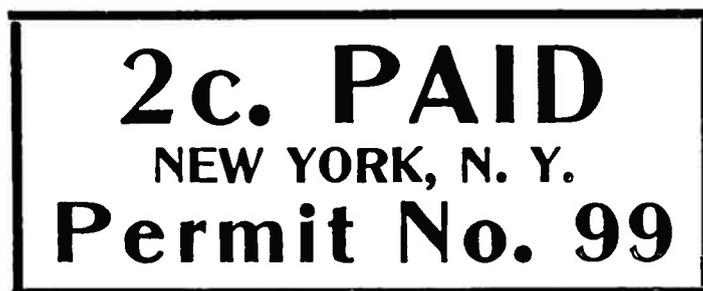


FIG. 34.

matter are those of using precanceled stamps and using special permits. Under strict conditions regulated by the post office, precanceled stamps may be obtained and affixed to circular matter. In this way post-office delays and chances of disfiguring the material by stamp-canceling machines are

largely eliminated. The special permit stamp requires the advertiser to mail at least two thousand pieces of matter of the same kind at the same time. When this is done a permit stamp similar to Figure 34 can be printed on the folder or on the envelope of the catalog and the postage bill paid by the weight of the material at the post office. However, as the special permit label is an indication that a circular is very widely distributed, many advertisers do not adopt it when mailing a few thousand circulars. The special permit has its greatest usefulness where mailing lists are addressed regularly.

## SECTION 17

### ADVERTISING MEDIUMS

However effective an advertiser's message may be, it cannot accomplish the desired results unless it be put before the advertiser's audience through an effective medium—"effective" meaning reasonable results at a proper cost.

"Medium" means merely a means or vehicle for the message. No one medium of advertising is best for all advertisers. What the best medium for a given advertiser is depends on what he offers for sale, what his distribution of the product or service is, to whom he sells, how he sells, and various other conditions.

**Classes of Mediums.**—The principal mediums of advertising are these:

1. Magazines—General and Class.
2. Newspapers.
3. Posters and Painted Boards.
4. Street-Car Cards.
5. House Publications.
6. Letters.
7. Printed Matter generally.
8. Novelties and Specialties.
9. Calendars.
10. Theater Programs and Curtains.
11. Moving Pictures.

An advertiser may depend on one of these classes of mediums as his principal means, but use several other forms of mediums in a secondary way. For example, advertisers frequently use magazines for national advertising, but utilize newspapers for local forms of advertising to supplement the main campaign.

Or the advertiser may, as one fairly large advertiser does, use a publication of his own for his principal method, and use newspapers or letters as supplements.

**Factors of Effectiveness.**—In determining the value of any medium of advertising, the following should be considered:

1. The general quality or character of the medium—the respect with which it is held by readers;
2. The number of people whose attention it secures;
3. The amount of attention that it holds;
4. The opportunity for good illustration and for details of the advertiser's message;
5. The frequency with which the medium reaches readers;
6. The time or other conditions surrounding the occasion of getting the reader's attention;
7. The opportunity for the use of color;
8. The quality of the other advertising with which an advertiser must associate his message;
9. Last, but not least, the reading and buying habits and the purchasing power of the class reached by the medium.

Some of the most important facts relating to the principal mediums of advertising will be covered in the following pages.

**Mediums of Primary and Secondary Value.**—As already set forth, an advertiser may adopt one class of mediums as his principal method or means, and still use several other mediums to support the first. A centrally located department store, for example, will likely regard the newspapers of the city as the principal mediums, and yet may use car cards or outdoor posters or printed boards, and very likely package-circulars or booklets for mailing lists as secondary mediums.

A building-material manufacturer of asbestos shingles, for example, may depend on a select list of general magazines for his principal mediums, with a list of architects and building contractors' publications as secondary mediums, close in value to the more general publications (these might, indeed, be put down as being of equal importance with mediums reaching the property owner) Such an advertiser might use local newspapers in a small way to advertise the dealers handling his material, but would regard this as supplemental work and the mediums as secondary ones. In such a case, letters and circulars sent direct to those known to be planning homes would likely also prove to be a means or medium of strong secondary value, though such advertising would probably arrive a little too late to be generally effective, unless asked for by the

property-owner while his proposed building was in the planning stage.

In other cases, engineering or other technical magazines might be by far the best principal mediums for an advertiser.

There are advertisers who have adopted such forms as posters or painted boards as their principal mediums.

In still other cases, letters—individually written letters or printed letters—have been used as the principal medium. Investments, for example, have been sold very largely by means of letter-advertising, though the advertiser may also use other mediums or methods. Subscription campaigns have been conducted to a large extent by means of letters and circulars and supplementary circulars. So have charity campaigns and other such movements.

**Questions for the Advertiser to Ask Himself.**—The selection of mediums can be made judiciously only after the advertiser has asked himself the following questions:

To what classes am I to appeal?

Where do they work or live?

What do they read?

How and where do they travel?

At what time and under what conditions can I reach them most advantageously?

How often must I reach them to make my campaign effective?

What is a reasonable cost for reaching such people in large numbers?

What impression or action can I hope to induce?

### CIRCULATION

Circulation used to be defined by a man very prominent in the development of American advertising, as “the number of complete copies of a publication printed.” This pioneer advertiser defended his definition on the ground that it was easier to get at the exact truth about the number of copies printed than it was about the number distributed, how distributed, territory covered, etc. He also held that no publisher was likely to print many copies of his paper or magazine that he could not circulate.

The advance of advertising has brought about a demand for more explicit information. Efforts to build up very large circulations brought about a great waste in the distribution of both magazines and newspapers. Popular subscription prices, the giving of premiums of many kinds, circulating an unlimited number of free copies, the carrying of delinquent subscribers for a year or more, and many other causes lowered the general value of circulation, though undoubtedly many of the readers secured by such methods were valuable to advertisers.

**Duplication of Circulation.**—Some five or six years ago a national advertiser secured the statements of all farm magazines and added the total circulation claimed by all of these in one Western state. The result was a figure eight times the number of farm homes in that state. If the statements of the publishers were accurate, it was obvious that so many publications of a given character were being sent to the farm homes of that state that it would be difficult for advertisers in such publications to get attention. At any rate, the likelihood was that only a few of the publications were receiving attention and that the others were received from the mails, possibly as the result of giving premiums, clubbing offers, etc., but not read.

**What is Good Circulation?**—It would be unfair to say that circulation secured as the result of aggressive subscription work is not good circulation. Some of the highest class publications, including those in the professional and technical field, work aggressively for circulation. It may be true that a publication whose subscribers were altogether those who subscribed voluntarily because of their regard for the publication, or who buy their copies from a news-stand, afford the advertiser a greater degree of interest and confidence than publications generally, but large circulations cannot be built up entirely that way. Subscriptions, like other commodities, have to be sold if a large sale is to be realized. The question for the advertiser to consider is whether club-subscription methods, premiums or other inducements are so strong that many people permit a publication to be sent to their addresses, but do not really give it much attention. Even circulation that is in arrears—where the subscription has expired and

has not been renewed—may be perfectly good circulation in many cases. A subscriber may give careful attention to a publication and yet, through indifference, fail to renew his subscription.

The change of postal rates with regard to second-class matter, and the regulations of the post office as to exchange copies, sample copies, subscriptions to delinquent subscribers, the greatly increased cost of paper and other conditions, etc., have brought about great reforms in circulation. There is probably not half the waste in circulation today that prevailed in a period eight or ten years ago. And yet even the advertiser of today will do well to make careful inquiry into the circulation statements of the publications he expects to use. It is still entirely possible for an over-zealous publisher to send out wagon-loads of magazines or newspapers to the news-stands and to make an impressive showing in copies printed, but later to cart off thousands of unbought and unread copies of his publication.

#### AUDIT BUREAU OF CIRCULATION

The Audit Bureau of Circulation, known generally as the "A. B. C.," has been one important factor in improving circulation methods. This Bureau has expert methods of getting at circulation, and its reports are regarded highly by advertisers. Figure 1 A, B, C and D show specimens of the "A. B. C." reports—the publisher's form, not the Bureau auditor's report. Most prominent publishers now furnish "A. B. C." reports.

#### NEWS-STAND SALES AND MAIL SUBSCRIPTIONS

Ingenious arguments are advanced to advertisers in favor of both news-stand sales and mail subscriptions.

There is no getting away from the conclusion that the subscriber who thinks enough of a publication to pay a good price for having it sent to his home address is likely to go over the copies of the publication with interest. Furthermore, there is the likelihood that his home address is a family address and that the publication will go into the home circle instead of being left at the office, or in the street-car, or elsewhere.

PUBLISHER'S STATEMENT

(NOT AUDITOR'S REPORT)

<p><b>BUSINESS PAPER</b> <b>FORM</b></p>	
<p>Publisher's Semi-Annual Statement Subject to Verification by Audit Bureau of Circulations Century Building, 202 S. State St., Chicago</p>	

1. THE OIL WEEKLY
2. City Houston
3. State Texas
4. Year Estab. 1916
5. This statement for 6 months ending June 30, 1920
6. Published Weekly

8. Average Distribution for period covered by Section 5 above:

*Mail Subscribers (Individual)	2215	<b>BROUGHT FORWARD</b>	4909
†Net Sales through Newsdealers	2677	Correspondents . . . . .	6
Single copy sales	16	Advertisers . . . . .	248
		Advertising Agencies . . . . .	34
		Exchanges and Complimentary	199
		Canvassers and Samples . . . . .	76
		Employees . . . . .	74
		File Copies . . . . .	12
<b>TOTAL NET PAID</b>	<b>4908</b>		
**Term Subscriptions in Bulk			
**Single Issue Sales in Bulk			
<b>TOTAL NET PAID INC. BULK</b>	<b>4908</b>	<b>TOTAL DISTRIBUTION</b>	<b>5557</b>

10. Net Paid Circulation by States based on issue of June 26, 1920

STATE	MAIL SUBSCRIBERS	NEWSDEALERS	STATE	MAIL SUBSCRIBERS	NEWSDEALERS
Maine . . . . .	1		Ohio . . . . .	63	13
New Hampshire . . . . .			Indiana . . . . .	33	75
Vermont . . . . .	1		Illinois . . . . .	116	132
Massachusetts . . . . .	16	2	Michigan . . . . .	29	
Rhode Island . . . . .	2		Wisconsin . . . . .	12	
Connecticut . . . . .	9		Minnesota . . . . .	24	13
<b>N. E. STATES</b>	<b>29</b>	<b>2</b>	Iowa . . . . .	85	10
New York . . . . .	186	64	Missouri . . . . .	87	140
New Jersey . . . . .	15		North Dakota . . . . .	6	
Pennsylvania . . . . .	115	115	South Dakota . . . . .	8	
Delaware . . . . .	1		Nebraska . . . . .	32	30
Maryland . . . . .	22		Kansas . . . . .	18	
Dist. of Columbia . . . . .	13		<b>MIDDLE STATES</b>	<b>513</b>	<b>413</b>
<b>N. AT. STATES</b>	<b>352</b>	<b>179</b>	Montana . . . . .	10	5
Virginia . . . . .	12		Wyoming . . . . .	4	
North Carolina . . . . .	5		Colorado . . . . .	19	12
South Carolina . . . . .	16	2	New Mexico . . . . .	19	7
Georgia . . . . .	36	16	Arizona . . . . .	14	
Florida . . . . .	9	3	Utah . . . . .	1	
<b>SO. E. STATES</b>	<b>78</b>	<b>21</b>	Nevada . . . . .	3	
Kentucky . . . . .	19	10	Idaho . . . . .	6	
West Virginia . . . . .	15		Washington . . . . .	24	6
Tennessee . . . . .	13	22	Oregon . . . . .	2	
Alabama . . . . .	14	31	California . . . . .	51	133
Mississippi . . . . .	26		<b>WEST. STATES</b>	<b>153</b>	<b>163</b>
Louisiana . . . . .	138	239	Unclassified . . . . .		
Texas . . . . .	820	1228	<b>UNITED STATES</b>	<b>2280</b>	<b>2450</b>
Oklahoma . . . . .	78	80	Canada . . . . .	10	
Arkansas . . . . .	32	62	Alaska & U. S. Poss.		
<b>SO. W. STATES</b>	<b>1155</b>	<b>1672</b>	Foreign . . . . .	19	
			Miscellaneous (a) . . . . .	2	
			<b>GRAND TOTAL</b>	<b>2311</b>	<b>2450</b>

\*An individual mail subscriber is a subscriber who has paid not less than 50 per cent of either the regular advertised subscription price or newsstand price and who is not over one year in arrears; also short term and trial subscriptions not in arrears.  
 \*\*All copies sold in quantity and paid for by other than the recipient, whether annual or term subscriptions or special issue sales shall be considered bulk sales.  
 †Arrived at by deducting from the gross distribution through Newsdealers, the average returns based on latest preceding 12 months from which actual returns are in. (a) Sales other than Mail Subscribers or Newsdealers.  
 Copyright, 1914, by Audit Bureau of Circulations.

FIG. 1A.

13. Class, industry or field covered      The oil industry, producing, refinery, pipe line, and marketing.

14. Analysis by occupation, etc., of subscription circulation based on issue of      June 28, 1920

Refining .....	255	11.0 %
Producing .....	980	42.4 %
Pipe Line .....	229	9.91%
Marketing .....	272	11.8 %
Marketing & Producing .....	204	8.84%
Refining & Producing.....	178	7.7 %
Unclassified .....	193	8.35%
<b>Total .....</b>	<b>2311</b>	<b>100.00%</b>

### Analysis of Circulation Methods

During this Period

21. Single copy price:      15¢
- Regular subscription rates: 1 year \$4.00 ; 2 years \$8.00 ; 3 years      ; 5 years
- Are short term subscriptions accepted pro rata?      6 mos. \$2.50, 3 mos. \$1.50.
- Special subscription offers:      None

Rates at which club raisers take subscriptions for this publication alone:      None

Special rates made for renewals or extensions:      None

22. During this period:

- (a) Were returns accepted?      Yes, news stand returnable rate 11¢, non-returnable 8¢:
- (b) 1. Were premiums offered subscribers free with or for their own subscriptions?      No
2. Percentage of subscribers secured through the use of such premiums      None
3. Were premiums offered subscribers at a price in addition to the regular subscription price?      No
4. Percentage of subscribers secured through the use of such premiums      None
- (By "Premiums" is meant anything (except periodicals) offered to the subscriber either free or at a price for or with his own subscription, either direct, through or by agents.)
- (c) Were canvassers employed on salary?      No      On commission?      No
- Percentage of subscriptions received through canvassers      None
- (d) Were subscriptions received through club raisers paid by rewards other than cash?      No
- (e) Were clubbing offers made to subscribers of your own and other publications?      No
- Were subscriptions received through or from other publishers?      No
- Were subscriptions received through subscription agencies?      Yes
- (f) Percentage of subscriptions received through or from other publishers      None
- Percentage of subscriptions received through subscription agencies      1%

FIG. 1B.

- (g) Percentage of mail subscriptions renewed 50.11%
- During the 12 months ending June 26, 1920, there were 1762 expirations and 883 renewals.
- (h) Percentage of circulation sold in bulk other than to Newsdealers, None  
Prices obtained
- (i) General nature of circulation contests including advertised value and nature of prizes offered to club raisers or others for securing subscriptions. None
- (j) Were subscriptions secured on the installment plan? No  
Terms  
(Installment subscriptions are those paid for in two or more periodical installments)
- (k) Were subscriptions accepted on trial or short term offers? No  
Were these subscriptions stopped promptly at expiration? If not, how long carried?
- (o) Details and general nature of subscription offers, including value as advertised or stated in such offers of premiums used. None
- (p) Sources other than the preceding (except direct and through Newsdealers) from which subscriptions were received. None
23. Percentage of subscriptions (other than installment) in arrears. Based on issue of June 26, 1920  
Up to 3 mos. .086% ; 3 mos. to 6 mos. .866% ; 6 mos. to 1 year 2.38% ; Total 3.332%
- (a) Percentage of newsdealer circulation in arrears. 23.8% Based on issue of June 26, 1920
- (b) If installment subscriptions were accepted, how many were served with the issue portrayed in Paragraph 10. None accepted
- How many months were installment subscriptions carried in arrears?
24. Associations of which this publication is an official organ None
27. Was each copy of each issue uniform as to its contents and quality of paper stock? Yes

FIG. 1C.

28. Net Paid Circulation for this period by issues:

DATE	COPIES	DATE	COPIES	DATE	COPIES	DATE	COPIES
Jan. 3	4364	Feb. 21	4936	Apr. 10	5110	May 29	4900
10	4550	28	4917	17	5079	June 5	5048
17	4686	Mar. 6	4914	24	5054	12	4846
24	4652	13	4935	May 1	5023	19	4860
31	4844	20	4955	8	5074	26	4761
Feb. 7	4889	27	5084	15	5016		
14	4929	Apr. 3	5136	22	5056		

Publisher's Remarks

The Oil Weekly maintains offices with staff men in charge in Dallas, Wichita Falls, Tulsa, Chicago and Washington, in addition to correspondents in California, Pittsburgh, Mexico and Argentina. It has an editorial staff of 15 persons and caters to the producing, refining and marketing branches of the industry.

The Oil Weekly is owned largely by oil men, officials of ten of the leading oil companies in the Southwest being the principal stockholders.

The Oil Weekly owns its own printing plant, which is modern in every respect.

Because of the migratory habits of oil company officials who keep in personal touch with their holdings in the various fields, a very considerable part of the circulation of the Oil Weekly is newsstand circulation. This represents a most valuable part of the publication's circulation for the reason that the oil man wants to get the news while it is new, and he prefers to buy the Oil Weekly from the newsstand to waiting to get it at home. Newsstand deliveries also are made from 12 to 24 hours in advance of subscription deliveries.

The Oil Weekly covers all branches of the oil industry and is not sectional in character.

WE HEREBY make oath and say that all statements set forth in the four pages of this Statement are true.

R. L. DUDLEY  
Manager

Subscribed and Sworn to before me this 26th day of July, 1920.

E. GRAENICHER  
Notary Public

My commission expires May 29th, 1921.

FIG. 1D.

The publishers who have large news-stand sales argue, on the other hand, that the news-stand sale represents the voluntary choice of the reader, and that a voluntary choice means that the issue will be read. Furthermore, news-stand sales provide a more varied audience; the publication does not reach the same circle of readers every issue.

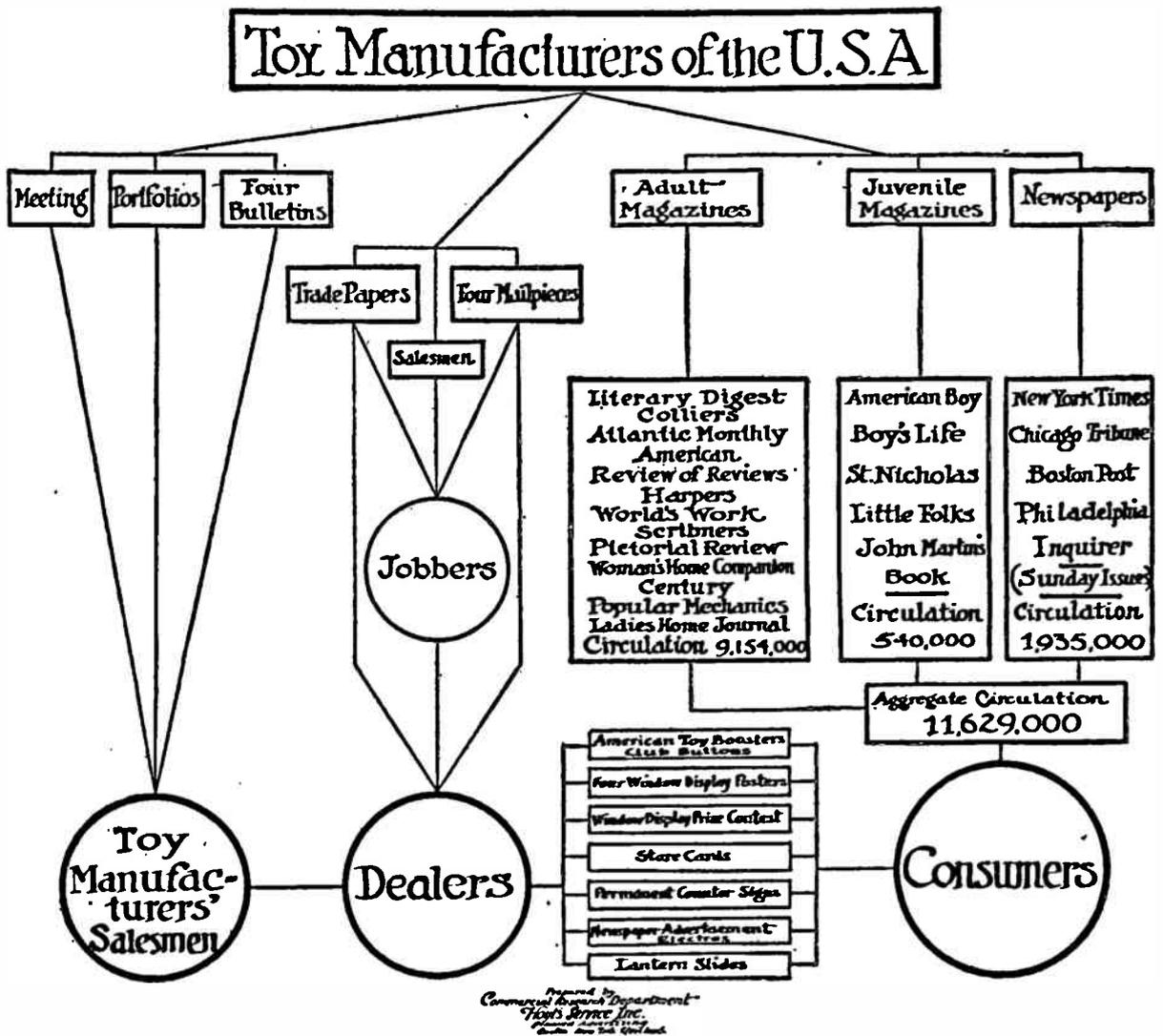


FIG. 2.—Chart showing the various mediums employed in the advertising of an association of toy manufacturers.

Something depends on what is being advertised. The advertiser of a cigar does not suffer because the publication is read to a large extent outside of the home. The advertiser of a food product, on the other hand, has much to gain by having his chance at the reader, so to speak, within the home circle.

## SECTION 18

### MAGAZINE ADVERTISING

The term "magazine" is a broad one, covering a great diversity of publications. Usually when the term is used, the reference is to the general magazines, though to be exact one should say "general magazines" in referring to publications that are read by a very general class of readers. The step from a publication of the general circulation of the *Saturday Evening Post* or the *American Magazine* to a musical publication such as *The Etude*, appealing especially to music lovers, or to the *Railway Age*, appealing exclusively to railroad men and those interested in railway affairs, is a long one. It is not easy to define just where a magazine ceases to be a general publication and takes on the nature of a class magazine. The women's magazines of large circulation are general magazines, in a sense, for they reach large groups of women of diversified types, and yet they are class magazines to the extent that they are edited to appeal especially to only one of the sexes.

The term "general magazines" is usually accepted as including women's publications, fiction magazines, weekly or monthly reviews of current thought, etc. Such sharply defined groups as farm papers, technical magazines, and trade or dealer magazines will be considered separately.

**Points in Favor of General Magazines.**—The arguments for the general magazine as an advertising medium are the following:

1. It is nation-wide in its circulation;
2. It usually has a fairly large circulation and enables the advertiser to make a real impression;
3. It is issued only once a month or once a week and thus has a long reading life;
4. It is printed on good paper and gives unusual opportunity for effective arrangement of reading and good illustration,

5. The general quality of advertising carried is up to a good standard;
6. While general in distribution, each magazine attracts a particular type or certain types of readers. Thus, one may be assured that high-class magazines such as *Atlantic Monthly*, *World's Work* and *Outlook* reach a very intelligent class of readers.

**Class Appeal.**—The class appeal is perhaps one of the strongest arguments in favor of the national magazine of general character. The mere fact that a reader will pay a good-sized copy- or subscription-price for a magazine of a recognized character, identifies the reader to a greater or less extent. The study of such publications as *Country Life*, *Harper's Magazine*, *System*, the *Geographic Magazine* and others of distinctive type gives one a general idea of the type of reader reached. And yet the student of mediums must be on his guard against hasty conclusions. Readers of very little means may admire high-priced publications to such an extent that they will purchase them, even if their purchase means more economy in other directions. Advertisers who are able to key closely and who have means for determining the occupations of their customers are often astonished by the percentage of clerks reading certain high-priced magazines. On the other hand, the popularly priced fiction magazines are known to have many readers among high-salaried business men of responsible positions who read strong adventure fiction simply as a diversion. There is probably much more similarity among the readers of the different national magazines than their publishers would have advertisers believe. Aggressive circulation effort undoubtedly accounts for a great deal of this similarity. Good salesmanship on the part of a subscription solicitor will often sell a year's subscription to a publication that would not be the voluntary choice of the reader. Premiums given with subscriptions accentuate this situation.

**Scope of Influence.**—One of the strongest arguments for the use of general magazines is the ease with which an advertiser can reach, or at least have the opportunity to reach, anywhere from one million to five or ten million readers, using only a small list of mediums and at the same time appealing to a more or less defined class. Suppose, for example, the article that he is exploiting is one that appeals to women. He can

reach five or six million women readers with the use of only a few publications. With most other general mediums the appeal must be to a general audience—both sexes and all gradations of intelligence.

Probably the weakest point in connection with a campaign in general magazines is the inability of the advertiser, if his product is sold or to be sold in a long list of retail stores, to give the reader information as to where he can buy the article conveniently. This is not such a problem if the character of the business is such that the reader is served from a dozen branch offices or a list of twenty-five or fifty agencies. When, however, the list of retail distributors amounts to thousands of names, it is impractical to publish them in general-magazine advertising. It frequently happens, however, that other mediums, newspapers, car-cards, posters or painted boards, or perhaps several of these mediums, are used in the various localities of the retail dealer, the advertising being paid for by him or by the national advertiser, or perhaps paid for jointly. These may inform the local community who handles the advertiser's goods.

National magazine advertising is undertaken often for the purpose of creating a demand on retail stores. The advertiser may not be able, at the outset, by any kind of advertising, to have a long list of retailers stock his product. He may perhaps have to sell direct to the user for a while in order to get his goods introduced, or perhaps he will arrange with a dealer in each populous locality to supply the goods when advertising creates a demand. Then he may advertise "Ask your dealer for it" or "Write us for information and the name and address of a dealer who can supply you."

### CLASS MAGAZINES

The magazine field affords the advertiser opportunity to specialize in his appeals, for there are publications appealing especially to almost any class of readers that might be named.

Some of the classifications are broad. The farm magazines of large circulation, for example, reach many types of farmers. The women's magazines reach various classes of women, from

the residents of the large cities to homes of the most rural regions, from well-to-do to poor. Other groups in the classifications are more sharply defined. There are publications, for example, appealing especially to collectors of coins and bird-eggs.

Some of the larger classifications are the following:

Women's magazines.

Farm magazines.

Professional and technical magazines.

Trade magazines (appealing to merchants).

Religious magazines.

Occupational magazines.

Juvenile magazines.

Business magazines.

Fiction magazines.

One interested in lists of publications appealing to certain fields should consult such a volume as the American Newspaper Directory, published annually by N. W. Ayer & Son, of Philadelphia, Pa. This volume lists not only all of the known newspapers of the country, but all of the various weekly and monthly and other types of periodicals, in separate classifications, giving in most cases the circulations of the publications.

The advantage of the class magazine is so obvious as to need little comment. In advertising a corset, a complexion soap, or a kitchen cabinet, the use of a woman's magazine at once eliminates the waste of "man circulation" that the advertiser would pay for in using a more general magazine or the newspapers. On the other hand, if the class magazine charges a very high rate or is unattractive, it is entirely possible that the advertiser could pay for the waste in a general publication and still reach the particular audience at which he is aiming, at a cost not higher than that of using the class publication. Much advertising goes to the general magazines, to the dissatisfaction of the publishers of class mediums, only for the reason that the general magazines are more attractive and furnish their space at a low cost.

The larger advertisers do not usually attempt to decide between general magazines and class publications, but use both, thus greatly increasing their chance for making a permanent impression.

### CHANGE IN MECHANICAL STYLE OF MAGAZINES

At one time the so-called "standardized magazine" page was that measuring 8 by  $5\frac{1}{2}$  inches. This page had a column 15 picas or  $2\frac{5}{8}$  inches wide. During this period most of the advertising pages were run together in two sections, one section preceding reading pages and the larger section following reading pages. A number of high-class magazines hold to this style.

Within the past few years, however, a number of publications have changed to the type-page sizes of 7 by 10 inches and  $9\frac{3}{8}$  by  $12\frac{1}{8}$  inches, with column widths ranging from  $2\frac{1}{4}$  to  $3\frac{3}{8}$  inches. This change has been made for several reasons—economy in printing, more effective display and illustration, and for the opportunity of placing advertising adjoining reading matter. As a result, considerable discussion has been brought about as to the advantage of having advertising adjoining reading matter. The consensus of opinion seems to be that notwithstanding advertising arranged in a solid advertising section gains attention, there is something additional gained when advertising is placed next to reading matter. There may be some resentment on the part of readers to having advertising so mixed up with reading pages, but this resentment is more than offset by the opportunity that advertising has to catch the roving attention.

### SPECIAL PAGES AND POSITION IN MAGAZINES

It must be borne in mind that any statement put down with reference to special pages and position are only general ones, and that values may vary considerably according to the character of the publication, kind and amount of advertising, etc. For example, if an interesting magazine carried only one colored advertisement, it is obvious that such an advertisement would have two or three times as much attention as the ordinary black and white advertisement. If, however, the publication contains a dozen, or twenty or twenty-five pages in color, the distinctiveness and added value of the colored page is largely decreased.

A few magazines sell part of the space on their front cover. The front cover is undoubtedly the most valuable position in

magazine-advertising. The cover pages should ordinarily rank in this order, according to the various tests that have been made.

First cover  
Fourth cover  
Second cover  
Third cover

The second cover has an advantage over the third only because the reader begins at the front of the book, and there is always some chance that he may discontinue his thumbing over of the pages before reaching the last page. The fourth cover gains second place in value largely because a magazine is left much of the time in such a position that the fourth cover is in full view of the reader.

The first inside white page has some added value over other white pages. So has the last inside white or regular page of a magazine—the one facing the third cover.

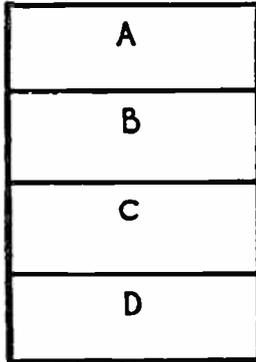


FIG. 1.

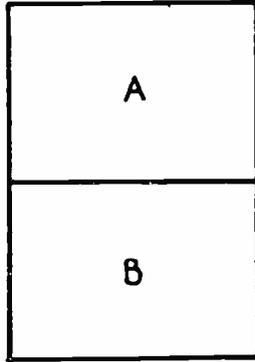


FIG. 2.

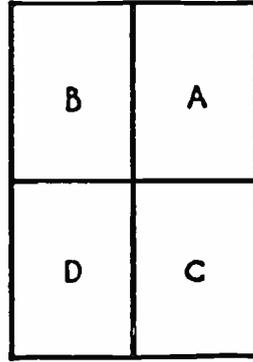


FIG. 3.

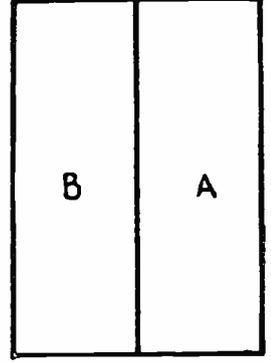


FIG. 4.

The letters indicate in a general way the relative values of the different sections of a magazine page, A representing the highest value. Some tests indicate that section B, Fig. 1, is equal in value to A, or even better.

Where a magazine carries a number of solid advertising pages in a front section, the page facing the first reading page is, or should be, at least fifty to one-hundred per cent. more valuable than a page in the middle of the advertising section. Pages facing index pages, or any other features of a periodical which readers are likely to consult, have added value.

Where there is a solid section of advertising pages ahead of reading matter and a still larger section following reading matter, the front section is preferred just because it contains fewer advertisements and because, also, the reader is more

likely to give his early attention to the front part of the publication.

Figure 1 gives the relative value of different quarter pages, and Figure 2 gives the relative value of half pages where the page is divided horizontally. If the page is divided vertically, the relative values are indicated by Figure 3. Figures 3 and 4 refer to right-hand pages. In the case of left-hand pages, the values would be reversed.

Most advertisers prefer and ask for right-hand pages, believing that the attention of readers, reading from left to right, rests more naturally on the right-hand page than on the left one. However, there seem to be no conclusive tests showing the relative value of the two pages.

**Additional Value of Color.**—Advertisements in color have, in the experience of many advertisers, proved to have sufficient attention-attracting and desire-creating value to justify the large increase that such advertising adds to the cost of black-and-white publicity.

It is not possible to set forth any such thing as a comparison of values by exact percentages. Cases are known, however, where color advertisements, in periodicals or direct literature, have been three or four times as profitable as advertisements in black and white. But obviously the advantage of color will vary greatly according to the product. It is possible to show an automobile effectively without color but almost impossible to give the proper idea of a fine rug without color. Consequently, the addition of color to the automobile advertisement, however much the setting may be improved, cannot mean as much as the addition of color to advertisements featuring rugs, flowers, foods, etc.

There is another side to the question of color in periodical advertising. There has been so much color advertising undertaken that color pages no longer have the distinction they once had, and many national advertisers are now of the opinion that the extra cost of color-advertising does not justify itself.

**Rates of Magazine Advertising.**—There is a considerable variation in magazine rates, according to the extent of circulation and the class of circulation. A publication that is strong in a given field is worth more, as a rule, to the advertiser than space

in a general medium. The publisher knows that, and fixes his rate accordingly.

Eight general magazines with circulation aggregating 4,250,000 charge a total of \$30.50 per agate line. This is about equivalent to .007 per agate line per thousand of circulation.

New York, N. Y.		McCLURE'S MAGAZINE		Rate Card No. 4	
				Monthly	
				Issued Sept. 23, 1920	
				In effect with January 1921 issue	
<b>1—GENERAL ADVERTISING</b>					
a. Per line agate, for less than a half page.	\$4.00	c. All orders accepted are non-cancelable.			
b. Half page, 340 lines . . . . .	1250.00	f. Color rates on application. Minimum size of advertisement, 7 lines single column; 14 lines double column. Time discounts none. These rates subject to change without notice.			
e. Full page, 680 lines . . . . .	2500.00				
d. Preferred position and color rates:					
Page 1, facing second cover—black and white	3000.00				
Page facing title page, black and white	3000.00				
Back Cover, 4 colors . . . . .	5000.00				
2d and 3d covers, 4 colors . . . . .	3500.00				
<b>2—CLASSIFICATIONS</b>					
			None		
<b>3—READING NOTICES</b>					
			(Not accepted)		
<b>4—COMMISSION AND CASH DISCOUNT</b>					
a. Agency commission, 15 per cent		e. All bills are rendered on the 1st of month preceding date of issue and are subject to 2 per cent discount if paid within 10 days.			
b. Cash discount, 2 per cent					
<b>Fig. 5A.</b>					
<b>5—MECHANICAL REQUIREMENTS</b>					
a. Size of plates: All cuts intended for full column width must measure 2 1/2 in., double column 4 1/2 in.		Full page (680 lines) 9 3/4 in. wide x 12 1/2 in. high.	f. Closing dates: All forms close 10th of second month preceding date of issue. For example: January issue closes Nov. 10. Color plates must be in by the 25th of the third month preceding date of issue.		
b. Depth of column 12 1/2 in.		Half Page (340 lines) 4 1/2 in. wide x 12 1/2 in. high.	g. To insure the best printing, supply original halftones—not electrotypes, 120 screen.		
c. Four columns to a page		Quarter Page (170 lines) a. c. 2 1/4 in. wide x 12 1/2 in. high or 35 lines, d. c. 4 1/2 in. wide x 6 1/2 in. high.	h. Register marks must appear on all plates for more than 1 color.		
d. Center double page 12 1/2 in.; deep x 20 in. wide.		Second and Third covers 9 3/4 in. wide x 12 1/2 in. high.			
		Fourth cover 9 3/4 in. wide x 12 1/2 in. high.			
<b>6—CIRCULATION</b>					
a. Member of A. B. C.					
A. B. C. statement always available.					
c. Character of circulation: "General."					
d. Locality of circulation: National.					
e. Date in circulation: 15th of month preceding date of issue.					
<b>7—MISCELLANEOUS</b>					
a. Established 1893.					
c. Size of copy and dates of insertion must be shown in contract. To secure proofs for corrections send copy before closing date. We reserve the right to stipple solid cuts, heavy black-face type and borders.					
				d. Publishers: McClure's Magazine, Inc., 25 West 44th Street, New York City.	
				Herbert Kaufman, President and Editor	
				Fred E. Mann, Western Manager.	
				Mallers Building, Chicago, Ill.	

Fig. 5B.

Figs. 5A and B.—The two sides of a standard magazine rate card.

There is such a great variation in sizes of pages that the "average page rate" would be less indicative of cost than the agate line rate.

Standard Form of Magazine Rate Card.—Figure 5A and Figure 5B give two sides of a form of rate card now used by magazines generally. This form is adopted in order that advertisers and advertising agencies may file rates in a stand-

ard card file and have rate information more readily accessible than it would be with an assortment of rate cards of different styles and sizes. Nevertheless, many magazine publishers publish their own distinctive rate card in addition to using this standard form.

**Magazine Lists.**—Following are lists of magazines used by three national advertisers. These can hardly afford any guide to national advertisers generally, but are here shown for the sake of illustrating the diversity of such lists.

List No. 1 is used by a large food advertiser, one who advertises products packed in jars and cans suitable for outings, camping, etc. This advertiser, therefore, thinks it well to use a good-sized list of publications appealing to those who live outdoors. It will be observed also that this advertiser believes in making an impression on the young mind, for he has six juvenile publications and another, which though bearing a juvenile title is really a family publication—*The Youth's Companion*.

List No. 2 is that used by the advertiser of a popular small-model typewriter adapted particularly to the use of travelers, salesmen, authors, advertising men, ministers, professional men and others who may possibly do their own typewriting instead of employing a stenographer. This advertiser explained at the time of giving this list that the product was oversold and that this list was used merely to keep the machine before its particular public.

List No. 3 is used by a large manufacturer of kid leather who does not make shoes, but who is interested in advertising shoes made of the leather he produces. He says in submitting his list: "Our selection is based on three objects—(1) that the dealer should be influenced, (2) that a large general class of feminine readers be reached, and (3) that the limited class which places style above everything else should be impressed with the quality of our product.

List No. 4 is that used by a large manufacturer of dynamite, gelatin dynamite, blasting and sporting powders, blasting supplies and chemicals. It will be observed that the various groups of publications, with the exception of the first classification, appeal to definite fields.

## Magazine List No. 1.

## COLOR PAGES

Ladies' Home Journal  
 Woman's Home Companion  
 Harper's  
 World's Work  
 Century  
 Review of Reviews  
 Scribner's  
 Atlantic Monthly  
 Saturday Evening Post

## SPORTING PUBLICATIONS

All Outdoors  
 Country Life in America  
 Course & Clubhouse  
 Field & Stream  
 Forest & Stream  
 Golf Illustrated  
 Golfer's Magazine  
 National Sportsman  
 Outing Magazine  
 Outer's Book-Recreation  
 Outdoor Life  
 Spur  
 Vacation Manual

## CHILDREN'S PUBLICATIONS

American Boy  
 Boys' Magazine  
 Boys' Life  
 Little Folks  
 John Martin's Book  
 St. Nicholas  
 Youth's Companion

## MISCELLANEOUS

Forum  
 Forecast Magazine  
 Farm Journal  
 National Food  
 Roycrofters  
 Young Woman's Journal

## Magazine List No. 2

Atlantic Monthly	Office Appliances
American Legion	Popular Mechanics
American Magazine	Popular Science
Associated Advertising	Red Book
Collier's	System
The Ask Mr. Foster Travel Magazine	Typewriter Topics
Literary Digest	U. S. Field Artillery Journal
Living Church Annual	U. S. Infantry Association
National Geographic	World Almanac
Office Appliance Exporter	

## Magazine List No. 3

Saturday Evening Post  
 Ladies' Home Journal  
 Cosmopolitan  
 Butterick Trio  
 Photoplay  
 Vogue  
 Harper's Bazar

## Magazine List No. 4

## GENERAL PUBLICATIONS

## INSTITUTIONAL

Alumni Magazine  
 American Magazine  
 Everybody's  
 Popular Mechanics  
 Quality Group  
 Red Book  
 Scientific American  
 Sunset  
 Metropolitan

## GENERAL FARM PUBLICATIONS

American Fruit Growers  
 Country Gentleman  
 Progressive Farmer  
 System on the Farm  
 Agricultural Student  
 Arkansas Farmer & Homestead  
 Cornell Countryman  
 Illinois Agriculture  
 Monthly Journal of Agriculture  
 National Stockman-Farmer  
 Ohio Farmer  
 Pennsylvania Farmer  
 Penn State Farmer  
 Southern Agriculturist  
 Wisconsin Country Magazine

## AGRICULTURAL PUBLICATIONS

California Coast Publications  
 California Citrograph  
 California Cultivator  
 Fresno Republican  
 Los Angeles Times  
 Pacific Rural Press  
 Sacramento Bee  
 Western Empire & Rural World

## GENERAL EXPORT

## PUBLICATIONS

American Exporter  
 Dun's Review  
 El Comercio  
 Export World & Herald  
 World's Work

## INDUSTRIAL PUBLICATIONS

Appalachian Trade Journal  
 Coal Age  
 Coal Industry  
 Contracting  
 Engineering & Contracting  
 Engineering & Mining Journal  
 Engineering News-Record  
 Good Roads  
 Mining & Scientific Press  
 Mining Congress Journal  
 Road-Maker  
 Salt Lake Mining Review  
 Manufacturers' Record  
 Southern Good Roads  
 Engineering & Metallurgy  
 Macadam Service  
 Pit & Quarry  
 Cement, Mill and Quarry  
 Arizona Mining Journal  
 Textile World Journal  
 Belting

## CHEMICAL PUBLICATIONS

(General Chemical Papers)  
 Chemical & Metallurgical Engineering  
 Drug & Chemical Markets  
 Journal of Industrial & Engineering Chemistry  
 Oil, Paint & Drug Reporter  
 (Leather Publications)  
 Hide & Leather  
 Journal of American Leather Chemists Association  
 Leather Manufacturers  
 Dyes  
 Chemical, Color & Oil Daily

## SPORTING PUBLICATIONS

All Outdoors  
 American Field  
 Arms & The Man  
 Field & Stream  
 Forest & Stream  
 Game Breeder  
 National Sportsman  
 Outdoor Life  
 Outers Book  
 Outing  
 Rod and Gun  
 Winged Foot  
 Sportsmen's Review

## SPORTING TRADE PUBLICATIONS

Hardware Dealer  
 Hardware World  
 Sporting Goods Gazette  
 Sporting Goods Journal  
 Sporting Goods Dealer

Often in making up magazine lists an advertiser is confronted with the fact that there are several magazines with strong circulations in a field that he wishes to cover. His appropriation may not allow him to use but one of these. Therefore, he must make a choice. That choice may be finally determined by the fact that he has less competition in the pages of one of the publications. Publishers often advance the argument that one corset advertiser should be advertising in his pages because six others are doing so regularly. The seventh corset advertiser may, in reality, have a better chance for attention if he takes space in another magazine of equal general quality, but which has only one or two corset advertisers in its pages. The amount of advertising or the amount of advertising of even a specified kind does not necessarily mean that a medium is of superior value; its solicitors may have just been unusually successful. It is true, however, that when a medium becomes recognized by the public as a useful source of information on a given subject, then volume of advertising of a given kind may mean much.

## SECTION 19

### NEWSPAPER ADVERTISING

There are in the United States 2151 daily newspapers published in the English language, with a combined circulation of more than 28,000,000. Of these, 500 are morning newspapers and 1651 evening newspapers. Of the total, 511 have Sunday editions.

In Canada there are 112 English and French daily newspapers with a combined circulation of 2,263,680.

The newspaper, taking its usefulness to both local and national advertiser into consideration, is probably the most useful of all advertising mediums. Its advantages may be briefly summed up as follows:

#### POINTS OF ADVANTAGE

1. News is of vital interest to every intelligent person, and most of the people that are worth while reaching by advertisers read a newspaper of some kind—if not a daily, then a weekly or semi-weekly paper. In the past decade the daily paper has replaced the weekly newspaper to a large extent, though this should not be construed to mean that the thousands of small weekly and semi-weekly newspapers scattered throughout the country do not have a strong hold. They do, because they publish the local news to an extent that the large daily papers cannot do.

2. The newspaper is usually a local medium and concentrates in a given territory, though a chain or group of papers may be used in order to have a national or semi-national campaign. This medium is, therefore, admirably adapted to the advertiser's purposes where he may wish to make a strong impression in a certain limited field. Electrically lighted homes, for example, run from 79 per cent. of the total in one

state to 8.4 in another. It is vital for the advertiser of electrical fixtures that he be able to concentrate where there is a fair proportion of homes having electric current.

The wise retail dealer knows the value of local advertising and is impressed with plans that call for it. When the Arbuckle Company began advertising Yuban Coffee, a concentrated newspaper campaign was planned for New York City, and by putting the plans before the dealers of the metropolis, the advertiser was able to place the coffee with 3500 dealers prior to the appearance of the advertising.

3. It is ordinarily easy in newspaper advertising to give the list of the advertiser's retail distributors. This, however, may not be the case where the product is sold in such stores as grocery stores generally, and where the list of such stores in a large city like New York or Chicago will run into hundreds or thousands of names.

4. Copy may be readily adapted to the geographical or climatic conditions or to the type of people of the newspaper community, their buying habits, etc. The manufacturer of stoves, heating boilers, etc., can have different copy for Georgia than that used in New England or North Dakota. The paint manufacturer, if he learns that the painting season in California comes in a different month from the customary one in Ohio, can act accordingly in the timing of his appeals.

5. Newspaper advertising may be done with greater speed than magazine, street-car or poster advertising. Where there is great need for haste, copy may be telegraphed at night and be published the next morning. Thus, advantage may be taken of timeliness, news value, current event, etc.

6. The newspaper, being a local medium, is closer to its readers, if it is a paper of high reputation, than most public mediums of advertising. The man reading about Longwear Tires or the Prospero Cigar in his favorite newspapers imagines, without being told specifically, that the product is sold locally. It should also be possible for the newspaper to possess the confidence of readers to a greater degree than generally circulated magazines. Unfortunately, political bias and the unreliability of much newspaper advertising has in many cases kept the newspaper from enjoying the confidence of its

readers to the degree that is possible. This, however, is a condition that applies to some papers and not to others.

7. Another point in favor of the newspaper as an advertising medium is its relative cheapness. The cost per thousand readers in newspaper advertising is generally low.

8. The fact that the newspaper reaches a very general class of readers and often covers the community thoroughly, though the advertiser uses only one or two papers, may be a decided advantage to the advertiser, or a disadvantage, according to what he is selling. This general circulation means more to an advertiser of soap or a soft drink than to the manufacturer of trucks or period-style hand-carved phonographs.

**Disadvantages.**—The disadvantages of newspaper advertising as compared with other forms such as magazines are that, as newspapers are printed on cheap, rough paper, unless the advertiser uses the special sections of newspapers printed on superior paper, he cannot secure the fine illustrative effects or pleasing general appearance that can be obtained in magazine advertising. Nor can the advertiser so readily use color.

Unless the advertiser uses selected newspapers so as to appeal to a more or less defined class of readers, he cannot so readily make a class-appeal as he can when he uses women's magazines, farm magazines, business magazines, etc.

**Morning Papers and Afternoon Papers.**—In a city where there are both morning papers and afternoon papers, the question will arise, "Which is the more valuable to the advertiser?" The growth of the afternoon paper has been marked during the last decade, and there are now more than three times as many afternoon papers as there are morning papers.

It is argued for the afternoon paper that it comes out at the close of the day when people have more time for reading, and that it is more likely to be read in the home. On the other hand, there are morning papers that are delivered to home addresses to a very large extent, and it is argued in their behalf that they reach the home in the morning before the shopping errand is started.

There can be no general answer to such a question. The increased popularity of the afternoon paper is shown by its supremacy in point of numbers, but whether a morning paper is

to be preferred to an afternoon paper depends on the field in which the advertising is to be done and what the advertiser is to advertise. There are communities in which a morning paper is decidedly the strongest medium. There are other communities in which an afternoon paper is admittedly the leader.

**Sunday Newspapers.**—At one time there was a distinct prejudice on the part of a good proportion of the public against Sunday newspapers. This has vanished to a large degree, with the result that the Sunday newspaper has become more useful as a medium than it ever was.

The points in favor of the Sunday newspaper are the extra circulation and the greater amount of time given to this issue as compared with week-day issues and the artistic quality of the supplements printed often on paper of excellent quality. Advertisers whose appeals depend on the effective showing of styles, on mail orders, etc., find Sunday issues particularly valuable.

The chief point against Sunday newspapers is the bulk of advertising, which makes it easy for the advertiser's message to be overlooked unless it is distinctive.

**Classified Newspaper Advertising.**—A form of newspaper advertising that has demonstrated its peculiar effectiveness for certain advertisers is that known as classified advertising, *Real Estate for Sale or Rent, Houses for Rent, Help Wanted, Schools and Colleges, etc.*

The value of classified advertising lies in the fact that readers are trained to look, in certain classifications, for the advertisements, and the advertiser is therefore able to get attention with a small undisplayed announcement. This is not always the case, however. Some classifications that newspapers carry lack the degree of interest that is attached to *Help Wanted, Houses for Rent, Rooms and Board, etc.* Comparatively few, for example, are likely to consult the classification of schools and colleges as compared with the number who should be interested in education. Consequently, some schools prefer the ordinary display advertising to small announcements under the general head of *Schools and Colleges.*

The classification of "Books" would have even less general

interest. It will attract the person of the book-loving tendency, but not the general public.

On the other hand, the cost of classified advertising is usually so reasonable that if there is any well defined tendency on the part of readers to consult a classification, the advertising may prove profitable, considering its cost, even though the advertiser does not depend on that form of advertising exclusively.

Classified advertising is sold by some newspapers by the "count line" and by others at so much a word.

A few newspapers allow display heads of certain sizes for classified advertisements. Others allow no display, but permit the advertiser to run the first two words in capitals.

Most newspapers make an extra charge if a classified advertisement is run "out of its classification;" that is, if a school advertisement, for example, is run under *Help Wanted*, or a *House for Sale* advertisement is run under *For Rent*.

Frequently, special rates are made for running an advertisement a number of times in the same form.

Most newspapers maintain a receiving department for replies to classified advertisements. On account of the volume, however, and the likelihood of confusion if all advertisers are allowed to insert their own "keys" in the signature, large papers reserve the privilege of putting the key number or letter in the address.

**Special Pages in Newspaper Advertising.**—Many newspapers charge extra for locating advertising on a specified page, and others have certain pages on which they will not sell any advertising space. Very few papers sell space on the first page unless such space is to be used for a two- or three-line "reading notice style" of advertisement.

Special pages may be of considerable extra value to the advertiser. The sporting-page, for example, is worth much more to an advertiser of sporting goods or a sporting event than the general run of page. The financial page will be of unusual value to an advertiser offering something to men who read the financial news regularly, though if an offering is to be made more to the general public than to those who habitually read the financial page, a general news page may be better.

Most advertisers of general products prefer location on the local news page, realizing that readers have the greatest interest as a rule in live local news.

Advertisers of patent medicines and other articles bought largely by women sometimes specify that their advertising shall be run on a page containing dry-goods advertising, realizing that such advertising is a magnet to draw the attention of women.

The question in using special pages is simply that of whether or not readers have been habituated to turn instinctively to such pages. Now and then publishers present pages for which they would like to have special types or kinds of advertising when the truth is that the pages are of doubtful value, the reader not being accustomed to turning to them.

#### POSITION IN NEWSPAPER ADVERTISING

Outside of special pages, newspapers have several different kinds of special positions which they can offer to a limited number of advertisers. These are:

1. Top of column and next to reading or first following and next to reading, known as "full position." (An advertisement is shown in Types and Printing Practice Section of this Handbook in full position.)

2. Next to reading matter.

3. Reading matter on three sides. Only a few papers offer this position, which is, of course, very desirable because, besides having live reading matter on three sides, the surrounding light tone of gray reading matter gives an unusual display effect—throws an advertisement out in strong contrast.

Full position is usually charged for at rates ranging from twenty-five to thirty-three and a third per cent. over regular rates. Position next to reading usually costs from fifteen to twenty-five per cent. additional.

Most publishers decline to sell special position unless an advertisement is at least 40 to 50 lines deep.

Position with three sides of reading will, if granted, probably be charged for at from fifty to one-hundred per cent. over original rates.

**The Advisability of Position.**—Good position greatly increases the attention-value of advertising. Some large

advertisers manage to secure good position for much of their advertising without paying the additional rate. Advertising practice abounds with argument and attempts to secure good position at the "run of paper" rate. The larger and more prosperous papers resist these efforts and insist that if an advertiser wishes special position, he must pay the additional price.

Whether an advertiser should pay for special position depends on the character and size of his announcements. If the space he uses is so large or his illustrations are so striking that he "dominates the page," he will be spending money uselessly to pay from twenty-five to fifty per cent. additional for special position of some kind. On the other hand, an advertiser running four or five inches single column or double column may have many of his announcements buried among other advertisements unless he buys special position. If the page on which he prefers his advertisement to run is one that usually has little advertising on it, his message will probably stand out well without being placed in any kind of special position.

Few advertisers buy special position for advertisements running ten inches deep across three or four columns.

### NEWSPAPER LISTS

What constitutes a good list of newspapers for an advertiser comes back to the question of what the advertiser's problem is. It may be a problem that may be solved most economically by the use of a relatively small list of large newspapers in large centers.

If the advertiser's message is one that applies to people living in cities rather than out in the state of publication generally, there are newspapers that circulate almost entirely in the cities where they are published. On the other hand, there are newspapers having a very broad circulation throughout the state of publication and perhaps through a number of states such as New England and the Middle West.

In the city of Chicago, for example, there is one large newspaper that has its circulation concentrated almost entirely in Chicago, while another equally strong paper has more than forty per cent. of its circulation outside of Chicago.

Then, again, if the appeal is one to be made to readers of cities under 100,000 population and small towns, a large list of newspapers of smaller circulation might be a better purchase than a small list of newspapers of very large circulation.

There are newspapers known to have a strong following among financial men and which, of course, would be particularly valuable to an advertiser desiring to reach such readers. Other newspapers are particularly strong as the classified mediums of their communities.

The making up of a list of newspapers calls for even more discrimination than the making up of a list of magazines, for in every populous community there are several newspapers claiming supremacy, and often they are so nearly equal in general value that a decision is a difficult one. The problem with a local advertiser may not be a difficult one. His interests may be such that he can use several papers. But often the national advertiser must select one paper or two, and quite naturally the publishers of the papers not selected make known the fact that a serious mistake has been made.

The use of both large and small newspapers is not necessarily inconsistent. For example, Boston papers may be used for their effect on the Boston public and their general influence throughout New England, while the advertiser may at the same time see fit to use the local newspapers in twenty, fifty or a hundred other New England cities and towns.

Many advertisers feel that their dealers are very favorably impressed by seeing announcements about the goods they handle in the biggest papers of their state.

If an advertiser's problem is such that he finds it expedient to use small newspapers such as weeklies and semi-weeklies, he can purchase space in large lists of these for a single rate and thus simplify his dealings.

In a great deal of newspaper advertising, the name of the advertiser's local dealer or representative appears, if the advertiser is a national one. However, when the product is something like a soap or a breakfast food, carried by hundreds of stores, the listing of the dealers may be impracticable. Very frequently, a large newspaper will carry the names of the advertiser's dealers in twenty-five or perhaps fifty towns



## THE LOCAL ADVERTISER AND THE NEWSPAPER

The foregoing remarks apply largely to national advertisers. For the local advertiser, if he is centrally located so that he can profit by most of a newspaper's circulation, the newspaper is undoubtedly the most generally useful of all advertising mediums.

A local advertiser such as a department or dry-goods store may possibly use all of the newspapers of the community or he may make a selection and concentrate publicity in one or two papers rather than in a larger number. There are few large cities where the use of only one paper will cover the field thoroughly for such a local advertiser as a large store, because a large store must, of necessity, have varied groups of customers. But frequently a local advertiser concludes that two papers will cover the field well enough, and prefers to concentrate his advertising in these rather than to adopt the plan of spreading it out thinner in additional papers.

## FREQUENCY OF INSERTION

Perhaps the question that perplexes the newspaper advertiser more often than any other is that of whether he should advertise daily, once a week, twice a week, or three times a week—whether it would be better to have one or two large advertisements a week or small ones running daily.

No general answer can be made to such a question. There are advertisers who can offer daily attractions, new styles, bargains, new prices, and the like. These find it expedient to advertise daily. There are other advertisers who depend on a general impression that is increased by successive advertisements. Banks, business schools, restaurants and the like belong to this class. No one could safely say that a restaurant might not advertise daily and with profit, but generally such advertisers, so far as the newspapers are concerned, feel that two or three insertions a week are sufficient to keep them before the public. It is a recognized fact that many advertising successes have been scored through advertising in the monthly magazines only. If it is possible through advertisements appearing once a month to make an impression that

leads to a successful business, it should be possible for other advertisers to do this through weekly or semi-weekly impressions. It is somewhat difficult, however, to compare newspaper advertising with magazine advertising, for the reason that a magazine will usually be kept and will have reading possibilities for a month or longer, while the newspaper is out of the running ordinarily the day after the publication.

### NEWSPAPER RATES

The rate card reproduced in Figure 2 is typical of costs in the newspaper field, though rates vary considerably, some papers charging from twenty-five to fifty per cent. higher per thousand of circulation than others.

**Quantity Discounts.**—In cases where newspapers give quantity discounts, the rate is likely to be figured about as follows—this being the schedule of a newspaper of 30,000 circulation.

Transient.....	15 cents a line
1000 lines.....	13 cents a line
2500 lines.....	12 cents a line
5000 lines.....	10 cents a line

Some newspapers make a special rate for advertisements that appear every day, every other day, twice a week or once a week. In dealing with such papers advertisers will often run a small advertisement, referred to usually as a “rate-maker” in order to earn a lower rate for large advertisements. Thus, if the lowest rate of the paper is obtainable by daily insertions, a small advertisement is run daily and this rate is used for all larger space, though the larger advertisements may not appear oftener than once a week.

**Growth of Flat Rate.**—The flat rate, that is, a rate which remains the same whether the advertiser buys one inch or a thousand, has grown in popularity among the newspapers. The large advertiser is inclined to argue against this, holding that his purchase of many pages or many thousand lines or inches entitles him to a much better rate than the occasional advertiser. However, the flat rate is very favorable to the

experimental advertiser, and it does away with the vexatious question of what to do with the advertiser who contracts for ten thousand lines and uses only six or seven thousand. With

Indianapolis, Ind.

THE INDIANAPOLIS NEWS

Published Daily  
Weekday Evenings.  
No Sunday Issue.  
Rate Card No. 2  
ISSUED MAY 12, 1920  
In Effect July 1, 1920.

<b>1—GENERAL DISPLAY ADVERTISING</b>		(e) Minimum for full position advertisements, 42 lines, single column. Minimum depth for single column advertisements, 14 agate lines; for double column advertisements, 14 lines; triple column, 35 lines; four columns, 75 lines; five columns, 100 lines; six columns, 125 lines; seven columns, 140 lines; eight columns, 150 lines.
	A Line Agate.	(f) Contracts must be completed within one year from date of order. Renewals of existing contracts accepted on expiration dates only. Contract void unless copy to apply on same is started within 30 days from contract date.
(a) Flat rate .....	\$ .20	
(b) Time discounts .....	None	
(c) Space discounts .....	None	
(d) Following and alongside reading, .05 a line additional. Alongside reading, .03 a line additional. Special page, .02 a line additional.		
<b>2—CLASSIFIED ADVERTISING</b>		(d) Classified (display). Set in light face type at option of publisher (no cuts or borders permitted), measured fourteen lines to the inch.....\$ .20
	A Line Agate.	(e) No time or space discounts. All classified set single column measure; no broken columns. All classified, cash with order.
(a) Display classifications. Political and Propaganda (Flat).....	\$ .30	
(b) No time or space discounts.		
(c) Classified (undisplayed).		
Solid agate, six average words to the line .....		
	\$ .20	
<b>3—READING NOTICES</b>		(b) First page readers not sold.
(a) Preceded by pure reading, under a cutoff rule, set in nonpareil (6 point type), a count line .....	\$1.00	(c) The word "advertisement" will be printed at the end of readers.

FRONT

<b>4—COMMISSION AND CASH DISCOUNT</b>		(c) Cash discount date 20th of month following insertion. Cash discount not allowed on any part of account unless all items paid as billed.
(a) Agency commission, 15 per cent.		
(b) Cash discount, 2 per cent. on net amount. Commission allowed recognized agencies only.		
<b>5—MECHANICAL REQUIREMENTS</b>		(e) Full page type space 17 3-16 ins. by 21 3/4 ins.
(a) Width of column, 12 1/2 ems pica, 2 1-18 inches.		(f) Insertion all editions same day not guaranteed.
(b) Depth of column, 305 agate lines.		(g) Halftone screen required, 65.
(c) Eight columns to a page.		(h) Can use mats.
(d) Double truck center spread space not sold less than two full pages, 4,850 agate lines. Extra charge for gutter, one full column. Total space billed, 5,185 agate lines.		(i) Daily, 16 to 48 pages.
<b>6—CIRCULATION</b>		
(a) Member of The A. B. C.	Date of Statement April 1, 1920	For Period Ending March 31, 1920
	.....	Circulation 114,931
<b>7—MISCELLANEOUS</b>		(d) Other publications, none.
(a) Advertising subject to approval. The publisher reserves the right to limit or to reduce size of advertisements or to omit copy or change days of insertion without notice.		(e) The rates shown on this card apply to foreign advertising.
(b) Established 1869.		(f) The Indianapolis News, Hilton U. Brown, Gen'l Mgr.; Frank T. Carroll, Adv. Mgr. Dan A. Carroll, Tribune Bldg., New York. J. E. Lutz, First National Bank Bldg., Chicago.
(c) Subscription price, daily, 3c. a copy; 12c by the week; \$6.24 a year.		
(Prepared in conformity with "Standard Rate Card"		of American Association of Advertising Agencies.)

REVERSE

FIG. 2.—Typical newspaper rate card, front and reverse side.

the flat-rate program, the advertiser can use his space at will, as much or as little as he chooses. Most advertisers prefer such a working basis.

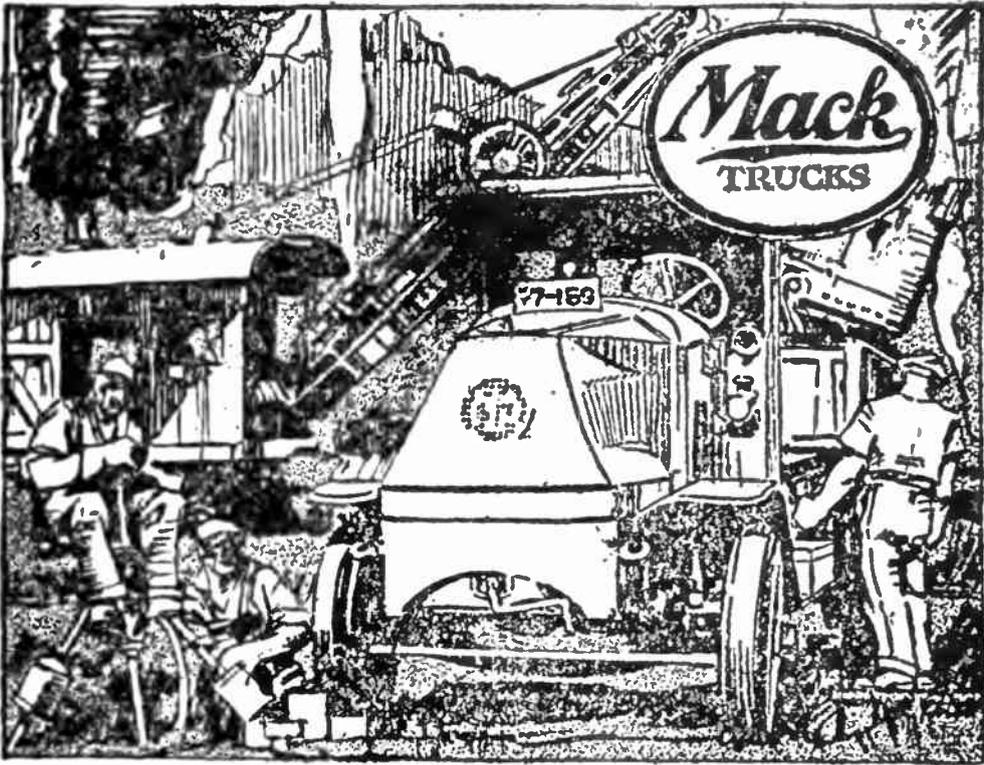


FIG. 3.—Too much detail for newspaper advertising.



FIG. 4.—Simple effects such as these here shown are much more likely to appear well in newspaper advertising.

## GENERAL COST OF NEWSPAPER SPACE

Ten newspapers with a total circulation of 1,007,917 charge a total rate of \$2.29 per agate line, which is equivalent to .0029 per line per thousand of circulation.

## COPY REQUIREMENTS FOR NEWSPAPER ADVERTISING

The sections of the book devoted to Copy, Display and Illustration afford a guide to the preparation of newspaper copy. Advertisements for newspapers must not be complex or contain illustrations full of fine detail. The Mack truck illustration here reproduced, Figure 3, appeared at the top of a 2-column newspaper advertisement. The rough paper caused the fine detail of the cut to fill, and the result is anything but attractive. Compare with the Tareyton example, Figure 4, which is a style of illustration that always shows up well on newspaper stock.

## SECTION 20

### TECHNICAL, PROFESSIONAL, AND OCCUPATIONAL PUBLICATIONS

**Number and Variety of Publication.**—One unfamiliar with the field of technical, professional, and occupational publications is astonished to learn the large number of publications in this classification. For example, there are 104 regular publications for lawyers, 23 for dentists, 176 for surgeons and physicians, 65 for mechanical engineers and mechanics, 18 for electrical engineers and workers, 8 for undertakers, and 8 for trained nurses and hospitals.

It follows that many of these publications must have limited circulations and small power for the advertiser. It is also true that the mortality among such publications is high and that every year a number, started through the enthusiasm of some society, school, or other small group, find the job of making a profitable publication too great and give up the struggle.

Such a directory as the American Newspaper Directory, published by N. W. Ayer & Son, of Philadelphia, Pa., will give an advertiser up-to-date lists of any of these groups in which he may be interested.

**Strength of Medium.**—The strength of the technical or professional paper lies in its selected circulation. If it is readable and circulated to enough readers to make its advertising worth while to the advertiser, its advertising value is much higher than that of the general publication, assuming, of course, that the advertiser's product is sold mainly to the class of people reached by the medium in question. It is often worth a great deal to an advertiser to be able to reach mechanics, electricians, dentists, architects, or some such special group.

Consider, for example, the following result from a questionnaire sent out by a national advertiser to four hundred

principal executives of corporations. The figures in the right column indicate the number out of the four hundred who indicated that they read the listed publications. It should be borne in mind that the four hundred names were not of a particular group of professional or business men, but a general list. Therefore, the showing made by a number of the class magazines is very good. At the time of publishing this volume the cost of a page in the *Saturday Evening Post* is about fifty times the cost of a page in *Industrial Management*, and the agate line rate is about fourteen times as great, and yet in this showing the popular medium reached only five times as many executive readers as *Industrial Management*.

MAGAZINE	NUMBER OF READERS
Saturday Evening Post.....	81
Literary Digest.....	75
System.....	39
National Geographic.....	31
Factory.....	31
World's Work.....	23
Atlantic Monthly.....	23
American.....	23
Outlook.....	22
Iron Age.....	21
American Machinist.....	20
Industrial Management.....	16
Machinery.....	13
Harper's.....	13
Cosmopolitan.....	11
Scientific American.....	10
Mechanical Engineering.....	10
Textile World Journal.....	10
Engineering News-Record.....	10
Collier's.....	9
Review of Reviews.....	9
North American Review.....	9
Century.....	8
Life.....	7
Nation's Business.....	7

**Quality of Advertising.**—The advertising value of many technical and professional publications is impaired by a large amount of commonplace, poorly prepared and poorly printed

advertising. Given a choice between two mediums, one containing a considerable amount of readable advertising and another containing less advertising, but announcements of poorer interest value, the advertiser need have no hesitancy in choosing the first medium. In other words, the apparent disadvantage of the bulk of advertising will be overcome by the interesting character of good advertising.

Advertising in the technical and professional press can be unusually informing. Here the reader has an interest in the subjects of which the publication treats far beyond any interest that readers of general publications have. General publications are certainly educational to a degree—the degree depending on the particular publication—but their purpose is also to a large extent entertainment. But the technical and professional publication deals with a man's business, his profession, his means of livelihood. It gives the news from his working field, the latest and best methods, the current thought, data as to conditions, personal notes, convention happenings, meetings of his society or organization, etc. He is a negligent advertiser who does not take full advantage of this unusual interest and opportunity.

**Copy Requirements.**—The copy-writer for technical, professional, and occupational mediums must have a regard for:

- Conservatism
- Technical accuracy
- Fairness to competition
- Completeness
- Detailed description
- Proper literature for inquirers
- Cooperative service

The reader of the technical or professional publications is likely to have considerable knowledge of many of the subjects advertised in his magazine, or thinks he has. He is, therefore, likely to be critical of over-statement or unethical claims. Exaggeration, always a dangerous quality of advertising, may be said to be fatally dangerous in this field.

The technical reader is likely to be impatient if the announcement is lacking in some vital detail, and while it should not be put down as a principle that it is always advisable in

this class of copy to give small details, full information as to price, etc., the copy-writer should give such points careful consideration.

On the other hand, the writer must not take the attitude of a teacher and attempt to impart information on technical topics that people in the business or profession would be certain to have. This would be an assumption that might offend.

The technical reader will expect an advertiser to have complete data for his information if he inquires. He is not likely to bother seeking retailers, branch-offices or others to whom the advertiser may refer him. Some of the electrical companies have lengthy series of technical bulletins and catalogs that are indispensable in answering inquiries about their products. While these may not appear especially readable to the lay reader, it is often true that the information printed in a professional style may appeal more strongly to such readers as those who see advertising in business and professional publications than if printed in a more popular or glowing style.

**The Ethical Attitude.**—Readers of technical and professional publications are usually critical of what they call “advertising hot air” or “mere sales talk.” They often declare that they pay little attention to advertising, and yet the truth is that they read much in the way of advertising matter that is valuable to them without being conscious that such material is advertising.

Such a reader as an architect resents appeals that tell him to “Specify Blank’s doors.” He may be perfectly willing to learn anything about Blank’s doors that is valuable information for him in the practice of his profession, but he does not care to have any advertiser or salesman insist that he specify such material. He will specify it only if it appeals to his best judgment to do so. Getting him to specify, therefore, must be done by indirect, tactful means rather than by insistent commands. The copy-writer accustomed to the advertising of general commodities, where he is writing such displays as “Be Sure to Get Blank’s Soap,” must be on his guard when he enters the professional field.

The principles laid down in the sections of this book devoted

to copy, display, illustration, etc., apply in general to this department and all other departments of the field of advertising work. Nevertheless, some additional examples of technical and professional advertising are shown in this section, with foot-notes bringing out their distinguishing features.

### OPPORTUNITY FOR READING-PAGE ITEMS

The words "press agent" constitute a red flag so far as publishers are concerned, and it is perfectly right that publishers, in the class-periodical field as well as in the general field, should frown on typical press-agent work. For the press-agent, as he is usually seen, is a writer of puffs or plain write-ups, and no respectable publication today cares to prostitute its editorial standards or insult its readers by running either "puffs" or "write-ups." But especially in the field of the technical, professional, and occupational magazines is there an opportunity to furnish editors with real news from the shops, the laboratories, the sales departments. The machinist has an unusual interest in all new tools that are brought out or that are about to be brought out. Information about them is as much news to him as financial notes and items in the newspaper are to the broker or the investor. The lawyer is keenly interested in forthcoming new volumes of the law, the automobile dealer in the new types of cars that certain manufacturers are bringing out, their revised prices, etc. Where to draw the line and to say that certain matter must go in as display advertising if it is to be published at all, what calls for strict editorial attention and what may go in a column or page of "Notes about New Tools" or "From the Manufacturers' Catalogs," are questions for each publication to decide.

It is sufficient here to point out that while the advertiser in the technical, professional and occupational press should not attempt to secure free publication for that which belongs properly in display advertising pages, he should be keen enough about news values to send to editors photographs, data and items about new productions, new uses, interesting experiments, etc., that will likely be of interest generally to readers

of the publications. If he does this in a frank, ethical way, does not insist on publication, does not try to connect such items unfairly with his advertising, he can get much from editors that is of great value.

For example, the Alpha Portland Cement Company, during the years when the housing subject was strongly before every populous community in the United States, prepared four sheets on permanant, fireproof workingmen's homes built wholly or largely of concrete. The company also secured impressive photographs of exteriors and interiors of these homes, group pictures, etc. Though the Company advertised this free service literature generally, it was of such interest that half a dozen editors used parts of the data and a number of illustrations in their own articles about industrial housing. The Advertising Department of the Alpha Portland Cement Company did not ask publishers to do this. It sent out some photographs and a summary of the data and offered further information if the editors were interested.

Generally, it is better to send such material to editors in the form of a letter rather than to write an article and offer it for publication. Let the editor ask for a complete article or complete description if he wants it; or if it is offered, use tact.

John H. Patterson, of the National Cash Register Company, has secured a wonderful amount of publicity for his enterprise by articles about the N. C. R. boys' gardens, the Company's educational work among employes, the convention of the wives of the N. C. R. salesmen, etc. Mr. Patterson knows how to make real news for the publishers. Every advertiser ought to develop a "nose for news" and be careful, then, not to overstep bounds and prejudice editors against him.

**Costs of Technical and Professional Publication Advertising.** Figures 1 and 2 are examples of rate cards used by the technical and professional press.

Publishers in this field usually try to get orders authorizing them to "repeat the last advertisement in case no new copy is furnished," or authority for them to make up new copy for the advertiser in case he neglects to furnish copy in time. This is done to protect themselves against negligence on the

Philadelphia, Pa.

The Dental Cosmos

Monthly

Lock Box 1615

Rate Card No. 4  
Issued June 1, 1920  
In effect Sept. 20, 1919

1—GENERAL ADVERTISING

a. No line or inch rate. b. Time discounts, (See c)

c. SPACE	One Insertion	Three specified monthly insertions in one year	Six specified monthly insertions in one year	Twelve monthly insertions in one year
1 Page.....	\$100.00	\$270.00	\$480.00	\$900.00
1/2 Page.....	60.00	162.00	288.00	540.00
1/3 Page.....	35.00	94.50	168.00	327.00
1/6 Page.....	20.00	54.00	96.00	180.00

d. No preferred or special positions for sale. e. One eighth page smallest space sold for display purposes. One eighth page cannot run page width; must be column width. f. No cover pages for sale.

2—CLASSIFICATIONS

a. Dental Advertisements Display rates  
Dental School and College Adv. Special discounts on application.  
Classified Advertisements (Undisplayed)  
\$2.00 for 50 words or less  
\$3.00 for 75 words or less  
b. 5 cents for each additional word over 75. Limit 100 words.

1855-D

FIG. 1.

New York, N. Y.  
Tenth Ave.-at 36th St.

CHEMICAL & METALLURGICAL ENGINEERING

Weekly

Rate Card No. 1  
Issued April 15, 1920  
In effect Apr. 15, 1920

1—(a, b, c.) GENERAL ADVERTISING (d.) PREFERRED POSITIONS

104 pages per year .....	\$110 per page	Back cover .....	25% Additional	(e.) Minimum Advertisement, 1/4 page
78 " " " .....	115 " "	Inside front cover .....	20% Additional	(f.) Cancellations must be received 30 days in advance of date of issue.
52 " " " .....	120 " "	Inside back cover .....	20% Additional	
39 " " " .....	125 " "	Page facing first reading matter page .....	25% Additional	
32 " " " .....	130 " "	Page facing last reading matter page .....	15% Additional	
26 " " " .....	132 " "	Page facing one of "What & Where to Buy" Index Pages .....	10% Additional	
20 " " " .....	135 " "	Front Cover .....	\$350	
16 " " " .....	138 " "	COLOR RATES—on application		
13 " " " .....	140 " "			
9 " " " .....	145 " "			
6 " " " .....	150 " "			
3 " " " .....	160 " "			
Less than 3 .....	170 " "			

2—CLASSIFICATIONS (a, b.) The above rates apply to all classes of display advertising.

(c.) Searchlight (Classified Adv.) Section Rates:

1 in. per year .....	\$4.50	50 in. per year ..	\$3.00
4 " " " .....	4.30	100 " " " .....	3.40
8 " " " .....	4.10	200 " " " .....	3.20
15 " " " .....	3.90	500 " " " .....	3.10
30 " " " .....	3.70	1500 " " " .....	3.00

Professional Directory Rates on application.

UNDISPLAYED ADVERTISEMENTS (Set in the usual "Went" ad style)

POSITIONS WANTED—4 cents a word, minimum charge 75 cents an insertion, payable in advance.  
POSITIONS OPEN—8 cents a word, minimum charge \$2.00 an insertion.  
ALL OTHER undisplayed Want, For Sale, For Rent and Miscellaneous advertisements, 8 cents a word, minimum charge \$2.00 an insertion.  
DISCOUNTS—Four consecutive insertions of undisplayed advertisements paid for in advance are subject to 10% discount.  
PROPOSALS—Advertisements for bids—40 cents per line.

3—READING NOTICES—(Not accepted.)

4—COMMISSION AND CASH DISCOUNT—(a.) Agency Commission—None. (b.) Cash Discount—None.

FIG. 2A.—Front.

5—MECHANICAL REQUIREMENTS

a. Size of plates: Width of column 3 1/4 in.  
b. Depth of column 10 in.  
c. Two columns to a page  
d. Center spread not sold  
Two page spread, 10 in. deep x 15 1/2 in. wide.

c. Page, type space, 7 in. x 10 in.  
Half page (2 columns) 7 in. x 4 1/4 in.  
Half page (single column) 3 1/2 in. x 10 in.  
Quarter page (two columns) 7 in. x 2 1/2 in.  
Quarter page (single column) 3 1/2 in. x 4 1/4 in.  
Eighth page (two columns) 7 in. x 1 1/2 in.  
Eighth page (single column) 2 1/2 in. x 3 1/2 in.  
Sixteenth page 1 1/4 in. x 3 1/2 in.

f. Closing date twelve days before publication date.  
g. Half tone screen—120.  
h. Drawings and cuts charged to advertiser.

All advertisements dividing the page in two directions must have our standard border, viz.:  
Cut with over 1/2 sq. in. solid black matter not accepted.

6—CIRCULATION

a. Number of A. B. C.  
b. Field comprises all industries where Chemical or Metallurgical processes are used in plant operations, including chemical, carbon, dyes, fertilizer, pulp and paper, rubber, soap, sugar, electrochemical, iron, steel, copper, lead, zinc, etc. Subscribers are operating officials, managers, superintendents, chemical engineers, etc.  
c. National and International  
d. Circulated Wednesday of each week.

c. Date of Statement	Per 6 mos. Period Ending	Net Paid Circulation
Feb. 28, 1920	Dec. 31, 1919	12165
_____	_____	_____
_____	_____	_____

7—MISCELLANEOUS

a. Only advertisements of products, equipment or other propositions which relate to the field are accepted.  
b. Established 1902  
c. Subscription Price, \$5.00.

d. Also publish:  
American Machinist  
Coal Age  
Electric Railway Journal  
Electrical Merchandising  
Electrical World  
Engineering & Mining Journal  
Engineering News-Record  
Ingenieria Internacional  
Journal of Electricity  
Power

e. A consolidation of Electrochemical & Metallurgical Industry and Iron & Steel Magazine.  
f. Publishers:  
McGraw-Hill Co., Inc.,  
10th Ave. at 36th St.,  
New York, N. Y.

(Prepared in conformity with "Standard Rate Card" of American Association of Advertising Agencies)

FIG. 2B.—Back.

part of the advertiser after he has purchased the space. Experienced advertisers do not give such authority but look after their obligations in a more orderly fashion. Figure 2B is the reverse side of Figure 2A, and indicates some of the mechanical and general requirements of the technical press.

Get these Practical ALPHA service sheets on Concrete Construction

**CONCRETE POSTS AND INCLOSURE-WALLS**

The above illustrations give an idea of the practical suggestions offered by the ALPHA Blueprint Service Sheets and Special Bulletins, which cover the following concrete improvements:

Walkway	Storage Cellar	Tennis Court	Poultry House
Driveway	Spring House	Concrete Road	Dipping Vat
Roads	Small Dam	Silo	Tanks
Small Bridges	Milk House	Corn Crib	Piers for Small Boats
Culvert	Ice House	Storage House	Garage
Foundation	Manure Pit	Smoke House	Garden Furniture
Quays and Curb	Septic Tank	Hog House	Circushouse
			Fence Posts
			Gear Posts
			Walls, Silo
			Listels
			Garage
			Porch, Cellar and Stable Floors

If you know part of the illustrations, ask for the sheet or bulletin that interests you most. A copy of our handbook ALPHA CEMENT—HOW TO USE IT—66 pages illustrated—will also be sent free on request.

ALPHA PORTLAND CEMENT COMPANY, General Offices: Easton, Pa.

BRANCH OFFICES: New York, Boston, Philadelphia, Pittsburgh, Baltimore, Savannah

Concrete for Permanence

FIG. 3.—Good example of the "service advertisement." The offering of actual drawings and construction data appeals to architects, engineers and builders.

**Service from Editorial and Copy-service Departments.**—In the technical and professional field, the editorial staff is often in a position to serve the advertiser well by giving new data, reflections of opinion from the field, etc. Many publications invite consultations with the editorial staff by prospective and old advertisers.

A number of technical publishers maintain well organized

copy-writing departments for the benefit of their advertisers. The reason for this is largely that many advertisers in this field use space only in the technical and business or professional press, have no advertising department or manager, and do not make use of the advertising agencies. In fact, it is rather difficult for an advertising agency to give such clients service unless they are willing to guarantee a yearly retainer large enough to warrant the agent to spend considerable time in the study of a special product. For another



Terra Cotta Panel on Cumberland Hotel, Cumberland, Md. Frederick Webber, Architect

THE sharp, clean-cut detail of this ornamental terra cotta panel is characteristic of the modeling which architects can expect in work executed at our plant. Terra cotta affords so many possibilities for architectural

ornamentation of a building that will be in perfect harmony with other constructive materials that it should receive the architect's first attention and incidentally its use will affect a perceptible saving in cost.

CONKLING-ARMSTRONG TERRA COTTA CO.

WISSAHICKON AVENUE AND JUNIATA STREET PHILADELPHIA, PA.  
MAIN OFFICE AND WORKS

Baltimore, 824 Law Building  
Pittsburgh, 413 Fourth Avenue

Washington, 234 Woodward Building  
Boston, E. Stanley Wires Co., 120 Boylston Street

FIG. 4.—The classical illustration of this advertisement appeals strongly to architects and designers.

thing, many publications in these fields do not recognize the advertising agencies to the extent of granting a commission, and this rather encourages direct dealings between advertiser and publisher, and gives the publisher opportunity to operate what may be designated as a copy-writing agency of his own, conducted as a business-getter. The writers of these service departments get their data from the advertiser by correspondence and through consultation with their advertising and editorial staff, through the representative of the publisher who calls on the advertiser, and perhaps, when circumstances warrant, through a special trip by a copy-writer or service man to the advertiser's office or plant.

Some of the advertising done by the publishers' service departments is excellent. The weaknesses in such a service are that there will be a professional sameness to the work turned



# Pointers on Better Gaging



---

## Right and Wrong Ways of Holding Snap Gages

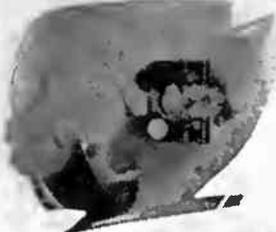
It has been suggested that we devote a chapter of "Pointers on Better Gaging" to the subject of holding Snap Gages while inspecting — particularly in reference to the insulated grip found on all Johansson Adjustable Limit Snap Gages. There is considerably less trouble experienced in using the smaller sizes because their lighter weight makes them easier to handle. It should be borne in mind, however, that the insulated grip is perhaps of greater importance here, as the heat of the hand acts more quickly, there being less metal to be affected. Another important point in connection with the "finger hold" on Snap Gages of this type is that it permits them to be handled much more readily. Although no sensitive touch is required with Johansson Gages, the gaging plugs will pass over the work more easily and quickly if the gage is held correctly. The ease with which the Gage is used decreases the wear on the gaging plugs and prolongs their life. If a Snap Gage is always held by the finger grip, its efficiency as an inspection tool is increased. A "Go" and "No Go" Snap Gage is a quick, accurate tool when correctly handled no matter how many different INSPECTORS are using it. Carelessness in holding a gage of this type should at all times be discouraged.

One of the most efficient methods of gaging

on medium sized work is to have a stationary rack or fixture for holding the piece inspected while the Snap Gage is passed over it. If the gage is then held correctly, the temperature change becomes a negligible factor and the INSPECTOR can handle his gage with much greater ease.

The greatest difficulty with correct holding has been with the larger and heavier "Snaps." Here the tendency has been to firmly grasp the gage either around the middle or with two hands on the sides as illustrated. It takes a comparatively short time for the temperature which is thus created to affect the accuracy of the gage. When gaging large work which is held stationary in a fixture, suspend the gage vertically above it by the finger grip and let the weight of the gage gradually carry it down over the work. If the gage is to be held at an angle or "run in" from the side as is frequently the case when gaging while the work is in the machine, balance the weight with two fingers of one hand at the lower end and swing the gage with the other, holding it by the insulated grip as shown in the bottom illustration.

The part that Adjustable Limit Snap Gages play in the operation of the Limit System is described in the Johansson Catalog which will be gladly sent on request.



**CORRECTLY HOLDING SMALL GAGE BY FINGER GRIP**



**INCORRECTLY TRYING TO USE A LARGE SNAP GAGE WITH ONE HAND**



**AWKWARD AND WRONG METHOD OF GAGING**



**TEMPERATURE IS SURE TO AFFECT GAGE WHEN HELD THIS WAY**



**THE RIGHT WAY TO HOLD A BIG SNAP GAGE**

**C-E - Johansson - Inc**

**Johansson  
ACCURACY**



**Poughkeepsie - N-Y**

FIG. 5.—This page gives actual instruction on gaging methods.

out unless a number of different writers are employed, and that the publisher will, naturally, seek to encourage the use of large space in his own medium to the loss of patronage by



For Dry  
Grinding Only

It grinds three- and four-lip drills, flat drills and chucking reamers. The large drill holder furnished with the machine at a slight additional cost has a capacity for drills from 1" to 3 1/2" in diameter and when furnished with the regular holder gives the machine a grinding range from 1/4" to 3 1/4" in diameter. These holders are instantly interchangeable. The machine is furnished for either belt or motor drive.

### WET DRILL GRINDER

In this machine, the water is shot between the wheel and the drill. The point is completely flooded. It's the thin cutting edge in contact with the grinding wheel that needs the water, not the body of the drill. Although called the "wet grinder," this machine may be used for either wet or dry grinding, with all the advantages of each.

If you contemplate the purchase of a grinder, you will feel better satisfied when you do buy, if you first investigate the "American." Complete details will be gladly mailed on request.

**LA SALLE TOOL COMPANY**  
LA SALLE ILLINOIS

# LA SALLE

## "AMERICAN" Drill Grinders

For Discriminating Buyers

When you enter a shop equipped with the La Salle "American" Drill Grinder, you know at once that the owner is a discriminating buyer. He exacts the maximum in drilling efficiency, and he gets it when he grinds drills with the La Salle.

Among the "American" features are: Adjustable bearings; Safety Wheel Chuck; Improved drill holder and lip rest; Safety Stop for drill holder and adjustment for wear in all directions.



For Wet or  
Dry Grinding

FIG. 6.—Advertisements of this type tell just what the machinery will do, and the grinders are attractively shown.



## Put Our Roof Over Your Toolroom

Let us shoulder the responsibility for the production of your **DIES, TOOLS, JIGS, FIXTURES** and **GAGES**. Make our tool department your tool department. Entrust us with this part of your work—put our roof over your die, tool and jig division. We are equal to the largest demands. Equipment right up-to-the-minute. And our work—well, let our customers speak for that. We'll furnish list of clients on request.

The accompanying pictures show a number of Louver die sections for piercing and forming automobile hoods. These dies are built up in sections. The milling machine operation shows the roughing of one of these sections—note the curved lines in these pieces.

*Drop us a line for particulars of "Columbus" Service.*

---

**THE COLUMBUS DIE, TOOL & MACHINE CO.**  
**COLUMBUS** **OHIO, U. S. A.**

FIG. 7.—Here the figure of an operator has been introduced to advantage, but the smaller objects have been wisely thrust out into the foreground. Putting the white line around the top pile is decidedly helpful.

# THEY RIDE BOTH WAYS ON A-F CONVEYORS

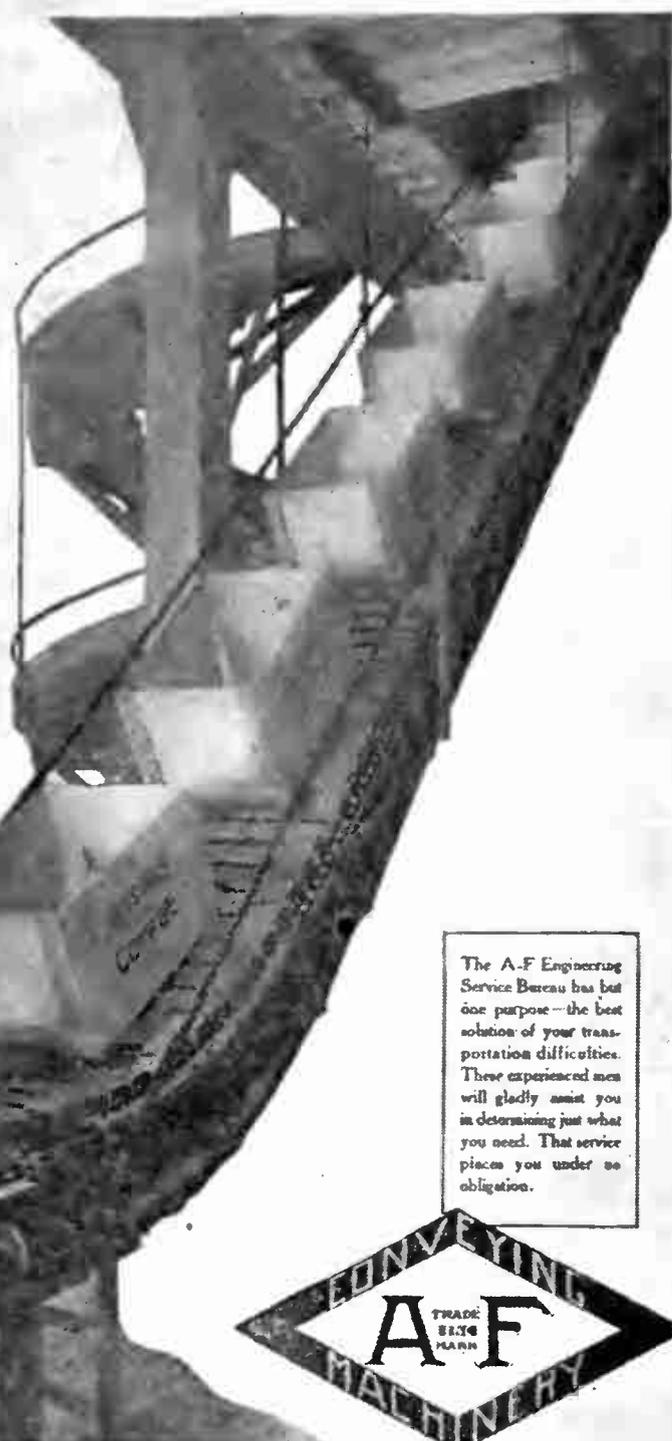
Shop transportation after all, is the determining element in maintaining production schedule and insuring maximum output. That then is the reason why so many manufacturers are giving more and more, attention to transportation facilities and that's why you'll find A-F Systems of conveying in so many plants.

The installation here pictured is typical of A-F efficiency. The Apron conveyor carries the empty boxes from the storage room up to the Parking Room. When filled with coffee they return by the spiral chute and are ready for shipment. Not a single man is required, not a motion is wasted—and the total cost of installation, up-keep and operation is but a fraction of the truck and elevator way.

A-F Conveyors are not only more economical but they're more convenient and more dependable. They utilize the waste room—they go everywhere—they're always on the job and they require almost no attention. Products of every description ride them for they are adaptable to every need.

Unless your shop transportation can't be improved it will pay you to find out about A-F equipment. Write now for information.

**ALVEY-FERGUSON CO., Inc.**  
Cincinnati Ohio



The A-F Engineering Service Bureau has but one purpose—the best solution of your transportation difficulties. These experienced men will gladly assist you in determining just what you need. That service places you under no obligation.



FIG. 8.—The conveyor is shown impressively. The designer has wisely omitted the unnecessary background and details, thus centering attention on the efficiency of a 2-way conveyor.

other publishers. Nevertheless, service-department work has increased the efficiency of a great deal of technical advertising, and many advertisers have gone from this to the further step of having a capable advertising manager in their own employ or to making use of a well equipped advertising agency.

Technical publications are often in a position, through their traveling men or their own photographer, to get photographs and data of apparatus, tests, plant-scenes, etc., that are more difficult for the advertiser to secure by his direct efforts.

#### EXAMPLES OF TECHNICAL, PROFESSIONAL, AND OCCUPATIONAL ADVERTISING

With so wide a range as exists in publications covering the technical, professional, and occupational field, so few examples of advertisements can be shown that the reader of this volume is advised, if he is particularly interested in this department of advertising, to secure specimen copies of the leading journals covering the field of special interest. These copies will likely show examples of the so-called "old school" of advertising—advertising that merely shows the advertiser's factory or a poorly-designed trade-mark, some general statements, the offer of a catalog or a booklet, and the advertiser's signature. But there has been a remarkable advance in the quality of this class of advertising. The advertising pages of the leading technical journals are now distinctly educational, and command the attention and respect of readers to a high degree. Here, as in the field of general advertising, there is ample opportunity for the creating of a distinctive style of composition, typography or illustration.

## SECTION 21

### MAIL-ORDER MEDIUMS AND ADVERTISING

**What it is.**—"Mail-order advertising" is a broad and sometimes a misleading term. Because considerable of mail-order advertising emanates from retail establishments doing an immense business through the circulation of large catalogs and who feature certain specialties after the manner of the dry-goods and department stores, one's first thought of mail-order advertising is the work of these so-called "catalog houses."

Yet such concerns as Tiffany & Co., of New York, advertise that mail orders from out-of-town patrons are invited, and a distinctive form of catalog is used. Some of the most conservative business and technical publications contain many advertisements of equipment, books, and all kinds of supplies sold direct from manufacturer to consumer by means of orders sent by mail. Cigars, poultry, pure-bred cattle, ponies, machinery, farm produce, etc., are sold partly or wholly by mail-order methods.

Therefore, it is a difficult matter to classify any particular group of mediums as "mail-order mediums." A newspaper is a mail-order medium if it can be used for the securing of orders by mail by an advertiser, as has been done in many cases. The highest class of magazines are good mail-order mediums for certain types of merchandise.

### A Real Genuine

**Victor Victrola** Only  
\$1.00  
Down



**Nearly Five Months to Pay!**

Every woman has always wanted a real for sure Victrola like they see advertised. Now you can have one and plenty of records, too. Every member of the family enjoys good music. It helps keep the boys and girls at home. It completely satisfies their desire for good, wholesome home entertainment. Makes long, dull evenings full of joy. Young people entertain friends.

Plays every record \$300.00 and \$400.00 machines will play. Oak cabinet. 7 1/4 inches high. 13 inches wide. 14 1/2 inches deep. Nickel-plated exhibition box. Victor tapering tone arm and "goose-neck" sound box tube, braks and speed regulator. Newly designed, patented and improved single spring spiral drive motor (can be wound while playing). Improved floating wood horn and horn elbow.

Send for it now. Wind it up and play it to your heart's content. Sit down in your easy chair in your own home and listen to the sacred and wonderful old melodies of yesteryear. Play the Victrola for yourself and your friends. See for yourself that it is a guaranteed Victor Victrola. Then if you aren't satisfied, simply box up the machine and records and return at our expense. When we receive the machine we will returned your dollar and no questions asked.

**Special Offer!** But if you want to keep it and pay at one time, send us a balance of \$32.85 and the machine and records are yours forever. If you prefer to pay by month, send only \$10.10 at end of twelve days and then the small sum of \$4.00 per month for four months. Could anything possibly be more fair? Simple, easy inexpensive!

**THE CLIFTON FURNITURE & MFG. CO.**  
9811 Madison Ave.,  
Cleveland, Ohio  
*Established 1908*

FIG. 1.—Space closely used.

The mediums generally referred to as mail-order mediums are popular-priced publications, some of which are largely fiction and others of which are of the semi-farm-paper type,

having large circulations in farm homes and small towns, and which therefore reach a large group of readers who do not live close enough to the large-city stores to buy most of their merchandise through personal shopping. The Clifton and Leonard-Morton advertisements, Figures 1 and 2, are good examples of a great many mail-order appeals to this group. It is quite natural that such readers will do more ordering by mail than a consumer who is within easy reach of a large variety of stores and shops, and who can therefore go and see the merchandise in which he is interested before making a purchase.

**Illusions about Mail-Order Advertising.**—To many people entering the business world, mail-order business appears very attractive. They have heard how long a time is required to make an article popular through the usual wholesale and retail channels. They know that an immense amount of work is required to get an article on sale in even one-fourth of the retail stores of the country that handle goods of the class of the article in question. To interest

# Dont Senda Penny

Not a penny now and you get this startling bargain. Send coupon—no money now.

**\$2.45**

## Work Shoe Bargain



**Sturdy dependable Work Shoes**—built for all outdoor workers in cities and on farms. Blucher last on a army toe. Specially tanned to resist acid in manure, milk, etc. Strong, durable leather soles nailed and stitched. Heels that won't come off. Durable grain leather insoles. Guaranteed counters. Bellows dirt-excluding tongues. Copper riveted seams and vamps. Sizes 6 to 12. Wide widths. Bargain price \$2.45. Special purchase that brought these shoes to us at an unequalled wholesale bargain price lets us make this great offer. And here is something more—a stunning Dress Shoe value. Read how you get these shoes at a bargain on our great combination offer. Sensational value. Only \$4.84 to pay for this stunning dress shoe. Fine quality black gun metal veal leather Hi-toe Blucher. Strong leather soles. Low broad heels. New Broadway last. Sizes 6 to 12. Wide widths. We defy competition on this shoe. See if you can equal it anywhere.

**Don't Miss It!**

With every pair of these Dress Shoes at \$4.84 you get the Work Shoes put in at \$2.45—total only \$7.29—both pairs for one price—a record smashing bargain.

**Send Coupon**  
No money now. Just send coupon. Pay the bargain price, \$7.29, and postage when both pairs arrive. Then if not satisfied, return both pairs of shoes and we refund your money. Send coupon now. Give size on both pairs.

**We positively do not sell either pair separately.**

**LEONARD-MORTON & CO. Dept. 7652 Chicago**

Send me Men's Dress Shoes and Work Shoes. I will pay \$7.29 and postage for both pairs on arrival, and examine them carefully. If I am not satisfied, will send both pairs back and you will refund my money. Order No. AX996.

Size, Work Shoes.....Size, Dress Shoes.....

Name.....

Address.....

FIG. 2.

the reader by direct advertising, to send him a catalog or a booklet, take his order by mail and ship the goods by mail, express or freight, seems very attractive. It seems to mean

lessened expense, better control of the market, more liberty to develop business, small organization, low rent, etc. And the mail-order business may mean all this if the conditions are favorable. But in establishing a new business, it is always a question to be seriously considered whether one should try to market direct, or whether, in the long run, both the producer and the consumer will be served better by having the article go out through regular trade channels.

The influence of the retailer on his patrons is a tremendous factor. Furthermore, customers are in the habit of buying certain supplies at certain types of stores. They go to these stores regularly and without having to be impelled by special advertising. Why should the housekeeper buy her soap, her canned goods, her kitchen ware, her furniture, from a concern offering to sell by mail when she can go conveniently to a retail merchant in whom she has confidence and from whom she buys regularly? And yet she may buy by mail if thereby she gets some distinctive article or unusual service.

**Growth from Mail-Order Beginning.**—Some advertisers have adopted the mail-order plan merely to get a start on a new product, to build up a small group of customers who will later make their purchases through retail channels. If this is the advertiser's intention, he should be careful to make this plan clear to retailers from the outset, so that he will not create against himself the natural prejudice that the retailer has against the mail-order advertiser. Other advertisers sell through retail stores where they can possibly do so, but sell by mail in territory where they are unable to serve customers conveniently through retail stores.

Still other advertisers have products that cannot be sold generally through retail stores to advantage. Such an article may be a typewriter, for example. In this case, the advertiser may have local representatives throughout the most populous parts of the country, who, in a way, act as retail distributors and to whom inquiries are referred. Where an inquiry comes from a point that cannot be covered easily by the advertiser's local representative, the sale may be made by mail.

Many mail-order concerns have large groups of represen-

tatives or agents, and considerable of their work may be the training and spurring of these representatives.

What an advertiser's proper trade channel or method of selling should be cannot, of course, be settled in these pages. He must select his course carefully after considering all the conditions that bear on his case.

### PHASES OF MAIL-ORDER MERCHANDISING

Assuming that an advertiser has decided to sell by mail, he must decide the following questions:

1. Must I attempt to make a sale through my original advertising, or must this merely develop the interest of the reader and induce an inquiry, leaving the sale to be made by letter and catalog or booklet?
2. Must I sell for cash, on time, or offer to send goods on approval, subject to examination and return?
3. Shall I attempt to secure and train local representatives or agents or deal direct with the inquirer?
4. Can I get my names of prospective customers best through advertising in periodicals or shall I use carefully compiled mailing-lists?
5. How far can I develop new business through old customers?
6. How much of a follow-up method should I have and of what should it consist?
7. Must I use high-class literature and letters sent under 2-cent postage, or will inexpensive literature and 1-cent postage do the work more efficiently?
8. How can I make it easy for the customer to order through the use of coin-cards, order blanks, mailing cards, etc.?
9. How shall I key my advertising and keep my records so as to be informed continually as to costs and results and be in a position to discontinue unprofitable methods and mediums speedily?
10. How can I best meet the competition of retail stores and other mail-order advertisers?
11. From what locality will a mail-order advertiser of my class have the best chance?
12. Shall I use premiums, prizes, contests, etc., in my dealings with representatives and customers?

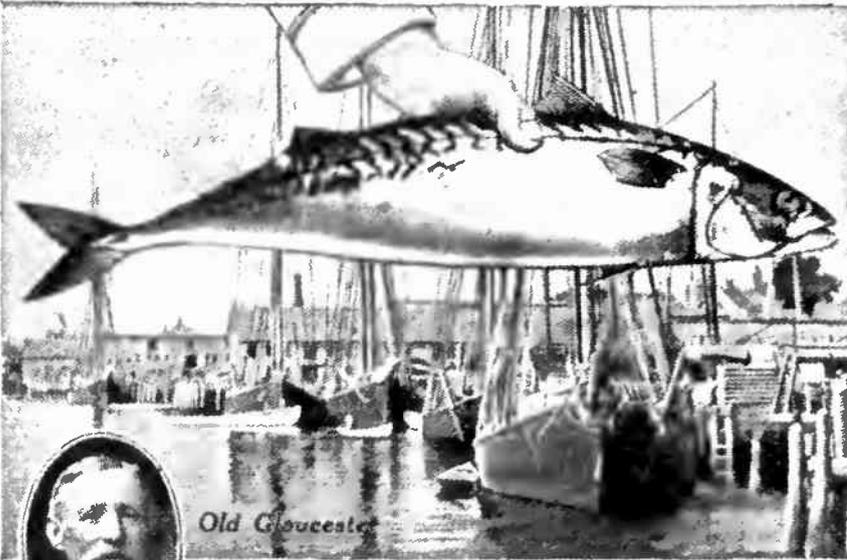
### NOTES ON PHASES OF MAIL-ORDER MERCHANDISING

**Sale or Inquiry.**—Whether the original advertisement should be written to make a complete sale or to merely induce an inquiry depends on the character of the article and the price. It is difficult to induce people to order outright an article



# Salt Mackerel

Direct from the Fishing Boats to You



**Your pail is ready—fat, meaty, juicy mackerel—send no money—try the fish first.**

*Frank E. Davis* PRESIDENT

It's thirty-three years, come next September, since I began supplying the choicest of Gloucester's famous mackerel direct to the homes of families throughout the country.

### Our Own Home Kind

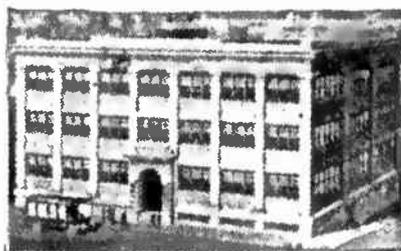
People here in Gloucester, the leading fish port of America, laughed at me when I began to sell mackerel by mail. They didn't realize how hard it is for other people to get good fish. But I did. So I decided to make it easy for everybody, everywhere, to have full-flavored, wholesome fish, the kind we pick for our own eating here at Gloucester. 65,000 families are buying from us today.

### Fishmen for Generations

You see, I *know* fish. My folks, 'way back, have always been fishermen. They helped found Gloucester in 1623. My boyhood days were spent aboard fishing boats. Catching fish, knowing the choicest and picking 'em out, cleaning and curing them the *right* way, has been my life's job.

### Thirty Years' Development

Today our business is housed in a modern, four-story, concrete building, with 20,000 square feet of floor space; fitted with the most improved and sanitary equipment for cleaning and packing fish. Standing at the water's edge, the fishermen's catches are brought right into the building. They go to your table with "the tang of the sea" in them.



### Fall Mackerel, Fat and Tender

Most of the fish your dealer can buy are Spring fish, thin, dry, and tasteless. What I've selected for you are Fall fish, juicy and fat with the true salty-sea mackerel flavor. We clean and wash them before weighing. You pay *only* for net weight. *No heads and no tails.* Just the white, thick, meaty portions—the parts that make the most delicious meal imaginable. You probably have never tasted salt mackerel as good as mine.

### Send No Cash—Try the Mackerel First

I want you to know before you pay that my fish will please you. If there is any possibility of a risk, I want it to be at my expense. Just mail the coupon today, and I'll ship at once a pail of my mackerel containing 10 fish, each fish sufficient for 3 or 4 people, *all charges prepaid*, so that your family can have a real Gloucester treat Sunday morning.

Then—if my mackerel are not better than any you have ever tasted, send back the

rest at my expense. If you are pleased with them—and I'm sure you will be—send me \$3.90, and at the same time ask for "Descriptive List of Davis' Fish," sold only direct, never to dealers.

*Remember:* Meat, flour, potatoes, everything has gone 'way up in price. In comparison, Davis' mackerel is low. An economical food—so good to eat, so nutritious! The "Sea Food Cook Book" that goes with the fish will tell you just how to prepare them. Mail the coupon now with your business card, letter-head or reference.

**Frank E. Davis Co.,**

300 Central Wharf  
Gloucester  
Mass.

Frank E. Davis Co.,  
300 Central Wharf,  
Gloucester, Mass.

Without obligation please send me, all charges prepaid, a pail of Davis' Mackerel—to contain 10 fish, each fish sufficient for 3 or 4 people. I agree to remit \$3.90 in ten days or return the fish.

Name .....

Street .....

City .....

State .....

FIG. 4.—A very effective use of space by a well known, high-grade mail-order advertiser.

worked out their plan of having customers form clubs and place a club or combination order which they divide up among themselves. In reality the club members become local salesmen for the Larkin Company. Such a plan is likely to increase sales for many advertisers, though it would be obviously impracticable for others. Here, again, the plan depends on the exact character of the article.

**Mailing List Work.**—In some lines, the most effective type of advertising is done through the use of mailing lists. One having something to sell to business schools, lawyers, ministers, civil engineers, etc., can easily obtain reliable mailing lists. On the other hand, such an advertiser may also find it well worth while to use other methods of reaching his group. Rarely does an advertiser find that he can do all of his business successfully through one avenue or medium.

**New Business Through Customers.**—The development of business through customers is full of possibilities. Often premiums, commissions, etc., can be used to advantage.

**Follow-up.**—The length of follow-up should depend on careful experimental work. The advertiser should use his best judgment at the outset and then modify his original plans according to experience.

**Kind of Postage.**—There can be no general answer to the question of whether 2-cent letters are more effective than 1-cent mail. Despite all the argument for high class printing and 2-cent postage, many advertisers of good standing have secured good results with inexpensive literature and the use of 1-cent postage. Yet it is obvious that many proposals call for higher-class treatment. The only safe advice is to do some careful experimenting and abide by the result.

**Advantage of Locality.**—Locality may play an important part in the success of a mail-order campaign. Detroit has considerable prestige for anything of an automobile-accessory nature. New York stands for style, Virginia for fine hams, parts of the West for Indian blankets, etc. This is not equivalent to saying that a certain section of the country is the only locality from which an advertiser of a given class may do a successful business; but wherever possible the locality should be favorable to a good impression.

**Office Records.**—The section of this book devoted to advertising office and record systems will give much that is valuable in establishing a mail-order program. It is exceedingly important to check returns carefully.



FRANK E. DAVIS, PRESIDENT      ARTHUR C. DAVIS, TREASURER

**FRANK E. DAVIS COMPANY**  
PACKERS, IMPORTERS AND DISTRIBUTORS  
**Salt Mackerel**  
Codfish, Fresh Lobster, Etc.  
MAIL ORDER DEALERS  
FOUNDED IN 1885      INCORPORATED IN 1905

Gloucester, Mass.

Miss Mary M. Davis,  
Easton, Pa.

Dear Madam:

The best answer I can make to your inquiry about our fish is the circular enclosed. If you are really fond of good fish, I am sure you will enjoy reading it.

There is nothing I can add to it — except possibly to emphasize the point that my fish really are quite different from the store kind. My thirty years experience has taught me a lot about the fish business. And what I've learned I've turned into account for my customers.

I am growing gray. I have a nice business. And my fondest desire is that Frank E. Davis' name may never mean anything to a young man anywhere, but pleasant, satisfactory, honest dealing.

Send any order you wish from the enclosed circular with perfect confidence that it will please you or I will refund your money.

Yours, very truly,  
*Frank E. Davis, Pres.*  
Frank E. Davis Company.

Right from the Fishing Boats to you

FIG. 5.—One of the general responses that the Frank E. Davis company uses. This is sent out as a printed letter with merely the name and address of the inquirer filled in on the typewriter.

**Prizes for Agents or Salesmen.**—While the commission form of payment is the one most generally used in compensating agents or representatives, prizes or premiums are often

used. For example, a premium that may be purchased in quantities for a dollar each may seem equivalent to a four or five dollar reward. Where young boys and girls are used as

**ORDER BLANK**

**FRANK E. DAVIS CO.**  
Gloucester, Mass.

Prices in effect  
Sept. 15 — Oct. 15, 1920

Remittance should accompany order. We prepay delivery charges, guarantee safe arrival and will refund your money for anything not satisfactory.

Please make shipment of goods listed below to:

Name  Write plainly

Street Address

Shipping Point

County  State

If there is not room for your name and address, fill in space below

WRITE ANY CORRESPONDENCE ON A SEPARATE SHEET AND NOT ON THIS ORDER BLANK.

PLEASE DO NOT WRITE IN THIS SPACE.

Name  Always sign your name the same way

Street Address or P. O. Box

City  State

NOTE: If any of the goods ordered are out of stock may we substitute the nearest thing we have to it?

HOW TO SEND MONEY	MONEY ENCLOSED	AMOUNT
WITH your order card enclosed required by Draft or Check if possible. If you send Cash, wrap securely and register as we will not be responsible for cash if not registered. Do not send more than one order in stamps.	Draft or Check P. O. Money Order Express Money Order Postage Stamps Gold or Silver	
Indicate in correct space the amount sent.	TOTAL	

Qts. of Case	10 lb. pack	15 lb. pack	20 lb. pack	50 lb. bag	\$	cts.
<b>SALT MACKEREL</b>						
.....	Small Mackerel \$4 90	\$7 10	\$9 25	\$22 50		
.....	Med. Mackerel 5 90	8 30	10 60	26 50		
.....	Large Mackerel 6 15	8 60	11 00	27 25		
.....	Extra Large Mackerel 6 35	9 10	11 75	29 50		
.....	Salt Herring 2 85	3 85	4 90	11 75		
.....	Salt Salmon 3 75	5 30	7 35			
<b>DRIED AND SMOKED FISH</b>						
.....	Salt Codfish 1 lb. bag .30	5 lb. bag 2 45	10 lb. bag 4 80	20 lb. bag 9 40		
.....	Codlets .37	1 80	3 50	6 60		
.....	Codfish Fluff .40	1 95	3 60			
.....	Salt Codfish Steaks, large jars	Per doz 40	Per case 4 70			
.....	Codfish Fluff, large jars	30	3 50			
.....	Herring, Smoked, Boneless, Jars,	30	3 50			
<b>Qts. of Case — CANNED FISH —</b>						
.....	Anchovies, Spanish, cans	45	5 35			
.....	Anchovies, Trieste, cans	60	7 10			
.....	Anchovy Paste (Domestic)	35	4 10			
.....	Anchovy Paste (Imported)	40	4 75			
.....	Caviar, Genuine, No. 1-8 tins	75	8 90			
.....	Caviar, Genuine, No. 1-4 tins	1 25	14 90			
.....	Caviarelle	35	4 15			
.....	Clam Chowder, lunch cans	28	3 30			
.....	Clam Chowder, medium cans	45	5 30			
.....	Clam Chowder, large cans	55	6 50			
.....	Clam Extract, Jars	38	4 50			
.....	Clams, "Down East"	40	4 70			
.....	Codfish, Fresh, No. 1-2 can	30	3 50			
.....	Codfish, Fresh, No. 1 can	45	5 10			
.....	Codfish Tongues, No. 1-2 can	25	2 90			
.....	Codfish Tongues, No. 1 can	40	4 75			
.....	Crabmeat, Japanese, No. 1-2 can	75	8 90			
.....	Crabmeat, Japanese, No. 1 can	1 25	14 90			
.....	Finnan Haddie, No. 1-2 can	30	3 50			
.....	Finnan Haddie, No. 1 can	45	5 30			
.....	Finnan Haddie, Jars	55	6 50			
.....	Fish Balls, Norwegian Style, small cans	30	3 50			
.....	Fish Balls, Norwegian Style, large cans	50	5 90			
.....	Fish Chowder, Lunch can	30	3 50			
.....	Fish Chowder, Med. can	45	5 30			
.....	Fish Flakes, small	20	2 35			
Amount carried to next column						

Qts. of Case	Amount brought up	Price per doz	Price per doz	\$	cts.	
.....	Fish Flakes, large	35	4 15			
.....	French Sandwich Paste	35	4 15			
.....	Hallbut, Fresh, No. 1 can	60	7 10			
.....	Herring, Fresh, No. 1 can	30	3 50			
.....	Herring, Filet of	35	4 20			
.....	Herring, Kippered, medium	30	3 50			
.....	Herring, Kippered, large	42	5 00			
.....	Herring, Soused	28	3 25			
.....	Herring in Tomato Sauce	28	3 25			
.....	Lobster, Fresh, No. 1-4 can	40	4 75			
.....	Lobster, Fresh, No. 1-2 can	60	9 50			
.....	Lobster, Fresh, No. 1 can	1 30	15 50			
.....	Lobster Sandwich Filling, small	40	4 75			
.....	Lobster Sandwich Filling, large	65	7 70			
.....	Mackerels, Filets of	50	5 90			
.....	Mackerel, Fresh, No. 1-2 can	35	4 10			
.....	Mackerel, Fresh, No. 1 can	50	5 90			
.....	Oysters, extra select	38	4 50			
.....	Roe, Cod and Haddock	30	3 50			
.....	Roe, Mackerel, No. 1-2 can	40	4 70			
.....	Roe, Shad	75	8 90			
.....	Salmon, Sockeye, No. 1-2 can	40	4 75			
.....	Salmon, Sockeye, No. 1 can	60	7 10			
.....	Salmon, Royal Chinook, No. 1-2 can	40	4 75			
.....	Salmon, Royal Chinook, No. 1 can	60	7 10			
.....	Salmon, Royal Chinook, No. 1 Ovals	75	8 90			
.....	Salmon, Red Alaska	45	5 35			
.....	Sardines, French, qtrs.	55	6 50			
.....	Sardines, Portuguese, Boneless, halves	60	7 15			
.....	Sardines, skinless and boneless	70	8 35			
.....	Sardines, California, qtrs. in Olive Oil	35	4 10			
.....	Sardines, California, halves, in Olive Oil	50	5 90			
.....	Sardines, California, qtrs. in Oil	25	2 90			
.....	Sardines, Maine, qtrs. in Olive Oil	20	2 35			
.....	Sardines, Norway, qtrs. in Olive Oil	35	4 15			
.....	Shad Cutlets	50	5 90			
.....	Sea Moss, per package	35				
.....	Shrimps	30	3 50			
.....	Tuna, White Meat, No. 1-2 can	45	5 30			
.....	Tuna, White Meat, No. 1 can	70	8 35			
.....	Tuna, Bluefin, No. 1-2 can	35	4 10			
.....	Tuna, Bluefin, No. 1 can	55	6 50			
.....	Turtle, Clear Green	60	7 10			
Total						

FIG. 6.—There is nothing extraordinary about such order-forms as this one used by Frank E. Davis Co., but they bring orders in convenient form and the very fact that all of the Davis products are listed encourages the customer to place a large order.

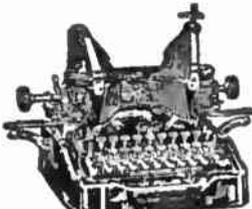
agents, prizes are usually more attractive than cash commissions, though both may be used.

## COPY FOR MAIL-ORDER CAMPAIGNS

Much that is covered in the sections of this Handbook devoted to the writing and displaying of copy and to the preparation and use of printed matter applies to mail-order advertising and should be read in connection with this chapter.

SAVE \$43

Genuine \$100 Oliver Typewriters now \$57. Brand new, never used. Direct from factory to you. Not second-hand, not rebuilt. And we ship you an Oliver for free trial. No payment down. Keep it or return it. If you want to own it, pay us only \$3 per month. This is the greatest typewriter bargain on earth. You save \$43. Write today for full particulars, including our book, "The High Cost of Typewriters—The Reason and the Remedy." Then you may get an Oliver for free trial. Write now.



**The Oliver Typewriter Co.**  
000 Oliver Typewriter Building  
Chicago, Ill. (32.07)

FIG. 7.

*"Old Town Canoes"*

Let an Old Town Canoe carry you where the big fish lurk and where game is plentiful. An Old Town offers health, sport and beauties of the great outdoors—an invitation no red-blooded sportsman can refuse. Send today for catalog which shows latest models.



**OLD TOWN CANOE CO.**  
Middle St.  
Old Town, Maine

FIG. 8.

Two examples of effective mail-order display and illustration in small space.

The Frank E. Davis advertisement, Figure 4, is a fine example of mail-order advertising of first-class food products. Figure 5 is an example of one of the Davis letters to inquirers. The notes under Figures 6, 7, 8 and 9 are self-explanatory.

**ORDER FORMS, COUPONS, REPLY CARDS**

Coupons, order blanks, and reply cards play a large part in mail-order advertising, as they do in other forms of advertising. An advertiser need not necessarily do business direct by mail in order to use these forms, for he may secure an evidence of interest from the reader, or even his order, and then turn this over to the retail trade for attention.

The value of the coupon is covered in detail in the chapter on copy, and it is only necessary here to point out that inasmuch as mail-order advertising has to stand on its own merits—has no salesman-support to strengthen it—it is highly desirable that everything that will make it easy and convenient for the reader to inquire or order at once, while the advertiser has his attention and interest, should be done. Consequently, most mail-order advertisers use convenient order-blanks, and many of them bind an order-blank right in their catalog, inside the first cover, so that it cannot be lost and will be seen by the reader as soon as he opens the book.

If the advertiser has only a few things to sell, he will do well to list his products right on the order-blank or card, so that the reader has only to check the items he desires.

Orders should be simple. If a form is made a large affair with legal-sounding language and with the contract form of printing, many inquirers will hesitate to sign it. Many book publishers use a simple form such as the following:

<p>Send me, for examination, a set of your Advertising and Selling Practice, in limp covers. If I am not satisfied to purchase these, I will return the books at your expense, securely packed, within ten days from receipt. If I conclude to purchase, I will remit \$5 at once and \$5 a month every month thereafter until the full purchase price of \$40 has been paid, the title to the volumes to remain with you until that time.</p> <p>Name and Occupation.....</p> <p>Employed with.....</p> <p>Address.....</p>
--

The exhibit in Figure 10 shows a number of different inquiry or reply mailing cards used by high-class advertisers. Some of these in their original form are very artistic.

Skilful advertisers have found that the use of these cards increase the returns from their solicitations from fifty to one hundred per cent. One advertiser who sells large editions of small books at popular prices as "leaders," binds a card of this type in every volume. Such advertisers as National Cash

**We Pay Freight**

**"I Saved \$95<sup>00</sup> With You Folks"**

**Kalamazoo Stove Co. Manufacturers Kalamazoo, Mich.**

**A Kalamazoo Direct to You**  
Trade Mark Registered

FIG. 9.—As this example shows, the experienced mail-order advertiser makes good use of every line of his space. The headline has good human-interest value. The circle was filled with small-text description.

Register Company and some of the publishing companies have used millions of inquiry cards in their many plans of distributing literature. Though a proportion of such inquiries are idle, they give the correspondent or salesman something specific on which to work. The inquirer has at least committed himself to a certain amount of interest, and he is under obligations to consider what is sent in the way of further information or on approval.



## SECTION 22

### FARM PUBLICATIONS AND FARM HOME ADVERTISING

The farm paper is, in reality, a class magazine, but its field is so large that some special consideration of the medium is desirable in any review of advertising methods.

A number of these publications are of national circulation. Examples are found in the *Farm Journal*, *Successful Farming* and *The Country Gentleman*. Such publications deal with the great diversity of agricultural interests as well as with marketing, etc. There are many more papers that are devoted to a particular type of agriculture and which have their circulation concentrated in a single state or a group of states or which reach only a certain type of farmer scattered throughout the country. The *Breeder's Gazette* is a publication particularly for breeders. *Hoard's Dairyman* is a publication particularly for the dairyman. Other farm papers are devoted especially to fruit-farming, poultry, cotton, tobacco, etc.

The buying power or potentiality of the various farm groups is enormous, and the first-class farm paper, read with interest and respected by its readers, is a powerful type of medium.

**Farm Mediums Compared with Other Mediums.**—There is some tendency, on the part of farm-paper publishers, to hold that the farm paper is the only method of reaching the farmer and his wife. Of course, this is an exaggerated view of the value or position of the farm magazine, for daily newspapers have spread in their circulations with the extension of rural free delivery until now a number of large dailies have from a third to a fourth of their circulation in rural communities which include villages as well as farm addresses.

The general magazines in many instances also have a strong circulation among rural readers. The modern farm wife is

likely to have her favorite woman's magazine, and the general farm paper must be strong indeed to compete successfully with the best type of woman's magazine.

The number of well illustrated, well printed farm papers is not large. There are many only fairly well printed and with contents of only moderate interest. These undoubtedly suffer as mediums when they come into competition in the same home with publications of the more readable type. And yet even a rather tame-looking publication may prove valuable as an advertising medium if it reaches the proper number of readers of a given group who are not surfeited with other reading matter, as many city folks are.

Premium circulation, sending the paper to delinquent subscribers, etc., diminishes the value of many publications from an advertising point of view.

In states that consist largely of rural population, a state farm paper of good quality may serve as a state medium better than any other type of publication.

**Cost of Farm-Paper Advertising.**—Eight farm magazines with a total circulation of 5,032,080 charge a total rate of \$24.55 per agate line or about \$4.80 per 1,000,000 circulation.

**The Farm Market.**—The importance of the farm market for advertisers is shown by the tables and charts reproduced in this chapter. These tables give some details valuable to the advertiser planning farm-paper campaigns, for conditions vary greatly in different sections of the country as to size of farms, income, etc.

Figure 1, showing the total number of automobiles owned and the number per hundred farms in each state, is an illuminating indication of the change that has taken place in farm-buying during the last decade.

One experienced investigator estimates that during the last five years, 1915-1920, farm homes have bought 1,200,000 phonographs and talking machines, 200,000 electric lighting plants, 225,000 tractors, 100,000 motor trucks, 2,500,000 gas engines and other modern equipment in like proportion.

A recent government investigation, undertaken to show what the farm housekeeper has in the way of modern helps, revealed the facts arranged in the table indicated by Figure 2.

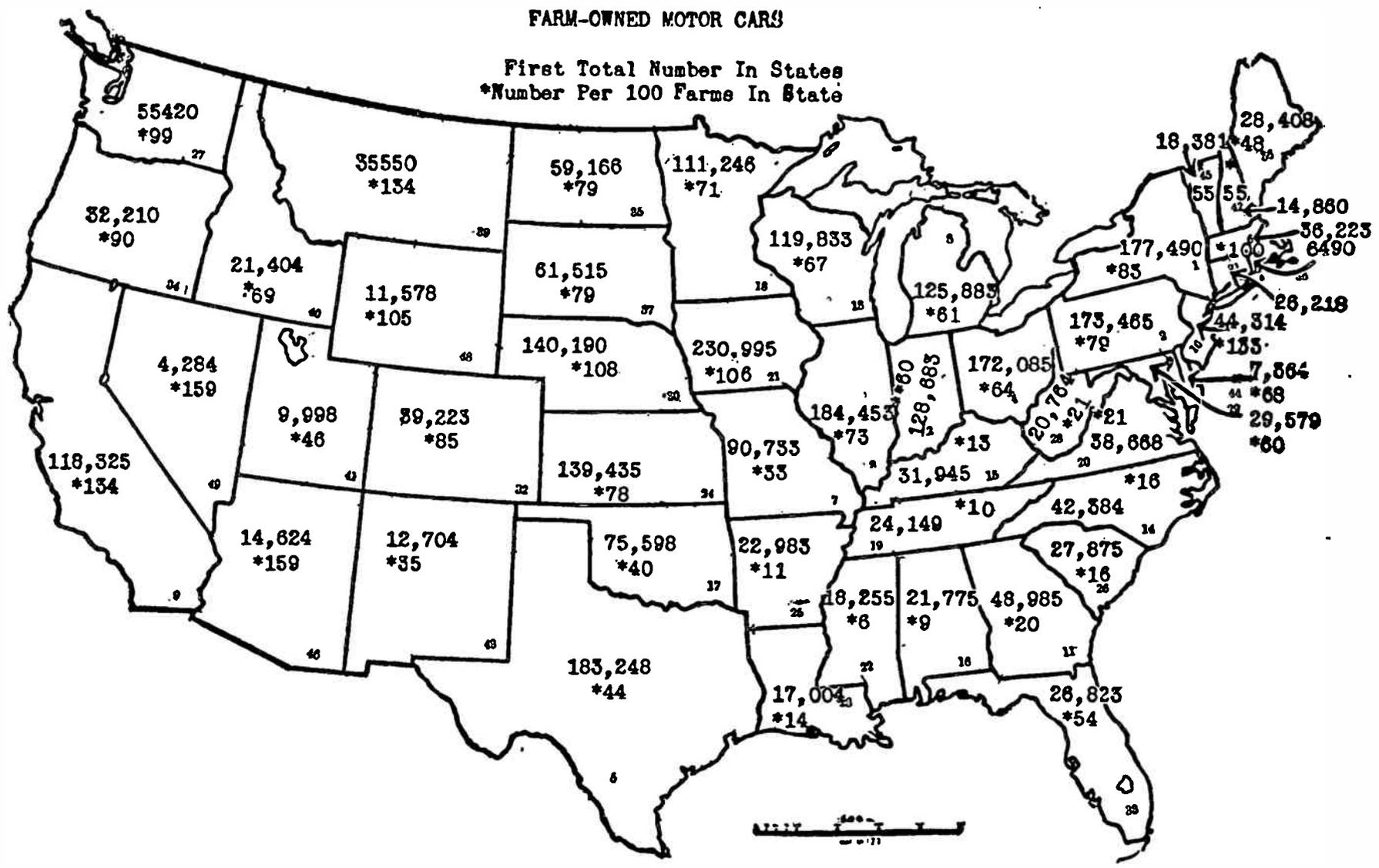


FIG. 1.

Says the Curtis Publishing Company in one of its treatises on marketing conditions:

“The many influences that are increasing the earning power of the farm are doing another thing quite as important—they are cultivating the taste of the farmer for better merchandise.

“The automobile has transformed farm life. It has broadened the farmer’s acquaintance from a radius of seven miles to a radius

	Rooms to care for	Stoves to care for	Kerosene Lamps	Water to carry		Wash and Iron	Sewing	Daily Mending Hours	Bread Baking
				Percentage	Distance Feet				
	Average	Average	Percent	Percent	Average	Percent	Percent	Average	Percent
Eastern States	97	135	79	54	23	94	86	5	89
Central States	77	13	79	68	41	97	94	6	78
Western States	53	25	77	57	65	97	95	5	97
Average	78	16	79	61	39	96	92	6	94
No. Records	9871	9210	9830	6511	6708	9767	9724	8001	9614

FIG. 2A.

	Running Water	Power Machinery	Water in Kitchen	Sink and Drain	Washing Machine	Carpet Sweepers	Sewing Machines	Screened Windows and Doors	Out-door Toilet	Bath Tub
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Eastern States	39	12	67	80	52	58	94	95	87	21
Central States	24	29	47	52	67	46	95	98	93	18
Western States	36	22	18	44	49	29	95	91	86	23
Average	32	22	48	60	57	47	95	96	90	20
No. Records	9320	9080	6949	9334	9472	9513	9560	9667	9580	6784

FIG. 2B.

of thirty miles. It has made the farmer and his family a part of the civic and social life of the nearby city and, what is also important, it has made it easy for city residents to visit their friends on the farm.

“Education is also a transforming influence on the farm. The sons and daughters are going to city schools and colleges more than ever before. Education is increasing the efficiency of farming and raising the standard of living so that a larger proportion of farm homes have thoroughly modern equipment and conveniences.”

Figures 3, 4, 5, 6 and 7 are self-explanatory.

NUMBER OF FARMS  
By Size in Each State

State	Under 3 acres	3 to 9 acres	10 to 19 acres	20 to 49 acres	50 to 99 acre
Alabama.....	130	13,613	28,115	106,841	55,448
Arizona.....	1,595	912	839	1,477	820
Arkansas.....	114	6,270	29,875	74,983	45,373
California.....	1,269	9,324	11,932	20,614	10,680
Colorado.....	569	2,222	2,279	3,882	4,384
Connecticut.....	223	2,693	3,119	6,302	6,634
Delaware.....	32	672	831	1,988	2,977
District of Columbia.....	29	32	61	65	17
Florida.....	307	3,758	5,019	17,169	9,999
Georgia.....	98	8,602	20,929	117,432	68,510
Idaho.....	189	875	941	4,048	5,820
Illinois.....	845	9,191	10,258	33,322	57,917
Indiana.....	441	11,508	11,695	40,161	67,221
Iowa.....	392	7,295	8,037	15,678	38,712
Kansas.....	220	4,221	3,601	10,738	26,151
Kentucky.....	315	21,777	33,380	58,537	65,778
Louisiana.....	344	6,671	22,241	46,389	20,248
Maine.....	118	3,456	3,539	9,492	17,895
Maryland.....	148	4,977	5,107	8,629	9,946
Massachusetts.....	833	4,817	4,956	8,890	7,981
Michigan.....	387	6,679	7,719	49,890	73,748
Minnesota.....	294	2,555	2,770	12,028	26,571
Mississippi.....	240	11,132	55,571	112,666	44,645
Missouri.....	455	8,561	10,740	47,398	74,178
Montana.....	274	1,229	252	956	1,260
Nebraska.....	129	2,298	1,931	4,558	12,618
Nevada.....	87	79	105	320	411
New Hampshire.....	92	2,357	2,146	4,509	6,248
New Jersey.....	541	3,256	4,276	7,607	8,194
New Mexico.....	988	3,212	2,685	2,812	1,820
New York.....	1,428	17,231	15,533	31,047	56,821
North Carolina.....	116	14,868	28,240	75,629	62,157
North Dakota.....	54	82	93	450	1,207
Ohio.....	749	19,448	18,716	50,331	88,047
Oklahoma.....	104	1,975	5,079	31,489	39,002
Oregon.....	244	2,639	3,147	6,888	6,800
Pennsylvania.....	972	19,130	18,556	39,721	65,687
Rhode Island.....	145	585	647	1,144	1,264
South Carolina.....	53	14,218	23,714	70,582	33,147
South Dakota.....	99	341	368	1,121	2,406
Tennessee.....	143	14,713	32,485	72,212	60,105
Texas.....	411	9,069	19,891	98,583	112,237
Utah.....	297	1,836	2,541	5,550	4,170
Vermont.....	60	2,581	1,937	3,481	5,190
Virginia.....	227	17,464	22,055	42,390	38,342
Washington.....	563	4,593	5,373	10,252	7,105
West Virginia.....	117	7,419	7,863	20,323	26,806
Wisconsin.....	273	5,491	4,883	23,460	54,007
Wyoming.....	284	83	53	338	645
United States.....	18,037	317,010	504,123	1,414,372	1,438,069

*Standard Farm Year Book*

FIG. 3.

NUMBER OF FARMS  
By Size in Each State—Continued

State	100 to 174 acres	175 to 259 acres	260 to 499 acres	500 to 999 acres	1000 acres and over	Total
Alabama.....	35,563	11,932	8,161	2,276	822	262,901
Arizona.....	2,591	263	494	164	72	9,227
Arkansas.....	39,353	11,135	6,014	1,163	398	214,678
California.....	12,015	4,689	7,862	5,119	4,693	88,197
Colorado.....	16,355	3,004	9,472	2,426	1,577	46,170
Connecticut.....	4,999	1,702	911	188	40	26,815
Delaware.....	2,849	994	435	52	6	10,836
District of Columbia.....	10	.....	3	.....	.....	217
Florida.....	8,178	2,589	1,956	670	371	50,016
Georgia.....	42,275	16,436	11,274	3,950	1,521	291,027
Idaho.....	11,891	2,519	3,347	921	256	30,807
Illinois.....	80,539	38,315	19,440	1,842	203	251,872
Indiana.....	57,261	18,081	8,026	949	142	215,485
Iowa.....	80,121	40,304	25,861	2,430	214	217,044
Kansas.....	57,789	26,590	34,696	10,475	3,360	177,841
Kentucky.....	50,134	17,315	9,324	2,181	444	259,185
Louisiana.....	13,681	4,645	3,761	1,548	1,018	120,46
Maine.....	16,633	5,653	2,640	461	129	60,016
Maryland.....	11,457	5,043	3,027	506	83	48,923
Massachusetts.....	5,703	2,147	1,178	319	93	36,917
Michigan.....	50,622	12,426	4,717	607	165	206,960
Minnesota.....	55,424	27,972	24,864	3,359	300	156,137
Mississippi.....	30,172	10,132	6,983	2,061	780	274,382
Missouri.....	80,020	32,109	19,812	3,427	544	277,244
Montana.....	10,552	1,566	6,773	2,353	1,999	26,232
Nebraska.....	43,916	20,743	26,490	13,128	3,867	129,678
Nevada.....	555	174	366	248	344	2,689
New Hampshire.....	6,247	2,964	1,810	513	167	27,053
New Jersey.....	7,207	1,659	576	112	59	33,487
New Mexico.....	15,363	1,353	6,035	836	572	35,676
New York.....	61,031	21,901	9,262	1,104	243	215,597
North Carolina.....	43,987	15,629	9,625	2,669	805	253,725
North Dakota.....	23,003	5,345	20,048	12,662	2,416	74,360
Ohio.....	68,746	18,211	6,902	783	112	272,045
Oklahoma.....	75,186	16,078	17,734	2,688	857	190,192
Oregon.....	12,009	3,680	5,663	2,716	1,716	45,502
Pennsylvania.....	55,518	14,096	4,816	632	167	219,295
Rhode Island.....	945	312	175	51	24	5,292
South Carolina.....	19,427	7,164	5,375	1,942	812	176,434
South Dakota.....	28,396	8,230	24,811	9,698	2,174	77,644
Tennessee.....	41,545	14,149	8,301	1,878	481	246,012
Texas.....	94,574	31,864	27,185	12,833	11,123	417,770
Utah.....	3,660	1,372	1,309	551	390	21,676
Vermont.....	9,492	5,194	3,322	607	125	32,709
Virginia.....	32,997	14,963	11,138	3,450	992	184,018
Washington.....	13,884	3,089	6,126	3,481	1,726	56,192
West Virginia.....	20,156	7,481	4,767	1,316	437	96,685
Wisconsin.....	58,439	20,196	9,271	966	141	177,127
Wyoming.....	3,816	783	2,846	984	1,155	10,987
United States.....	1,516,286	534,191	443,984	125,295	50,135	6,361,520

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FIG. 4.

## FARM TENURE

## Farm Families and Farm Proprietorship by State

State	Total number	Number owning farms	Number renting farms	Number operated by managers
Alabama.....	262,901	103,929	158,326	646
Arizona.....	9,227	8,203	861	163
Arkansas.....	214,678	106,649	107,266	763
California.....	88,197	66,632	18,148	3,417
Colorado.....	46,170	36,993	8,390	787
Connecticut.....	26,815	23,234	2,632	949
Delaware.....	10,836	6,178	4,535	123
District of Columbia.....	217	118	84	15
Florida.....	50,016	35,399	13,342	1,275
Georgia.....	291,027	98,628	190,980	1,419
Idaho.....	30,807	27,169	3,188	450
Illinois.....	251,872	145,107	104,379	2,386
Indiana.....	215,485	148,501	64,687	2,297
Iowa.....	217,044	133,003	82,115	1,926
Kansas.....	177,841	111,103	65,398	1,335
Kentucky.....	259,185	170,332	87,860	993
Louisiana.....	120,546	52,989	66,607	950
Maine.....	60,016	56,454	2,563	999
Maryland.....	48,923	33,519	14,416	988
Massachusetts.....	36,917	32,075	2,979	1,863
Michigan.....	206,960	172,310	32,689	1,961
Minnesota.....	156,137	122,104	32,811	1,222
Mississippi.....	274,382	92,066	181,491	825
Missouri.....	277,244	192,285	82,958	2,001
Montana.....	26,214	23,365	2,344	505
Nebraska.....	129,678	79,250	49,441	987
Nevada.....	2,689	2,175	333	181
New Hampshire.....	27,053	24,493	1,879	681
New Jersey.....	33,487	24,133	8,294	1,060
New Mexico.....	35,676	33,398	1,957	321
New York.....	215,597	166,674	44,872	4,051
North Carolina.....	253,725	145,320	107,287	1,118
North Dakota.....	74,360	63,212	10,664	484
Ohio.....	272,045	192,104	77,188	2,753
Oklahoma.....	190,192	85,404	104,137	651
Oregon.....	45,502	37,796	6,859	847
Pennsylvania.....	219,295	164,299	51,105	3,961
Rhode Island.....	5,292	4,087	954	251
South Carolina.....	176,434	64,350	111,221	863
South Dakota.....	77,644	57,984	19,231	429
Tennessee.....	246,012	144,125	101,061	826
Texas.....	417,770	195,863	219,575	2,332
Utah.....	21,676	19,762	1,720	194
Vermont.....	32,709	28,065	4,008	636
Virginia.....	184,018	133,664	48,729	1,625
Washington.....	56,192	47,505	7,726	961
West Virginia.....	96,685	75,978	19,835	872
Wisconsin.....	177,127	151,022	24,654	1,451
Wyoming.....	10,987	9,770	897	311
United States.....	6,361,502	3,948,722	2,354,676	58,104

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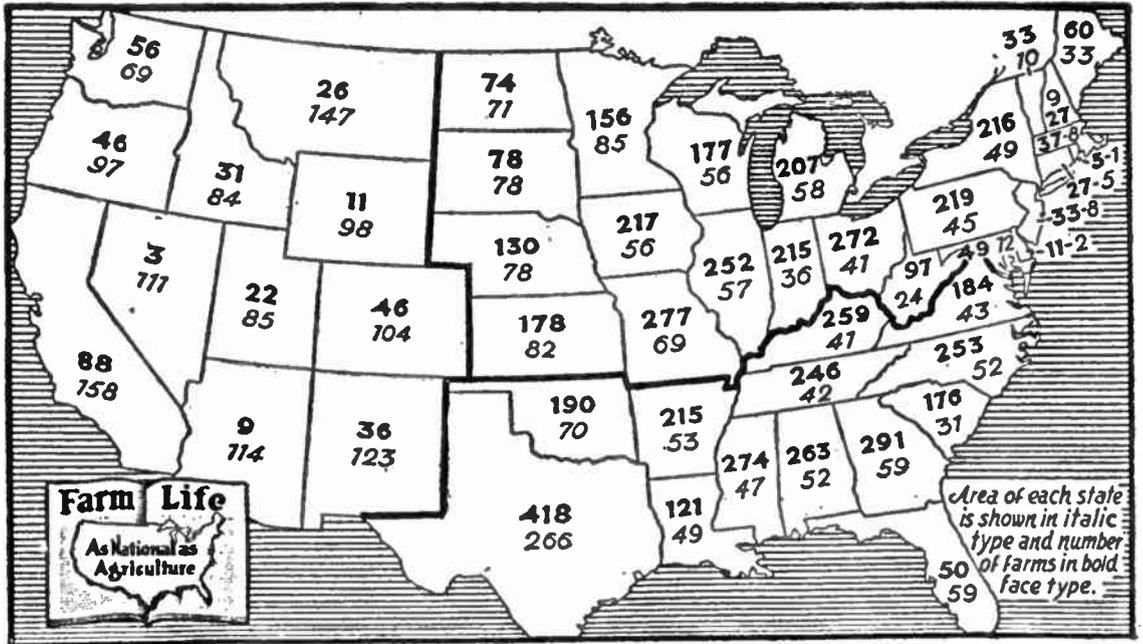
FIG. 5.

FARM PRODUCTION IN 1919

	Value of live-stock products	Value of crops	Total value of farm products	Total average per farm *
1. Iowa.....	\$851,910,000	\$861,338,000	1,713,248,000	\$7,895
2. Texas.....	394,710,000	1,076,163,000	1,470,873,000	3,527
3. Illinois.....	642,720,000	813,164,000	1,455,884,000	5,781
4. Missouri.....	626,340,000	549,105,000	1,175,445,000	4,240
5. Kansas.....	523,560,000	631,784,000	1,155,344,000	6,497
6. Ohio.....	473,880,000	567,643,000	1,041,523,000	3,829
7. Nebraska.....	393,180,000	543,482,000	936,662,000	7,260
8. New York.....	431,190,000	498,179,000	929,369,000	4,314
9. Indiana.....	411,360,000	503,940,000	915,300,000	4,257
10. Pennsylvania.....	345,570,000	467,351,000	812,921,000	3,712
11. Wisconsin.....	357,360,000	433,039,000	790,399,000	4,465
12. North Carolina.....	99,630,000	683,168,000	782,798,000	3,094
13. Oklahoma.....	244,290,000	522,565,000	766,855,000	4,036
14. Minnesota.....	256,740,000	497,736,000	754,476,000	4,836
15. Kentucky.....	237,870,000	476,863,000	714,733,000	2,795
16. Georgia.....	92,100,000	613,240,000	705,340,000	2,423
17. Michigan.....	274,920,000	415,615,000	690,535,000	3,352
18. California.....	213,690,000	475,251,000	688,941,000	7,819
19. Tennessee.....	216,180,000	355,912,000	572,092,000	2,325
20. Mississippi.....	75,960,000	494,192,000	570,152,000	2,080
21. South Carolina.....	42,960,000	520,522,000	563,482,000	3,201
22. Arkansas.....	102,990,000	395,226,000	498,216,000	2,328
23. Virginia.....	150,780,000	341,052,000	491,832,000	2,673
24. South Dakota.....	155,970,000	321,292,000	477,262,000	6,150
25. Alabama.....	79,680,000	385,791,000	465,471,000	1,776
26. North Dakota.....	72,840,000	270,981,000	343,821,000	4,646
27. Colorado.....	100,980,000	204,576,000	305,556,000	6,628
28. Washington.....	77,160,000	196,461,000	273,621,000	4,877
29. Louisiana.....	39,090,000	231,506,000	270,596,000	2,254
30. Oregon.....	95,190,000	139,060,000	234,250,000	5,148
31. West Virginia.....	90,630,000	152,071,000	242,701,000	2,510
32. Maryland.....	61,170,000	132,743,000	193,913,000	3,964
33. Montana.....	102,960,000	81,991,000	184,951,000	7,059
34. Idaho.....	61,530,000	114,430,000	175,960,000	5,712
35. New Jersey.....	68,730,000	105,303,000	174,033,000	5,273
36. Maine.....	66,030,000	99,200,000	165,230,000	2,753
37. Massachusetts.....	83,790,000	76,191,000	159,981,000	4,335
38. Vermont.....	66,750,000	63,318,000	130,068,000	3,977
39. Wyoming.....	73,290,000	56,237,000	129,527,000	11,863
40. Florida.....	22,470,000	91,893,000	114,363,000	2,287
41. Connecticut.....	44,940,000	68,012,000	112,952,000	4,214
42. New Mexico.....	47,790,000	63,098,000	110,888,000	3,114
43. Utah.....	36,720,000	48,476,000	85,196,000	3,944
44. New Hampshire.....	38,700,000	40,260,000	78,960,000	2,919
45. Arizona.....	19,980,000	56,248,000	76,228,000	8,285
46. Nevada.....	20,130,000	20,622,000	40,752,000	15,155
47. Delaware.....	12,750,000	26,339,000	39,089,000	3,619
48. Rhode Island.....	12,420,000	8,660,000	21,080,000	4,053

FIG. 6.

Farm Journal



(Last three ciphers are omitted.)

FIG. 7.

## SECTION 23

### TRADE-PAPER ADVERTISING

Strictly speaking, trade papers are those that appeal to groups of merchants. Sometimes papers or magazines that appeal to professional or other occupational groups are referred to as "trade papers," but it is more accurate to classify these latter mediums as technical, professional, occupational or business publications.

Unfortunately, trade-paper advertising has been more or less neglected by many advertisers whose work in the general mediums is of a high order. The mediums may be used, but the advertiser or his agency is likely to feel that the general publications appealing to the consumer will be seen to such a large extent by the wholesale or retail trade that the advertising in the trade papers is of relatively small importance, and therefore it does not matter how the space is used. In other words, space is often used as a duty or merely to maintain the editorial good will of the publications.

While it is true that the general publications do reach wholesale and retail merchants to a considerable extent, and in some cases to a large extent, this does not lessen the importance of making the best possible use of the trade-paper space. There are good mediocre trade papers and high-class ones—the latter being watched closely by merchants for information relating to the lines that they handle. Such merchants appreciate the special attention given to them through copy written especially for the trade press.

The advertiser may have a mailing-list covering most of the wholesalers or retailers with whom he is doing business or hopes to do business, and work on this list may be the most effective method; but here again we encounter the principle or fact that no one class of advertising is likely to accomplish the entire work that the advertiser has to do. The good trade paper may do its part effectively, and warrant its full cost,

even though the advertiser's appeal in any one issue may not catch the attention of 5 or 10 per cent. of the readers. Direct literature may also fail in a large proportion of instances to reach the man that the advertiser should reach, and the sending of direct literature to a large mailing-list is rather too expensive except for matter of a very important character. Many of the people missed by other means may

New York, N. Y. <b>THE HABERDASHER</b>		Monthly
		Rate Card No. 3 Issued April 1, 1920 In Effect April 15, 1920
<b>1—GENERAL ADVERTISING</b>		
(a.) Do not contract by line.		Back cover, when available, two colors,
(b.) Time Discount, none.		per issue..... .. \$175.00
(c.) Rates per issue:		Second and third covers under contract.
	1 TIME 3 TIMES 6 TIMES 9 TIMES 12 TIMES	Inserts charged for as two pages according to contract, must be furnished complete, ready to insert—size, 12½" x 9½", stock not heavier than 25x38-120 lbs.
Full page	.\$130.00 \$115.00 \$95.00 \$90.00 \$85.00	Centre spread \$50.00 extra. Tip-ins \$20.00 extra.
Half page.....	75.00 65.00 55.00 50.00 45.00	Color printing, one page, . . . . . per color, \$45.00
Quarter page...	45.00 42.00 40.00 37.00 35.00	Each additional page, same form and same color—\$20.00 extra.
Eighth page.....	30.00 27.00 25.00 22.00 20.00	
24 pages or more, used within 1 year at \$65.00 per page		
(d.) Front cover not for sale.		
<b>2—WANT ADVERTISEMENT SECTION</b>		
Four lines, 36 words or less (plain face) - -	\$2.00	Minimum accepted \$2.00 Payable in advance.
Over four lines, a line - - - - -	.50	Replies forwarded without extra charge, when "box number" is used; no extra charge for "box number" address.
Displayed, an inch - - - - -	4.00	
<b>3—READING NOTICES</b> None		
<b>4—COMMISSION AND CASH DISCOUNT</b> None		

FIG. 1.—Typical rate card of a trade publication.

be caught by the trade-paper messages, and in other cases the trade-paper message will supplement and emphasize the message received through some other avenue.

### COPY FOR TRADE-PAPER ADVERTISING

Obviously, copy written for trade papers must be written from the wholesaler's or retailer's point of view. Keen merchants are to some extent interested in the selling points of an article from the consumer's point of view, for in reselling the article they use the same material that the advertiser uses in addressing the consumer, but the primary interest of the trade, whether the merchant is a broker, wholesaler, or retailer, is the merchandising side, profits, policies, plans, etc.

The following is a summary of the various types of appeal that an advertiser can appropriately incorporate in his trade-paper copy, according to conditions.

Announcements about new merchandise to be put before the trade and the public.

## A Real Coaster For REAL BOYS and GIRLS

Coaster toys are daily increasing in favor with the youngsters. The SKYPALONG is a REAL coaster toy. That's why the SKYPALONG has proved such a ready seller among furniture dealers everywhere. It is most attractive in appearance and gives the youngster what he wants—SPEED. And it is smooth-running because of the self-contained ball bearing wheels.



### The Skypalong

will open up fields of greater profits for you. Live boys and girls are quick to recognize its merits. Write us for further information. Made by the builders of the famous KOKOMO roller skates.



The  
**LIBERTY PRESSED METAL  
COMPANY**  
Kokomo, Indiana, U.S.A.

New York Office—Bush Terminal Sales Building

## Announcement

The completion of our new plant by July 1st gives us increased facilities for manufacturing and we have decided to solicit a limited amount of business in July.

Our third birthday comes with this Midsummer Market and we desire to thank our friends most sincerely for the kindly considerations shown us during three very strenuous years.

We will show a limited number of suites at our space

Third Floor 1411 S. Michigan Ave., Chicago, Ill.

FRED W. SCULLEY IN CHARGE

## Imperial Furniture Company

Manufacturers Bed Room Furniture

ROCKFORD, ILLINOIS

FIG. 2.—Two types of trade-paper publicity. Both convey a message, but the Liberty Pressed Metal Company's message has decidedly more newsworthiness. The real information of the Imperial Furniture announcement is buried in the text. While there are occasions on which the "Announcement" type of advertising may be appropriate, the trend is decidedly away from such advertising.



## *Setting a New Standard of Style In Rubber-Soled Fabric Footwear*

The KEDS line is continually being enlarged and improved with new styles—new types—new achievements.

No other invention has so completely increased the appeal of KEDS as the application of the Welt form of construction to the sole. This process, which is used in no other rubber-soled fabric footwear but KEDS, creates a smartness rivaled only by the highest grade of leather shoes.

One variety of KEDS which has recently become popular is the white leather-trimmed sport shoe for women. In addition to the comfort and durability which is characteristic of all KEDS, this shoe has the requisite style to please the most particular trade. But this is only one of the KEDS line, which includes a type for every human activity and is registering plus business for dealers all over the country.



# Keds



## United States Rubber Company

FIG. 3.—Page of a national advertiser in the trade press. It shows that the United States Rubber Company believes that such copy calls for as much care as the advertising addressed to the consumer. This is simple, strong copy that gives the trade real information.

Plans for promoting old and new merchandise.

Data relative to advertising to be done, list of mediums, dates of insertions, reproductions of general-publication advertising, etc.

Announcements of dealer aids, window-trims, fixtures, etc.



FIG. 4.—Reproduction of a page advertisement in a shoe-trade magazine. The “Stylish Spats” are illustrated in a striking manner. This advertisement could hardly fail to catch the attention of shoe dealers.

Experiences of trade with the goods, interesting letters, etc., photographs of successful displays, etc.

Production and shipping facilities.

Profit side of handling advertiser's goods.

Policies of advertiser with respect to trade.

Announcements concerning advertiser's representatives designed to aid them in their calls on the trade.

## SECTION 24

### RELIGIOUS PUBLICATIONS

The religious publication is a class medium, and most of the points that apply to the class medium apply to this particular type of publication.

The peculiar value of the religious publication, however, is based on religious faith, which is a motive or attribute of great potency. It is something that the man outside of the field of religious journalism who does not himself read a religious paper is likely to overlook or underestimate.

There are many religious papers of small circulation and poor quality editorially—publications that have a hard struggle to exist. Some are negligent of the kind of advertising they publish and give space to announcements that are no credit to the religious press. On the other hand, there are a good number of strong circulation, well edited and attractively published, with the prestige of years behind them, and exceedingly careful of the quality of the advertising they insert.

This group of publications cover all denominations and faiths. Types of denominational papers are found in *The Christian Advocate* (Methodist), *The Churchman* (Episcopal), *New Era Magazine* (Presbyterian), *Watchman-Examiner* (Baptist), *Truth* (Roman Catholic), *Hebrew Standard* (Jewish).

Then there are publications of religious origin but which are conducted along broad general lines with no denominational leanings. These might well be called semi-religious publications. *The Christian Herald* is an example, and *The Outlook* might be classed in this group. Both have strong hold on their readers. *The Sunday School Times* is a strong medium appealing to the workers of all Protestant Sunday Schools, and was one of the first publications of America to guarantee its readers against fraudulent representation on the part of advertisers in its columns.

**Space in Groups of Religious Publications.**—There are a number of religious papers assembled in groups so far as the advertiser is concerned. The publishers of these make a gross rate, and a single order covers the placing of the contract in all.

## SECTION 25

### POSTERS, PAINTED BOARDS, BULLETINS, SIGNS

**Principal Forms.**—Outdoor advertising comprises a number of forms, ranging from the simplest of signs or bulletins telling the automobilist that he is only “Ten Minutes from Smith’s Service Garage” to the expensive electric-feature display, which may be viewed by a million or more readers a month and cost the advertiser several thousand dollars a month to operate.

The principal forms or classifications of outdoor advertising are the following:

1. Posters, printed on paper in sections and pasted up on standard frames or spaces.
2. Painted boards, which may consist of metal or wooden frames and backgrounds.
3. Painted wall spaces.
4. Electric signs, which may be still life or plain letters, or may be features that move or change, thus giving motion to the sign.
5. Small signs or bulletins occupying too little space to appear on the regular boards used by the bill posters, but which may be put up in some other way. These range down to signs which are placed on posts, trees or fences or possibly on wagons or trucks.

**Features of Outdoor Advertising.**—The features of poster and sign advertising are:

1. Striking display that compels attention.
2. Representation in color.
3. Opportunity of advertiser to concentrate his publicity and to “localize” argument or information.
4. Opportunity to give name of local dealer or agent.
5. Appearance before reader when he is outdoors and likely to have attention free.
6. In the case of electric signs, opportunity to use light and motion as a means of getting attention.

**Bill-Posting Service.**—The greater part of the bill-posting service in America is controlled by an organization known as

the Associated Bill Posters and Distributors. This national organization is merely a combination of many separate concerns or individuals operating in various parts of the country. The national organization makes it possible for the advertiser to simplify his outdoor campaign. The Associated Bill Posters and Distributors operate under standard regulations and insure fairly uniform service, accurate checking, etc.

Service in about 7,000 cities and towns is given by the Associated Bill Posters and Distributors.



FIG. 1.—The picture of the good-natured messenger lends life to this poster. The message is a well-rounded example of effective outdoor advertising.

Service from organized bill posters includes (1) the placing of posters for an agreed time on boards or spaces either owned by the bill poster or controlled by him, (2) the replacing, without extra charge, of posters that may be mutilated or have their efficiency seriously impaired during the time of the contract by such causes as storms and (3) a definite list, furnished promptly after the placing of the posters, of the locations.

In order that the bill posters may carry out this service, it is necessary for the advertiser to furnish extra copies of all posters. Advertisers usually figure on furnishing 25 per cent. extra in case service is for only one month. If the posters are to stand three or four months, it is desirable to ship a double quantity of posters, as there is a possibility that every poster may have to be renewed during that period.

“Chance may offer posting” refers to a service that is given only where boards may be vacant—that is, there is no regular schedule guaranteed. This service is charged for on the basis

of so much a poster, and the bill posters do not undertake renewals in case posters are damaged.

“Sniping” is a term used for indiscriminate posting of small posters on fences, barrels, doors, wall spaces, etc. that are not under the control of the bill posters.

**Costs of Poster and Painted Board Advertising.**—The list at the end of this chapter shows the principal cities and towns in the United States with the number of regular and special poster locations in each city or town and the cost of a



FIG. 2.—Good type of the educational type of poster. The designer's method of showing the rubbers alone with a suggestion of their use as a background is ingenious.

full month's showing on these spaces. In consulting these figures, it should be borne in mind that they are subject to continual change and give only an approximate idea of spaces and costs. In the column headed “No. of Posters,” “r” means regular spaces and “s” refers to special locations.

“Average costs” of bill posting run at present from \$6.80 to \$7.20 per board for a month's showing. The poster stock is extra and will represent in the neighborhood of \$1.50 per stand extra. This refers to regular boards. Special boards will average about \$30 per stand per month, or about four times the cost of regular boards.

One large outdoor advertising company figures that to cover the United States thoroughly with poster advertising would cost in the neighborhood of \$190,000 a month exclusive of the cost of paper. This would include about 7,000 cities

and towns in the Bill Posting Association and about 1,000 others not in the Association.

The cost of outdoor painted signs will run all the way from \$4 a month for wall spaces in small towns to as high as \$100 a month for large railroad bulletins, 20 by 96 feet, and up to \$200 a month for illuminated bulletins. City bulletins will run from as low as \$15 a month to several thousand dollars a month, the latter figure applying to spectacular electrical displays. These costs usually include the original design and sketch.

The contracts ordinarily run from one to three years, with repainting of painted signs at least once every six months and the change of copy once a year.

**The Appeal of Color.**—Various forms of advertising give the manufacturer and the merchant opportunity to use color in his appeal. Posters and painted signs give this opportunity in a large way. The most striking effects may be used in portraying food, clothing, household equipment and the like.

Too much color may, however, prove to be a detriment even in poster advertising. Small striking posters are simple combinations of two or perhaps three colors. Unless carefully handled, a mass of color may turn out to be a hodge-podge that is far from being effective advertising.

**Advertising the Local Dealer.**—Every keen advertiser appreciates the importance of being able to tell the reader, while he has his attention, the store or supply station from which the product may be secured. In poster advertising the name of the dealer is announced by means of a special strip or paster. The use of these is illustrated by Figure 3.

In the case of painted boards, it is, of course, necessary to paint on the name of the dealer, agent or representative.

In national advertising, in arranging his advertising campaign, the advertiser can make a point of the fact that if the local dealer will undertake certain things, the advertiser will arrange for certain bill posting or painted signs carrying the dealer's name. How this expense is divided must depend on the conditions of each particular case. In some cases, the national advertiser pays the entire bill. In other cases, the national advertiser pays half and the local dealer half.

Size of Posters.—The 24-sheet poster is regarded as the standard size poster. The size of the poster sheet is 28 by 42 inches, but this is simply a unit and has no place in general campaigns, although the 1-sheet poster is used effectively for

**Watch for—**

**The Evening Herald**  
DECATUR'S NEW EVENING PAPER

An All-Day News Service • New Features New Comics  
**MORNING • NOON <sup>OR</sup> EVENING**  
Including Sunday **15 CENTS A WEEK** Including Sunday

**TELL TIME IN THE DARK**

**Ingersoll**  
**RADIOLITES**

**Society Brand**  
**Clothes**

FOR YOUNG MEN AND MEN  
WHO STAY YOUNG

**THE HUB**  
**HENRY C. LYTTON & SONS**

FIG. 3.—The Decatur Herald sign is not displayed well for easy reading. Compare with the Ingersoll Watch board, which is admirably arranged.

The Society Brand poster illustrates how the dealer's name may be put on with a paster.

locations such as the elevated railroad stations, on spaces in the entrance to buildings, etc.

The 24-sheet board gives the actual printing surface 8 feet, 10 inches high by 19 feet, 8 inches long. Provision is made,

however, for a margin outside of this dimension, which is usually painted green, so as to give a good background.

Many of the boards are now constructed of steel sheeting.

The standard size painted boards provide for a length of 35 feet, although where space is limited, the board may be 25 feet or less. Very often it is 50 feet or more. The height is usually 10 to 11 feet. There are instances where these boards are 100 to 200 feet long and of unusual height.

### DISPLAY OF OUTDOOR ADVERTISING

Outdoor advertising calls for methods of display that differ from those controlling the arrangement of advertisements that are held in the hand. Ordinarily "all display means no display," and yet in outdoor advertising all lines can be displayed if judgment be used. In other words, most outdoor advertising is planned with the thought that it is to be read at a glance, much as the headline of a magazine or newspaper advertisement would be. The amount of text is usually small, at any rate not so many words that the whole cannot be put in a readable display if care is used to prevent the crowding of the lines. Figure 3 affords an example of a poster—the one featuring the Decatur Herald—that is not very readable. In this case the difficulty lies in the crowding of the lines. The result is rather a jumble of words.

One who lays out an advertisement for a poster or painted board need not, however, leave large areas of space open with the idea that such areas are necessary as "white space treatment"—as in some cases of newspaper or magazine advertising. He should treat the entire space of the poster as a background against which to arrange his lines and possibly an illustration and strive for that arrangement which will enable the eye best to grasp the message at a glance.

There are, it is true, some posters which have a text-message in addition to what is presented by display. Figure 6 is an example. Here, as in other classes of advertising, the discerning designer will strive for simplicity of arrangement and for clear type or lettering. Not all posters or painted signs need be as brief as this one, but such advertisements have the

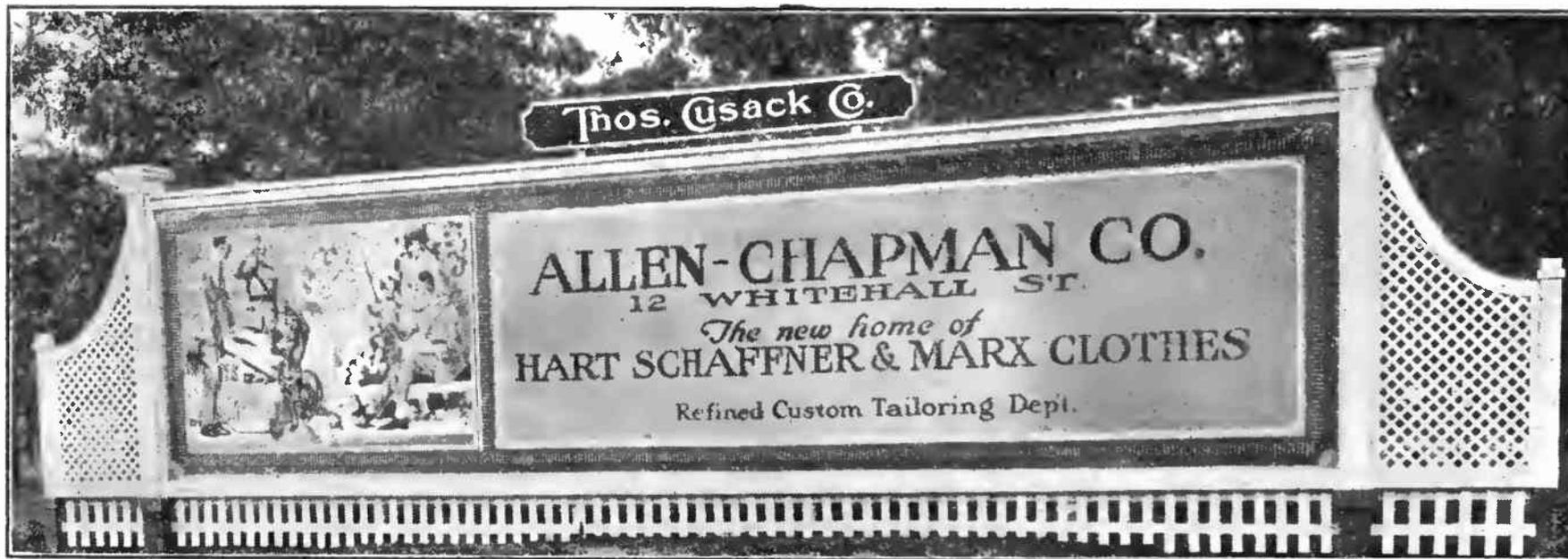


FIG. 4.—Example of the handsome boards that are now required by many municipalities. These are referred to by outdoor men as "De Luxe Boards."

advantage that they are practically certain to be read by every eye that falls upon them.

#### NEW TYPE OF OUTDOOR DISPLAY

Many of the crude outdoor signs are passing. In their place is appearing a type of outdoor sign that not only does



FIG. 5.—Two good examples of illuminated signs and wall spaces. Both gain in effectiveness by their simplicity.

not offend but may be distinctly pleasing to the reader. A number of cities now have ordinances requiring that signs within the city limits be placed or painted only on boards conforming to certain designs. Figure 4 is a good example of

such a design. These are a real credit to the municipality, and represent the work of high-class designers.

Such bulletins as those shown in Figure 5 are illuminated at night from dusk to midnight, and the contract with the advertising company calls for three paintings a year. Such bulletins are located where they command the attention of a constant stream of readers. They are referred to ordinarily as "De Luxe Illuminated Boulevard Bulletins." These artistic bulletins, with standard moldings and artistic pilasters, often



FIG. 6.—Unusually fine example of simple lettering and effective use of human figure. Observe the strong lettering of the name of the product.

fenced with ornamental caps, may be made very attractive. Usually the main surface of the bulletin is painted gray, with the trim and the pilaster in buff.

**Regular, Car Line, Automobile Highway, Suburban, and Railroad Bulletins.**—The terms "regular," "car line," "automobile highway," "suburban," and "railroad bulletins" obviously apply to bulletins located along regular lines of travel, but not in selected spots in city districts where the largest crowds pass. These bulletins are located on principal streets, along city and suburban car lines, along the principal highway lines and railroad lines, and are so faced as to get the largest possible amount of attention. Ordinarily they are not illuminated, but they may be illuminated for special locations. In the case of railroad bulletins or those placed along fast surface lines, the boards are placed sufficiently far from the tracks so as to be read from swiftly moving trains

or cars. Such bulletins are usually not painted more than twice a year.

**Wall Spaces.**—Considerable outdoor advertising appears on wall spaces that are so located that the advertising is seen by thousands of people. As in the case of painted boards, the wall space is usually laid out with a band or mat so as to give a good background for the advertisement. Very often the wall sign is on the store of the dealer carrying the advertised commodity, which naturally gives the sign particular value. Many of the wall signs are illuminated.



FIG. 7.—Good example of the animated or continuous-picture electric sign. Only two of the six views are shown.

**Motion and Continuous-Picture Signs.**—Figure 7 is a good example of the continuous-picture electrical sign. This sign is flashed on in five or six different stages until the message is complete. Figure 7 shows only two of the stages. Such signs have the great advantage of motion and a continued picture. This type of sign is of almost unlimited variety, many of them showing pictures in color and ingenious developments of the picture story. Perhaps the most famous of all such signs was the chariot race design originally displayed at Herald Square, New York, under the title of “Leaders of the World.” The main feature was a galloping team of horses hitched to a chariot. Different advertisers’ names were rotated.

A sign of this character may cost all the way from a few hundred dollars a month to several thousand dollars a month, or more, according to character and location. As such signs are rather expensive for one advertiser, it is becoming general

practice to arrange for some attractive general feature and to have a number of different advertisers' names appear in turn, as was the case with the "Leaders of the World" sign.

**Circulation for Outdoor Advertising.**—The only way in which circulation for outdoor advertising can be reckoned is to take figures showing the number of people who use the street, highway or railroad line daily. This, of course, does not mean that every passenger sees every sign. No advertiser could hope to get the attention of more than a percentage of the passing crowd unless his poster or sign is of extraordinary value. Advertisers who invest large amounts in posters and signs, frequently go so far as to get an approximate count of the number of people passing a certain point within a given time. Tire advertisers, for example, have counts made of the number of automobiles passing over a highway daily. Such advertisers aim to place their announcements so that they may be read by passengers going in both directions—thus doubling the circulation that would be had if the sign could be read from only one direction.

**Legislation Affecting Outdoor Advertising.**—In addition to municipal ordinances requiring signs to be erected in accordance with requirements that make for beauty and safety, various states have passed laws with reference to the posting or erecting of signs on highway property. A number of states now forbid the tacking of signs to trees, fences, etc., on public property. This does not affect the rights of the advertiser who arranges for the erection of signs on private property within the view of the highway or street. As a matter of good sense, however, every advertiser will seek to conform with laws that are aimed at offensive advertising. The advertiser who risks public indignation by painting signs on natural scenery reaps the proper reward for his neglect to observe the tendencies of the times.

**Style of Copy.**—The poster and the painted board, of necessity, can carry only a brief message. Because of this, it is sometimes said that outdoor advertising is of the reminding style. But this is not necessarily true. Even a brief advertisement may inform. Take the brief statements, "Every

two seconds a human being in the United States dies of tuberculosis," "Food will win the war. Don't waste it." Both of these messages transmit definite information of great value, although both messages also have reminding value. Figure 8 is an example of the fact that the poster bulletin may give even historical information. These boards have been erected throughout the United States generally.

**Miscellaneous Points about Outdoor Advertising.**—Outdoor advertising covers a very great variety of commodities—one company alone placing advertising covering 119 different lines of business.



FIG. 8.—One of the historical signs of the United States Tire Company.

In figuring the cost of outdoor advertising, it does not follow that the advertiser should use all of the regular boards available in a given territory. In fact, it is unlikely that he could secure all of the postings. What constitutes a good showing for a given territory is largely a matter of judgment. Some advertisers content themselves with half of the available boards; others use only one-fourth of the available spaces.

One specialist in outdoor advertising says: "In most instances, a half run of posting will give a most excellent showing—in fact, with few exceptions, the advertisers in the larger cities, such as Chicago, use a half run of posting." He adds:

"In estimating a painted outdoor display, we usually base our cost at the rate of  $\frac{1}{2}\text{¢}$  or  $\frac{3}{4}\text{¢}$  per capita, in towns of a population of two million and over, and  $1\text{¢}$  per capita in towns

having a population between 500,000 and 2,000,000, and in towns under 500,000 population, 1½¢ per capita. This is just a general basis, but serves in the presentation of a plan.”

The large advertising concerns figure that one city of about half a million population can be fairly well covered with from 125 to 150 24-sheet boards.

Advertisers who need only a few posters can often secure stock posters that meet their needs. These may deal with clothing, racing events, or other subjects that can be treated well with stock designs. The name of the advertiser, dates, etc., can be advertised by means of special posters. Many national advertisers furnish their dealers with stock posters of good quality.

Signs for the dealers often form an important part of any advertising campaign. Such signs are treated in the section of this book devoted to dealer aids.

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
 (“r” MEANS REGULAR; “s,” SPECIAL; “ill.,” ILLUMINATED)

City—town	Full showing	
	No. of posters	Per month
<i>Alabama</i>		
Birmingham.....	60	\$432.00
Mobile.....	28	201.60
One other city with a population of 25,000 to 50,000.	18	129.60
<i>Arkansas</i>		
Little Rock—N. Little Rock.....	32r	
	4s	330.40
One other city with a population of 25,000 to 50,000.	16	115.20
<i>California</i>		
Berkeley.....	12r	
	8s	300.00
Long Beach.....	16	115.20
Los Angeles.....	56r	
	56s	2250.00
Oakland.....	20r	
	20s	775.00
Pasadena-So.....	18r	
Pasadena.....	4s	209.60
Sacramento.....	32	240.00
	20r	
San Diego.....	8s	390.00
	52r	
San Francisco.....	52s	2000.00
Four other cities with a population of 25,000 to 50,000.....	84	955.00
<i>Colorado</i>		
Denver.....	60r	
	10s	682.00
Pueblo.....	20r	
	4s	244.00
One other city with a population of 25,000 to 50,000.	11	132.60
<i>Connecticut</i>		
Bridgeport.....	42r	
	8s	567.60
Hartford.....	32r	
	6s	380.40

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
Continued

City—town	Full showing	
	No. of posters	Per month
<i>Connecticut</i>		
New Britain.....	20	\$156.00
New Haven.....	40r 8s	570.00
Waterbury.....	32	276.00
Five cities with a population of 25,000 to 50,000....	68	514.80
<i>Delaware</i>		
Wilmington.....	32r 6s	380.40
<i>District of Columbia</i>		
Washington.....	56r 12s	703.20
<i>Florida</i>		
Jacksonville District.....	36r 8s	459.20
Jacksonville.....		
So. Jacksonville.....		
Tampa District.....	36r	259.20
Tampa.....		
West Tampa.....		
Two other cities with a population of 25,000 to 50,000.....	34	280.40
<i>Georgia</i>		
Atlanta.....	48r 6s	495.60
Augusta.....	20	144.00
Macon.....	24	172.80
Savannah.....	44	316.80
One city with a population of 25,000 to 50,000.....	16	115.20
<i>Illinois</i>		
Chicago.....	252r 60s	3750.00
East St. Louis.....	36	259.20
Peoria District.....	36r 4s	399.20
Rockford.....	20r 4s	240.00
Springfield.....	24	172.80
Eleven cities with a population of 25,000 to 50,000..	262	2125.80
<i>Indiana</i>		
Evansville.....	48	345.60
Fort Wayne.....	36	259.20
Gary District.....	40	406.00
Lowell.....		
McCool.....		
Merrillville.....		
Miller.....		
New Chicago.....		
Porter.....		
Ross.....		
St. John.....		
Schererville.....		
Wheeler.....		
Willow Creek.....		
Cedar Lake.....		
Chesterton.....		
Clark.....		
Crisman.....		
East Gary.....		
Gary.....		
Gibson.....		
Griffith.....		
Hessville.....		
Highlands.....		
Liverpool.....		
Indianapolis.....	80r 12s	876.00

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
Continued

City—town	Full showing	
	No. of posters	Per month
<i>Indiana</i>		
South Bend.....	22r	
	4s	\$258.40
Terre Haute District.....	36	259.20
North Terre Haute.....		
Terre Haute.....		
West Terre Haute.....		
Six cities with a population of 25,000 to 50,000....	108	929.60
<i>Iowa</i>		
Davenport.....	22r	
	4s	258.40
Des Moines.....	28r	
	12s	621.60
Sioux City.....	24	201.60
Four cities with a population of 25,000 to 50,000...	78	593.20
<i>Kansas</i>		
Kansas City.....	32	230.40
Topeka.....	20r	
	4s	244.00
Wichita.....	24	230.40
<i>Kentucky</i>		
Covington.....	24	172.80
Louisville.....	72	620.80
Two other cities with a population of 25,000 to 50,000	40	288.00
<i>Louisiana</i>		
New Orleans.....	92r	
	12s	962.40
One city with a population of 25,000 to 50,000.....	16	115.20
<i>Maine</i>		
Portland District.....	28	304.80
Portland.....		
South Portland.....		
Two cities with a population of 25,000 to 50,000....	22	158.20
<i>Maryland</i>		
Baltimore.....	112r	
	16s	1206.40
Two other cities with a population of 25,000 to 50,000.....	32	301.60
<i>Massachusetts</i>		
Boston.....	160r	
	40s	2432.00
Brockton.....	28	304.80
Cambridge.....	40	486.40
Fall River.....	40	312.00
Fitchburg-Leominster.....	32	335.60
Haverhill.....	20	243.20
Holyoke.....	27	262.80
Lawrence.....	32	230.40
Lowell.....	40	288.00
Lynn.....	36	411.00
Malden.....	20	243.20
New Bedford.....	40	379.20
Somerville.....	28	304.80
Springfield.....	48r	
	6s	525.60
Worcester.....	50	563.40
Twelve cities with a population of 25,000 to 50,000	196	2129.00
<i>Michigan</i>		
Detroit.....	128r	
	32s	2200.00
Flint.....	24	250.00
Grand Rapids.....	48	403.20
Saginaw.....	24	250.00
Eight cities with a population of 25,000 to 50,000....	150	1180.60
<i>Minnesota</i>		
Duluth.....	28r	
	4s	301.60
Minneapolis.....	72r	
	16s	918.40

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
*Continued*

City—town	Full showing	
	No. of posters	Per month
St. Paul.....	72r 16s	918.40
<i>Missouri</i>		
Kansas City.....	100	720.00
St. Joseph.....	40r 4s	388.00
St. Louis.....	200r 10s	1690.00
Two cities with a population of 25,000 to 50,000... <i>Montana</i>	44	316.80
Butte.....	24r 4s	252.80
<i>Nebraska</i>		
Lincoln.....	24	172.80
Omaha.....	40r 8s	488.00
<i>New Hampshire</i>		
Manchester.....	36	294.80
One other city with a population of 25,000 to 50,000.....	14	117.60
<i>New Jersey</i>		
Atlantic City.....	28r 4s	601.60
Bayonne.....	24	172.80
Camden.....	24r 4s	272.80
Elizabeth.....	28r 7s	386.00
Hoboken.....	36	259.20
Jersey City.....	60r 8s	600.00
Newark.....	82r 14s 6ill	1180.00
Passaic.....	20	144.00
Paterson.....	40r 1s	309.00
Trenton.....	44	408.00
Nine cities with a population of 25,000 to 50,000... <i>New York</i>	164	1473.60
Albany.....	40r 4s	408.00
Binghamton.....	28	292.80
Brooklyn.....	200 40s	2640.00
Buffalo.....	104r 12ill 12s	1288.80
Long Island City.....	30	216.00
New York City.....	200r 124s	6000.00
Niagara Falls.....	20	179.60
Rochester.....	60r 8s	632.00
Schenectady.....	44	408.00
Syracuse.....	56	403.20
Troy.....	28	201.60
Utica-Whitesboro.....	32	230.40
Yonkers.....	44	316.80
Eleven other cities with a population of 25,000 to 50,000.....	257	2134.60
<i>North Carolina</i>		
Four cities with a population of 25,000 to 50,000... <i>Ohio</i>	100	720.00
Akron.....	32r 8s	430.40
Canton.....	24	172.80
Cincinnati.....	100	720.00

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
*Continued*

City—town	Full showing	
	No. of posters	Per month
<i>Ohio</i>		
Cleveland.....	120r	
	32s	\$1664.00
Columbus.....	60r	
	12s	792.00
Dayton.....	44r	
	8s	516.80
Springfield.....	20r	
	4s	224.00
Toledo.....	60r	
	12s	732.00
Youngstown.....	32r	
	8s	430.40
Twelve other cities with a population of 25,000 to 50,000.....	180	1489.20
<i>Oklahoma</i>		
Oklahoma City.....	32r	
	4s	330.40
Two cities with a population of 25,000 to 50,000....	38	249.60
<i>Oregon</i>		
Portland.....	28r	
	28s	1100.00
<i>Pennsylvania</i>		
Allentown.....	36	350.00
Altoona.....	16r	
	4s	215.20
Bethlehem and So. Bethlehem.....	22	158.40
Chester.....	22	158.40
Erie.....	40r	
	4s	408.00
Harrisburg.....	24r	
	4s	272.80
Johnstown District.....	44r	
	4s	436.80
Bonair.....		
Brownstown.....		
Daisytown.....		
Dale.....		
East Conemaugh.....		
Echo.....		
Ferndale.....		
Franklin Borough.....		
Geistown.....		
Johnstown.....		
Lorane Borough.....		
Rosedale.....		
Stony Creek.....		
Westmont.....		
Lancaster.....	24	172.80
Philadelphia.....	160r	
	40s	2352.00
Pittsburgh District.....	140r	
	20s	1608.00
Carnegie.....		
Coraopolis.....		
Edgewood.....		
Etna.....		
McKees Rocks.....		
Millvale.....		
Mount Oliver.....		
Pittsburgh.....		
Sewickley.....		
Sharpsburg.....		
Swissvale.....		
Wilkinsburg.....		
Reading.....	48	345.60
Scranton.....	56	403.20
Wilkes-Barre District (including 8 suburbs).....	50	360.00

REGULAR AND SPECIAL BILL POSTING BOARDS AND COST OF USING  
Continued

City—town	Full showing	
	No. of posters	Per month
<i>Pennsylvania</i>		
York.....	24	172.80
Seven other cities with a population of 25,000 to 50,000.....	134	948.00
<i>Rhode Island</i>		
Pawtucket.....	24	264.00
Providence.....	72r 8s	758.40
Three cities with a population of 25,000 to 50,000.....	44	316.80
<i>South Carolina</i>		
Charleston.....	28	201.60
One other city with a population of 25,000 to 50,000.....	16	115.20
<i>South Dakota</i>		
One city with a population of 25,000 to 50,000.....	16	115.20
<i>Tennessee</i>		
Chattanooga.....	44	388.00
Knoxville.....	32	268.80
Memphis.....	40r 6s	438.00
Nashville.....	40r 6s	438.00
<i>Texas</i>		
Dallas.....	40 8s	
El Paso.....	2ill 20r 8s	575.00
Forth Worth.....	40	390.00
Houston.....	48	445.20
San Antonio.....	48r 4s	482.40
Five other cities with a population of 25,000 to 50,000.....	102	425.60
<i>Utah</i>		
Salt Lake City.....	40r 8s	845.60
One other city with a population of 25,000 to 50,000.....	16	488.00
<i>Virginia</i>		
Norfolk.....	30r 10s	186.40
Portsmouth.....	20	516.00
Richmond.....	64	144.00
Roanoke.....	24	460.80
Three other cities with a population of 25,000 to 50,000.....	58	172.80
<i>Washington</i>		
Seattle.....	32r 32s	417.60
Spokane.....	28r 12s	1250.00
Tacoma.....	12r 12s	501.60
Two other cities with a population of 25,000 to 50,000.....	32	475.00
<i>West Virginia</i>		
Huntington.....	16r 4s	450.00
Wheeling.....	16r 4s	215.20
Two other cities with a population of 25,000 to 50,000.....	28	235.20
<i>Wisconsin</i>		
Milwaukee.....	90r 10s	201.60
Eight other cities with a population of 25,000 to 50,000.....	156	1002.00
		1158.80

## SECTION 26

### STREET-CAR ADVERTISING

The street-car card is a small poster that is carried around in a medium of very general use—the street car, which may be a trolley car, an elevated train or a subway train. As only a few cities have elevated or subway traffic lines, most car advertising is planned for trolley cars.

**Population Reached by Car Advertising.**—There are about 50,000 public cars in the United States (this embracing approximately 3,000 towns) carrying cards, more than four-fifths of these being electric surface cars, the remainder being elevated, subway and suburban steam railway lines.

The readers that the street-car reaches are of a very general sort, more general than those reached by newspapers, for even people who are not fond enough of reading to buy newspapers and magazines must ride on the street-cars. The extensive use of automobiles has taken from the street-car a percentage of this high-priced circulation, so to speak.

In most cities the street-car traffic during a day will amount to about one-half of the population of the community served, and equal the total number of newspapers issued by all the papers in that community. Of course, there is a great deal of duplication, as there is in newspaper circulation, and the number of people riding does not afford any assurance of the number of persons whose attention is attracted. In general, the person riding on a car will ride twice the same day.

The number of passengers carried per car per day varies considerably, being larger in the more populous centers where the cars are crowded. In small towns, the number per day often does not exceed 250 to 300, while in cities like New York, Chicago, Detroit and Boston a car may carry as many as 175 a trip. In figuring the country as a whole, about 500 can be taken as the average traffic per day.

## A Great Military Disaster

May be a national calamity, a severe affliction to those to whom it brings bereavement, and a public misfortune that means adversity for thousands. Avoid the trials of those who grope for the right word, by using

THE FUNK & WAGNALLS

## New Standard Dictionary

FUNK & WAGNALLS COMPANY, NEW YORK, ALSO PUBLISHERS OF THE LITERARY DIGEST

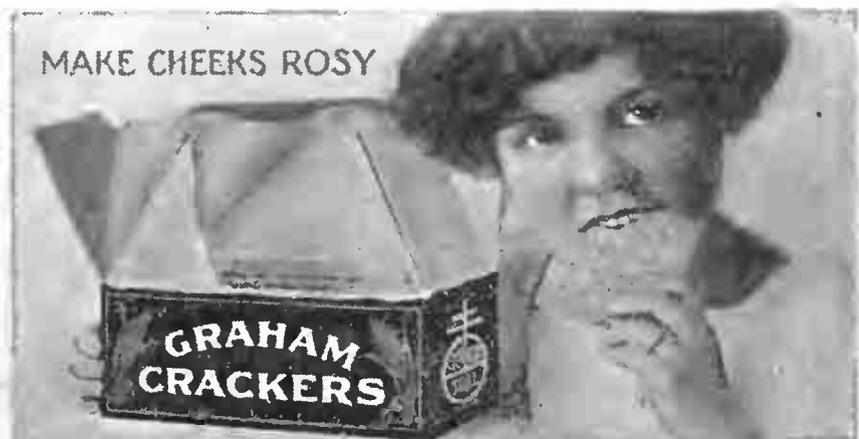


FIG. 1.—Four good examples of different types of street-car cards. The Funk & Wagnall's card carries as many words as can be carried with fair display. In the Colgate card the name Colgate's is ingeniously worked out with the ribbon of dental cream. The Pompeian and Graham Cracker cards are good examples of poster effects.

**Points in Favor of Car Advertising.**—There are some excellent arguments for advertising in street cars:

The medium is one by which the advertiser can reach the general public of all cities and towns of good size, including the surrounding territory.

The standard size card, 21 by 11 inches, will fit all trolley cars, and therefore an advertiser, advertising broadly, can use one set of designs. Cards in the elevated trains and some of the suburban lines measure 16 by 24 inches. Special spaces over the doors in certain types of cars measure 16 by 48 inches.

The cards come before readers when many of them are at leisure mentally, and therefore in a favorable state of mind to receive impressions. There are, of course, some counter attractions—reading that people may bring with them, scenery, other people, etc., but even at that the attention of many passengers on street cars is of a roving type and will fasten on anything interesting.

From the local advertiser's point of view, the trolley car often presents an opportunity to impress the shopper on the way down town.

Most of the cards being of equal size, one advertiser has no advantage in size of space over another.

Color may be used freely.

**Reduction of Interest.**—Crowded conditions lessen to some degree the effectiveness of street-car advertising. While the passenger who has to stand may read the card directly in front of his eyes, his opportunity to gaze at other cards is restricted.

With most street cars now having seats arranged across the width of the car rather than along the length, the cards that are placed in a frame at the extreme end of the car have the advantage in the way of position. The new method of seating is not so favorable to attention to advertising along the side of the cars as the old method.

**Class of Advertising Suited to Cars.**—The promoter of any kind of advertising space is inclined to argue that his space is good for all classes of advertisers. The truth is, however, that most mediums are much better adapted to certain forms of advertising than to others. The car card, like the poster,



*Holeproof  
Hosiery*

Elegant Appearance and  
Fine texture mark Holeproof  
as the Style Hose.



**ARROW  
SOFT COLLARS**

THE QUALITY THAT  
PUT THESE COLLARS  
IN PREMIER PLACE  
IS THE QUALITY YOU  
ARE GETTING TODAY

CLUETT, PEABODY & Co. INC. MAKERS, TROY, N.Y.

As Refreshing as it Looks  
And Nourishing as Well

*Abel's*  
TRADE MARK  
REGISTERED

"The Cream with that  
Different Taste"



Where Everyone Dines in Comfort

The finest and most perfectly appointed restaurant  
in the city. Seasonable Specialties. Prompt and  
Courteous Service.

*Seip's Cafe*  
R. J. SEIP, Prop.  
31 33 South 3rd St  
EASTON, PENNA.  
Sea Foods, Our Specialty



FIG. 2.—The art work of the Holeproof card is excellent. The Arrow Collar example shows possibilities for effective illustration of the product and strong display for the principal wording.

The remaining two cards are good examples of the work of a car advertising service bureau.

is best adapted to those forms of publicity where the informative or reminding point can be compressed into a sentence or two. Space is lacking for those appeals where detailed explanation is necessary; that is, unless the message is such that the various points of the appeal could be judiciously separated on different car cards.

The car card, for example, cannot do for the dry-goods store what newspaper advertising will do, and yet it may prove very effective for the specialty store, the local business college, the bank, or a restaurant.

The car card may have a supplemental value for an advertiser even when it cannot be used as the principal medium. A large dry-goods store, for example, may use car cards to exploit its delivery service, its location, its size or some other special feature that may be expressed in a sentence or two and which may possibly play a real part in drawing customers.

**Costs of Car Advertising.**—Taking the country as a whole, the cost of street-car advertising will run about 50¢ per car per month on the basis of a year's contract. On contracts running less than a year, the rate is usually increased 25 per cent. for a month's run, 20 per cent. for a two months' run, 15 per cent. on a three months' run, and 10 per cent. increase for any other period less than a year.

In New York, for example, the rate runs from 70¢ to \$1.25 per car per month, but in certain lines a higher rate—running from \$2.50 to \$3 per car—is charged.

In Chicago, where some 5,000 cars are operated on all lines, the cost for a year's advertising, running one card in each car, will run to approximately \$3,000 a month.

In a city of 150,000, where 125 cars are operated during the winter, with a slight increase during summer months, rates at present are \$75 a month for one card in each car, on the basis of a 5-year contract. Some advertisers are operating in this territory, at the time of publishing this volume, on contracts that are \$15 to \$20 a month under the current rate asked.

In a small city of the size of Easton, Pa., the cars reaching a city territory of about 50,000, the cost is \$31.50 a month for one card in each car, and 60 cars are operated.

Some car-advertising companies will accept business for one week. Most controllers of this form of space, however, work for yearly contracts only and are not desirous of taking shorter orders.

Some 55,000 to 60,000 cards per month would be required to place a card in every car in the United States that carries advertising space. This quantity of cards could hardly be printed at less than 1¢ or 1½¢ each, and might cost considerably more.

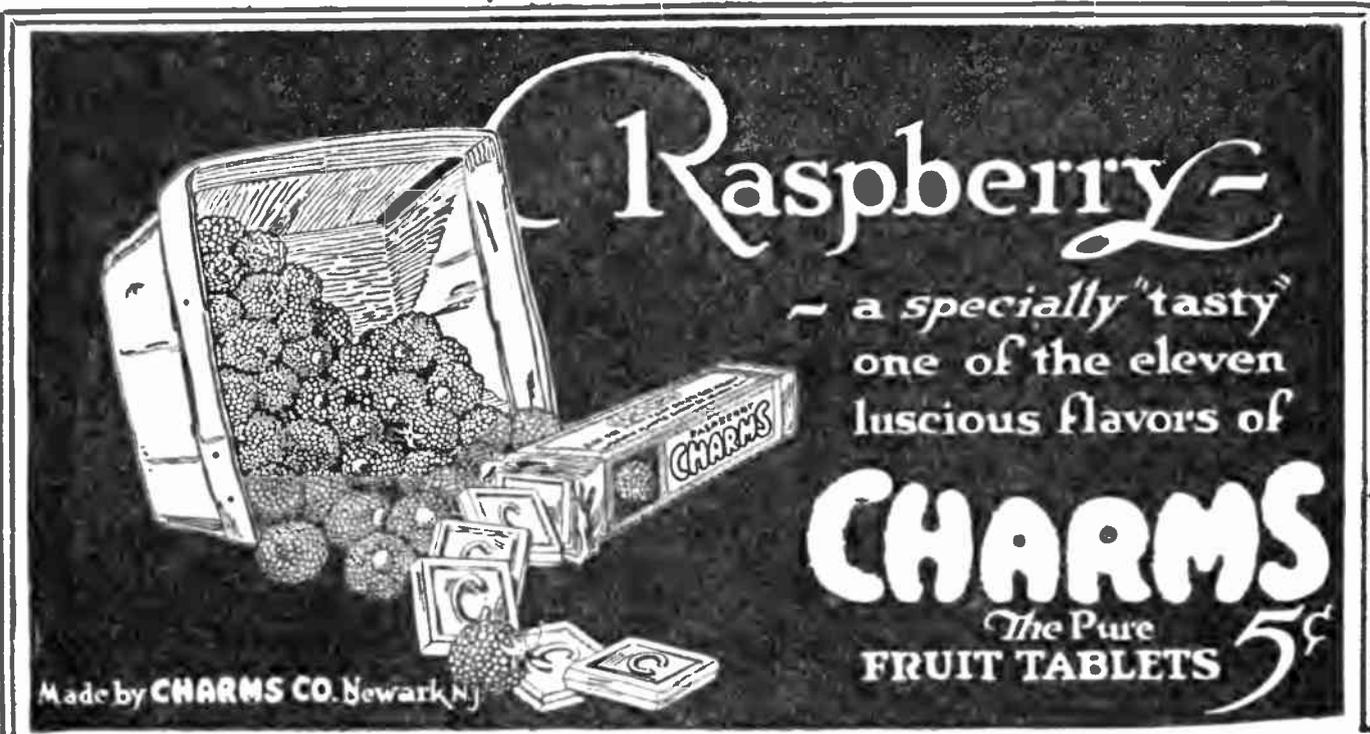


FIG. 3.—One specimen of a remarkable series of street-car cards. The eleven different flavors of Charms were advertised in cards of this style with the fruit and the tablets in natural colors.

The figures given here cover a full run; that is, a card in each car and provision for a monthly change of copy. Some advertisers have adopted the plan of running two cards in a car, one on each side, but this plan is unusual.

**Central Organization for Handling Car Advertising.**—In most cities of good size, car advertising may be placed by the local advertisers with a resident representative or office controlling the car space for that community and perhaps adjacent communities.

The national advertiser may place an order through a central organization, controlling by far the larger part of the street-car advertising throughout the United States. In

this way a great many smaller contracts may be avoided, and the accounting, placing, checking, etc., greatly simplified.

**Hints on Preparation of Street-Car Cards.**—While some fairly readable cards contain as many as fifty words, the advertiser who has copy consisting of from 20 to 40 words will have a much better setting.

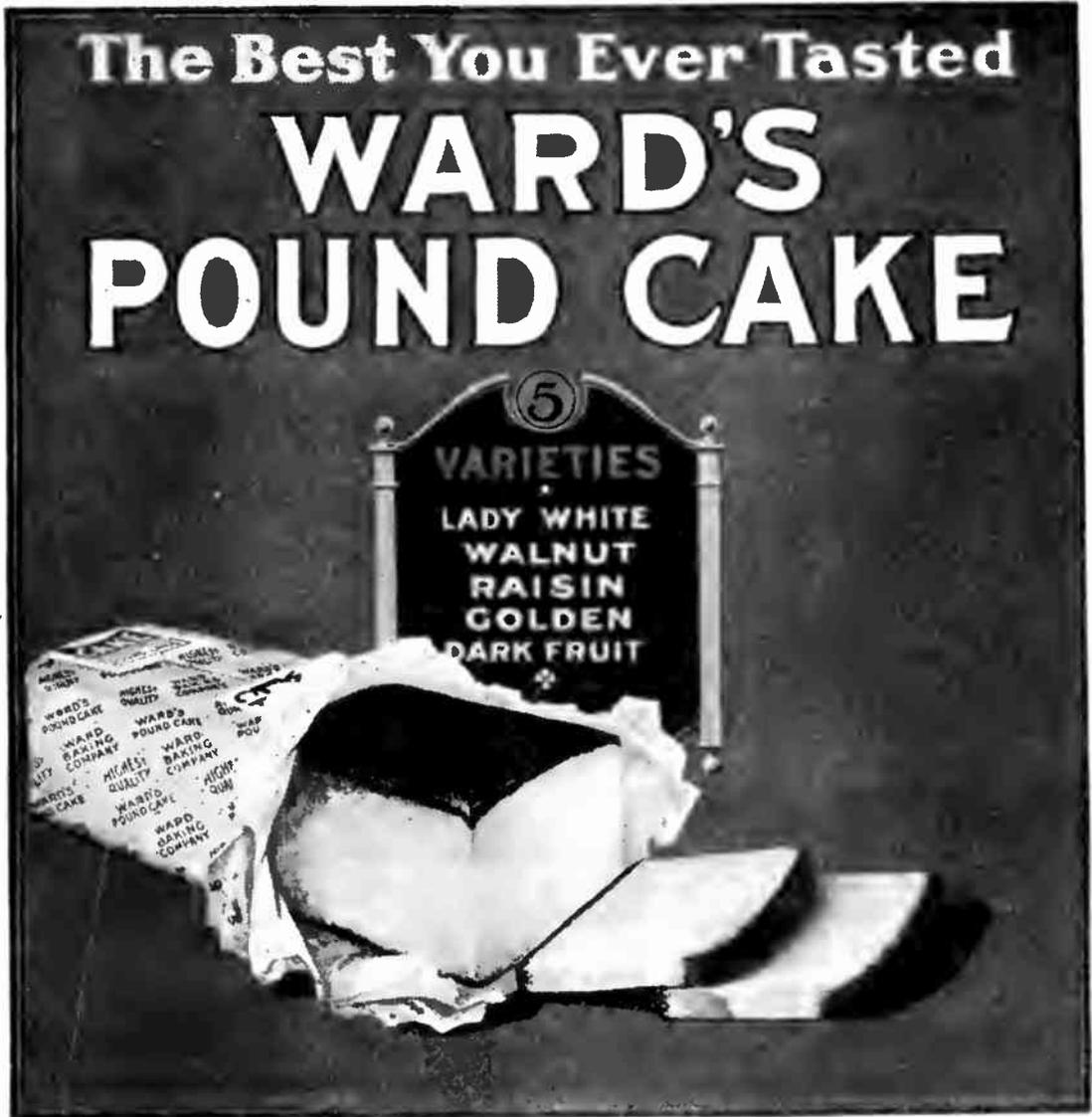


FIG. 4.—Good example of the small posters run in subway cars in special end position. This, in the original colors, was very attractive. The general background was light blue with dark blue used as the background of the panel in the center. The top line was in white, and orange was used for "Ward's Pound Cake." The cake itself was in natural colors.

If the card is so laid out that a heading is provided for, then there will be room for only three or four lines of body matter set in a good size of type. If the setting of the card is to be in a uniform size of type—no headline set in a larger size—there will be ample room for five or six lines of text and a signature line.

Among the types that are particularly suitable for car cards are the following: Cheltenham Bold, Caslon Bold, Post, John Hancock, Blanchard, DeVinne, Foster, Webb, Gothic.

It is better to use sizes from 48-point up to 124- and 144-point. Smaller sizes may look readable when the proof of the card is held in the hand, but they will look weak when the card is in place in the cars. Sometimes a single line of a size as small as 36- or 42-point will suffice as a detail under a main display. Proof of street-car cards should not, by the way, be judged at arm's length. View it across a room.

Cards on tinted stock give excellent results when color is used for the type. A rich brown ink on India color board, for example, will be distinctive.

Many advertisers print their cards on both sides so they may be reversed and a change of copy afforded with one card.

Where an advertiser is using a large number of cards, he should have a number of different pieces of copy shown during the same week or month, so that a reader does not see the same advertisement every time he notices the appeal.

Most advertisers using street-car cards hold to the plan of having a card present only a single idea. There is strength in this concentration, and yet the rule to use only one idea to a card need not be an invariable one, as there are occasions when a card may, with advantage, make several good points.

Writing advertisements for car cards is the finest kind of training in the preparation of copy. There is no room for useless introductions or twaddle. With a sentence or two the advertiser must put before the reader a telling thought—something that will arrest attention, make an impression, be remembered. There is room, at the same time, to plant a real selling point or possibly several if the copy-writer is capable.

Because a street-car advertisement must be concise is no reason for making the appeal a mere generality. A cigar advertisement that has run for a long time in the cars reads as follows: "Ask for Bowman's Cigar. They're right." This is hardly more than name publicity and probably has little effect on the cigar buying public.

If there is nothing of an educational or interest appeal to the article, nothing that can be put before the public that it will

remember, then the advertiser will do well to consider the advisability of saving his money rather than to buy space at all.

Street-car advertising, just like other forms of advertising, requires a purpose, a program. The advertiser who merely runs a card or two containing his name, or the name of his product and perhaps a slogan, will fail to get the benefit that should be his. His argument should be laid out in a connected series of advertisements, so planned that they will sustain the interest of the reader and be remembered.



FIG. 5.—This example from the Heinz series of street-car cards shows how four related products can be effectively advertised on one card, along with a good name display and a bit of information about the beans.

Illustrations on car cards must be simple and strong. There is no room for frills, fancy backgrounds and the like.

**Teaser Advertisements.**—The street-car has been the favorite medium of a number of advertisers for carrying out campaigns in which “teaser advertisements” were used. A preliminary card will be used with some such copy on it as “Don’t use your neighbor’s,” and after some three or four curiosity- and interesting-stimulating advertisements are used, the plain argument for the product will be given. A variation of this is a style of copy introduced by one of the street-car companies for an undertaker. The first card came out as an announcement made by the local representative of the street-car advertising company in about the following style:

I have about talked my head off trying to convince Fred Fullmer that it is ethical to advertise the undertaking business. He can't see it.

But I'll convince him yet.

J. B. ALEXANDER,  
Representative Street Railways Advertising Co.

**Miscellaneous Points.**—A number of national advertisers furnish excellent car cards to their dealers, leaving space for the imprint of the dealer's name and address, or even going so far as to do this imprinting for him.

The service departments of street-car advertising companies make up some excellent series of cards adapted to various lines of local businesses—banks, ice-cream parlors, business schools, drug stores, tailor shops, laundries, restaurants, etc. These cards are in many instances fine examples of copy and illustration. Though it is often desirable to make the copy apply a little more specially to the type of advertiser using the cards, the fact remains that the local advertiser could hardly afford to go to the expense of making up as well illustrated and well printed cards as the syndicate series afford him.

Many advertisers make good use of the opportunity that the street-car affords to present their package or their product to the public in actual colors. In this way street-car advertising may be made strongly supplemental to black-and-white advertising in the newspapers or the magazines.

Color in car-advertising is something to be used with judgment. Often it happens that the advertiser using three or four colors for his car cards winds up with a very unsatisfactory color-muddle that is not as effective as simple black and orange printing would have been. The Charms card, Figure 3, was, in the original, a fine example of effective color.

Gray unless very light should not be used as a background. This, and other such colors as light blue, etc., are very effective as borders.

Orange is one of the very best selections for the color lines, but a line set in small type will be stronger in black than in orange.

It is well to remember that in reading cards the eye is traveling from below upward as a rule, and gives its first attention to the lower half of the card.

## SECTION 27

### MOVING PICTURES

The moving picture has grown rapidly in favor as a medium of education and of advertising. It is not likely to replace such mediums as magazines or newspapers, but has won its place and is apparently destined to take a larger place, for it informs while entertaining, it has the concentrated attention of the reader or observer to a high degree, and the audience may be provided for the advertiser with little effort on his part.

Moving pictures are used successfully in the following ways:

1. Shown in the general type of moving-picture theater or house from film provided by the advertiser and circulated through some picture-distributing agency, which may or may not furnish the advertiser with a schedule showing where and when the picture is to be run, the audience present, etc.

2. Shown in moving picture theater or house by a local dealer or agent, who secures the film from the advertiser and makes the necessary arrangement.

3. Film prepared by the advertiser and sent out only by request to schools, boards of trade, engineering societies, employers having entertainment halls, etc.

4. Film provided by the advertiser for his own representatives, who carry their apparatus and run the film before purchasing committees, boards of directors, or other groups—even general audiences.

The present distribution of industrial or advertising films is probably in the order named. There are now a good number of reliable organizations that will undertake to help an advertiser to prepare a suitable film and to secure a broad distribution of a number of copies. Some of these organizations are prepared to notify the advertiser weeks in

What Does ALPHA Dealers Think of Having Picture Publicity

"Your film, PORTLAND CEMENT—ITS MANUFACTURE AND USE, was a great success, and highly appreciated by our customers, being both interesting and practical. We thank you for the privilege of showing the film."

## ALPHA CEMENT

Tested · Hourly · and · Guaranteed

ALPHA · PORTLAND · CEMENT · COMPANY

General Offices EASTON, PA.

"Your film, 'Portland Cement—Its Manufacture and Use', seemed to be highly appreciated by the contractors, and we feel sure that it has brought results, as we have sold practically a car of cement in the past few weeks since the film was shown."

The above is an extract of a letter sent us recently by the Culpeper Produce Company of Culpeper, Va. Since getting up this moving picture film in May, 1914, we have had five copies of the movie traveling free dealer to dealer continuously and favorable comments from dealers who have made use of this form of advertising—attached is a sheet containing a few extracts from the letters—convince us that this is a "live" form of publicity for a dealer to use.

In the film "Portland Cement—Its Manufacture and Use" there are shown various interesting scenes at a modern cement plant, and then views are shown of the way to test sand, the way to mix concrete thoroughly, the building of a retaining wall, the good features of concrete porches, barn floors, concrete roads, etc.

This film is about 500 feet long, requiring six to seven minutes to run. It is plainly an industrial picture and nothing is said in it about ALPHA quality. The quarry is referred to as an ALPHA quarry, ALPHA lettering is seen on the logs and in one scene the statement is made that the beautiful bridge shown—the D. L. & W. R. R. bridge across the Delaware River—contains 70,000 barrels of ALPHA CEMENT. The commercial feature was eliminated so that the picture would not be objectionable to the average audience.

The film is full of life! among the scenes are those of a dynamic shot at the quarry, automobiles on a concrete road, fast passenger train going over a concrete bridge, etc. The comments made voluntarily to dealers by contractors, farmers and others interested in concrete construction who have had opportunities to witness the showing of the picture, indicate that they take pleasure in seeing a picture of this type.

We can send you one of these films to run in your moving picture house and also two attractive slides bearing your name, which you can have inserted immediately after this moving picture is run.

**Hyler Grain Co., East Bridgewater, Mass.**

to 20,000 people and was very favorably received. It is not long enough and fits out above the house could have liked. We sent out tickets sufficient for ourselves, their office help and practically all our staff."

**City Coal Company, Hartford, Conn.**

shown on the very artistic buildings, bridges, massive methods of advertising the well-known ALPHA. We thank you for the privilege of showing your good and are still appearing at the house."

**James H. Dewey, Plymouth, Mass.**

put through one every evening, both after-noon and evening. The Manager was very kind to see me. I think this is good advertising—just enough of the usual advertising—The Manager said this was a very good film to see at the moment."

**J. H. Wray, Glen Falls, N. Y.**

quite pleased by the moving picture. It is instructive. As that it is the best any contractor has."

**James J. Deoley & Sons, Chicago, Ill.**

and glad to say that it was appreciated and seen."

**Wabbling Ray Company, Wheeling, Pa.**

is one of your films. It is certainly an eye opener and will help the sale of ALPHA here, present, as well as a great many places as being such towards with the film is made and the extent of mixing cement."

**Robert & Escott, Coatesville, N. J.**

Concrete for Permanence

A number of dealers have also made use of an announcement card like the enclosed. All you have to do is to print, etc. or write on the cards when and where the picture will be shown and the cards out to people when you are particularly interested in having see the moving picture film and arrange with the picture house manager to redeem all of these cards that are off at the window. In this way you will pay only for the tickets that are actually used by persons to whom you mail or give the invitation cards.

Advise us at once if you want this picture booked for your town. Better see, before you write us, if you can make arrangements to have the film run.

Truly yours  
ALPHA PORTLAND CEMENT COMPANY  
Advertising Department

**The Story of Man-Made Stone**



The year old Mother Earth's hold today this story is written on one of a and she has a leading strength of stone. Every quarry can say you need how to make the cement which is called "Portland" Cement, and the world's building materials depend on it. Each stone is now carefully selected, carefully prepared and crushed in a few seconds that can be used to build structures that are as strong as steel.

The moving picture entitled "Portland Cement—Its Manufacture and Use" is the latest in the series of seven pictures that show you the way through a big cement plant, such as great quantities of rotary kilns, and finally, give you the moving picture.

Gentlemen:

As soon as possible, let us have one of the moving-picture films entitled "Portland Cement—Its Manufacture and Use".

Send us about \_\_\_\_\_ cards announcing the feature.

You may (need not) send us the two stationary slides bearing our name.

NAME.....

ADDRESS.....

FIG. 1.—Letter used by national advertiser in introducing short moving picture to dealer. One of the cards shown is to be used by dealer in requesting the use of the film. The other card is a sample of the invitation card sent out by dealers to their mailing lists.

WorldRadioHistory

advance of the showing of his film so that he may in turn notify his local dealers or representatives and take full advantage of the exhibition. Usually the better class of moving-picture houses object to the distribution of advertising matter of any kind in connection with the showing of the film, but there are instances in which a magazine or house organ connecting with the picture-story may be distributed at the door of the theater.

**Working through Dealers.**—Figure 1 shows the method by which one industrial advertiser presents a moving picture to his local dealers and the card furnished the dealer to use in advertising the picture. The dealer arranges with the moving-picture theater to honor all the invitation cards that are presented, and pays the theater-proprietor for these. The plan is effective as far as it goes, but considerable correspondence is required in order to get dealers to arrange for the showing of the film, to have the film returned, etc. The advertiser here referred to merely furnishes the film and pays the express charges on it both ways. If he asks the dealer to forward the film to another dealer, the express charges are learned and the first dealer given credit for the amount. One advantage of this method is that the dealer takes more interest in the showing of the picture where he plays an active part in the showing of it. On the other hand, unless the dealer has a great deal of interest in the product that is the subject of the picture, he will not bother with the trouble and expense of arranging for a showing.

**Where the Advertiser Provides His Audience.**—Plan 3 has good possibilities. The advertiser can make known by indirect methods the existence of his interesting film and have it shown by request. Many societies and other assemblies are looking for interesting features for their meetings, and the publicity that a good moving picture secures on such occasions is worth all that it costs.

The objection to Plan 4 is that if the advertiser or his representative has to rent a hall or a room in which to show the picture and advertise for an audience, the expense is considerable. Such advertisers as the National Cash Register Company, Eastman Kodak Company and others have,

however, carried out such programs successfully, providing a good evening's entertainment and attracting large audiences.

**Costs.**—The cost of producing and showing moving pictures has, like other advertising costs, advanced considerably. The following items should be taken only as a general guide.

One advertiser had prepared a series of fifty-two one-reel educational pictures to be distributed through twenty-five offices of a distributing corporation, reaching 2,500 theaters and giving approximately 5,000 showings, day-exhibitions, and audiences totaling about 8,000,000, for the cost of \$15,000.

Another film corporation offers to produce one-reel pictures, 1,000 feet long, supplying these to about 3,500 theaters through state organizations, the negative of the picture to cost not less than \$2,000 nor more than \$4,000, sixty copies to be produced at the cost of \$100 each, making an additional \$6,000, and to give a circulation of approximately 6,000 theater-days at an average of \$4 per theater-day.

Another film corporation estimates a cost of \$7,500 for producing a 1,000-foot negative and \$2,500 for a 100-foot negative, known as a "trailer." Prints from these negatives are estimated to cost nine cents a foot on orders of fewer than five, and eight cents a foot on orders of five or more. Distribution is charged for on a cost-plus basis.

A third organization charges \$1.50 per foot for the production of a negative and does not attempt distribution.

Still another concern charges one dollar a foot for negative work, with extra for traveling expenses. Prints are made on non-inflammable stock at ten cents a foot.

Another producer takes contracts for the production of pictures on the basis of \$5 per day per reel per moving-picture house, guaranteeing high-class theater distribution through independent exchanges.

Finally, a concern, one of the largest in the country, quotes from \$1.50 to \$2 per running foot for production of negative, with extras for traveling expenses, professional actors, etc., and charges from \$4 to \$5 a day per reel per theater for showings, guaranteeing the showings.

**Character of Picture.**—Moving pictures designed for publicity or promotion purposes range all the way from very

short films, of from one hundred feet to several reels of one thousand feet each. Unless the picture is unusually entertaining, it is manifestly easier to have a short film shown in the high-class theaters than a longer one.

Many of the pictures have been of the comic-cartoon type, a little business sense or business message being skilfully interwoven.

Still more pictures have been of the educational type, showing the origin of raw materials, interesting methods of manufacture, etc.

Some advertisers have been very successful in weaving a good human-interest story into the educational story.

Advertisers are often so anxious to secure direct advertising value from their moving pictures that they make them too commercial and thus defeat their own purposes. Theater managers will probably refuse to run pictures that advertise certain products openly. It is possible to bring in the advertiser's name in a casual way. For example, in a picture showing the making of automobile tires, the factory scenes could be such as to make it clear to the reader that the buildings are those of a certain company. It is not necessary for any statement to be made about the quality of the product. It is much better to let the story be such a natural one that the audience does not realize that there is a commercial motive behind the production or, at least, does not object.

Whether professional actors should or should not be engaged depends on the character of the picture to be produced. Good actors will be necessary with some stories. In factory scenes and the like, the regular workers will make a more realistic picture than professional people who would have great difficulty in performing the operations or tasks to be pictured.

There should be some central or chief motive behind every moving picture. This may be a safety-first, sanitation, efficiency, economy, or some other prominent thought. Unless there is this central idea, the picture as a whole will not leave a deep impression.

**The Cartoon Movie.**—A type of short moving picture that has proved popular from the advertising, industrial or edu-

catational points of view is that known as the "cartoon" style. By the use of a continuous series of cartoons into which real



FIG. 2.—Page of circular used in exploiting the Goodrich Tire picture. Also two cartoons adopted from the picture itself.

humor is introduced, an entertaining feature is introduced that makes possible the presentation of a story that would otherwise be commonplace.

A tire company, for example, wishes to put before the public information as to the care of tires, and yet if this is done in the ordinary way, it is not likely that the patrons of a moving-picture theater will welcome the feature. Accordingly, the information is set forth in the form of a humorous story. Tires are shown leaving automobiles and going on a strike. They roll up the steps into an assembly hall, and a number of crippled and decrepid tires take their place on the stage. One by one they come to the center of the stage and tell their sad stories of misuse to the chairman of the meeting, who writes their complaints on a blackboard. The blackboard talks are then shown in closer views, so as to be readily readable. The tire that was used under-inflated tells his story, and then his "interior" is shown to the audience so his cracked sides may be seen. A comical figure of a woman is shown coming down the street, and an equally comical figure in an automobile is shown craning his neck to see her, while he drives his automobile straight into a curb. The machine comes to a stop with a smash, and the driver catapults over the front, but he gets up, kicks the tire and says it is all right. A view of the tire is then shown from the inside.

Another view is shown of a temporary patch, with advice as to a permanent patch, but the permanent patch isn't put on. In a later view, the tire is shown blowing up. The "cartoon ambulance" arrives, but they look at the tire sadly, say "Too late" and carry the stretcher off softly. The car-owner drops over in despair, and winged dollars leap out of his pocket and fly away.

Nothing about the manufacturer appears in this picture except in the last view where the name of the B. F. Goodrich Company appears on the envelope into which all the blackboard talks are slipped. The picture as a whole is entertaining and wins considerable applause. Figure 2 illustrates something of this movie and the Goodrich Company's method of presenting it to the trade.

There are great possibilities in the direction of putting humor and other entertainment into educational and promotional moving pictures.

## SECTION 28

### DIRECTORIES AND CATALOGS

Directory advertising may be effective advertising if the directory used is one that the advertiser's purchasers or prospective purchasers really consult in large numbers.

Legitimate and valuable directories have been injured as advertising mediums by the publication of numerous large books that are not really consulted to any noteworthy degree by the consumers or buyers who are supposed to use them and whose value exists to a large extent in the minds of the publishers or solicitors.

**Study of Reader Habit.**—Arriving at the value of a directory calls for a good knowledge of the buying habits of people and a close investigation of the standing of the directory in question. It is idle to expect buyers of certain products to consult a directory. A great many classes of goods are bought through habit at retail stores or direct from manufacturers, and even if the buyer had a directory of such products, he or she probably would not consult it. Yet in certain trades and professions there are directories or catalogs that serve a very useful purpose and are consulted regularly by purchasing agents, buyers, engineers, architects, storekeepers, etc. Some of these directories consist, for a large part, of technical information that is valuable and which induces those who have the volume to consult it more regularly. Works of this type exist in the architectural, mechanical, mining, and chemical fields.

**Standing of Volume.**—A directory to be of much value to an advertiser must be fairly representative of the field it purports to cover. If it lists only those manufacturers or dealers who can be induced to purchase extra advertising space, its value is very limited and probably far below the price charged for representation. On the other hand, if it is an entirely new book, unless its first edition is a remarkable one from the

utility point of view, the advertiser will simply be taking a gamble if he purchases representation. It takes time to get a large number of buyers of any group into the habit of consulting a general catalog, a directory or a guide before making their purchases. Such a book is likely to be lost or become misplaced or forgotten.

In general, it may be said that directory-advertising is useful mainly to those advertisers whose goods or products are wanted by the buying public at irregular intervals. Where purchases are made regularly or locally, the informative kind of advertising in mediums that people give attention to naturally, in their ordinary habits of living, is the more logical method.

One may consult a directory to see where the various steam-shovel manufacturers are located, or he may go to the telephone directory to locate the antique furniture stores of the city. But such a buyer would not look up a clothing store in a directory, nor seek the announcement of a paint manufacturer there.

## SECTION 29

### CALENDARS

Calendars fall in the "reminding" class of advertising, though they may inform in a brief way. The calendar is really an indoor poster, as it were, and may be treated as such from the advertising point of view.

It is said occasionally that so many calendars are sent out that it is difficult for an advertiser to get a large proportion of his calendars posted. But this waste or failure is also true of other forms of advertising, and if an advertiser can design a calendar so beautiful, unique or useful that it is put up by a good proportion of the people to whom it is sent, the medium may be an efficient one.

**Sale of Calendars to Retailers.**—A large advertiser of cream separators finds that the distribution of from one million to two million calendars every year through his dealers is the best method he has of letting people know the dealer in their community who sells his separator. This advertiser is a large user of farm-magazine space, but he has so many dealers that it is out of the question to advertise a list of them in the farm papers used, and yet it is vital to let prospective purchasers of this high-grade separator know who in the community represents the advertiser. These calendars are designed and published by the advertiser and offered to dealers at about two-thirds of the cost. The dealer, being required to pay two-thirds of the cost, acquires a real interest in the effective distribution of the calendars. Other advertisers, following this same plan, have required dealers to pay the full cost of the calendars, but in at least one case the advertiser has not put his own advertising on the calendars unless the dealer desires to have the advertiser's product named in his card as one of the commodities he sells. What the advertiser gains in this case is that the dealer distributes a quantity of

calendars that advertise, in a general way at least, what the manufacturer sells. One large cement company distributes yearly in this way about fifty thousand "concrete construction" calendars, and most dealers when they buy these, voluntarily name the advertiser's cement as one of the commodities they exploit in the business card on the calendar.

**Plans for Distributing Calendars.**—It is customary for firms issuing calendars to maintain a mailing list for effective distribution. This mailing list may consist of purchasing agents, professional buyers, engineers, chemists, farmers, architects, county officials, or whatever group the advertiser appeals to.

One large user of calendars has a Spanish and a Portuguese translation of his calendar made every year and sends these editions to all of the engineers, construction companies and building-material dealers of South America.

The monthly calendar sent out every thirty days has been used by a number of advertisers with apparent success. Dealers in talking machine records have used a dainty desk calendar, sent out every thirty days, each number featuring a popular musical artist and a selected list of that artist's records carried by the dealer.

Some concerns distributing calendars locally have found it a good plan to send out a notice to their mailing list to the effect that a handsome or useful calendar is being held at their store or office for the addressee and asking that a call be made soon. This plan works well in small towns and cities, and a large proportion of the calendars will be called for, in some cases eighty to ninety per cent. of the list.

The real advertiser needs a calendar that is more than a pretty picture. The text and art work ought to be suggestive of his business or associated with it. Calendar salesmen eager to sell stock designs usually argue against this, but the business firm that sends out a mere pretty picture will find himself competing with many other firms for a place for his calendar. His opportunity is much better if he has a distinctive type of calendar, useful to the recipient and so designed as to be ever reminding the household or office of what the advertiser sells.

## SECTION 30

### HOUSE PUBLICATIONS OR MAGAZINES

It has been recommended nationally that those publications formerly known as "house organs" be referred to as "corporation magazines," but as many of these publications are issued by business firms that are not corporations, the name "house publication" seems more appropriate.

**Types of Publications.**—House publications are of the greatest variety as to style of contents, purpose, mechanical form, and circulation. But they are alike in one particular—they have a commercial purpose and are not for general instruction or entertainment, as are the general magazines and newspapers. Most house publications are issued in behalf of one business firm. However, a number are issued by associations of business firms, and there is at least one issued by four non-competing firms in one line of business.

The house publication is frankly a promotion publication. What it promotes depends on the business and purpose of the firm publishing it. Following are some of the classes reached by house publications of different types:

1. Retail salespeople and other employes of large stores.
2. Traveling representatives or agents of manufacturers.
3. Retail dealers selling the manufacturer's products or prospective dealers for such a manufacturer.
4. Purchasing agents and purchasers.
5. Special groups using the advertiser's products, such as engineers, chemists, architects, advertisers, printers, laundrymen, etc.

Many well known house publications are for retail salespeople, traveling salesmen or dealers only. But there are many that are circulated to a varied group of readers.

*The Dutch Boy Painter*, the publication of the National Lead Company, is sent to architects, dealers and painters, and

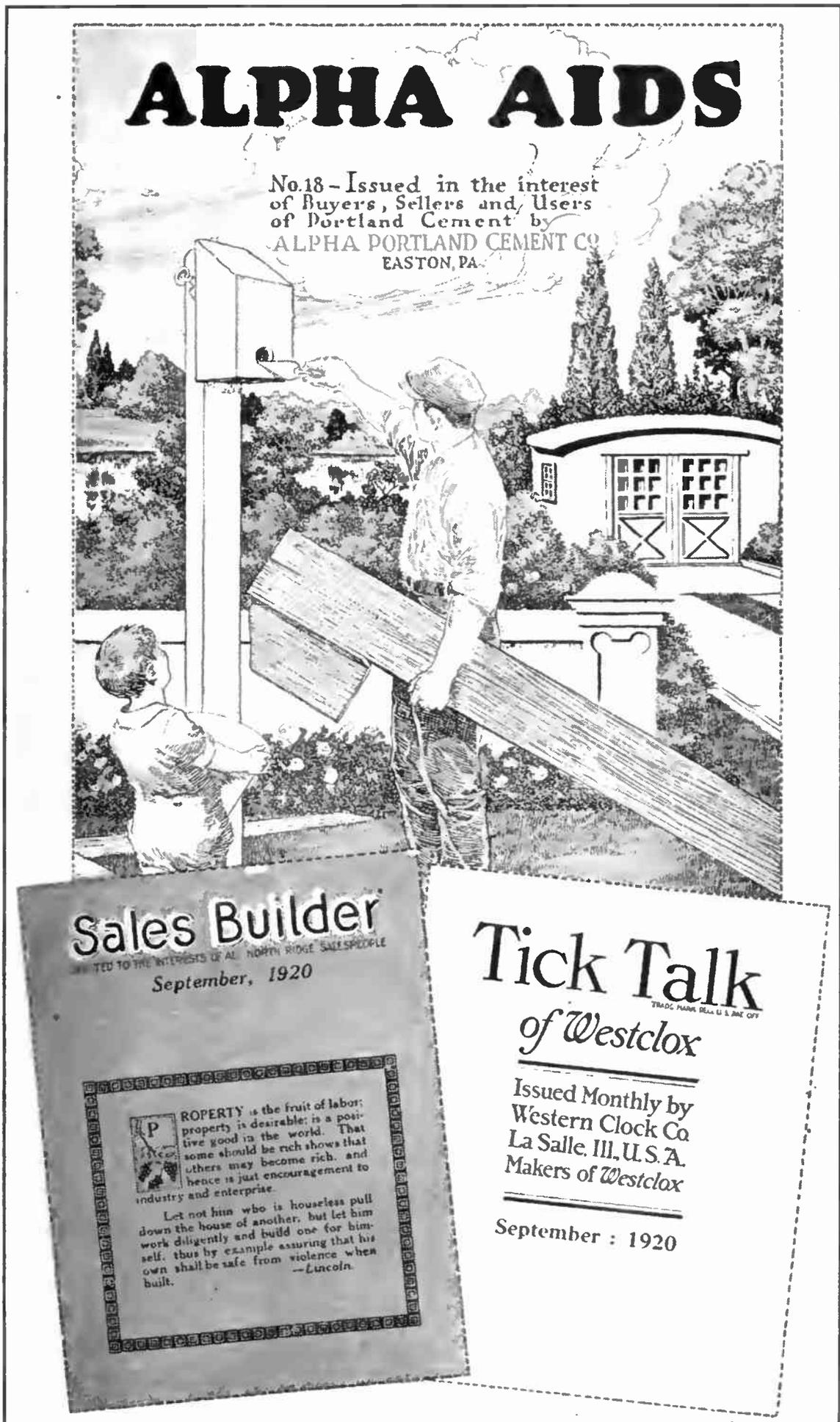


FIG. 1.—Three cover pages of house publications sent to the dealer trade, to agents, technical readers, etc.

all of the articles are written along such broad lines as to be interesting to the readers in these three groups.

*Alpha Aids*, the house publication of the Alpha Portland Cement Company, was started as a publication for dealers in Alpha Cement and prospective dealers, whose names were reported from time to time by the traveling sales force, but after the magazine had been published for a year, separate mailing-lists were built up, covering (1) architects and engineers, (2) contractors, (3) city, county and road officials likely to be interested in such concrete improvements as roads, streets, comfort stations, wading and swimming pools, etc., and finally (4) large regular users of cement.

*The Houghton Line* is sent to a selected mailing list of the customers and prospective customers of the E. F. Houghton Company, including not only presidents of companies, but engineers, secretaries, etc.

*The Kodak Salesman* is a special house publication of the Eastman Kodak Company, sent only to retail salespeople whose names and home addresses are furnished by dealers in kodak supplies.

*Store Chat*, issued by Strawbridge and Clothier of Philadelphia, is sent to the entire list of employes, but its evident purpose is to promote good will and efficiency among the salespeople in particular.

Most store magazines, papers or bulletins are issued by an editorial staff created out of the employes, and the publication is, in a way, run apart from the supervision of the firm, though obviously the firm exercises an indirect supervision. This separation from the direct supervision of the firm is carried out in order to create a more general interest in the publication and to remove from employes' minds the thought that the firm is using the paper or magazine for paternalistic messages.

**The House Publication as a Medium.**—The paper or magazine circulated among employes only is hardly an advertising medium, but rather a sales bulletin or a medium for cultivating cooperation and good will. It may well warrant its cost for such work.

But the well written, well printed house publication, or organ, circulated among dealers, representatives, agents, or

consumers, may become a powerful medium, as productive of sales and good will as any other form of medium open to the advertiser. Some advertisers have gone so far as to put down their house publication as the most valuable medium of advertising they have.

The issuing of a good publication is costly, but the value to the advertiser is that the publication, in the first place, is solely about his firm and, in the second place, the advertising is of the unconscious or indirect kind secured through the reading of good articles rather than mere display advertising.

**Points in Favor.**—A publication in the form of a magazine or paper permits a freer kind of information than is likely to get into the display space of newspaper, magazine or poster.

Then, too, there is the value of constantly reaching a body of readers. No one reader is likely to see all the issues of a house publication perhaps, but he is more likely to do so than he is to see consecutive advertisements put out by the advertiser in the general publications where he competes with hundreds of other advertisers for attention.

The opportunity for good advertising through house publications is excellent. And yet dozens of these ventures are started every year only to wear themselves out. No advertiser should start a publication of his own until convinced that he has a great deal to say to customers or prospective customers that he can say regularly in a publication of his own more effectively than in any other way.

**Building up the House Publication Mailing List.**—In those cases where a publication is to go only to salespeople, all employes, retail dealers, or traveling representatives, the making up and keeping of the mailing-list is a comparatively simple matter.

Where the publication is to be sent also to prospective dealers, it is generally better to have these names reported from time to time by traveling representatives, if the firm uses traveling representatives. If a mailing list is built up from commercial registers or other directories, the dealer will often be a poor selection, and furthermore the salesman will lack interest in a name that he did not select or recommend himself. Where, also, the advertiser follows the plan

Great Transcontinental Sales Race Finals Announced in Next Issue of System

# The Toledo System

TOLEDO SCALE CO. N. C. MOORE

## Selling Toledo System



He secured the one big order in particular, with the use of the book mentioned in the Balance.

Years ago only  
F. L. Dawley  
Western Sales Manager

**The Crowley Special**

Near three is the actual cost of the Toledo official publication of Mr. Wm. Crowley, which cost Mr. Crowley considerable preparation, as follows:

THE NIGHT RESPONSIBLE  
WILLIAM R. CROWLEY  
BREAUNALI PRAVIOUS  
R. J. WARD

This is a "Crowley Special" and when you have read the Los Angeles Memorial book, you will all see no so many for a month to a "Crowley Special" all for yourself.

Remembering "Our boys" wanted all the same information, some were and some had. Mr. Dawley, ever present in the room and office and during a couple of hours selling my business is called Mr. Dawley. He has a lot of sales, up to the point and then comes in and read the book. Here is what he says:

4 1/2 hours of work  
9 1/2 hours of work  
1 1/2 hours of work  
Total \$12.75

The object of the special publication is to give Toledo salesmen and their families a record of their own work and their own success. It is a book that will be read and re-read and will be a constant reminder of the Toledo System. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.

Mr. Crowley is a member of the Toledo System.

August 1920  
Toledo Ohio

Confession:

I am a genuine hero of a Toledo System—when you will have read the book, you will know me for what you will believe them from.

My purpose in writing this is to give you a book that will be a constant reminder of the Toledo System. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.

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9 1/2 hours of work  
1 1/2 hours of work  
Total \$12.75

The object of the special publication is to give Toledo salesmen and their families a record of their own work and their own success. It is a book that will be read and re-read and will be a constant reminder of the Toledo System. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.

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Remembering "Our boys" wanted all the same information, some were and some had. Mr. Dawley, ever present in the room and office and during a couple of hours selling my business is called Mr. Dawley. He has a lot of sales, up to the point and then comes in and read the book. Here is what he says:

4 1/2 hours of work  
9 1/2 hours of work  
1 1/2 hours of work  
Total \$12.75

The object of the special publication is to give Toledo salesmen and their families a record of their own work and their own success. It is a book that will be read and re-read and will be a constant reminder of the Toledo System. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.

Mr. Crowley is a member of the Toledo System.

August 1920  
Toledo Ohio

Confession:

I am a genuine hero of a Toledo System—when you will have read the book, you will know me for what you will believe them from.

My purpose in writing this is to give you a book that will be a constant reminder of the Toledo System. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.



A SEASONABLE salad of good things containing some salted meats, spices, extracts and a dash of tobacco.

Vol. X August, 1920 No. 2

### Value of the Trade Paper to the Salesman

Moving brains with under talking" is a kind of a compliment of salesmanship. We don't want you to get into our hands what we like most to have in the market. It consists of moving your brain when we don't see you. It has been said to be the balance to our "brain" work.

There is no information on reliable ground to be had as to the value of the trade paper to the salesman. It is a book that will be read and re-read and will be a constant reminder of the Toledo System.

Mr. Crowley's

Dear Mr. Dawley:

You have told me to tell you what method I should use to obtain the order. I have a very good chance to obtain the order. I have a very good chance to obtain the order. I have a very good chance to obtain the order.

## The Dutch Boy Painter

NATIONAL LEAD COMPANY

### Are Colors Affected by White-Lead?

It is a well known fact that white-lead is a very important material in the paint industry. It is a material that is used in the manufacture of white paint. It is a material that is used in the manufacture of white paint.

It is a well known fact that white-lead is a very important material in the paint industry. It is a material that is used in the manufacture of white paint. It is a material that is used in the manufacture of white paint.

It is a well known fact that white-lead is a very important material in the paint industry. It is a material that is used in the manufacture of white paint. It is a material that is used in the manufacture of white paint.

## The KODAK SALESMAN

an aid to the man behind the counter

Just Between Us

Dear Mr. Dawley:

You have told me to tell you what method I should use to obtain the order. I have a very good chance to obtain the order. I have a very good chance to obtain the order. I have a very good chance to obtain the order.

FIG. 2.—Four examples of first page treatment. The Toledo Scale System is prepared exclusively for the advertiser's salesmen. The other publications shown in this exhibit are sent to the trade generally or to technical readers.

of giving dealers certain territory in which they have exclusive sale of the advertiser's products, the making up of a general list and sending out such a solicitation as a good publication regularly may make some friction with old customers.

Where the publication is to be sent to users of the product, inquiries may form the basis of a good mailing list, or perhaps dealers may be urged to send selected names and addresses. In building up the list of *Alpha Aids*, dealers were asked to send in selected lists of from a dozen to fifty names. A blank for this purpose was forwarded, the blank bearing different classifications—architects, engineers, city and county officials, industrial firms using large quantities of cement, owners or managers of farms where considerable concrete work is undertaken, etc. Also in this case, along with the first issue of *Alpha Aids*, went a postal card notifying the addressee that the magazine was being sent to him with the compliments of the local dealer in Alpha Portland Cement, the dealer being named.

**Remington Typewriter Company Method.**—Following is the Remington Typewriter Company's description of its method of building up and maintaining the mailing list of *Remington Notes*.

“*Remington Notes* has an approximate circulation at present of 220,000 copies. This circulation is composed of the following items:

Foreign List	25,000
Domestic School List	45,000
General Mailing List	150,000

“The foreign circulation is apportioned among our different foreign branches and other representatives and the distribution among the stenographers and the schools of their territories is attended to by them.

“The copies circulated on our domestic school list are apportioned and shipped to the different schools of the country and are distributed by the school principals to their pupils who are taking the typewriting course.

“The general mailing list is the main item of *Remington Notes*' circulation. This mailing list is maintained at the

Home Office and is supposed to contain the names of stenographers and typists exclusively, although other names are added on special request. The characteristic of this mailing list is that no names are placed on it except by request.

“As a means of bringing *Remington Notes* to the attention of stenographers and typists, we have what we call a free subscription card. These cards are carried by all of our domestic salesmen, some 800 in number, and handed to typists in the course of their canvassing calls. The main portion of our general mailing list is obtained in this manner although the voluntary correspondence with typists who have seen or heard of *Remington Notes* and wish to be placed on the mailing list is very large.

“Our general mailing list is kept territorially and also according to the age of the subscription. Our practice is to send a notice of discontinuance after the subscription is two years old on the assumption that the recipient may have retired from business or changed her address. Although the percentage of renewals is large, the fact that every subscription automatically cancels itself in two years unless renewed, makes it necessary for us to secure a constant flow of new subscriptions in order to maintain a general mailing list at an average of 150,000 names.

“In this way we keep the dead wood on our general mailing list down to a reasonable minimum.

“*Remington Notes* does not circulate among prospective purchasers unless especially requested. The purpose of the publication is to ‘Remingtonize’ the typist and the student of typing.”

**Houghton Company Methods.**—The E. F. Houghton Company, manufacturers of lubricants, belting, etc., a concern selling to industrial concerns and which issues several publications, gives the following explanation of its methods:

“Our mailing lists have been valued at upwards of \$150,000. They comprise approximately sixty lists, maintained up-to-date.

“In size they range from lists of moderate size, to one of nearly 60,000 individual names receiving our *Houghton Line*, with home and business addresses of that number of live in-

dustrial executives. We have also nearly 40,000 such men on our *Houghton Industrial Digest* list.

“All of these are personal names, as our publications all go directly to individuals—never to firms.

“These lists are the result of many years’ development, working consistently toward the ideal of ‘all personal names with buying power.’

“Our sales agents and their men, in all the principal industrial centers, check and approve every name that goes on our publication lists. The sales agents also pay a substantial part of the cost of our regular publications, thus insuring their complete cooperation.

“Our *Digest* slogan is: Free—if you ought to get it free. To all others, \$1.50 a year.

“We have only a small paid list, and we do not care for paid circulation. The price we ask is far more valuable than the ability to pay a mere money charge.”

**Checking Up the List.**—Many house publication managers send out a card once a year for the purpose of verifying the name and address of the reader and ascertaining whether or not he is sufficiently interested in the publication to receive it further. This does not imply that a name should necessarily be dropped from a house publication mailing list because the reader does not return the card and say that he wishes to have the publication continued but the sending out of such a card gives some indication of how the magazine is being received.

**Selecting a Name for the Publication.**—The selection of a good name for a house publication is important. Too often a “smart” name is selected that does not wear well. The name should be attractive, possibly indicate the purpose of the publication, or at least suggest the name of the concern issuing it. *The Dutch Boy Painter* connects well with the National Lead Company, because this advertiser uses the Dutch Boy as a trade-mark. *The Voice of the Victor* (Victor Talking Machine Company) is a good name, because it suggests that the publication is the Company’s mouthpiece to the trade. It is also associated with the trade-mark “His Master’s Voice” and incorporates the word Victor.

10 THE KAN-SUN.

**HONOR ROLL**  
 Mrs. L. Lamborn C  
 Mrs. H. Dumbach C  
 Mrs. H. Ferguson E  
 Mrs. E. Merrill E  
 Mrs. D. Cheney F  
 Mrs. E. Eberbach F  
 Mrs. D. Pierce J  
 Mrs. M. De Coto J  
 Mrs. M. Gabel K  
 Mrs. E. Charters K  
 Mrs. E. Jackson L  
 Mrs. E. Loving L  
 Mrs. M. Borech L  
 Mrs. M. Jones V  
 Mrs. L. Fillingim V  
 Mrs. H. Worthington BC  
 Mrs. H. Pawley BC  
 Mrs. O. Atkins EC  
 Mrs. M. Oden EK  
 Mrs. H. Smith EK  
 Mrs. L. Belsa DG  
 Mrs. L. Eider DG  
 Mrs. M. Flavin DG  
 Mrs. J. Redding HA  
 Mrs. H. Morris HA  
 Mrs. A. Crady HA  
 Mrs. D. Crady HA  
 Mrs. K. Conner HA  
 Mrs. C. Schmidt HA  
 Mrs. D. Gilman HA  
 Mrs. D. Besser HA  
 Mrs. L. Beldin HA  
 Mrs. M. Shelton HA

**HONOR ROLL—JULY, 1920**  
 In making up the list this month the last two days, 29th and 30th, were not included. These will be counted in August, and the last two days of August will be omitted. This will enable the Educational Department to get the reports ready for the Kan-Sun. This procedure will be followed each month.

Mrs. E. Lambert C  
 Mrs. E. McPherson C  
 Mrs. E. Eberbach C  
 Mrs. E. Thompson C  
 Mrs. E. Ellis C  
 Mrs. E. Patton C  
 Mrs. H. Hirsch C  
 Mrs. H. Elyson C  
 Mrs. A. Jones C  
 Mrs. M. Struss C  
 Mrs. E. Fillingim C  
 Mrs. M. Elliott C  
 Mrs. M. Litch C  
 Mrs. A. Conrad C  
 Mrs. H. Groshen C  
 Mrs. D. Marshall C  
 Mrs. G. Brown C  
 Mrs. A. Belsa C  
 Mrs. E. Shurkey C  
 Mrs. F. Spoo C  
 Mrs. Wharton C

**INCORRECT ADDRESSES JUNE, 1920**  
 Ch ..... 47 To .....  
 D ..... 48 J .....  
 E ..... 49 O .....  
 F ..... 50 G .....  
 H ..... 51 K .....  
 I ..... 52 L .....  
 J ..... 53 M .....  
 K ..... 54 N .....  
 L ..... 55 O .....  
 M ..... 56 P .....  
 N ..... 57 Q .....  
 O ..... 58 R .....  
 P ..... 59 S .....  
 Q ..... 60 T .....  
 R ..... 61 U .....  
 S ..... 62 V .....  
 T ..... 63 W .....  
 U ..... 64 X .....  
 V ..... 65 Y .....  
 W ..... 66 Z .....  
 X ..... 67 A .....  
 Y ..... 68 B .....  
 Z ..... 69 C .....  
 A ..... 70 D .....  
 B ..... 71 E .....  
 C ..... 72 F .....  
 D ..... 73 G .....  
 E ..... 74 H .....  
 F ..... 75 I .....  
 G ..... 76 J .....  
 H ..... 77 K .....  
 I ..... 78 L .....  
 J ..... 79 M .....  
 K ..... 80 N .....  
 L ..... 81 O .....  
 M ..... 82 P .....  
 N ..... 83 Q .....  
 O ..... 84 R .....  
 P ..... 85 S .....  
 Q ..... 86 T .....  
 R ..... 87 U .....  
 S ..... 88 V .....  
 T ..... 89 W .....  
 U ..... 90 X .....  
 V ..... 91 Y .....  
 W ..... 92 Z .....  
 X ..... 93 A .....  
 Y ..... 94 B .....  
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 K ..... 886 N .....  
 L ..... 887 O .....  
 M ..... 888 P .....  
 N ..... 889 Q .....  
 O ..... 890 R .....  
 P ..... 891 S .....  
 Q ..... 892 T .....  
 R ..... 893 U .....  
 S ..... 894 V .....  
 T ..... 895 W .....  
 U ..... 896 X .....  
 V ..... 897 Y .....  
 W ..... 898 Z .....  
 X ..... 899 A .....  
 Y ..... 900 B .....  
 Z ..... 901 C .....  
 A ..... 902 D .....  
 B ..... 903 E .....  
 C ..... 904 F .....  
 D ..... 905 G .....  
 E ..... 906 H .....  
 F ..... 907 I .....  
 G ..... 908 J .....  
 H ..... 909 K .....  
 I ..... 910 L .....  
 J ..... 911 M .....  
 K ..... 912 N .....  
 L ..... 913 O .....  
 M ..... 914 P .....  
 N ..... 915 Q .....  
 O ..... 916 R .....  
 P ..... 917 S .....  
 Q ..... 918 T .....  
 R ..... 919 U .....  
 S ..... 920 V .....  
 T ..... 921 W .....  
 U ..... 922 X .....  
 V ..... 923 Y .....  
 W ..... 924 Z .....  
 X ..... 925 A .....  
 Y ..... 926 B .....  
 Z ..... 927 C .....  
 A ..... 928 D .....  
 B ..... 929 E .....  
 C ..... 930 F .....  
 D ..... 931 G .....  
 E ..... 932 H .....  
 F ..... 933 I .....  
 G ..... 934 J .....  
 H ..... 935 K .....  
 I ..... 936 L .....  
 J ..... 937 M .....  
 K ..... 9

*Alpha Aids* is good also; the two words go well together and suggest the idea of helpfulness. This name was adopted as the result of a contest among the Alpha employes. *Tick Talk* is appropriate as the name of the publication of the Western Clock Company, makers of the Big Ben clocks. *The Salt Seller* is very appropriate as the name of a little publication issued by the Diamond Crystal Salt Company, devoted mainly to improved selling ideas as applied to salt.

House publication names can be trade-marked, so an examination of a list of names of existing publications should be made before a name is finally adopted.

**Size and Mechanical Style.**—Fixing on a size as on an appropriate mechanical typographical style for a house publication calls into play most of the principles discussed in the section of this volume devoted to Catalogs, Booklets, Folders and Cards. Many house publications are in the style of a booklet.

There are advantages in a small size such as can be put in the usual size of business envelope or slipped into the reader's pocket to be read at leisure. The larger size of page, up to the type page of 7 by 10, has advantages in the way of showing illustrations, and this size will carry plates that many advertisers have made for general advertising, thus making possible some economies in the way of art and plate work.

The specimen pages here reproduced give some suggestions as to mechanical form as well as to literary make-up.

**Handling of Copy.**—It is advisable to give the printer a general dummy with each issue of a house publication, indicating the place of the leading article and all illustrations. It is generally desirable to give the printer some liberty in the placing of small items, unless the advertiser desires to get galley proofs and to make up all pages from a duplicate set of proofs. Many house-publication editors save themselves some trouble and delay by giving the printer some liberty in make-up and getting their first proofs as page-proofs.

It is advisable for the editor to keep a number of small items standing in type continually, carrying the matter over from one issue to another. Then he always has proper material to fill short pages.

**BLAW-KNOX LIFE**

Have you heard that—

*A* **V** Indian's idea of going to heaven was to take a trip to the Happy-Hunting Grounds where he could have an endless supply of arrows and an endless number of animals to shoot at. Now there's a certain little Indian called Dan Capud, who twangs a pretty wicked bow and arrow; he is a sure-fire shot. This dangerous kid seems to think that Blaw-Knox is the Happy Hunting Grounds, so that every time a fellow comes to work in our shop, he takes a chance on losing his "bowl." He's been around here now for many months chiding up the place like a young wild man. It's getting with our girls. Even the editor is getting worried. Blaw-Knox Life is getting to be just one romance after another. Maybe it's because Andy Hastings hires such good-looking girls. Let's get Andy a pair of binoculars. All in favor say, "aye." The "eyes" have it! What we started out to say was this:

Mrs. Lucretia Martin, who used to be a popular member of our painters' group, is now "among the missing." If you want to find her you'll have to inquire for Mrs. Woodall. In other words, she is now the better half of Jimmy Woodall, of our engine room.

Pete Mandelki, who works in our tin shop, will soon be the happy husband of Sophie Kogoska, one of our punchers. (Here's a chance for some of you funny guys to say something about punchers.)

Chester "Gut" Friedman, of the structural aisle, recently slipped a wedding ring on the finger of Miss Marie Snyder, of Sharpburg. The couple spent their honeymoon in Buffalo.

George Hiernesser, one of our crossmen, has taken Miss Gertrude Scheibel, of Elma, for a life partner.

Arthur Cummings, slapper in the welding department, has also taken the Leapy-ear wip, the lady in question being Miss Esther Kitzky Sharpburg. It was an elegant being tied in Wellburg, W. Va.

Another name for the "list of Miss Lena Sadell, of our lining if she loads her husband as well as men at her table, he surely will never get to the altar with Mrs. Kati, mother of Pete Jadoniec, who is in our riveting department. This has been read.

Miss Ercenetta Megill, of Blaw-Knox, and Honard Megill, of our Hammer was married on August 16th, to Jol Cleveland.

This is all that "Life" has to offer



Earl Montague's

**Remington Notes**

**CONSCIENCE HELPS IN THE WAR ON WASTE**

By a Stenographer

War on Waste! This is a war started by that other and greater war. And it is a war which is bound to go on, because no armistice or peace treaty can stop it.

(Littering and blotting waste can be eliminated by improved methods—and these methods are provided by the writing machine. But waste of materials is something else again, and the elimination of this kind of waste is a matter of common sense, pure and simple. Are you conscientious in this respect? To make this question perfectly clear let me itemize it.)

**Paper:** Are you wasting good paper, using it for scrap purposes, when an old envelope would answer the same purpose? When you spill a letterhead and only have a few lines written, do you throw the entire sheet in the basket, when by tearing it in half you could keep yourself supplied with plenty of scrap paper?

**Pencils:** Do you ask for a new pencil every ten days, because you leave yours wherever you happen to be? A friend of mine is supplied with enough pencils for the next two years, because she picks up all the odds and ends and also perfectly good pencils that her fellow-employees have lying around in the dressing room, on the window sills, etc.

**Typewriter Ribbon:** Are you getting the maximum out of your ribbon and if they are of one color, turning them over, thereby getting nearly double the amount of wear, or are you throwing them away when they show the least sign of becoming faint?

**Carbon Paper:** This is perhaps the biggest waste item of all. The way

some typists waste perfectly good carbon paper is a shame. I suppose it's because carbon paper seems like such a light, flimsy thing, so easy to crumple up and throw in the waste basket. But they wouldn't waste it if they had to buy it themselves at the standard price of 3 cents per sheet.

The average employer does not wish to watch over his employees to see that they do not waste the materials supplied them and the average trusted employee would feel highly gratified if the question were raised at all, yet what a waste of materials is carried on by many of these same people! The employer is largely at the mercy of his employees in this respect. It is all a matter of having a conscience where other people's property is concerned.

The really conscientious persons can scarcely go wrong in life, because they have that highly developed trait in them which enables them to distinguish so keenly between right and wrong, and which leads them always to practice the Golden Rule.

After all, the efficiency with which we do our work is measured by, and also limited to, the amount of conscientiousness we put into it.

Always keep a small piece of sand in your desk. It is the valuable suggestion of Miss Helen M. Tweed, of Philadelphia. You will need it for freshening up your eraser if you have a very correction in make especially on carbon copies.

**YES,** perhaps you can get along without the Self-Starter. It isn't so very long ago that business got along without the typewriter. Think it over!

FIG. 4.—Inside page-arrangement of two well known publications.

**Distribution and Mailing.**—It is the general practice to distribute house publications largely from the office of the publication, though branch offices frequently have stocks of all issues to distribute freely among those likely to be interested.

Unless the distribution is limited to a few hundred copies, stencils of names and addresses and an addressing machine will be necessary. Name and address should, of course, be classified according to locality or according to the group of readers, so that changes may be readily made.

The two methods most used in mailing are the “permit stamp” on the envelope and the use of pre-canceled postage stamps. If as many as 300 copies of a publication are mailed at once, the Post Office Department allows the use of a permit stamp on the envelope similar to the example shown in Figure 5. The postage bill may then be paid in cash. The passage of the publications through the mails will be facilitated by bundling the copies according to states or in whatever other manner may be preferred by the local post office.



FIG. 5.—Permit imprint which may be used on envelopes for house publications.

House publications, unless issued by an educational institution, must be mailed as third-class matter, just as any other advertising or promotional material.

**Costs of House Publications.**—A house publication may be a very simple affair, costing only four or five cents a copy, or it may be much more elaborate and cost as much as twelve to twenty cents a copy in fairly large editions. With present-day costs of paper and printing, it is not easy to publish an attractive house publication without getting into an expense of at least ten or twelve cents a copy. Costs may be lowered, however, by making a publication a plain but neat

affair of four, eight or twelve pages, printed in black on plain white.

**Methods of Securing Material.**—Usually the advertising manager or the sales manager has direct responsibility for the getting out of a house publication, and these have a point of contact with the advertiser's dealers, his traveling representatives, resident agents, consumers, etc. From correspondence and salesmen's reports, considerable in the way of interesting articles and items can be secured. Salesmen should be encouraged to look out for items, photographs, etc. It is not usual that a salesman's writing ability is such that he can turn in a good article, but often the tip that he gives about some interesting happening in a dealer's office or in the customer's use of the goods, will enable some one from the home office to make a trip to the point and secure an article that will be worth all its costs.

In the case of store papers, an effort is usually made by the editorial staff to get cooperation from everybody, but this is more easily said than done. After a few issues of the paper, the job is left largely to the editorial staff unless some inducements are made to get steady contributors.

The importance of the house publication may warrant the employment or appointment of a very capable person as editor, who will give the work his entire time. He may find it expedient to go out into the open market and buy articles, photographs, etc. But the needs of house publications are of such a particular nature that it is not easy to buy suitable material from general writers. Through editorial zeal, however, a list of writers who can furnish what is wanted can be located.

It is usually advisable for many of the articles in house publications to be written by company men—the editor of the magazine itself, the sales manager (if he does not happen to be the editor of the publication), the engineers, chemists, treasurer, president, superintendent, branch-office managers, etc.

Dealers are not usually prolific or particularly capable in the writing of articles, but if questions are put to them skillfully, they will write interesting letters which can be whipped

into shape as articles. It may sometimes be necessary to submit the material finally to the dealer for his approval—especially if it is to appear as having been essentially written by him.

### USE OF AUTOMOBILES AND TRUCKS

Recently I saw a very interesting report made up from the experiences of a number of manufacturers relative to the use of automobiles by their salesmen.

This report made me wonder if it would not be well for a number of dealers to compare experiences as to the use of automobiles in attending to sales and other business, and the use of trucks for deliveries. I am accordingly addressing this letter to a selected list of dealers. I should like very much to have you answer the questions on the attached sheet as fully as you can, mentioning any special experiences or incidents that would likely be of interest to other dealers.

If you will do this and allow us to quote your experiences we will, of course, send you a summary of all the facts we get from other dealers. This exchange of ideas and experiences may prove very profitable.

Truly yours,

*S. Roland Hall,*  
Editor, ALPHA AIDS.

FIG. 6.—A letter to dealers that brought enough interesting replies to make up a good "experience" article.

Figure 6 is an example of a letter written to a number of dealers. From the replies to this letter, one of which is reproduced in Figure 7, it was possible to construct an interesting summary of the experience of building-material dealers with trucks.

It is better to keep within bounds in the use of clipped material. Readers lose interest if they see that the items are mainly reprints. This is also a reflection on the magazine.

The needs and purposes of house publications vary so widely that it is not possible to lay down any specific suggestions as to the character of matter that should be used or sources from which it may be obtained. The publishing of a good magazine, though it be small in size, is a real editorial undertaking. It is better to start conservatively, with a few pages, and gradually increase the size than to make a start with a 16- or

## USE OF AUTOMOBILES AND TRUCKS

Question 1. Have you found that the use of the automobile in looking after business—new or old—has enabled you to do your work with a fewer number of men and has thus effected a real saving?

Answer. The automobile saves time in delivering material, and it is therefore unnecessary to have as many men to do the same amount of work.

Question 2. How far from headquarters has the automobile permitted you to go, as a rule, in looking up business, city or rural?

Answer. The entire county and in some instances business trips over the entire state.

Question 3. How many trucks are you using and what are their capacities? Have they proved profitable, considering your investment, as compared with the use of teams?

Answer. 1—One-ton truck. These trucks have proved very profitable with an overhead comparatively  
1—1½-ton truck. small as compared with the use of  
2—Four-ton trucks. teams.

Question 4. How far as a general rule do you undertake to make truck deliveries?

Answer. Within a radius of 10 miles from the city limits.

Question 5. Do you set any limits as to the size of a cement order that you will undertake to deliver?

Answer. An order of one sack of cement is held until other deliveries of larger quantities are to be made in the same neighborhood—or an extra cartage charge is made on deliveries of small amounts.

Question 6. In general, do you feel that the use of automobiles and trucks gives you any additional prestige that is worth something?

Answer. We feel that it is a known fact that the use of trucks for deliveries will give any dealer a prestige that he does not have if he continues the slow process of delivering with teams.

From T. D. Eichelberger's Sons, Dayton, Ohio.

FIG. 7.

A dealer's reply to questions.

32-page magazine with colored covers, publish all of the most essential information in the first few numbers and then be forced to publish a number of commonplace issues.

**Humor.**—The question of humor is a debatable one. Liveliness is often in order, and a page of humor may not be out of



Letters from the  
Cub Reporter

by  
ALBERT B.  
TIBBETS



Chicago, Ill.  
July 15, 1920.

Editor Dutch Boy Palster,  
National Lead Company,  
111 Broadway,  
New York, N. Y.

Dear Boss:

Stopped off at Kingston, N. Y., yesterday. Called on Mr. M. M. Herzog, a painter-dealer. He is a big little man and has a big little store. You know what I mean—a man who is comparatively small in stature but big in business ability and a store which is comparatively small in floor space but big in nearly everything that goes to make up a modern and up-to-the-minute paint store.

Was impressed as I entered Mr. Herzog's store by the attractive and effective window displays—one of them, by the way, featured Dutch Boy products. Learned later the window displays are changed weekly.

Interior of store carried out promise of display windows—stock neatly and effectively arranged, and no mussy-looking aisles, either in front or back of store.

But its appearance, while very important, isn't the real big thing about the Herzog store—it is the simple but efficient and adequate bookkeeping system used that is most noteworthy. A daily inventory and a profit sheet form the backbone of Mr. Herzog's system. They keep him informed on "what is what" about his business.

Every morning the sales slips of the previous day are checked over by the girl who is in charge of the bookkeeping system. The total cash sales on these slips must balance with the total as recorded on the cash register. The charge sales are transferred to the account book.

Every item of merchandise sold in the store is listed by name and brand in the left-hand column of the daily inventory

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The Salt Seller  
**The JAP SALESMAN**



Burk Burn It Texas  
Month of Soyfula  
Day of Glad Memory

Dear Editor  
Bill the Salt;

Texas are most wonderfull large state, best in Union I am tole and it heed to be sold all the wildcat oil companies and to-get-rich-quickers permoters.

are hard prospeck for humble sales- what sell such a common commodity it, becaws the salt bizness ain't tuned the same plane as the oil bizness. We in few cases or barrels at a time and we get a hunnerd dollar order we ourself large nut Sunday to seller. And then when you are plunge into moonity where a thousand dollars is it sum menched it are dazzling in

salt here of course, for it are as a necessity as are sucker, but I can gaze of contempt when I tell man bill will be for sperceded order. e to take a thousand dollar bill out register and say, "Now run along or and don't bother to come back change."

he feller settin on a camp stool "You have honnest face. Will set here while I run down to the spend nineteen dollars for a a cup of coffee."

William... pceds, but art



The Boy from Boston

"I want a Special Kodak fitted with No. 4 Tessar, Series III, Anastigmat f. 6.3, and a half pound of monomethyl paramidophenol sulphate."

FIG. 8.—Three pages that illustrate the use of humor in house publications.

place, but the house-publication editor who starts off with the idea of competing with *Life* is fairly certain to become tired of the job soon, and the readers are, too. Lively treatment is more in order where the publication goes only to Company employes than where the magazine is for other readers. A magazine for salesmen or agents may very properly have considerable humor in it if this material is written with tact and skill. Good photographs and thumb-nail cartoons are very helpful.

**The Editor and His Files.**—Whoever the editor of the house organ may be, he has need for all-round ability. He should be able to write entertainingly and helpfully, be a skilful investigator, have a keen “nose for news,” know the selling and advertising fields, be a good correspondent, and have something of the teacher in him, especially if the publication he is to edit is for home-office employes, traveling representatives, community agents, or dealers. He must also have a good fund of tact—not publish anything that may offend, know how to turn down contributions gracefully, when he must do so, and how to play up personalities without gushing.

He should maintain extensive files, for much appears in the public and trade press and in correspondence that will suggest articles for his own publication.

In those cases where a house publication is sent to dealers, the range of helpfulness is wide. The articles may deal with better store methods, better salesmanship, effective collecting, laws that every one should know, treatment of insurance topics, dealer's experiences, etc.

Not every house publication has a real editorial page, but some have this feature and occasionally publish an editorial signed by the president of the firm or some other executive. Articles on the origin of raw materials, methods of manufacturing, interesting examples of use, etc., are fertile topics.

**Syndicated House Organs and Syndicated Articles.**—Several firms produce syndicated publications that an advertiser may purchase more cheaply than he can produce an entirely original publication. By the printing of special material on the cover pages and perhaps also on the two center pages, the publication can be made to have a measure of individuality.

Such publications are purchased mostly by local advertisers, and they fill a need for those who need only a few hundred or perhaps a thousand copies of a readable little publication and are content with a little matter that is distinctively their own. The national advertiser would not find a syndicated publication suited to his needs.

There are now a number of writers who send out syndicated articles on salesmanship, collections, and business subjects generally, offering house-publication editors the exclusive right in a particular field. These fill a certain purpose and lessen the cost of buying exclusive material.

**Miscellaneous Points.**—It is not customary for advertising space in house publications to be sold to advertisers generally. A notable exception to this is the publication known as *Business* published by the Burroughs Adding Machine Company, and the *DuPont Magazine*, both of which are circulated broadly. Most publishers of such magazines seem to believe that it is better that the entire impression of the publication, whatever it may be, should be connected with the firm behind the publication.

There are good possibilities in cooperative house publications. From four to six non-competing advertisers, no one of whom would care to stand the full expense of circulating a first-class publication broadly, could cooperate to good advantage if the list or lists they wish to cover would be about the same. At the time of publishing this Handbook, a group of United States advertisers are planning the publication of a cooperative house publication to be circulated in South America in their interests.

Once a month is the usual publication schedule for house publications. Some publishers issue every week or as frequently as issues may be required. There is one publication issued only every sixty days. The publishers of this feel that it is better to make a strong impression with an unusually attractive number every sixty days than to bring the magazine out monthly. This publication is not dated but bears merely a serial number on its cover.

## SECTION 31

### THEATER PROGRAMS AND CURTAINS

#### NOVELTY AND SPECIALTY ADVERTISING

**The Program.**—As in the case of other mediums, the value of the theater program depends largely on the character of the program and the audience to which it is distributed. Some programs are horrible examples of printing. Others are very attractive little books that get considerable attention from the audience in the spare minutes before the opening act and in the intervals between acts. While it is true that people go to the theater to be entertained rather than to read, the mental attitude is usually that of leisure and receptiveness, and if the article advertised is one that appeals particularly to the theater-goer, the medium may be well worth its cost.

The theater curtain, like the moving picture, has its principal advantage in that it is where attention is centered. A space on the theater curtain is a small indoor poster, so to speak, with unusual opportunity for attention—more than a poster ordinarily receives. Such advertising should be classed as poster advertising. The poster must be artistic or the audience may resent having it forced on them. If the cost is reasonable, considering the audience before which the poster will be shown, there is no reason why the advertising may not be profitable. It is likely that audiences often feel the inappropriateness of certain advertising on the theater curtain, as they do with respect to certain outdoor poster advertising and this is something that the wise advertiser should guard against.

**Novelty and Specialty Advertising.**—Perhaps the most difficult of all advertising mediums or methods to judge accurately are those consisting of novelties or specialties. Where the advertiser can easily deceive himself is in the fact

that it is very easy to give away novelties or specialties of any kind. One is likely to conclude that because an article is well received, it has proper advertising value. But this may not necessarily be true. It would be easy to give away diamond rings, automobiles, handsome pocket-knives and the like, but few, if any, advertisers could do this with assurance of proper advertising return.

**Salesman Attitude.**—Salesmen generally are favorably inclined toward novelty advertising. They give out material of this kind, and since it is connected with their personal work and they have a chance to see the effect, they are likely to overvalue this advertising as compared with the value of advertising in publications which has its effect unseen to a large extent.

This should be considered with respect to novelty or specialty advertising—that the same medium cannot be used to reach all groups of users that an advertiser may wish to reach—nor is it always true that any one group of mediums will do all that an advertiser may desire to accomplish. There is room for educational-advertising as well as reminding-advertising.

**Instances of Successful Use.**—An advertiser of Portland Cement, while depending on periodicals for most of his educational work, found that a fob featuring his trade-name and a selling point of his product was very popular with yard-men, drivers, small contractors, cement inspectors, etc.

The most logical type of novelty or specialty is one made of the advertiser's product, or else of such a nature that it connects readily with his name or business. The Norton Grinding Company, for example, makes up desk and pocket match-holders out of its abrasive material, as well as small pocket-knife and carving-knife sharpeners. These are exceedingly useful, and as long as they last are constant reminders of the Norton products.

The H. J. Heinz Company uses effectively a watch charm in the style of a little green cucumber pickle.

A unique pencil would be a more appropriate novelty for a stationer than for a coal yard. A bill folder or a pocket savings bank is more attractive for a bank than for a bakery.

In following this principle the advertiser is merely taking advantage of the association of ideas.

A manufacturer of shoe leather, anxious to get the names of all shoe stores handling shoes made of his product, found that the shoe manufacturers were in many cases reluctant to give this information. While they were at that time perhaps using this particular kid leather exclusively, they surmised that they might not be doing that every year, and consequently were not keen for helping the leather manufacturer to impress his product on the retail trade. This manufacturer, knowing the fondness of the shoe manufacturers' salesmen for giving out novelties, submitted to all the shoemakers a key case made of his leather. He offered to supply each manufacturer's salesmen with these key cases, and said that he would stamp each retailer's name on the case in gold if the names were sent in by the salesmen. As a result, the key cases were offered liberally to the retail merchants, and an extensive mailing list was built up from the names sent in by the shoe-manufacturer's salesmen. In many cases a plan of this kind can be worked up whereby specialties can be distributed to advantage and by a real advertising method. If this is not done, an attractive novelty may be scattered around carelessly and not get into the hands of any large number of people whose patronage or good will could benefit the advertiser.

## SECTION 32

### ADVERTISING THE LARGE RETAIL STORE

One prominent department-store advertising man holds that the six important divisions of large retail-store advertising are: Policy, Budget, Media, Annual and Semi-annual Sales Events, and Institutional Publicity.

**Determining the Audience.**—An early problem to be solved by the man handling the advertising of the large retail store is the type of audience that the store reaches or wishes to reach. This is a phase of policy. Some department stores, dry-goods stores and other general stores frankly appeal to what is known as the popular class of buyer. Other stores appeal to the well-to-do class. A still larger group of such stores appeals to the great middle class and reaches up or down, as it were, to the other classes. In deciding this important question of what is the proper appeal, the merchant or the advertising man must do as every advertiser does, pick certain types of buyers as the typical prospective consumer and be guided by this standard.

**Appropriation.**—The appropriations for advertising of the large retail stores are usually fixed on the basis of the year's business, and they run all the way from 2 per cent. to 5 per cent., according to the character of the store. Many large stores operate on 3 per cent. As has been pointed out in other chapters of this volume, certain lines of goods, furniture, for example, will stand a larger advertising expense than many other classes of goods carried by the dry-goods and department stores. Hence, what would be the proper advertising expense for a large store depends on the size of those departments carrying goods that will permit of a liberal advertising expense, and others that permit of a very small advertising expense.

It is best to lay out a budget even if it cannot be strictly

followed—so much for newspaper advertising, art work, circular advertising, etc.

Responsibility of Advertising Manager.—The advertising manager of a large store is usually responsible to either the

# The Man's Shop

## Atop the Lord & Taylor Store

**ONE** should not look a gift horse in the mouth, but one does—if it is a scarf, or a jacket, or a dressing gown, or a box of shirts, or golf stockings or any of those things a man really cares about.

At Christmas women feel this—at the same time knowing how men appreciate well selected additions to their wardrobes. Every woman has hoped that this day would appear when she might go to a shop and select a manly gift for a man which would evolve from her an air of indulgence.

Next to his business, his affections and his library, a sensitive man's chief satisfaction lies in what he wears. The Man's Shop has been established—its accessories have been collected from the world's



ends—with this type of conservative, well dressed man in view.

Gold ornaments are not essentially refined jewelry, either is a tie with Christmas colors necessarily the scarf such a man would select. So there have been excluded, from every nook and corner of The Man's Shop, the garish and the commonplace.

Those who are thriving the Murray Hill section these busy days, where the Lord & Taylor store stands a commanding figure, are advised to step into the Express Elevators and be landed immediately on the special floor devoted to this shop, in which men are finding a direct purpose and a new atmosphere. It is filled, not with Christmas possibilities, but Christmas certainties.

### Express Elevators to Gifts Which Express Men's Natural Preferences



**NEXT** to the lounge gowns and smoking jackets which every bachelor and bon vivant, every man of mature years and every student in college holds in esteem, are the evening dress things which always need replenishing.

It may be evening gloves, a waistcoat, evening shirt, a top hat, a stick or a cane.

In The Man's Shop they may be ordered to the special Bleeding Drive Room—a practical rehearsal of these conveniences, under actual evening light and conditions.

There is a selection which is most convincing you that the subject is receiving the attention and treatment which the man himself expects and approves—namely, the ordinary things most in every man's mind.

If it is a walking stick for evening or afternoon, or a pair of walking gloves, there is the same liberality of attention and assurance of convenience.

Gloves, of course, are prime favorites at Christmas gifts, with men as well as women, and the average man regards himself as particularly fortunate when he is remembered with a few judiciously chosen pairs.

For every year this year has been known from start to finish for its ability to furnish gloves, as well as stockings, of immaculate correctness and quality.

As a man, this well earned reputation has been transferred to The Man's Shop, and now is justified to the highest degree. Buckskin gloves in the various lighter and heavier shades; hand-stitched English glove gloves; matches gloves in every desirable style; hand and foot gloves and mittens; and woolen knit gloves.

Dressing gowns in latest French silk brocades, or English damasks and chevrons; in plaids and stripes, and in those lighter silks which are rare on a shop—in assortment one might look for in London.

Smoking jackets or breakers, silk and velvet—for the comfortable evening or lounge, or as dress on when the dinner guest is disappointed.

Where is the man who does not need a new umbrella at Christmas time? And where is the one that is not some particular about the stick, and the way it falls? Here is the one with a handle that helps set off a round suit, and the one which may be carried in the evening—made of material with decorative

In history, one may admit to The Man's Shop the best productions of Scotland, England and America—from the finest silk socks to Scotch golf stockings of the difficult-to-find kind.

This includes a very complete variety of the various socks which every man now prefers in Summer as well as in Winter—from the thinnest to the heaviest weight.

Each silk and woolen sock may be had with distinctive details, or without.

No Christmas would be complete without pajamas entering the lists of gifts. From the victory lawn shirt, one would think the white of Pajamas had been created and all the desirable pajamas created off.

Pajamas of silk from the Fur Club, pajamas of madras, pajamas of English flannels for those who are cold of blood, and commonly extensive improved pajamas of various sorts they might easily be mistaken for silk.

Here are long-johns and three-piece, big-johns and three-piece—and all made on the loom and tailored to man of the world demand them.

Slippers—not the sort that rubs a man's ankle, unless the sole is one of satisfaction. Slippers to slip on with the lace-up—slippers that add a feeling of man to the lounge robe—slippers for the Pullman and slippers to relieve one's evening dress shoes.

With all the other feet benefits, here are also foot-creamers for the corner car—in one with lip-cream and another gelatin of the same name pluck and slaps in the most lively department.

Tom Ligon golf shoes, surely for creating down town, our countrymen—these English style evening slippers, a partner's waistcoat for sportswear—hand, glove slippers and overcoat, underworn, as even a suit of clothes, if one is very punctually included. Where else will you find so many gifts a man really wants!



Christmas as a city or country—for men and brushed and polished, Christmas caps and gloves, stockings at the man of the world.

When a man to his buckle, belt and hand-luggage, it would be difficult here an omission or error, if the name of the recipient are at all unobscured.

There are gold and silver buckles, selected with due regard to present usage—some with initials and others with spaces for monograms. Some of the most effective are in enameled gold, in enamel stripes.

Manufacturers of the finest white Irish linens, with linens, or with colored borders and colored spot patterns. Unusual assortment of French colonial handkerchiefs and the English silk handkerchiefs to match in one assortment.

Among the mittens are those from Zurich, of silver crocheted silk; the brushed silk and brushed wool improved mittens; some in hand stitching and a large selection of hand mittens, of both silk and wool, even with their entirely own.

The golf jacket with sleeves, and the golf waistcoat without sleeves—the scarf for golf, and the cap—the shaggy jacket of brushed wool, and the sweater in all an accepted form.

It has been the purpose of The Man's Shop to present in its completeness the branch of the golfer's wardrobe—and it has been accomplished without error. Many of these things were made in Scotland—and all have been selected with full knowledge of the preferences of American and English players.

Shirts, at The Man's Shop, are regarded as of more importance than that usually accorded them—in the matter of coloring, as well as material and color. While this selection is restricted to the extreme, it has been assembled with a knowledge of the commonest demand—a knowledge well fortified by the custom of the department in this shop. The shirts shown will unquestionably meet approval.

# Lord & Taylor

38th Street      FIFTH AVENUE      39th Street

The Man's Shop Tenth Floor      The Selection of Hats and Overcoat Offered to This Shop is Re-adjusted Prices & kept Washable in its Completeness      Express Elevators Without Stop

FIG. 1.—A distinctive page from Lord & Taylor featuring the Men's Shop. The arrangement is extremely simple and very readable.

general manager of the store or to an official known as the merchandising manager, who is also the superior of the various department-buyers or department-managers. Where the store has a merchandising manager, his approval is necessary for all purchases and all sales. He is also a court of

final resort in many questions relating to the value of goods, how they must be advertised, sold, etc. In some stores a member of the firm, who is neither the general manager nor the merchandising manager, has the responsibility of the advertising and must be consulted by the advertising manager or writer.

**Department Buyers or Managers.**—In large stores the various departments are in charge of some one usually known as a “buyer,” who is, at the same time, general manager of that department and responsible for its success or failure. All such departments are charged with a fixed proportion of the rent, light, heat, etc., and each department bears its own advertising expense.

The buyer or manager of a department is one with whom the advertising man must work closely. The buyers are of varying types. Some are very progressive in advertising matters, others are lacking in initiative, so far as advertising is concerned, and expect the advertising man to supply them, to a certain extent, with sales ideas and arguments.

**Sources of Information.**—In advertising the large store, it is obvious that the advertising manager cannot have first-hand information about the great variety of goods handled. Therefore, he cannot specialize in his studies as can the advertising man who is advertising only one class of products. There are, however, various sources of information open to the big-store advertising man:

1. Information supplied direct by manufacturers.
2. Information from trade journals.
3. Information gathered in his own visits around the store, observing the sale of goods to customers, etc.
4. Information from buyers or heads of departments.

Occasionally the advertising man will deal with a buyer who is not only ready with good information but is perhaps also a fair writer of copy. In other cases the advertising writer must get his information by getting in touch with the buyer, finding out what he wishes to advertise, etc., asking him questions about the product in much the way that a reporter would ask questions of people who have knowledge of some news event.

It is sometimes difficult for the advertising man to reconcile his views with those of the department manager. While the buyer may be responsible primarily for statements made

PHILADELPHIA, MONDAY MORNING, JANUARY 24, 1921

WANAMAKER'S ... WANAMAKER'S ... WANAMAKER'S

IT LOOKS AS IF PHILADELPHIA WERE LEADING THE WHOLE COUNTRY IN OPTIMISM

Is It Not a True Saying That None Is as deaf as those who will not hear. If you will not see your ears, and your eyes...

A Splendid New Lot of Irish Hand-Loomed Tablecloths and Napkins. This is a superb new lot of hand-loomed tablecloths and napkins...

Lingerie at Half. All our new lingerie has been made at half the former price...

Silk Petticoats in Larger Sizes. All sizes with long laces which last all the way to the knees...

A New Sports Shirting in Silk and Cotton. A lovely sportswear material in either silk or cotton...

Women's White Wash Skirts Unusually Early. This is the season of long skirts. White wash skirts are the fashion...

Mahal Rugs Have a Notable Downcome in Price. We are offering a number of Mahal rugs at special prices...

New Fictions. "What the Fish Does" is the latest fiction by the author of "The Fish and the Boy"...

Imitation Ivory Specials. A Little Sale of Toilet Articles at About Half. There are mirrors, hairbrushes and combs, toothbrushes and brushes...

14,000 Fine Linen Handkerchiefs at New Low Prices. These are the finest handkerchiefs ever made in this country...

Women's Exquisite New Gowns of \$35 to \$260. Exquisite gowns, made of the finest materials, are now on hand...

New Paris Vestings at \$1 a Yard. The finest and most beautiful vestings ever made in this country...

Chamois Head-Embroidered Handkerchiefs at Small Prices. These are the finest handkerchiefs ever made in this country...

Women's Black Duveltyes at New Low Prices. All in the opportunity of this season to buy black duveltyes at low prices...

\$45 FOR A MAN'S FUR-COLLAR SHEEP-LINED OVERCOAT! (In the London Shop). The only coat of its kind in this city...



News dispatches from Grand Rapids and other large centers of manufacture state that the public will have to be content for the present year, at least, with the recent small reduction in the furniture market.

These dispatches, which are as reliable as any human forecasts can be, must be accepted as true in so far as the general furniture market is concerned.

But the Wanamaker Great February Sale of Furniture, Starting Next Friday. is not governed by news dispatches and is not controlled by Grand Rapids or any other manufacturing center.

The hundreds and hundreds of thousands of dollars' worth of fine furniture that we have here on the Fifth and Sixth Floors is our furniture. It belongs to us, just as do the great reserve stocks in our furniture warehouses.

Therefore, owning all this furniture and having a perfect right to do exactly as we please with it, we are going to put every bit of it in a great Furniture Sale, starting next Friday, at prices so low that they will cause amazement throughout the country.

—At Wanamaker's —January 28

FIG. 2.—A good example of the newness of the Wanamaker advertising. Note the absence of the introductory paragraphs and the use of a headline in their place. The display matter under the furniture illustration is timely and interesting.

about goods, it will not do for the advertising writer to publish advertising that may be of doubtful accuracy and value. Consequently, there is considerable occasion for checking up statements and for examining goods themselves. Some stores

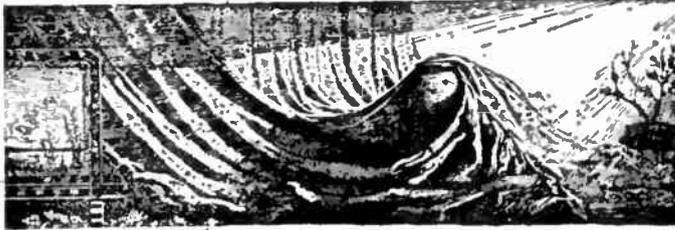
SUNDAY, MARCH 7, 1920.

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L. BAMBERGER & CO.: NEWARK, N. J.

# SILK Sale



A silk sale this year is of far more than ordinary importance. You will be gratified to know that in all this great sale assemblage are only those items that Fashion approves—taffetas, foulards, georgettes, crepe de chine, all the smart satin weaves, fiber satins, silk failles and the most popular of the exquisite sports weaves that certain famous manufacturers have produced. Every item an event in itself, so substantial is the saving it holds. Bamberger prestige as a silk center is as old and substantial as the Bamberger house itself.

**2.50 COLORED MOIRE SILKS AT 1.75 YARD**  
36-inch silks in 25 assortments of short lengths, suited for trimming purposes, millinery and Hosiery. 250 yards in all, in a variety of color effects. On sale while the quantity lasts.

**2.50 NOVELTY BARONET SATIN AT 1.75**  
About two hundred and fifty yards of this smart sports fabric. Novelty striped and plaid effects in the wanted sports colorings. On sale while the quantity lasts.

**1.50 STRIPED SATINS AT 2.00 YARD**  
36-inch satins of white and attractive color effects for making tailored blouses, dresses and separate skirts. About 600 yards when the silk sale begins. Excellent, at 2.00 yard.

**4.00 NOVELTY SHANTUNG AT 4.00 YARD**  
40 inches wide, showing effective patterns in white and black and navy blue combinations. Will make very smart summer sports costumes. Good, heavy weight. 200 yards in all.

**36-INCH NOVELTY TRICOULETTES ON SALE**  
In the beginning there will be an excellent choice of the preferred sports and street shades. Attractive weaves.  
\$4.50 Tricolette at 2.50 yard  
\$14.50 tricolette at 7.50 yard

**3.50 FANCY SILK TAFFETAS AT 2.00 YARD**  
36-inch fancy taffetas and plaid taffetas in an excellent choice of color effects for making full blouses and little girls' dresses. Six hundred yards when the sale begins.

**36-INCH PLAIN AND FANCY TRICOULETTES AT 3.00**  
These were made to sell at \$4.50 the yard, but owing to slight imperfections we can sell them at this price. 30 inches wide. Navy blue and black. White 200 yards last.

**5.50 ALL-SILE BROCADED SATIN AT 5.00 YARD**  
50 inches wide, in light and dark combinations of colors. Will make very beautiful hangings for auto, wraps and coats. On sale at this price while about 250 yards last.

**3.00 BORDERED RADIANT SILK AT 2.00 YARD**  
30 inches wide. This is a very handsome silk, navy blue, black and brown grounds, with effective borders in colors. A very small quantity, only 250 yards in all. White 10 yards 4.00 yard.

**2.50 CHECKED SILKS ON SALE AT 2.10 YARD**  
30 inches wide. Black and white and navy and white checks, for making blouses and dresses. Very attractive for Spring wear. Only 200 yards in all. On sale while the quantity lasts.

**1.50 NOVELTY RADIANT EYES AT 1.00**  
60 inches wide. A very beautiful silk for Spring and Summer costumes. Light colors, with pretty and effective designs. About 200 yards in all. It will be white some early.

**1.75 FIGURED SILK FOULARDS AT 1.50 YARD**  
36-inch foulards will be very much in vogue this Spring. In this line are the preferred patterns and color effects for street and afternoon wear. 25 inches wide, finely woven and of good weight.

**4.00 AMERICAN SILK SHANTUNG AT 3.50 YARD**  
About 400 yards in all, in white and the natural tan shade. Will make fashionable blouses, sports skirts and outer costumes. About 400 yards in all, to go at this low sale price.

**4.50 SOFT-FINISH BLACK SATIN AT 3.75 YARD**  
A very beautiful weave that will serve many smart fashion purposes. 38 inches wide, jet black, with chiffon finish, highly lustrous. On sale while five hundred yards last.

**3.50 AND 3.75 GEORGETTE CREPE AT 2.00 YARD**  
40 inches wide. Fine, heavy georgette in white, black, navy blue, green and a wide choice of "light shades" for afternoon and evening wear. About 600 yards when the sale begins.

**3.50 Taffeta at 2.95 Yard**  
36-inch black chiffon taffeta in one of the smartest fabrics for Spring. Here are two excellent weights for making women's dresses and little girls' Spring coats. The quantities are excellent.

**3.50 BLACK SATIN SALE-PRICED AT 2.00**  
36 inches wide, in an excellent weight for making dresses, draped skirts and over-blouses. Very lustrous, with soft finish. On sale at this price while 250 yards last.

**3.50 CREPE DE CHINE AT 2.00 YARD**  
White and flesh color, 40 inches wide, in a desirable weight for developing dainty brocade blouses and Summer dresses for women and children. Quantity limited. On sale while it lasts.

**5.50 WHITE SPORTS SATIN AT 4.00 YARD**  
30 inches wide. This is the popular fiber satin, with soft, satiny finish, very much in demand for making sports skirts, costumes and over-blouses. At this price while 600 yards last.

**4.50 WHITE SPORTS SATIN AT 3.00 YARD**  
30 inches wide, in plain weaves or with a fancy ribbed effect. White only. Will make fashionable skirts, blouses and sports suits. Three hundred and fifty yards in all at 3.00 yard.

**4.50 WHITE CREPE DE CHINE AT 3.75 YARD**  
40 inches wide, firmly woven with soft luster. An excellent weight for making tailored blouses, lingerie and women's and girls' dresses. Only 200 yards in all, to go at 3.75 yard.

**5.75 IVORY TUB SATIN AT 5.25 YARD**  
50 inches wide, with a beautiful ivory tint. Firmly woven and very desirable for making rain-coats, bridal sets, blouses and entire dresses. A small quantity, only 200 yards in all.

**4.00 WHITE CREPE DE CHINE AT 3.75 YARD**  
40 inches wide, pure white, in a good weight for making smart Summer dresses, tailored over-blouses, lingerie and little girls' party frocks. On sale while 200 yards last.

**REGULARLY 2.00 SILK FANTASIE AT 1.50 YARD**  
One of the smartest and most attractive of the Summer sports silks. We have five hundred yards to sell at this price. Excellent colorings. One of the silk's most interesting lines.

**5.00 CHIFFON TAFFETA AT 4.50 YARD**  
36-inch chiffon taffeta, in plain and two-toned colorings, very good-looking for Spring and Summer wear. Soft finish, with bright luster. On sale while about 600 yards last.

**1.50 GOVERNMENT CARTRIDGE SILK AT 1.10**  
This is the famous silk used by the U. S. Government for making cartridge bags. Recently released for civilian use. Very strong and durable. 36 inches wide. 200 yards to go at this price.

**3.00 AND 3.50 STRIPED TUB SILKS AT 2.50**  
About 200 yards of new 1920 designs in pretty, serviceable striped tub silks for making blouses and cool Summer sports dresses. 32 inches wide. An excellent choice of color combinations.

**3.50 AND 3.75 PRINTED GEORGETTE CREPES AT 2.00**  
Printed georgettes are no the top wave of fashion. Here are the preferred color effects for blouses and dresses. 30 inches wide. We have a wonderful assortment, about 2,000 yards to go at this price.

**4.50 MOON GLO CREPE METEOR AT 2.00 YARD**  
40 inches wide. One of the most popular silk weaves of the year. In the wanted shades black, salmon, ecru, navy blue, gray and brown. On sale while 500 yards last, at 4.50 yard.

**3.50 HANDGOSIE SPORTS SILKS AT 2.00 YARD**  
Two famous weaves—30-inch Balthazar crepe and 36-inch chun-shin cadore—that will make very smart skirts and sports costumes. Taupe, plum, grey, navy, tan, French blue, white and pink. Short lengths.



In view of the extraordinary nature of this event, and the fact that quantities of certain weaves and patterns are limited, we will find it impossible to honor requests for samples.

**L. BAMBERGER & CO.**  
**NEWARK, N. J.**

"One of America's Great Stores"

FIG. 3.—Another very simple advertisement that gains in interest from the fact that the entire announcement is devoted to one class of merchandise. The separate items would have shown up more attractively had a light display line been used over each in place of the all-capital lines.

maintain a merchandising room, to which all advertised goods are sent for careful study.

**Sense of Proportion.**—The advertising man of the large store must develop his sense of proportion. He must not be tempted into using a page of space if an advertisement could be handled very well in a half-page. Nor should he allow a very enthusiastic buyer to use three columns of space nine inches deep for an item that could be handled properly in two columns of space six inches deep. He will find that the various department heads are zealous—and naturally so—to have their departments well presented. They will even argue for large space, position at the top of the advertisement, special panel treatment, etc., when what they are offering does not warrant that much prominence and when the percentage of goods that might actually be sold would be too small to balance the cost of the advertising.

Even in his own work, the advertising man must look out for proper proportion. For example, an advertising man once wrote a long introduction to a sale of silk petticoats only to have a woman writer tell him afterwards that it was entirely unnecessary to write argument for the ownership of such an article—that women were already convinced of this and that all he need have done was to describe the merchandise attractively.

**The Advertising Staff.**—In some fairly large stores the advertising work is done by one man or one woman with only clerical assistance. Many large stores, however, have a staff of three or four people and sometimes more.

In such cases the assisting writers work much like the reporters on a newspaper, the advertising manager occupying the position of “city editor” and doing only the most important parts of the work. If, for example, the staff includes one or two women writers, these would be assigned to such goods or departments as they could write up to the best advantage. The advertising man soon learns, as an editor does, just what type of work each of his assistants can handle best.

**Sales Events.**—The better stores have gradually decreased their number of regular sales events, it being the opinion of good retail advertisers that those events which really



even continue the "Anniversary Sales," though there seems to be no more reason why a store should have any more attractive prices on its anniversary than it should on any one of a score of other events. Such other sales as "Pre-Inventory Sales" are also continued by a number of stores.

In general, however, the tendency is to have special events only as season and fortunate purchase warrant the event, or some other plausible cause, make them possible. At the vacation season, for example, it is logical for a store having a large supply of vacation supplies to have some special event that will center attention on such goods. This same principle would apply to children's supplies at the beginning of the school season, etc.

**News in Big-Store Advertising.**—The advertising man of the large store soon learns, if he has not already learned it, the value of the "nose for news." There is so much of the commonplace in retail advertising that the store has much to gain if it can lay hold of some seasonable affair or news event as a basis for its advertising. There is ample opportunity for this, and many stores are showing themselves very resourceful in picturing holiday events, historical events, etc. For example, on the anniversary of the landing of the Pilgrims it is easily possible for a store in its advertising and window displays to have something of unusual educational interest. During the last year or two a number of stores have been unusually successful in educating the public as to the origin of furs, cotton goods, silks, etc.

**The Advertising Man as a Merchandising Man.**—The advertising man will find it necessary to make suggestions as to how slow-moving goods can be disposed of. Suppose, for example, a store has a large amount of kitchen utensils that have, for some reason or other, proved to be poor sellers, though of satisfactory quality. Unless the buyer of the department has some other suggestion, it might be possible for the advertising man to feature these goods as outfits for camping, just at the camping season, and by grouping them in outfits and making special prices, dispose of the stock.

Bargain Advertising.—Though bargain advertising is gradually becoming less sensational, it is likely that reduced or bargain prices must always be a part of each large-store advertising. Every large store errs sometimes in its pur-

THE DIX HOUSE SUNDAY CAPITAL FEBRUARY 15, 1924

Window Shades Ready-Made or Made to Order

# J. Mandelbaum & Sons

Where Lasting Satisfaction Follows Every Transaction

Draperies to Order—Curtains and Hangings of Every Kind

## Annual February Sale of Curtains and Materials

Mammoth Assortments and Most Extraordinary Values

A typical Mandelbaum Sale Event,—with "oceans" of merchandise to choose from—all lines complete and richly varied. More so than ever, the values are the great feature and mark this an occasion of tremendous economic importance. Whatever curtains and draperies that are to be purchased this season for the home should be selected at this time—that is, if you are interested in savings.

<p><b>Mill Purchase Odd Lace Curtains</b> Values to \$2.50 Pair Each <b>25c</b></p> <p>Several hundred odd lace curtains, some sets of a pair, many of them are to be matched lace pairs. A variety of styles, some slightly soiled. Priced for this Great February Sale at each 25c.</p>	<div style="text-align: center;">  <p><b>Extra Special Voile Curtains</b> \$2.25 and \$2.50 Values Pair <b>\$1.00</b></p> <p>Two hundred pairs of fine extra quality Voile Curtains with fresh horizontal folds and 8 1/2 inch length. A special reduction for this February Sale. Each pair only 10c to \$1.00 the pair.</p> </div>	<p><b>Fancy Curtain Voiles and Marquisettes</b> Values to \$1.25 Yard Yard <b>47c</b></p> <p>Lightly imported Fancy Curtains Voiles and Marquisettes of latest patterns. Fine or heavy weaves and beautiful colors. White, Ivory or Blue. About 200 yards in all. Sale priced for while any are left at 47c the yard.</p>
<p><b>Mill Purchase Odd Lace Curtains</b> Values to \$4.00 Pair Each <b>39c</b></p> <p>About two hundred varieties in the lot, sets of a pair, some that are to be matched lace pairs. A variety of styles, some slightly soiled. Priced for this Great February Sale at each 39c.</p>	<p><b>Fine Quality Marquisette Curtains</b> To \$2.00 Values Pair <b>\$1.59</b></p> <p>Fine sheer quality Marquisette Curtains in white, Ivory or Blue. Beautiful styles with fresh horizontal folds and 8 1/2 inch length. Priced for this February Sale. Each pair only \$1.59 the pair.</p>	<p><b>Beautiful Fillet Curtain Nets</b> To 60c Values Yard <b>29c</b></p> <p>White, Ivory or Blue. Fine Fillet Curtains in every color and making the fillet. An extensive assortment of styles. Priced for this Great February Sale at 29c the yard.</p>
<p><b>Beautiful Lace Window Panels</b> Values to \$1.00 Each <b>89c</b></p> <p>Fine Lace Window Panels, 45 inches wide by 27 1/2 inches long. Comes in designs that they can be used as in a window. An extensive assortment of very attractive designs to choose from. Slightly soiled. February Sale priced at 89c.</p>	<p><b>Fine and Sheer Voile Curtains</b> Regular \$4.00 Values Pair <b>\$2.95</b></p> <p>White, Ivory or Blue. Extra quality Voile Curtains in every attractive style. Come in pairs with Voile, heavy or with lace or tulle and come with or without. February Sale priced at \$2.95 the pair.</p>	<p><b>Fillet Curtain Nets in Superb Qualities</b> To 60c Values Yard <b>49c</b></p> <p>Fine quality Fillet Curtain Nets in white, cream or blue. A variety of styles to choose from. February Sale priced at only 49c the yard.</p>
<p><b>Mill Purchase Nottingham Curtains</b> Values to \$2.00 Pair <b>\$1.49</b></p> <p>Pretty Nottingham Lace Curtains with plain or figured colors and handsome border designs. A wide assortment of styles. Slightly soiled. February Sale priced, 1/2 pair.</p>	<p><b>High Grade Fillet Net Curtains</b> Values to \$8.00 Pair Yard <b>\$4.98</b></p> <p>Exceptional styles in Fine Net Curtains with plain or small figured patterns, party border designs and finished with lace edges. White, Ivory or Blue. February Sale priced at \$4.98 the yard.</p>	<p><b>Most Serviceable Scotch Madras</b> Regular 60c Quality Yard <b>45c</b></p> <p>Made as with the Scotch Madras of heavy woven quality and in a wide range of beautiful patterns for bed room use. Available only in this February Sale at 45c the yard.</p>
<p><b>Fine Nottingham Lace Curtains</b> Values to \$2.00 Pair <b>79c</b></p> <p>In this group are many beautiful sets; two style curtains and valances, or in the regulation pair. A variety of pretty styles to choose from. Slightly soiled. Priced for this February Sale at 79c the pair, or the set may be, for 79c.</p>	<p><b>Clipped Madras for Overdraperies</b> \$2.00 to \$2.50 Values Yard <b>\$1.98</b></p> <p>10-inch Clipped Madras in a wide variety of patterns of beautiful patterns in colors, red, blue, green and brown, and in various effects. Each yard. February Sale priced at \$1.98 the yard.</p>	<p><b>Sheer Quality Curtain Voiles</b> Regular 70c Quality Yard <b>59c</b></p> <p>Fine, sheer quality Curtains Voiles in white, Ivory or Blue and finished on each side with beautiful top edge. February Sale priced at 59c the yard.</p>
<p><b>Genuine Imported Point De Gaze Curtains</b> Values to \$18.00 Pair <b>\$9.85</b></p> <p>Fine Point De Gaze Curtains from Switzerland. Made of very fine quality silk. Comes with wide 1 1/2 inch borders and beautiful border designs. Ivory shade and of heavy, perfect quality. February Sale priced \$9.85 the pair.</p>	<p><b>Clipped Madras in Mill Lengths</b> Regular \$2.75 Quality Yard <b>\$1.49</b></p> <p>10-inch Clipped Madras in mill lengths of 3 to 8 yards. Colors: blue, blue, green or brown. Many of these lengths are also in other mill patterns. Two, therefore, one obtains only limited quantity of a style.</p>	<p><b>Mercerized Curtains Marquisettes</b> Regular 60c Quality Yard <b>59c</b></p> <p>12-inch Mercerized Curtains Marquisettes in white, Ivory or Blue. An assortment of 100 yards or about 400 yards. February Sale priced for while any are left at 59c the yard.</p>
<p><b>Fine Quality Net Curtains</b> Regular \$1.25 Values Pair <b>\$5.95</b></p> <p>Very fine quality, Ivory or Blue net curtains in large assortment of beautiful patterns and with beautiful Voile lace edges. February Sale priced at \$5.95 the pair.</p>	<p><b>Clipped Madras in Mill Lengths</b> Regular \$2.75 Quality Yard <b>\$1.49</b></p> <p>10-inch Clipped Madras in mill lengths of 3 to 8 yards. Colors: blue, blue, green or brown. Many of these lengths are also in other mill patterns. Two, therefore, one obtains only limited quantity of a style.</p>	<p><b>Fine Quality Curtains Marquisettes</b> Regular 60c Values Yard <b>29c</b></p> <p>12-inch Curtains Marquisettes in white, Ivory or Blue. A very fine quality, and beautiful pattern. An extensive variety of colors to choose from. February Sale at 29c the yard.</p>
<p><b>Three Hundred Pair Neat Scrim Curtains</b> Regular \$1.00 Values Pair <b>\$1.39</b></p> <p>White, Ivory or Blue Curtains in every fashionable style with lace borders two inches wide and finished with neat lace edges. February Sale priced at \$1.39 the pair.</p>	<p><b>Remitted Curtains Voiles</b> Regular 60c Quality Yard <b>39c</b></p> <p>Fine, sheer quality Curtains Voiles with beautiful fresh lace and finished on each side with lace. White, Ivory or Blue. February Sale priced at 39c the yard.</p>	<p><b>Mill Lengths of Fine Madras</b> 60c Quality Yard <b>49c</b></p> <p>Beautiful light colored Madras, every variety with fancy plain, blue, green or yellow patterns. Fine quality, and in a wide range of beautiful patterns for bed room use. Available only in this February Sale at 49c the yard.</p>
<p><b>Most Favored Fillet Net Curtains</b> Regular \$2.00 Values Pair <b>\$2.97</b></p> <p>White, Ivory or Blue. Net Curtains with plain or small figured patterns, and border designs and finished with pretty lace edges. Priced for this Great February Sale at \$2.97 the pair.</p>	<p><b>Plain Madras for Overdraperies</b> Regular \$1.20 Value Yard <b>95c</b></p> <p>10-inch plain Madras of fine quality in white, blue, green or brown. An extensive and satisfactory assortment of overdraperies. February Sale priced at 95c the yard.</p>	<p><b>Plain Madras for Overdraperies</b> Regular \$1.20 Value Yard <b>95c</b></p> <p>10-inch plain Madras of fine quality in white, blue, green or brown. An extensive and satisfactory assortment of overdraperies. February Sale priced at 95c the yard.</p>

FIG. 5.—This Mandelbaum page is rather strongly displayed but the various panels make a good appeal for attention.

chases, buys goods that do not sell well, or buys more than can be sold during a given season. Furthermore, a keen buyer is able to make many fortunate purchases. All such situations permit special prices and good argument for the

sale of goods at new figures. No live store likes to carry goods indefinitely but prefers to get rid of slow-moving goods, shop-worn stuff, odd sizes, etc., at prices that bring back at least the original cost of the merchandise.

CHICAGO DAILY TRIBUNE

WEDNESDAY, MARCH 8, 1928

CARSON PIRIE SCOTT & Co



In the New Modes, Yet With a Charming Difference These Suits, Coats and Frocks for Women

THAT certain skill in selection which unerringly eliminates the extreme and at the same time recognizes the distinctive in the out-of-the-ordinary is evident throughout these assortments. Variety, too, is here. A variety that makes possible individuality in style to a greater degree than is usual, perhaps, in apparel not especially made.

Women's Frocks of Tulle and Silk To Be Chosen at \$46, \$78, \$85

Women's Coats, Short and Smart

The Petticoats of Satene Meeting With More and More Favor

They are so remarkably practical, yet look nothing in attractive appearance.

Season Petticoats Embroidered and Embroidered up to the Most Tailored Styles. \$2.96 to \$5.95

Stellar styles in trim and petticoats in pink and in white are corresponding good values at \$1.95 to \$4.00.



Spring Comes in Eppy's Own Section With The New Coats and Hats

Yams are the first of the new. And they are charming. Typoid with their touch of distinction which makes its appeal to all mothers, yet practical in fabric and fashion.

The Tenth-Year's Sale of Edith Hestery By-to-Box In Progress Only Four Days More—Immediate Selection Is Most Advisable

MARSHALL FIELD & COMPANY



In This Week's Military Display Flower-decked Hats of Fine Straw and Lace

BACK to the days when soft falls of hair dropped over wild tresses! Flowers and ferns everywhere, breathing over or about little bushes or giving a bewitching lift to the tress on the edge of which they rest.

There are only some of the many charming features this week's Military display brings in the French Salon, naming one that has on the styles upon which one can rely as being the smartest which the season will offer.

New Frocks Designed for Youth



YOUTH being Spring's season brings the season brings to the "Misses" section a sportiveness and gaiety in the new Frocks, portrayed in such a way that the effect is all one of simplicity and practicality.

An Exceptional Special Purchase - Maids' Black Uniforms - at Great Savings - \$3.50

IT has been many a day since Uniforms of such quality could be had of anywhere for this price. These constitute a special purchase.

Each is carefully cut and made. Women who supply their needs with Uniforms, as well as those who supply themselves, should make a point of taking advantage of this selling, and purchase in quantities. Had every item in every style, had a very close—30 to 45—in the collection. This price is surprisingly low.

The March Sale of Household Utilities

WITH values that are greatly on the waning and re-fitting of one's kitchen, with an excellent selection of Utilities, of fine quality, in well-arranged assortments—this Sale will be found an object of interest to everyone who has even a very small household under charge.

FIG. 6.—Two good examples of Chicago large-store advertising. Both show effective illustration and simple arrangement of panels.

At the same time, there has been a marked tendency in large-store advertising toward rational description and the building up of a distinct store policy.

Elimination of Introductions.—Ten to twenty years ago, almost all large retail advertisements began with an elaborate

rate introduction. The present practice is to omit this general introduction unless there is some very special event requiring it.

The difficulty with these introductions is that where they form a regular part of an advertisement, they are often written whether or not there is anything to write about. Space is too costly for anything except necessary messages about store policy, store news or merchandise.

**Store Editorials.**—A style of copy that John Wanamaker and others have made popular is the brief store editorial, which may deal with a large variety of subjects. This is undoubtedly superior to the old general introduction, but if all stores adopted the store editorial plan, the feature would soon become commonplace.

As in other lines of advertising, the unusual and the distinctive commands attention. A number of stores have introduced a special column in their pages written by some shopper who once or twice a week goes through the store and notes everything interesting in the way of vacation goods. Such a feature, if carried out by only a few stores, proves very attractive.

**Women in Large-Store Advertising.**—Another tendency that has become marked in the last dozen years is the large increase in the number of women writers in large-store advertising. It seems generally recognized that the woman's point of view in retail-store advertising is particularly valuable, because of the fact that a large proportion of the merchandise is sold to women. It is not uncommon today to find a store having several women writers on its staff. In many cases these come from the ranks of the saleswomen or from the assistant department managers.

**Charging of the Advertising Expense.**—The large store practice is for each department to be charged with the cost of the advertising space it uses. The space occupied by store editorials, introductions, and such general features as the principal headline, the signature, etc. is divided up among the various departments in accordance with the space they use.

**Records.**—The records of a large store should show not

only the cost of advertising and the results from all of the special events but should include scrap-books showing complete proofs of all advertisements. Some stores maintain



Stik Show Week **Spring Opening of 1920** Stik Show Week

With a full appreciation of our patrons' preferences, we have chosen fashions which best express the reflecting theme of this 1920 season. In frocks, coats, blouses, millinery for women and misses, as well as in apparel and millinery for children, one finds expressed, here, the fashions from sources which, acknowledging no restriction but that of good taste, create modes, thoroughly original and delightfully becoming.

*A Representative Display of Apparel, Millinery and Accessories*

As such a part of Spring as the birds and flowers are the new modes in women's apparel. This season brings to you a host of new fabrics, new colors and new millinery. This Fashion Opening affords opportunity of seeing the latest novelties effectively displayed.

**Women's Spring Suits, \$39.50 to \$225.00**

THE new suits in vogue are the Eton and Baleno types, the full pleated skirt and the elaborate wrap wrap in vogue. Among the latest groups will be found reproductions of those from Paris, Cherbourg, Dresden and Brussels. The latest novel accessories number models that were designed for general mass markets as Trenches, Trenches, Fur-trimmed, Trenches and Serge. Never blue is the most favored shade.

**Women's Spring Coats, \$29.50 to \$150.00**

WITHOUT doubt, the Trench is to be the favored coat of Spring, 1920. Designed in Felt and Cashmere Hat Cloth, in tweeds and rough textures, a favorite in all round garments. Many formal models include coats of Trenches, Baleno, Chastoye and Fur-trimmed in such colors as Blue, Gray, Red-brown, Coral, Herringbone and Mink.

**Original "Milgrim" Suits**

Fashions featuring and finest material are featured in the collection of suit from "Milgrim." They're fashioned of Felt and Trenches, unadorned and best trimmed. Still in Cleveland at The May Company as usual. Priced at \$140 and \$175.

**Comprehensive Collections of Apparel for Misses and Girls**

A SIGNIFICANT fact about the Misses' Section is that all garments are exclusively Misses' models—not women's styles in small sizes, nor girl's modes in large sizes. Our new Suits, in sizes 14, 16 and 18, have nothing to be desired as to material, shade and style. The frocks are the most charming we have ever displayed, and the coats are the sort that young women always choose.

THE first suit for the young girl ever to be chosen here, with perfect assurance as to its style. We have selected the most remarkable variety of frocks, embracing models for school, for play and for dress. Coats, too, have their place and no trace has been left unconsidered in buying this apparel. The materials are the sort that give complete satisfaction and the making is all that can be desired; variety is the keynote, always.

**A Fashion Promenade**

in our Auditorium daily at 10:30 A. M. and 2:30 P. M.

**Living Models**

will exhibit the newest fashions in women's, misses', men's, and children's apparel.

Auditorium—Third Floor  
No admission charge

Coats, Suits, Frocks, Shirts and the many accessories of outer apparel represent new fashions, and it is at The May Company that you may view them in all their charms. No single afternoon small, this would exhaust their loveliness and their appeal has been coordinated.

**Women's Spring Frocks, \$35.00 to \$225**

IN the matter of dress frocks, Trenches, Jersey and Serge have held sway. They are developed along in more or less straight lines, some being belted. They show great variety in color, and character in more than adequate numbers, unless in particular body's dress frocks as cotton. Flannel, netting, full skirt, longer sleeves and belted skirts held high, the chosen dress without exception, being quite there.

**Women's Separate Frocks, \$10.75 to \$39.50**

SEPARATE frocks, without which no wardrobe is complete, have furnished the straight and narrow, S for the full effect of plain. Ward frocks in every conceivable kind and cloth are shown with as certain, but and made plain. The silk frocks include Blouse, Tunic, Kimono, Blouse, Fur-trimmed and Felt Hat in various delicate colors.

**Original "Milgrim" Frocks**

Frocks of light weight, Felt-trimmed and Trenches have been used in particular advantage in these exclusive frocks. Corsets and girdled frocks, long sleeves and short sleeves are displayed. Prices range from \$25 to \$75.

**Exquisite Spring Millinery**

A BRILLIANT Springtime is in store if these hats are any prophets. Cellulophane, all manner of lacquered ribbons and no novelties abroad, affording the most令人满意的 opportunities for reflection. Among the latest: gyms are model hats from Bruck-Weiss, Hyland, Frie-Heller, Joseph, Bendel and famous milliners of their type. A prominent place is given also to the exclusive creations designed and made in our own workrooms.

Transparent Maline and Haircloth Hats  
Beaded Cellulophane Hats  
Elaborate Dress and Evening Hats  
Distinctive Street and Tailored Hats  
Hats for Misses and Young Children

THE Egyptian influence is keenly felt, charmingly reflected in lines of brows and scarab T. In contrast, too, from the land of the Sphinx many small, close fitting modes take inspiration. Quicker and more compact of design than days are hats of country straw. Typical sports types are made entirely of ribbons. All in all, this display is a marvel of completeness in variety of colorings and styles.

**New Blouses and Exquisite Negligees Are Included in the Style Show**

THE woman who knows can make her Spring suit serve as half a dozen costumes, if she but select the proper blouses. For business and general service, we are showing an endless variety of Lingerie and Crêpe de Chine Blouses. Some are lace or embroidery trimmed, others are the plainest, tailor-made types. Tulle-trimmed and Georgette Crêpe have fashioned Drum Blouses of extreme beauty, the styles and colors being almost infinite.

MILADY'S leisure hours assume an added attraction when she has the proper negligee. Light, filmy orides of Crêpe de Chine and soft silks are built upon lines of grace and comfort. Oriental laces and touches of hand-embroidery enhance the charm of many. Japanese Kimonos of silk or novelty wool children's—our own direct importations—are beautifully hand-embroidered or printed in floral or Oriental designs. They are silk-lined throughout. Hats of opalescent light or deep tones.



FIG. 7.—Example of attractive Spring Opening page by a Cleveland store. The general effect is very good.

scrap-books also of their principal competitors' advertisements. The records should also show proofs, costs, results, etc., of the store paper, package circularization, and the like.



Some stores content themselves with merely sending to each department a proof of the advertisement that is to appear on the following day, and having these proofs posted in

CLEVELAND PLAIN DEALER

# The Fashions of An Early Spring At Baileys



**Coats, Capes and Wraps**  
Copies of Parisian Models

They show every design to be thought of for these days. They are the latest of the material and so much as the character of the models, they are placed the spring into their popularity.

Prices are \$20.00 to \$100.00

Belts, shawls, scarves, and wraps, in the most fashionable patterns, made of the finest materials, in colors of brown, orange, and black, shades of blue and black, and in all the latest styles.

Large size of silk and fur-lined wraps, from \$15.00 to \$25.00, and women's coats, \$5.00 to \$10.00.

## Style Show Week

Accept Our Personal Invitation to Be Our Guest

All That Is Current in the New Modes of Spring



**Tailored to the Moment These Easter Suits, \$3.8**

A \$4.00 suit for every young woman to select her own suit. It is made of the finest materials and is the latest of the season of youth and womanhood.

The Blue, the Brown, the Grey, and the White, in all the latest styles, are shown in the most attractive manner.

Other styles \$3.50, \$3.00, \$2.50, up to \$1.50.

IN these complete displays of apparel, millinery, fabrics and accessories of dress, one may read none the true fashion-story of a new, beautiful Springtime. And, we bid you welcome, feeling sure that this "Store for All the People" will again merit your approval, your confidence and your friendship.



**New Blouses to Accompany Smart Spring Suits**

These smart blouses, designed with the latest world's fashion, are the latest in the line of blouses. They are made of the finest materials, in colors of blue, brown, and white, and in all the latest styles.

Prices are \$1.50 to \$3.00.

## Easter Millinery Shown the Splendor of the Orient

It is a pleasure to see the latest in millinery, and we are sure that you will find it a most interesting and profitable one. The latest in millinery, in colors of blue, brown, and white, and in all the latest styles.

Prices are \$1.50 to \$3.00.



**Radiantly Beautiful Dresses Specialized at \$49.50**

Quality and present are the two main features of these new spring dresses, emphasizing all the best that modern fashion has to offer.

Prices are \$49.50 to \$100.00.



**New Spring Sweeteners**

A line of pretty blue sweaters to all the spring blouses. They are made of the finest materials, in colors of blue, brown, and white, and in all the latest styles.

Prices are \$1.50 to \$3.00.

## Special Opportunities in Spring Silks, Dress Goods and Wash Goods

Do you have better dress materials than you buy at our store? Do you have better dress materials than you buy at our store? Do you have better dress materials than you buy at our store?

Prices are \$1.50 to \$3.00.



**Kolinsky is the Fashion in Spring Furs**

These beautiful furs, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.



**The Latest Word in Shirts for Spring, \$24.50**

The latest in shirts, in all the latest styles, are shown in the most attractive manner.

Prices are \$24.50 to \$50.00.

## White Goods and Linens at Special Prices

These white goods and linens, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.



**You Save on Domestic Monday at Baileys**

These domestic goods, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.



**Milady's Hosiery Must Be of Silk**

These hosiery goods, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.

## Spring Brings us Models in Corsets

These corsets, in all the latest styles, are shown in the most attractive manner.

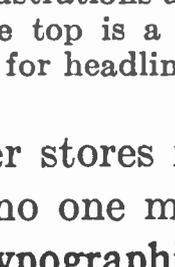
Prices are \$1.50 to \$3.00.



**Smart Low Shoes for the Easter Promenade**

These low shoes, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.



**Spring Things Stamped For Embroidering**

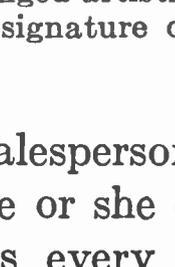
These spring things, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.

## Toilet and Drug Specials

These toilet and drug specials, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.



**Monday Savings in Notions**

These notions, in all the latest styles, are shown in the most attractive manner.

Prices are \$1.50 to \$3.00.

FIG. 9.—The general arrangement of this early spring fashion page is good. The five illustrations at the top are arranged artistically. The hand-lettered line at the top is a good style for a signature display but is not especially effective for headline use.

a frame. Other stores require each salesperson to initial the proof, so that no one may say that he or she did not see it. Setting a Typographical Style.—As every large store is seeking distinctiveness in its announcements, it is customary

for each store to stick to a certain style of display or body type. In some cases the store either buys special type for its display or asks the publishers to do so. The various illustrations of this chapter indicate the wide range of typographical dress adopted by large stores. There is no such thing as laying down rules as to what constitutes effectiveness. The things most to be desired are distinctiveness and easy reading. A great deal of large-store advertising is so complicated in its display that reading is difficult.

**Dealing with Publishers.**—The advertising man for the large store will find it an advantage to have a number of layouts printed on large sheets of paper, page-size if he uses page advertisements, and half-page if he uses half-pages, etc. He will also do well to request publishers to assign certain men in their composing rooms to handle the store's copy. Familiarity with the desired style will aid in getting good proof without extra work.

Many big-store advertising men make it a point to become acquainted with the typographical men who handle their copy.

**Miscellaneous Advertising Effort.**—The work of the big-store advertising man is not confined to his newspaper advertising by any means. The list of charge customers affords a fine mailing list to which he can direct letters and special circulars. Some stores maintain other mailing lists of newly married couples, young children, etc., so that special appeals can be sent to these classes.

Many of the large stores maintain a mail-order department, which calls for a catalog and considerable special material. There is opportunity for the distribution of much effective advertising matter in packages, monthly bills, and the like.

A great deal of news interest happens in a large store. While the newspapers are on their guard against deliberate press agent work, they are, at the same time, receptive to anything that is of real news value, and the advertising man should lose no opportunity to bring such incidents or items to the attention of the press. One example will suffice: some years ago when an employe of Bloomingdale's store in New York won the Marathon race, the newspapers printed

considerable information about the former work of this young man, how he practiced running on the roof of Bloomingdale's store in odd hours, etc. As might be expected, much of this information came from Bloomingdale's publicity department.

THE SAN FRANCISCO EXAMINER, SUNDAY, FEBRUARY 24, 1920

# The White House

Down-stair Section seats of importance will be found on Page 7 of the Second Main News Section

CHINESE CARPETS of exceptional beauty recently arrived. Small shipment, but, being exceedingly choice pieces, they merit the attention of those who appreciate luxurious floor coverings.

Wrapped Chees, 80c a pound, one of the most delicious refreshments featured by the new Candy Dept., main floor (Third floor.)



## Spring Silk Exhibit

The windows of the corner building at Post and Grand show some of the most novel sports silks created this year by the master weavers of France and America—wonderfully rich fabrics in white as well as soft and vivid tones. Four immensely popular novelties re-printed—  
"Dove Kist," fancy, heretofore \$11.99, now \$8.75  
"Dew Kist," plain, heretofore \$8.99, now \$6.50  
48-in. sports satin, heretofore \$6.99, now \$5.50  
48-in. Ace of Spades, heretofore \$8.99, now \$6.50  
Large selection of palettes and colorings.  
(Traffic Plaza, corner building, Post and Grand)

ALL VOTERS MUST REGISTER NOW—complete new registration this year. A deputy has been stationed on the main floor, near elevators, to take registrations of both men and women.

## 3-Day Sale of Trunks

\$43.50, \$49.50, \$54.50

til Wednesday night—  
After that—  
\$60.00, \$71.50, \$77.50

Made according to specifications furnished by The White House, and they bear the same guarantee as the trunks costing twice as much. Built-up trunks of three-ply veneer, thoroughly reinforced with heavy gauge steel binding, with metal trimmings. Heavy brass snap locks and draw bolts. Five drawers, the top one having lock and key. Hanging section, with two hangers, one pull-out tray, ratchet compressor, shoe pockets.

Summer size, 49 inches high, regularly \$60, to be... \$47.50  
Tum-down size, 45 inches high, regularly \$71.50, to be... \$49.50  
Fall size, 45 inches high, regularly \$77.50, to be... \$54.50  
(Fourth floor, main building)



## 3-Day Sale of Woolsens

Three lots of staple woolsens sharply reduced till Wednesday night.

\$2.45 the 44-inch all-wool woolsens and French extra top, black and by round loose ends; regularly \$3.

\$3.30 the Scotch all-wool hosiery in black and 50 different shades; regularly \$4.25.

\$4.45 the 34-inch extra woolsens of heavy weight and all-wool—able to come; regularly \$5.50.

Splendid assortment of wool shirtings, checks and stripes in the color combinations most in demand for Spring's planted skirts.  
(Traffic Plaza, corner building, Post and Grand)



## Spring's Wash Goods

Partnering in addition to the best products of American home-wear extreme novelties in French and English fabrics—

- Flannel: Hand-Painted Velvets, Dotted and John Andrews Checks, Embroidered Velvets, Colored Handkerchiefs, French Hosiery in all colors, 24. Card Sweats.

## Special Prices on several Domestic Weaves

AT 24—Dove Checks, variable French, white Madras and Embroidered Satins (the latter suitable for children's costumes, men's, etc.), regularly \$10, reduced.

AT 25—34-inch white Shirtings of extra heavy weight—double goods in regular weight—\$11.50.

AT 26—34-inch white Shirtings of regular weight—double goods in regular weight—\$11.50.

AT 27—34-inch white Shirtings of regular weight—double goods in regular weight—\$11.50.  
(Traffic Plaza, corner building, Post and Grand)

## Summer Furs

Add the hair-irving touch to the Tailor's Best. Multiplicity of Stone Mink, Black, Kashmir, Hudson Bay and Russian Sables, in one and two-piece styles.

Put in animal and dead skins. Will in new-line skins.  
(For Department, second floor)

## Banded Bags—Unusual Values

A splendid selection of high quality banded handbags—most of them of foreign manufacture—priced The White House has no hopes of being able to procure an equivalent shipment of like quality bags.

Particular attention is directed to the new arrivals: \$20, \$25, \$37.50, \$49.50.  
(Third floor)

## Children's Shoes

The finest products of America's foremost manufacturers of children's footwear—shoes, which are carefully constructed from the best leathers obtainable.

Extraordinary durability assured. And because of their extraordinary comfort and ease they are a true economy to buyers here. Shoes, white and suitable to suit to match and high dress. Carefully hand to 'em who have been.  
(Post St. Store)

## Scalloped Cloth Reduced

—81% Saturday Night.

A hundred 64x64-in. round table cloths of fine quality manufactured in the domestic with hand-hemmed finishes, regularly \$4, to be sold until Saturday night at \$3.35. That price should induce buying for future needs. A good selection to have, and a quantity of every variety in stock.  
(Corner Shop, main floor, Post St. Store)

**Joseph**

**Suits and Coats**

Superb tailoring  
Youthful lines  
Styles of the hour

The curved shoulder and fitted, close effect gives Joseph suits the grace and beauty of custom made garments with the ease and convenience of ready-to-wear.

Perfect system of cutting and tailoring practically eliminates alteration.

The above model of every wearing is hand-made and unaltered.

Joseph suits and coats are shown in San Francisco exclusively by The White House  
(Second floor)

## Corsets Specialized

By expert fitters to give comfort and proper support to each different type of figure. And to make them comfortable to wear. That's the secret which is essential to good style.

More important still, certain corsets are necessary to health. A full line of new Moline brand from L. G. & Co. San Jose, Minn. and other well-known makers of which it may be the right knowledge to the bare bones. The \$ 2 1/2 and the Two supports for corsets and girdles.  
(Second floor)

## Boys' Tab Suits, \$3.50

The new boys' popular Oliver Twist model, made of sturdy Devonshire cloth, in combinations of Grey and white—blue and white. Cap-suits and white—blue and white. Collar optional to match suit \$3 1/2 to \$4.00 size.  
(Second floor)

## World Almanac and Encyclopaedia for 1920 has arrived, 98c.

(Book Dept., main floor)

## Georgette Costume Blouses

Newest styles, fade, no-iron, silk, lace, and heavy colors of the tropics in harmonious with classic and modern designs. Colorful designs of various shades, 1 1/2 yard and other, or girl costume blouse, back and on the same hold a place by dress. Full length dress, short and long, and other. The complete course the new short top and the built-up a line in other top. \$12.75 to \$15.  
(Second floor)

## The Shopping Service

If you have any shopping to do, we will take pleasure in serving you. The White House pays delivery charges to your nearest public or private post office in the United States or Mexico.  
(Traffic Plaza, corner building, Post and Grand)



## Spring's Footwear

Nearly every day's express suggests the assortment. Particular attention is directed to the new models in Canvas and "low-cut" models and the one-piece line, which may be had in all wanted leathers.

Thomas Corl hand-made footwear for both men and women is now shown at The White House for San Francisco near the Bay Region.

## A Golf Sweater

of vivid pastels. Now of coming against a background of real green! All wool, knitted into a fancy openwork pattern. Straight sports lines, 7-ounce weight, convenient, practical and a match that may be just as snappy as any chosen to like it. Nearly always with the same pleated white effect. Full length or knitted to the waist and neck. All the material about \$7.50.  
(Second floor)

## A Hat of the Orient

born of luxurious luxury of color. The crown is little girls of that rich new variety called "Mink" and is over the top of the upper and lower forehead a deep shade of brown, orange, yellow and red. A jade ornament and a jet ring dangle down over each ear.  
(Second floor)



**Philippine Underwear**

Delicately embroidered garments of sheer materials, yet they are quite long-persistent. Some with embroidered collars, others with embroidered fronts as well as collars—and it is HAND-EMBROIDERED.

Govts. \$3.50, \$5.75, \$5 and higher. Embroidered, \$3.50, \$5.75, \$6.50 and higher.  
(Lingerie Dept., second floor)

**Raphael Heil & Co. Inc.**

FIG. 10.—This San Francisco advertisement features suits and coats by means of a striking panel arrangement. The balance of the illustrations and headings is good throughout.

Use of Newspapers.—Making up the list of newspaper mediums for the big store is often a real problem. Where the store is in a town possessing only one or two newspapers, the problem is not so difficult, but in large centers such as

Chicago, Boston, or New York, where there are many papers all desirous of carrying the full advertising and using every possible means to secure it, the problem is not so easily settled. Few stores can afford to carry their full advertisements in all of the available newspapers. The advertising man must be on his guard against undue influence. While he may never be able to prove his decisions by absolute calculation, he can at least make a careful study of the different types of audiences reached by the various papers and advise his firm accordingly.

**Preparation of Copy.**—Department store copy is simply retail copy on a large scale. The principles of copy-writing applying to good advertising in general apply also to big-store work. Because of the size of the advertisement, it is necessary for the store to work several days ahead. The general practice is for stores to furnish copy for a Friday advertisement on Wednesday, so as to give at least a full day for handling the composition.

Most stores furnish a rough layout for all advertisements, but as the style of display type desired is usually understood by newspapers, it is unnecessary to stipulate styles and sizes throughout the advertisement.

The following data is typical of the kind of material that an advertising man will often get from the buyer of a department.

#### NEW MODELS PARISIENNE CORSETS

High-class materials, the best of workmanship, and the best quality of boning. Very distinctive.

Topless model of pink coutil, elastic section under bust, both sides well boned, at \$10.50.

Pretty model of pink broche, topless, elastic in waist, boned back and front, \$12.

Very low model, fancy pink batiste, long skirt, light weight, very comfortable model, \$15.

Another very low model, excellent quality, broche, higher over shoulders, long skirt, heavily boned. Can supply in girdle top in pink broche, strongly boned, at \$17.50.

Model in white broche, dotted, very low, full-bust, very long skirt, elastic gores in front, good boning, \$18.50,

The following reproduction of a corset advertisement shows how the message appears in the store's page when the advertising man has given the data his attention and the copy has been finally approved.

## Presenting the New Models of Parisienne Corsets.

Though a woman can see the beautiful materials which make these fine Parisienne corsets, she cannot see the best quality boning which is used in them and the fine workmanship, but it is these which help make the Parisienne distinctive and give it just the right lines.

An excellent topless model of pink coutil, elastic section under bust, each side strongly boned, is \$10.50.

An attractive model of pink broche is topless, with elastic in waist, well boned in back and front, has free hip and is \$12.

A model of fancy pink batiste is very low, long skirt, and is light and comfortable; it is \$15.

Of an excellent quality of broche and very low and full in front and slightly higher over shoulders, with long skirt, heavily boned, is another style; or a girde-top model of pink broche, which is strongly boned, is \$17.50.

A model of dotted white broche, very low full bust, very long skirt, with elastic gores in front, well boned, is \$18.50.

(Third Floor. Chestnut)

FIG. 11.

Figures 12, 13, 14, 15 and 16 are reproductions of actual advertising work in the Dayton store of Minneapolis.

Figure 12 is a typical sheet of copy as prepared finally for the printer. Inasmuch as the newspaper understands the style of display type and body type desired by the advertiser, it is necessary only to mark sizes. The writer has, therefore, merely indicated the size for the general heading and suggests 12-point for the opening paragraph, with the remainder in 10-point.

Figure 13 shows the marking of the writer where both side-heads and figure display are to come out strongly. In this case he has decided to have his side-heads in 18-point and his prices in 24-point instead of letting these items be of the same size as the text type as illustrated in Figure 12.

Figure 14 is a reproduction of the Dayton store layout. This is typical of layouts used by large stores in order to give the compositors a general idea of the effect desired. The layout man here has used the expression "24 ems," "26 ems," etc. in indicating his width for the different sections of the

advertisement. While this is common practice, it is somewhat more precise to use the expression "picas," because picas never vary in width, while the em varies with the style of type used.

"(A)" and "(B)" on the layout sheet simply indicate small pieces of copy that are to occupy these positions. There being no headlines by which to identify these little items, they are for purposes of identification and convenience marked "(A)" and "(B)."

**54** ↗ Sports Crepes Are Leading  
In Spring's Popularity Vote

**12** ↘ What delectable little Springtime frocks they'll fashion -- and you can choose no levelier Silk for a skirt, a blouse, a suit or even a ventee. Unique of weave, richly harmonious in color -- effects that are entirely new and refreshing.

**19** ↘ Tal-ly-ho. Youthful little check patterns; striking new stripe effects -- for instance, Tangerine checked with White; King's Blue with Gold; Rose with Grey -- and all White, of course. 40 inches wide. \$7.50

Cordelle. Another Sports Silk of rare beauty -- and ideal for separate skirts. White Plaid effects, Tangerine, Lettuce Green, and Blue 40 and 42 inches wide. \$6.50

Boshanara Crepes and Chinohilla Satins. So good for Springtime frocks and blouses. Both are heavy quality Silks with a crinkly weave, in the favored shades of Brown, Navy and Beige. 38 inches wide. \$7.50

Canton Crepes. You know what favorites they are, and they do make such adorable afternoon and evening frocks and sport blouses. They new shades of Tangerine, Navy, Dove Grey, Brown, Black and Beige. 40 inches wide. \$5

French Chiffon Taffeta. For ohio little frocks -- no Silk lends itself better to the new bouffant effects. A very handsome Navy, from Bennet, 36 inches wide. \$3.95 And Black French Taffetas at \$3.50 and \$4.50

DAYTON Silk Store -- Main Floor

FIG. 12.

The layout man has wisely saved himself time by pasting on the proofs of the illustrations, the ornamental initial, the store signature, etc.

Figure 15 is a reproduction of the proof as it came back from the newspaper and after a number of changes had been made by the advertiser.

Figure 16 shows the page as it finally appeared in the newspaper.

A careful comparison of all these exhibits will give the student of big-store advertising a very good idea of the progress of an idea from the time the information is secured from the head of a department to its appearance in the printed newspaper page.

48.4

SPECIAL!

18 < Black Chiffon Taffeta

10 < A soft lustrous quality very lovely } \$1.95 ) — (24)

for puffy Spring frocks. 35 inches wide. Just for Tuesday, Special at \$1.95 yard.

DAYTON Silks -- Main Floor

etc

Imported Pongee

Very smart for blouses, Men's shirts -- and a desirable quality for draperies, 96¢  
too. This is the natural color Pongee, 33 inches wide -- and free from dust.

DAYTON Silks -- Main Floor

Fine Percales

New patterns you'll like for house dresses, aprons and Boys' blouses -- very good quality, too, and hundreds of yards to choose from. Only 19¢ yard. 19¢

DAYTON Wash Goods -- Main Floor

Fine Poiret Twill

One of the most popular suit fabrics this Spring, and a fine quality. Navy, Tan, Grey and Black, 42 inches wide. \$2.85

DAYTON Dress Goods -- Main Floor

FIG. 13.

Journal — Monday Feb. 28th.

**SUITS—**  
The Newer Box Types  
Are Exceedingly Good

---

(22 cms)



The Director's Foke Is  
New and so Becoming

---

What's New In Afternoon  
Frocks For Spring Wear

---

(21 cms)

Your New Spring Wrap

---

*The*

Ⓐ *The Dayton Company.* Ⓑ

March 1st! — Beautiful Fabrics Are Ready  
To Obey The Calendar's Sewing Commands

Sports Weaves Are Leading  
In Spring's Popularity Vote

---

(26 cms)

**SPECIAL!**

---

(22 cms)



Among Springtime Woolens, The  
New Twills Are Quite Distinguished

---

(33 cms)

laces Are Good This Spring—Etc

**NOTIONS SALE**

---

(14 cms)      (14 cms)

FIG. 14.—Layout for full newspaper page.



SUITS—

The Newer Box Types Are Exceedingly Good

Isn't it surprising that a man so rich in new suit models—that has developed the high-waisted, long-sleeved Directors Tailleur, the Tweed belted designs—should originate so many variations of the appealing Box Type, too?

First, the "Mandarin" Box, long and loose, with wide sleeves, bold elaborate embroidery; probably a heavy satin grade—the short fetching model pictured with smart wooden beads and stripes of Mouse—or the other, sure to be becoming.

And for Mince, such bewitching little wraps with maybe a slender leather belt—the entirely new model—with low back and low Russian flounce in front—dear designs with the little round French collar.

Many New Spring Types from \$30 to \$150

Washers and Buttons—See Page



The Directors Poke Is New And So Becoming

Perhaps you fancy that these high broad sleeves with narrow trim are hard to wear, but just try one on and you will be convinced!

The delectable Poke pictured combines the new Blue with Empire Orton in a great Rhapsodic fluted bow—another may favor an Ostrich plume cascade at the back—a third, the new armless car-droop of Coq!

Prices of 100 many types to become modishness—in all of the fascinating new colors—\$15.50 to \$25

What's New In Afternoon Frocks For Spring Wear?

The Spring season is full of luncheon, tea, bridge—dinners, tea, and the less formal evening affairs—and all demand a dress or two that's "different" and very becoming.

The new Georgettes are wonderful—Navy based in Oriental colors, or monochrome of Bamboo Tea, Pewter Gray; pastel Chiffons draped as the rain sheets that are creating a Spring fever in Paris; the less formal Canton Crepes, perhaps unadorned with silk lace.

For Mince, of course, the party Tailleur belted, trimmed with bewitching pan-chole, pleated Pom Pom, and Rosebuds of the crisp silk—Canton Crepe embellished with gayly embroidered Georgette is, unusually attractive, too.

\$25 to \$100

Washers and Buttons—See Page

Your New Spring Wrap?

Many unusually lovely ones are coming every day to make your choice easier. Wrappy models of the quite new fabric—new textured Crepes—the Cabot Sports Cape of English Finest—Yule-Cats of Foin.

The Dayton Company

McCALL PATTERNS

The Dayton Company

VOGUE PATTERNS

March 1st!—Beautiful Fabrics Are Ready To Obey The Calendar's Sewing Commands

Sports Weaves Are Leading In Spring's Popularity Vote

WHAT delectable little Springtime frocks they'll fashion—and you can choose no lovelier silk for a white, a blossom, a mist or even a velvet. Unique of weave, richly harmonious in color—effects that are entirely new and refreshing.

Yule-Cat. Youthful little check patterns; offering new stripes effects—no pattern—Tartan-like striped with White. Turquoise with Gold, Rose with Grey—and all White, of course—44 inches wide. \$7.50

Camellia. Another Sports Bill of rare beauty—and ideal for sports frocks. White Tulle effect, Fingering, Lattice Green, and Blue. 48 and 61 inches wide. \$6.50

Bombarda Croppes and Chinchilla Satins. So good for Springtime frocks and blouses. Such are heavy quality silks with a crinkly weave, in the favored shades of Brown, Navy and Beige, 36 inches wide. \$7.50

Canton Crepes. You hardly want to forget they are, and they do make such adorable afternoon and evening frocks and sport blouses. The new shades of Tealgreen, Navy, Deep Grey, Brown, Black and Beige. 40 inches wide. \$6

French Chiffon Tulle. For chic little frocks—on silk brode fabric better in the new beautiful effects. A very handsome Navy from Beige, 61 inches wide \$2.50. And Black French Tulle at \$2.50 and \$4.50

SPECIAL!

Black Chiffon Tulle

A soft lustrous quality very lovely for party Spring frocks. 36 inches wide. Best for Tuesday. Special at \$1.95

Imported Pongee

Very smart for blouses, Men's shirts and desirable quality for dresses. This is the natural color Pongee. 48 inches wide. Best from Japan. 98c

Fine Percales

New patterns you'll like for blouse dresses, aprons and Boy's blouses—very good quality, too, and hundreds of yards in choice tints. Only 19c

Perseid Tulle

One of the most popular dress fabrics in the West and a fine quality. Navy, Tan, Grey and Black. 61 inches wide. \$2.85

French Sergé

A fine imported quality in both Dark and Light Herry—very smart frocks and 36 inches wide. Ideal for chic Spring suits and frocks. \$2.85



Among Springtime Woolens, The New Twills Are Quite Distinguished

If you're planning a suit or frock of Triveller, or Patrol Twill you'll be working hand-in-hand with Fashion. No other fabrics have that essence, that tailored "look"—and they certainly do wear for seasons.

Rich Imported Tricotines, with a "spon-look"—very hard and smooth, you know, in all the new shades of Grey, Navy, Anemone, Navigator Blue, Tan and Black. 54 inches wide. \$5.95

Patrol Twills of exceptionally fine weave, too, at \$5.95

Flats. Quite the reigning favorite for sports suits the Spring. Stunning new stripes called "Cavalry"—Blue and Gold, Blue and Grey—very handsome new "Satin Stripes" in Blue and Green, Black and White. 54 inches wide. \$2.50 to \$4.50

New Velours. They're proving just the thing for those smart new wraps—quite light of weight, but soft and downy looking. And all the new shades of Blue, Brown, Grey and Tan are here. 54 inches wide. \$4.50

English Tweeds. You know what they are for wear—one of the best materials for a year-round suit. Here are many smart new Crepe, Brown and Tans, 54 inches wide, at \$4.50.

Spring's Cotton Fabrics are Sheerer, Daintier and Lovelier Than Ever

IT'S a bit too early to plan all those tempting little wash frocks you'll wear for Spring and Summer; all the fresh new wash blouses and waists are good with Spring suits. A complete showing of lovely new waists, many of them imported.

Galton, Tulon and Organza—don't they remind you of bright Springtime days, of gay colorful flowers?

St. Gall Georgette, new sixty colors. \$1.50

French Velon with handsome woven patterns. \$1.75

Printed Velon in many, many new patterns. No Sew Organza, they keep their crispness even after laundering, you know. All the new colors. \$1.45

New Ginghams—Plaid are to be better than ever, and you'll certainly be delighted with their non-iron and new color effects. For home and street frocks. For little girls' garments.

Silk-and-Cotton Finest, very fine and sheer. Silk Chambré—French Chambré, pretty 1/2-inch stripes and plaids. \$1.50

Anderson Ginghams and other good Scotch Velours. \$1.50

Many Pretty Ginghams in the newest effects: Pink-and-White and Blue-and-White, too. \$1.50

McCALL PATTERNS are so advanced in design, so easy to follow—you can skip your tailor's into any of these beautiful new fabrics, happily confident your costume will be a success!

Laces are "Good" This Spring—These are New

Real Chiffon Laces, very beautiful on the heavier wash frocks. Many new patterns in intricate and elegant. Yard, \$1.50 to \$2.50

Narrow Imitation Filles—they make such dainty blouses and vester trimmings, you know. Yard, 75c

Cable Yarn, delicate patterns for Spring frocks and blouses. Yard \$1.50

Real Persian Insertions, all-iron, you know. Exquisite patterns, at Yard \$1.50

Embroidered Bands with the double edge—they're very smart on Organza frocks. Yard \$1.50

Cambré Banding (edges make dainty dressings for underskirts). Yard \$1.50

NOTIONS SALE

- Sewing Machine Oil . . . 75c
Dressmaking Pins, 14-point . . . 25c
Highland Pins, 200-point . . . 7c
Brass Pins, 100-point . . . 5c
Silk Military Brand, all colors . . . 10c
Cotton . . . 10c
Tape Measures . . . 15c
Buttons and Eyes, black and white; all sizes . . . 3 cents for 100
"Dayton" Sashes, black and white; all sizes . . . 7c
English Twill Tapes, white only; 2-yard band . . . 7c
Shirts and Shavers . . . 7c
Sea-Salt Non-Ferrous Cotton; all colors . . . 5c
Silk Ribbon; white and black; all widths. Yard . . . 50c
"Lockit" Safety Pins, patented same as card . . . 5c
Ladies Knitting Silk, special . . . 15c
Nosh and Eye Tapes, white only; 2 yard . . . 15c

FIG. 16.—The advertisement as published.

## SECTION 33

### LETTERS AND FOLLOW-UP SYSTEMS

Both "Letters" and "Follow-Up Systems" have a broad scope in advertising. A letter may be the most personal and individual sort of message; or it may be a separately written letter, but be one that is written in exactly the same form to hundreds of people; or it may be a mimeographed or multi-graphed production with either the name of the addressee filled in or sent out with a general salutation such as "Dear Sir," "Dear Customer," etc.; or the message may be a plainly printed circular letter, a letterhead being used merely to put the appeal in the form of a letter.

Letters are used more extensively as follow-ups than any other form of advertising, and yet booklets, house publications, folders, postal cards, mailing cards, telegrams, samples, portfolio exhibits, and other means and methods may form a part of a follow-up system.

**The Letter as an Advertising Medium.**—The business letter has a wide range of usefulness. The limitations of space in this volume require that it be treated here as an advertising medium or method. And as advertising is used to retain good will as well as to gain sales and good will, the "good will letter" will be considered as well as the outright sales letter.

In a general sense, all letters from a business firm that has goods or service to sell are sales letters. This is often overlooked, with the result that letters go out from some departments breathing good will to customers, while from perhaps half a dozen other departments in constant contact with customers the correspondence is cold, stilted or even repelling. Many large organizations are overcoming this weakness by placing a competent person in charge as correspondence supervisor or adviser. Such a person undertakes to see that the real spirit and policy of the advertiser is carried out in all

letters that are written, no matter from what department of the business.

The letter owes its peculiar value as an advertising medium to the fact that it comes addressed, in many cases, to an individual, or at least shows that it is a message intended for one concern or for a certain class of concerns or readers rather than a very large group such as is reached by a magazine or newspaper. In other words, there is an individuality or directness to the letter, varying in degree according to its personal nature, that is lacking in advertising that has large and general circulation through publication in periodicals.

When the letter is read there is no other reading matter alongside of it to distract attention. It may be delivered sealed. There is ample opportunity, from the impressive letterhead down to such detail as the signature, to make a strong impression on the reader. Whether used as a major medium or in merely a supplementary way, the letter may play a highly important part in advertising.

Letter-advertising, whether sent out under 1-cent postage or 2-cent postage is expensive, when the cost of letterheads, envelopes, typewriting or printing are all considered. The best advertising skill should be utilized in order to make this investment bring the proper return.

**Advertising Value of Letterhead.**—The trend of the times is toward the simple letterhead as opposed to those which show a multitude of names, all the buildings of the firm, a lettered panel or so, and perhaps have the remaining blank spaces at the top of the sheet filled with supposedly artistic shading.

The examples making up Figure 1 are typical of letterheads used by leading advertisers.

No general rule can be laid down with respect to what is an appropriate letterhead for an advertiser. What would be simple and strong for the National City Bank Company, of New York, would hardly fill the need of the packer of canned goods or the proprietor of the farm marketing Shetland ponies or pure-bred Jersey cattle. These latter advertisers may, with excellent reasons, prefer a letterhead that illustrates their product. Then, too, the various purposes of letters may call for different letterheads.

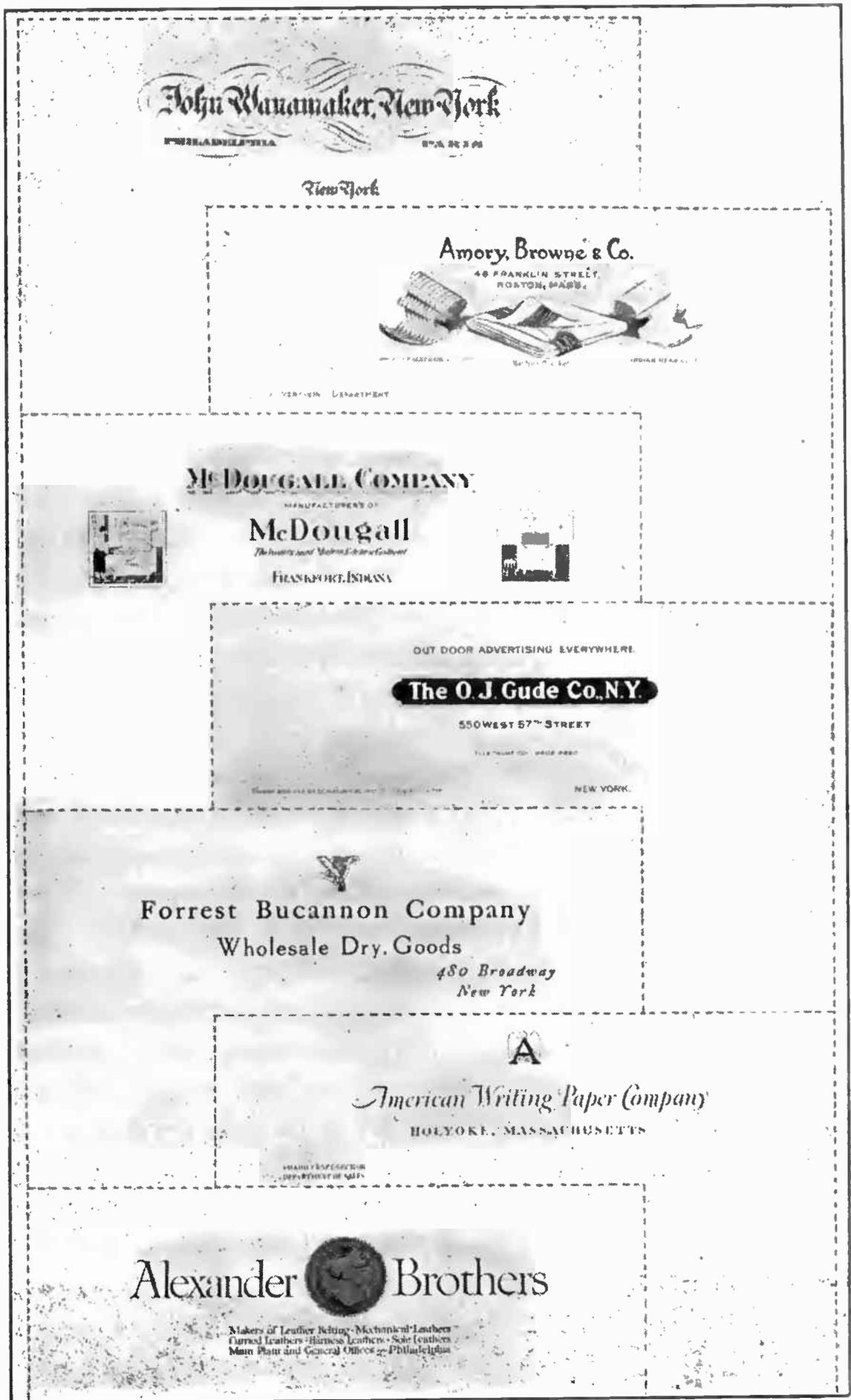


FIG. 1.—Some examples of modern preferences in letterheads for business correspondence.

Sales letters may appropriately go out on letterheads that would savor too much of an advertising type for special correspondence from the president of the concern.

**Illustrated Letterheads and Letters.**—Figure 2 shows a number of illustrated letterheads. Included in this exhibit is a type of illustrated letterhead used by manufacturers as a dealer-aid. The strong feature of such an aid is that most small dealers will use it, whereas they usually forget or neglect to send out booklets and folders.

A number of advertisers have found, in using letters that are plainly printed, that it is often an advantage to use small illustrations in the body of the text. These not only make letters distinctive, but, as in the case of illustrated matter generally, permit the visualization of ideas that are more or less difficult to represent in mere words.

Very artistic effects are possible by having the illustrated parts of a letterhead come out in a second color, such as buff or gray, which may, without harm, often extend well into the body of the letterhead.

This is shown by the Frank E. Davis letterhead, where the masts of the boats at the bottom of the sheet stick up into the body of the sheet and are frequently under part of the letter. This bottom illustration is in a pleasing gray.

**Advertising on Front or Back of Letterhead.**—Many advertisers find it expedient to run advertising matter of different kinds either on the front of the letterhead, in a column along the left side or else on the back of the letter sheet. The argument for such material appearing on the front is that it is more certain to be seen there than if placed on the back. On the other hand, that position takes up some of the space that may be needed for the personal message of the letter. The argument for advertising material, pictures, etc., on the back of the letterhead is that more room is available and there are more possibilities from the viewpoint of good arrangement.

The question of what extraneous or commercial matter may safely be printed on a letterhead is always an important one. In some cases the including of advertising matter on the letterhead would be undesirable. In other cases it is perfectly appropriate.

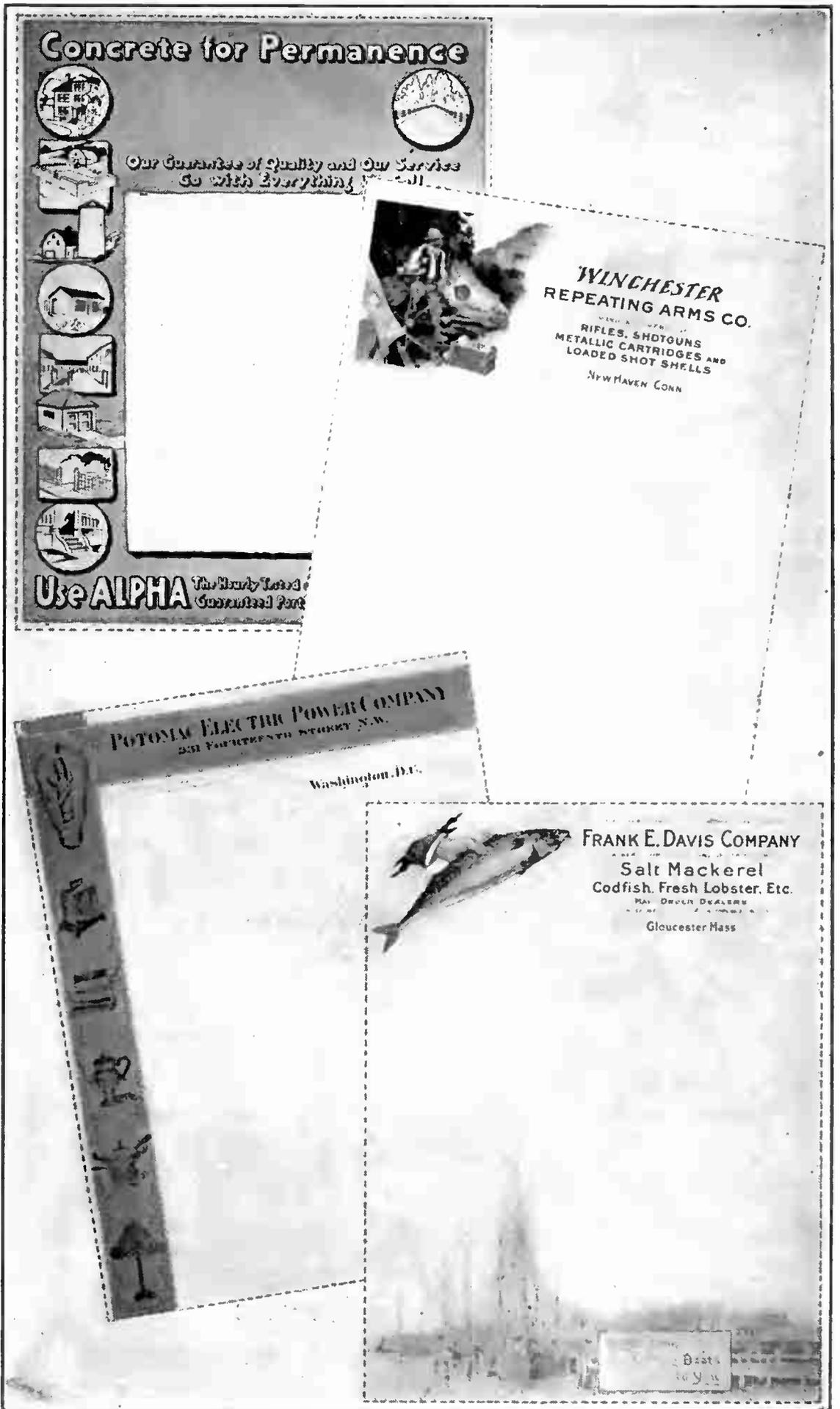


FIG. 2.—Good examples of illustrated letterheads.

Some advertisers content themselves with a water-mark picture or a trade-mark incorporated in their letter paper.

The 4-Page Folder Letter.—Another style of illustrated advertising and sales letter that has grown in favor during the last few years is the letter consisting of four pages—a double

ADDRESS REPLY TO WATER

"Turn the Faucet"

# HOT WATER

*Instantaneous - Inexhaustible - Inexpensive*

Easton, Pa., August 16, 1916

Mr. S. R. Mall,  
218 Taylor Ave.,  
Easton, Pa.

Dear Sir:

Just think a moment about hot water. Plenty of it means a cheerful family. Lack of it means baths spoken for in advance, laundry work delayed and the most ordinary household tasks subject to vexation.

But more important than luxury is health. The hygienic of your home rests absolutely upon hot water. The lurking germ, the death dealing insect, love the home without abundant hot water.

The one sure means of hot water is the RUUD Automatic Water Heater. It gives you crackling hot water every time you turn the faucet. It gives you a cheerful or a houseful and it doesn't have to be lighted or extinguished. It is automatic—all you do is to turn the faucet.

The offer we made you remains open for a short time only. Why not take us up on it or let us talk it over? You simply can't lose. If you don't like the heater you don't buy it, if you do, buy it—and you will—our terms are *misleading*.

When may we call on you?

Yours very truly,  
EASTON GAS WORKS.  
*Richard Waller*  
Commercial Agent.




RUUD  
Automatic Water Heater  
Made in several sizes for  
every purse - for every  
purpose

FIG. 3.—An illustrated letterhead that shows the article itself and also suggests the comfort to be had from its use.

sheet folded once. See Figure 7. This arrangement leaves the first page for use as a letter sheet, but affords two inside pages and a fourth page, if necessary, that can be used for descriptive matter, illustrations, etc. The argument for this type of sales literature is that when a letter is written on this form, the price lists, illustrations of the product, descriptions,

etc., printed on pages 2 and 3, are certain to go along with the letter, whereas when this data is given in separate folders, booklets, etc., there is not only the chance that it may be overlooked by the advertiser's office, but also the chance that such enclosures may be misplaced before the letter gets to the person to whom it is written.

Reports from advertisers who use this 4-page letter form are favorable as to the results produced.

### POINTS IN WRITING SALES LETTERS

**Interesting First Paragraph.**—A letter, like any other advertisement, should open in an interesting way. A commonplace beginning may tempt the reader or intended reader to throw the letter away without giving it attention.

Interesting beginnings may be secured by opening with a short sentence or paragraph that may ask a question, incorporate a newsy item, make a positive statement of a nature that will stimulate curiosity or at least make a favorable impression, or include the name of some acquaintance of the reader.

**"We" and "You" Language.**—It is not wrong to use *We* and *I* in the beginning of a letter or in any other part of it where personal pronouns are in order, but, generally speaking, most sales letters are weakened by so much "We" and "I" talk, and so little of the "You" and "Your" spirit. This is merely a mistaken point of view. The writer who has goods or services to sell, is much concerned with his side of the matter and, unless he deliberately schools himself to take the viewpoint of the reader of the letter, he is likely to overdo the "We" and "I" talk. Letters should discuss "your need," "your comfort," "your profit," etc., should give prominence to such thoughts as opposed to language of the type of "Our goods," "We wish," etc.

**Interest and Belief.**—With respect to the development of interest and the inducing of belief, letters do not differ from other forms of advertisements. Therefore, the sections of this book that deal with copy, the psychology of advertising, etc., should be consulted.

**Making Action Easy.**—Much of the effectiveness of sales letters depends on making it easy for the reader to take action. If the letter merely makes a good impression but leaves the reader to act at his own convenience or by his own method, the advertiser may fall short of his purpose. Action may be induced by the following expedients:

1. Enclosing a reply card.
2. Inviting the reader to write his reply on the back of the letter while the matter is before him.
3. Inviting reader to merely write "O.K." on the letter, sign his name and return it.

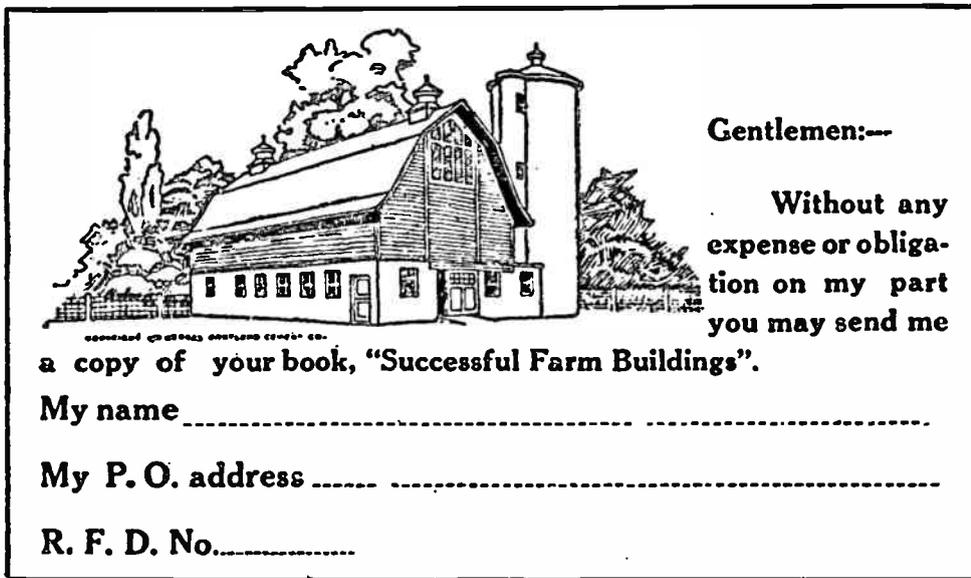


FIG. 4.—Attractive reply card for use with follow-up letter of a lumber and cement dealer.

4. Inviting reader to fill out a blank that is a part of the letter and probably printed at the bottom.
5. Suggesting that reader telephone immediately to the local dealer or agent.
6. Suggesting that reader do something else with letter—hand it to his wife, his partner, etc.

**Tone and Style of Sales and Follow-Up Letters.**—Copy for sales and follow-up letters brings into consideration all of the principles that govern good advertising. The only difference is that the letter, because of its very nature, permits a little more direct and colloquial style than other forms of advertising matter. One may start right off with a "Dear Sir" or "Dear Mr. Brown" to a particular type of person.

Generally, sales letters must be earnest and ring true. Now and then some proposal permits of light or jovial treatment. Letters from manufacturers to the trade, for example, sometimes discuss conditions and the advertiser's product in a breezy style, but flippancy and lightness are dangerous qualities unless the advertiser knows his audience well and can stop safely within the limits.

Some advertisers of strong personality use the personal style effectively in their follow-up letters, and write to dealers or consumers as if they were acquaintances. This style may be effective if not overdone. Carried to the point of over-familiarity, it may defeat its own purpose with a conservative type of customer.

**General Directions of a General Advertiser to Correspondents.**—The following is typical of general instructions that many business firms are now issuing to their correspondents: “Even in replying to a simple inquiry, such as a request for a memorandum book, etc., it is possible to work in a pleasant paragraph that will emphasize the high quality of ALPHA Cement and ALPHA Service and create some good will for the Company.

“It is easy for us to assume that the people who have been handling or buying cement for years know all about cements and the various arguments that can be offered. We can make a mistake there. We are in a position to dig up and offer some distinctive points about our product and our service, and we should hammer on these eternally.

“Very often it is a nice, deferential thing to introduce some argument with ‘As you probably know,’ ‘Of course you understand that,’ etc. The customer may not know or may not understand previously to our writing him, but a preliminary phrase of this kind often takes away the assumption that might go with a direct statement, particularly when your correspondent is a technically-trained man.

“For example: ‘As an experienced engineer, Mr. Brown, you know the importance of constant inspection in order to have a product up to a high standard all the time. In the ALPHA plants, inspections are made hourly throughout the entire process of manufacturing. We have always made our

chemists "real bosses" so far as their activities meant the improvement of ALPHA Portland Cement. We have not allowed the zeal of mechanical men for impressive output or low cost of production to lower our standard.'

"We wish to emphasize the name ALPHA. Write this word in capitals throughout the body of the letter, thus: ALPHA Portland Cement. Don't quote the word ALPHA."

**Stereotyped Language.**—The correspondent should strive to keep away altogether from stereotyped and commonplace phrases, particularly at the beginning and the ending of his letters.

"Your valued favor," "Your esteemed inquiry," "In reply would say," etc., is what might be called "canned language;" it is so stale that the stenographer fresh out of business school has phrase-signs mastered for all of it, and language of this kind has no place in letter-salesmanship.

Work for an easy, courteous, simple style—the style of polite conversation.

Watch your composition critically and try to work out new ways of opening and ending your letters and new ways of introducing certain arguments and statements. It is very easy to improve the usual way of beginning a letter or a paragraph. Instead of saying "In reply to your esteemed communication," we can write "Responding to your request, we are pleased to send you" or "In answer to your inquiry of August 25, we are glad to be able to explain," etc.

A "communication" is a letter, an inquiry, a question, some information, etc. Why not, then, give it a simpler name than the over-used and stilted "communication?"

Don't say "We would say." If you would say, by all means say it! "On that point, we say that our twenty-two years of experience," "Answering your second question, we are glad to be able to say that," etc.

"Replying to same—." This use of *same* is very poor English.

**Length of Letters.**—Perhaps the point about letters that is discussed more often than any other is the question of how long they should be. Letters that are too long for their purpose may fail just because they repel the reader or tire

him. Many people, on the other hand, are inclined to hold that long letters are rarely read. This is a mistake. Long letters may be read just as closely as short ones, but long letters must be pertinent, just as long advertisements should be; else, their length is inexcusable and a waste of effort and paper.

But before deciding what the length of a letter should be, the writer must decide what the object of the letter is, what class of people are to be appealed to, etc. A reader may expect and read pages of information about an investment or automobile, when he would not read more than a few paragraphs about a shaving soap or an announcement about new summer hats.

Then, again, if a letter is to answer an inquiry, is to give details to one known to be interested in a subject, much more space will be required than where the letter is to merely create interest and draw an inquiry. A sharp distinction must be made between inquiry-satisfying and inquiry-developing letters.

Strength is more important than length. If the letter-writer concentrates on effectiveness, and writes his letter with the proper type of reader in his mind's eye, he will probably not go far wrong in the matter of length.

Busy business men, as a rule, like the short letter.

Women, farmers, and other types who do not receive so much daily mail, may safely have longer letters if the subjects require them.

**One-Cent or Two-Cent Postage.**—Another much-mooted point is that of whether one-cent or two-cent postage stamps should be used in sales letters and follow-up letters generally.

This is another of the questions that cannot be decided in the abstract. It has been demonstrated that certain kinds of letters are much more effective when sent under two-cent postage. On the other hand, many tests have shown one-cent postage just as profitable as two-cent postage on other kinds of letters, so evidently no one is safe in following a general rule. Even publishers of business books have found one-cent letters more profitable than two-cent letters, considering the cost of both.

When in doubt about such questions, the only safe thing is for the advertiser to make a test—to send the same letter to several hundred names under one-cent postage, and to several hundred other names under two-cent postage, and be guided by results.



AT LAST, ANOTHER STOCK OF ILLUSTRATED ENVELOPES

About two years ago we exhausted our stock of the illustrated envelopes. We had a number of other advertising helps at that time for our dealers and as the Government was urging conservation, we thought it best not to restock the envelopes. Now, however, we have them on hand again.

A large number of our dealers were furnished with the envelopes in the past and we know that they were used instead of being put away on the shelf to gather dust. Attached is a specimen of the envelope. As you will notice, the dealer's name and address is put in the upper left corner on the face of the envelope and at the bottom we run the line

"Ask us for free 96-page handbook on concrete work and special suggestions on what you are planning to build."

The envelopes are made with ten different pictures on the backs--concrete roads, fences, silos, barns, garages, etc. Fifty envelopes of each picture combination, or a total of five hundred envelopes, are furnished to a dealer at one time.

We shall be glad to give you a supply of these envelopes imprinted with your name and address if you will use them to send out your daily correspondence, bills, monthly statements, etc. The cost of printing is very high these days and it would do neither you nor us any good if the envelopes are tucked away on a shelf and never used. If you will use them, sign the form below and mail it to us. It will take several weeks to do the imprinting work and get the envelopes to you.

Truly yours,

ALPHA PORTLAND CEMENT COMPANY

If you will furnish us with a box of the illustrated envelopes, we will make good use of them.

NAME \_\_\_\_\_  
STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

FIG. 5.—Good example of the plainly printed letter used by many concerns in presenting proposals to the dealer trade. A headline is used instead of a salutation and the bottom of the letter-sheet provides a convenient form for replying.

**The Filling in of Names and Addresses.**—Millions of letters closely resembling typewriting are printed on machines, and the names and addresses of persons who are to receive such letters are filled in by typewriter operators.

At one time this filling-in process was done mainly to make printed letters look like personal ones. Readers of letters

have, however, become so accustomed to seeing such letters that nowadays most groups of readers can distinguish the individually written letter from the printed one. Though, many advertisers have no intention of making readers

The NATION'S BUSINESS



Published by  
THE CHAMBER OF COMMERCE OF  
THE UNITED STATES OF AMERICA

Washington

Dear Mr. Brown -

The White Company is the largest producer of high-grade motor trucks in America.

If their customers are the kind you seek as your customers, you'll agree that the magazine which reaches 35% of them is deserving of the most serious consideration in your advertising plans.

- Especially since the 35% operate 54% of the trucks!

Very truly yours,

John Staurahan

FIG. 6.—A novelty in follow-up letter-correspondence. The body of the letter is printed from a zinc plate and the salutation "Dear Mr. Brown" is filled in with pen.

believe that the letter is a typewritten one, the filling in of the reader's name and address makes the letter seem a bit more personal than a general circular letter opening with a mere "Dear Sir" or "Dear Friend."

Some advertisers, fearing that letters with the usual types of filled-in addresses will make readers feel that they are trying to deceive, use a different color ribbon for filling in the letter, or say in the letter itself "This is a general (or a circular) letter." Such expedients may sometimes be advisable but are not usually necessary.

Whether it is worth while to spend a great deal of time trying to make names and addresses exactly match the body of printed letters is another of the questions that depends on the group of people addressed and the purpose of the letter.

Today many advertisers are using plainly printed letters like the one shown in Figure 5, carrying a subject heading instead of a filled-in name and address.

Whether to send printed letters at all or to have every letter an individually typewritten one is an equally important question that cannot be answered except with all the facts in each particular case. Some solicitations should be sent out in the style of individual letters for every case. In other cases, a good printed letter will accomplish all that any other form of letter would accomplish, or at any rate will accomplish more, its cost considered.

In many lines of business individually written messages would have to bring a much larger return than printed letters to justify the greatly increased cost.

The discriminating advertiser judges the mission of each letter carefully, uses printed letters where these will accomplish the desired result and uses individual letters where these are really needed. No matter how large a use an advertiser may make of printed letters, he will have many inquiries and much special correspondence requiring special letters.

**Single and Double Postal Cards.**—Single and double postal cards are used effectively by a number of advertisers, though not to the extent to which these methods might well be used. The advantage of the postal card is that it is first-class mail and so regarded.

An advertiser who was advertising his product with small newspaper advertisements compiled a mailing list of all the drug stores that he wanted to handle the product. For a period of twelve weeks he sent the druggists a postal card

reproducing one of his newspaper advertisements, commenting on the appeal and suggesting that the druggist place an order for the goods.

## The LUNKEN WINDOW CO

CINCINNATI, OHIO.

Makers of double-hung windows having 100% ventilation  
With disappearing sash & fly screens, weather-stripped  
glazed, fitted, hung & completely assembled ready  
for use as soon as built into the wall.



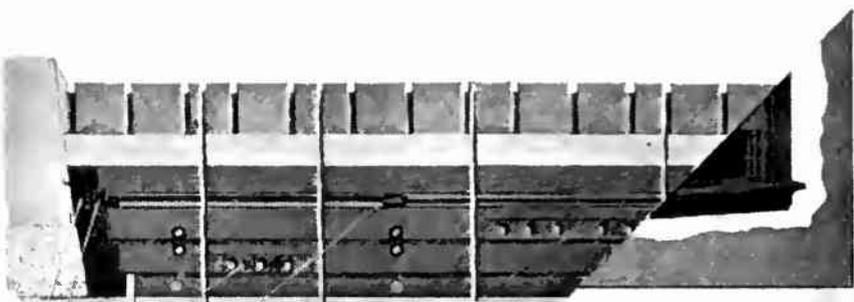
Close  
Up  
Fly  
Screen

Written from the  
**ARCHITECTURAL DEPARTMENT**

512 Fifth Avenue, New York



Open  
Up  
Air



SECTION OF STANDARD 36" LUNKEN WINDOW IN 9" BRICK CONSTRUCTION

Lunken Window is set, the wall is plastered, the inside trim applied, the sash and trim painted; the window is finished, ready for use. Typical installation of Lunken Window in upper floor. 9" brick bearing wall.

Lower sash with storm in contact with the sill. Frames are made of selected seasoned yellow pine. Sills first grade cypress. All the joints dried and treated to prevent absorption of moisture, swelling, and rotting, sash sticking, etc. The frame with pocket is fully caulked and solidly screwed together. Racking or springing the frame in shipping or set up is impossible.

SECTION OF STANDARD LUNKEN WINDOW IN 9" FRAME CONSTRUCTION

When the screens are set up instead

Outside trim. Not furnished with window. Lower sash locking plate allows 100% ventilation with sash securely locked.

Upper sash lowered. Both sashes weatherstripped with spring bronze weatherstripping the meeting rails. The white pine lined panel will wire lead. DS-A selected glass and back painted. Lunken sashes slide smoothly, freely and quietly. Screens of steel, protecting, full opened detail of screen meeting rails inside trim. Not furnished with window.

Plates on each ventilation with Upper sash lowered. Strip edge back of sash. Rows allow top and bottom or center ventilation with solid, rustless metal frames. The screens cover the sash into the overhead box. No need to remove just push them up, in the in ten seconds. Closely re-double-hung windows, with all of both casement and double-hung built complete and assembled ready in a plant making no other product result—better materials throughout, closer workmanship, smoother action and lasting quality unequalled by any window built-up-on-the-job. Will neither shrink nor swell, rattle nor bind. Permit the use of smaller heating plant, reduce fuel costs, save time and labor in cleaning, eliminate 85% of screen replacement. Made in a large number of sizes for nearly every known form of construction and guaranteed to the last nail.



Cleaned in half the time  
—from inside the room.

FIG. 7.—An example of the 4-page letterhead. The second page is turned back in this illustration so as to show the printed matter on the inside pages.

The double card is effective because the second part of the card may be used as an order blank or a reply form. In a follow-up on prospective dealers, the double card may be used conveniently for referring inquiries to the dealers, the return half being used by the dealer to acknowledge receipt

of the inquiry and to commit himself as to whether he should like to have other inquiries sent to him.

**Booklets, Folders and Mailing Cards.**—The booklet, the folder and the mailing card are, in a great variety of forms, used as parts of a follow-up system. The preparation of this material and its particular usefulness are described in the section of this volume devoted to Catalogs, Booklets, Folders and Cards.

Some advertisers find that a judicious mixture of such follow-up material with letters makes a more effective system than a long series of letters. A booklet may, for that matter, accompany a letter, the booklet affording the complete description of the goods or some special argument, while the letter gives the more personal side of the solicitation.

**Scheduling a Follow-Up System.**—How far apart the various pieces of a follow-up system should be depends on the territory covered by the mailing-list. Some advertisers send out material every ten days. Others allow two weeks. Again much depends on the character of the follow-up. Follow-ups to a consumer who has inquired may follow each other rather closely, while a retail dealer receiving manufacturer's solicitations may become annoyed if they come along too rapidly.

One of the forms shown in the section of this volume devoted to advertising office records and systems, suggests how labor may be saved in an advertising department by having a number of items printed on a card, leaving the clerk or stenographer to merely put in dates or special memo.

### MAILING LISTS

The effectiveness of follow-up depends largely on the quality of the mailing list that the advertiser uses.

Mailing lists are of broad variety. They may be made up from the following, and many other sources:

- 1.. Inquiries from advertising.
- 2 Names suggested by salesmen.
3. Names suggested by dealers.
4. Names from directories.
5. Names suggested by old customers.

6. Names made up by organizations that make a specialty of furnishing mailing-lists.
7. Names of charge customers or those who have purchased a certain kind of material.
8. Names taken from assessors' lists.
9. Names taken from news items in daily papers or trade papers.

The circle represents the dollar. The "black", a graphic idea of how large a part goes for "labor" and "material"—over 75%.

### Your Dollar and Where It Goes When Spent For Rogers Peet Clothes

(Based on 6 months actual operations)

Material—Cost, less cash discount.....	\$ 3661
Labor—Wages for making and Salaries for selling.....	\$ 4862
Rent.....	\$ 5720
Taxes—Federal and State.....	\$ 3362
Miscellaneous:	
"Moneyback".....	\$ .0073
Delivery and Freight.....	\$ .0072
Postage, cartage, etc.....	\$ .0060
Containers, twine, etc.....	\$ .0053
Printing and Stationery.....	\$ .0050
Fixture depreciation.....	\$ .0039
Building repairs.....	\$ .0016
Insurance.....	\$ .0016
Bad debts.....	\$ .0012
Telephone.....	\$ .0008
Advertising.....	\$ .0391
Profit of manufacturing, wholesaling and retailing combined— all that's left to pay dividends, and accumulate a surplus to insure our business future.....	\$ .0183 \$ .0821
	\$1.00

September 22, 1920

Mr. S. R. Ball,  
Easton, Pa..

Dear Sir:-

We are doing the unusual, because, latterly in the eyes of many, all merchants are under suspicion of making extortionate profits; even though some of us continue to do business in the good old way, in spite of difficulties and the general tendency to lower standards of wares and ethics

Being our own manufactureers as well as whole-salers and retailers, you will agree we should earn a fair profit on these several operations as related to clothing.

The above analysis shows precisely how much we got out of the six months' actual business ending March 1st, 1920.

As for hats, shoes and haberdashery, not being manufactureers, our profit is even less.

Perhaps it's clearer now why we're always so free to say, "moneyback, if you can do better"

Fall styles now ready.

Respectfully,  
*Rogers Peet Company*

FIG. 8.—Rogers Peet Company have here made an effective use of a chart to illustrate the argument of their letter about the price of clothing.

Postmasters and letter-carriers are not allowed to furnish lists of their patrons, but postmasters will revise lists that have already been made up, in order to reduce the number of wrong addresses, the sending of mail to deceased persons, etc.

Mailing-lists should be revised constantly by checking over mail returned as undeliverable, the sending out of cards asking persons on the list if they care to continue receiving the advertiser's catalog or house publication, etc.

Whether names and addresses should be kept on type-written lists or cards or kept in the form of addressing machine stencils, depends on the use that will be made of the names. If only a few pieces of mail matter are to be sent, a list or a card system will do very well. Most advertisers keep stencil lists of all regular customers or those who are known to be regular or large buyers of the product.

In filing, a sharp distinction should be made between customers and prospective customers and between other different kinds of lists. The use of cards of varying color will aid greatly in this distinction.

Some advertisers use loose-leaf systems instead of card systems, finding that record sheets kept in volumes or binders are handier than files of cards, also less likely to get out of place.

**Example of Follow-Up on Prospective Dealer.**—The letters that follow this paragraph are five units of a follow-up system used by the Alpha Portland Cement Company on a list of prospective dealers whose names were furnished by the Alpha salesmen after careful investigation of the dealer representation in each town and village. In addition to the letters and folders shown, the dealer received every issue of *Alpha Aids*, the Alpha Cement house publication, so that every sixty days an issue of this magazine came along to remind the dealer of the Alpha policies and plans.

(1) Can't we sell some ALPHA CEMENT through you?

We have representation in most of the good-sized cities and towns of the East, and we are now selling considerably more than three-fourths of our cement through dealers, but we want to increase our dealer business. We are in a position to serve you well, and from what we understand, you can do considerable for us.

Our product and service today represent 26 years of experience in the cement business. If we are equalled by some of our competitors, certainly none are doing better.

We support our dealers strongly with constructive work that makes more users and more uses of Portland Cement. The copies of ALPHA AIDS sent you from time to time show one of our activities. This publication is sent regularly to a list of architects, builders, contractors, engineers and prominent property-owners that blanket our sales territory.

ALPHA AIDS and our other promotional work is teaching thousands of people to build walks, foundations, porch floors, steps, driveways, watering troughs, garages, greenhouses, barn-floors, posts, walls, and scores of other improvements with ALPHA. Inquiries from interested people—who usually tell us just what they are planning—come to our office in a steady flow. We send each inquirer a copy of ALPHA CEMENT—HOW TO USE IT, the best general handbook on concrete construction now in print (see the copy we are mailing you), give the inquirer as many special suggestions as we can, and then refer his letter to the nearest ALPHA dealer. We would like to refer some of these inquiries and inquiries from larger buyers of cement to you. May we?

ALPHA PORTLAND CEMENT CO.

By\_\_\_\_\_

- (2) The Blue Print SERVICE SHEETS, the folders and the other material that we are sending you in a carrier mailed today will give you an idea of how we gain the interest and good will of property-owners, contractors, architects, engineers and others.

We are furnishing this valuable sort of information to thousands of inquirers. It is but natural that these people will appreciate such practical helps and want to return the favor by using ALPHA CEMENT. You yourself would.

No doubt you are getting a good volume of business, but by having practical building helps of ours in stock (including a supply of our 96-page handbook, ALPHA CEMENT—HOW TO USE IT), you can draw considerable extra business to your office. We maintain a department the entire time of which is given up to the working out of ways and means of bringing more people interested in new buildings and improvements to the offices of ALPHA CEMENT dealers.

Yes, we realize that you can sell any cement that you choose to handle. But it takes less effort on your part to talk and sell the best-known brands, backed by strong service to both you and the cement user, than it does in the case of brands that are not well known; and your time, as a busy dealer, is worth money.

Introduce a little friendly competition by giving us a part of your business and having us interested in your territory. We are satisfied that we can develop some extra business for you and make it to your interests to keep ALPHA CEMENT regularly on hand.

Can't we get together?

ALPHA PORTLAND CEMENT CO.

By\_\_\_\_\_

## SELLING CEMENT TO BE USED IN SUBURBAN AND FARM IMPROVEMENTS

- (3) Once upon a time, engineers and big contractors used nearly all the cement sold. No longer is this true.

The use of Portland Cement by progressive people in improving their homes and farms has been increasing rapidly. We, as manufacturers, regard this field as one of the most important of the next few years.

Have you noticed how numerous such concrete constructions as driveways, porch floors, garages, greenhouses, poultry houses, silos, ice houses, etc., are becoming?

While the separate purchases are usually small, or of moderate size, the total of this business is enormous; and these buyers stick to the dealer and to the brand. It is a field of steady profits—one well worth the attention of every progressive dealer.

The illustrated folder sent along with this letter has proved to be remarkably successful in interesting people to make concrete improvements around home and farm. ALPHA dealers who have mailed them to suburban and rural-telephone lists or to other mailing lists report that 100 of these folders bring from 18 to 30 requests for the book and the SERVICE SHEETS that give special information. The dealer's name and address are printed on the post-card, so that all returns come to him. The name and address of the cement manufacturer do not appear.

This new folder is so constructed that it may be sent separately under 1-cent postage to a mailing list, or may be enclosed in your bills, daily mail, etc., without extra postage. Let us send you a supply of these business-pulling folders and of our large illustrated book and SERVICE SHEETS showing how cement is used. It isn't necessary to write a letter. Just write "Yes" and your name on this sheet and return it to us.

Yours, for more customers.,

- (4) "Why," asked a retail dealer, writing to his trade magazine a short time ago, "don't the manufacturers cut out some of this costly general advertising that goes out into much waste territory and spend that money in closer and more direct support of us—their dealers? Why don't they do more to encourage people to come direct to us instead of writing to the manufacturer? That, it strikes me, would be a short cut—would be real coöperation."

What do YOU think about it?

Aren't you more interested in plans that will reach a hundred or two hundred people near you than in general publicity

that may possibly, with good luck, reach a dozen of these people?

We believe just as much as the quoted dealer does in CO-OPERATION and CONCENTRATION—in forms of direct advertising that go to the spot, create good will and tangible new business.

By the foregoing, we mean that we have answered the pertinent question quoted above and are spending the bulk of our promotion fund in dealer support, in work in the dealer's own community, in advertising plans that actually bring interested persons to his place of business, etc.

We do not leave on our dealers the burden of selling our goods, but work with them continually to build up more users and more uses of cement in their communities.

ALPHA PORTLAND CEMENT CO.

By—————

P. S.—Charlottesville Lumber Co., of Virginia says: "Your advertising is bringing us a number of calls for the Service Sheets. Please send us half a dozen more sets." supply of the Handbook."

- (5) Often there is a case in your community where you would like to have the Service Department of a live cement company correspond with certain people near you and show them the merits of concrete construction—so that the new factory, the pavement, alley, or road, the wall, barn, garage, silo, ice-house—or whatever the new improvement is—will be built of enduring concrete.

We maintain a department that is busy all the time with this and other kinds of dealer support. We have been successful in developing a great deal of concrete building in behalf of our dealers.

How would you like to have this department working with you continually?

Maybe you have something in mind right now on which we could help.

ALPHA PORTLAND CEMENT CO.

By—————

**Follow-Up System Employing Telegrams.**—*Printers' Ink* gives the following account of a sales manager's method of using telegrams along with letters in an effective follow-up system.

I went to the Chicago manager of the Postal Telegraph Company and told him we could give him a lot of business if he would help me.

He was interested. I explained our plan. We would furnish him with lists of about 2,000 names divided by location in towns all over the Middle West.

#### TIMING THE TELEGRAMS WITH LETTERS

We would write these lists three letters on successive days. With the third letter we would send a return collect night lettergram all written out. He agreed to let us print our name in red just under their regular red blank heading, and I studied the mail schedules, and entered the time of arrival of the mail above each town's list of names. Then I got him to notify his branch office manager in each of those towns of exactly what we proposed to do and to request the managers to telephone the various buyers on their respective lists immediately after the delivery of the mail and ask if they could not take the message over the 'phone or send a boy for it.

We worked this all out several weeks in advance, and the returns we got, together with the comment created, made it one of the finest things we ever put over, and all at a comparatively trifling cost.

The following is the letter and the telegram used.

DEAR SIR:

All business is a battle and the weapons are human ability—human brains.

Suppose you could call in a board of experts to advise you on a problem that arose in your business absolutely without charge. You would probably readily accept.

We offer you the services of some practical glue men, men who have spent their lives in the business, to help you with your problem. A trial of this service and our product is at OUR expense.

To facilitate action—to make you realize by such a trial that we can show you a very decided benefit, you will find with this letter a Postal Telegraph Company's collect night lettergram, absolutely complete with the exception of kind and price. The reason we left that blank is because we want to know what your past experience has shown you should pay for your glue.

Won't you just fill it in and hand it to the Postal's boy? No need to write a letter—no need to even call your stenographer—simply send the wire back. You will experience by far the most efficient service and best glue value you have ever had.

Peter Cooper's Glue Factory,  
Chicago, Ill.

In accordance with your letter of the twelfth we order a trial barrel of——at—— per pound, you to credit our account with

the amount returned and pay freight both ways if we decide, after trial, it is unsatisfactory.

H. R. GIBBONS.

Collect all charges for this message from Peter Cooper's Glue Factory.

#### GENERAL POINTS ABOUT FOLLOW-UP LETTERS

While a follow-up system should be knit together as a whole, it is usually a good plan to have each unit of it separate, so if the reader misses getting one letter, succeeding solicitations may be effective just the same.

Sometimes a follow-up letter should consist of just one point or argument. In other cases, argument may be summarized and consist of a number of points. So much depends on the business or service to be advertised that no unvarying rule can be laid down.

Testimonial letters often form an excellent basis for a follow-up letter. A facsimile of the letter may be attached to the follow-up, or the text of the testimonial letter be merely quoted in the follow-up letter.

A follow-up letter should not suggest that the reader is lacking in attention or courtesy because he did not pay attention to a preceding letter. Rebuking letters may bring replies, but rarely do they bring orders.

Often a supplementary letter, written by the president or general manager of a company, for example, proves to be a strong support to the letter from the sales department. Such a letter may give personal assurance of the quality of goods, promise complete satisfaction, ask the reader to communicate with the executive in case service is not perfectly satisfactory, etc.

Some advertisers are abandoning such signatures to sales letters as "Sales Department," "Sales Manager," "Mail Sales Division," "Sales Correspondent," etc., finding that this suggests too strongly that the person writing the letter has the job of collecting the letter-reader's money. A number of firms are using "Service Department," "Supply Department Manager," etc. Some firms selling a general line of goods have sales letters signed by a shopper or buying clerk

who has a fictitious name. For example, Miss Ethel Goodwin may be advertised in a mail-order catalog, and readers are urged to let Miss Goodwin do their selecting for them if they have no choice as to what should be sent. The principal reason for the use of a fictitious name is that this name can be continued as a regular feature, whereas if a real name should be used, there are likely to be complications if that person leaves the advertiser's employ.

**Length of Follow-Up.**—The length of a follow-up system can be decided only after careful consideration of the occasion for the follow-up. Most follow-up systems consist of from three to eight or ten pieces, but some concerns take the ground that when they receive an inquiry, they are justified in following up the inquirer for years unless they learn that he has either died or is so situated that he will have no use for the advertiser's product. The American Multigraph Company follows this practice.

Other advertisers, such as a cement company, for example, do not follow up the ordinary inquiry at all. That is, after having received from a farmer his inquiry about some phase of concrete construction, they send him a handbook and all the information available on the particular subject of his inquiry, telling him at the same time of the nearest dealer in the product. Having done this, the correspondence is forwarded to the nearest dealer in the advertiser's product. At the same time the cement company's salesman is notified of the character of the inquiry and told to which dealer it has been referred. This information to the salesman is merely kept on a weekly record and forwarded to the salesman regularly. The cement company has demonstrated, through experience, that it is best to give the full information at once and then leave the rest to the salesman and the local dealer.

The cases of the cement company and the multigraph company are two extremes. Between these two extremes are advertisers who use all the way from one follow-up to half a dozen or more.

Every unit of a follow-up should be tested as carefully as possible so as to determine just how long it pays to continue solicitation. This may be accomplished by:

- (1) The use of different types of reply cards or order blanks.
- (2) Special proposals of one kind or another.
- (3) Different colors of return envelopes.

### ADJUSTMENT LETTERS

It being just as important to hold the good will of old customers as to gain the good will of new, the wise advertiser will see that adjustment letters—letters referring to delays, lost shipments, damaged goods, exchanges, refunds, etc., are handled with as much tact, courtesy and good selling sense as his appeals to new customers.

Some of the important features of adjustment correspondence are:

- (1) Prompt handling.
- (2) Courtesy and tact.
- (3) Absolute fairness.
- (4) The ignoring of ironical comment from customers, not blaming them for their shortcomings, except in an exceedingly tactful way, etc.

**The Old Way and the New Way.**—A writer in *Printers' Ink* gives the following two examples as typifying the routine method of handling the request of a customer that he be permitted to take goods at an old rate, and the method of the modern sales correspondent—courteous and conciliatory and yet making out an excellent case for the increased price asked for his product.

The beginning of the first letter is crude. The letter throughout is in the stilted style. The second example is what may well be called “a human sort of letter.”

Gentlemen:

Your favor of the 10th inst. at hand, and in reply we beg to state that your offer to take 3,000 lbs. of sheet brass at the old rate is not agreeable. As stated in our previous letter, that rate is out of the question owing to causes beyond our control. Consequently our increase of one-half cent a pound must stand, as per the new price lists. We are very sorry to make this raise in price, but owing to increased rate to us from the mills, we cannot now see our way clear to accept the offer of business on your terms. We hope, however, that you may see your way clear to accept the new rate, and assuring you again of our regret in the matter, we beg to remain,

Yours very truly,

---

Gentlemen:

As I was the correspondent to answer your inquiry regarding our new prices on sheet brass, I feel personally obliged to answer the letter sent from your office on the 10th of the month. I am sorry not to have explained more clearly why we have been compelled to issue new price-lists.

For six months we have known that we could not keep to our old prices on sheet brass. Nearly four months ago the mills raised their price per pound on some grades, and this month they are revising *upward* their entire price-list.

It has been our hope that prices might fall, so that we could avoid asking more from our customers. For several weeks we have lost our profit on some grades while waiting for better quotations from the mills. Now, however, with still higher prices in sight, we can delay no longer. To do so would, in the end, mean going out of business.

You, of course, will now be obliged to get more for your finished product because of the increased cost of sheet brass. Undoubtedly your customers will object at first to what seems an unreasonable demand. But they know about the small margin of profit in your line, and I am sure that an explanation from you will satisfy them that increases are imperative. If not, I am sure that we can help you. A letter from us for your use with unsatisfied customers will be the final proof that materials are costing you more money. I shall be glad at any time to write such a letter, or you may use the one now before you.

I need not add that we are ready to do whatever is possible in order to keep your business. I am,

Yours faithfully,

---

**Example of Good Answer to Complaint.**—The following is one good example of an answer to a complaint:

Mrs. E. H. Brown,  
Cartersville, Pa.

Dear Mrs. Brown:

We thank you for writing so promptly about the condition of the tray when it arrived. When anything is wrong with our goods or our service, we take it as a favor to be informed.

Of course, we regret that the tray was not packed properly and that one of the handles was badly bent when it arrived. Evidently some employe of ours did not do his work properly, for goods of this kind are usually so packed by us that they arrive in the best of order.

We are sending you another tray by insured parcel post today.

With this letter you will find eighteen cents in stamps for the return of the damaged tray.

The delay in getting a perfect tray to you is regretted, but as you know, things will sometimes go wrong despite all our care. We think you are not likely to have such an experience with us again.

Sincerely,

Sales and Follow-Up Letters

Mechanical Appearance of Follow-Ups. Are they attractive to eye?

Adoption of Letterhead.

Consideration of Illustration.

Are letters of right length?

Do they begin well?

Are they such as to induce a favorable state of mind by prospective?

Do they impel him to any action and make this action easy?

Do the various units of the follow-up really build up a favorable impression or do they bore or irritate?

Length of Follow-Up Program.

Kind of Material—Letters, Cards, Folders, telegrams, etc., to be used.

Experimental Work.

Spacing out of pieces.

Recording and Checking.

Special letters and printed ones.

Making up, Classifying and Revising Mailing Lists.

Proposals and arguments for the various follow-ups.

Follow-Ups that Retain the Gained Good Will.

#### ADDITIONAL EXAMPLES OF LETTERS

The range of good letter advertising is a wide one. An entire volume could easily be filled with interesting examples of the many different forms of appeal and styles of production. The examples that follow have been selected not because they are necessarily the most effective letters that could be produced but because they illustrate the practice of advertisers of different groups.

Not a paragraph of the following letter from the Chamber of Commerce, Mt. Vernon, N. Y., begins with "you" and yet the message is an easy, natural style that breathes sincerity and good fellowship. It brought a good return.

DEAR SIR:

Life in the suburbs to some is a joke, to others a joy.

The former class consists, first, of those who have never

lived outside of the walls of an apartment house; second, of those who may have visited friends in some Lonesomehurst-by-the-Sea; and third, of those who, lured by an attractive real estate prospectus, have been induced, for a season, to aid in making profitable some promoter's development.

The other class is made up of those who reside in a high-grade, convenient and well-established place of residence such as Mount Vernon.

Nobody has to take our word for it. Ask the man who lives here. He himself came originally from the greater city, no doubt, with many misgivings as to the result of what he called an "experiment." That was many years ago. He is here yet. He couldn't be induced to go back.

Perhaps he had children. No place better than Mount Vernon for the "kiddies." Fine schools, safe places to romp and grow strong, a healthy environment—these are what a high-grade suburb offers for the children.

He grew up in the country himself and he early determined that his boy and girl should have the same privileges as he enjoyed.

Or, perchance, being city born and bred, he early decided that his children should have the advantages which he as a boy missed, even though it might mean some personal sacrifice to himself.

So here he is. He is an integral part of the community. He is *somebody* here, knows all his neighbors, in the summer meets a lot of good fellows at the Country Club and has a lot more real fun in a month than his city friends have in a year, and at very much less expense.

When he thinks of that "sacrifice business" he calls himself an old hypocrite.

He compares notes with some of his friends who live "up town" and travel, to and fro, in crowded subway trains twice a day and he finds that he gets home as quickly as they do and with far more comfort.

And when he gets home at night and compares his residence with spacious rooms, its veranda and its lawn, with the "fifth floor left," which his friend calls "home," he becomes a missionary at once to his friends among the "cliff dwellers."

Life in a suburb such as Mount Vernon is a joy.

The Chamber of Commerce is at your service.

The following is an example of the folly of trying to make a printed letter very personal. The business firm sending this letter out starts off with "I am writing to you personally" and, in the second paragraph, tells the reader of the letter that only "ninety-nine other representative business men

in different parts of the country” have been selected to receive the offer. Such a letter may deceive inexperienced people but it has no place in the business world. Aside from this fault, the letter possesses some good points.

DEAR SIR:

I am writing to you personally today because I have a very unusual proposition to make.

I have selected you along with just ninety-nine other representative Business Men in different parts of the country. I am making YOU and just a few other men this special offer which will mean a saving to you of AT LEAST \$7.15.

Hundreds of substantial business men, who pride themselves on their clothes that they order direct from us, have repeatedly asked us why we never made a special kind of rain-coat—a high grade “AllWeather” garment of handsome appearance, which they could wear in either stormy or pleasant weather—a coat that we could sell them on the same economical Direct-to-the-Wearer basis as we have supplied our finest clothes for years.

Now, after three years of experimenting, we have produced an out-door coat of unusual quality. The booklet I am enclosing gives you an idea of this new “AllWeather” Coat. It is designed especially for men who are particular about their appearance, even on stormy days. It is a handsome, light-weight raincoat—absolutely water-proof and of splendid appearance.

But here, I say, is the most IMPORTANT IMPROVEMENT ever put in a raincoat. By a secret NEW PROCESS we have pressed a thin film of rubber (which makes the coat water-proof) between two layers of handsome cloth—so the “AllWeather” looks like a “dressy” light-weight coat but SHEDS rain instead of soaking it up like ordinary coats. By this same NEW PROCESS we have made the coat wind-proof, because the strongest breeze cannot penetrate the film of rubber.

The “AllWeather” is really *two coats in one*—a good looking, light-weight topcoat and an absolutely storm-proof raincoat. For a man who has to be out in all sorts of weather (and especially one who often drives his car through wind and rain) such a coat is not a luxury; it's a *necessity*.

NOW HERE IS MY OFFER—I would like to send you an “AllWeather”—in your exact fit—*absolutely free of all expense*. I want you to wear it for a good trial—in all kinds of weather—day after day—so you can enjoy its snug comfort and delight in its fine appearance.

After you have worn the coat a full week, if you like it so well that you don't want to part with it, you can send me—not

\$22, the real value of such a raincoat—but my Introductory Price on a limited number of these good coats—only \$14.85.

If for any reason, you should not wish to keep the “All-Weather” Coat, after the full week’s wear, simply send it back *at my expense* and accept my thanks for the privilege of demonstration.

My reason for making this remarkable offer is simply to introduce these desirable garments to a few substantial men in all parts of the country as quickly as possible, and to make you so enthusiastic about your own coat that you will show it to other men.

I have had my stenographer enclose a Special Privilege post-card. All you need do is to write in the simple measurements and drop it into the mail. You don’t risk a penny to try the coat, and you save \$7.15 on your “AllWeather” Coat if you decide to keep it.

Cordially yours,  
President.

P. S.—Even if you do not want to look at one of these new coats, will you kindly say so on the post-card and return it to me? Then I can give the benefit of this Introductory Price and Free Trial Offer to some other Business Man in your vicinity.

Returning the card—whether you order or not—will be an act of courtesy that I’ll appreciate.

The following is an example of the letter that seems smooth and reasonable and yet lacks an interesting opening. Some incident or interesting expression from a subscriber would greatly strengthen it. For example: “*My Inland Printer* always seems to me like a bird’s-eye view of the field,” says an Ohio printer in renewing his subscription.”

DEAR SIR:

Efficiency is the watchword of the present day. How to increase efficiency is a solvable problem, and is solvable by reading and digesting what experience declares.

In your own efforts you have found many things in *The Inland Printer* which have helped you. *The Inland Printer* can help you still more if you will question it liberally. Let us hear from you from time to time what you find most difficult to contend with in your work. We have a staff of editors who are not merely writers but who have won distinction in the work on which they write.

New things are coming in, new ideas being advanced, and we need you with us in helping things along to a better understanding of all the affairs of printerdom.

We need your cooperation to make the success of the next year greater than the success of the past year for you and for us.

We enclose addressed envelope and a statement made out for your convenience in remitting, and with best wishes for your success which we not only wish but shall do our best to help you achieve, we are,

Yours sincerely,  
THE INLAND PRINTER.  
Business Manager.

The last paragraph is long and not very impressive. A short sentence ending such as "we want to continue sending you good ideas during the year ahead. May we do so?" would improve the final appeal.

The *Improvement Bulletin* letter is a good example of the "Good Morning" style of sales letter. The writer adds something to the novelty of his appeal by preparing his letter in two columns instead of one.

GOOD MORNING, GENTLEMEN,—

1. My name is Chapman. May I speak to the gentleman who has charge of your advertising, for a minute?

2. Now that we are face to face, I am glad to hand you the little house organ enclosed which I have named "Trade Paper Tips."

3. To get results from advertising in trade papers seems difficult, if not impossible, sometimes. To give friendly suggestions that may help to obviate this, is the purpose of Trade Paper Tips.

4. I am going to get it out every month or so. It will be free. If you will let me, I will send it to you regularly and gladly, just for the pleasure of doing it.

5. Just sign your own name at the bottom of the enclosed postal if you wish to read Trade Paper Tips. I will try to make it more interesting every time.

6. Now, one word about us. Improvement is our name and purpose. Should you write us, notice our new address,—we're in a new, fireproof building with windows from floor to ceiling.

7. In the 7 states named at the top of this page, the Bulletin goes to 2553 architects, contractors and firms in the building trade. It costs a good deal,—\$5 a year.

8. In just one city in our territory, Minneapolis alone, the total for new buildings so far this year is eighteen million dollars.

9. Sometimes you may give us a job. Our service for you will include both thinking and hard work.

Sincerely,

IMPROVEMENT BULLETIN,  
Manager

The short paragraphs and cordial style of the Edwards Manufacturing Co. letter give it effectiveness.

## THE EDWARDS MANUFACTURING CO.

GARAGE AND PORTABLE STEEL BUILDING DEPARTMENT

CINCINNATI, O.

Mr. S. Roland Hall,  
Scranton, Pa.

DEAR SIR:

Well, what do you think of our garages?

Don't you think they are mighty attractive?

They are certainly making a hit with automobile owners.

We have sold and delivered, at this writing more than four times as many garages as we had estimated.

Never in our 40 years' experience as makers of sheet metal structures have we seen anything "take hold" like our garage proposition has.

Automobilists almost to a man now regard a good home garage, NOT as an EXPENSE, but as an INVESTMENT THAT PAYS DAILY DIVIDENDS.

Certainly your car is far safer locked up in your own private fireproof garage than in a public garage.

An up-keep cost is much less. There's no monthly charge for storing; no mysterious disappearance of gasoline, robes, tools, etc.; there's no chance for your car getting banged up; no chance of joy-riders getting hold of it.

It's mighty convenient too, to have your car always at hand. Then when you want to drive it or show it to a friend or tinker with it at odd moments you can do so. Do you realize that all these conveniences and economies may be yours for a very small cost?

Bear in mind please, that an Edwards Garage is not a make-shift-temporary structure. It is a permanent adornment to your property. It will outlast a half dozen cars as well as the man who owns them.

Don't you want one of these little beauties—all spick, span and new—ready to be put right up?

Say the first night you run that handsome car of yours into your own private garage and close the door and turn the lock and put the key in your pocket, you will experience a feeling of pride, security and satisfaction such as you never had since that first day you realized you owned an automobile.

We KNOW—ABSOLUTELY K-N-O-W that you will be pleased with an Edwards Garage.

Now, this letter reaches you at a time when we have just completed and set up 96 new garages. We are, therefore, able for the next 10 days, to guarantee PROMPT, IMMEDIATE shipment on all orders.

Why not order NOW?

We enclose, for your convenience, an Order Blank and Return Envelope. When ordering please be sure to state size and style of garage wanted. Remit by personal check, if more convenient.

Yours very truly,  
THE EDWARDS MANUFACTURING CO.  
Asst. Sales Mgr.

## SECTION 34

### FOREIGN LANGUAGE ADVERTISING

#### FOREIGN MEDIUMS

#### DOMESTIC MEDIUMS IN FOREIGN LANGUAGES

**Growth of Foreign Advertising.**—The steady increase of American interest in foreign trade has brought a corresponding increase in foreign advertising, particularly that which appeals to South American buyers.

While it is true that some of the largest American newspapers and many thousands of the general magazines and technical publications go to foreign addresses, the number of foreign buyers reached in this way is small when compared with the total to be reached.

**Lack of Information as to Foreign Advertising.**—While advertisers of the United States are not usually as ignorant of conditions in foreign countries as their critics would sometimes make it appear, the appeals to prospective buyers in other countries are not as yet very efficient, taking them as a whole. It is not uncommon, for example, for advertisers to take it for granted that all of South America prefers literature in the Spanish language, forgetting that the language of the West Indies is English for the most part, and that the official language of Brazil is Portuguese.

The postal, customs and transportation facilities and regulations are regularly ignored. The preferences and tastes of the people are frequently given no consideration. American advertisements are often confusing to South Americans because of colloquialisms and slang.

Advertisements featuring Santa Claus coming down a chimney are published in countries that do not recognize Santa Claus and where houses have no chimneys.

Figures are shown sitting by the fireside in advertising, reaching warm communities where there is no fireside-sitting.

Trade names are used that translated into the foreign tongue offend good taste.

**Methods of Arranging for Foreign Advertising.**—There are three methods in use among North American advertisers for advertising in foreign countries:

(1) Dealing direct with the publishers or advertising organizations in the country where the advertising is to be done.

(2) Having an advertising agency accustomed to foreign advertising handle the advertising.

(3) Having the local representative in the foreign country purchase the space and attend to the insertion, checking, etc., of the advertising and merely giving him such aids as first-class plates of illustrations and suggestions as to copy, and letting him attend to translation.

In a recent conference where the subject of foreign advertising was discussed by some fifty manufacturers of the United States, a decided majority favored the third method. It seems that the local representative is usually able to buy space to much better advantage and to get other concessions or courtesies that a buyer from another country has difficulty in securing.

**Translation.**—Proper translations constitute a constant problem for the advertiser in foreign countries. Sometimes it seems that no matter how good a translator is secured, some other apparently competent critic comes along and shows the advertiser that his announcements are wretched Spanish, Portuguese or French, as the case may be. The secret is perhaps in specialization—that is, if a series of engineering announcements are to be translated, a Spanish-speaking translator of engineering training should be secured. The ordinary translator is likely to become confused in handling engineering text, just as one writing advertisements in English may be confused if he undertakes to write of chemical or electrical products without special knowledge of these fields.

**Export and other Foreign Language Mediums of the United States.**—A number of publications are printed in the United States in the Spanish, French, Portuguese and German languages and circulated in other countries where those

languages are spoken. The number of publications in Spanish is particularly large.

This Handbook is hardly the place to pass judgment on advertising mediums. It is, however, fair to say that some of these foreign-language publications are hardly more than illustrated catalogs with a few articles of general interest in them, that they have no large amount of paid circulation, though undoubtedly the copies are sent regularly to mailing-lists of good size.

Other publications of special purpose printed in Spanish have paid circulations of considerable amount, and appear to be very well received in South American countries, notwithstanding that they are printed in the United States.

The scarcity of national magazines in South American countries undoubtedly aids the circulation of the United States publications.

So far as the so-called "export publications" of the United States are concerned, it seems to be the generally accepted opinion that these are, at best, means of reaching only sales agents and merchants generally rather than the general buying public and the professional readers of any South American country or city.

**Mediums of South American Countries.**—Advertising in any South American country calls for special study of the mediums of advertising available. In Argentina, for example, there are two newspapers of very modern type and with very large circulations, so large that they serve as national mediums for the entire country. In some other South American countries the situation is not the same. In some countries there is a marked preference for poster, painted board and novelty advertising. Moving-picture advertising is popular in all of the South American countries.

#### FOREIGN LANGUAGE ADVERTISING IN UNITED STATES

Despite the wish of the advertiser in the United States to reach all of his public through mediums printed in the English language, he must face the fact that there is a large adult population able to read English only with great difficulty,

and yet who read publications printed in their native language with ease and interest. Some of these have a powerful influence with their particular group of readers. The very fact that readers of such magazines and newspapers feel drawn toward publications printed in a language with which they are conversant and which pay a great deal of attention to the problems of a particular race or nationality, makes the advertising space of unusual value. It is troublesome to prepare copy and arrange for translations for such special mediums, but effective plans of any kind usually require special work.

## SECTION 35

### LAWS AFFECTING ADVERTISING

#### STATUTES, ORDINANCES, NATIONAL LAWS

**Model Statute.**—A large number of state and municipal ordinances relating in one way or another to advertising have become effective in the last dozen years. Perhaps the most important of all is the “*Printers’ Ink* model statute” against fraudulent or deceptive advertising prepared by Harry D. Nims, of New York, which has now been adopted by twenty-two states of the Union. The statute is the following:

Any person, firm, corporation or association, who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in this state, in a newspaper or other publication or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

The following states have this law or the essence of it in their codes:

Colorado  
Idaho  
Kansas  
Minnesota  
Missouri  
Rhode Island

Nebraska  
Kentucky  
New Jersey  
North Dakota  
Ohio  
Washington

Indiana  
Oregon  
Iowa  
Michigan  
Oklahoma  
Florida

Louisiana	West Virginia	Nevada
Illinois	Utah	Wyoming
California	Massachusetts	Montana
Maryland	North Carolina	Pennsylvania
Alabama	South Carolina	Tennessee
New York	Connecticut	Wisconsin

Unfortunately a few states inserted "knowingly" or "willfully" into the law as finally put on their books. It is easy to see that the object of the legislators was to prevent an innocent violator of the law from being punished, but the unfortunate side is that this always gives the slick violator an opportunity to plead that he violated innocently.

Within the last three years the states of Indiana, Iowa, Michigan, Oregon and Oklahoma amended less effective advertising laws, to eliminate the requirement that the offense should be done "knowingly" or "with fraudulent intent," to enact the Model Statute. Laws are also in force in Hawaii and the District of Columbia, but they are not the "*Printers' Ink* Model Statute."

A new law was enacted in 1916 in the state of Massachusetts which, although not the *Printers' Ink* Model Statute, eliminated the word "knowingly" but employed a weakening phrase, "calculated to mislead."

Advertising magazines, advertising clubs and advertising men individually were responsible for most of these statutes being introduced. Such laws make it possible to easily proceed against offenders on a criminal basis, whereas without such a statute, one who suffered from fraudulent advertising had to proceed usually by the process of a civil suit.

**Hudson Seal Case.**—One example will show the effect of such laws. Dyed muskrat skin is known in trade circles as Hudson Seal. In New York state action was brought against a merchant for advertising muskrat fur as Hudson Seal, and even the fact that this was and is a trade term well understood among fur merchants it did not save the store from the verdict that this was deceptive advertising so far as the consumer was concerned. So, nowadays in New York state, the merchant who offers Hudson Seal will put in parenthesis "dyed muskrat."

This law affects both advertiser and publisher.

**Other Statutes and Ordinances.**—Other state-laws cover such matters as the posting of bill-boards on public highways, requiring them to be so many feet away. This does not, of course, prevent an advertiser from putting signs on private property in such positions that they may be read from the highways.

A number of states prohibit the posting of small signs on trees, fences, etc., that are within the limits of public highways.

City ordinances regulate the putting up of signs on the tops of buildings, as well as those that overhang the street. Such structures come under the general jurisdiction of city and town officials to make the streets safe for passersby. City ordinances also regulate the distribution or throwing of advertising into doorways, yards, etc.

#### FOOD AND DRUG ACT

The Federal law and various state laws regarding the labeling of foods and drugs, should be watched carefully by advertisers. The Federal law relates only to those articles sold in interstate commerce, but the state laws affect goods sold only within the state. A number of states have laws that are practically the same as the Federal regulations, were modeled after it, in fact. These forbid "misbranding"—that is, false claims with respect to ingredients, purity, remedial value, etc. Thousands of advertisers have been prosecuted and received some very undesirable publicity because of their violations of these rather well enforced regulations:

The Department of Agriculture, Washington, D. C. will, on request, supply a copy of the original law and the latest amendments and decisions.

The National law itself is simple, but its interpretations are various and complex. For instance, what is the exact meaning of "pure"—a word that advertisers are fond of using? It is by no means easy to establish a standard of purity for some articles and hence risky to label them as "pure." Packers of tomatoes have been prosecuted for merely putting water into cans when they have advertised their products as pure or "strictly first-class."

Imitations of certain products such as vanilla must be labeled as imitations or substitutes, for a branding of another product as "vanilla" constitutes a misbranding.

The Food and Drugs Act is probably the forerunner of many other laws relating to the misbranding of shoes, clothing, furniture, etc. For that matter, there has been for many years a regulation covering fertilizers, so as to protect the farmer against fraudulent branding.

**Narcotics and Alcohol.**—The national law requires that the percentage of certain drugs, such as morphine, opium, etc., be specifically stated, also the alcoholic content.

### LAW AGAINST COUNTERFEITING

Advertisers must be careful, in reproducing illustrations that show money, not to reproduce exact designs of either paper money, coins or government bonds or any considerable part of any such design. There have been instances where an illustration showing an exact reproduction of a third of a coin have passed without trouble, but all such plates are extremely likely to be regarded as dangerous by the government and destroyed.

It is better to have drawings indicate the size and general character of money or bonds, but to keep away from the actual designs or anything closely resembling such designs.

### POSTAL LAWS

**Immoral, Scurrilous and Fraudulent Material.**—The postal laws forbid the transmission of fraudulent, lewd, obscene, or scurrilous literature of all kinds, also literature relating to abortion, the prevention of conception, and fraudulent and immoral matter generally.

**Threats and Duns.**—Threatening and intimidating matter, dunning letters or literature with the contents plainly indicated by outside lettering or printing are also forbidden. It is allowable to submit a plain statement of account on a postal card, but not a dunning message.

**Mailing Regulations.**—Of particular interest to advertisers, not so much because of legal liability, but because it is desirable to have smooth relations with postmasters, are the

regulations as to the depositing of mail matter of all kinds, the use of clips on folders, the enclosing of one kind of mail with another, what is allowable in the way of advertising on envelopes, etc. The advertiser, for example, who goes ahead and prints an envelope with a design or lettering scheme extending over two-thirds or three-fourths of the front of his envelope is likely to have mailings refused. In order that envelopes may have ample room for the original address and for subsequent addresses in case the envelope cannot be delivered to the original addressee, the Post Office Department requires that all designs of an advertising or illustrative character be kept to the left-hand half of the face. The entire back of the envelope may be used without objection.

There are many regulations by the postal laws with respect to mailable matter that should be observed in order to avoid penalties or embarrassment. These are obtainable from either the official Postal Guide or a small booklet issued by the Post Office Department, giving facts about the use of mails that the public should know.

**Lotteries and Chance Schemes.**—Everything in the nature of a lottery, chance game, chance contests, etc. is prohibited from the mails, though it may be harmless in character.

**Names of Individuals Composing a Firm.**—In various states, persons or partnerships using abstract names not containing their personal names—such as National Products Co., Ready Aid Corporation, etc.—must file a certificate giving the names of the principals so that this information will be on file in a public office. The object of this is to prevent advertisers from hiding their identity so far as individuals are concerned.

**Mailing Lists.**—Postmasters and carriers are not allowed to furnish mailing lists of persons in various communities or mail routes, but the law allows them to revise existing mailing lists, which is an effective way of eliminating names of persons who have moved or died.

#### COPYRIGHT

Copyright is the author's, publisher's, musician's or designer's method of protecting the results of intellectual

labor. Copyright relates not merely to literary production but comprehends statuary and models. An author has a property right in unpublished manuscript, whereas copyright can exist only on publication, though "publication" does not necessarily mean reproduction by means of a printing press. A mimeographed publication may be copyrighted, so may one reproduced by means of blue-print or photographic reproduction.

Advertisements as such have never been classed as "literary productions," and if advertisements or advertising illustrations are to be protected by copyright, they should be entered in some other way than as single advertisements. Most advertisements are registered as "books" or pictorial illustrations.

**What may be Copyrighted.**—Copyright protection may extend to all productions of a literary or artistic nature, though not to such discoveries or creations as mechanical inventions or creations, which are covered by the patent and trade-mark laws. Copyright protection may extend to:

Books, periodicals, lectures and addresses, dramatic compositions, musical compositions, maps, works of art such as models or designs for works of art, drawings or plastic works, photographs, prints and pictorial illustrations, motion-picture photoplays and other motion-pictures.

Photographs and drawings can be copyrighted as works of art, and a number of advertisements can be bound together in the form of a portfolio or book and the entire exhibit copyrighted as a book. The word "book" under the copyright law is of broad scope, and even a single sheet can be entered as a book if its nature is not obviously of an unliterary character. Loose-leaf books may be copyrighted a page or a chapter at a time.

Such productions as artistic labels, package designs, etc., may be copyrighted, but such copyrights must be secured from the Patent Office rather than through the Library of Congress.

**No Sole Copyrights in Titles.**—A mere title cannot be copyrighted, though under the trade-mark law, a name can be registered on literary productions such as a series of books or periodicals. The only way the title can be incorporated

in a copyrighted production is to include it in the production itself, and even then the title as a separate feature cannot be protected. An author who produced a book with the title of "How to Get a Position and How to Keep It" was astonished to learn a few months after his book came out that another was announced with the title of "How to Get and Hold a Job." But the treatment of the two books was entirely different. Neither author had infringed on the other, and neither had the right to usurp the title. Similarity of title might, however, be excellent evidence of intention to infringe if a competing work had text closely resembling the one copyrighted first.

**Owner's Rights.**—The owner of a copyright has the full ownership, as in the case of other property, and may assign or lease the whole or a part of his right, as he may see fit. He may sell a restricted use of the material, but in all such bargains he must be careful to see that his copyright notice is used as due notice to the public of the copyrighted nature of the work. If this is omitted through his negligence, the work is released to the public.

**Making Application for Copyright.**—Application for copyright protection should be made in the United States to the Library of Congress, stating the nature of the production. Copyright is obtained by publication and in no other way. Different forms are used according to the nature of the material. The cost for registration and a certificate is one dollar. The copyright notice may now be printed on the publication and the publication actually mailed or delivered before certificate has been received, provided the two copies of the best edition required by law are deposited in the mails within a reasonable time.

Application for copyright in Canada should be made to the Commissioner of Patents, Trade Mark and Copyright Branch, Ottawa. The registration cost is one dollar.

**Separate Copyright of Articles or Designs.**—Although the general copyright notice of a magazine or newspaper covers all of its text pages (not the advertisements), it is regarded as good practice, where an author desires to retain copyright protection of an article or design which may later appear in

some other form, to have a separate copyright notice appear in connection with his name on the title page of the article, at either the top or the bottom.

**Protection in Foreign Countries.**—The copyright laws of the United States are, of course, for the particular protection of citizens of the United States, and the requirement is that books, lithographs, etc. to be copyrighted must be reproduced from type set within the borders of the United States, and that press-work and binding shall also be done within the limits of the United States. Within the last ten years a number of agreements have been entered into with the governments of other countries, by which citizens of these countries have certain protection accorded their copyrightable productions in return for like protection accorded citizens of the United States. This list of countries includes the following: Belgium, France, Great Britain and the British possessions, Switzerland, Germany, Italy, Denmark, Portugal, Spain, Mexico, Chile, Costa Rica, Cuba, China, Norway, Japan, Austria, Korea, Sweden, Hungary, Dominican Republic, Guatemala, Honduras, Panama, Nicaragua, Ecuador, Bolivia, Brazil, Paraguay, Salvador, Argentine Republic. In some cases, this agreement is the result of a specific proclamation. In other cases, the agreement is merely the result of a conventional resolution or principle to which the various countries pledge observance. Those interested in the details of this development of copyright protection should secure from the Library of Congress "Copyright Office Bulletin No. 14" or the latest revisions of this pamphlet. This will give other interesting information to those to whom copyright is of particular interest.

**Infringement of Copyright.**—Infringement of copyright consists of the unauthorized use of such a part or so much of the copyrighted work that its value is sensibly diminished to the author or owner. It is within bounds to quote from copyrighted material or to refer to it. How much may be safely quoted or introduced as examples is a question that can be decided only in each case. A single chart reproduced from one work may be a plain violation of copyright law, and yet in another case pages might be quoted from a copyrighted

work without "sensibly diminishing" the value of the original to its owner.

There is a popular notion that if copyrighted material be quoted or credited, or that if such language as "with apologies to \_\_\_\_\_" be used, this permits the freest use of the material. There is no foundation for this view. The use of quotation marks or references shows frankness and courtesy, but one who went into his neighbor's yard and said, "I am going to take away half of your shrubbery and flowers," would hardly be thought to have acquired the right to take what does not belong to him merely because he was frank about it. The safest practice with respect to the use of copyrighted material is either to get written permission, which should be carefully filed, or else to quote so little as to be clearly within the limits of safety.

A case of infringement, if successfully proved, permits injunction proceedings against further infringement, payment of damages to the copyright proprietor and the destruction of plates used in producing the infringing material, printed copies, etc. Damages for unauthorized newspaper use of photographs is limited to \$200 in the case of each photograph, and may be as little as \$50.

The damages in the case of paintings or statues may be \$10 a copy for each copy of the offending work; in the case of a lecture, sermon or address, the damages may be \$50 for each infringing delivery.

The reading of such a manuscript as a play or an address is not necessarily a release to the public, and such a production may later be copyrighted.

**Length of Protection.**—Copyright protection extends for twenty-eight years from the date of first registration, and if the application is made for a second registration one year before the expiration of the original term, a second period of twenty-eight years' protection may be had. Thereafter the work is released to the public and anyone may reproduce it at will.

**Publication of Notice.**—The law provides that in order to enjoy copyright protection, due notice must be given by the author or proprietor by means of printing on the title page

of his publication or the page immediately following title page the notice "Copyright, 192—by ————." Where the work is of such character that this full line cannot appear in a prominent position, the abbreviation "Copr" or the letter C within a circle followed by the abbreviated name of the author or his initials may be used, provided that elsewhere on the production the full copyright notice appears. There are severe penalties for the removal of such notices by those who do so with fraudulent intent and also penalties for the use of the notice without actual registration.

It is not necessary to use such expressions as "All rights reserved," or "Infringers will be rigorously prosecuted," though some add them to the usual copyright notice as an extra warning to "pirates."

**Common Right to Original Sources.**—The fact that one may copyright his own particular arrangement, review, or discussion of a broad subject does not give him any sole rights to the broad principles included. Other writers may go to the same original sources for information and use it, provided they do not infringe on a previous writer's particular creation, arrangement, or invention.

Suppose, for example, that several writers wish to make up charts of color harmonies. This is a broad subject, and there are certain color principles that can be stated in only one way. One writer may arrange these ingeniously in the form of a circle or a star and copyright that particular arrangement, but he cannot hold for his own exclusive use that fundamental information. Others may go to original sources and present the same data in a different form or arrangement.

#### INFRINGEMENT OF TRADE-MARK RIGHTS UNDER FEDERAL STATUTE

**Preliminary Protection.**—No one should spend time and money exploiting a trade name or trade-mark without having the records in the United States Patent office checked to see if the new name or mark is an infringement on any registered mark. Otherwise, he may find after some years of hard work in popularizing a name or mark that it may clearly be an infringement on some one's registered mark, and will have to

be abandoned or else damages or a royalty to some one else will be necessary.

As the first user of a trade name or mark, an advertiser may acquire a common-law right that no one else may deprive him of, even if he does not register his name or mark and later some one else registers a similar name and secures trade-mark protection. But registration has the advantage of putting an adoption on record, and it also puts the advertiser under the protection of a special law of definite procedure and penalties in a United States Court. Consequently, most advertisers register their trade-marks nationally and go so far as to undertake registration in South American and European countries. But it is well to remember that it is use, not mere adoption, that fundamentally gives trade mark rights.

The Federal trade-mark statute provides for assessment of damages, if infringement is proved, as high as three times the actual damage, and the Court may furthermore order the destruction of all infringing labels, packages, etc.

**Procedure for Protection Against Infringements.**—One who believes that a trade-mark which he controls has been infringed, should consult a reliable attorney with experience in trade-mark and unfair competition practice. If it seems that an infringement has taken place, the first move, before bringing suit, unless damage has already been suffered, will be a letter requesting the infringer to desist from using the trade-mark. Many infringements are innocent and may be settled out of court.

On the other hand, some well known advertisers have had so many infringements to fight that they have made up a book of exhibits which they use to advantage. The B. V. D. Company, makers of underwear, have a book of this description called "The High Cost of Faking," Figure 1. The National Biscuit Company has an impressive exhibit of a large number of infringing trade-marks and packages which have been suppressed. Figure 2 shows one of these examples, together with the National Biscuit trade-marked design.

Infringements may not be determined merely on the trade-mark itself, but on the package as a whole, its shape,

## SUMMARY OF ABANDONMENTS BY YEARS

	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914
In-er-seal Trade										
Mark.....	58	80	96	108	120	128	133	134	137	145
Uneeda Biscuit.....	29	35	37	39	42	45	49	51	52	58
Red Label Graham..	27	31	35	41	42	42	42	43	43	48
Ribbon Design.....	22	26	29	29	29	29	29	29	29	35
Mary Ann.....	22	28	29	30	30	32	33	35	35	37
Social Tea.....	13	15	17	21	24	24	28	29	31	35
Zu Zu.....	11	11	12	13	13	13	13	14	15	18
Lemon Snaps Label..	6	8	9	12	12	13	13	13	13	13
Oysterettes.....	6	10	11	12	12	13	15	15	15	19
Jonnie.....	4	4	4	6	7	7	7	8	8	8
Faust.....	4	9	10	10	10	10	10	10	10	10
Saratoga Flakes.....	3	3	6	6	9	10	10	12	12	12
Oatmeal Crackers										
Label.....	1	3	5	6	6	7	7	7	7	9
Eagle.....	-	4	4	5	6	8	8	8	8	8
Royal.....	2	2	5	6	7	10	12	15	16	21
Five O'Clock.....	-	-	3	5	5	6	8	10	11	13
Nabisco.....	-	2	3	3	5	5	8	8	8	10
Premium.....	-	2	3	6	6	8	9	9	9	10
Sorbetto.....	-	-	3	3	5	10	10	10	10	10
Cow Design.....	-	-	3	5	8	12	12	12	13	15
Fig Newtons.....	-	-	-	-	1	2	3	4	5	10
Dainties.....	-	-	-	-	1	2	2	2	2	10
Tid-Bit.....	3	3	3	3	3	3	3	3	6	10
Refillers of Cans and Boxes.....	2	12	14	26	30	37	55	63	69	72
American Beauty, Crispy, Champion, C a m e o, Festino, Golden Rod, Kream Klips, Picnic, Pret- zelettes, Old Time, Shell, Star, Sea.... Foam, Taffy, etc., etc.....	36	42	57	77	81	90	93	100	110	197
Total by Notice....	249	330	398	472	514	566	612	644	674	833
By Injunction.....	19	32	32	32	32	32	32	32	32	49
	268	362	430	504	546	598	644	676	706	882

Page from cloth-bound book of National Biscuit Company summarizing the many cases of infringement of their trade-mark, trade names, packages, etc. As will be seen, this advertiser by merely setting forth the facts, was able to induce most infringers to abandon their designs.



FIG. 2.—The “Factory Seal” trade-mark, which is a conventional arrangement of the word Ohio, appears on close study to be distinctively different from the In-Er-Seal trade-mark of the National Biscuit Company. Yet the courts held it to be an infringement. White letters and strokes of the same general style as the National Biscuit design are used. Note even the ends of the strokes. The same color combination was used, the two reds being almost exactly alike even the corners of the red background in the Factory Seal design were clipped. The general effect of the Ohio design is so much like that of the National Biscuit design that a person buying in the ordinary way would be likely to take the Ohio package as a substitute for the National Biscuit one and not know the difference. (Facing Page 694)



color, and general appearance. The question comes down to "Did the alleged infringer try to put his goods before the public in such form that the consumer, buying in the ordinary way and with only the ordinary caution, would be likely to buy the imitating package instead of the original." On this broad ground, many trade-marks have been declared infringe-



THE HIGH COST OF FAKING—

The gist of these decisions, orders and decrees is always the same—

1. "B. V. D." IS NOT a style or type of or synonym or generic term for shirts or other underwear, but
2. "B. V. D." IS the trade-mark, the "commercial antiprize" of The B. V. D. Company, distinguishing the product of The B. V. D. Company from those of all other manufacturers; therefore,
3. "B. V. D." CAN only be referred to in connection with the sale of "B. V. D." goods bearing the red woven "B. V. D." label; hence,
4. "B. V. D." CANNOT be referred to, by way of comparison or otherwise, when advertising or selling goods other than "B. V. D." goods bearing the red woven "B. V. D." label.

In other words, the law will not permit "B. V. D." to become a convenient and highly profitable catch-word at the disposal of every dealer who has some (usually inferior) goods to get rid of. What a favorite vehicle "B. V. D." is for the inexpensive peddling of goods, which, on their own merits, the public could never be lured into buying,

WHAT  
"B.V.D." IS  
AND  
WHAT  
"B.V.D." IS  
NOT

INEXPEN-  
SIVE  
PEDDLING



FIG. 1.—Page from a booklet sent out by the B.V.D. Company to discourage unfair retail practices with reference to advertising or selling underwear as being "same as B.V.D.," "B.V.D. style," etc.

ments, when actually there was considerable difference between them and the designs they were supposed to imitate.

Advertising that Protects Trade-Marks.—The Eastman Kodak advertisement, Figure 3, is a good example of the way in which leading advertisers sometimes advertise their trade-marks so as to strengthen their positions in fighting infringements. According to good authority, if the Eastman Kodak Company should keep on advertising the word KODAK as

applying to just one article, a camera, the word would become public property with the expiration of patents, just as the name of Mr. Edison's invention, the phonograph, has become. Hence, the advertiser is wisely applying the word KODAK as a mark indicating *the origin of a line of products rather than*

## What "KODAK" Means

**A**S a word, a trade-name "Kodak" is simply an arbitrary combination of letters. It is not derived from any other word. It was made up from the alphabet, not by lucky chance, but as the result of a diligent search for a combination of letters that would form a short, crisp, euphonious name that would easily dwell in the public mind.

As a trade-mark, "Kodak" indicates certain of the products of the Eastman Kodak Co., to which it has been applied, as, for instance, Kodak Cameras, Kodak Tripods and Kodak Film Tanks.

As an institution, "Kodak" stands for leadership in photography. To the world at large it is best known for its simplification of photography for the amateur, for its Kodak and Brownie Cameras, for its films and papers. To the professional photographer, it is known for its progressive leadership in the manufacture of everything that is used in the studio. In the cinema world it is known as

the producer of the film that made the motion picture possible. To the army and navy, it is best known for its aerial cameras and aerial lenses—the latter a modification of the Kodak Anastigmats. To the scientist, it is known for its X-Ray products, now so vital in the mending of men, and for the work of its great Research Laboratory.

In 1888, when the two "k's", the "o", the "d" and the "a" were euphoniously assembled, they meant nothing. To-day they mean protection for you in the purchase of photographic goods.

*If it isn't an Eastman, it isn't a Kodak.*

**Eastman Kodak Company**

Rochester, N. Y., *The Kodak City.*

FIG. 3.—The Eastman Kodak Company not only gains valuable publicity by explaining its trade-mark but creates some excellent evidence of its use of its trade-mark.

*as the name of one article.* The Victor Talking Machine Company is following the same practice and applying the word VICTROLA to records, needles, styli, etc., as well as to talking machines. See Figure 4. An enormous valuation is wrapped up in such names and it is important to protect them in every way possible. Such advertisements as the

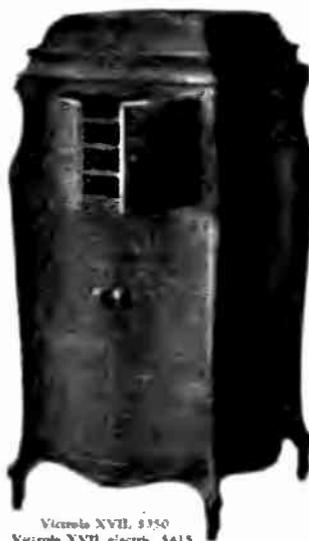
Eastman and Victor examples furnish fine evidence—exhibits of the Company's policies and practices when these may be questioned in suits.

## It is worth your while to know the truth

The Trademark VICTROLA was originated by the Victor Talking Machine Company. It is applied to our various products—Instruments, Records, Styli, etc.—and seeing it on any Talking Machine, Record or accessory you may know that the article is genuine and was manufactured by this Company.

Every talking machine dealer knows this, and you may assume that if you ask a dealer for VICTROLA products and he hands you something not manufactured by the Victor Talking Machine Company, he is attempting to deceive you and is not giving you what you want or the service you are entitled to.

Remember the Trademark VICTROLA cannot be properly or honestly used as referring to goods not manufactured by us.



Victrola XVII, \$350  
Victrola XVII, electric, \$415  
Manufactured in U.S.A.



The trademark and the trademark are:  
"Victrola" and the trademark are:  
under the left hand of the dog  
VICTOR TALKING MACHINE CO.  
Camden, N. J.

# VICTROLA

REG. U. S. PAT. OFF.

Victor Talking Machine Co.

Camden, New Jersey

FIG. 4.—An advertisement planned to make the public wary of buying talking machines and equipment that do not bear the Victor dog or the word Victrola—both trade-marks of the Victor Talking Machine Co.

**Value of Good Records.**—An advertiser should not only get good legal advice when about to choose a trade name or to register it but he should keep careful record of all matters

that relate to his trade-mark and its use. Specimens of labels, packages, signs, etc. showing the trade-mark, should be carefully preserved with their dates, extent of use, etc. There have been many instances when advertisers desired to bring legal action of some kind, only to find that their offices were deficient in records showing the history of their trade-marks. Valuable correspondence and other documents relating to trade-mark, patent and copyright matters are often lost if not kept in a special file, and their loss may prove to be very serious when some right of the advertiser is questioned. Some trade-mark attorneys provide a special record form for the orderly recording of this essential data.

### UNFAIR COMPETITION

Unfair competition is a broad term of many ramifications and may be said further to be a progressive or evolving term, as forms of competition are regarded as unfair today that could possibly have been used safely a dozen or a score of years ago.

Such a broad term as "unfair competition" does not lend itself to easy definition. The following from Nims on *Unfair Competition and Trade-Marks* affords some light:

Unfair competition is not confined to acts directed against the owners of trade-marks or trade names but exists wherever unfair means are used in trade rivalry. Equity looks not at the character of the business in which the parties before the court are engaged but at the honesty or dishonesty of their acts. It is unfair to pass off one's goods as those of another person; it is unfair to imitate a rival's trade name or label; but he who seeks to win trade by fair means or foul is not limited to these methods. He may copy and imitate the actual goods made or sold by a competitor, he may libel or slander these goods, make fraudulent use of a family name, or trade secrets, of corporate names, of signs, of threats of action, or may construct buildings which are reproductions of peculiar buildings of a rival, thus producing confusion in the minds of purchasers, which enables him to purloin his rival's trade, and in a hundred other unfair ways secure another's trade.

By no means all acts done in competition which the average person would describe as unfair are recognized by equity as actionable. Most of such acts are not so recognized. In the past courts of equity usually have not regarded an act as actionable under the law of unfair competition unless such act constituted a passing off of the goods of one person

as those of another. In England unfair competition is termed 'passing off,' although in other countries the concept of it is much broader than mere passing off of goods.

**Some Disapproved Practices.**—The following practices, among many others, are regarded by the Federal Trade Commission as constituting unfair methods of competition. Not all of these practices have been condemned by courts of equity, so some may be regarded as being merely on the border line and practices about which a business concern should be unusually careful.

Proposals to dealers to handle your goods exclusively.

Refusal to sell to dealers because they handle competitors' goods.

Contracts to manufacture exclusively for one firm or person; agreements not to sell to competitors or to non-members of some organization.

Proposals to maintain a resale price, or refusal to do business because your correspondent will not sell at a certain price.

Inducing your correspondent to break or delay a contract with a competitor.

Threatening to sue a competitor with the object of intimidating him.

Asking your correspondent to procure spurious estimates from competitors.

Threatening to sell direct to consumers as a means of compelling a retailer to handle goods.

Misrepresentations about a competitor's merchandise or business.

Selling at less than cost on the condition that the customer will simultaneously purchase other commodities on which a profit will be made.

Concealing interest in other concerns.

Publishing of a blacklist by an association.

Spying on a competitor's business, securing drawings secretly, or procuring trade secrets and transportation information through bribery, trailing deliveries, requesting employes and dealers to spy on other dealers, etc.

It is hardly necessary to add that the careful advertiser should see that none of these offenses appear in his advertising, his house publication, his correspondence or through any other medium for which he is responsible.

**Guarded References to Competing Goods.**—While it is every advertiser's right to feel that his product or service is high-class, even going so far as to claim, without penalty, that it is the "best produced" if he feels that this is good advertising, he should be scrupulously careful not to reflect specifically

on competitors to their actual damage or to restraint of their trade. Competition need not necessarily be named in order to be unfair. If the advertiser of an adding machine were to say that "The bars of every other adding machine now on the market are likely to break at this point at any time," the statement might be regarded by a court as unfair, but the advertiser might amend such a statement and say "The bars of *most* adding machines are inclined to break at this point" and be within bounds, because "most" is broad enough to allow any competing machine to argue that it is not included.

**Contracts with Publishers.**—Publishers, like other merchants, can choose their customers and are not obliged to accept advertising from an advertiser if they prefer not to do so. This principle was borne out in a recent case where an advertising agency brought suit against the Curtis Publishing Company to require this publisher to accept business. The decision was that a publisher may, for reasons best known to himself, decline business from a given customer. For a group of publishers to agree to keep an advertiser out of their pages would be an altogether different thing, for this would be "a combination in restraint of trade."

**Liability for Space Ordered.**—A contract with a publisher to buy a definite amount of space to be used within a certain time can probably be enforced strictly if the advertiser or the publisher does not qualify the contract in some way. Most advertisers qualify by setting forth in their orders that "if a lesser amount of space is used than here specified, the rate shall be that shown by the publisher's rate card for the amount used." Such a clause places the question beyond all doubt. A publisher, however, is not likely to agree to this clause if the contract calls for a certain position or for particular pages for the advertising, because he will take the ground that the advertiser's failure to carry out such a contract has deprived him of the opportunity to sell such positions to other advertisers.

A contract requires a consideration and an acceptance. The consideration may be a nominal one, one dollar, or it may be "services rendered," but if no consideration is named or can

be shown, the contract is merely a "gentleman's agreement" and is worth nothing legally.

**Contracts with Printers.**—Printers nowadays have the habit of claiming that all plates made for a job belong to them, though they will admit that the cost of such material was paid by the advertiser. While such a claim is of doubtful validity and would not likely be sustained by a court, it is better to avoid controversy by putting in every printing order, some such clause as the following:

"All drawings and printing plates made in connection with this undertaking and for which we pay are to be considered our property, and if they remain with \_\_\_\_\_ are to remain subject to our orders."

**Other Pointers on Agreements.**—A proposal must be accepted, in one way or another, before the negotiation becomes a contract. Consequently some firms make a practice of writing: "Please acknowledge this letter and let us know that the conditions are thoroughly understood and acceptable before you go ahead with the work." Such an acknowledgment makes it difficult for your correspondent to set up the claim later that he did not agree to certain conditions or understand them.

A letter incorporating a contract should be complete, as the courts will not allow evidence to the effect that there was an oral understanding *contrary* to some clause in the written understanding.

Agreements need not necessarily be in writing. But a written agreement is easier to prove than an oral one, where "one man's word may be as good as another." Most states fix a limit as to sales on which oral agreements may be enforced, and require that all agreements covering purchases or contracts above these figures be in writing. Transfers of real estate are, of course, incomplete until the agreement and sale of the title is in the form of writing. These regulations are for the purpose of making men more prudent and the preventing of mere oral misunderstanding about important deals.

Where artists, writers, printers and others give no definite price on certain work, only that which is a reasonable price may be recovered, and what is a reasonable price is often a

matter for a court to decide. Therefore, even when it is not possible to get exact quotations, it is better to write "We don't want to go beyond a hundred dollars for this job."

The responsible head of an advertising department may bind his firm in those agreements that would ordinarily come within the scope of the advertising department, such as purchasing space, art work, printing, etc.

**Responsibility for Errors.**—If copy is correct, or if the O. K'd proof is correct when it leaves the advertiser, publishers and printers can be held accountable for errors made in publishing. However, if the publisher submits proof and the advertiser O. K.'s this proof without correcting an error, the publisher can escape responsibility, even though the original copy was correct.

Generally there can, and should be some compromise of such errors. No publisher desires, as a rule, to embarrass an advertiser by the publication of wrong prices or any other kind of error. It may seem best sometimes for the publisher to publish at his own expense a correction of the error in a succeeding edition of his publication. Some newspapers and magazines take the broad ground that they will make good without question all losses to advertisers that come about because of erroneous prices or other faults for which their offices are responsible. Publishers, in order to clarify their position, sometimes accept orders with the understanding (which, however, has to be a part of the order or acceptance to be effective) that they will not be responsible for errors in address, key numbers, prices, etc. Merely putting such a clause on a rate card does not make it a part of an agreement unless the agreement itself refers to the rate card and specifically makes it a supplementary part of the order.

The printer's relation to the advertiser with respect to faulty work is practically the same as the publisher's. No court would probably sustain an advertiser in rejecting an entire job for a minor flaw for which the printer was responsible, unless the contract with the printer specifically set forth that the advertiser was relieved from accepting the job unless it were strictly high-class in every way. But a court would sustain an advertiser's claim for a reduction in price for

damages. In such cases the advertiser should be careful about his acceptance of the work. If he receives it without qualification and proceeds to use the material, his chance for making good his claim is diminished. He may receive the job with a written declaration setting forth that he receives under protest and with the distinct understanding that faulty copies will be sorted out and returned to the printer, or that a reduction in price will be made according to thorough inspection of the work, etc. Some advertisers put a clause like the following in all printing orders:

“It is understood and made a part of this contract that the work executed must be first-class in every way—that Printer & Co. will carefully inspect the work before shipment and throw out faulty copies, and that if this is not done, Advertiser & Co. shall have the right to ship the entire material back to Printer & Co., at their transportation expense both ways, for the proper inspection, sorting, and throwing out of faulty work.”

### CORRESPONDENCE

Correspondence in general belongs in the class of “privileged communications” and may not be used in an advertising or other public way without the consent of the writer. There are some exceptions to this. One who writes a letter to an editor can scarcely complain if the letter is published, because presumably letters to an editor are for publication purposes unless the writer specifically makes known the fact that his letter is not for publication.

Before publishing or quoting from a letter of recommendation, or any other type of letter, get the written permission of the writer.

Whether a printed letter comes or does not come within the classification of “letters” from a legal point of view depends somewhat on its character. Some printed letters are obviously of a circular point of view, and being generally distributed could hardly be defended as “letters.” Other printed letters approach closely to the classification of a personal communication, for they may be sent to a small selected list.

## PHOTOGRAPHS AND DRAWINGS

**Photographs.**—Every person has the right to control the publication of photographs of himself as long as he lives, though photographs of dead persons may be used without specific permission, so long as they are not defamatory or otherwise injurious or unfair to the families or the estate of the deceased. Therefore, it is not safe to publish photographs without first getting written permission from the person whose picture is to be used. Not even a release from a photographer is safe unless one can be sure of the reliability of the photographer and know that he has the right to release the use of the photograph for publicity purposes. The photographer, after having been paid for his services, may have the right to hold the negative in his possession for possible further use, but he is not within his rights to sell prints from negatives of personal photographs to others unless some agreement to this effect has taken place between him and his client or customer.

The negative of a photograph is the photographer's property unless the one for whom the negative was made expressly stipulated when the photographing was executed that the negative was to be his property.

A photographer has the right, after filling his first order, to fix his own terms for future prints from the negative.

If an uncopyrighted photograph is once published, the securing of a copyright later is useless.

Commercial photographic bureaus usually sell to advertisers the right to reproduce a picture only one time or in only one publication.

Agreements for the use of a photograph may be simple, such as

“For and in consideration of \_\_\_\_\_ (compensation may be nominal) the undersigned consents that Blank & Co. may make use of my photograph as an illustration in its catalog and other literature.”

Such an agreement should be dated and the signature witnessed.

**Securing Release from Professional Model.**—Advertisers employing models to pose for illustrations, should always secure written permission or “release” for the use of the photographs. The written document should name the com-

pensation, convey the right to publish at will (or with whatever restrictions may be agreed upon), and should give permission to copyright, if that be desired. Such a document should certify also that the signer is of age (if not, the guardian of such person should sign the agreement) and the contract should be signed, dated and the signature witnessed.

**Drawings of Persons.**—While one may control photographs of himself, his rights do not extend to drawings of his face. Either a publisher or an advertiser may make drawings of a man, his face or figure, and use these without his consent, provided that such use is not libelous, defamatory, or otherwise injurious or embarrassing. If this were not the case, it would be very difficult for publishers to use cartoons, and even doing this sometimes brings suits, because the cartoon often ridicules an individual and perhaps unfairly.

At the same time, it is good practice for an advertiser, if he is thinking of using the face or figure of any person in a drawing, to ask if this use is agreeable. It hardly pays to offend people, even if no legal liability is likely to be the result. There are, of course, instances in which the use of an illustration would be such that the person whose features or figure are used could have no objection.

#### MISCELLANEOUS POINTS

Mere advertising ideas that have not been committed to manuscript or drawings cannot be protected. If one communicates advertising ideas to a prospective employer or purchaser, there must be a definite agreement of some kind if the creator of the ideas or suggestions wishes to be assured of payment. A mere agreement to make an agreement later comes within the class of "gentlemen's agreements" and cannot be enforced.

The writings and drawings of an employe, executed within the hours of employment paid for by the employer, become the employer's property.

Don't overstep your authority in writing important letters. Unless you are sure of your ground, consult your superior or the company attorney about letters that involve contracts, promises about delivery, adjustments of claims, etc.

Be careful about connecting your company or employer with matters that are more or less personal. The safest way is to use the company's stationery only on company subjects. Sometimes when it is doubtful that you have authority, it is better to say something like "This expresses merely my personal view of the matter and should not be construed by you as a decision by the company."

Don't write any one that you are appointing him as "agent" for your employer unless you make it clear as to just what authority is conferred. The appointing of some one as agent, without qualification, may lead to complications, for that person may act as your agent on matters that should not be handled by him.

Present-day laws do not allow newspapers to publish paid reading notices and let them appear as news items. All such items must be marked *Advertisement*, or *Adv.*

When defamatory or libelous advertising appears, the publisher, as well as the advertiser, becomes liable. A printer may be liable for damages in printing and mailing such literature, though probably not to the extent of the principal. Likewise, an illustrator may be liable for making defamatory pictures.

Advertisers may advertise and sell to a married woman in most states any article that her position in life would reasonably justify her in buying, and either she or her husband may be held for the debt. Formerly married women were regarded as being incompetent in the power to enter into contracts, but in most states the married woman is now as free to make a contract as a man, and therefore as liable.

### RESALE PRICE CONTROL

The subject of the right of the manufacturer to control the price of his products when sold by the retailer is one of such great interest to advertisers that it seems appropriate to append to this section a statement by the secretary of the American Fair Trade League as to the situation prevailing at the time of the publication of this volume. That statement follows.

The campaign for the legal reestablishment of the right of a manufacturer to control resale prices of his product, instituted by the American Fair Trade League seven years ago, following the decision of the United States Supreme Court in the Dr. Miles case, has been vigorously maintained.

The Stephens-Kelly Bill was originally introduced in the 63rd Congress to remedy the deficiency in the Federal Law as thus laid down. The bill has been reintroduced in each successive Congress and was endorsed nearly two years ago by the Federal Trade Commission in a special report, but the intervention of the war has prevented its progress. The measure has had the practically unanimous support of all commercial and trade organizations and at the beginning of the last Congress more than a majority of the House of Representatives were said to be pledged to its enactment.

On June 2nd, 1919, the Supreme Court of the United States handed down a unanimous decision in the Colgate case upholding, in the absence of any contract or agreement, express or implied, the right of refusal to sell. The following paragraph from the opinion summarizes the decision:

“The purpose of the Sherman Act is to prohibit monopolies, contracts and combinations which probably would unduly interfere with the free exercise of their rights by those engaged, or who wish to engage, in trade and commerce—in a word; to preserve the right of freedom to trade. In the absence of any purpose to create or maintain a monopoly, the Act does not restrict the long recognized right of trader or manufacturer engaged in an entirely private business freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell.”

The language used by the Court in making this affirmation of a right vital to the protection of trade-mark good will and reputation at once aroused discussion. The intent of the Court was variously interpreted. Some eminent counsel contended that the decision completely solved the standard price problem—that, given the right to announce in advance “the circumstances under which he will refuse to sell,” the producer could not only refuse to sell price cutters, but could refuse to sell those who sold to price cutters. To this view and interpretation of the decision the Counsel and Executive Committee of the American Fair Trade League did not subscribe.

**Stephens-Kelly Bill Only Solution.**—In a circular letter to members and the trade generally by the Executive Committee of the League, through a sub-committee of which Mr. H. B. Cheney was Chairman, it was expressly stated:

“There now seems danger that some people may believe that the principle is acknowledged and the case won and they may rest upon their oars. Such is far from being the case. It is necessary that the Colgate decision should be very much strengthened by additional court decisions and its meaning clarified before other tribunals will accept it as having

finally settled anything. As, for instance, the Federal Trade Commission has not dismissed the complaints which they have brought covering similar cases, maintaining that this decision does not cover those cases; their attitude in those cases will be very largely influenced by the decision of the United States Supreme Court in the pending Beech-Nut case.

“It is, moreover, our opinion that Court decisions like the Colgate and Beech-Nut cases, while highly desirable to secure, cannot finally dispose of the evil, as there are many forms of business not able to readily avail themselves of the principles there laid down. There can be no complete, permanent settlement until the principles involved in the Colgate and Beech-Nut cases have been fully recognized and supplemented by appropriate legislation.

“We, therefore, urge that our members relax no effort to secure the passage of the Stephens-Kelly Bill, which has the endorsement of the Federal Trade Commission.”

**League Policy Vindicated by Schrader Decision.**—The position taken by the League with respect to the scope of the Colgate decision was apparently vindicated by the decision of the Supreme Court in the Schrader case, in which the Court, referring to the Colgate decision, declared:

“The court below misapprehended the meaning and effect of the opinion and judgment in that cause. We had no intention to overrule or modify the doctrine of *Dr. Miles Medical Co. v. Park & Sons Co.*, where the effort was to destroy the dealers' independent discretion through restrictive agreements. Under the interpretation adopted by the trial court and necessarily accepted by us, the indictment failed to charge that Colgate Company made agreements, either express or implied, which undertook to obligate vendees to observe specified resale prices; and it was treated ‘as alleging only recognition of the manufacturer's undoubted right to specify resale prices and refuse to deal with anyone who fails to maintain the same.’

“It seems unnecessary to dwell upon the obvious difference between the situation presented when a manufacturer merely indicates his wishes concerning prices and declines further dealings with all who fail to observe them, and one where he enters into agreements—whether express or implied from a course of dealing or other circumstances—with all customers throughout the different States which undertake to bind them to observe fixed resale prices.”

The Schrader decision was handed down on March 20, 1920. A few days later the Counsel to the American Fair Trade League and former Chairman of the Federal Trade Commission, Honorable Joseph E. Davies, made the following public statement:

“The Schrader case reaffirms the principle that a system of price control maintained by contracts constitutes a violation of the law. The lower court sustained a demurrer to the indictment, basing its opinion upon the Colgate decision.

“The Schrader case is a clear refutation of those who have attempted

to make the Colgate case appear a complete and satisfactory settlement of the standard price question. It even tends to raise doubt as to the right of the manufacturer to refuse to sell. There is an intimation in the language as used by Mr. Justice McReynolds, that a system of price maintenance, even though not sustained by express agreements, may nevertheless be a violation of the law, and by inference there is a suggestion that refusal to sell as a 'course of dealing' may be under certain circumstances one of the facts from which an implied agreement might be held to exist.

"A feature of the opinion that is distinctly disappointing to those who believe in standard price maintenance as a matter of vital public benefit is found in the fact that the opinion is based entirely upon the purely legal proceedings of the Dr. Miles Medical case. It does not consider the economic phases of the question, which justify standard price in the public interest as a system that in effect preserves the competitive system which the Sherman Law was designed to protect.

"The Beech-Nut case, which will shortly be taken to the Supreme Court, presents the economic aspects of the situation more clearly. The situation affirms the express position of the Executive Committee of the American Fair Trade League and strongly emphasizes the necessity for the passage of legislation such as the Stephens Bill contains, definitely and finally to dispose of the matter upon the grounds which the legislative body of the government recognizes as to the public interest."

In a statement on November 21, 1919, Chairman William B. Colver, of the Federal Commission, said: "During the past year continued attention has been directed to a clarification of the vexing question of maintenance of resale prices. The decision of the United States Supreme Court on a demurrer in the Colgate case has not cleared away the doubts. \* \* \* \* \* The Commission has recognized that the manufacturer of an identified product has a very real interest in its disposition even after it has parted legal title. The Commission has recommended to Congress that the Stephens Bill be somewhat reformed so as to safeguard any abuse of it, and that then it be enacted into law. It is felt that the power both to fix and to forcibly maintain a resale price, after parting with title, may be a temptation. It is felt that both wholesaler and retailer should be assured of just and reasonable compensation for their services and that the public should be assured of a purchase price which recognizes a fair and reasonable profit to producer and merchandiser and no more.

"So all that has been suggested is that if and when the right to maintain a resale price is declared by law—and that such right may properly be so declared—then that a manufacturer should be left free to exercise that right or not if he pleases. If he does not exercise it, his prices will be subject to the modification of the play of free competition. If he does elect to exercise it, then he may fix any price he may choose and may maintain that price by refusal to sell, or otherwise, so long as the fairness of the price to the merchant and to the consumer is not challenged as inequitable. If challenged he is to have every opportunity to defend it,

but if found unreasonable, he may not continue to maintain it by force. In such case he may either revise his price and force its maintenance, or continue the price but not be permitted to force its maintenance.

“That is all that the Commission or any of its members have suggested. There is nothing withheld or hidden. It is an open and candid declaration of opinion arrived at, we believe, in the public interest—which is to say in the highest interest of business itself.”

## SECTION 36

### FORMS AND SYSTEMS

While there is in almost every business need for special forms of one kind or another, the following reproductions of forms and systems in use in a number of the best known advertising departments of America will prove useful in the way of suggestion.

Hilo Varnishes, Enamels and Japans  
Marcy and Flushing Avenues, Brooklyn, N. Y.

Date

#### COPY AND LAYOUT INSTRUCTIONS

For Publication

Address

Issue of

Space

Position

Subject of Ad.

Cuts & Photos sent

Description

Instructions about Layout

Style of Type, Display

“ “ Body

“ Rules

Kindly note that we require proofs in triplicate submitted in time to make corrections.

Return original copy and layout with proof for checking.

Adv. Dept.

FIG. 1.—Form for insertion order to publications.

## National Lead Company

Space——	Proof Wanted?
Insertions	Price
To Appear	
Position	Payable

To New York, 19

**GENTLEMEN:**

Please enter our order for advertising in

as above.

Yours truly,

NATIONAL LEAD COMPANY.

per

**Note.**

FIG. 2.—Simple order form for advertising orders. At the time this order is made out a carbon is made on a record card, which is shown in Fig. 3.

A&R-17099

# National Lead Co.

Space \_\_\_\_\_

Proof Wanted?

Insertions

Price

To Appear

Position

Payable

Goes to Press

Publication Date

To

New York

191

## INQUIRIES

	ATL.	BOS	BUFF	CHIC	CINN	CLEVE	PHILA.	PITTS	ST L	SAN F	Total
Jan.											
Feb.											
Mar											
Apr											
May											
June											
July											
Aug.											
Sept.											
Oct.											
Nov.											
Dec.											
Total											

FIG. 3.—Contract and Inquiry record card used by National Lead Co. The reverse side of this card is shown in Fig. 4.

		BRAND	BRANCH	POSITION	RATE	DISC.	COMMISSION	
						BILLED	PAID	AMOUNT
	DEC							
	NOV.							
	OCT.							
	SEPT.							
	AUG.							
	JULY							
	JUNE							
	MAY							
	APRIL							
	MAR.							
	FEB.							
	JAN							
DATE								
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2								
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16								
17								
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19								
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21								
22								
23								
24								
25								
26								
27								
28								
29								
30								
31								
TOTAL								

FIG. 4.—Reverse side of card shown in Fig. 3. The date of insertion is indicated in the proper space. That date is checked when the advertisement is published and the date is encircled when the bill is passed.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Town Dorchester,

State Mass.

Name Joseph Duncan

Character of Business

Source Adv.- Ice & Refrigeration

Form Letter No.	Date.	Enc.
" " "	"	"
" " "	"	"

Date Inq. 2-12-20 ~~XXXX~~ Ref. to Boston

Date 2-17-20

In Market for Corkboard  
Literature sent Corkboard booklet

When

Samples sent Corkboard

Result

Please fill in RESULT and return to Publicity Department

FIG. 5.—Prospect card made out by an advertiser in duplicate, one copy being sent to the branch office or sales agent. The duplicate is returned to the advertiser when a definite report can be made.

AGENCY ADDRESS	MAIN OFFICE		
Appointed	Electricity in Window	Shipping Instructions:	
Discount	Advertise in Papers.		
Territory	Street Cars		
STORE:	Motion Pictures		
Location (part of town)	Circularize		
Kind {	Ground Floor with show window <input type="checkbox"/>		Co-operation
	Office with show case on street <input type="checkbox"/>		Enthusiasm
	Office with no street display <input type="checkbox"/>		Sell on Installments
Residence <input type="checkbox"/>	Pop. of City		
Appearance	Pop. of Territory		
Approximate Quota per Month	City Progressive		
1918      19      20	Transient Trade		
1921      22      23			
No. Salesmen			
Office Tel. No.			

FIG. 6.—Agency record card used by Corona Typewriter Company. The same form in a different color is used for sub-agency.

Date..... Agent's Order No.....

AGENT'S ADVERTISING ORDER  
**To CORONA TYPEWRITER COMPANY, INC.**  
 GROTON, N. Y., U. S. A.

Factory Order Nos.....

Please ship the following:

QUANTITY	DESCRIPTION	IMPRINTED

Shipping Instructions..... Name of Agent.....  
 ..... Address .....  
 ..... Signed .....

201-4262-5M-2-18

FIG. 7.—Order form used by the agents of the Corona Typewriter Company.

NAME SIGNED		KEY NO.		2	
FIRM NAME		FILE NO.		4	
STREET OR COUNTY		RATING		6	
TOWN	STATE	INQUIRY RECD.		8	
PRINTED MATTER SENT	FORM LETTERS SENT	SPECIAL LETTERS SENT	ORDER RECD.	AMOUNT	10
					12
					14
					16
					16
					20
					22
					24
					26
					28
					30

FIG. 15.—Handy form for recording follow-up system. This is designed for a loose-leaf binder, and the figures on the right afford a means for tabbing for follow-up.

ORIGINAL REQUISITION — TO BE SENT TO EASTON

**Salesman's Recommendation for Sending Advertising Matter and Writing Letters**

\_\_\_\_\_191\_\_\_\_\_

Alpha Portland Cement Co.,  
Advertising Department,  
Easton, Pa.

I recommend that you send to

the kind and amount of advertising matter named below. In case this requisition cannot be completely filled, give preference to the items I have marked with a star.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The person (or firm) named is a  
and in addition to the advertising matter, I suggest that  
a letter be written along the following lines:

Salesman's Name \_\_\_\_\_

Approved \_\_\_\_\_ Letter written \_\_\_\_\_ Adv. sent \_\_\_\_\_ By \_\_\_\_\_

FIG. 8.—Salesman's Form for Requesting Advertising matter. These forms are put up in pads with a sheet of a different color for duplicate copy.

TITLE		ARTICLE					No.			
AUTHOR			PRINTER					YEAR		
CONSUMPTION		EDITIONS		ON HAND		USED	RECEIVED		NOTES	
YEAR	QUANTITY	Month and Year	QUANTITY	DATE	QUANTITY	QUANTITY	MONTH	QUANTITY		
				Feb. 1st			JAN.			
				Mch. 1st			FEB.			
				Apr. 1st			MCH.			
				May 1st			APR.			
				June 1st			MAY			
				July 1st			JUNE			
				Aug. 1st			JULY			
				Sep. 1st			AUG.			
				Oct. 1st			SEPT.			
				Nov. 1st			OCT.			
				Dec. 1st			NOV.			
				Jan. 1st			DEC.			

Fig. 9.—Inventory card for advertising matter.

General Advertising Report For Month of \_\_\_\_\_

	Month	Period to Date	Month Last Year	Period Last Year to Date
<b>1. SALARIES</b>				
1A Regular				
1B Extra				
Total				
<b>2. GENERAL MAGAZINE ADVERTISING</b>				
2A Space				
2B Art Work, Cuts, Etc.				
Total				
<b>3. TRADE PAPER ADVERTISING</b>				
3A Furniture				
3B Grinding				
3C Painters				
3D Architectural				
3E Railway				
3F Dealers				
3G Industrial				
3H Miscellaneous				
Total				
<b>4. TRADE MAILING CAMPAIGN</b>				
4A Printing				
4B Postage				
4C Art Work and Plates				
4D Advertising Matter				
Total				
5.				
6. ADDRESSING SYSTEM				
7. NATIONAL DEALER HELPS				
8. POSTAGE				
9. SUNDRIES				
10. PTD. MATTER & OFFICE SUPPLIES				
11. EXPERIMENTAL WORK, CUTS, ETC.				
12. PROPELLER, ETC.				
<b>13. DIRECT MAIL ADVERTISING</b>				
13A Hospitals				
13B Home Builders				
13C Dealers				
13D Architects				
13E Grinders				
13F Railways				
13G Hotels				
13H Accessory Dealers				
13I Schools				
13J Marine				
13K Packing Houses				
13L Automobiles				
13M Trucks & Tractors				
13N Aeroplanes				
GRAND TOTAL				
INVENTORY BEGINNING OF PERIOD				
TOTAL				
INVENTORY END OF PERIOD				
NET EXPENSE				

FIG. 10.—Form for Monthly Advertising Report.





U.S. PAT. 1,177,703

## DIRECT MAILING CAMPAIGN REPORT

Campaign		Number of Names					Date			
Features	- Paper	Art Work and Plates	Printing	Postage	Total Cost Each Feature	Inquiries	Cost per Inquiry	Adv. Dept. Cost of Handlies 100.	Matter Sent in Reply to Each Inquiry	Date of Mailing
1										
2										
3										
4										
5										
6										
<b>Totals</b>							<small>Average Cost</small>	<small>Average Cost</small>		
<b>(Orders — Remarks)</b>										

FIG. 13.—Convenient form for keeping account of a direct mailing campaign.

M \_\_\_\_\_  
 Campaign / C \_\_\_\_\_  
 U \_\_\_\_\_  
 Form Letter No. \_\_\_\_\_  
 Started \_\_\_\_\_  
 Finished \_\_\_\_\_

**ALEXANDER HAMILTON INSTITUTE**  
**MAIL ORDER DEPARTMENT**  
**FOLLOW-UP RECORD**

Letterhead \_\_\_\_\_  
 Page \_\_\_\_\_  
 Postage \_\_\_\_\_  
 Remarks: \_\_\_\_\_

Inclosures: \_\_\_\_\_

MONTH	RETURNS			Sent			Rep. Ord.			Sent			Rep. Ord.			Sent			Rep. Ord.			Sent			Rep. Ord.		
	Dr.	P.	d.	Cent	Rep.	Ord.	Cent	Rep.	Ord.	Cent	Rep.	Ord.	Cent	Rep.	Ord.	Cent	Rep.	Ord.	Cent	Rep.	Ord.	Cent	Rep.	Ord.			
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FIG. 14.—Follow-up record kept by Alexander Hamilton Institute. The advertiser gives this explanation: "The follow-up record for mail-order letters shows to what particular campaign the letter belongs, the distinguishing number of the letter, when it was started and when it was discontinued; also on what particular letterhead the letter was written, the number of pages, postage, inclosures going with it and any additional information that might be necessary. Records are kept of the number sent from day to day, the number of replies received and the number of orders resulting. On the back the complete record of the cost is made out when the letter is discontinued or when we feel that a cost record is necessary. From this we can tell the exact cost per order resulting from any letter we send out."

FORMS AND SYSTEMS





Illustration

COPY LAYOUT from Lyon & Healy Date \_\_\_\_\_ 191\_\_

For \_\_\_\_\_ Proof Wanted \_\_\_\_\_

Advertisement No. \_\_\_\_\_ Size \_\_\_\_\_ Requisition No. \_\_\_\_\_

Number of Proofs Wanted \_\_\_\_\_ Proofs to Mr. \_\_\_\_\_ Get O. K. from Mr. \_\_\_\_\_

Instructions to Printer \_\_\_\_\_

- 4 Col. Newspaper, 8 1/2 inches
- 3 Col. Newspaper, 6 1/2 inches
- 3 Col. Magazine, 8 1/2 inches
- 2 Col. Newspaper, 4 1/2 inches
- 2 Col. Magazine, 3 1/2 inches
- 1 Col. Newspaper, 3 1/2 inches

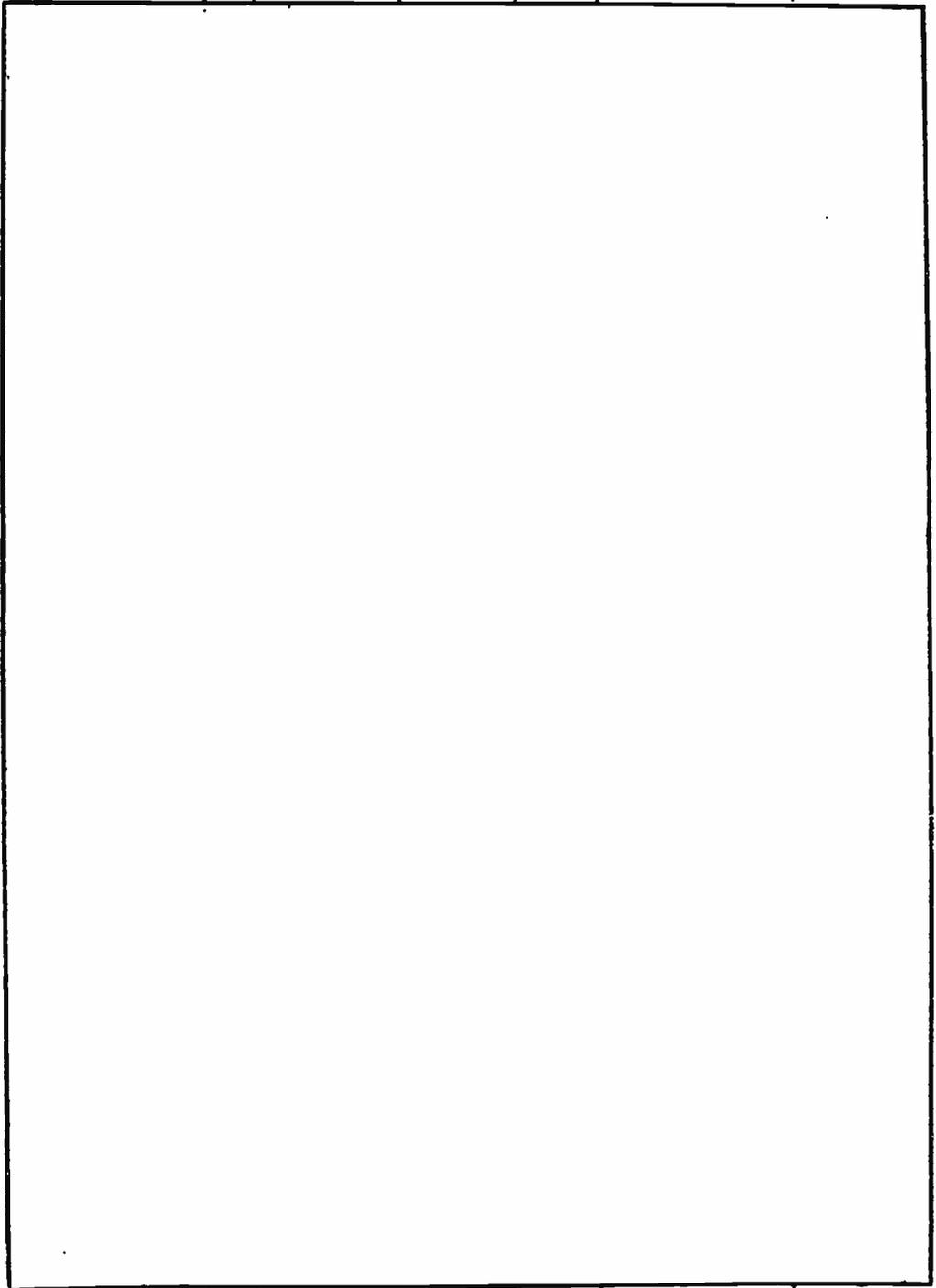


FIG. 18.—Layout form used by Lyon & Healy of Chicago.

<p>Put on list</p> <p>Rated</p> <p>Now handling</p> <p>Remarks</p>	<p>at request of</p> <p>Put on Quo. List</p>	<p>Memo of Salesman's Interviews</p>
<p>Letters and Adv. Matter Sent</p>		
<p>Letter 1 and Alpha Cement Book</p> <p>Letter 2 Farm Mag. Ad Proofs Art Envelope</p> <p>Letter 3 and Farm Folder</p> <p>“Live Dealer Card”</p> <p>ALPHA Blotter</p> <p>“Big Blast” Booklet</p> <p>“Bell” Letter</p> <p>Letter 4 and Mailing List</p>	<p>Letter 5</p> <p>Letter 6</p> <p>Special Letters</p>	<p>Memo of Response from Dealers</p>

FIG. 19.—Card for following up prospective dealers. By listing the various regular letters and exhibits to be sent out, the clerical work is reduced in most cases to putting a mere date on the card.



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FIG. 21.—Form for summary of returns from a publication.



Publication										Year		Key			
Month	Day	Title	Size	Offered	Cou pon	Ad Re'd	Bill Ok'd	Cost	Inqs	Trials			Sales		
										19		Plac- ed	Ret'd	Di- rect	
Jan.															
Feb.															
March															
April															
May															
June															
July															
August															
Sept.															
Oct.															
Nov.															
Dec.															
				<b>TOTALS</b>											
Percentage		Trials to Inquiries	Sales to Inquiries	Sales to Trials	Contract Ends			Forms Closed							
Unit Costs		Per Inquiry	Per Trial	Per Sale	REMARKS										
Cost less Cash Discount of _____%															
Net															

FIG. 23.—Form used by the advertisers of the Comptometer where it is desirable to check closely the relation of sales to trials, etc.

Report of Inquiries Received		Week Ending _____	
Branch Office _____			
PUBLICATION	TOTAL	PUBLICATION	TOTAL
<b>FARM PAPERS</b>		<b>Drought Forward</b> .....	
American Farming.....A		House and Garden.....	
American Fruit Grower.....B		House Beautiful.....	
Better Farming.....C		American Magazine.....	
Breeder's Gazette.....D		Nation's Business.....	
Indiana Farmers Guide.....E		Munsey's.....	
Dairy Farmer.....G		Atlantic Monthly.....	
Missouri Ruralist.....H		Scribner's.....	
National Stockman & Farmer.....J		Harper's.....	
Nebraska Farmer.....K		Century.....	
Ohio Farmer.....L		Review of Reviews.....	
Power Farming.....N		World's Work.....	
Progressive Farmer.....P		Source Unknown.....	
Rural New Yorker.....Q		<b>TECHNICAL MAGAZINES</b>	
Wallaces Farmer.....R		Engineering News Record.....	
Prairie Farmer.....S		Concrete.....	
Successful Farming.....T		American Stone Trade.....	
Practical Farmer.....U		American Builder.....	
Southern Agriculturist.....V		Sweets Engineering Catalog.....	
Farmer's Mail & Breeds.....W		Sweets Architectural Catalog.....	
Journal of Agriculture.....X		Architectural Forum.....	
Source Unknown.....		American Architect.....	
<b>GENERAL MAGAZINES</b>		Western Architect.....	
Christian Herald.....		Architect & Engineer.....	
Collier's.....		American Contractor.....	
Literary Digest.....		U. S. Government Advertiser.....	
Country Life.....		Road Contractor's Informatics.....	
Total Carried Forward.....		Source Unknown.....	
		<b>Total</b> .....	

FIG. 24.—Weekly report of inquiries received at a branch office.

PUBLICATION										DATE										KEY NO.											
SPACE USED										PRICE \$										KIND OF AD.											
ID	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
JAN.																															
FEB.																															
MAR.																															
APR.																															
MAY																															
JUNE																															
JULY																															
AUG.																															
SEPT																															
OCT																															
NOV.																															
DEC.																															
TOTAL NUMBER OF INQUIRIES										AVERAGE COST OF EACH																					
REMARKS																															

FIG. 25.—Convenient form for keeping record of inquiries. One sheet is used for each publication.

Production Order No. \_\_\_\_\_  
(This must be learned)

**INSTRUCTIONS FOR PRINTING**

Date \_\_\_\_\_ 191

TO \_\_\_\_\_ DEPARTMENT:  
 Please proceed with the following:

Name of Customer \_\_\_\_\_

Description \_\_\_\_\_

Your Estimate No. \_\_\_\_\_ Price Quoted \_\_\_\_\_

Quantity \_\_\_\_\_ Colors (inside) \_\_\_\_\_

Trimmed Size (inside) \_\_\_\_\_ Colors (cover) \_\_\_\_\_

Trimmed Size (cover) \_\_\_\_\_ Envelopes? \_\_\_\_\_

Style of Binding \_\_\_\_\_ Addressing and Mailing? \_\_\_\_\_

Fold and Clip? \_\_\_\_\_ Stock? \_\_\_\_\_

Shipping Instructions \_\_\_\_\_

**NOTE**—In the blank space below please give necessary additional information not covered by Production Order.

FIG. 26.—Simple form for ordering printing.







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