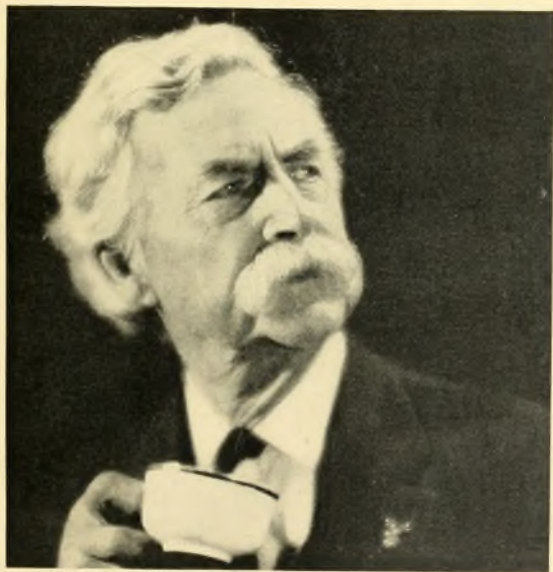


Public Library,
Kansas City, Mo.

Indy vol 6

Advertising & Selling

FORTNIGHTLY



Photograph by J. W. Pundbeck for H. & S. Coffey

NOVEMBER 4, 1925

15 CENTS A COPY

In this issue:

"The Farmer Is Changing His Mind" By CARL WILLIAMS; "Advertising as an Incentive to Human Progress" By BRUCE BARTON; "In Defense of Installment Selling" By WILLIAM R. BASSET; "Man and Super-Management" By MARSH K. POWERS; "Handling the Ten-to-Four-and-no-Saturdays Salesman"

How Advertisers of Food Products and Grocery Store Sundries Establish and Increase Business In Chicago

Below are listed advertisers of products sold through grocery stores who advertised in The Chicago Daily News in the first nine months of 1925. The list is an inspiring one for manufacturers and distributors of similar products who desire to enter the Chicago market or increase their present sales in Chicago. Only the fact that this advertising is profitable explains the large amount of space used by these advertisers in The Daily News.

Advertisers of Products Sold Through Grocery Stores and Their Lineage in The Chicago Daily News for the First Nine Months of 1925

Agate Lines		Agate Lines	
Adolph Market Company	5,348	Killogg Toasted Corn Flake Company	17,978
American Cranberry Exchange	925	Kirk, Jas. S. & Company	7,365
American Sugar Refining Company	756	Klier Chemical Corporation	720
Anchor Mills, Incorporated	428	Klein, J. W., Company	1,063
Anheuser-Busch, Incorporated	8,870	Kraft Cheese Company	1,250
Associated Shippers of Florida Grapefruit	897	Laboratory Products Company, The	4,460
Association of American Importers of Spanish Green Olives	4,248	Lever Brothers Company	27,343
Aunt Mary's Pie Crust Company	1,640	Lipton, Thos. J., Incorporated	3,478
Beech Nut Packing Company	4,450	Livingston Baking Company	10,741
Bowman Dairy Company	1,519	Louis-Wiles Biscuit Company	26,662
Brilla Manufacturing Company	428	Maltop, Incorporated	4,780
California Fruit Growers' Exchange	1,640	Mapl-Flake Mills, Incorporated	3,104
California Pear Growers' Association	1,110	Meilinger, Jas. T. & Sons	572
California Prune & Apricot Growers, Incorporated	10,650	Michelberry's Food Products Company	8,443
Calumet Baking Powder Company	11,178	Milani Company, The	4,846
Cass & Martin Company	5,093	Mis, Ira J., Dairy Company	750
Chase & Sanborn	4,383	National Egg Producers	2,186
Cheek-Neal Coffee Company	14,844	National Tea Company	48,041
Chicago Wholesale Fish and Oyster Dealers' Association	2,240	Oppenheimer Casing Company	384
Chocolat-Menier	950	Orange Crush Company	4,500
C-I Products Company	4,141	Pacific Packers' Association	1,553
Chequett Club Company	17,486	Penick & Fard Sales Company, Inc.	1,798
Consumers' Sanitary Coffee and Baiter Stores	23,466	Pet Milk Sales Corporation	8,267
Corn Products Refining Company	9,953	Phenix Cheese Corporation	8,758
Cream of Wheat Company	2,019	Piggly Wiggly Stores, Incorporated	50,404
Creole Manufacturing Company	9,012	Postum Cereal Company	29,244
Cudahy Packing Company	4,840	Procter & Gamble	29,244
Darf, H. B., and Company	854	Puhl, John, Products Company	5,117
Douglas Peetin Company	4,558	Farolan Malt Extract Company	1,250
Drackett Chemical Company, The	2,361	Quaker Oats Company	2,044
Duncan's, John, Sons	1,384	Ralston Purina Company	4,387
Fishback Company	854	Remington's Bread Shop	461
Fitzpatrick Brothers, Incorporated	8,048	Royal Blue Stars	1,834
Florida Citrus Exchange Company	2,712	Salada Tea Company	3,086
Foelds Milling Company	825	Sawyer Biscuit Company	18,622
French, E. T., Company	2,013	Schenhoben Company, The	1,282
Fuji Trading Company	619	Snider, T. A., Preserve Company	4,901
General Market House Company	7,284	Stoel-Wedeles Company	4,512
Great Atlantic & Pacific Tea Company, The	39,107	Sulzer, Carl, & Company	2,750
Grein & Pahl	354	Sun-Maid Raisin Growers' Association	9,842
Growers of India Tea	13,796	Swift & Company	1,897
Gulden, Charles, Incorporated	5,624	Tan Tea Company	12,839
Harding, John P.	360	Underwood, Wm., Company	618
Heinz, H. J., Company	8,061	Wallace Bread	7,612
H. & H. Cleaner Company	771	Ward Baking Company	2,440
Horlick's Malted Milk Company	3,348	Warshorn Crosby Company	1,825
Inglehart Bros.	280	Weiland Dairy Company	5,718
Jelke, John F., Company	2,114	White Rock Mineral Spring Company	601
Joint Coffee Trade Publishing Committee	1,260	Wright, A. E., Company	552
Jones Dairy Farm	95	Za-Rex Food Products, Incorporated	985
Kasper, A. J., Company	3,963		
		Total	699,146

Through its "home" circulation of 400,000 (average daily)—approximately 1,200,000 readers—concentrated 94% in Chicago and its suburbs, The Daily News offers to advertisers of food products and grocery store sundries economical and effective access to the Chicago market.

THE CHICAGO DAILY NEWS

First in Chicago

501162 Au 25 '26

Note—This is the largest volume of food and grocery store sundries advertising carried by any Chicago daily newspaper in this period.

Published

Advertising & Selling

FORTNIGHTLY

Index for Volume Six

November 4, 1925, to April 21, 1926, Inclusive

To facilitate reference, this
Index is divided into two classifications

I. Authors and Titles

II. Titles

Advertising and Selling Fortnightly

9 East 38th Street

New York

Index by Author and Title

Author	Title	Date of Issue	Page	Author	Title	Date of Issue	Page
A							
Adams, James D.	What Is This Modern Advertising?	March 10	27	Brodie, Charles	Newspaper Advertisements Require the Proper Typography	April 21	28
Adams, William G.	Methods of Handling Salesmen in Retail Buying Offices	Dec. 30	38	Brown, Allan	Institutional Advertising by Direct Mail	Nov. 4	32
B							
Barr, Lockwood	Selling Through the Emotions	Jan. 13	32	Burnham, George	Direct Line Wood Engraving as an Advertising Tool	Feb. 10	40
Barton, Bruce	Advertising as an Incentive to Human Progress	Nov. 4	25	Goodrich	Laurel Drive to Sell Bad Weather Merchandise	Dec. 3	18
	Charity Solicitation That Returned 100 Per Cent Plus	Feb. 10	38	Machine Tool Advertising Adopts Salesmanship	Jan. 27	25	
Barton, William F.	A. Lincoln, Advertising Man	Feb. 10	25	Raw Material Manufacturer Reaches the Ultimate Consumer	Dec. 30	10	
Basset, William R.	In Defense of Installment Selling	Nov. 4	30	Yas, the French Are Different	Nov. 18	12	
Bates, Charles Austin	Asking the Man in the Street	Nov. 4	36	C			
	Ralph Holden	Jan. 13	63	Calkins, Earnest Elmo	"Breaking Into the Advertising Game"	April 21	30
	Twenty-Eight Years After	Feb. 24	32		Choosing an Advertising Agent	Jan. 27	20
Beebe, E. P.	Church That Advertising Built	Nov. 18	51		Do Newspapers Understand Advertising?	Dec. 16	37
Bierman, Dr. William	Health of Salesmen on the Road	Dec. 2	18		Expressing the Inexpressible	Feb. 24	20
Bomer, W. L.	Giving Consideration to Foreign Representatives	Jan. 27	52		No More Room at the Top	Nov. 4	20
Boucheron, Pierre	Reducing Waste in Dealer Helps	Feb. 10	21		Speaking in (and of) Parables	Dec. 2	20
Brewer, Louis	Goulash Avenue Grocer Talks to Sales Managers	Nov. 18	38		Two Approaches to Literature	Dec. 2	28
	Why Many Grocers Fail	Dec. 16	42	Campbell, James M.	Englishman Writes About Cooperative Marketing	Nov. 18	30
Britt, L. V.	Fixing the Salesman's Task	Jan. 13	40		"Knock" and a "Nosegay"	April 21	30
					Street Merchants of London	Nov. 4	21
				Cheney, O. H.	Banker Views Distribution	April 7	30
				Cleland, Ethel	Can the Public Library Help?	March 24	33
				Cleveland, G. H.	Grocery Jobbers Are Moving Small-Townward	March 24	32
					Is This an Exaggerated Picture of Business in Florida?	March 10	21
					Yes, We Fired Our Salesman for the Winter	April 7	22

Author	Title	Date of Issue	Page	Author	Title	Date of Issue	Page
Collins, James H.	Making the Salesmen Advertising Representa-	April 21	21	Krichbaum, Norman	Not Reading Tastes a Fair Copy Index?	Feb. 10	28
Coupon Clipping Has Become a Popular Na-					Holiday from Advertising	April 7	20
Should Sport		April 7	26				
Why Should Real Estate Be Subject to							
Suams?		Feb. 11	28				
Conybeare, S. E.	Why Do Druggists Sell Bath Robes and	April 7	36				
Organization of an Advertising Department		Dec. 16	26				
	Grocers Sell Hair Nets?	Feb. 24	25				
D				K			
Dahlberg, Mrs. Robert C.	Old Soda Shanty Is Now a Modern Brick	Dec. 30	28	Lawless, V. V.	Handling the Ten-to-Four-and-No-Saturdays	Nov. 4	21
Home				Lockwood, R. Bigelow	Meet the Radio Guy	March 24	21
Davis, Arthur W.	When to Give Quantity Prices?	Feb. 24	30		Technical Copy Material in the Highways and	April 21	30
Dennison, Paul S.	Super-Censorship and Second Rate Advertis-	Feb. 24	24	Lockwood, W. S.	By Ways		
Disque, General Brice P.	Spending Up the Turnover to Increase the	Nov. 18	42		Reaching Small Industrial Users Who Buy	April 7	34
Profits					Through Distributors		
Donnelly, Horace J. Jr.	Do Consumer Contests Destroy Public Con-	April 7	32	Lucas, E. J.	Advertiser's Vocabulary	April 21	90
science?							
E				L			
Eckhardt, Henry	Third Control, The	Jan. 27	22	Madden, Joseph P.	Another Famous Trademark Is Sold	Dec. 16	40
Evans, S. Keith	I Hope That Mr. Calkins Gets His Wish	Feb. 10	20		Tendency Toward Ill-Temper	Jan. 27	27
F				M			
Findlay, Paul	More About Retail Failures	Jan. 27	21	Mansfield, George	Don't Try To Squeeze Your Men Into a Com-	April 7	25
Fiske, Herbert N.	Has House-to-House Selling Passed Its Peak?	Feb. 10	19		How Shall We Divide Territory?	Jan. 27	23
Flarsheim, Henry B.	House-to-House Selling Has Not Passed Its	March 10	25	Mansfield, Robert D.	Open Mind in Advertising	Nov. 4	22
Peak				Mehres, E. J.	Editor's Responsibility to the Advertiser	Nov. 18	72
Fletcher, Frank Irving	Petish Which Is a Virtue	March 10	20	Miller, Constance	Paris Couturiers Shy at Advertising	Jan. 27	34
Fowler, George S.	When the Chain Store Puts "Its Wrong Foot"	Jan. 27	36	Miller, H.	We Reduced Our Cost of Inquiries From \$40	Dec. 16	23
Foremost				Miller, Royal H.	This Centennial Competition Bugaboo	April 21	56
Frederick, J. George	Advertisers Take Aggressive in Price Main-	Nov. 18	40	Montague, Gilbert H.	Trade Organizations in Public Favor	Nov. 18	71
tenance Battle				Morgan, Will Hunter	Bonus, Profit-Sharing, Point Systems, Etc. ..	Dec. 30	27
Management, Banker Control and Advertising		April 7	21		Making the Plan Fit the Business	Jan. 13	21
What Happened in the Thermodyne "Mis-		Feb. 24	19	Morse, Henry H.	Profit and Loss in Salaries "Straight"	Dec. 2	27
take"					"What" and "How" of Commission	Dec. 16	27
What Industries Are Making a Profit?		Dec. 16	16	Morrow, Marco	No Panacea for Business Ills	Dec. 2	84
G				N			
Giellerup, S. H.	Do We Pay Too Much for Attention?	March 24	25	Murphy, James H.	Coordinating Sales Control in Direct Mail Ex-	Nov. 18	25
How Much Have Advertisements Changed		Nov. 18	82		porting		
Since 1921?				Murton, James P.	Interesting the Salesman in New Additions to	Dec. 2	19
Giles, Earl	Can the Minnows Compete with the Whales?	March 10	19		the Line		
Gillilan, Strickland	Hoch Der Hokum	April 21	25	Murdoch, Marcellus	Local vs. National Rates	Dec. 2	27
Sales Resistance		Dec. 16	24				
Goode, Kenneth M.	Why Oh Why Do Laundrymen Mangle?	Jan. 27	27				
Goodie, Kenneth M.	Hand-to-Mouth Buying Did Come to Stay	Feb. 24	24				
Greenfielder, N. S.	Tip From the Lively Ball	Dec. 30	21				
We Make a Package Market for a Bulk		Nov. 4	22				
Product							
Gundlach, E. T.	Brevity and White Space—Are They Fash-	Feb. 24	24				
ionable Fetishes?							
H				O			
Hall, S. Roland	Replying to Mr. Murdoch	Dec. 16	72	Ostorn, Alex.	Will Dealers Follow the Leader?	March 10	40
Haring, H. A.	Coming "Iceless" Revolution	March 24	24	Oswaly, Roger F.	Are Soup Eaters Really Concerned About the	March 10	34
Dispel Not the Filling Station		April 21	19		Campbell Position?		
Hawkins, G. L.	Blue That Drives the Blues Away	Dec. 16	61				
Hopkins, George W.	Coral Gables' Selling Plan	Feb. 10	42				
Holtzman, W. E.	Why Won't Advertisers Talk Sense to Their	Dec. 2	21				
Readers?							
Hough, Frank	Advertising Trend Toward Sophistication	Feb. 10	23				
Heywood Brown Writes a Florida Real Estate		Jan. 27	22				
Advertisement							
Picturing the Impossible to Emphasize a		Dec. 2	30				
Sales Point							
Setting for the Product		Dec. 30	23				
Singer Meets Its Own Competition		Jan. 13	30				
Using Education as an Aid to Advertising		Nov. 4	23				
J				R			
Jones, De Leslie	Before You Change Jobs	March 10	30	Reynolds, Leo J.	What Is Home Without a Cat?	Jan. 27	59
Coty and McKesson & Robbins Exclusive Dis-		March 24	34	Rhodes, Carroll	Who Approaches Literature?	Dec. 16	22
tributor Plans		Jan. 27	19		Why One-Price Space in Periodicals?	Feb. 10	27
Dove-Gentle, Serpent-Wise		Nov. 4	38	Richardson, George Atwood	Industrial Motion Pictures	Nov. 4	64
Making a "Story" Out of Advertising Copy							

Author	Title	Date of Issue	Page	Author	Title	Date of Issue	Page
Ross, Stuart	Bird's-Eye Retrospect Of 1925	Jan. 27	28	U			
Rowe, Ess M.	How Farm Women Are Modernizing Their Kitchens	Nov. 18	21	Uplegraff, Robert R.	Case Against Compromise What Next in Advertising?	April 21 Jan. 13	23 28
S				V			
Scofield, S. T.	Using Color in Advertising	Nov. 4	60	Vanderbilt, Spencer	They've Taken Out the Fun	Dec. 30	36
Sherman, H. J.	How Advertising Is Building a New Church for Us	Dec. 2	40	W			
Skinner, Edward M.	Three Forms of Competition That Face the Retail Dealer	March 10	43	Wadsworth, Ralph K.	Avoiding Dates That Bring the Best Results What About Selling Your Goods Through Agents? What Type of Illustration for the Catalog	Nov. 18 Jan. 13 April 7	36 44 40
Staples, Charles F.	Investment Market Is No Longer the Same	Jan. 27	35	Wark, Charles F.	Answer Is, "They Don't"	Feb. 24	36
Stokes, Charles W.	Travel Blurber	March 24	30	Wark, Robert	Golftits	Feb. 14	26
Stote, Amos	Sand in Their Shoes	April 7	23	White, A. L.	Keeping That Ten Per Cent Margin Peru Favors American Goods Selling in Costa Rica Trading With Caribbean States	Dec. 2 Feb. 10 Dec. 16 Jan. 13	42 30 30 24
Stritmatter, Albert	Strickland Gillilan Paused Too Long	Feb. 24	24	Wibic, Elmer T.	Are Propagandists Putting Advertising on the Defensive?	Nov. 18	24
Sullivan, John	Wooden Soldiers' Uniforms	April 21	23	Williams, B. J.	"Hiring Ten; Firing Nine" Talk to Your Men and Let Them Talk to You	March 24 April 21	19 38
Sumner, G. Lynn	Don't Shout, I Hear You Perfectly When Is an Inquiry Not an Inquiry?	March 24 Jan. 13	24 23	Williams, Carl	Farmer Is Changing His Mind	Nov. 4	19
Swasey, E. M.	National Advertising and Groceries	March 24	60	Wilson, M. L.	English Advertising as Mirrored in a Number of "Punch" Industrial Advertising Needs Applied Imagination	April 21 Feb. 10	34 82
Switzer, Maurice	Taking the Ad Out of Advertising	Dec. 16	25	Wyman, Walter	Exporting Is Not a Profession	Jan. 27	40
T							
Toumin, H. A., Jr.	Courts Won't Always Let You Use Your Corporate Name	Jan. 13	23				
Tuthill, L. W.	Your Sales and the Five Per Cent	Feb. 24	34				

Index by Title

Title	Date of Issue	Page	Title	Date of Issue	Page
		A			D
Action Promised in Florida Fraud Cases	Feb. 24	64	Despite Not the Filling Station, Mr. Sales Manager	April 21	19
Advertisers Take Aggressive in Price Maintenance Battle	Nov. 18	40	Direct Line Wood Engraving as an Advertising Tool	Feb. 10	40
Advertiser's Vocabulary	April 21	20	Docket 1251	Jan. 13	36
Advertising as an Incentive to Human Progress	Nov. 4	25	Do Consumer Contests Destroy Public Confidence?	April 7	32
Advertising Associations Merge at Convention	Nov. 18	50	Do Newspapers Understand Advertising?	Dec. 16	32
Advertising Trend Toward Sophistication	Feb. 10	23	Don't Shout! I Hear You Perfectly	March 24	23
A. Lincoln, Advertising Man	Feb. 10	25	Don't Try to Squeeze Your Men Into a Common Mold	April 7	25
Amend Complaint Allowed by Trade Commission	Feb. 10	35	Dove-Gentle, Serpent-Wise	Jan. 27	19
Another Famous Trademark Is Sold	Dec. 16	40	Do We Pay Too Much for Attention?	March 24	25
Answer is, "They Don't!"	Feb. 24	36			
Applying Imagination to the Selling of Castings	March 10	32			
Are Soup Eaters Really Concerned About the Campbell Position?	March 10	34	E		
Are Not Reading Tastes a Fair Copy Index?	Feb. 10	28	Editor's Responsibility to the Advertiser	Nov. 18	73
Are You Writing to Companies or People?	Feb. 10	38	English Advertising as Mirrored in a Number of "Punch"	April 21	34
As the Australians Advertise	March 24	40	Englishman Writes About Cooperative Marketing	Nov. 18	30
Asking the Man in the Street	Nov. 4	36	Expenditures of Some Advertisers For Newspaper Space in 1925	March 24	44
Are Propagandists Putting Advertising on the Defensive?	Nov. 18	34	Exporting Is Not a Profession!	Jan. 27	40
		B	Expressing the Inexplicable	Feb. 24	20
Hanana Makes Its Advertising Debut	Dec. 16	34			
Banker Views Distribution	April 7	30	F		
Basic Purchasing Power Index by Counties	March 10	23	Farmer Is Changing His Mind	Nov. 4	19
Before You Change Jobs	March 10	30	Fetich Which is a Virtue	March 10	20
Bird's-Eye Retrospect Of 1925	Jan. 27	28	Fixing the Salesman's Task	Jan. 13	40
Blue That Drives the Blues Away	Dec. 16	61	Flannel Collars and No Collars At All	Jan. 13	21
Bonus, Profit-Sharing, Point Systems, Etc.	Dec. 30	27	Frank Trufox's Letters to His Salesmen	Nov. 18	27
"Breaking Into the Advertising Game"	April 21	20	Frank Trufox's Letters to His Salesmen	Dec. 2	24
Brevity and White Space—Are They Fashionable Fetishes?	Feb. 24	19			
Business Publishers Offer Prizes	Feb. 24	74	G		
Business Rises in Protest	March 24	20	George X. Writes His First Sales Letter	Jan. 27	42
		C	Getting the Product Talked About	Dec. 30	20
Can the Minnows Compete With the Whales?	March 10	19	Giving Consideration to Foreign Representatives	Jan. 27	52
Can the Public Library Help?	March 24	38	Golftits	Feb. 24	26
Case Against Compromise	April 21	23	Goodrich Merchandise Drive to Sell Bad Weather	Dec. 2	36
Charity Solicitation That Returned 100 Per Cent Plus	Feb. 10	36	Goulash Avenue Grocer Talks to Sales Managers	Nov. 18	38
Choosing an Advertising Agent	Jan. 27	27	Grocery Jobbers Arr. Moving Small-Townward	March 24	32
Church That Advertising Built	Nov. 18	81			
Circular Adjective	Feb. 24	63	H		
Coming "Hotter" Revolution	March 24	22	Handling the Ten-to-Four-and-No-Saturdays Salesman	Nov. 4	21
Coordinating Sales Control in Direct Mail Exporting	Nov. 18	25	Hand-to-Hand Buying Did Come to Stay	Feb. 24	27
Cost of Selling Plan	Nov. 4	67	Harvard Announces Judges for Advertising Awards	Dec. 2	25
Cost of Crime	Nov. 4	64	Has House-to-House Selling Passed Its Peak?	Feb. 10	19
Coty and McKesson & Robbins Exclusive Distributor Plans	March 24	34	Health of Salesmen on the Road	Dec. 2	38
Coupon Clipping Has Become a Popular National Sport	April 7	28	Heywood Brown Writes a Florida Real Estate Advertisement	Jan. 27	32
Courts Won't Always Let You Use Your Corporate Name	Jan. 13	23	"Hiring Ten; Firing Nine"	March 24	19
Credit Man's Problem in Installment Selling	March 10	36	Hoch Der Hokuim	April 21	21
			Holiday from Advertising	April 7	28

Fighting , , , with their backs to the wall!

How the X . . . Company turned red sales figures into black through an un- usual kind of advertising

"That bad situation down in . . . is not getting any better," said the X . . . Company, one of our clients, at a meeting one morning. "March sales showed a drop of 17%. April is worse. What do you suggest?"

A Richards representative left two days later. Spent two weeks in the field. Traveled 1,600 miles. Interviewed scores of dealers, all sorts.

We got the facts: Sales competition keen but clean. Advertising competition a campaign of innuendo, misleading dealers as well as consumers. Client's salesmen, as fine a bunch as any in the company, discouraged but not licked.

We made our recommendations: They were accepted. The campaign that resulted was based on local conditions. Frank talk. Nothing clever. Just a plain and balanced diet for an upset situation.

We followed through: Reported the findings in the field at meetings with managers and men. Showed the local advertising manager ways to get the most out of the advertising.

The first advertisements appeared. Sales right-about-faced. June, the month the advertising started, showed 52.5% gain over the same month in 1924. July a 46.5% gain. August a 46.4% gain.

ACTUAL FIGURES TAKEN FROM THE X . . . COMPANY'S BOOKS

	Sales Loss over 1924
March	-17.6%
April	-24.5%
May	-19.0%
	Sales Gain over 1924
*June	+52.5%
July	+46.5%
August	+46.4%

*The advertising started June 7

An advertising campaign based on facts gathered first-hand caused the startling change in sales shown above.

And monthly records are still being broken!

* * *

Knowing the market, telling the story skillfully, helping sell the goods—this is Richards advertising service. This same Richards service, which goes further than thorough research, which goes further than excellent copy, which is these *plus* a skilled and genuine sales cooperation, can help you.

Some facts about Richards service are in a booklet, "Coordinating Advertising with Sales," which we have recently published. If you are a business executive, we will gladly send a copy.

JOSEPH RICHARDS COMPANY, INC.
253 PARK AVENUE, NEW YORK

An Advertising Agency, Established 1874
Member American Association Advertising Agencies

RICHARDS "FACTS FIRST—THEN ADVERTISING"



It was an epic achievement, when pioneer builders battled Indians, hardship and time and laid that first ribbon of steel that linked the east coast with the Pacific—in 1869. The Indianapolis News was born the same year.

The flimsy coach of 1869 has yielded to the massive Pullman, and the four-page News of 1869 has risen to unchallenged heights of journalistic achievement in Indiana.

Every day and every year since 1869, The Indianapolis News has carried the unabridged advertising of local merchants. Buy space as the local merchants do. They know where their sales come from!

The INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
110 E. 42nd St.

Frank T. Carroll
Advertising Manager

Chicago Office
J. E. LUTZ
The Tower Bldg.

Page 5—The News Digest

Direct Mail Advertising Association

Announces the re-election of Charles R. Wiers as president, Percy G. Cherry as Canadian vice-president, and William A. Biddle as American vice-president. Homer J. Buckley, Charles R. Wiers, and Harry E. Kirtland were re-elected to membership on the Board of Governors. Edward A. Collins, the National Security Company, New York, was elected a governor in the place of Joseph B. Mills of Detroit, who completed his term of office this year.

Klau-Van Pierson-Dunlap-Younggreen, Inc.

Milwaukee, will direct advertising for the Milwaukee Electric Railway and Light Company.

Campbell-Ewald Company

Detroit, will direct advertising for the Apex Electric Manufacturing Company, manufacturers of electrical household devices, Cleveland, Ohio.

Val A. Schmitz

Formerly advertising manager of the Liberty Yeast Corporation, has become associated with the H. K. McCann Company, New York advertising agency, as an account executive.

C. L. Osburn

Formerly with the Albert Frank Company, New York, has become associated with the John S. King Company, Inc., Cleveland advertising agency.

San Francisco Advertising Club

Announces the appointment of Fred H. Mantor as manager and of Elliot M. Epstein as general counsel of the Better Business Bureau.

Tuthill Advertising Agency, Inc.

Announces the appointment of R. K. Jones, formerly associated with the Stuyvesant Publishing Company, as account executive; and of C. M. Craig, formerly associated with N. W. Ayer & Son, Philadelphia, to the copy department.

Grover B. Rothenberg

Will become vice-president and a partner in Cone, Hunton & Woodman, Inc., publishers' representative, on November 1, 1925. Mr. Rothenberg will have his headquarters in the New York office.

The Gold Dust Corporation

Manufacturers of soap and washing powders, announces that it has contracted to acquire the business of the E. F. Dalley Corporation, manufacturers of Two-in-one, Bixby's, and Shinola shoe polishes. The business of both corporations will be consolidated under one head.



The Thumbnail Business Review

By Floyd W. Parsons

☐ The stock market reacted, but was not allowed to go far on its downward swing or get out of hand. The great amount of surplus money available makes speculation alluring to many people. Excessive gambling in security values will not be of any permanent benefit to the industrial situation. If past history may be relied upon as a guide for the future, the action of the stock market makes it reasonable for us to assume that the present very satisfactory conditions in business will continue for some months to come. The course of security prices practically always shows a downward trend long before there is any slowing up of trade.

☐ The present movement of commodity prices is upward. The large amount of capital tied up in speculation is exerting a bearish effort upon bond prices. Last year the banks were heavy buyers of securities. In recent months the holdings of our reporting banks have decreased more than \$100,000,000. The reason for this is that banking funds are commencing to flow from investment securities to commercial loans.

☐ Car loadings are not continuing to show the increases recorded earlier this year. However, the movement of goods throughout the country is entirely satisfactory if we take into account the effects of the anthracite strike and a smaller wheat crop. In view of the good outlook for business during the next four or five months, it is altogether probable that building activity throughout the country will continue on a high level with wages well maintained and a good demand for building materials.

A. H. Berwald

Formerly manager of advertising and sales promotion for E. I. duPont de Nemours & Company, Inc., Fabrikoid Division, has become associated with the Eagle Pencil Company, New York, in a similar capacity.

The Library Bureau

Has been taken over by James H. Rand, Jr., president of the Rand Kardex Company, Tonawanda, N. Y. The two companies will be consolidated and incorporated under the name of the Rand Kardex Bureau. Mr. Rand will be president of the new corporation. W. R. Washburn, C. H. Cobb and R. G. Clarke, former vice-presidents of the Library Bureau, will remain with the new corporation in official capacities.

"Sanitary & Heating Engineering"

Has been taken over from the Edwin A. Scott Publishing Company, New York, by the Plumbing, Heating & Ventilating Plumbing Company, same city. Starting with the January issue it will be published as a monthly.

Don M. Parker

Has resigned his position as vice-president of the Hawley Advertising Company, Inc., New York, to become associated with the Wales Advertising Agency, same city.

Austin F. Bement, Inc.

Detroit, will direct advertising for the Bijur Lubricating Corporation of New York, manufacturers of the Bijur System of Central Point Chassis Lubrication.

George M. Basford

Organizer and head of the G. M. Basford Company, technical railway advertising agency, New York, died Oct. 26, 1925. His funeral was held in Mount Vernon Oct. 28. Mr. Basford has been prominent in railway engineering circles for many years. He was best known here and abroad for his skill and success in influencing constant improvement in the design and utilization of the steam locomotive. He was also known as the father of the Railway Signal Association which includes in its membership signal officers of every important railway in North America. Mr. Basford was graduated from the Massachusetts Institute of Technology in 1889 and until the organization of his agency was identified with various railway industries in the country, being at one time assistant to the president of the American Locomotive Company, and later chief engineer of the railroad department of Joseph T. Ryerson & Son.

The Louisville Herald-Post

Has been formed by the consolidation of The Louisville Herald and The Louisville Post which took place Oct. 21, 1925. There is a tabloid morning edition, an ordinary size afternoon edition and a combination ordinary size and tabloid edition on Sundays.

[ADDITIONAL NEWS ON OTHER PAGES]



CHICAGO

A Rich Industrial Market \$6,518,471 Spent Every Day

That is the price paid for raw materials used in the industries of Chicago every day in the year. The most important purchases are for foundry and machine shop products; electrical machinery, apparatus and supplies; steam railroad cars; printing and publishing; copper, tin and sheet iron products; lumber and timber products; meat products; automobiles, including bodies and parts; paint and varnish, etc.

Chicago business men representing the above industries are of course interested in their own business. But 7,735 leading Chicago business men are sufficiently interested in business nationally to subscribe for and read *Nation's Business* magazine.

They are the executives who control the spending of this six million dollars daily. They are the key men who must be consulted—whose favorable knowledge of your product is necessary before the final O.K. can be given. You can not sell the industrial market in Chicago until these leaders are on your side. Reach them monthly in *Nation's Business*.

And just as certainly as *Nation's Business* covers the leaders in Chicago's industrial buying—it reaches the controlling buying executives the country over.

More than 51,000 Presidents of Corporations read Nation's Business
More than 23,000 Vice Presidents of Corporations read Nation's Business
More than 22,000 Secretaries of Corporations read Nation's Business
More than 10,000 Treasurers of Corporations read Nation's Business
More than 16,000 General Managers of Corporations read Nation's Business
More than 160,000 Major Executives in 120,091 Corporations read Nation's Business

You will find a detailed analysis of our 205,000 subscribers of interest. Let us tell you how other advertisers are using this magazine to make their advertising expenditures more productive. Get an executive "yes" when the order hangs in the balance.

NATION'S BUSINESS

MORE THAN 205,000 CIRCULATION. MEMBER A. B. C.

How Advertising Dollars Were Divided The First Nine Months

There is no proof of an advertiser's preference as strong as his CHECK BOOK. Figuring the lineage of the three Birmingham papers for the first nine months, at the national rate, the advertiser's check book speaks in no uncertain terms, an overwhelmingly strong endorsement for The News. This preference is based, not on newspaper claims or theories, but on actual results, covering a long period of years. With apologies to Chesterfield—"SUCH POPULARITY MUST BE DESERVED."

Out of Every \$3.⁰⁰ Spent



2.¹⁵ Goes Into The News

NOW FOR LINAGE FOR THE FIRST NINE MONTHS

Combine the totals of the second and third papers, then add 27% to get the enormous lineage carried by The News. Three words fully explain this tremendous leadership. "RESULTS ALONE, COUNT."

	News	Age Herald	Post
Local	8,550,626	4,005,428	2,737,350
Classified	1,492,400	1,123,396	
National	2,100,532	1,045,478	395,192
Totals	12,143,558	6,182,302	3,338,582

NET PAID CIRCULATION GREATER THAN

75,000 Daily

87,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

SMITH CO.
v York

JOEL C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

THERE is no note of economy in our magazines.

Obviously, there couldn't be.

Our people are not interested in makeshift economies. But they *are* interested in buying the best, and replacing it when fashion changes, or it shows signs of wear.

They are the only true prospects for quality merchandise—delivered by us in a solid group—without waste.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations



B E T T E R · C O S T S L E S S

CROSLLEY · RADIO

for the entertainment corner

"Be it a cottage in the valley or a mansion on the hill, no home can be complete without an entertainment corner."

That sentence from a recent Crosley advertisement outlines the sales objective of the Crosley Radio Corporation: *a radio in every home—and preferably a Crosley.*

In an industry that has disregarded every precedent for growth, Crosley stands conspicuous among the leaders. Crosley radios have the habit of performing successfully. Crosley dealers have the habit of operating profitably. And Crosley advertising has the habit of getting itself read and remembered—

—because Crosley advertising does more than sell Crosley radios. It is creating a new spot in the American home—*the entertainment corner!*

The Crosley Radio Corporation is a Campbell-Ewald client.



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

CAMPBELL · EWALD COMPANY

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



General Offices: DETROIT, MICHIGAN

NEW YORK
CHICAGO
CINCINNATI
LOS ANGELES
SAN FRANCISCO
TORONTO

THE STORY *of a* PANTRY SHELF

IF all the alluring packages that stand in neat, efficient rows on a pantry shelf could talk, what a tale they'd tell. It would read like a romance—yet what a wealth of fact, what a stimulating story of struggle and achievement it would present.

Butterick has just published such a volume in "The Story of a Pantry Shelf." It contains the actual biographies of more than sixty grocery specialties, how they were originated, how they won their popularity and something, too, of the personalities back of them.

Every manufacturer, every national advertiser, whether interested in foods or other merchandise for the home, will find in this book something informative and helpful—in readable, enjoyable form.

A copy of this interesting book will be sent, free, to any national advertiser or agency. Address Advertising Department, The Butterick Publishing Company, Butterick Building, New York, N. Y., asking for "The Story of a Pantry Shelf." And please mention Advertising Fortnightly.

B U T T E R I C K

Publisher

CHICAGO

• NEW YORK

• SAN FRANCISCO

Buffalo the Wonder City of America



Ask Department
Store Buyers About
Buffalo Evening
News Pulling
Power

**They Must
Get Action!**

GOOD Department Store Buyers fight for their merchandise. They battle with their Merchandise Manager for more "buying" money. They battle with the Employment Office for more help. And in Buffalo they battle with the Advertising Manager for more space in the Buffalo Evening News.

DEPARTMENT Store methods demand quick merchandise turnover. Sales figures must be made every day and inventories are never permitted to run high. Buyers are judged by their turnover and their inventories. One promotion failure leaves a department overbought. That is why buyers watch so closely the pulling power of Newspapers.

THAT is why, when you ask a Buffalo Buyer to choose one of two or more Buffalo Newspapers he will invariably choose the Buffalo Evening News.

BUFFALO EVENING NEWS

A.B.C. Mar. 31, 1925
129,777

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

Present Average
135,067

Marbridge Bldg., New York

Lytton Bldg., Chicago

First

In Cities of Its Class

(200,000 to 249,000 population)

THE AKRON (O.) BEACON JOURNAL

according to Editor and Publisher's, September 19th, lineage tabulation, carried in six days a greater volume of advertising than any other six-day newspaper in any city of its class.

The Beacon Journal was first in local, classified, and radio lineage, being exceeded in National lineage by only a small margin by The Memphis Commercial Appeal.

The Beacon Journal—First with 6,988,649 lines January 1st, 1925—June 30th, 1925.

It's First—Because It's Best

AKRON, OHIO

Akron is enjoying the greatest prosperity in its history. Work is plentiful—wages are high.

The advertiser who wishes to try out a campaign in a real live, active city, will get excellent results in Akron.

*When Akron Is the Question
The Beacon Journal Is the Answer*

NEW RATES

COLLIER'S announces a new schedule of advertising rates effective with the March 6, 1926 issue. These are based on 1,150,000 net paid circulation, 200,000 more than the present rate basis. The new rates are as follows:

Per agate line	\$ 5.50
Quarter-page	875.00
Half-page	1,750.00
Full-page (Black and white)	3,500.00
Second Cover (2 colors)	4,000.00
Third Cover (2 colors)	4,000.00
Color page (2 colors)	4,000.00
Back Cover (2 colors)	5,000.00
Color page (4 colors)	5,750.00
Center Spread (2 colors)	8,000.00
Center Spread (4 colors)	11,500.00

GUARANTEED ORDERS at the old rate will be accepted up to and including February 6, 1926 — the closing date of the March 6, 1926 issue. Such orders will cover space up to and including the last issue of February, 1927. All orders received after Febr'y 6, 1926 will be contingent on the new schedule.

Collier's
THE NATIONAL WEEKLY

in more than 1,150,000 homes

+

Collins and Pierson had just teed up at the fourth hole at Merrivale the other day when old Fogg went by. Pierson waved to him.

"Know Fogg?" Pierson asked.

"I never met him personally. Know of him, of course. Had a letter from him recently, in fact."

Collins came through with a nice two hundred and fifty yard drive.

"Good thing he didn't try to make his money by direct mail selling," he commented, slipping his driver back into the bag.

"Why?" asked Pierson, somewhat curiously. Collins had the reputation of being a wizard at selling by direct mail.

"His letters are no good. They look cheap and hasty. The paper he uses makes no impression at all—or what is worse, a negative one. I, for example, can't even remember whether it was the product of a responsible manufacturer. It doesn't make any difference whether a man sells his product by mail or not; his letters are going to affect his sales.

"Why in the world do people think that they can afford to run the risk of giving a cheap impression in their business correspondence? It's more than I can see! Every time I run across a man like Fogg I want to preach the gospel of fine business stationery to him."

"Do you have a text?" asked Pierson.

"Yes—Crane's Bond."



Every Advertising and Sales Executive Should Answer These Questions

Am I covering my markets intensively?

Am I losing money in waste circulation?

Am I overlooking important rural and small town markets, where I should advertise?

Am I carefully checking my sales in the rural and small town markets?

Am I developing the small town market to its fullest extent?

Am I sure about my distribution in the small town market?

Am I investing money in advertising space where it will produce the greatest results in sales?

Am I advertising in the mediums that the small town dealer *would use* to sell his own goods?

Every salesmanager, every advertising director and every business executive, who is investing money in advertising space, owes it to himself to answer these questions.

If he is unable to give himself a satisfactory answer, we know it will be worth his while to discuss these questions with one of our representatives.

**Country
Newspapers!**
*The Logical
Medium
to Sell Your
Merchandise*

The country newspapers represented by the American Press Association possess the only extensive coverage of the largest and most profitable group in the United States—there is a 100% coverage of 66% of the entire National Market.



Country newspapers are the logical and profitable medium for any advertiser in any business group of widely scattered or local. Face them of buying files to reach the greatest of the national market in the most direct and most effective way.

Write for Booklet "The Human Side of the Country Town Market"

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country newspapers—47½ Million Readers

Covers the COUNTRY Intensively
225 West 39th Street
New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

LOOKIT—You 40-year olds!

Remember this power demon of boyhood days . . . and how you got it for "One new subscriber and ten cents additional" from

THE YOUTH'S COMPANION

Clare Briggs is right. Those were the days of real sport. And now they're coming back for the girls and boys of today. The Youth's Companion re-established this famous institution effective with its issue of October 22nd. That number carried a special



8-page Premium Supplement

Picturing a galaxy of offerings to tempt the eye and energies of its quarter-million young readers, stirring them to go out and win radio sets, cameras, bicycles, air rifles, books, Boy Scout fixin's, personal accessories and a hundred other trinkets dear to the heart of youth. At the same time the subscription price was reduced to

\$2.00 per Year!

Youth today greatly influences the purchases of its own household. The YOUTH'S COMPANION, alert to the likes and wants of these eager young minds, will put your advertisement before an interested audience of

225,000 Subscribers—ABC—Rebate Backed—Guaranteed

Short Closing Date—Immediate National Publicity
Write now for data

THE YOUTH'S COMPANION

8 Arlington Street, Boston, Mass.

Advertising & Selling

FORTNIGHTLY

The Farmer Is Changing His Mind	19
CARL WILLIAMS	
No More Room at the Top	20
EARNEST ELMO CALKINS	
Handling the Ten-to-Four-and-No-Saturdays Salesman	21
V. V. LAWLESS	
The Open Mind in Advertising	22
ROBERT D. MANSFIELD	
Using Education as an Aid to Advertising	23
FRANK HOUGH	
Advertising as an Incentive to Human Progress	25
BRUCE BARTON	
Man and Super-Management	27
MARSH K. POWERS	
What's in the Mail	28
S. H. V.	
The Editorial Page	29
In Defense of Installment Selling	30
WILLIAM R. BASSETT	
We Make a Package Market for a Bulk Product	32
N. S. GREENSFELDER	
The Street Merchants of London	34
JAMES M. CAMPBELL	
Asking the Man in the Street	36
CHARLES AUSTIN RATES	
Making a "Story" Out of Advertising Copy	38
DE LESLIE JONES	
The 8-Pt. Page by Odds Bodkins	42
Institutional Advertising by Direct Mail	52
ALLAN BROWN	
Recently Published	64
In Sharper Focus	68
WILLIAM D. McJUNKIN	
A. E. GREENLEAF	
E. O. W.	84



AS editor of the *Oklahoma Farmer-Stockman*, Carl Williams has and does speak with authority concerning the farm situation. He is a keen observer and thoughtful student of economic conditions and tendencies, especially in the field which constitutes his chosen sphere of action.

In this issue Mr. Williams contributes an article, "The Farmer Is Changing His Mind," which takes up the farm problem from a new angle which should be of interest to all advertisers who aim to reach this field. Many of our readers probably will not agree with everything that Mr. Williams says, but the article, based on sound common sense and painstaking observation, should prove interesting and valuable reading.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9776

NEW YORK:
F. K. KRETSCHMAR
TODD BARTON

SAN FRANCISCO:
W. A. DOUGLASS, 329 Market St.
Garfield 2444

CHICAGO:
JUSTIN F. BARBOUR
Peoples Gas Bldg.; Wabash 4909

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swerland Bldg.; Superior 1517

LONDON:
66 and 67 Shoe Lane, E. C. 4.
Telephone Holborn 1960

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

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

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

Copyright, 1925

Inspiration
for **FINANCIAL**
and **BANK** Advertising



IF there is one type of advertising above all others in which truthful copy is essential it is Financial Advertising. If there is a type in which it is most difficult to make the Truth interesting it is Bank Advertising. In planning and executing the advertising of the following nationally known financial institutions The H. K. McCann Company has always found unlimited inspiration in its motto—Truth Well Told.

ANGLO-LONDON PARIS CO.	- - - -	San Francisco
BANK OF CALIFORNIA N. A.	- - - -	San Francisco
INTERNATIONAL TRUST CO.	- - - -	Denver
JOHN MUNROE & CO.	- - - -	New York
NATIONAL CITY BANK	- - - -	Cleveland
NEW YORK TRUST CO.	- - - -	New York

THE H. K. McCANN COMPANY
Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

NOVEMBER 4, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

The Farmer Is Changing His Mind

By Carl Williams

WHEN a man changes his mode of living that change affects the merchants with whom he does business. When the change applies to a third of the people who live in these United States that change is likely to affect the whole of American trade.

There is a revolutionary change in process in agriculture during these days since the Great War, and those who directly or indirectly profit by agricultural trade may most properly take stock of it.

The American farmer is changing his mind. That change is certain to affect his own standard of living. It may ultimately have something to do even with the course of history. Here is the situation:

Somebody has said that the things for which man works are eight in number: Food, clothing, shelter, health, education, religion, recreation, friends. These compass the fundamental desires of mankind.

The same somebody, measuring agriculture by the standard of living expressed in these eight things, finds

that the farm and the city are relatively even in the matter of food, clothing and health, and that the country folks are sadly subnormal concerning the five other so-called essentials of life.

The comment contains much truth. The standard of country living as expressed in the items named is undoubtedly low. It has always been

low. To a greater or less degree farmers have neglected shelter, education, religion, recreation and friendships. This is due entirely to natural circumstances.

The farmer has neglected these things because he thought he couldn't have them and still be a farmer. The isolation of farm life, the lack of opportunity for modern

conveniences on farms, and the infinitely long hours of hard work for the entire family which it has always seemed that agriculture must devote in order to keep its head above water, all combined to make the farmer think that a really decent standard of living could be had only in cities.

The city, therefore, was his ultimate goal. For the city he educated his children. For the sake of city conveniences, when he reached the point of material prosperity which would make it possible, he moved to town and became a "retired farmer." Meanwhile he devoted his energies and those of his family toward getting enough of this



SINCE the deflation of abnormal land prices in 1920 the farmer has begun to realize gradually that his profits will not be in the increase of land values, but in the acre value of crops grown. Money that was formerly invested in more land is now being used to purchase for the farmer and his family some of those comforts of life that were once thought to be limited entirely by natural conditions to town and city dwellers

world's goods to make city or town life possible.

That devotion expressed itself in a scramble for land. Land expressed riches. While farming accorded a bare living, land steadily increased in value. Investments in land were worth while.

THOUGH the farmer in Iowa, for instance, had to be content with an average 3 per cent earned on capital investment by farming operations, land itself for the fifty years ending in 1920 increased in average annual value 8 per cent.

Consciously or unconsciously, farmers saw that the possession of land led to riches and that the possession of riches led to creature comforts. So the farmer scrambled for land and more or less unconsciously sacrificed for his family and himself the essentials of shelter, education, religion, recreation and friends.

At last a climax came to the price of land, ending in a mad speculative race for land profits without regard to land values. The land bubble exploded in 1920. Within a year the farmers of America saw from 25 to 50 per cent reduction in the sale value of the one thing which they had counted as unassailable wealth.

There had been other land booms in the history of the United States and other periods of land deflation. There never had been one which involved all the people who live on farms or which involved such in-

finite sums of money expressed in dollars.

When this land boom broke, the farmers of the present generation saw for the first time that the possession of land is not equivalent to the possession of riches and that it does not necessarily lead to either a higher standard of living or to the gratification of desire for comfort and happiness.

Farmers began to realize, too, that land values have long been above the point where a profitable return on the investment might be had by farming. They saw that to buy more land meant an actual reduction in their percentage of annual income. They came to believe that during the war years the bubble of land values had been blown to a size greater than one will ever be blown again, and that the prospect of future enhancement in the value of land is relatively small.

THEY began to understand, also, that increased land values are an actual handicap to an operating farmer and that they can be realized on only if and when he sells land and moves to town. Increased land values always mean increased assessed valuations and higher taxes, and these increase farm operating expenses and reduce farm operating profits.

As a result of these conclusions, gradually arrived at, the American farmer is changing his mind toward the possession of land, toward the possibility of agricultural profits and

toward the manner of his own life and that of his family on his own farm.

That opinion, as I see it, is the most fundamentally important mental development of this generation on the part of people. It is one which affects not only the farmer, but every citizen of the United States as well. It is one which will eventually change the conduct of many types of business, including those of the distribution of agricultural products, and it will also create a new and relatively undeveloped market for every manufacturer in America whose product can be used to make living conditions more comfortable and the lives of families more contented.

The change in the farmer's mind is this: He is no longer looking to the increase of land values for his profits. He has begun to look for those profits in the price of farm products. He sees that the acre value of crops grown will hereafter determine his prosperity. He sees that the possession of land is a guarantee of nothing except worry and loss. He has quit thinking in terms of land and has commenced to think in terms of farm homes and farm life.

HE sees that something has happened to his earlier hopes of a high standard of living as a retired farmer in town. He has come to the conclusion that if he ever gets that higher standard of living, he must get it on the farm where he now lives.

[CONTINUED ON PAGE 51]

No More Room at the Top

By Earnest Elmo Calkins

A LONG the Mohawk Trail is a characteristic exhibition of American business enterprise which is entirely lacking in Europe. Over there a view is a view, and you are left to look at it as you please, but here you are not only urged to look at it by large and ugly signs, but you are urged to look at it only from one particular spot, which is the advertiser's hot dog emporium. All these signs cast aspersions on all other spots. Each is the only genuine top; all others are imitations; each has the highest tower, the hottest dogs, the reddest red flannel pennants bearing the legend "The Mohawk Trail," and they manage between them to spoil the pleasure of any mere lover of scenery by their signboard dispute as to what is the real top of the trail. You will remember that when Christ was taken up into the mountain

by a certain personage, the view was spoiled for him because it was the devil that pointed it out to him.

Let us hear no more from those civic uplift persons who are making war upon the baked beans, deviled ham and motor tires advertised along the roadside. Let them begin with the Mohawk Trail. Here is a bit of delightful scenery utterly ruined by the crowd of signboards stepping on each other's toes in their anxiety to point it out to the tourist, and incidentally sell him souvenirs, banners, coca-cola, postcards, Indian baskets, hot dogs, and sandwiches. In the entire five hundred miles of the Pyrenees Mountains I saw nothing like it. That may be because the French lack business instinct. Or it may be because they love beauty.

Bread and Butter Problems of a Sales Manager

Handling the Ten-to-Four-and-No-Saturdays Salesman

By V. V. Lawless

APPARENTLY it makes no difference on whom the salesman calls — professional buyer for a retailer, purchasing agent, proprietor or ultimate consumer — they are all busy reading their mail up to 10 o'clock in the morning and signing it after four in the afternoon. And all business men are gourmands who spend from twelve till two stuffing their gullets. No wonder that they are so busy on Saturday making up for the time they have lost during the week that it is useless for a salesman to call on that day!

Nearly every sales manager I talk to has the problem of how to make his men work

full time. Most of them have theories as to the best way to achieve the result, but strange to say some of the theories are exactly opposite.

Most of them seem to rely upon force—strong moral pressure backed up with the axe. Others believe that money—not exactly a bribe, but a financial incentive—gives the best results. Both of these plans work in some cases and fail to work in others. One theory is so simple and goes so directly to the root of the trouble that my guess is that it will work as effectively for most concerns as it does for its originator. I will describe it after telling of the more usual plans.

It is only fair to say that the divergence in views among thoroughly capable sales managers is to a great extent due to the difference in the nature of the sales problems.



IN order to be at a distant point in his territory on Monday he would have to leave home early Sunday afternoon. It seemed foolish to spend the night in some country hotel when home was so pleasant, so he stayed over until Monday morning

Those who believe in the driving power of the dollar say that when a man is on straight commission he soon realizes that what he makes is directly dependent upon how hard he works. It sounds reasonable, but as one sales manager for a concern marketing an office specialty points out, it all depends on the man. He has found that the men he employs although they are as high grade salesmen as he can find, set a certain goal—some high, some low—as to what their weekly earnings should be. They base the goal upon what they have been accustomed to make or upon their standard of living. They don't seem to be interested in getting much ahead of the game.

Thus, whether the week is expected to produce \$50, \$100 or \$200, they quit work when the amount has been reached. Nothing can be done

in the week, week in and week out.

He makes the job so attractive that a man hates to contemplate losing it, and he keeps in evidence all the time the sharp edged instrument with which to sever a loafer's connection with the payroll.

This company pays a straight salary large enough to be attractive to even the best salesmen. On top of this a yearly bonus is paid for exceeding the quota, which often amounts to as much as fifty per cent of the salary. He merely applies the lesson learned by engineers who have studied the psychology of wage payment methods in the shop—that a bonus or any form of financial incentive, to be effective, must pay for extra effort at a high rate or it will not be attractive enough to make most men work for it.

Having gathered detailed sales

[CONTINUED ON PAGE 66]

about it except to fire the man, and that is usually not a great help. The moral effect on the rest of the force is slight because commission salesmen who handle specialties rather like to change employers frequently. A job gets too monotonous for them in time.

So we see that to put a man on a straight commission is, depending upon individual experience, both the most and the least effective way to get him to put in reasonable hours.

The sales manager of a concern which covers the United States with several hundred men says that his men average from eight to ten hours a day, six days

The Open Mind in Advertising

By Robert D. Mansfield

NOT long ago the American Magazine published an article setting forth "The Ten Marks of an Educated Man," in which the author, Albert Edward Wiggam, sets down as his first "mark" the significant phrase: "*He (the educated man) keeps his mind open on every question until the evidence is all in.*" It strikes me that this point would make a splendid text for a sermon to the advertising and allied professions.

Of all the qualities necessary to a successful advertising man outside of the pure mechanics and ability necessary to his trade, openmindedness is the outstanding requisite. Every day we see about us advertising and business executives so set in their ideas of what is right and what is wrong, what constitutes good advertising and what constitutes poor advertising that no argument under the sun (moon, stars or heaven) can change them. When such a man is in an executive position he forms a stricture that limits the development of the unit under his control to his own pet preconceived notions.

Looking over the outstanding business successes of the country, I am impressed with the fact that each is built upon an idea, or series of co-ordinated ideas, that, when first conceived, were absolutely new and startling—and usually so revolutionary in character as to startle the business world into predictions of failure. Someone had to originate these ideas and someone had to be sufficiently open-minded to collect all the evidence, listen to the arguments and see their practicability.

On the other hand, for every outstanding success there are thousands of concerns that are just getting by; doing a mediocre business by the "rule of thumb" methods established through years of standardized business practice.

This second class usually attributes the success of their contemporaries to luck, unusual advantages, unlimited finance or super-salesmanship; while I attribute it solely to the vision and openmindedness of the executives—vision to get new and original ideas; openmindedness to consider their own and the ideas of others after conception.

The "just getting by" class usually

is presided over by an executive who, possibly, is a good business man in the generally accepted sense of the word, but who is hampered by a lack of vision, a fear of the man higher up, or whose mind is a closed book on anything that smacks of the new and untried. Such a man is parent and nursemaid to such expressions as: "It can't be done." Such a method might be "safe" business, but it is not conducive to any great success in this present day of bitter competition.

LET us confine this discussion to advertising and take as a typical example the advertising agency viewed in the light of a *business enterprise*. This concern's products are ideas, and *literature*, which, when viewed in the light of "copy angle," is nothing more or less than "ideas." The great difficulty in selling ideas is that there is nothing tangible to work on. Anyone can say that an idea is good or bad, and it is impossible to prove either contention until the idea has actually been tried. The best selling argument an agency has is its success in building business for past customers with the assumption that it can do as well for the present prospect. Its success, then, is proportionate to its ability to originate advertising ideas and advertising campaigns that will get themselves noticed, read and acted upon. Many times startling and revolutionary treatment is necessary, especially when several competitive products are extensively advertised.

And here is why I say that an open mind is the greatest asset in advertising. The older a man becomes in the advertising profession the more prone he is to think he has a corner on all the productive ideas. Unless he is very careful he gets into a rut. He gets certain foibles and fancies and, if he has veto powers, any idea that is brought to him for O. K. is liable to meet an untimely death if it does not fit into his scheme of things.

Such men are prone to have a fixed set of rules in the back of their heads that either consciously or unconsciously color their judgment, and which they claim are natural developments of their years of experience. Some of the following are

typical examples of what I mean:

"Make every layout symmetrical."
"Always show a picture of the product."

"Always show a picture of the plant."

"Every advertisement should have a border to hold it together."

"Never use a border—it merely takes up valuable space."

"Use no circular motives in the layout."

"Never use yellow as one of the colors."

"Never send direct mail second class."

"Never fold a piece of direct mail larger than a No. 10 envelope."

"Free publicity is not good advertising."

The reader probably can add many more that have come within his experience. Some of them, generally speaking, may be good, but many notable exceptions can be found that have proven outstanding successes. Therefore all these rules should be thrown out and each case judged on its merits by individual facts in the case.

SUPPOSE we have such a rule-bound man at the head of an agency, and all ideas must go over his desk before they go to the advertiser for approval. He acts as the neck of a funnel. If he is not openminded, everything that goes across his desk will be revamped to conform to his ideas and will have the stamp of his personality. Such an agency, no matter how large a personnel it may carry and no matter how great a volume of business it may handle, is still a one-man agency. Imagine some of the radically different yet successful campaigns that are now appearing frequently in newspapers and periodicals going to this man for approval. They would get "short shrift" if they happened to step on one of his particular "mental corns."

On the other hand, take a look into the outstanding successful agencies of today. You will find at their head broad gaged, openminded men, and I believe that this quality rather than their individual advertising ability is responsible for their success.

Getting down to specific instances, I would like to have been present

[CONTINUED ON PAGE 80]

Using Education as an Aid to Advertising

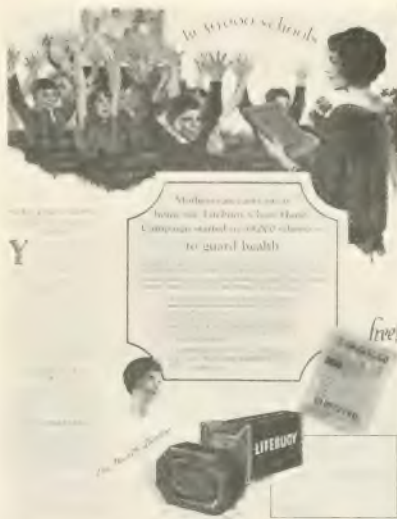
By Frank Hough

IN the September number of the *Ladies' Home Journal* there appeared two separate advertisements for two distinct and non-competing products which bore a marked similarity. The layout differed and the copy differed; one was for a food and the other was for a soap. But common to them was their appeal to women as mothers and their aim of making this appeal through striving to be helpful in the everyday matters of the home which form the center of many a woman's life.

The advertisements referred to are those for Borden's Eagle Brand Condensed Milk and Lifebuoy Health Soap. The latter, which appeared in color and was used on street car cards as well, is reproduced on this page.

The psychology underlying this appeal would seem to be thoroughly sound. Speaking in the broadest possible terms, there are three classes of human beings who will use any product we have to sell: men, women and children. In the case of food or soap the situation is almost identical; the woman will buy, the man will eat what is put before him—or wash with the soap he happens to find next to the basin—generally without complaint, and the child does what it is told, generally *with* complaint. In any case, the woman is the buyer and the one to be reached by the advertising.

Now, the appeal to women which is resorted to the most frequently is the appeal to vanity, and the success of this is readily vouchered for. But in the case of these two products the vanity element could only be forced in by strong artificial pressure and



THE current advertising of Lever Brothers Company reaches the home by way of the school. Building on the success of their "Wash Up" campaign in the schools and working on the theory that mothers should be fully as interested in their children's health as are the teachers, Lifebuoy Health Soap aims to reach the home by this unique appeal through the children

would not be altogether in keeping with the truth as concerns the products themselves. So another great fundamental of feminine psychology was hit upon. That is that, while a woman may be vain, credulous and often foolish regarding herself and her appearance, she is calm, practical and matter-of-fact in all matters pertaining to her children.

Of these health is the greatest problem and consequently the one most frequently discussed. This narrows down roughly to what children put inside of them and what they

don't put inside of them. The former is obviously food and the latter germs. And children sometimes show what amounts almost to a perversity for not eating what they should and for getting mixed up with all sorts of things with which they should not. Since Eagle Brand Milk is one of the most nourishing and healthful foods that there is, and since Lifebuoy Soap possesses germicidal properties of no small effectiveness, they would appear to cover these two angles of the health appeal.

Each of these advertisers has developed a health chart which is a featured part of their advertising. It aims, as the Borden advertisement so aptly phrases it, to "Make health an interesting game." It lifts health in the child's mind from the status of a duty to be performed under pressure to the more congenial position of a competitive responsibility which the child may carry out on its own initiative. The Lifebuoy chart is purely a "wash-up chart," as its caption states. It contains illustrated directions for washing effectively, a health pledge and a short illustrated dissertation on germs—their danger, their prevalence and the best preventive measures with which to combat them. The actual chart contains blanks to be checked by the child. There is the general head: "I have washed with Lifebuoy Health Soap"; then successive columns for "Before Dressing"; "Before Dinner"; "After School"; "Before Supper"; "At Bedtime," and "Baths." The cross lines enumerate the days of the week, and each large square

formed by these intersections is subdivided into four small squares to cover that number of weeks.

The Borden chart is of a more general nature. Under the head of "Daily Health Habits" eleven items are listed which include playing, bathing, sleeping, washing, drinking, the toilet, brushing teeth, eating vegetables, eating fruit, eating cereals, and finally drinking Eagle Brand Milk. The headline of the complete advertisement appeals to "A Careful Mother," while the coupon in the lower right hand corner invites the reader to send for a set of three little health books which the company issues under the titles of "Menus for Little People," "Keeping Your Child Fit," and "The Adolescent Girl."

Both of these campaigns are outgrowths of similar campaigns which the companies have been carrying on by direct mail and in publications which reach school teachers. Borden has gone into this on a more elaborate scale, using in

addition to the three booklets listed above a more detailed and comprehensive chart

HEALTH RECORD FOR ONE WEEK							
DAILY HEALTH HABITS	Sun	Mon	Tue	Wed	Thur	Fri	Sat.
1 I played out of doors.							
2 I took a bath on each day checked.							
3 I was in bed to rest last night with my windows open.							
4 I washed my face, ears, neck, hands and wore clean clothes.							
5 I drank at least a glass of water today.							
6 I went to the toilet at the regular time.							
7 I brushed my teeth at least twice today.							
8 I ate vegetables such as spinach, string beans, peas and carrots.							
9 I ate fruit such as prunes, dates, oranges and apples.							
10 I ate cereals such as oatmeal, cream of wheat and farina.							
11 I drank my regular glass of Eagle Brand Milk today.							

THE Borden Health Chart, here reproduced, covers many phases of child well-being. It is featured in the advertising and sent upon request to school teachers or mothers interested

hensive work entitled "Nutrition and Health," by Helen Rich Baldwin. This contains complete data for a nutrition course to be given in the schools, together with twenty sug-

gested lessons, the general health previously referred to and a comprehensive weight and age chart. Lifebuoy has featured its wash-up chart principally with very good success.

From the school it was only a short and perfectly logical step to the home. Certainly mothers should be no less interested in the welfare of children than teachers and might be reached by much the same type of copy, made more intimate and personal. Borden has been carrying their malnutrition series in the general women's magazines for some time but only added the health chart in the September insertion under discussion. Lifebuoy ties up their present campaign more directly with their school success under the head, "Mothers can now carry on in the home the Lifebuoy Clean Hands Campaign started in 39,000 schools." The copy dilates on dirt and Lifebuoy protection and carries a couple of brief testimonials.

Audit Bureau of Circulations Dinner



THE annual dinner of the Audit Bureau of Circulations, held in the Hotel LaSalle, Chicago, on the evening of October 16, brought to a formal close the Twelfth Annual Convention of that body. This was the high water mark of A. B. C. Week, during which were held several meetings of bodies allied with the Bureau

Advertising as an Incentive to Human Progress

By Bruce Barton

"THE trade of advertising is now so near to perfection that it is not easy to propose any improvement." This optimistic estimate of advertising is not my own. It was said in London by Samuel Johnson, in 1759. The fact is, however, that we do not entirely accept this very flattering judgment. We believe that advertising can be and ought to be a very much more efficient and economical servant of distribution and of mankind in general. A short time ago I read an article in the *New Republic*, written by Stuart Chase, on the waste in advertising. Mr. Chase pointed out that more than half the printing presses of the United States are continuously engaged in turning out advertising, that if this tremendous Niagara of words were filtered down into a little stream of a single line of type that line would circumscribe the whole universe. He pointed

out that this great cataract cannot of itself cause a single additional wheel to turn or bring forth out of the earth a single additional potato or pound of iron or lead, or any other form of natural wealth, and he bemoaned the fact that there are over six hundred thousand people engaged in advertising, who, if advertising were made a state monopoly, as he would like to have it, would be released, as he said, for productive labor.

This line of reasoning is, of course, very, very old. The complaint and irritation of those who are engaged in purely production activities, as against those who make their livings in any other way, goes back, I suppose, to the very beginning of the human race. Adam had two sons; one was Cain and the other was Abel. Cain was a farmer; Abel was a herdsman. It was because Cain, whose back was tired from bending over his garden,



© Pile Marabout

Bruce Barton

President, Barton, Dursine & Osborn, Inc.

looked up across the valley and saw Abel sitting there on the side of the hill tending his flocks and watching them grow fat (and adding to his bank account by growing fat) that Cain was inflamed with anger against Abel and killed him, and became the first murderer.

WELL, we have lived a great many centuries since then, and we have solved or are in the process of solving very rapidly the whole problem of production. There are great tasks yet to be done. But we have gone so far toward solving it that our progress is almost incredible. When farmers are in trouble these days it isn't because they don't raise enough; it is because they raise too much.

Henry Ford said to me one day that he expected to make tractors and other machinery so cheap that a comparatively small number of people working a comparatively few

number of weeks a year would be able to feed the whole human race. You know what has been going on in the factories. One man working with electricity or steam with machinery can do what ten men or twenty men, or even one hundred men used to do. The point is that the other nine or nineteen or ninety-nine are released, not to loaf or to be a mere burden upon their fellows, but for the arts and the sciences, for literature, for exploration; to be doctors, musicians, teachers, preachers, to be advertising men; to embroider and enrich this wonderful fabric which we call modern civilization.

The cost of production, I take it, is going to become smaller and smaller relatively and the cost of distribution, so-called, is going to become larger and larger relatively. I never argue against that statement because on the ledger of distribution is charged not merely the process of handling goods but all of these other activities of the doctor and the musician and the artist and the teacher and the advertising man. Distribution is expensive and is going to grow more expensive, not because it is inefficient but because against it is charged all of the activities that made modern civilization most worth while and living most comfortable and worth having.

This may not be sound economics, but it seems to me it is common sense, and I think we weaken our cause as advertising men and as salesmen when we try to argue that distribution is inexpensive or ever again will be inexpensive. Production will become cheaper and cheaper; distribution, against which all the other activities of the human race are charged, is going to be more and more expensive because life gets richer and richer as we live along.

The second thing that I never attempt to argue against is that

[CONTINUED ON PAGE 74]



DIANA

THE LIGHT
STRAIGHT EIGHT



A NATIONAL SENSATION!

(Detailed text describing the car's features, performance, and availability follows in a smaller font.)

DEALER'S NAME AND ADDRESS

BUILT BY THE MOON MOTOR CAR COMPANY, ST. LOUIS, MO.



**THE famous Saint
Gaudens' Diana**
was so proportioned
as to appear to ad-
vantage only when
viewed from be-
low. So the statue
reproduced here, the
work of Miss Anne
Hyatt, was used in its
place in the advertis-
ing of the automobile.



Announcing **DIANA** **the Straight 8**

A MARVELOUS COMBINATION
DEPENDENT - RIGID -
UNRIVALLED

DIANA
THE LIGHT
STRAIGHT
8

MOON MOTOR CAR COMPANY OF NEW YORK
111 Broadway, a Park Street
New York City

BUILT BY THE MOON MOTOR CAR COMPANY, ST. LOUIS, MO.

DIANA

THE LIGHT
STRAIGHT
8




NOW ANY WOMAN CAN DRIVE!

(Detailed text describing the car's features, performance, and availability follows in a smaller font.)

LOCAL DEALER'S NAME
Telephone Number
STREET ADDRESS AND CITY

Built by the MOON MOTOR CAR COMPANY, St. Louis

DIANA

THE LIGHT
STRAIGHT
8




FIRST ALL-NEW CAR FOR 1926
THE FIRST ALL-NEW CAR BY MARCH 1926

(Detailed text describing the car's features, performance, and availability follows in a smaller font.)

LOCAL DEALER'S NAME
Telephone Number
STREET ADDRESS AND CITY

Built by the MOON MOTOR CAR COMPANY, St. Louis

AN extraordinary visual experiment: two advertising men suggest a plan for a motor car to a manufacturer, take their central graphic idea off the tower of Madison Square Garden just before it is destroyed, build the advertising and the car to the principles of "dynamic symmetry," and actually put a new car on a savage market. If consistency of thought and idea alone are rewarded with commercial success, Diana was all right.

Man and Super-Management

In Which the Methods of Modern Management
Are Realistically Dramatized

By Marsh K. Powers

DRAMATIS PERSONÆ

JOHN E. JONES, *actat* 60, a manufacturer
J. ELLINGSBY JONES, JR., *actat* 28, obviously the old man's son
MISS EFFIE CASEY, the young man's secretary
TIME—1925

SCENE I

A comfortable, wholly unpretentious office equipped with golden oak furniture. The desk is a roll-top of early vintage, the chair seats—there are three visitors' chairs—are upholstered in shabby, black leather, unevenly worn, and the long table is unburdened by a plate glass cover. A small, square safe in black and gilt and a coat-tree are the only additional items changeable to "Furniture and Fixtures." Much work has been handled in the office and the office clearly shows it. Out of a window can be seen the smoking chimneys of a busy factory. As the curtain rises the Old Man is at his desk cleaning up the usual litter of personal memorandums and mementos which gather in such places. Through the door marked "PRESIDENT" the younger man, J. ELLINGSBY JONES, enters.

J. ELLINGSBY. Well, Father, ready? I've got the roadster outside and we ought to be on our way to the dock in another minute or two. Do you begin to smell the fogs of London?

MR. JONES. Not yet, but soon. Seriously, though, Ellingsby, I'm beginning to get cold feet about leaving you here altogether on your lonesome to run the old place. It's going to be a pretty tough job for a youngster.

J. ELLINGSBY. Nonsense, Dad. I know I'll rattle around in your shoes for the first week or two, but as soon as I get one or two systems I have in mind working smoothly, nothing can happen that can possibly rock the boat. You've trained a mighty good organization and I'll be getting their very best thinking to guide me. So come along—and stop worrying.

THEY GO OUT.

SCENE II

Same office, but the furniture is new. A swivel chair swings between two tables—there is no desk except the secretary's typewriter desk. A battery of indexes and filing cabinets fills one wall. The other is masked by an elaborately ruled blackboard, striped with var-colored chalk—probably a production chart. The calendar shows that 90 days have elapsed since Scene I. As the curtain rises MISS EFFIE CASEY is seen sorting cards into an index. The door immediately opens and discloses JOHN E. JONES, SR.

MR. JONES. Good morning! (Surprised) Where's Miss Olden?

MISS CASEY. (Startled) Miss Olden—Miss Olden—why, why, I think she's working over at The Excelsior Company. (Recovering her composure.) This is Mr. Jones, isn't it?—your son told me to expect you this morning.

MR. J. Isn't Ellingsby here? Why isn't he here?

MISS C. He is in Chicago, sir,—our October Sales-Strategy Conference is in session there this week.

MR. J. Our what? Oh, I see, I guess. Well, then, tell Mr. Coyne I'd like to see him.

MISS C. (Nervous and apologetic but firm) I'm sorry, but our rules prevent interrupting a committee meeting. As treasurer, he is chairman of the Economics-and-Short-Cuts Committee which always meets Friday mornings. Is there anything that I can do?

MR. J. Humph! I'd better see Jim Steele, then—you can 'phone the shop and have him come over.

MISS C. But Mr. Steele's addressing the Up-and-Comers Club—that's the new organization of our foremen and promising workers out in the shop which is doing such wonderful work.

MR. J. And Mr. Scribner?

MISS C. In conference, sir. As secretary, he is head of the special committee which arranges the schedules for the other committee conferences.

MR. J. (Helplessly) But how am I going to find out what's going on and how things are with the company?

MISS C. (Glad to be able to make a pleasing answer) Oh, sir, you will find complete minutes of every conference since you went away in one of the two cabinets beside your chair. In the other are the reports, analyses and forecasts of all committees and departments—Administration, Advertising, Credits and Collections, Education, Employment, Export, Finance, Inspection, Inter-Department Athletics, Maintenance, Own-your-home Movement, Production, Research, Sales, Self-Help, Shipping and Traffic, Statistical, Welfare, and all the others. You'll find reported in detail, in these two files every decision made while you were in Europe, as well as complete figures on anything you may want to know. I'm sure you'll find our new Statistical and Tabulating Department very thorough.

MR. JONES does not reply but approaches the nearer of the two tables. On it he catches sight of a corpulent black volume bound in limp leather.

MR. J. (Ironically) And what's that—a Bible? Are we opening our dictation nowadays with a reading from the Scriptures?

MISS C. (Certain at last that she is on sure ground and betraying it by a faintly patronizing tone) Oh, no—that is our Standard Practice Book—it tells exactly how each and every detail in this business must be handled. Every employee has a copy. It is so complete that the first nine pages are merely the Index.

MR. J. (Weakly) I—I think I need a smoke. Is Felix still the office boy?

MISS C. Oh, yes, indeed.

MR. J. I'll send him down to the store for a cigar.

MISS C. (Sympathetically) Oh, can you wait just a few minutes? I happen to know that Felix is working on his Report and Analysis of the number of errands he has run this week and he must have it ready

[CONTINUED ON PAGE 58]

What's In the Mail?

By S. H. V.

WHEN we buy space in a general magazine or in a business paper, we know in advance almost exactly what competition our particular advertisement must face. When we entrust our mailing piece to Uncle Sam's mail, no one of us can foretell whether it will be delivered to a recipient singly or as just one item in a sizeable batch of mail matter, or whether it will reach him (or her) on a busy day or at a time when leisure will be in its favor.

At round table discussions I have heard voiced every varying phase of opinion as to the chances which a mailing piece has of getting the attention of the recipient. One man will assure his audience that it reaches its mark with the surety and efficiency of a rifle bullet. The man in the next chair will confide that direct mail is so overdue that the proverbial snowball is a better risk.

Not one, however, has ever attempted to tell me just what amount of advertising mail goes into a home in a month.

When the realization of this omission came to me, and I began to wonder just how much advertising mail a household receives, it finally occurred to me that there was at least one residence on which I could get exact data—my own—and I determined to find out. Therefore, I arranged that, through a whole month, no piece of incoming mail should be laid aside or destroyed until I had taken my daily census.

After the record had been taken and the tabulations made, it seemed logical to suppose that others in the advertising world might like to have even this single isolated group of facts to substitute for vague opinion or mere estimates. Hence this article.

Obviously, the records are meaningless without some defining statements as to the home in question. The following brief description is,



© Brown Bros.

WHEN we entrust our mailing piece to Uncle Sam's mail no one of us can foretell whether it will be delivered singly or together with a sizeable batch of other mail matter. The quantity of postal material handled by the Post Office Department is so formidable to view that our single item looks microscopic by comparison with this seemingly overpowering competition

therefore, necessary as a preface.

The V. household, consisting of Mr. and Mrs. V. and maid (no children), occupies a home in the most desirable suburb of one of the first ten cities of the United States. The V. budget maintains two cars in the \$2,500-\$3,000 class, provides two club memberships (not including business organizations), and, in general, permits its managers to live a comfortable, well-filled life at home, travel a fair amount and have financial leeway sufficient to satisfy certain cultural desires in the pure luxury class.

TO notice and direct the dollars to be spent out of the V. pocketbook came, in one month, the following pieces of mail matter. First, let us record them by days, just as they arrived. (Periodicals are omitted from this tabulation, but personal mail—i. e. letters, invitations, club notices, etc.—is included, since the latter is very definitely a competitor of advertising for the attention of the recipient because it almost invariably secures first consideration.

1st.—Bank statement; 3 bills; return postcard, advertising a novel; form let-

ter on insurance, stamped envelope enclosed.

2nd.—Bank statement; bills; return postcard; honey; postcard, interior decorator; engraved announcement, children's clothes; folder, book publisher; circular, women's health institute.

3rd.—1 bill; illustrated postcard, personal; form letter, mortgage bonds; form letter, health institute (duplicate of letter of previous day); folder, vacation resort.

4th.—1 bill; form letter, magazine subscription department; form letter, department store; form letter, department store (duplicate); 4-page printed letter, automobile; engraved announcement, women's clothes; 8 enclosing slips in 1 envelope, shoes.

6th.—Note of thanks; bill; form letter, magazine subscription; form letter, automobile route book.

7th.—Postcard, charity shop sale; form letter, women's gowns, coats, etc. announcement of new architectural firm.

8th.—3 bills.

9th.—Form letter, magazine subscription; form letter, fur storage; spring fashion book, department store; furniture week book, department store.

10th.—1 personal letter; form letter with tickets, dance, patriotic association; form letter, bonds; circular trunks.

11th.—4 receipted bills; form letter; form letter, shoes.

13th.—1 receipted bill; folder, interior decorator; folder, interior furnishings.

14th.—Form letter and folder, fences; folder, department store.

15th.—Form letter, shoe manufacturer; circular in form of newspaper stock-selling scheme; ditto in duplicate.

16th.—Postcard, cleaner and dyer letter and booklet, fire wood and lawn food; form letter, circular enclosed water filter; folder, postcard enclosed ocean cruises; folder, organized charity; booklet, rare books; jumbo letter folder, cleaner and dyer; one 4-page and one single-page folder, bonds; ditto, duplicate of above.

17th.—Club announcement; 1 receipted bill; publisher's catalog.

20th.—Club announcement; folder, dictionary; folder, spring water; folder, trust department of bank; folder and package of seeds.

21st.—2 personal letters; club announcement; form letter, ladies' gowns folder, exhibit of antiques; folder, oriental rugs.

22nd.—1 personal letter; 4-page letter, fences; card, ladies' gowns.

[CONTINUED ON PAGE 49]

THE · EDITORIAL · PAGE

Time the Truth Was Uncovered

REGARDLESS of the future of Florida or of what your individual opinion may be concerning present-day conditions there, the fact remains that the advertising technique of some of its promoters constitutes nothing short of a scandal. This indictment does not include all Florida real estate promotion. There are some notable exceptions which are altogether reputable and as sound as might reasonably be expected in these times of instability and soaring prices; but these exceptions are greatly overshadowed by the rank and file of ballyhoo shouters which are strangely reminiscent of the fake oil stock advertisements of a less enlightened day.

To say that the truth is being violated is to put the situation in its mildest and most polite terms. Beautifully illustrated and suavely worded advertisements beguile the reader with exotic pictures of life in America's sub-tropics. All he need do is send his check to "get in on" such-and-such a marvelous development. Close analytical perusal may disclose the fact that the "developments" so charmingly described to the eye and the mind have as yet failed to develop and are merely proposals; that their sites are at present inhabited by alligators and are shielded from the burning rays of the Southern sun by three or four feet of malaria-infested water. Or, again, the most critical study of the advertisements may fail to uncover anything to this effect whatever. Motion picture scenery, trick photography, impressionistic art, distorted and unsealed maps—every twist and turn of the fake advertiser from the Year One appears in the Florida advertising of these unscrupulous promoters. Their publication advertising is bad enough, but their direct mail literature is several times worse. How any person above the category of a moron could accept at face value some of these statements passes our comprehension, but apparently the checks, properly made out and duly signed, keep pouring in just as they have done for every campaign of a similar nature to which the public reacted in the same way. And there will be the same grand howl when the crash comes, just as there has always been.

We presume that the National Better Business Bureau is already taking action in the more flagrant of these violations of the truth. It is to be hoped that their findings will soon be published for the illumination of the public in general and the guidance of newspaper and periodical publishers in particular.

The First Stir in a Slumbering Industry

TO any creative mind in advertising, the canned goods field has long been something of an eyeseore. Millions upon millions of cans—the greater bulk rather low or independent in quality, and heavily streaked with the questionable blight of the private brand—this is the picture the industry presented, despite the praiseworthy aims of the canners' associations. The public distrust of canned goods has been stubborn and in part justified, even though there is high grade merchandise sold in tins.

The merchandising brains behind canned vegetables has appeared, on the whole, to have been distinctly less gifted than that of the fruit growers, or the canners of soup, beans or spaghetti. Buying a can of peas is as distinctly a gamble in quality as spinning a roulette wheel—even if you pick the same brand that last month gave you satisfaction! In no other field of selling do brands mean so contemptibly little.

The only new thing developed in canned vegetable selling or advertising in the last generation was introduced recently by a Chicago packer. In every case of canned corn sold the dealer there is one glass jar containing the identical pack contained in the accompanying tins. In his window display the dealer can show the glass jar and thus build up the housewife's confidence in the goods—which has always been "a pig in a poke" to her. "See it in glass—buy it in tin" is this canner's slogan, and a good one it is, too. He does not stop here, but supplies folders for the housewife. If he should now also advertise his goods to women in modern advertising campaign he would win trade and gratitude as well.

A Crow's-Nest

AT Atlantic City recently President C. K. Woodbridge of the A. A. C. of W. made the observation that every firm should have a crow's-nest on its business ship; that with so many changes going on in the world affecting business in so many ways, it should be somebody's job to keep above the business and study the possible or probable effects of these changes on the future of the business.

This is a timely suggestion, rendered more pertinent by recent happenings in the business world.

The Breadth of Modern National Advertising

MERELY considered as a technical achievement, the "coverage" or breadth of an up-to-date advertising campaign strikes new high water marks of universality of appeal.

Here is how a certain famous advertiser's 1925-1926 campaign can be described in terms of breadth of appeal: Seven out of every ten city homes will be covered through seven national women's magazines, having a total circulation of 9,933,181 copies per month. Twenty-two other magazines in small town territory will take the advertiser's message into three out of every four homes, based on a combined circulation of 1,518,630 copies per month.

Then this advertiser's message will also be placed in 30,000 street cars every day in the year. On top of this, 24-sheet posters will appear in fifty-three cities having a total population of 22,000,000. Three-sheet posters will go into thirteen cities with 8,000,000 population. The newspaper campaign is also very broad.

The sales have been doubled in three years. Such is the astonishing breadth and resultfulness of modern advertising; and yet this advertiser is not one of the very largest.

In Defense of Installment Selling

By William R. Basset

Chairman of the Board, Miller, Franklin, Basset & Company

SUPPOSE that an occasional shipping clerk or salesman does get so tied up with installment payments on his flivver, talking machine and electric toaster that he falls behind on the rent and has his credit cut off by the grocer. What of it?

There have always been people who live beyond their means and whose accounts ultimately have had to be written off. All merchants, manufacturers and jobbers who sell on credit habitually set up reserves for bad debts. They face the fact that they will have credit losses and, by adding something to the price, they get these losses back from the people who do pay up.

A credit loss is not an economic loss, for no wealth has been destroyed. In fact goods which are not paid for, whether sold on a regular charge account or on the installment plan, are just as definite an addition to the wealth of the world as those which are paid for. Making them has given employment, and hence purchasing power, to several workmen—in the shop where they were made and on the farms or in the forests or mines which produced the raw materials from which they were made.

If Bill Jones, truck driver, buys a doodad and never pays for it, there is no change in the wealth of the world. Bill is richer in the ownership of one doodad which presumably makes him happy, while you and I and a few thousand others who pay our bills are penalized in a purely money way to the extent of our pro rata share of Bill's defection. We never notice it. In fact if everybody always paid up I doubt



© Underwood & Underwood

CERTAIN persons will always live beyond their means, whether they are buying furs on the partial payment plan or paying for a new house by means of a mortgage. Considering the stimulated sales which this system has created and the general prosperity which has resulted, it would seem inconsistent, says Mr. Basset, to condemn the entire installment selling structure because about one-half of one per cent of the people who use it do not keep up their payments

if prices would be reduced an iota.

The average bad debt loss throughout industry is less than a half of one per cent. That would bring the selling price of a hundred dollar vacuum cleaner down to \$99.50—if we got the benefit of everybody suddenly taking it into their heads to pay what they owe. A \$2,000 automobile would then sell for \$1,990—not a particularly vital saving to a man who buys that kind of a car.

The loudest protests against installment selling have come, in the order of their volume, *diminuyendo*, from manufacturers and retailers who do not use the plan, bankers and trades union leaders.

No doubt those manufacturers and retailers find that their sales are suffering. I can't weep much over their misfortunes for they are paying the penalty of trailing the procession or else are in lines which,

because the unit of sale is small, do not lend themselves to installment selling.

And I doubt if bankers are wholly concerned over the financial solvency of their individual fellow men. Most banks are not organized to handle installment sales paper and they quite naturally are griped to see banking profits—which sometimes are large and juicy—go to upstart finance companies which are organized to handle the business. It is interesting, however, to observe that of late some of the wisest bankers have recognized the trend and are now able to take the paper of the finance companies secured by thousands of individual installment contracts.

The labor unions which inveigh against installment selling can probably

be given credit for a slightly less selfish interest in the welfare of their members. However, the labor leaders know that a man who is in debt—especially if he faces the heavy penalty of losing his goods if he fails to meet payments regularly—is likely to be a better worker, but he is bound to be a less obedient union man.

To keep the worker in debt is a time-tried method of keeping him at work. It has been used in one guise or another for ages. With half of the installments on the piano to be paid monthly or weekly for the next year or so, a man is far more apt to give up his union card than to give up his job in obedience to a strike call.

Even though there be a measure of truth—which I do not admit—in the statement of labor leaders that buying on the installment plan tends

[CONTINUED ON PAGE 44]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

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

Mary L. Alexander
Joseph Alger
J. A. Archbald, jr.
R. P. Bagg
W. R. Baker, jr.
Frank Baldwin
Bruce Barton
Robert Barton
G. Kane Campbell
H. G. Canda
A. D. Chiquoine, jr.
Francis Corcoran
Margaret Crane
Thoreau Cronyn
Webster David
C. L. Davis
Rowland Davis
W. J. Delany
W. J. Donlan
Ernest Donohue
B. C. Duffy
Roy S. Durstine
G. G. Flory
R. C. Gellert
B. E. Giffen
Geo. F. Gouge
Gilson B. Gray
Mabel P. Hanford

Chester E. Haring
F. W. Hatch
Clara S. Hawkins
P. M. Hollister
F. G. Hubbard
Matthew Hufnagel
S. P. Irvin
Charles D. Kaiser
R. N. King
D. P. Kingston
Charles J. Lumb
Robert D. MacMillen
Wm. C. Magee
Carolyn T. March
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Leslie S. Pearl
T. Arnold Rau
Irene Smith
John C. Sterling
J. Burton Stevens
William M. Strong
A. A. Trenchard
Charles Wadsworth
D. B. Wheeler
C. S. Woolley
J. H. Wright



NEW YORK
33 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

We Make a Package Market for a Bulk Product

By N. S. Greensfelder

Advertising Manager, Hercules Powder Company, Wilmington, Del.

THE methods used by the Hercules Powder Company in introducing guaranteed turpentine in convenient containers to dealers and consumers differ little from those which many successful merchandisers in other lines are employing. However, it is claiming too much for advertising to call what we have accomplished an advertising success because advertising, though an important factor, is only a part of the coordinated effort which has produced our pleasing sales picture.

In studying our sales problem we secured the cooperation of one of the principal producers of mineral spirits and were also assisted by several government bureaus. From these sources we obtained statistics indicating that a total of approximately one hundred million gallons of vehicles and thinners were used in paint and varnish annually in the United States. Our estimate, checked by others interested, was that of this total twelve million gallons was turpentine and that only about three million gallons of this turpentine were bought by manufacturers, the remaining nine million gallons being sold at retail to painters and to the public.

Further, we found that although a few jobbers and paint manufacturers were marketing turpentine in small labeled containers this was being done only in restricted localities; no producer had national distribution for branded turpentine.

In January of this year we began to advertise in magazines reaching dealers and painters. Then we of-



Turp: Tine, wot's the difference between HERCULES TURPENTINE and a poor thinner?

Tine: Shoot, Turp, I give up!

Turp: Well, of leaky roof, when we use HERCULES Tine it's a *Lasting Job* we get, but if we use a poor thinner, it's the *Last Job* we get.

Hercules Turpentine is a genuine spirit of turpentine, guaranteed pure. It is produced in large plants, with modern equipment, under the direction of experienced chemists. If your dealer doesn't carry it, write us.

HERCULES POWDER COMPANY	
SOLE MANUFACTURERS, WILMINGTON, DELAWARE	
Atlanta, Ga.	St. Louis, Mo.
Baltimore, Md.	St. Paul, Minn.
Boston, Mass.	Seattle, Wash.
Chicago, Ill.	San Francisco, Cal.
Cincinnati, O.	Wichita, Kan.
Cleveland, Ohio	
Dayton, Ohio	
Detroit, Mich.	
Indianapolis, Ind.	
Kansas City, Mo.	
Los Angeles, Cal.	
Memphis, Tenn.	
Minneapolis, Minn.	
New York, N. Y.	
Philadelphia, Pa.	
Pittsburgh, Pa.	
Portland, Ore.	
San Diego, Cal.	
St. Petersburg, Fla.	
Waco, Tex.	

A SPECIMEN of the advertising which is addressed to master painters and journeymen painters, and which appears in publications reaching these artisans. The two comic painters, "Turp" and "Tine," are stock figures in Hercules advertising and are becoming familiar to the various classes of dealers in the

ferred our turpentine for sale in five-gallon and one-gallon cans on which are lithographed our name, trademark, and a guarantee that the package contains genuine spirits of turpentine and that our label complies with the Federal Naval Stores Act of March 3, 1923. We showed jobbers and dealers how this guarantee on the can helped to make quick sales and prevented complaints from their customers. We pointed out how, for the first time, they had an opportunity to handle a brand of guaranteed turpentine, sold direct

to them by a responsible producer for which a consumer demand was being created through advertising, and that this would enable them to sell Hercules turpentine at a price that would net a fair profit. And finally we established schedules which have a reasonable spread between the jobber's cost and the price he can obtain from the dealer.

We also decided to make the selling of turpentine one of the duties of 80 explosive salesmen. It might seem that the same man could not be expected to devote his time to selling both dynamite and turpentine without slighting one or the other. However, we have always kept in close touch with the hardware trade because it is the principal outlet for shotgun shells in which our sporting powder are loaded, and also because it is an important channel for the sale of explosive for agricultural purposes.

Through a special investigation made at our request by the Association of National Advertisers, we found that we could logically expect 40 per cent of the turpentine bought by consumers to be sold by hardware stores, 25 per cent through exclusive paint stores, 20 per cent by lumber yards and drug stores, and the remainder by department store and all other outlets. This analysis showed that we could well afford to increase our efforts with hardware dealers. Our entire sales force was informed of the problem confronting us and were told to push turpentine as a part of their regular line.

A salesman was employed to visit dealers and master painters in the selected territory of our jobber to determine whether the increased business would justify the cost of employing special naval stores sales

Portions of an address before the National Industrial Advertisers' Convention, Atlantic City, N. J.



The Greatest Single Issue of Any Railway Magazine in the World!

SERVICE! the Annual Statistical Number of *Railway Age* is a service that is recognized and appreciated by railway officers and railway supply companies throughout the world.

It is a compilation of statistics that are secured by months of painstaking and costly effort, but which when compiled in logical form make a

record that is sought and used throughout the railway industry.

It is this extraordinary service that makes the Annual Statistical Number of *Railway Age* the greatest single issue of any railway magazine in the world, and therefore, offers to the railway supply companies the greatest single opportunity to reach those railway officials who must approve expenditures.

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

Chicago: 608 S. Dearborn St. Cleveland: 6700 Euclid Ave. New Orleans: Maudeville, La.
 Washington: 17th and H Sts., N. W. London: 34 Victoria St., S. W. 1.

Railway Age—January 2, 1926

Annual Statistical Number

men in order to cover the country.

Our advertising in publications reaching manufacturers was reduced, and page insertions were scheduled monthly in magazines going to master painters and journeyman painters. Copy with a special appeal to these groups were prepared. We were fortunate in securing the services of A. B. Chapin, a cartoonist of national reputation, who through years of newspaper ex-

perience, and an unflagging interest in human beings, knows how to appeal to any group.

As we established new jobbers or dealers we sent many thousands of letters in series, accompanied by advertising material, to master painters and other consumers in the territory.

Securing a dealer mailing list covering the entire country wasn't so simple as it sounds, but we bought,

begged and borrowed names from many sources, and we think we have a good list; though we shall never be satisfied that it is complete.

The principal use we are making of this list is for mailing *The Hercules Guarantee*, a periodical we started soon after the general merchandising campaign had been decided upon. This, at present, is a four-page folder which provides the

[CONTINUED ON PAGE 76]

The Street Merchants of London

By James M. Campbell

WHITECHAPEL ROAD! Of a Saturday night in June! At about nine o'clock!

There is the best place and that is the best time to see the street merchants of London.

Where they all come from, I have not the faintest idea. Nor can I tell you by what processes the hundreds of thousands of articles they offer are brought together. All I know is that as late as half past five in the afternoon—Saturday afternoon, I mean—Whitechapel Road is its normal self—a street of small and rather mean shops and homes. An hour or so later, the first of London's itinerant merchants arrives. He casts his eye this way and that, picks out what seems to be a choice location—the one he was euchered out of last Saturday night, perhaps—and on it erects his booth. A few minutes later, the second man appears. Others follow. Soon—by seven o'clock or thereabouts—Whitechapel Road, for nearly two miles, is lined on both sides with as varied and motley an assortment of merchandise as can be found anywhere in the British Isles.

Here is a list, far from complete, of the wares which these Whitechapel street merchants offer:

Alarm clocks—new and second-hand; "Attache" cases—new and second-hand; artificial flowers and feathers; baby carriages—mostly second (or third) hand; books; book-cases; brass beds; candies; candle-sticks; combs; cricket bats; dining-room furniture; dolls and doll carriages; drums; embroidery; face powder; flower seeds; fruit—bana-



© Underwood & Underwood

nas, cherries, oranges and plums; garden hose; gas mantles; hardware of every conceivable kind; ice cream bricks; imitation pearls; lace curtains; live turtles; matches; mirrors; music; nail clippers; neckties; oil cloth; oil paintings; opera glasses; parasols and umbrellas; pastries; piece goods; "Pochettes"; potted plants; rubber heels; rugs; shirts; shoes, shoe laces and shoe polish; socks and stockings; suspenders; sweaters; Teddy bears; tennis rackets; toys; traveling bags; traveling caps; watches; wire mattresses.

American products are well represented. Many of the booths display Colgate's Dental Cream and Shaving Soap. Palm Olive Soap is offered at so much a "tab." At one booth a great pile of Brunswick Records is on sale. At least half a dozen second-

hand Victrolas and an equal number of second-hand Singer Sewing Machines are on view. Sepodent is featured. So are Prophylactic tooth brushes and Gillette Safety Razors.

Everything is sold "as is." In most cases, the price is not marked. A watch or a book-case or a chair—"Genuine Chippendale"—catches your eye. You stop. "What's the price?" you ask. The dealer looks you up and down. "An American," he says to himself. Then, to you, "Six pounds. And cheap at the price." To a Britisher, in answer to the same question, he would probably have said, "Three pounds." But having named his price, he sticks to it.

"Young Alf, the Peanut King," does a thriving business, Saturday nights, down Whitechapel way. And "Young Tubby Isaacs—fried eels exclusively," has a booth alongside that of another man of the same name who also sells fried eels—"exclusively." One of the two is the "original" Tubby. Over his booth is a sign which reads:

YOUNG TUBBY ISAACS—THE ORIGINAL
Fried eels exclusively

Has no connection with any individual of the same name in this thoroughfare, whatsoever

When trade slackens, the original Tubby enlivens things by hurling insults at his competitor, who, if he is not busy, hurls them back.

It is all very interesting, very human and very "British."

What's New in Advertising?

Look at This Map



To the National Advertiser whose product has only Regional Distribution—

To the Agency representing such Accounts—

This new plan of "Regional Advertising at Regional Rates" is well worth your early attention.

*Ask any Monitor Advertising Office
for Full Information*

The CHRISTIAN SCIENCE MONITOR

ADVERTISING OFFICES

BOSTON
NEW YORK
PHILADELPHIA

CHICAGO
CLEVELAND
DETROIT
KANSAS CITY

SAN FRANCISCO
LOS ANGELES
SEATTLE
PORTLAND

LONDON
PARIS
FLORENCE

An International Daily Newspaper Publishing SELECTED ADVERTISING

Asking the Man in the Street

By Charles Austin Bates

THERE need be no more guesswork about copy. Whenever you are in doubt about the pulling power of a piece of copy, all you have to do is to submit it to sixty-nine possible consumers and get their opinions. After that the result of the advertising will be a cinch. Thus saith Mr. S. H. Giellerup in his article "Let's Stop Guessing About Copy." He supports his dictum by the story of an experiment in the case of "a famous toilet article, one with which 92 magazine readers out of 100 are familiar."

Now, it occurs to me that if so great a proportion of the magazine readers are familiar with a product, it must previously have been generally and widely advertised, and must have pretty close to 100 per cent distribution among retail outlets. In such conditions it is absolutely impossible to check the power of any single piece of copy, and it is next to impossible to determine positively the exact effect of even a year's campaign. So many other things than copy enter into the sale of widely distributed goods that unless both methods and results are revolutionary there is very much that we have to take on faith.

Of course, different kinds of copy produce varying percentages of results, and some copy is better and stronger and more effective than other kinds. But this idea that the relative merit can be determined by submitting the copy to a jury of possible consumers seems to me the veriest nonsense.

In the first place, a goodly percentage of consumers will tell you that they never read advertising and are never by any chance influenced by it. Others are addicted to the use, for instance, of one particular kind of dentifrice, and if they answered truthfully the question, which of eight advertisements of another dentifrice would induce them to buy it, they would say, "None of them."

After all, advertising is done not to establish any academic, psycho-

HERE is a conflict in viewpoint between two advertising men upon the subject of copy effectiveness and the means of testing the same. A short while ago in these columns Mr. S. H. Giellerup advocated the public as the ultimate and most reliable judge of the individual advertisement. Here Mr. Bates replies and states his ideas on the subject which are controversial to say the least. The interest of the FORTNIGHTLY in these discussions is purely academic. One may be entirely right or each may be partly right. But, believing firmly that no one can ever expect to know much about any subject unless it is considered from every angle, we are content to open our pages to the participants in this or any similar debate and to retire modestly into the background of a strict neutrality.

logical theories, but to sell goods, and in the last analysis the only way anybody can find out whether or not a piece of copy is good is to circulate it and check the results. If it produces sales at a profit it is good advertising. If it doesn't, its cost is wasted.

In most of the discussions about copy and in the profound and ponderous books written about the psychology of advertising, entirely too much attention is given to unimportant details, and the underlying principle of the whole thing is forgotten.

MR. GIELLERUP says, among other things: "This new method provides a more accurate test than either sales or inquiries. Many factors besides the copy enter into a sale. Publications differ in reader interest; towns differ in appreciation of your product. Seasonal changes occur. Dealers in some places are aggressive; elsewhere indifferent. Some advertisements receive good position; others poor. . . . When proofs are submitted to readers, however, all factors except the advertisement itself are excluded. The result becomes an exact measure of comparative value."

A little further along he says of the copywriter: "He talked with a great many people, probably, and returned to his desk feeling thoroughly familiar with the attitude of the public toward his product"—but when he began to write he had to use words and—"the dictionary defines words as people ought to know them.

It gives the exact meaning according to the lexicographers. But people seldom know the exact meaning of a word. . . . they understand words only approximately, and each person gives a word his own particular shade of meaning."

Such being the case, as it probably is not, where do we get off with the opinion of these sixty-nine consumers, each of whom gives words his own particular shade of meaning? And Professor Starch is quoted as say-

ing that the idea itself is less of a factor than the words in which it is expressed. Migawd, if the idea doesn't amount to anything and people don't understand the words, what chance has the advertiser? On this theory we would simply have to throw up our hands and quit.

Mr. Giellerup concludes by saying: "Does the advertisement which people say will most quickly get them to buy actually make the most sales? I have figures to show that it does. Other people have figures that show the same."

Without wishing to seem quarrelsome or offensive or discourteous, or anything, I am compelled to say that this reminds me that: "There are three kinds of liars—liars, damn liars and statisticians." Anybody who has ever tried it, knows that he can present a proposition and frame a questionnaire in such a manner as to produce any kind of answer he desires. He can build statistics to prove nearly any side of any subject.

MR. GIELLERUP believes that the judgment of advertising men on the merit of copy is little worth while, and if he bases his opinion on much of the copy that is being printed in high-priced space, we have to admit that there is ample justification for his opinion. But the principal thought that I get from most of the discussions of advertising copy is that mountains are being made of mole hills, and that many armies are marched up the hill only to be marched down again.

[CONTINUED ON PAGE 86]

A FEDERAL CONNECTION

IS ESTEEMED AN ASSET
TO THE BUSINESSES OF ITS CLIENTS

Because—

1. Its staff comprises experienced marketing authorities.
2. It finds out all the facts before it spends the money.
3. It handles no advertising of any objectionable character.
4. It bases all recommendations on carefully considered plans with well defined objectives.
5. Its retail accounts provide helpful trade and consumer contacts for national clients.
6. It is willing to wait while advertising beginners grow into large advertisers.
7. Its copy and art departments are brilliant in performance and practical in execution.
8. It favors no particular form of media—using direct mail, trade-papers, magazines, newspapers, outdoor advertising—each according to the advertiser's needs.
9. It practices the Interrupting Idea which gives every account its own individuality and carries through to the point of sale.
10. It pays particular attention to the application of national advertising to the selling job—on the road, in the windows and behind the counter.
11. It utilizes on each account the group experience of the entire Federation with three continuous contacts—executive, creative and detail.
12. Its organization is thorough and efficient to the smallest detail and concentrates united effort on every client's problems.



FEDERAL ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH STREET
NEW YORK

Making a "Story" Out of Advertising Copy

By DeLeslie Jones

A SUSPICION begins to dawn that advertising copy is traveling toward a renaissance—that of more complete intermingling with the literary.

Certainly the harbingers of such a renaissance are not missing. A whole flock of them flew into the sky the other day when a literary agent marshalled Rex Beach, Gillette Burgess, Ellis Parker Butler, Irvin S. Cobb, Nina Wilcox Putnam, Carolyn Wells, Grantland Rice, etc., into a group available for the writing of ads. It is true this event was foreshadowed by Irvin S. Cobb's "Sweet Caporal" copy and other stray evidences, such as Will Rogers' "Bull Durham" acrobatics.

But the matter is vastly more significant than it would appear on the surface. These literary geniuses above named are doubtless merely enlarging or seeking to enlarge their income in a field where, after all, the rate per word has for many years made ordinary literary work seem somewhat picaresque.

The real significance is to be found in the tendencies among professional advertising men themselves. Take the copy for Ivory soap, in the new series, which aims to dramatize the story of Ivory in a fashion entirely strange to advertising history. Take also the many examples in recent years of the introduction of the fiction touch into advertising copy—such as has been used effectively by the Womens' Institute, by Listerine, by the correspondence schools, and others. Closely related to these have



THE above illustration for an advertisement of the famous Heinz "57" might well have appeared in the editorial section of the publication which carried it. There is no ostentatious picture of the product advertised, and the selling talk plays upon the romantic motif supplied by fifty years of development

been the phenomenally successful ads for certain sets of books which also have dramatized, quite in fiction fashion, the contents of sets of books. Helen Woodward has made a snug fortune for herself and greatly enlarged the estates of a number of authors by the able use of this appeal. The demarcation between editorial and advertising pages is constantly lessening. Only one who has a thoroughly good perspective of the general development of copy over a number of decades can appreciate this.

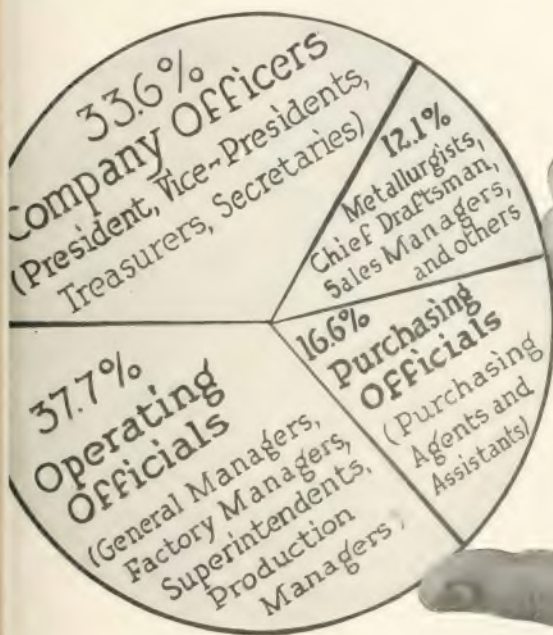
As a particularly important example of this may be cited an extensive and successful use of what has come to be known as the article advertisement, particularly as developed by the *Review of Reviews*, *World's Work*, etc. This type of

advertising is the closest of all to actual editorial material, as it follows the exact typography of articles in the magazine and is only distinguished from the advertisement by very small differences — differences which, however, are far from masquerading under false pretenses. These articles are written and signed in the usual way by authors of known reputation and follow the regular editorial standards of magazines in so far as style and presentation is concerned. The advertising use of such article advertisement only begins after it has appeared in the magazine, for it is then re-printed with the cover of the magazine on the front of the reprint, and thus carries some of the weight of the prestige of the magazine.

zine in whatever further advertising use is made of it. It is true, of course, that this type of advertisement has a field only within a narrow range of magazines known and respected for their articles; but it is not at all impossible to think of further extensiveness of this idea among other magazines. Even a humorous magazine or a smart society journal may have an article written by a well known author in the tone and temper of the magazine and get over the advertising point with deftness and skill.

There is much to think about in the public state of mind which makes this possible. In the first place it may be said that advertising has at last come to an era of friendly fellowship with the public in the spirit of confidence when such things

You reach executives thru **THE IRON AGE**



Significant Figures
to those whose
product is sold
in the
Metal Trades Field



Charter Member
A.I.C. A.B.P.

can be done without trouble.

The severe cleansing process which publications have applied to outlaw unworthy advertising has been largely responsible for this, but quite in addition to this development has been the unconscious and gradual development of real interest by the public in advertisements, as *advertisements*.

Underlying the new tendency, and operating as the practical reason for it, is one of the oldest sound principles of American advertising—that of putting news and a story into advertising.

At the last convention of the National Retail Dry Goods Association, Frank Black, publicity director of Filene's, strongly urged the introduction of more news value into advertising; and was followed by Louis Wiley of the *New York Times*, who said that this tendency was very prominent in modern advertising and was bound to become more so.

It will be remembered by those who know their history of advertising that Powers of Wanamakers, way back in the nineties, first modernized the advertising by the injection of this self-same principle. He made the John Wanamaker ads of those days an entertaining literary treat, while at the same time created business quite unmistakably for Wanamaker's.

The pronounced success today of the Macy ads written by Harford Powel, Jr., former editor of *Collier's* and *Harper's Bazar*, and the striking success of Frank Irving Fletcher in his retail copy are important items in the tendency I have under discussion. Frank Irving Fletcher, it will be remembered, has been a contributor to the *Saturday Evening Post*, and his copy succeeds because it has literary wit and sparkle.

I am of the opinion that the next ten years will see a great many more literary artists and highly competent journalists get into advertising and make of it something rather fresh and new. It is quite true that the influx of literary talent in past years was something of a "flivver" and resulted in a very decided and prominent tendency toward research-based copy; but I believe that this



THEN AND NOW

"STYLES have changed since you and I were engaged, 'Maries'—can you imagine the sensation you'd have caused by such a display of bonnet?"

"Can't you be quite as complimentary, now, in the kind of stockings you wear. They were smart, and you'd certainly attract much attention for some one who was 'engaged'."

"Just as well for me—I'd never have had the courage to propose to you at today's fashion-changing bonnet."

"Can't be quite sensible, now, she always looks lovely for the two communities. How do Windsor stockings, and her at their chosen beauty, they are most knowing. I suggest that?"

Windsor Silk Stockings, Full Fashioned, are made of the finest quality silk, and are guaranteed to last for years.

Windsor
FULL FASHIONED
Silk Stockings

THE series for Windsor Silk Stockings, of which the above is one, presents the advantages of their product in story form. Text and illustration carry out the editorial impression

attempt to rear a more literary structure failed because it had no solid foundation. Advertising copy in those days was much less solidly grounded. The foundation developed by the research idea has now made advertising far more solid and substantial, and the super-structure is now to be embellished and made more effective by good literary talent.

After all it seems very easy to forget that appealing to the public through the written word is a very

old art and that some marvelous human genius has been perfected in this art, genius which quite obviously might just as easily have succeeded (and actually did frequently succeed) in turning such art toward advertising.

Those who have studied the development of literature in the past few decades know that *literary art itself has greatly changed*; it has become far more realistic in its method and outlook; it has dropped the grandiose style for the more meticulously accurate depiction of life as it is. This certainly is a literary swing in the direction of sound advertising copy writing, for—satirists to the contrary—advertising is a down-to-the-earth process of writing, of keeping close to the realistic facts of American family life. It is not at all the collection of booster adjectives which some ill-informed people think.

On the whole, therefore, it seems to me that the lines of literature and advertising are converging; that their objects are the same; that their methods are becoming constantly more the same; and that now even the writers are becoming the same. In old English days great artists like Holgarth and Correggio were advertising men without the slightest self-consciousness or shock; in fact with much pride. Today also, the art world is very closely intertwined with the advertising world. Is it not, therefore, time that advertising broaden still more to the practical use of powerful literary art and the use of more of the men who are known to reach and hold a public?

Advertisers are every day coming to realize that the nearer advertising copy approximates real literary effort the better it is, providing, of course, it still fulfills its original purpose. Advertising reading like a statistical report or abounding in highly colored superlatives has but little place in these days of keen competition for the reader's attention. The time will come when we will find practically all copy, worthy of the name, being written by those capable, under any circumstances, of exciting and holding the public interest.

THE FREE LIST

In four issues of October, 1923, TIME carried 56 columns of advertising. In October, 1924, 119 columns. In October, 1925, 197 columns. 56—119—197—a 112% increase the first year, a 67% increase the second year. And rates always going up!

It would be superfluous to describe the careful scrutiny to which our "first" advertisers have subjected TIME. You will agree that this advertising has been bought as strictly "on merit alone" as anything can be bought.

But, Emerson to the contrary, the best things require salesmen. TIME's best salesman has been its "free list"—the few copies which go out each week to our customers and to our most logical prospects. Fortunately, TIME is not only a good advertising medium—it is a magazine which advertisers seem to like personally. Liking TIME themselves, advertisers can readily gauge the kind of people who make up its paid subscription list.

TIME's free list is small—often we are told it is much too small. We like to feel that every free copy is going to someone who really wants it.

Now, having explained how primly exclusive TIME's free list is, we hereby issue a blanket invitation to all readers of the Advertising Fortnightly to join the Free List.

Tear out the coupon—we will send you the next three issues. After reading them you can decide whether you want to continue.

Robert R. Johnson
Advertising Manager

TIME

The Weekly News Magazine

25 WEST 45th STREET, NEW YORK, N. Y.

REPRESENTATIVES

Western	New England	Southern
POWERS AND STONE	SWEENEY & PRICE	F. J. DUSOSSOIT
38 South Dearborn St.	127 Federal Street	1502 Land Title Bldg.
Chicago, Ill.	Boston, Mass.	Philadelphia, Pa.
	Pacific Coast	
	ROGER A. JOHNSTONE, Alexander Bldg., 155 Montgomery St., San Francisco, Cal.	

Advertising Manager of TIME
25 West 45th Street
New York, N. Y.

Dear Sir: Send me the next three issues of TIME, free.

Name.....

Street.....

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

THE 8-pt PAGE

by
Odds Bodkins



HENRY P. WILLIAMS made a mighty good talk on copy before the Engineering Advertisers' Association of Chicago recently, in the course of which he said something which I would might be burned into the mind of every person who writes advertising copy.

He related that while he was advertising manager of the Maurice L. Rothschild store a man from Ohio called on him, and between them ensued the following dialogue:

"How many ads do you write?"
"I write one ad a day, 365 days in the year."
"How long have you been doing it?"
"Seven years."
"Do you ever repeat?"
"No."
"Would Mr. Rothschild allow you to repeat?"

"Yes, he wants me to repeat; he thinks some of the old stuff is better than what I am doing now."

He said, "Why don't you repeat?"
I said, "Because when I commence repeating I am through."

He said, "I can't understand how it is possible for you to write 365 ads a year for seven years and not repeat and have them all any good."

I said, "Some of them aren't very good; but that is what we are doing."

He said, "I write the ads for my little business down there in Ohio and I run three ads a week, and by the end of the month I am all done. I haven't anything more to say. Can you explain that?"

I said, "I'll tell you. You are writing about the wrong thing. You are writing about the store, aren't you?"

"Yes."
"You are writing about the merchandise in the store, aren't you?"
"Yes."

"I am not. I don't care anything about the store. The merchandise is the thing that we tell people about; we don't try to get them to buy it. We just tell them about it. *The real subject of my advertising is a hundred thousand men that walk by this door every day. I never could write that out.*"

The italics are mine.

—8-pt.—

A Chicago business man recently had an advertising writer prepare copy for a booklet for him. It was good copy, but lengthy as eternity.

"This is fine," he said, "but we are dealing with busy men who haven't

time to wade through so many words. You take this back and rewrite it as you would if you were sending me a cablegram from South Africa and had to tell me all this at cable rates."

The result was a fine piece of copy—brief, breezy, and penetrating.

—8-pt.—

Frank F. Lisiecki, Jr., New York, submits as his seven-word title to the railroad station picture of the two girls reading, word-painted on this page by A. M. Hammond in the Oct. 7 issue, the following:

Freshmen in the practical College of Life

Not too bad, as the vulgar expression of the day might characterize it.

—8-pt.—

What could I say about this quaint removal advertisement by Moser &



Cotins of Utica, N. Y., that it does not say more effectively for itself?

—8-pt.—

"More blah about professional advertising," said I to myself a few minutes ago upon opening a letter from Ray G. Hulbert, D. O., chairman of the publicity committee of the American Osteopathic Association. The letter was accompanied by a sheaf of advertisements for osteopathy which are sent to osteopathic physicians with the recommendation that they use them in display space in their local papers.

I turned a couple of pages hastily, to salve my conscience with the thought that I had at least looked at them before throwing them in the waste basket.

"Hold! This isn't at all bad," I declared to myself suddenly as I dipped into the copy. "Very simple, obvious

stuff the publication of which would be very helpful to osteopathy—and to the public—and at the same time not derogatory to any other school of doctoring. I should like to see this kind of copy run in my local paper." Here is the advertisement that arrested me, and the others I found were in the same vein:

WHAT IS OSTEOPATHY?

Osteopathy is a method of helping Nature to keep us or make us well. It has been doing this for more than 50 years.

Nature is a real doctor. Nature keeps the normal body well. We get sick only when, from abuse or misuse, the body gets into such condition that Nature doesn't have a chance. We get well only when the body is restored to such a state that Nature can do her work.

Osteopathy puts the body back into shape. It works on the body framework, where that framework interferes with normal nerve impulses, and allows them to proceed normally. It removes obstruction to blood supply and drainage, so that Nature can send in and take away what she will.

The body does the rest. Osteopathy is the natural way to insure and restore health. It follows in Nature's own footsteps.

This educational advertising sponsored by John Doe, D. O.
Address
Office Hours

After reading this I felt like sending it to Ray Giles and asking him to write one of his celebrated Open Letters to an osteopathically inclined millionaire, suggesting a fund of a quarter of a million dollars to be devoted to publishing a lot of such commonsense gospel as this!

—8-pt.—

In a letter to the editor, D. H. Bottrell of "Canada Dry" says incidentally: "Odds Bodkins will appreciate this line from an English advertisement of an English car:

"It achieves old age quietly."

Speaking authoritatively for O. B., I can say that he does appreciate this, as well as many other equally picturesque lines from English advertisements. They surely can turn a phrase prettily across the Herring Pond!

—8-pt.—

Mrs. Bodkins recently purchased a package of Lux toilet soap and was so delighted with the quaint and dainty cross-stitch pattern on the wrapper that she decided she liked the new soap before ever she had opened the package!

What Is A Farm Paper?

A farm paper is a publication whose major editorial content is agricultural, and appeals to people whose *occupation* is farming.

The content of the current issue, and every preceding issue, proves beyond any doubt that The Farm Journal is published for people whose occupation is farming.

And The Farm Journal has the largest volume of R. F. D. circulation of any farm paper, which shows that the people in the business of agriculture buy it and profit by it.

We will gladly give you complete information in regard to the character and distribution of The Farm Journal circulation.

The Farm Journal

first in the farm field

In Defense of Installment Selling

(CONTINUED FROM PAGE 30)

to put workers in a state of economic bondage, it is still a more pleasant form of slavery by far than any they have experienced in the past. Until lately workers were wage slaves without any comforts or luxuries, for the simple reason that they received small wages and no credit. Today they may still be the slaves of the job with but little more money at the end of a lifetime of work, but at least they are able to get considerable pleasure out of life as they go along. To a greater extent than is apparent installment selling by stimulating production insures steady jobs at high pay.

MY point is that most of the propaganda against instalment selling is coming from those whom it is hurting in the pocket book—and I don't mean the buyer who, ostensibly, is the only one who is harmed.

Buying present benefits from future earnings is not in itself nefarious and I have never been able to see why it is not as legitimate when used for one thing as for another. Most of us have done it in some form. When the surgeon operates today to save a patient from dying of appendicitis, thousands of people have to pay the bill in installments. When a man buys a house and places a mortgage on it which is to be paid in the future, the principle is the same as though he bought a fur coat on the installment plan. He wants to enjoy both right now. Furthermore, I see no difference between buying a necessity like a cook stove on that plan and buying a luxury like a fur coat, a piano or a car on the same plan.

Why should some people be considered unfit to enjoy the good things of life? The \$18 a week shop girl gets more real pleasure out of her \$400 imitation fur coat than the boss's wife gets out of her sable wrap.

And is not the manufacture and distribution of luxuries just as respectable and as valuable a contribution to our economic welfare as the manufacture and distribution of staple food-stuffs and clothes? Those who are concerned business-wise with luxuries pay wages which become purchasing power, much of which benefits the purveyors of staples. Their shipments help make the railroads prosperous and their purchases of machinery and supplies stimulate many other industries whose products cannot be stigmatized as "luxuries."

It would be ridiculous to assert that any of the industries which use the installment plan of distributing their products are not legitimate enterprises which add to our wealth and make important contributions to our general prosperity. Run over a few of them.

There are automobiles, musical instruments of all kinds, electric appliances, clothing, furniture, even jewelry. All of them have employees who make up a large part of the market for food, clothing and, indirectly, for the lumber, cement, bricks and so on of which their shelters are built.

Which leads me to the really important economic—that is to say, business—aspect of the whole question of installment plan selling. Without some plan by which the masses can buy those things which in the ordinary way they could never acquire, this country would be nearly as badly off in a business way as are most of the European nations. Without buying power business becomes stagnant.

ALARGE part of business effort is concentrated on selling and advertising to the end that people will be induced to buy. But what good does it do to convince a man that he needs an automobile or a fur coat or anything else when he can't buy it? The man who first decided that his job of selling was only partly done until he made the sale financially possible deserves a vote of thanks from everyone—consumer, producer and distributor. It was he who made it possible for more people to prosper in business.

The war left us in America with factory capacity far above our consuming capacity. I can't quote figures for all industries, although the condition was general, but I do happen to know that the entire requirements of knit underwear could be supplied by the factories in about four months. That doubtless was extreme. But try to estimate what would have happened to the automobile industry without the installment plan.

It is probably true that 95 per cent of all automobiles are sold on time payments. It is impossible to estimate accurately how many of those cars would have been sold had it been necessary to pay for them in full when they were delivered. But estimate for yourself how many of your acquaintances could have afforded to plunk down the money all at once. Would you have bought your car when you did if you had had to pay for it in full? Most people would have had to wait a year or more before they bought. And in the meantime what would the automobile makers have done?

Certainly it is safe to say that not half of those who have cars could have bought them for cash. That means, of course, that automobile sales and production would have been only half what they are. Only half as many workers would be employed in car and accessory plants. They would be idle and we would have considera-

ble depression in many communities.

To cut automobile production in half would acutely affect many other industries such as rubber, steel and oil. Cut off the buying power of so many employees and the result would be felt quickly in every industry, including those which now feel that they are being hurt by installment selling.

The same holds true in all industries which have found a way to increase their sales by making it possible for those who have hitherto been non-consumers to buy.

It is a simple fact that it has never been possible for the masses who make up probably more than 90 per cent of the people in this country to buy all of the commodities they would like to have. Every concern which like Ford's has been able steadily to reduce its prices has found that each reduction tapped new market strata among people who had the desire but not the ability to buy. Easy payment plans have even a greater effect in making it possible for new customers to materialize.

TO protest that people are buying too much is a somewhat grotesque development in what passes for business thought. We build up staffs of high power salesmen whose one aim is to sell this, that and the other thing to people who neither want them nor can afford to pay for them. No criticism of that policy is heard so long as the goods are paid for in cash or on the time honored credit terms. Yet when a way is devised by which to make it possible for millions of people to afford things which they want and could never before buy, a storm breaks loose. Is it not merely a protest against the new by those who are not progressive enough to benefit by it? I think so.

They are in the same position as those manufacturers who are still ranting about hand to mouth buying being an unmitigated evil, while more progressive manufacturers see in it a way to eliminate the tremendous wastes of seasonal production with its periods of hectic rush followed by a more or less complete shut-down—with overhead expense going merrily on.

Grant that he who buys on payments pays more for the goods than he who pays cash. It is worth it to him.

A recent article in ADVERTISING AND SELLING FORTNIGHTLY stated that the premium which installment plan buyers pay for the privilege is about \$800,000,000 a year. The writer points out that this sum represents about as much as we spend on schools. He implies that this is an economic waste if not an outright loss. One might imagine that this sum in gold was sunk in the deepest depths of the Atlantic. Act-



An industry that moves a haystack to find a needle

Picture an industry devoting 90% of its manufacturing effort to the handling and treating of a material it does not sell!

Yet, that is exactly what the mining industry does.

An average of ten tons of ore must be removed, then handled, crushed, and treated over and over again in order to extract a single ton of saleable metal.

Each year great mountains of ore are thus processed and moved so that America's demand for metal may be satisfied.

The handling and processing of the ore into metal is done almost entirely by machinery. Mining has become a manufacturing business on a mass production basis.

The buying has become highly concen-

trated. The yearly purchases per mining company average considerably higher than any other raw product producer, the capital invested per company is greater and the value of products produced per company is more.

Thanks to high metal prices the industry is both able and in the mood to buy anything that will aid production or reduce operating costs.

Extended electrification, more and better production and material-handling equipment and machinery are the obvious answers to the pressing production problems of this field.

Manufacturers who are not now cultivating this market are invited to discuss its possibilities.

ENGINEERING AND MINING

A. B. C. **JOURNAL-PRESS** A. B. P.

Tenth Avenue at 36th Street, New York, N. Y.

a McGraw-Hill publication

ually, of course, it is not lost, nor withdrawn from industry. It is still in circulation. It is, in fact, nowhere nearly as large a sum—although equally as legitimate a toll—as is paid by manufacturers for the privilege of using the banks' money as working capital. Whoever wants to use anything—money or goods—today, and does not possess it, must pay toll. The premium on goods paid by him who buys on the installment plan is no more a loss than interest on money.

In the same article the author suggests that many people are ruined by over-buying on time. He says:

"There is a surprisingly large number of people of supposed standing and position whose sudden choice of a distant city to live in is directly trace-

able to a hopeless installment debt involvement."

I happen to know that the credit losses of one of the largest finance companies which handles the paper of concerns selling automobiles, radio, furniture and musical instruments on the installment plan are less than those of most merchants who sell in the ordinary way. So it seems that buying on installment payments is not so demoralizing as a few often repeated horrible examples would indicate.

This should help to dispel the fear which has often been voiced that installment selling is rearing an unstable pyramid of shaky and inflated credit which is going to collapse in time with disastrous results.

In fact, this credit structure is unusually safe and stable. For one thing, the loans which undoubtedly run up into hundreds of millions of dollars have as their basis a myriad of individually small loans. A great many consumers would have to default on their payments in order to have any appreciable effect on business generally. A single big commercial failure, however, has been known to precipitate a panic. Like a row of dominoes, each one that falls knocks down the next and the effects of the first failure may reach back through several industries and cause many others.

For another thing, the payments on an installment contract cannot be called for no reason, as can happen with so many of the old fashioned

National Industrial Advertisers' Convention



THE National Industrial Advertisers Association announces the election of the following officers at their annual convention at Atlantic City: President, Bennett Chapple, American Rolling Mill Company; first vice-president, W. A. Wolff, Western Electric Company; second vice-president, J. R. Hopkins, Chicago Belting Company; secretary, W. S. Hays, National Slate Association; treasurer, George F. Climo, Brown Hoisting Machinery Company. The directors consist of E. P. Blanchard, J. N. McDonald, Ezra Clark, W. W. French, O. C. Dahlman, Julius S. Holl, N. S. Greensfelder, F. R. Davis and J. C. McQuiston. Above is a picture of the convention and two informal photographs of men prominent in its proceedings.



Mrs. North Norwood

On the fringe of the old the new

Nestled into a corner, enriching its surroundings as a gem adorns its setting, is a warm-hued stucco bungalow. This is the home of Mrs. North Norwood, a matron of the new school. She is as up-to-date in thought and habit as her home is modern in appearance and equipment.

For she is her mother's daughter—a home-maker par excellence, a wise expender of the family finances. From her old home to guide her in all the family purchasing, she has brought the authority that her mother used. She subscribes to *The Enquirer*, reads its advertising columns with implicit

confidence and governs her shopping trips accordingly.

Her children are young and growing—her circle of acquaintances is widening. Here, Mr. Advertiser, where youth looks forward to fuller life, is a market for your merchandise. And here, in the columns of *The Daily Enquirer*, is the key to that abundant market.

For in Mrs. North Norwood's community are 1,009 residence buildings, housing well-to-do families that can afford to pay for what they want. And here, into these homes, every day of the week, are delivered 711 copies of *The Daily Enquirer*.

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

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI ENQUIRER

"Goes to the home, stays in the home"



What do your dots indicate?

AN advertising medium is no better than its circulation. When direct advertising is used as a medium, circulation is built to order. That is why, for certain purposes, direct advertising is the logical medium, for which there is no suitable substitute.

Those who are using direct advertising as a medium will find the above map, on which population is uniform at all points, of more than casual interest. Dots representing sales, branches or dealers will space themselves evenly if distribution follows population. In other ways dots may reveal territorial conditions that indicate a need for the specific circulation of direct advertising in one form or another.

Copies of this map, large enough for charting purposes, are again available for a few sales and advertising executives.

What is the story of *your* dots?

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

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

commercial loans. A nervous banker cannot, therefore, precipitate a crisis as easily as he can in ordinary transactions. I feel that the credit structure based on installment sales is at least as sound as that based on the more usual type of loans.

In many lines of manufacture installment selling is having the effect of evening out the sales curve over the year with its resulting benefits on economy of production. The mere volume of sales which the easy payment plan makes possible also reduces costs, so that ultimately it is likely that lower prices will result.

It is also likely that by evening out the purchasing ability of millions of people whose earnings are never what could be called high, sales will be less dependent upon the country being in a state of great business activity. In other words there is reason to believe that the installment plan will have a notable effect in doing away with the violent ups and downs of business.

But the important factor in the whole thing is that the installment plan actually provides a market much larger than could be created in any other way. It is a perfectly obvious, logical and ethical adjunct of selling and advertising. It enables the prospect who, by repeated and expensive effort, has been imbued with desire to take what every salesman knows is the final and all important step—decision.

We are prosperous because our factories are busy. They are busy because our masses of population are able to buy. To a large extent they are able to buy only because of the installment plan.

Under present conditions it is not possible for us to invade foreign markets to any great extent and find there outlets for our excess capacity. But installment selling has enabled us to open up a large home market for goods among a class of people who in other countries are not heavy consumers.

Class Group Publications, Inc.

Chicago, recently organized by Joseph J. White and Associates, announces the Motorist Class Group, a group of individual automobile club publications located in selected centers of the country. William Reedy, formerly editor of *Motor Life*, will be managing editor of this group and Hal T. Boulden will be director of advertising.

American Photo Engravers Association

Passed resolutions at the First Mississippi Valley Photo-Engravers Conference by which all instances of unfair and unethical practices in the photo-engraving industry will be referred to the vigilance committee of the association for action.

Russell A. Brown

Formerly vice-president of The Standard Corporation, Chicago, has become associated with Montgomery Ward & Company.

What's in the Mail?

[CONTINUED FROM PAGE 28]

23rd.—1 personal letter; 2 received bills.

24th.—Postcard, fur storage; return postcard, charity appeal.

25th.—3 received bills; form letter and folder, publisher; form letter and folder, department store; folder, fur storage.

27th.—Folder, silverware; folder, jewelry and art wares; folder, department store.

28th.—2 personal letters; postcard, gas bill; mailing card, exhibit and sale of paintings.

29th.—1 received bill; form letter, charity appeal.

30th.—Postcard, welfare association; monthly catalog, book store.

Of the total number of pieces delivered, advertising accounted for 68 out of 110, or 62 per cent. Bills and receipts provided 25 per cent. Personal correspondence was limited to the surprisingly and perhaps abnormally low proportion of 13 per cent.

Sixty-eight pieces of advertising mail delivered in a month means a daily average of 2¼ pieces. For practical purposes, however, this average is of no significance. For planning purposes it is more advisable to keep in mind that the high day, the 16th, brought in 9 pieces and that any mailing you are considering should be prepared to battle for attention with eight rival efforts.

In contrast with the 16th, three days, the 8th, 18th and 26th, were wholly free from advertising. The first ten days were responsible for 28 pieces, the second ten for 23 and the third ten for only 17.

The types of direct mail employed by the advertisers analyze as follows:

Form letters	18 or 26½ per cent
Form letters with printed enclosures	5
Folders or circulars	22 or 32½ per cent
Books	5
Postcards	5
Return postcards	3
Engraved announcements	4
Printed letters	2
Folder with sample	1
Folder with return postcard	1
Mailing card	1
Enclosing slips	1
Total	68

Waste in mailing methods and in carelessness in the selection of prospects can certainly be alleged against four instances of duplication, against the advertiser of children's garments and (so your tabulator contends) against the concern which hoped that he would fall for the stock-selling. One or two other dubious cases are excusable in that personal investigation would have been necessary on the advertiser's part to discover the uselessness of his effort.

I might here add that I was distinctly surprised to find the waste in duplica-

not wishing
to be
drawn into
any of these
wild "one
paper covers the
entire city"
discussions,
The Detroit Times
restricts its
claims to the
coverage of
230,000 families
evenings and
275,000 Sundays
that covers a
multitude of Sales



Area comprising the New York City milk shed.

Every Dairy Farm has Two Purchasing Agents

A DAIRY FARM is more than a business; it is also a prosperous home. Because of this dual character, the dairy farm offers an unusually broad market for advertised products.

Mr. Dairylea may buy the binder, the milker and the gasoline engine, although he generally consults friend wife. When it comes to the kitchen cabinet, the range and the new furniture, Mrs. Dairylea takes the lead, often consulting her spouse before taking final action.

You can reach both Mr. and Mrs. Dairylea through the advertising columns of their own paper—the Dairymen's League News. This paper covers the "New York City Milk Shed" like a blanket. No other paper or group of papers can really be depended upon to do the same work.

The long winter evenings are just ahead when pens and pencils will be busy answering advertisements and planning improvements. Purchasing power will be ample because of the higher prices received for milk under Dairymen's League contracts.

A telephone call or a wire will reserve space for you in our next available issue. Forms close every Monday for issue of Friday of the week following. The line rate is 50c.—an exceptional buy, quality of circulation considered.

A request will bring you Sample Copy and Rate Card.

NEW YORK
120 W. 42nd Street
F. M. Tibbitts, Bus. Mgr.
O. E. Everett, Adv. Mgr.
Phone Wisconsin 6001

DAIRYMEN'S
LEAGUE
NEWS

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

tion as low as 6 per cent. My previous impression had been that the total wastage due to carelessness in keeping mailing lists and comparing addresses and carelessness in addressing from those lists was at least 10 per cent. Even a wastage of \$60 per \$1,000, however, is not a condition of which direct mail advertisers should be proud, in view of the fact that it can be so easily corrected.

When we break the figures up according to the six days of the mail week, we find a considerable variation in the daily averages for each classification as well as in the daily totals, as follows:

	Pers. Comm.	Bills, Receipts	Adv'tg. Mater.	Total
Mondays	2	2	11	15
Tuesdays	5	1	9	15
Wednesdays	2	7	8	17
Thursdays	2	8	20	30
Fridays	3	2	9	14
Saturdays	0	8	11	19
Totals	14	28	68	110

So much for the statistics in the case which serve to give an inclusive picture of direct mail advertising to homes.

Perhaps any attempt to draw definite conclusions from a single observation or to codify from it any general recommendations is venturing needlessly into unproved ground. Nevertheless, the findings of this analysis would seem to indicate several safely definite facts, which can be listed as follows:

(a) That a mailing sent to a list of home addresses at any time in the last ten days of the month stands a better chance of escaping severe competition than during the earlier weeks.

(b) That, for the same reason, Mondays and Fridays are the best days on which to plan for delivery.

(c) That Thursday, on the other hand, is the least promising day for delivery to be made. Note, too, that, unlike the situation which exists in most business offices, Tuesday is not a light day for incoming residence mail, but is weighted by personal correspondence. (Perhaps this latter condition is due to the frequent convenience of Sunday as a day for writing personal rather than business letters.)

(d) That a mailing should be planned with full recognition of the fact that it may be handicapped by arriving simultaneously with eight other pieces and will almost never be fortunate enough to monopolize the day's attention altogether.

All of the above points are clearly indicated by the records here reproduced.

Albert M. Sterling

Formerly with Thomas F. Logan, Inc., has become associated with Lord & Thomas, Inc., New York, as an art director.

"The Dairy Paper of the New York City Milk-Shed"

The Farmer Is Changing His Mind

[CONTINUED FROM PAGE 20]

The fact that the average farmer has neglected the five essentials of shelter, education, religion, recreation and friends is no indication that he has not wanted these things. He has wanted them and he attempted to get them by a specific method. That method he now sees has failed. He still wants these essentials of life. He is discovering that many of the elements of a higher standard of living which he once thought were limited entirely to city dwellers can be obtained and used on farms. He is going after those things now. He is making a direct approach to the essentials of happiness instead of an indirect approach.

His profits, if any, are not likely to be devoted in the future to the purchase of more land. They are much more likely to be devoted to the purchase of electric lights, running water, sewage systems, bath tubs, radios, better farm houses, better farm furniture, and a thousand other things which will raise the standard of farm living, banish isolation and add directly to agricultural happiness.

This means a new market for city manufacturers, or rather an infinitely developed one over any preconceived possibility. It means that in the future, anything that can be sold to city men can also be sold to farmers in proportion to their relative ability to buy. It means that the market for any manufactured products for home and personal use will be extended one-third or more. It means that the country standard of living will gradually rise, and that the five essentials of life in which the farmer has been deficient will gradually come into their proper relation to agricultural life.

If you don't believe that this new tendency exists, go out and visit with the farm folks for a month or so. You will come back with new ideas about the future of the so-called "farm market" for manufactured goods.

William S. Curly

Has been appointed Western manager of the Dowst Publishing Corporation, New York, with offices in Chicago. Mr. Curly will represent *The National Laundry Journal* and *The National Tearer and Dyer*.

Martin Ullman Studios, Inc.

New York, announce the addition of the following artists to their staff: Seaton Smith, Samuel Goldfarb and Kenneth Robinson.

Wesley Heener

Formerly account executive for the Donovan-Armstrong, Philadelphia, has been appointed advertising manager of B. & B. W. Fleisher, Inc., Philadelphia, manufacturers of worsted yarns.

As Station WHAD Provides the Best Programs in Wisconsin—



WHAD

Marquette University.
Milwaukee Journal
STATION

Broadcasts from—
Marquette University

Two studios are located at Milwaukee's leading educational institution.

Wisconsin Theater

Delicious stage and stage programs from Wisconsin's largest theater.

Wisconsin Roof

Dance music from the largest ball room in the state.

Milwaukee Athletic Club

Artistic studio and dance music from club living room.

Milwaukee Public Parks

Band concerts and broadcasts during the summer months.

Milwaukee Auditorium

Handicraft, conservation, civility and public messages held here weekly.

New Journal Building

Plans, educational talks, entertainment and musical programs broadcast regularly from this studio.

The Journal Provides the Best Means of Selling This Important Radio Market

IN volume of potential radio sales, the Milwaukee-Wisconsin market ranks first among the few large centers which are still comparatively fresh for economical selling effort. Milwaukee is the only one of the few best radio markets in which it is possible to advertise to the entire market in a single newspaper at one low rate. The Journal alone thoroughly covers the Milwaukee-Wisconsin market and sells a maximum volume of goods in all lines at the lowest cost per sale.

Complete News About Station
WHAD Appears Only in—

The Milwaukee
JOURNAL
FIRST—by Merit

The Bradford Era

Ships and Shoes and Sealing Wax

Diversification—the main point in a city's industrial stability. Bradford has annual production to the value of \$10,000,000, and \$8,234,300 invested in plants and equipment. Some of its products are oil, gasoline, kerosene, bricks, ice cream, cigars, and pipe couplings.

There are wonderful possibilities here. Write now for detailed information.

THE BRADFORD ERA

Bradford, Pa.

BRADFORD,

PENNA.



agents

IF
ANY
OF
YOUR
CLIENTS



SELL GARMENTS OR
TRADE MARKED FABRICS
—consistent advertising in

Nugents
The Garment Weekly

will help to eliminate
the bare spots on their
Dealer Selling Map

Published by

THE ALLEN BUSINESS PAPERS, INC.
1225 Broadway New York



Institutional Advertising by Direct Mail

By Allan Brown

Advertising Manager, Bakelite Corporation, New York

FOR a number of years the Bakelite Corporation has offered, through its advertising in class and trade journals, a service for the purpose of promoting the sale of its product—Bakelite. Although many manufacturers have received the benefits of our cooperative efforts and our advertising has brought results as reflected in the application of the product to thousands of uses, we have felt for some time that many new fields could be opened up if the prospect knew as much about the facilities we had to offer as we did ourselves.

The subject was so broad that we decided to tell our story by means of a direct-by-mail campaign to industry. In approaching this problem we have not thought of it as something distinct and different from our publication advertising campaign. They are both a part of the same effort.

In the industrial field, the "key" men to whom we wished to tell our story were comparatively few. These men represented the nucleus to whom personal selling efforts could be directed. In this group were engineers, chemists, executives in charge of production and selling, etc.

We realized that in this group were men who would have only accessory influence, and in some cases neither influence nor interest. We, therefore, en-

closed a return postal card in each of our letters, asking the recipient to check one of two paragraphs stating whether he did, or did not, wish to receive a series of folders descriptive of Bakelite and its service.

By doing this, we eliminated a great deal of waste circulation, and secured an interested audience of over 12,000 prospects. It also permitted us to send these folders by third-class mail, with the assurance that it would reach the interested party.

The list was classified according to industries and their sales potentiality. On the first of each month, we mailed a broadside to the entire list.

Under the heading "What Bakelite Service Means," we have illustrated the actual machines and laboratory equipment with which we carry on our experimental work for the benefit of our customers. In another broadside, entitled "The Advertising Behind Bakelite," we have tried to convey some idea of the scope of our complete advertising campaign, covering national, class and trade journals, direct mail, motion pictures, lectures, exhibitions and other forms of publicity. These are only two examples out of a series of twelve.

A second series of broadsides dealing with special subjects that were of particular interest to every industry were mailed at various intervals. These mailings were carefully timed as to the seasonal activities in each industry

Portions of an address before the National Industrial Advertisers' Convention, Atlantic City, N. J.

PHOTO-ENGRAVING makes every town a Fashion Center

HOW THE MANNEQUINS PARADE
ACROSS THE PRINTED PAGE

TOLD BY JAMES WALLEN

PAUL ADAM defined fashion as "the art of bringing before the mind's eye on the body of a graceful woman—all the wealth of our planet; the precious stones of its mines; the wool of its flocks; the skins of its wild beasts; its silks, flax and cotton, the plumage of its birds and the pearls from its seas."

The rich and lovely stuffs of which style is made must be presented pictorially to bring them before the ever increasing audience of women with the inclination and means to dress supremely well.

Photo-Engraving is the national shop window thru which women everywhere witness the fashion promenade—the mannequins parading across the printed page.

Photo-Engraving has enabled the makers of women's wear to synchronize their production. A style makes its debut on both sea-boards and across country simultaneously.

The American Photo-Engravers Association likewise has made it possible to secure a uniformly fine quality of engraving everywhere, thru the great educational program of the craft.

The ideals of the Association are set forth in a booklet "The Relighted Lamp of Paul Revere" which will be sent you for the asking, either by your photo-engraver or the Association executive offices.



Look for this Emblem



Portrait of Frances McCann by Arnold Genthe

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

A New and Powerful

*Not Just Three Papers
Reaching Foreign Fields*

That idea is an old one. And when a publisher's responsibility to his advertisers stops when his paper is wrapped and put in the mails, the real job is only begun. It is one thing to *accept* advertising, print it, and then wait for the kettle to boil. This is the *easiest* way. It is quite different for a publisher to follow through with the personal efforts of a widespread field force, organized to pave the way for the American manufacturer so that his advertising will *work*.



An institution of the automotive industry in Spanish reading countries, reaching distributors, wholesalers, manufacturers' agents, dealers, and sub-dealers of automotive products throughout South and Central America, the West Indies and the Caribbean, Spain, Portugal, the Philippine Islands and parts of Africa.

*But Something Going Even
Further Than Circulation*

Hand-picked circulation is essential, but it is not all. When it is supplemented and strengthened by the publisher's close, intimate contact between the manufacturer and his customer abroad, the difficulties encountered in foreign trade will be no greater than those in the domestic market. When specialized circulation is linked with specialized personal staff effort *in the field*, a direct business liaison is established which opens up new and profitable foreign trade channels.



Literally the authoritative export magazine of the automotive industry, read and used by a buyer's guide in more than fifty countries of Africa, America, Asia, Europe and Oceania, THE AMERICAN AUTOMOBILE, (Overseas Edition) is the only business paper in English that adequately portrays the international progress and achievement of the automotive industry.

Business Publishers Int

Controlled by McGraw-Hill Company

225 West 34th Street



'Phone

Force for Export Sales

An International Organization Pledged to Extend Your Trade

First, by accepting as subscribers to its three business papers only such readers as are influential factors in their field—men, who because of their positions are vitally interested in keeping up-to-date on the news of their industries. Second, by placing at your disposal a full-time, salaried field organization located in strategic business centers abroad, so as to bring buyer and seller closer together. Never before has any publishing house so deeply concerned itself with the intimate business contact problems of American manufacturers.

What This Broad Service Means to You

It means that you now have direct representation *in the field* by men who are able to point out and put you in touch with foreign distributors.

It means that if you now have distribution, these men will analyze the situation and tell you why your goods are not selling, should this be the condition. They will tell you exactly where the fault lies: whether the trouble rests with your distributors, the goods or your prices.

It means that these representatives, acting for the extension of your foreign trade, will make sales surveys in the markets you want to reach.

It means that they will compile valuable statistics from which you can chart your sales activities.

It means that they will personally supervise circulation in their territories, so that the papers which carry your sales message will be sure to reach the right type of reader—the men who buy or influence buying. No circulation is wasted.

And finally, this powerful sales force, consisting of picked circulation and personal representation, is backed by the great publishing houses of the McGraw-Hill Company, Inc., and the United Publishers Corporation, the greatest business paper publishers in the world, who jointly control the Business Publishers International Corporation and combine the strength of their vast resources so that your foreign business may be expanded along the broadest lines.



Revised at the demand of Latin American in general and technical progress. Approved and widely read by men who are doing things throughout the Spanish speaking world, wherever vast the field is being done. The reference publication for business men, industrial and technical circles and engineers.

ernational Corporation

nc. and United Publishers Corporation

Chickering 4484



New York

Press-Tested Electrotypes

The Test Proof Tells

Our Special Test
Presses have
eliminated more
than half the old
plate troubles of
our clients.

The Test Proof Tells

REILLY Electrotype Co.

209 West 38th Street, New York

TELEPHONE WISCONSIN 6727

Sherwood Anderson Writes of Advertising

EVERY copy chief is more or less familiar with the "genius" on his staff. You know, the poetic chap who would much rather be writing the Great American Novel than grinding out plebeian publicity; the man whose soul and attention have a habit of sailing away "over a Vesuvian bay," while a client is discussing Appropriation and Sales Quotas and the distribution of clothes pins in the United States of America.

Sherwood Anderson gives us an amusing picture of the genius thus found in the terrible toils of commerce. This is taken from Note VII of "A Story Teller's Story":

I sat with some six or eight men by a large table in a room and some man was talking. He had been to Texas and knew things I would later have to know when I wrote advertisements for the plow company. I tried to appear attentive. There was a trick I had cultivated for just such occasions. I leaned a little forward and put my head in my hands, as though lost in deep thought. Some of the men in the room had heard that I wrote stories and had therefore concluded that I had a good brain. Americans have always a kind of tenderness for such cheats as I was being at that moment. Now they gave me credit for thinking deeply on the subject of plows, which was what I wanted. One of my employers—he was president of our company—tried to cover up my obvious inattention. Already he had decided I would have to write the plow company's advertisements but later he would tell me all that had been said in the room. He would take me into his office and scold me gently, like a mother speaking to a badly behaved child. "Of course you didn't hear a blamed word they said, but here is the gist of it. I had to tell that big man with a beard that you were a genius. My God, what lies do I not tell on your account? When the little man with the glasses was speaking of agricultural conditions in Texas I was afraid that at any moment you might begin to whistle or sing."

George Batten Company, Inc.

Chicago office, will direct advertising for the French Battery Company, Madison, Wis., manufacturers of Ray-o-Vac dry cell batteries and Ray-o-lite flashlights.

Thacher Nelson

Boston, specialist in copy, typography and drawings, has removed to 12 Pearl Street.

Bethlehem (Pa.) "Globe"

Has recently bought control of the Bethlehem (Pa.) Times. The two circulations have consolidated and the combined newspapers are being published under the title of *The Bethlehem Globe-Times*.

*If it gets enthusiastic
dealer co-operation
it's an*
**EINSON-FREEMAN
WINDOW DISPLAY**



327 E. 29th St.
Lexington 5786
New York City

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

THE JOHN IGLSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

National Miller

Established 1860

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
530 W. JACKSON BLVD., CHICAGO

NUMBER THREE OF A SERIES GIVING GLIMPSES INTO VERMONT INDUSTRIES



Left— Farmers bringing their milk and cream to one of the many cooperative creameries in Vermont.

Below— One of the thousands of registered cows to be found on Vermont farms.



The Dairy Industry in Vermont

*One more of the many reasons why aggressive
advertisers have an excellent opportunity here*

Vermont's Greatest Industry

Dairying is Vermont's greatest industry, and Vermont is the greatest dairying state in New England. It produces 57% of the butter, 80% of the cheese, and 82% of the condensed milk output of these states.

This is not surprising, for Vermont is ideally suited to achieve this supremacy. Climate and soil provide abundant natural pasturage. And at the same time, to the south and west lie great industrial centers demanding more and more dairy products. New York, Boston, Springfield, Worcester, New Haven and Hartford all consume Vermont Dairy products. 312,000 quarts of milk alone are shipped to these cities daily.

Other Significant Facts

Not counting products used directly on farms, Vermont's dairy business is valued at \$30,000,000 annually. From 65 to 75% of all Vermont farm income is derived from dairying.

Of interest also is the quality of the dairy animals to be found on Vermont farms. Vermont registers approximately 3800 Ayrshires, 2200 Guernseys, 13,400 Holstein-Friesians, and 8450 Jerseys.

In July, 1922, there were 230 dairies operating as creameries, cheese factories, condensed milk plants and milk and cream shipping plants. Of this business, one-quarter was done by cooperative creameries. The farmers of Vermont are alive to the oppor-

tunities presented by cooperative movements and are quick to take advantage of them.

Effect on the State

Dairying is a year-round industry with a constant demand. When we consider that dairy plants in Vermont are distributed throughout all sections of the state, the stabilizing effect of this industry on economic conditions is apparent. General prosperity is the order of things in Vermont.

Shipping and Buying

The six railroad centers from which the dairy products are shipped are Barre, Burlington, Brattleboro, Bennington, Rutland, and St. Johnsbury. These towns logically form the buying centers of the state.

VERMONT ALLIED DAILIES

Barre Times ∴ Brattleboro Reformer ∴ Bennington Banner
Burlington Free Press ∴ Rutland Herald ∴ St. Johnsbury Caledonian Record

The Great American Family of K-C



Things They are Reading this Month

Following are just a few outstanding features typical of the good reading which the November issue of **COLUMBIA** is affording K-C Families everywhere throughout the land:

"As the Referee Sees It"

By Dr. Edward J. O'Brien

Nationally noted football official and member of the Advisory Committee, Intercollegiate Football Rules, tells how the game looks to the man with the whistle.

"It Can't Be Scotch"

By Nick Flatley

One man's answer to the great question: "Why don't the poor play golf?"

"Luck"

By Samuel Scoville, Jr.

One of those splendid animal stories for which this writer is noted—illustrated by Charles Livingston Bull.

Other fine fiction, articles, short stories, book reviews, juvenile features and departments round out a November issue of delightfully diversified content.

COLUMBIA

The Largest Catholic Magazine in the World

A National Monthly Published, Printed and Circulated by the Knights of Columbus

Net Paid
Circulation

757,443

Member of
A. B. C.

D. J. GILLESPIE, Adv. Director
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
134 South LaSalle Street
Chicago, Ill.

Man and Super-Management

[CONTINUED FROM PAGE 27]

for the Statistical Department by 11:30 or their schedule will be all upset. I'm so sorry.

MR. JONES sinks flabbily into his chair and gazes unseeing out of the window for a moment, then turns again to his informant.

MR. J. Miss—Miss—whatever your name is—

MISS C. Effie Casey, sir.

MR. J. Miss Casey, do you happen to know how many people we are employing? I understand there has been a general let-up in business since I've been away. We had 310 or thereabouts on the pay-roll when I went away.

MISS C. (Proudly). 314 were on the job yesterday.

MR. JONES looks relieved until his eyes, turning toward the window, note an astounding fact—no smoke is coming out of the chimneys.

MR. J. But—but—the shop seems to be shut down!

MISS C. Yes—but isn't it wonderful?—as fast as business slowed down with us we were able to switch people over to new work—statistics and filing alone took care of nearly 200 of the shop-workers, and, besides, some of our other people have as high as three committee meetings to attend every day and that's helped a lot. Even with not a single wheel turning in the shop for over three weeks we haven't yet had to let a single person go—we've had more than enough other work for all of them. Isn't modern business simply mar-r-velous!!!

CURTAIN.

The Fred M. Randall Company

Chicago office, will direct advertising for the Hafner Manufacturing Company, same city, manufacturers of hydrometers.

Retail Trade Publications, Inc.

Cleveland, publishers of *Variety Goods Magazine*, announce the appointment of Guy Whitcomb as Western manager with offices in Chicago; and of S. M. Goldberg as Eastern manager with offices in New York.

Harry K. Dunn

Formerly associated with the *Scientific American*, will represent *Industrial Management and Industry Illustrated* in Western Pennsylvania and New York State.

Federal Trade Commission

Announces the establishment of a branch office in Seattle, Washington. Attorney Ellis DeBruler of Seattle will be in charge.

The Powers-House Company

Cleveland, Ohio, will direct advertising for the Van Sweringen Company, same city.



Envelopes

PLAIN, PRINTED OR LITHOGRAPHED
FOR EVERY PURPOSE

Send for Samples—Prices that are Interesting
HESSE ENVELOPE AND LITHO. CO.
4161 North Kingshighway ST. LOUIS

"INCREASING DIRECT ADVERTISING RETURNS"

A New Book by FLOYD McNAUGHTON

Here is a book YOU need. Filled with practical, result-producing information. Outlines plans for increasing returns in inquiries and sales, winning orders, creating demand, etc. Shows advertising fundamentals, business reply practices and winning methods. How to increase selling power in inquiry and order cards, coupons, order blanks, etc. Analyzes complete in magazine and store cards. Just the information on cautious advertisers want and turn into profit. Illustrated by reproductions of 201 advertisements. 220 pp. Cloth. At Five Bookstores.

Sent Direct for \$2.50

Selling Aid, 1304 Jackson Blvd., Chicago

1900 — BUSINESS ROUNDS INTO ITS MOST MOMENTOUS QUARTER CENTURY — 1926



"—If We Could Only Concentrate On That Market!"

Bond Department Sales Manager:

"You know there are only some 600,000 people in the United States who return incomes of over \$5,000; but their total income must be somewhere around \$5,000,000,000. If we could only concentrate on that list with our security offerings!"

Advertising Manager:

"We can! 84% of those high bracket returns are from active business men. Most of them are connected with the 237,000 concerns capitalized at over \$35,000, which handle about four-fifths of the business and banking in the United States. Am I right?"

Advertising Agent:

"You are—and there is a magazine that blankets that field. It has the largest \$4-a-year monthly circulation in the world. And over 80% of each issue goes among these 237,000 concerns you mentioned—for securities and nearly everything else, a market, both personal and business, that has no equal anywhere."

President:

"What is this magazine? What does it cost? Why don't we make it our prime medium?"

Advertising Agent:

"SYSTEM, The Magazine of Business. It costs less than \$5 per page per thousand; and the January number—just in time for your January investment period—is being widely advertised as marking the opening of a second quarter century—for American business and for SYSTEM. In the leading article Henry Ford tells 'What I Have Learned About Management in the Last Quarter Century'; President Mitchell of the National City Bank of New York discusses 'How To Select Your Banker'; and the publishers are widely featuring an epic of American Business, 'The Story It Took 25 Years To Write'."

Do you want to receive day by day our 1900-1926 series of desk cards (to be released shortly) tracing the developments of the past quarter century in business? You will be immensely interested. Write on your letterhead and we will gladly put your name on the list. But especially—get your advertising in for January SYSTEM; and read "The Story It Took 25 Years To Write."

SYSTEM

The MAGAZINE of BUSINESS

A. W. SHAW COMPANY, CHICAGO, NEW YORK, LONDON.



Just Published—

“Psychology in Advertising”

By ALBERT T. POFFENBERGER, Ph.D.,
Associate Professor of Psychology, Columbia University; Lecturer on the Psychology of Advertising,
School of Business, Columbia University

HERE, at last, is a book which analyzes in an interesting, readable manner the actual results of hundreds of tests and studies, and shows specifically the application of the simple, psychological principles that really strengthen the pulling power of advertisements. Writing from a close study of these tests, the author fully explains the emotional effect of copy, color, illustration, type faces, typography, isolation, line, and form. Moreover, he brings out clearly the relation of these factors to the sex, age, occupation, social and financial position of the reader. You can readily imagine the significance of proved methods in handling these pivotal points.

Suppose That One of These Principles Should Increase Returns 5%

DISCUSSING the proper methods for gauging public opinion, the author builds up a practical technique for sampling the probable reaction to a particular advertisement. He suggests, in addition, ways to utilize feeling as expressed by type-faces and their arrangement, and gives methods of measuring the memory value of advertisements. He analyzes belief, describes how to create conviction, and brings out the functions of the long- and short-circuit appeals. He tells you how to win the favorable attention of men, of women, and just what copy, colors, type-faces and illustrations catch sex preferences. In short, he makes crystal-clear the procedure in handling almost every advertising problem which involves a psychological question.

Sent on Approval

AN examination will quickly prove the value of this book to you. Send no money now! Simply mail the handy coupon below.

-----Send no money—mail coupon-----

A. W. SHAW COMPANY

Cas, Huron and Erie Streets, Chicago

Please send me, on approval, a copy of Poffenberger's new book, "Psychology in Advertising." Flexible binding, gold stamped. Within ten days after its receipt I will send you \$5.00 plus five cents for mailing charges, or return the book. AS-11425

NAME	PLEASE PRINT PLAINLY
STREET & NO.	PLEASE PRINT PLAINLY
CITY & STATE	
POSITION	
FIRM	

(Canada \$5.00, Italy prepaid, same terms; U. S. Territories and Colonies \$6.00, cash with order; all other countries \$10.00, cash with order.)

Using Color in Advertising

By S. T. Scofield

Fairbanks, Morse & Company, Inc.

SPACE in a publication that has character and standing will produce results in the long run, regardless of color or stunt. Therefore, when the use of color is contemplated it should be decided what we want to do with it—whether we are using it merely to dress up our advertising and cater to our personal pride in our business, or whether we have a specific job in which more power, or a greater concentration of power in our current advertising, is desirable. That is what the use of color in advertising is, granted you have your basis contacts or coverage; it is the addition of more power. But if your advertising is not hitched up to its load through a wide coverage, then the addition of power is largely a waste.

The following experience will serve as an interesting example of the effective use of color in advertising:

At one time my concern was confronted with a serious advertising problem. These were the main factors of the situation—we had a limited field to cover; we needed concentrated advertising power; we had to sell ourselves and our product to an industry in which we had practically no identity, and we had to do all this in a period of from five to six months.

We decided that we must distribute our advertising so that there would be a minimum chance of any of our prospects getting through the next few months without seeing our advertising one or more times in one or more publications. The field was limited so the general publications were not considered. By the same token we did not spend very much time theorizing on what business publications the automotive manufacturers, for they were the people we were trying to reach, would be likely to read. What we were after were the representative publications that they would have thrust under their noses, and that meant practically all the automotive papers. Obviously the use of such a multiplicity of publications made straight advertising schedules impossible so we had to resort to some means that would take the place of the slow working out of repetition. We had to get the most power in the quickest time—and our answer to that was color inserts.

We decided on this form of advertising because of its definite advantages. The insert involves one other factor of increased attention value in addition to the color. That is a distinctive paper stock, differing from that used in the usual publication in

texture and usually in weight. Inserts may be printed on a heavier paper stock than that used in the publication itself and from the extra weight derive the advantage of causing the book to open readily at the point at which the insert appears. By designing the insert with a bleed border, a border having color extending entirely over the edge of the sheet, an additional assurance of the advertising being seen is obtained, since such an insert will expose its presence in the closed magazine. You will note that in making this plan we sacrificed something in the frequency of our contacts in favor of the power of our appeal. In other words we depended on the power of the color inserts to make up for the disadvantage of checkered schedules.

In about ten days we got the first results. The gum-shoe brigade began to appear; the envoys from our newly made competitors, who came with bait in the shape of impractical mechanical patents to the production of which they suggested we divert our facilities on a cooperative basis with them. All this, of course, was designed to get us to talk and show our hands—our engineering sophistication and our production facilities. Then the job hunters descended. While this did not bring us any business, it did indicate that we were on the right track. We apparently were making enough of an impression to perturb the established competition and, from looking over some of the job hunters, we seemed to have struck nearly enough to the trade key-note to attract some very good men our way. Then, our salesmen began to get a hearing in engineering departments from which their cards heretofore had been none too respectfully returned.

The results of this campaign were eminently satisfactory, but that does not necessarily mean that the same would be true of every advertising campaign. The use of color must be approached with the greatest caution, and in conclusion I would like to list a few don'ts in the use of this color advertising:

Don't waste a small appropriation on color advertising at the expense of basic contacts through black and white; don't let the color complex cause you to "high hat" the good old black and white page with its story simply and attractively displayed, give it time and the black and white will do the same job as your color; don't use color—the brass band—when the lecture platform will tell your story better. Most advertising situations that require a brass band require the lecture platform afterwards.

Portions of an address before National Industrial Advertisers Convention, Atlantic City, N. J.



The Bible - Paper Price, 12th and Chestnut Streets, Philadelphia, Pa., and C. P. Auer, were most generous of me. August's contest prize of \$200 for excellent printing and advertising ability. "Gauguin's White Whiskers" was used in their attractive booklet. — "The Curtis Institute of Music."

CONVINCING copy is essential in sales literature. But shrewd creators of advertising recognize that impressions register as effectively as statements—often more so—in the sale of goods.

A Cantine *Coated Paper*, as a background for your text and illustrative matter, will confirm and strengthen the impressions of quality and value you wish to build around your products.

And the difference in cost, considering the printing job as a whole, is negligible.

Book of sample Cantine papers and details of our monthly prize contests will be sent you upon request. Address: The Martin Cantine Company, Dept. 180, Saugerties, N. Y. Jobbers in principal cities.

Cantine's

COATED PAPERS

CANFOLD

ASHOKAN

ESOPUS

VELVETONE

LITHO C I S

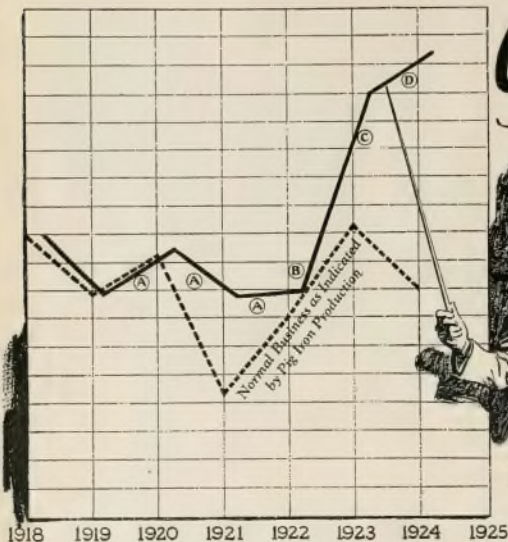
MADE IN U.S.A.

MADE IN U.S.A.

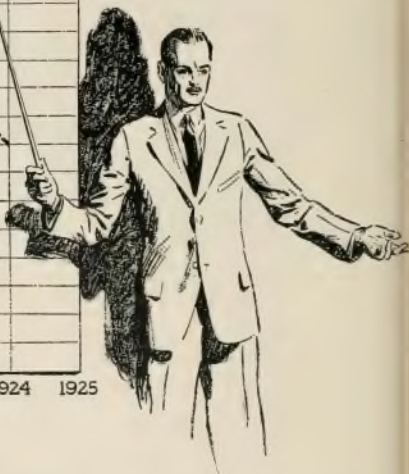
MADE IN U.S.A.

MADE IN U.S.A.

MADE IN U.S.A.



Gentlemen



The remarkable sales success of a producer of raw materials demonstrates the effectiveness of the McGraw-Hill Four Principles of Industrial Marketing

At the close of the war a very large producer of non-ferrous alloy faced a serious situation. With a tremendous investment and heavy overhead, and with war production volume gone, something had to be done. The following story graphically relates how lost volume was recovered and sales developed far in excess of those of the best war period. It is one of the romances of Industrial Marketing.

THE first three chapters—1919-1920-1921—would, if told, record a determined but unsuccessful effort to regain lost volume. In this period [A] the selling was not selective and the advertising not specific. The story becomes interesting when "Market Determination" entered and it was discovered which industries offered the greatest opportunity for sales. From then on things began to happen [B].

A Development and Research Bureau was established to determine the adaptability of the alloy to different industrial uses. As sales opportunities unfolded, salesmen were trained in the application of the alloy to the specific industries

involved. Selling was placed on a basis of real service to the buyer and was highly specialized.

With such sales support the advertising became decidedly productive. Like the selling, it had been highly specialized, both in the matter of publications and type of copy.

This straight shooting in both sales and advertising produced such excellent results [C] that the advertising was increased in 1923 to double-page colored inserts, and more salesmen were trained and assigned to new industries.

There was no promiscuous selling—no knocking at doors in the hope that prospects would be found within. Advertising and selling worked hand and glove together to accomplish definite objectives. By 1924 results were so outstanding [D] that manufacturers who were fabricating the alloy recognized the sales value to them of this promotion work.

here's the record!

They readily accepted the opportunity to "ride in on the crest of the wave" by joining in the publication of a number of cooperative multi-page colored inserts. These joint inserts, which ran from twenty-two to forty-eight pages in a single issue, created a sensation.

History may not repeat itself, but it is good tactics to repeat a successful sales plan—so this insert program was expanded and successfully used again this year.

The Sales Chart tells the Story

It graphically visualizes the net results of applying the McGraw-Hill Four Principles of Industrial Marketing. These principles, as applied, were

Market Determination. Each industry was analyzed, and its relative value determined.

Buying Habits. A study was made of the buying habits of each industry, and the technique of selling each was highly developed.

Channels of Approach. Publications were selected which were known to offer the most direct route to the buyers' interest.

Appeals that Influence. Buyers were classified according to their common interests and appeals which have the greatest influence with them were used.

These McGraw-Hill Four Principles of Industrial Marketing can be applied successfully in any business which sells to industry. If you are interested in applying them to your business the McGraw-Hill Company may be able to help you.

Their fifty years of intimate contact with industry qualifies them to counsel with manufacturers who sell to industry.

The book "Industrial Marketing" will be sent upon request. It contains facts about selling to industry which every manufacturer should know.

The advertisement is the sixth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Courier-Times*, *Cleveland Plain Dealer*, *Tribune Free Press*, *Chicago Journal of Commerce*, and *New York Herald Tribune*, in *Progressive Ind. Advertising and Selling Fortnightly*, *Class Sales Management*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for increasing industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

McGraw-Hill Publications

REACHING A SUBSTANTIAL MAJORITY OF THE POTENTIAL BUYERS IN THE INDUSTRIES THEY SERVE

Mining
Engineering & Mining Journal Press
Coal Age
Radio
Radio Retailing
Radio Trade Directory

Electrical
Electrical World
Journal of Electricity
Electrical Merchandising

Industrial
Power • American Machinist
Chemical & Metallurgical
Engineering
Industrial Engineer

Overseas
American Machinist
(European Edition)
Ingenieria Internacional

Construction & Civil Engineering
Engineering News-Record
Transportation
Electric Railway Journal
Bus Transportation





November at
Chalfonte-Haddon Hall

Wonderful weather
Golf
Riding on the beach
Broadwalk
Activities

Special
Thanksgiving
Celebration

CHALFONTE-HADDON HALL ATLANTIC CITY

will make your holidays happy days—
winter or summer, spring or fall.

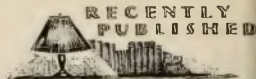
Tune in on WPG and
Chalfonte-Haddon Hall



A number of persons have grown so enthusiastic that they have made Chalfonte-Haddon Hall their permanent or semi-permanent home.

On the Beach and the Boardwalk. In the very center of things. American Plan only; always open. *Illustrated folder and rates on request.*

LEEDS and LIPPINCOTT COMPANY



By MCGRAW-HILL BOOK COMPANY, New York.—"Chain Stores." By Walter S. Hayward and Percival White, with chapters by John S. Fleck and H. MacIntyre. A text on the management and operation of chain stores. Includes chapters on chain store principles and the chain store field, physical aspects, merchandising problems, personnel, control and expansion, and varieties of stores. Price \$4.

By THE ERIE (PA.) CHAMBER OF COMMERCE.—"ERIE." A description of the town as a manufacturing and shipping center and as a summer resort and residential town. Illustrated with views of the city, port, factories, amusement resorts, etc.

By THE NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH.—"Retail Outlet Analysis for New York City." A survey and analysis of retail outlets in the metropolis with statistics showing the number and kinds of stores in New York City together with an analysis of some of the lines of merchandise carried by these stores. Data give figures for entire city, for each of the five boroughs and for various districts in each of the three main boroughs.

By MANUFACTURERS ASSOCIATION OF CONNECTICUT, INC., Hartford.—"New England Industry and the New Haven Railroad." Story with figures and editorial comments from various sources of the cooperation of manufacturers of Connecticut, Rhode Island and Massachusetts for the re-financing of the N. Y., N. H. & H.

By MILWAUKEE JOURNAL.—"Greater Milwaukee Facts and Figures." A compilation of facts regarding Milwaukee and the Milwaukee-Wisconsin market. Contains a brief history; review of industrial development for 1924; statistics on building, finance, sales, population and port growth; and miscellaneous data relating to public utilities, state and municipal institutions, retail outlets, motor development, etc.

By THE METROPOLITAN LIFE INSURANCE COMPANY, New York.—"Methods of Handling Salesmen's Expenses." A pamphlet outlining the practices of several concerns in handling salesmen's expense accounts. Considers usual traveling expenses and those which arise from the use of automobiles by salesmen. Deals, in each case, with methods of determining what should constitute legitimate expenses, as well as plans for their control and reduction.

By THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD, New York.—"Facts Worth Knowing About Advertising Mediums." A pamphlet considering the principal selling points of individual advertising mediums. The thirteen principal mediums are covered exhaustively, and the work comprises the consensus of opinion of several specialists in this field. Price 25c.



**REACHING
MANAGERS OF
WORKING
CHURCHES**

Now over 10,000 copies per month, all in church executives. The fastest growing subscription in the Church Field. International & business journal for Pastors.

Only 12c. per issue—send for a sample copy and rate-card.

CHURCH MANAGEMENT
634 HURON RD. CLEVELAND

Research On Exclusive Distributor Systems

Methods by which many companies are now solving their distribution problems. Details and maps of the new plans. The newest and most significant development in selling, a half way measure between selling direct and selling through jobbers. Also variations of this plan, such as "Preferential Dealer Systems." PRICE \$150.00

THE BUSINESS BOURSE

J. GEORGE FREDERICK, Pres.
15 West 37th St., New York City
In London, represented by Business Research Service, Aldwych House, Strand

Industrial Motion Pictures

By George Atwell Richardson

Manager Technical Publicity Department,
Bethlehem Steel Company, Inc.

THE value of the motion picture as a means of advertising industrial concerns and their products has been the cause of a great deal of discussion, but the success of the Bethlehem Steel Company in using the motion picture for educational work along industrial lines has, in my opinion, definitely established its position as an unexcelled medium for this type of work.

In the Bethlehem organization our first problem is that of getting across to our customers and prospective customers some idea of the real size of our organization. When, in the course of a motion picture lecture, we show an iron mine that is two miles long by a quarter of a mile wide, and three to four hundred feet deep; when we show the interior of a coal mine that has more than one hundred miles of track underground and is only one of a large number of coal mining properties, or when we show the operation of gigantic presses, unusual pieces of machinery, etc., we are putting across a very definite and lasting idea. We can say that we use twelve million tons of coal a year, or that wheels are forged under presses that develop a maximum pressure of twelve thousand tons (not pounds), but such figures are not nearly as impressive as seeing with one's own eyes.

Then, again, the average user or buyer of steel products is seldom familiar with manufacturing methods and conditions. Hence, when the salesmen make statements that are calculated to help the customer fully as much as ourselves, they are frequently looked upon as mere selling talk. With the aid of moving pictures, however, and a thorough description of manufacturing processes, the customer soon sees things in a very different light. He becomes aware of the number of detailed and careful inspections of materials, of the time lost in changing rolls and dies and the cost of these, and many other things, all of which influence deliveries and selling price.

Then, again, the motion picture permits us to do what might be described as out-and-out selling and pioneer work. We may have a new type of engine which can be explained thoroughly in no other way. For instance, we can show an engine in operation and performing its stated work, but in the case of big units, it is usually out of the question to take the equipment off load, shut it down and then take it apart in order to show the accessibility of the various parts and the ease with which they can be removed. Here motion pictures are invaluable.

Abstracted from an address delivered before the Industrial Advertisers Convention, Atlantic City, N. J.



APPROXIMATELY 3500 miles of gas mains are added to gas distribution systems each year. This is an indication of the tremendous quantities in which this industry uses equipment. Wise manufacturers are investigating and taking advantage of the sales possibilities for products in this industry, which is covered 99.47% by Gas Age-Record.

We will be glad to supply information concerning the possible sales that any product may expect in this field.

Gas Age-Record
9 East 38th Street
New York

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

We also publish Brown's Directory of American Gas Companies and the Gas Engineers and Appliances Catalogue.

Gas Age-Record
"The Spokesman of the Gas Industry"

How to Cut Down Salesmen's Sick "Time Out" On the Road—

You executives who have trusted family doctors at your beck and call when sick—give a thought to your men on the road. They face far more dangers of infection, poor food, strange waters, etc., than you do.

They get in the hands of incompetent doctors or quacks.

They are overcharged.

There is no continuity of treatment available. They delay going to a doctor because of these conditions—thus have more "low," "peppless" days—at the expense of sales.

Give every man in your sales organization

The Official

TRAVELERS' MEDICAL GUIDE

(Listing reliable, moderate-fee doctors, dentists, etc., in every traveled city and town in the U. S.)

—JUST COMPLETED—

Under the Auspices of the National Council of Traveling Salesmen

The Compiler, Dr. William Bierman, is Medical Director of the National Council of Traveling Salesmen. The Guide is endorsed by leading medical authorities, and is compiled from careful investigation on strictly ethical lines. Nobody has paid to be listed, and no one gets commissions or fees. Continuity of treatment is arranged for by special plan.

This book is a distinct public health service, and to give a copy to your salesmen is not only a profitable business move on your part, but is an act of humanity and welfare for your men. Be as up-to-date in your humane treatment of your salesmen as you are in treatment of factory employees.

Vest pocket size; Only
fabrikoid cover; special \$1
prices on quantities; names im-
printed if desired. per copy

An Ideal Christmas or New Year Presentation Gift for Your Men

Travelers' Medical Guide, Inc.
293 Central Park West, New York City

Handling Ten-to-Four Salesmen

[CONTINUED FROM PAGE 21]

statistics over a long period and studied them intelligently this company knows very closely how much business the average call should produce, and how many calls should be made in a day. It demands from the salesmen daily reports of calls. These are checked daily and if a man is found to be falling below the number of calls he should make he is told so. If he persists, he is fired. This sales manager is not unduly impressed with the new-fangled theory that every salesman should be cherished and every effort made to reform bad eggs. He believes that the cost of labor turnover is not nearly as expensive as a lazy or incompetent man.

IN addition he makes it easy for his men to work long hours. Territories are small and he insists that the salesman live in a small town close to the center of the territory.

He instills into the salesman the idea that he—the salesman—is the boss of that territory, and that he is expected to know more about conditions in it than anyone else in the company. He succeeds in giving the man the point of view of the management, which automatically makes him willing to work as hard as does a man who is running a business of his own.

"I can cite dozens of instances," this sales manager says, "to prove that my plan makes salesmen work. But let me tell of what forcing a man to live in a small town accomplished.

"To prevent identification of the man I'm going to juggle the geography a little. Let's say that the territory was northern Illinois and southern Wisconsin. The man—and his charming young wife—liked Chicago. They went to the theater a lot and usually visited a cabaret afterward.

"Chicago is on the edge of the territory. So in order to be home in time for a Saturday night celebration it was necessary to leave the territory early Saturday. That of course meant Friday night.

"If, on Monday, he had to be at a distant point of the territory he would have to leave home early Sunday afternoon, for distances were not quite great enough to warrant a night trip. It seemed foolish to spend a night in a country hotel when home was so pleasant, so he stayed over until Monday morning.

"Often during the week there would be a party in Chicago which he wanted to attend. That cut heavily into Wednesday afternoon and Thursday morning.

"Considering the number of calls he made his sales were satisfactory. It was evident that he could sell and that the trade liked him.

"I took what may seem to be a high-handed attitude when I told him that he could take his choice between quitting and moving his family out into some small town near the center of his territory. I did not waste any time pleading with him to spend more time among his customers for I knew by past experience it would do no good.

"He was a good kid who liked the bright lights and had no idea how attractive living in a small town could be.

"He put up a big roar about a fellow's right to live his own life and that I had considerable nerve to butt into his private affairs. I made it clear to him that I didn't care what he thought about it—if he wanted to stay with us he would have to move. He did.

"As I expected, he began to make more calls and his sales went up in proportion. Within two years his sales doubled. The increase has gone on since, slightly more than in exact proportion to the number of calls made. That reflects the growing friendship of his customers.

"He stays away from Chicago and admits that he gets more fun out of life than the cabarets ever gave him. He has accumulated a good deal of property which, had he not moved, would have gone to head waiters and such."

THAT is the method of the strict disciplinarian who wears a velvet glove.

The president of a good sized manufacturing company, who has come up through the ranks of salesman and sales manager says that no matter what threats or inducements are invoked, a salesman won't work to his limit unless he has character. All wage payment plans that offer a bonus or by straight commissions put a salesman's earning power directly up to him are mere frills according to this man's experience. Sometimes they will work and sometimes not. But—and he has proved his contention for more than forty years—if a salesman is earnest, conscientious toward his employer, and reasonably ambitious, he will work.

In choosing salesmen, therefore, this man first looks into the character of the man seeking a position and then into his selling ability. He has found that men who will not work conscientiously, even though they have ability, are poor assets to an organization.

The Cost of Crime

AN official of the American Bankers' Association whose business is to know what he is talking about, estimates the money losses from crime in the United States during 1924 at \$4,000,000,000. Adding to this the cost of police protection, courts, prisons, members of the National Crime Commission pile up a grand total of \$10,000,000,000. This estimate is said to be too high by some authorities, but in the absence of definite statistics they admit that one figure is as good as another.

Figures so long that they look like a Pennsylvania through freight mean little by themselves. The mind has to have something to measure them by. Consider the following: The estimated crime total is greater than the entire foreign trade of the United States for the same period; our imports and exports for the fiscal year of 1924 came to \$7,865,422,008.

The ancient and honorable industry of farming attains the nearest approach to that ten billion; listed in government statistics as "Food and Kindred Products," the total value for 1923 was around nine and a half billions. Textiles came next with \$9,487,000,000. Lumber and allied industries trailed far behind with an ignominious \$3,633,000,000.

Dollars are one thing and human beings another. Therefore a recapitulation of persons gainfully employed in banditry and kindred pursuits ought to be even more entertaining. The number of prisoners in different institutions throughout the country is said to be about 200,000. Our entire criminal population is estimated at 1,000,000. Then we have those aristocrats of crime who have—as the statistics so delicately put it—"unlawfully taken human life." Including professional gunmen with the winsome young girls who have shot their boy friends our murders are put at 135,000.

If you got all our murderers together and made them live in one city that sinister municipality would have a greater population than Salt Lake City, Utah, or Nashville, Tenn.

Reprinted from Nations Business Magazine, October, 1925.

Advertising Calendar

NOVEMBER 16-18—Annual Meeting, Association of National Advertisers, Inc., Washington, D. C.

NOVEMBER 22-24—Seventh District Convention, Associated Advertising Clubs of the World, Oklahoma City, Okla.

APRIL 12-14, 1926—Fourth District Convention, Associated Advertising Clubs of the World, Orlando, Fla.

JUNE 19-24, 1926—Twenty-second Annual Convention, Associated Advertising Clubs of the World, Philadelphia, Pa.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.

\$150,000.00

is the amount of advertising refused by American Wool and Cotton Reporter and allied publications during the past twelve months.

We feel a certain moral obligation whenever we are offered any advertising to make sure as far as is humanly possible:

First—That the textile industry offers a proper market for the commodity offered.

Second—Is the firm offering the commodity of sufficient standing to justify our advising our subscribers to do business with them?

If you have something you would like to offer, which you believe will meet these qualifications, and want to submit it to us for a frank opinion, we will tell you exactly what we believe.

You cannot buy space in the American Wool and Cotton Reporter unless we are convinced that these two qualifications are satisfied.

May we advise you?

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Great Textile Manufacturing Industries of America
The Oldest Textile Paper of Continuous Publication in the United States
Largest Circulation in the United States of any Textile Publication

530 Atlantic Avenue
Boston

380 Bourse Bldg.
Philadelphia

518 Johnston Bldg.
Charlotte, N. C.

154 Nassau St., Room 902,
New York

Get Our Samples Before Ordering Letterheads

"Lithographed to produce better results for your letters—at prices of good printing."

HIGGINS & COLLMAR, Inc.

Manufacturing Lithographers

30 Ferry Street - New York, N. Y.

ALL BUSINESS STATIONERY FORMS

LABELS

ADVERTISING DISPLAYS

This Letter Sold \$63,393 in 10 Days!



LET POSTAGE MAGAZINE tell you how to increase your sales and decrease your selling costs with Direct Mail, bark up your salesmen and sell small towns without salesmen.

With one letter a merchant sold \$62,393.00 in 10 days; another sold \$22,496.20 in 30 days.

Send 25c today for latest issue of POSTAGE and copies of these two letters. Tell us how to write these gripping letters, folders, booklets, huge magazines. \$2 a year for 12 numbers full of selling ideas.

Postage Magazine

Dept. A-2—18 East 18th St., New York



AGENCIES and Advertisers who sell to the cabinet maker and wood working industry should be interested in killing two birds with one stone.

We can tell you how you can do it economically. Just write asking us about it.

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



This is a true picture of the reception given by an advertising man to "The Process and Practice of Photo-Engraving." Justly so. When you realize how this book is going to save time, temper and money for you, too, your greeting will be just as hearty.

Note These Contents

Basic principles of photo-engraving. Making a photo-engraving. Principles of photography. Lenses and light. The camera. Making a live negative. Making a halftone negative. Negative turning and inselting. Photographic printing on metal. Etching. Rolling. Half-tone finishing. Laying tints. Color work. Photography of colors. Proofing and presses. Blocking. Electrotyping stereotypes. Benches and corrections. Preparation of copy. Special methods and other processes.

The Process and Practice of Photo Engraving

By Harry A. Greenleaf, Jr.

260 Pages—280 Illustrations—\$7.50

Doubleday, Page & Co.
 Garden City, New York

Send me a copy of Harry A. Greenleaf, Jr.'s authoritative new book, "The Process and Practice of Photo-Engraving," II, at the end of ten days, if I find it unsatisfactory, I will return it to you. If not, you will bill me for \$7.50.

Name
 Address
 City State
 Position
 Company

In Sharper Focus

William D. McJunkin

HIS father was in Harrisburg at the time. As a legislator of Pennsylvania, he was immersed in putting through a bill of importance. But he came home posthaste when they wired him another Bill of importance had arrived in Franklin. Getting himself born in Franklin was really "Bill" McJunkin's first stride toward



for the moment and hiked out to Halsted Street where merchandise men are merchandise men and women are shoppers. L. Klein, his employer, had seventeen windows to dress but this was before the days of conferences so Bill still had time to become advertising manager. Then M. L. Rothschild's scouts caught his stuff and Bill was escorted to State Street.

After two years with M. L. as advertising manager, Bill moved up the street to the Fair and gathered more garlands there for five years in the same capacity. Then Mandel Bros. claimed him for their own until Bill went in on his own, in 1905.

In the twenty years since then Bill and his clients have prospered. He has put his name on a real general advertising agency organization of seventy people and his position among advertising men is conceded. Among other honors he carries easily is the job of vice-president and director of the National Outdoor Advertising Bureau. His clubs include the Chicago Athletic, Chicago Yacht and Edgewater Golf. They call him "Bill" at all three and mean it. Right now his greatest interest in life is Bill McJunkin, Jr., at six.

A. E. Greenleaf

TO A. E. Greenleaf, the name Plymouth is suggestive of pleasant things. Forty miles from his office there is a rock which has made a town of that name famous.



success—it gave him a migratory mind. Two years later Butler, Pa., beckoned and Bill moved his family there.

For an advertising man Bill evidenced an early and eager taste for work. It bothered his folks who lived in a big house on the hill and wanted him to go into a profession; but Bill went into a planing mill instead. For four years he took summer courses in hard work, coupled with exposure to higher education during the cold weather at Western University, now rechristened Pittsburgh U.

Just after disfiguring his first ballot, Bill made a triumphant return to Franklin where his uncle was entrepreneur of the local emporium. It was there he broke into advertising through the window—trimming the restricted area of his uncle's fine old plate glass with a native knack that caused Cleveland to call him to Wm. Taylor Son & Company. Here he postgraduated in the art of attracting passers-by until the World's Fair brought him to Chicago in 1893.

Bill could have lingered in the Loop at the outset but he deferred his debut

Then, in exactly the opposite direction—up in the rugged hills of Vermont—there is another town by that name, which injected something into



Chrysler Sedan—Unusually Beautiful Car of Excellent Performance



The New Ford Coupe—a Favorite With Salesmen and Exceedingly Economical

DO MOTOR CARS PAY?

SALES MEN and service men have accepted the automobile as the most convenient and flexible commercial transportation.

Yet each executive must ask: Is automobile transportation really profitable for my particular business?

Only two economic reasons justify the commercial use of passenger automobiles: [1] To reduce costs; and [2] to improve business. The latter includes better selling, more selling and quicker coverage.

It is agreed the motor car does have real advantages—if they can be unscrambled from the disadvantages and abuses.

Company car ownership is the source of many disadvantages. To use no cars at all may be equally wasteful in time, opportunity and actual cash.

Built on 10 years experience with car costs and practices, Saunders Drive-It-Yourself System presents herein a work-a-day plan for the busy executive and sales manager.



Saunders System in the Central States

The development of Saunders System service as pictured above will cover the needs of the average salesman. Other stations are being opened as fast as local needs can be determined. Smaller towns not yet developed by Saunders System usually have some local rental company which gladly honors our Travelers' Identification Cards.

This booklet is a constructive study of costs and results of motorized selling based on actual practices

"Motor Car Advantages Unscrambled"

Why Saunders Drive-It-Yourself Co. Urges Rail Travel and Renting Motor Cars for Use Only When a Sales "Asset"

THE difficulty concerning salesmen's automobiles is to unscramble the advantages from the disadvantages and abuses.

To do this, one must realize that a motor car for traveling salesmen is, at times, an "asset." At other times it is a distinct liability.

For most companies, the City and its Trade Area is the natural market unit. The best roads radiate from these sales centers and here a motor car is a real "asset." Metropolitan areas and adjacent rural centers can both be covered quickly and economically.

"Driving through," however, is costly on long trips, slow and exhausting, while rail travel is

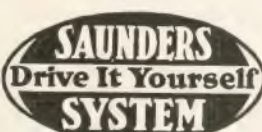
cheaper—although not so flexible or so quick on short trips. Real sales economies, therefore, are effected by using rail service between major towns and covering the adjacent trade territory in motor cars.

At 85 stations in twenty states Saunders Drive-It-Yourself System rents gear-shift and Ford coupes, sedans, and touring cars on a mileage basis. Each salesman drives privately a new, clean, splendid-running car with standard insurance protecting you against liability, property damage, fire, theft and also collision above \$15 damage. A salesman can take a car Monday morning, keep it until

Saturday evening, and if he drives only one mile he pays for only one mile. No hour charge or mileage guarantee required.

A new book, "Motor Car Advantages Unscrambled," analyzing this service, shows how a salesman may use a Saunders car for quick coverage of a given trade center, then discard the automobile, take rail, rest and plan his work, arrive refreshed at the next major town and rent another Saunders car. The book also contains a host of ideas for aggressive sales managers. A sample copy will be sent free at your request. Address the Saunders Drive-It-Yourself Co., Inc., 318 Saunders Bldg., Kansas City, Mo.

Akron (2)
Athens, Ga.
Atlanta (2)
Augusta, Ga.
Baltimore (2)
Bessemer, Ala.
Birmingham (4)
Chicago (2)
Cedar Rapids (2)
Chattanooga (2)
Cincinnati (3)
Cleveland (2)
Columbus, Ga.
Columbus, O. (2)
Colorado Springs
Council Bluffs
Dallas
Dayton (2)
Dayton, O. (2)
Decatur, Ill.
Des Moines
Denver
Detroit
Evansville (2)
Galesburg (2)
Houston
Indianapolis (2)
Kansas City (3)
Knoxville



Wherever You Go!

Lincoln, Neb.
Louisville (3)
Mason, Ga.
Memphis
Milwaukee (2)
Mobile
Moine
Montgomery (2)
Nashville (2)
New Albany, Ind.
Oklahoma City
Omaha (3)
Philadelphia
Peoria (2)
Pueblo
Richmond, Va.
Rockford, Ill.
Rock Island
Sioux City
Springfield, Ill.
Springfield, O.
St. Joseph, Mo. (2)
St. Louis
Toledo
Tulsa
Tuscaloosa, Ala. (2)
Vincennes, Ind.
Washington, D. C. (3)
Waterloo, Ia.
Wichita, Kans.

Get More Business

through the use of sound sales
and advertising psychology



Strong's PSYCHOLOGY OF SELLING AND ADVERTISING

461 pages, 5x8, illustrated, \$4.00

This book explains how people buy and how they can be sold. It analyzes the buying process completely and expresses it in a formula covering every purchase at bedrock, around which every selling effort centers, or should center. It gives you a practical outline with which you can analyze your own selling and advertising problems and follow the line of least resistance in overcoming obstacles.

Buying habits analyzed for you

The book digs deep down into the roots of human nature and describes man's native wants, social wants, acquired wants, shows how people discover solutions to these wants, how they make decisions and take action and explains the parts played by satisfaction, feeling, sentiment and good will.

How can you improve your selling and advertising?

After explaining in detail the workings of the human mind in buying, the book discusses the psychological selling and advertising methods of using this information—selling and advertising with least friction—selling and advertising methods that are quicker and more lasting. It discusses motivation, suggestion and other methods of arousing immediate desire for a product. It covers appeals, their relative values, and methods of using them. It gives you the key to your advertising and selling problems. And every chapter is practical and sound. It tells you how to get the "you-attitude" into your selling efforts.

Examine this new book for 10 days free

No obligation to purchase—be sure to see this book. Mail the coupon now!

McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.,
370 Seventh Ave., N. Y.

You may send me for 10 days' free examination Strong's PSYCHOLOGY OF SELLING AND ADVERTISING, \$4.00. I agree to return the book, postpaid, in 10 days or to remit for it then.

Name
Address
Position
Company

A P 11-4-25

the boyhood of Calvin Coolidge that started him on his way to the White House.

Across the Connecticut river from silent Cal's birthplace, there is still another Plymouth, cosily nestled within the confines of the good old state of New Hampshire, and into this community, on the 6th of October, 1874, there came by birth one A. E. Greenleaf.

A present height of six feet four—with avoirdupois in proportion—bears testimony to the fact that the name "Plymouth" is synonymous with the unusual.

At an early age the nomadic lust conquered mother's apron strings and this personality started an inky career on the Laconia, New Hampshire *News and Critic*, for which paper he served as office boy, compositor, solicitor, advertising manager and assistant editor.

After a few years' experience tramping around printing and newspaper offices in the Middle West, he landed in Norwich, Connecticut, in charge of the Job Printing Department of the *Norwich Morning Post*.

Then he was caught by the lure of Beantown and migrated to Boston, there to hold positions with the *Journal, Globe, Herald* and finally the *American*. On the latter publication he admits that as superintendent of the composing room, he helped William Randolph Hearst get his first start in Boston.

Then back to Connecticut again—this time New Britain, that well-known home of good hardware—where he served as advertising manager for Landers, Frary and Clark.

From that position he was carried by the natural process of evolution into the advertising agency business and founded The Greenleaf Company a few years later in 1915.

During his journey through life thus far his hobbies have been many and varied. In Masonry and Shrinedom he has been particularly active and he claims the world's championship in golf, for hitting the ball the hardest with the least results. As a swimmer he has changed the temperature of the water as well as the rising and falling of the tide on many and varied occasions—indoors and out. Also, it might be mentioned that he is an authority on dodging the tops of doors, chandeliers, awnings, etc., as well as adapting his length to beds and Pullman berths.

The Krichbaum-Liggett Company

Cleveland, will direct advertising for The Hughes-Keenan Company, Mansfield, Ohio, manufacturers of ornamental iron work, pressed steel stairs, and steel dump bodies.

W. D. Sawler

Formerly advertising manager of the Lehon Company, Chicago, has become associated with the Morgan Sash & Door Company, Chicago, as advertising manager.

In SOUTH BEND It's the NEWS-TIMES

Our local advertising rates are 10% higher than the second paper.

We lead in local advertising.

Member of A.B.C.

Represented by

Lorenzen & Thompson, Inc.
New York

Chicago San Francisco

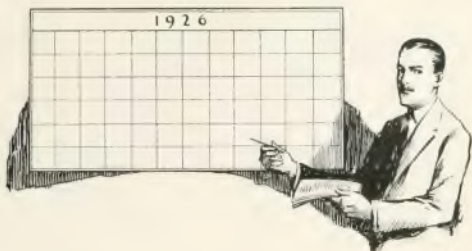
For Some Agency or Advertiser—

A "Find"

I know a young lady who has a superlative knowledge of merchandise gained thru working in the merchandise comparison and control departments of one of America's largest stores. In addition, she has taste, the ability to write, and is a college graduate. For some agency or advertiser she would make an excellent research worker, or, with very little training she could write first class copy.

To an organization that considers the future possibilities of those it employs, she will prove a real "find". Moderate starting salary. Further particulars may be had from

P. L. Box 323 1/2 Advertising and
Selling Fortnightly



Some Observations on Planning the Industrial Campaign

This is the open season for campaign planning. 1926 is just around the corner.

Naturally, each product has its own set of conditions, but in the case of practically every article coming under the heading of "industrial products," the following basic questions must be considered:

The number of industries covered. It is now generally appreciated that there is a limit as to how thin a campaign can be spread out. It takes a certain amount of effort to make an impression on a prospective buyer. Anything less than that is waste.

The relative size of the industries. Other things equal, the bigger the industry, the bigger the market. (The textile industry ranks second.)

The number of manufacturing units. This has an obvious influence on sales and advertising effort. (The textile industry leads all others in the number of large units. 95% of the total production of the industry is confined to about 6000 mills.)

The business outlook. The average Advertising Manager prefers to "buy on a rising market." (The textile industry has fully recovered from one of its worst slumps. It is now well on its way toward real prosperity.)

The relative merits of publications serving the industries. The importance of this question is obvious. It is completely discussed so far as *Textile World* is concerned in Section 4 of "How to Sell to Textile Mills." Sections 1, 2 and 3 of the same book will help you size up the textile industry as a market for your product.

You may have a copy of "How to Sell to Textile Mills" for the asking.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

"I read," said the architect, "ALL of The Architectural Record. The text gives me the news of progress in architectural design—plan and its expression. The advertising pages give the news of the new and standard products I use in my profession. The two things, like ham and eggs, are one and indivisible."

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

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

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

Member A. B. C.

Member A. B. P., Inc.

Better Results from Your Direct Selling

IT makes no difference whether you sell Shoes, Soap, Sealing Wax or Ships—Sales Results only—count! To get the best results you must sell on an economical basis at all times. Only Direct Mail enables you to accomplish this—but it must be used judiciously to make it pay. Our staff of experienced Merchandisers with a thoro knowledge of the Science of Marketing by Mail—and our ability to plan, prepare, produce and mail successful Direct Mail Advertising Campaigns, has made our service national in its scope. This should be sufficient proof that it will pay you to consult us before starting your next Direct Mail Campaign. We will arrange to have one of our Merchandisers call to suit your convenience.

Buckley, Dement & Co.

General Office and Plant
1134 Jackson Blvd., CHICAGO

Eastern Sales Office
247 Park Ave., NEW YORK

We have complete departments for furnishing—Merchandising Analysis, Copy, Art and Plates, Printing, Form Letters, Mailing Lists, Addressing and Mailing—all under our own roof.

What Are Unfair Business Practices?

Recent Decisions of the Federal Trade Commission Condensed for Quick Reference

COSMETICS.—A New York manufacturer of perfumes and face creams has been ordered to cease and desist from the unfair business practices of establishing uniform prices at which retail dealers should resell such products to the consuming public; and from soliciting and receiving the support of jobbers and dealers in maintaining its price lists; and from refusing further shipments of its products to dealers who sold below the fixed price.

CORRESPONDENCE SCHOOLS.—A Chicago corporation conducting a correspondence school purporting to teach mechanical and other forms of drafting and the trade of repairing automotive vehicles has been ordered to cease and desist from falsely advertising that pupils of a very limited education will be qualified as experts for highly lucrative positions in the space of a year, and that it will place pupils in such positions when they have completed their courses. This concern was also ordered to discontinue advertising its courses at reduced rates when the rates were not reduced, and from advertising that certain valuable tools, etc., were given free when in reality their cost was included in the regular fees. This firm was also ordered to cease using fictitious legal papers in attempting to make collections from delinquent pupils.

BUTTER.—A creamery company of Neosho, Mo., has agreed to accept the Commission's order requiring it to discontinue the practice of selling butter in shapes, sizes and dress in imitation of recognized shapes, sizes and dress generally known to the purchasing public to contain certain standard weights. The packages sold by this concern, it has been found, ran from one-half to two full ounces below the recognized standard in defiance of a resolution passed in 1920 by the assembled butter manufacturers of Arkansas, Oklahoma and Texas.

FEATHER BEDS.—A Nashville, Tenn., concern, engaged in selling feather beds and allied products direct to users, is required to refrain from its practice of advertising and branding its merchandise as being made in its own factory when the goods are not so made and also from the practice of branding similar goods with differing labels in order that varying prices may be charged for merchandise of a similar grade.

VARNISH.—A Louisville, Ky., concern is required to desist from the practice of secretly offering and giving sums of money as rewards for foremen or other employees who persuade their employers to use its varnish or as inducements to employees to recommend the use of the varnish.



PERSONAL RECORD *and* DATA BOOK for Executives

ATTRACTIVE sheepskin bound desk book with 200 pages devoted to valuable material for daily reference and 200 pages for use in making memoranda for present and future plans, appointments, confidential sales records, quotas, daily activities and personal information. Especially valuable to sales executives. The useful tables and facts for personal use alone are worth more than the price of the book, if kept handy for immediate reference. Ruled pages and graphs for personal records make the desk book a daily aid in planning work and working plans, in addition to keeping engagements, recording sales accomplishments, watching income tax reductions, and dozens of other items which every executive must remember for his own personal needs.

An exceptionally appropriate gift for executives, branch managers, distributors, convention guests, contest winners.

Type of Data It Provides

Mileage between important cities, express rates, telegraph, long distance, railroad, Pullman, etc.; months when business is best in principal cities; peak seasons and monthly sales in different lines;

best hotels in 300 cities; table of selling prices based on costs to quickly determine net profit; table of discount equivalents; chart showing influence of turnover on volume; chart showing how to buy stocks; state counts; publication circulations and rates; population and buying power by counties; and other valuable data, besides the ruled pages and graphs.

Sent on Approval to Any Executive

THE DARTNELL CORPORATION

New York Offices, 19 W. 44th St.

Publishers of Sales Management Magazine and
the Dartnell Service for Sales Executives

4666 Ravenswood Ave., Chicago

TO BE SURE OF A BOOK MAIL THIS COUPON TODAY

\$5 In Special
Christmas
Shipping
Boxes.

In quantities of one dozen or
more, \$48 a dozen. Name
stamped in gold on cover, 25¢
extra.

An Ideal Xmas Gift

The Dartnell Corporation, Ravenswood Ave., Chicago

Enter our order for..... Executive's Personal Record Books for 1925 (with) (without)
names stamped on covers in gold.

Individual

Company

Address

All bills rendered to company, unless otherwise instructed.

Your Salesmen

should have as good tools
as these—



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

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

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

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

*May We Submit Specimens
for Inspection Purposes?*

THE H. R. HUNTING CO.

Worthington Street
SPRINGFIELD, MASS.

Advertising and Human Progress

[CONTINUED FROM PAGE 25]

advertising itself is very expensive and often very wasteful. Contrast the conditions in the homes where you live with the conditions in the homes where you grew up. In my home as a boy we received one religious weekly, one country weekly, and the *Century Magazine*. In my home today—thanks to the gracious generosity of the publishers—I don't know how many publications I receive. In addition to this there are the motion picture and the billboard and the street car card and the radio and the theater, none of which played a part in the life of my parents.

One day a prominent newspaper publisher shut one of his editors up in a room alone to read through one daily edition of the *New York Times*. He was to read as fast as he could but was to read every word—headlines, news, editorials, display advertising, want advertising—skipping nothing. How long do you think it took him? Fourteen hours. There is fourteen hours of reading matter turned out to divide the attention of people who, on the average I presume, give not more than fourteen minutes to it.

We are not in our minds a thousand times more able than our parents. We know that, and it stands to reason that with this tremendous pull and tug upon our interests no single page of printed matter, whether it be so-called literature or advertising, can possibly have the attention value that such a page had years ago.

ADVERTISING is wasteful because all form of competitive activity is wasteful. Yet it is only because we have a competitive system that we make progress. Twenty years ago the Government broke up the Standard Oil Company, and today as you drive up through New York or New England you pass a garage in front of which you find not one pump seeking to sell you gasoline but two pumps or three pumps, or even ten pumps—and that is very wasteful; your soul cries out against it. But suppose that the Government had taken over the Standard Oil Company twenty years ago, as Mr. Chase and men like him would like to have it. I venture to say that at this very hour the people of the United States would be in the throes of a gasoline shortage. The only force under heaven which will drive men into the wilds of Mexico and into the wilds of Venezuela and into every other unexplored and untamed spot in the universe in search of oil is the force of competition, the desire to go ahead, in comparison with those whom we are competing against.

The same thing is true in advertising. If the Government were to take over advertising as a national monopoly, which Mr. Chase suggests, instantly the wheels of industry would slow down because the force that drives industry forward is the desire on the part of the manufacturer to have a larger share of the total volume of public good will and favor. That desire is what inspires him to establish the laboratory, is what makes him discontented with his production costs, is what makes him unwilling to shoulder unfair and unnecessary distribution costs and taxation costs. That eternal reaching out is the thing that builds progress, and advertising is the most powerful force in that direction.

THIS brings me to a third thing, and that is, advertising, far from being non-productive, as Mr. Chase says, is actually the inspiring and driving force behind all production, and is the builder of civilization.

You go in to a savage tribe, and what do you find? You find men who have no wants. You find that the savage is perfectly content if he has a skin to wrap around his loins, another skin to keep the rain off his head, a skin to lie on, and a little food and a fire. So a savage tribe continues for a thousand years and there will be no change. The great-great-grandchildren will be living as their great-great-grandfathers lived. But suppose that out of an airplane an advertising man dropped into that tribe and brought with him pictures of red neckties and tan shoes, and underwear and new hats, and automobiles and bicycles, and feathers and strings of beads. Instantly there would begin in that tribe a transformation. Wants would be kindled, and the desire to satisfy those wants would overcome all other desires, and in obedience to them even a savage is willing to abandon his life of leisure and voluntarily enlist himself in servitude to the creation of a civilization.

John Ruskin said that "there is no wealth but life," and that, it seems to me, is the thing which economists of the type of Mr. Chase overlook. Wealth consists not in things but in people, in human energy, in human ambitions, hopes and achievements, and it is possible by holding up before a man a picture of things that he wants and a goal toward which he is striving to transform that man from a ten horse-power man to a thousand horse-power man. And there isn't anybody here, or anybody of intelligence anywhere, who hasn't in his own experience found

that under the impulse of a great desire he could do something which astonished himself.

This, I say, is the real wealth of the nation: human life, the releasing of human energy, the multiplication of a man's own power by the heightening of his desires and the lifting of his ambitions. And that, I take it, is the great service of advertising. Any man who says you can deduct that force from modern life and still have progress as rapid or life as rich speaks without any real knowledge of the fundamentals of human nature.

The proper attitude toward advertising should be the attitude of the scientist in the laboratory toward electricity. You ask him what electricity is and he tells you frankly that he does not know. You ask him what electricity does, and he will answer that by constant experiment, by study, by trial and failure, bit by bit, scientists are able to build up a record of experience by which they can tell just a little about the laws governing this great force and the way in which it acts and can be used for human progress. And that ought to be our attitude toward advertising. We deal with something which is not concrete and visible, something which can not be weighed or measured or seen. We deal with human nature, with the fluctuating ambitions and tastes and desires of men and women, with the changing impulses and emotions to which they can be made to respond; and as long as human life continues and men and women of different types and personalities are born into the world advertising is going to be a constant growing, changing, and shifting thing. Nobody can claim to be an advertising expert; nobody can claim to be anything more than a servant of a force which is far greater than himself, the outer fringes of whose garments he can only just touch.

LaPlace, the great astronomer, died at the age of seventy-eight, and his last words were wonderful. He said, "What we know is nothing; what we have to learn is immense."

This, it seems to me, is the only safe attitude for a conscientious advertising man to take. Never have a feeling that we know it all; never assume the foolish and untenable position that we are wholly efficient or that bad advertising does not add to the cost of distribution just as good advertising detracts from the cost of distribution. Never assume any such position as that, but take a position of humility in the presence of this great force, a feeling that we still have everything to learn, and yet a feeling of self-respect and of confidence in the knowledge that we are servants in a very great and a very worthy cause.

Grafton B. Perkins

Has been appointed advertising manager of the Lever Brothers Company, Cambridge, Mass., manufacturers of Lifebuoy, Lux, Rinso, etc.



Safeguarding the lanes of speech

The New York-Chicago telephone cable has been completed and is now in service. A triumph of American telephone engineering, the new cable is the result of years of research and cost \$25,000,000 to construct. Its first reach extended along the Atlantic seaboard, then steadily westward until this last long section to Chicago was put into service.

To the public, this cable means dependable service irrespective of weather conditions. It is now not likely that sleet storms, which at times interfere with the open wire type of construction with 40 to 50 wires on a pole, will again cut off the rest of the nation from New York or from the nation's capital as did the heavy sleet storm on the day of President Taft's inauguration.

The new cable means speedier service, as it provides numerous additional telephone circuits and will carry a multitude of telephone and telegraph messages. It would take ten lines of poles, each heavily loaded with wires, to carry the circuits contained in this most modern artery of speech.

This cable, important as it is, is only one of the Bell System projects that make up its national program for better telephone service to the subscriber. It is another illustration of the System's intention to provide the public with speedier and even more dependable service.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service

Free Mailing Lists

Will help you increase sales
Send for FREE Mailing Lists today
Listed by National Bureau of Business
Research of major business categories
Retail, Wholesale, Distributors, Indus-
tries, Professions, Business Concerns,
etc.

99% by refund of 5¢ each

ROSS-Gould Co. 177 N. 3rd St. St. Louis
10th St.

Bakers Weekly A.B.C.-A.B.P.
NEW YORK OFFICE—45 West 45th St.
NEW YORK CITY
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory
for determining the adaptability of products to the baking in-
dustry. Also a Research Merchandising De-
partment, furnishing statistics and sales analy-
sis data.

One Advertisement of 34 Pages

The largest and finest radio trade advertisement that has ever been published by any trade paper appears in the OCTOBER 15th issue of



"The Big Book with the Orange Cover"

This remarkable 34-page colored insert appearing exclusively in THE TALKING MACHINE WORLD features



and is sponsored by the Zenith Radio Corp., Chicago (Lee Robinson) in conjunction with 28 Zenith Distributors throughout the country.

Send for a copy of this insert
It is well worth your attention

TALKING MACHINE WORLD
383 MADISON AVE., NEW YORK

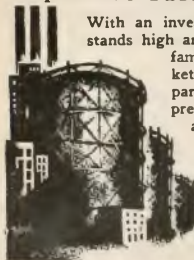
Published by EDWARD LYMAN BILL, INC.

"Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**



A Package Market for Bulk Product

[CONTINUED FROM PAGE 34]

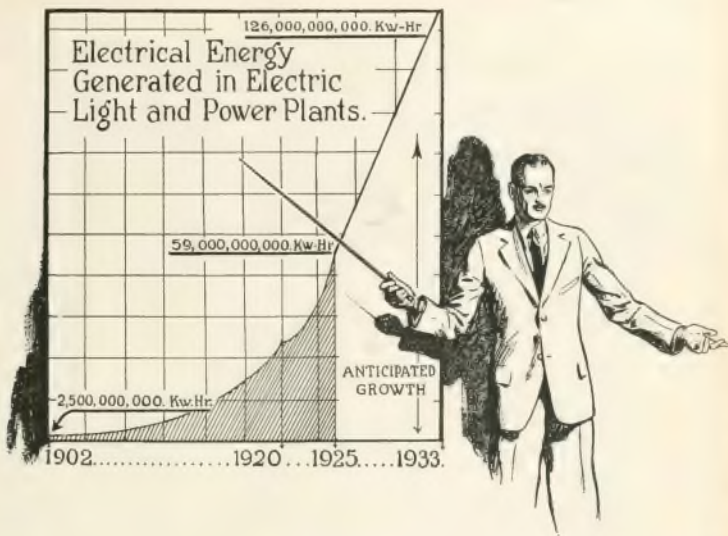
dealer with information on turpentine and how to sell it.

The first number announced our new five-gallon and one-gallon cans, lithographed with our name, trademark, and guarantee, and it also told how Hercules Turpentine is produced in large plants with modern equipment under the direction of experienced technologists. The back page carried one of our cartoon advertisements from the series running in painters' magazines, accompanied by the thought that an advertised brand guaranteed by a responsible producer is easier to sell than is turpentine of unknown origin and questionable quality.

IN the current issue we announce that Hercules Turpentine in five-gallon cans can now be obtained in a new one-can crate which serves for shipping, displaying and pouring. The special tilting crate is completely assembled before the can is placed in it. There are no nails to pull in unpacking. The top of the case when inverted, forms the stand or holder for pouring the contents. Jobbers and dealers who were formerly compelled to saw a two-can case in half and then re-box single cans on five-gallon orders find this new method of crating a profitable convenience; and it enables the consumer to pour easily the contents of the can as needed.

All of this work has helped us immensely with the jobbers. To inform their salesmen about our product we prepared folders specially designed to fit the large hardware catalogs. We told our story with pictures as far as possible, because these salesmen with thousands of items to sell will not as a rule read long descriptions. But they do use illustrations in their catalog very effectively in selling to dealers.

Another medium for conveying our sales message is our motion picture. This is a two-reel Patheoscope production which intersperses humor with instruction. The cooperation we received from various divisions of the Department of Agriculture in preparing maps and statistics of pine forest resources and acreage of cut-over land, and the criticisms and final approval from officials of the department, before the film was released, has added to its educational value and has brought it unquestioned recognition as an authoritative presentation of the subject. Turp and Tine, the two painters in our cartoon advertisements are brought to life on the screen and their animated comedy blends well with the pictures portraying the source of all turpentine and the methods of producing it, both from the gum and from the wood.



Gentlemen — here's the record industry!

The *central station industry* has made its unrivalled growth through increased service to the public and industry and through the continued reduction of rates against rising costs of living.

The engineering, financial and commercial activities of the *electrical industry* are definitely tied in with this progress.

And the outlook is just as encouraging as the "backlook."

Expert observers and statisticians see nothing to prevent the doubling of this record in the next eight years—that is,

an output of 126 billion Kw. hours in 1933 against 59 billion this year.

Their estimates are usually conservative, as in the case of the forecast made a few years ago which under-estimated the 1925 output by two billion Kw. hours.

Who will share the profits that will come with this increasing use of electricity in industry, in the home and in its extension to the farm?

You will find the answer to this question in the advertising pages of the engineering and executive paper of the electrical industry—*Electrical World*, a paper that is older than the industry itself.

A. B. C.

ELECTRICAL WORLD

A. B. P.

Tenth Avenue at 36th Street, New York

—a McGraw-Hill publication

1926 JANUARY 1926							1926 FEBRUARY 1926							1926 MARCH 1926													
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.							
					2	3	1	2	3	4	5	6	1	2	3	4	5	6									
3					9	10	7	8	9	10	11	12	13	7	8	9	10	11	12	13							
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20							
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27							
24	25	26	27	28	29	30	28	29	30	31				28	29	30	31										
31																											
1926 APRIL 1926							1926 MAY 1926							1926 JUNE 1926													
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.							
				1	2	3						1			1	2	3	4	5								
4	5	6	7	8	9	10	3	4	5	6	7	8	6	7	8	9	10	11	12								
11	12	13	14	15	16	17	9	10	11	12	13	14	13	14	15	16	17	18	19								
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26							
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30										
							30	31																			
1926 JULY 1926							1926 AUGUST 1926							1926 SEPTEMBER 1926													
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.							
				1	2	3	1	2	3	4	5	6	7			1	2	3	4								
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11							
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18							
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25							
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30									
1926 OCTOBER 1926							1926 NOVEMBER 1926							1926 DECEMBER 1926													
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.							
					1	2						1	2	3	4						1	2	3	4			
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11							
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18							
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25							
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31								
31																											

All-Year-Round Value-

An advertisement in the Yearbook of Industry—the Annual Number of Iron Trade Review—will be used and referred to every month throughout the year. Write for details.



On the Executive's
Five Foot Shelf

IRON TRADE REVIEW

CLEVELAND

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



The Yearbook of Industry



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
665 Canton Building :: Cleveland, Ohio

Agency Assistant or Sales Promotion

Young man with energy, initiative and intelligence seeks opportunity with agency or manufacturer.

College graduate; experienced plan, copy and production for direct mail, house organ, trade paper, etc.

ADDRESS: ADVERTISER
109 Hampton St., Cranford, N. J.



KEEP YOUR COPIES!

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

TESTIMONIALS

Orders, checks, maps, reports, blueprints, etc. **PHOTOSTAT** prints are certifying photographic facsimiles—produced without plates.

Send for Samples.

Best prices—Quickest service.

Commerce Photo Print Corporation
80 Maiden Lane New York City

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A home paper of distinction. A result producer of individual merit. Carries the largest volume of local and national advertising. Remains effective merchandising service. Rates on request.

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly" The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 12,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leather, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

The Open Mind in Advertising

[CONTINUED FROM PAGE 22]

when the first advertising campaign of the Chrysler Motor Car Company was presented to Mr. Chrysler. Here was a radical idea. Readers of national media will remember the first few advertisements of the campaign, wherein the following copy in ten-point type appeared in the center of an otherwise blank page of the paper:

**Walter P. Chrysler,
Motor Car Manufacturer
See Preceding Page**

Four marks at the corners of the page completed the advertisement.

Attention value plus!

Did Mr. Chrysler say: "That's not an advertisement. An advertisement must attract attention, arouse interest, create a desire, stimulate action. Go back to your idea foundry and hammer me out an advertisement that has a picture of my new car, put the trademark at least two inches in diameter in a prominent place, and see that the name 'Chrysler' is spread clear across the page. If I am paying for this I want my money's worth!"

Mr. Chrysler evidently was open-minded enough to listen to the arguments for the type of advertising used and had sufficient vision to see the results. But for every man of the Chrysler type in the world there are thousands of business executives and agency "funnels" that would have "killed" the idea without consideration, giving as their reason a variation of the above typical argument that we have all heard hundreds of times.

THE point does not actually hinge on the fact that such advertising is good or bad. I contend that the man who originated the idea as well as the man who accepted it for the Chrysler Company must have spent days and even months contemplating from all angles such a plan before adopting it. Who, then, is to say whether it is good or bad on five minutes' consideration without an inkling of the facts and conditions behind it?

In my comparatively short advertising career I have made some observations that might prove interesting and enlightening to the advertising guild. In the first place, I find that I have unconsciously divided all advertising organizations into two general classes, as noted in the early part of this article, namely, (1) the organization estab-

lished and operated on the openminded principle where every idea is examined like a diamond in the rough for the best that is in it, and (2) the organization that is enveloped in a bandage of petty rules and aversions that limits the usefulness of the organization to the scope of the controlling head.

To work for the first type is to soar into the realm of fancy and bring back visions to be forged into new and effective business weapons. To work for the second type is to put one's initiative and creative ability into a prison cell of rules, fallacies and petty criticism.

WHEN a man joins an organization of the latter type he soon learns what will "get by" and what will "get the gate." Sometimes he has to revamp his entire notion of what is right and what is wrong in advertising. He can either elect to fall in with the scheme of things or battle for his own ideas and methods which have proved successful with other organizations. If he chooses the latter course he picks a hard and rugged road. He gets a reputation among the "powers that be" for being a hard man to handle, temperamental, radical, or incompetent, and either gets "fired" or relegated to a menial, stereotyped job. Selling an idea to a man who does not have an open mind is harder than building subways in a Hylan administration or getting an appropriation through Congress.

If a man decides to train with the "Boss" he soon becomes a "yes man"; mediocre, uninterested, stereotyped, mechanical and an imitator.

I know of a typical case that will illustrate this last point. The man I have in mind is the "star" advertisement writer in a group of eight or ten. He owes his reputation to his ability to turn out more advertisements than any of his co-workers and his ability to get the largest percentage of work O.K.'d. This man in his way is a phenomenon. I have seldom seen a man with a more versatile mind. His copy shifts from shoes, to ships, to sealing wax with perfect ease.

However, most advertisements of his that have come to my attention looked commonplace—some were absolutely devoid of a constructive idea. Not wishing to face my own conscience with the text of this article, I made an effort to discover the facts behind his success and I found that they uphold my contention. It is simply this: He writes advertisements primarily to please the man who is paying the bills—not to sell goods. He plays up to the idiosyn-

"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals."



Beautiful wrought iron doors by Edgar Brandt at the Cluency Brothers Building in New York

FAITHFUL reproduction completely subjugates the mechanical processes incident to engraving. They do not appear in the finished work. Such preservation of the spirit and life of the original requires the deft sympathy in treatment of a highly skilled craftsman.

In the hands of our engraver-craftsmen, every plate becomes a virtual transposition of the original subject—not a metal mockery. If you feel that your present engraving service betrays your illustrations, we shall be pleased to place ourselves and our facilities on trial.

The **EMPIRE STATE ENGRAVING COMPANY**
 ~ 165-167 William Street. New York ~

RESULTS

MISSISSIPPI POWER COMPANY
Gulfport, Mississippi

September 17th, 1925.

Gulfport-Biloxi Herald,
Gulfport, Miss.

Gentlemen:—On September 10th we offered to our public an especially attractive purchase of electric irons, and ran, between the 10th and 17th of this month, two advertisements in your publication.

The results obtained were surprising to even ourselves. As stated in our advertisements, the sale was to continue until September 30th, and although we figured our stocks were ample to take care of the demand, we have had to re-order by wire so that we would not have to disappoint anyone.

These remarkable results can only be attributed to but one factor, the paramount value of your paper as an advertising medium, and we wish to express our hearty appreciation to The Daily Herald for putting our sale over the top.

You may, of course, use this letter in any manner you see fit.

Again thanking you and with best personal regards, we beg to remain,

Very truly yours,

MISSISSIPPI POWER COMPANY.
D. G. PLEASANTS, Sales Manager

DGP:MD

*This is but an example of the letters we get praising the selling power of
The Daily Herald—the wide-awake paper that "Lovers the Coast."*


THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

Advertising  Typographers

THE STYLE of an advertisement is determined by the particular thing it is to do; the particular people to whom it must appeal; the particular environment in which it makes its appearance; and by the particular article or service it hastosell.

Pittsford typography embraces all these things in determining style.

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

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

**VICTOR Portable
STEREOPTICON**



NOT PRODUCING THE
world wide demand of
American Experience—

**ADVERTISING SLIDES
MADE-TO-ORDER.**

Victor Anthropograph Co.
513 Victor Bldg.,
Beverly Hills, Cal.

WRITE FOR
COMPLETE INFORMATION

Sweater News
and
Knitted Outerwear

Underwear & Hosiery
Review

tie-up

Your Consumer Campaign
with Trade Publicity

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

**PROVE IT!
SHOW THE LETTER**

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

Write for samples and prices

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

**The Only Denne's
Canadian Advertising**

We give "on the spot" Counsel
and Service in your Canadian ad-
vertising, based on years of practical
experience in this field. Ask our
advice on methods and media.

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

cracies of the advertiser. If he finds the advertiser has a desire to see his name splashed across a page, he splashes. If the advertiser doesn't like heavy art and engraving bills, he uses line cuts or "all type" ads.

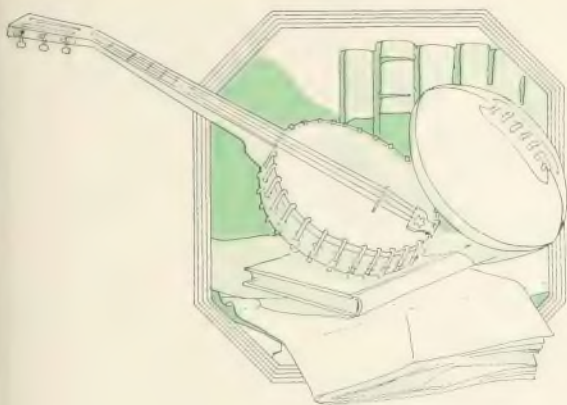
As for this man's production, his memory and a ready flow of words enables him to write copy of fair merit on any subject without particular preparation. So, where some men would take days and weeks to prepare themselves to write a certain advertisement, he does the job in a couple of hours.

He knows and admits that work is doing is not good advertising. But, as he explained to me, to succeed in his present position it was necessary to adopt such methods.

The greater part of this article has been devoted to discussing the advertising executive, department and organization heads. It would not be complete without some mention of the individual advertisement writer and his place in the open-mind program.

I HAVE seen many men who seem to think they develop ideas and write advertisements on inspiration direct from the Almighty, and that once an idea is placed on paper it is rank heresy to change it. It is not an exaggeration to say that if any one in an advertising organization should be openminded it is the man who conceives the ideas and prepares the original work. No one has a corner on all the ideas in the world and the old saying that two heads are better than one was never more true than in this case. The individual writer is quite prone to be governed by his own likes and dislikes to the detriment of his work. He is likely to tend too much toward a certain style of treatment. He should be openminded in viewing the work of others and on the constant lookout for new methods and new modes of expression. I have found that the ideal way to develop an advertisement is to prepare a rough outline of the idea with accompanying copy. Show this "rough" to several people—the more the better—who are in a position to judge intelligently the problem in hand; discussing it from every angle. If the writer is openminded, he will go back to his desk, consider all of the facts, discard those that do not fit into the picture, and modify or adopt the others to his advertisement. The net result is the advertising brains of many people co-ordinated by one man into the best advertisement to be had.

This scheme will not work, however, if any of the men to whom the writer shows his "rough" has veto powers and chooses to use them. Instead of giving suggestions, he says, "This is wrong, you should do it this way." He acts as the small end of a funnel, crowding all the many viewpoints and suggestions that might have to be focused into one powerful ad into the narrow rut which governs his own ideas. Fresh viewpoints from such procedure? New life in the organization? Broader vision? Never!



THE ELECTIVE COURSE

AT school and college there are the regular courses, and then there are elective courses, chosen by the students themselves.

The elective subjects, those which he himself has chosen, naturally hold a more intense interest for the student. He approaches them in a different frame of mind—prepared to enjoy them, rather than doggedly to endure a necessary hardship.

The Fortnightly is an elective course, the preferred study of its readers. It entered the field not merely as an addition to the regular curriculum, so to speak, but as a special, unusual, elective course in current opinion on advertising and merchandising affairs. It opened its pages to controversies, to other than orthodox beliefs and ideas, to liberals as well as conservatives.

Its pages are not closed even to the parading of advertising skeletons and ghosts when such exposure may help permanently to bury those gloomy effigies and scatter the fears and suspicions that their hidden existence fostered.

In two years the Fortnightly has gained and held nearly eight thousand subscribers. It is constantly gaining more. They must be interested in advertising, and in the Fortnightly's treatment of advertising and merchandising opinion. We offer them absolutely nothing else.

These readers are elective students. They have *chosen* the Fortnightly. And they are sticking to that choice.

Are such readers good prospects for your advertising in the Fortnightly?

Advertising
& Selling
FORTNIGHTLY

Messrs. COLUMBUS

It is entirely possible that you manufacture something which can profitably be advertised to dentists. Lily Cup, Phillips' Milk of Magnesia, Kondon's Catarrhal Jelly, McCaskey Register and other manufacturers outside the strictly dental field have discovered this and use *Oral Hygiene* regularly.

Oral Hygiene

Every dentist every month
PITTSBURGH, PA.

CHICAGO: W. B. CONANT, Peoples Gas Bldg., Harrison 3448
NEW YORK: STUART M. STANLEY, 53 Park Place, Barclay 8547.
ST. LOUIS: A. D. MCKINNEY, Syndicate Trust Bldg., Olive 43.
LOS ANGELES: E. G. LENZNER, 922 Chapman Bldg., Vandike 5238.

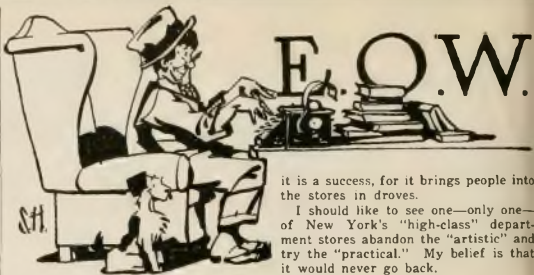
The STANDARD ADVERTISING REGISTER

Gives You This Service:

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

Write or Phone

National Register Publishing Co., Inc.
R. W. Ferrel, Mgr.
15 Moore St. New York City
Tel. Bowling Green 7886



Of course not!

Late in August and early in September, the *London Times* published a series of articles, nine in all, under the general caption, "Future of the Cinema."

The author, Robert Nichols, is an Englishman, a poet and if he is to be judged by what he says and the way he says it, a man of rare intelligence. To equip himself for his self-imposed task, Nichols spent a year and more in Hollywood.

Metaphorically speaking, he takes the "movies" to pieces and indicates what is wrong with them—"dumb" producers, a "hick" public and scenario writers "who display an incredible want, not only of such culture as would not disgrace a schoolboy, but of any real knowledge of the world and of human nature."

All in all, the articles are the most notable contribution to motion-picture criticism that have ever been printed. I brought five of them back with me and showed them to a man who has to do with motion-picture matters.

A day or two ago, he handed the clippings back to me with the comment, "Very interesting. But they won't make a bit of difference to motion-picture producers."

Of course not. No intelligent man ever supposed they would.

Price-tags!

High-class stores in American cities seem to be unwilling to stress price. In their display-windows, they place two or three or at most, half-a-dozen articles—none of them price-marked.

I have often wondered why this should be. Is it because they want people to come in and ask the price? Or do they believe that if prices were plainly shown, buyers would be frightened away?

London shops, quite as high-class as any in New York, are under no misapprehension as to the value of price-tags. They fill their windows, choc-a-bloc, and the price of everything is shown so clearly that even a blind man can see. There is nothing "artistic" about this way of doing business; but, judging by the effect it has on the buying public—of which, in summer, Americans are no small proportion—

it is a success, for it brings people into the stores in droves.

I should like to see one—only one—of New York's "high-class" department stores abandon the "artistic" and try the "practical." My belief is that it would never go back.

"Made in Britain"

"Made in Britain," "British goods are best," "Made by British workmen in British factories," "All British!"—phrases such as these are, more and more, becoming a part of British advertising. No reasonable man can object to that sort of thing. It is merely a variation of our phrase, "Patronize Home Industry."

It is a question, though, if the Rolls-Royce advertisement, reproduced below, isn't a little bit more than "personal."

THINGS THAT MATTER By MILSON YOUNG

Why do English motorists buy any but English cars? No Englishman who buys a foreign car, for pleasure or business, is driven by necessity or economy to do it; and when he does, he takes the bread out of the mouth of one English family for about ten weeks. If he thought about that, I hope he would not do it.

The best and most expensive motor car in the world is English; and I believe the cheapest car, in the sense of real value, is also English. In this wide range of prices, say between £150 and £3,000, at every reasonable stage, there is an English car which is as good as, and perhaps better value at its price than, any foreign car. So the patriotic buyer makes no sacrifice.

As a people we are not really skillful in succeeding with shams. We are still, thank God, beaten outright in the demoralizing business of making cheap things which appear to be what they are not. Craftsmanship with us is still more efficient than the salesmanship that can force rubbish on people as a conjurer forces a card. We have always excelled in honest workmanship; but we have not until recently, excelled in the kind of organization that enables honest work to compete successfully with dishonest. The motor industry has done that and it ought to be stopped.

It rests, not with any Government, but with you and me.

ROLLS-ROYCE LIMITED
CONDUIT STREET, LONDON

The Meekest of Men

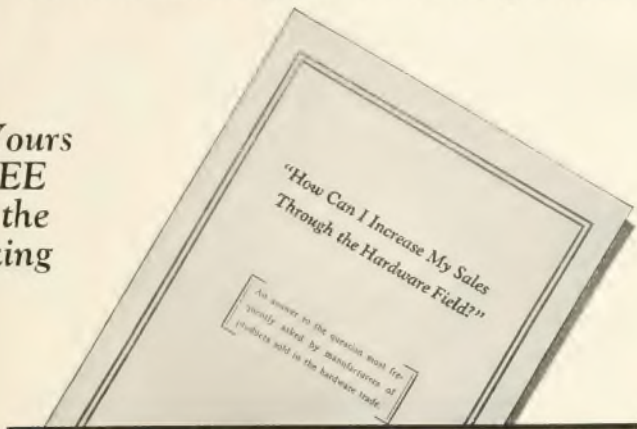
At St. Paul's Chapel, a few evenings ago, I heard the Columbia University Chapel Choir sing Horatio Parker's "Dram of Mary." It was beautifully done.

I am not a religious man; yet then and since, this thought has been with me: More than any other man who ever trod this earth, Jesus of Nazareth has been the inspiration of men of creative mind. Because of Him, this world is infinitely richer than it would be if He had not lived. Poet, painter, musician—every man who is blessed with the ability to express himself—has done his noblest work when the Meekest of men was his inspiration.

JAMOC.

If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

It's Yours
FREE
for the
Asking



A Handbook for Sales and Advertising Managers and for Agency Executives. Just Out!

An unbiased and authoritative brochure on sales development through trade channels—with especial reference to the hardware trade.

It correlates and explains the functions of the "Three Forms of Sales Promotion Activity." It gives a clear picture of the structure of the trade and of the workings of the sales producing leaven among the three major factors in trade distribution.

It enables you to check up your promotion work to make sure that it is following no "will o' the wisps" but that

it follows the normal progress of the process of sales development.

It strips its subject right down to fundamentals and points out how to set in motion the process of sales development that, when properly started, works all up and down the stream of distribution.


Every man whose job it is to gain jobber and dealer distribution and greater sales per dealer needs this booklet. If you are concerned with hardware distribution, no matter how remotely, send for your copy. You can profitably use it.

Just tear off and mail us the lower part of this page with your name and address and your copy will be sent at once without the slightest obligation on your part.


"A business publication whose service to its readers is thorough and sound can ask no more than that advertisers have an unperverted understanding of the trade or industry that it covers. To one with such an understanding the value of the sound publication readily becomes evident and the advertiser's self-interest dictates its use."

"The Most Influential Hardware Paper"

Hardware Age

A. B. C.  A. B. R.

239 West 39th Street New York City



CHATTANOOGA
"Dynamo of Dixie"

All concerns contemplating new or enlarged developments in the South are urged to closely consider the advantages of Chattanooga as a sales and distributing center in the South.

Write today for information about Chattanooga's advantages as applied to your particular business.

CHATTANOOGA
Clearing House Association
890 James Building
Chattanooga, Tennessee

Visit
Chattanooga

See the many famous Scenic and Historic points of interest in and about the "Scenic Center of the South."

DISPLAY advertising forms of Advertising and Selling Fortnightly close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the December 2nd issue must reach us not later than November 23rd. Classified advertisements will be accepted up to Saturday, November 28th.

Asking the Man in the Street

[CONTINUED FROM PAGE 36]

After all, the object of advertising copy is to tell the story of goods or services in a manner to be easily understood by the reader. In a recent talk Arthur Brisbane said: "A thought well conceived is easily expressed and the words come of themselves." A good many concocters of advertising copy are so bewildered with the cant phrases of the profession and by the mechanical details, that they lose sight of the fact that their real object is to tell a story—to tell facts—to tell why it will be to the advantage of the reader to buy the particular thing advertised. There need be no very great mystery about it. If the real facts are written in plain, understandable English, they will find acceptance in the minds of the readers. The advertising copywriter is a reporter—a special writer, if you like—an advocate, if you like. The more adept he is in the use of words, of course the clearer will be his story.

MR. GIELLERUP says the value of a writer's work is measured by how closely he comes to the words and phrases which millions of people accept. That is at least half true, but more important still is the writer's understanding of the thoughts, hopes, aspirations and ambitions—the mode of life and the actuating motives—of the people to whom his words are addressed. "A thought well-conceived is easily expressed."

The works of Harold Bell Wright exceed in circulation those of any other fictionist. But it would not be difficult to name a dozen writers whose English style is much superior to that of Mr. Wright. His popularity is due to his understanding of the ideals and emotions of the great mass of the people. His publisher doesn't have to submit one of his books to a jury of 69 consumers to find out whether or not it will be profitable to publish it, and I do not believe that the number of editions would be greatly increased or decreased by the presence or absence of a bright red jacket, or by a difference in size of type, or width of margins.

The preparation of good advertising copy is, after all, a very simple matter. The recipe is, first, have something to say; second, say it; third, stop. Of course, some men know how to do this better than others, just as some men are better reporters than others, and better lawyers and better salesmen of haberdashery. Their superior ability may be to some extent the result of heredity, but it is most largely a matter of clear thinking, an adequate knowledge of the tools of the trade—words—and practice. At the height of his success we are told that Paderewski practiced at the piano eight hours a

Who
ELSE
Is
THERE IN
YOUR OFFICE
Who
OUGHT TO BE
READING THE
FORTNIGHTLY.
But
Isn't

Gently place a pen
in his hand and
point your finger
finger below

ADVERTISING AND SELLING FORTNIGHTLY.

1 Year—\$10.00
6 Months—\$5.00
3 Months—\$2.50
New York, N. Y.

Send me 500 words I desire for free trial.

Name _____
Company _____
Address _____
City _____

“We have found the **STANDARD RATE AND DATA SERVICE** especially useful. It has enabled us to do away with six rate-card files and two circulation data files, as your information is more up-to-date and correct than we can gather in any other way.”

The Welch Grape Juice Co.

ASPCA



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in **STANDARD RATE & DATA SERVICE**.

ASPCA

USE THIS COUPON

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,

536 Lake Shore Drive,
Chicago, Illinois.

192.....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order..... Official Position

Advertisers' Index



[a]

Ajax Photo Print Co.	82
Akron Beacon Journal	12
Alderman, Fairchild Co.	
Insert Between 66-67	
Allan Business Papers, Inc. The	52
American Lumberman	82
American Photo Engravers Ass'n	53
American Press Association	15
American Tel. & Tel.	75
American Wool & Cotton Reporter	67
Architectural Record, The	72

[b]

Bakers Weekly	75
Barton, Durstine & Osborn, Inc.	31
Birmingham News, The	7
Boot & Shoe Recorder	80
Brailford Era	51
Buffalo Evening News, The	11
Buckley-Dement & Co.	72
Business House	64
Business Publishers International Corp.	54-55
Butterick Publishing Co.	10

[c]

Campbell-Ewald Co.	9
Cantine Paper Co., Martin	61
Chalfonte Haddon Hall	64
Chattanooga Clearing House Ass'n	86
Chicago Daily News .. Inside Front Cover	
Christian Science Monitor	35
Church Management	64
Cincinnati Enquirer, The	47
Colliers' Weekly	13
Columbia	58
Commerce Photo Print Co.	80
Condé Nast Group	8
Crane & Co.	14

[d]

Dairymen's League News, The	50
Dartnell Corporation	73
Denne & Co., Ltd., A. J.	82
Detroit Times, The	49
Doubleday Page Co.	68

[e]

Einson & Freeman Co.	56
Electrical World	77
Empire State Engraving Co.	81
Engineering & Mining Journal Press	45
Evans-Winter Hebb, Inc.	48

[f]

Farm Journal, The	43
Feather Co., The Wm.	80
Federal Advertising Agency	37
French Line	Inside Back Cover
Furniture Manufacturer & Artisan	68

[g]

Gas Age-Record	65
Gray, Inc., R. T.	90
Gulfport Daily Herald	82

[h]

Hardware Age	85
Heese Envelope & Lithograph Co.	58
Higgins-Gollmar, Inc.	67
Hunting Co., H. R., The	74

[i]

Igelstrom Co., The John	56
Indianapolis News, The	4
Iron Age, The	39
Iron Trade Review	78-79

[j]

Jewish Daily Forward, The	80
---------------------------------	----

[k]

Knit Goods Pub. Co.	82
--------------------------	----

[m]

Market Place	89
McCann Co., H. K., The	18
McGraw-Hill Book Co.	70
McGraw-Hill Co., Inc.	62-63
Milwaukee Journal, The	51

[n]

National Miller	56
National Petroleum News	Back Cover
National Register Publishing Co., Inc. 84	
Nation's Business	6

[o]

Oral Hygiene	84
--------------------	----

[p]

Penton Pub. Co., The	78-79
Pittsford Co., Ben. C.	82
Postage	67

[r]

Reilly Electrotype Co.	56
Richards Co., Inc., Joseph	3
Ross-Gould Adv. Agency	75

[s]

Saunders Drive It Yourself System	69
Selling Aid	58
Shaw Co., A. W.	60
Simmons Boardman Publishing Co.	33
South Bend News-Times	70
Standard Rate & Data Service	87
System	59

[t]

Talking Machine World	76
Textile World	77
Time, Inc.	41
Travelers Medical Guide	66

[v]

Vermont Allied Dailies	57
Victor Animatograph Co.	82

[w]

W. Virginia Pulp & Paper Co.	
Insert Bet. 50-51	

[y]

Youth's Companion	16
-------------------------	----

day. In a suit for infringement of copyright, some years ago, Rudyard Kipling testified that by reason of 14 years work he had developed a characteristic style of writing which had become distinctive and valuable.

If we are to say that experienced advertising men have not the ability to judge the merit of copy and that a better authority is a group of 30 or 60 or 690 consumers we must, by the same line of reasoning, throw overboard all expert knowledge in all lines of work in the world. If we want to know whether a medical formula is good we must disregard the opinion of physicians and ask the man in the street.

William E. Cameron

Formerly promotion manager of *Good Housekeeping*, has become associated with the Geyer-Dayton Advertising Company, Dayton, Ohio, as a member of the service staff.

Campbell-Ewald Company

Detroit, will direct advertising for the Fireside Industries, Adrian, Mich., an organization of craftsmen engaged in the decoration of gifts and decorative specialties.

E. A. Keenan

Formerly associate editor of the *Automobile Trade Journal*, Philadelphia, has been appointed publicity executive for Mitten Management, Inc., operator of the Philadelphia and Buffalo municipal and bus transportation lines.

"The National Farm News"

Is the name of a new newspaper for farmers published by The Independent Publishing Company of Washington, D. C., the first issue of which appeared Oct. 24, 1925.

"Chain Store Age"

Announces the establishment of a Chicago office, with Bert M. Arrick in charge; and also the appointment of H. R. Barnett as Western representative, with offices in Los Angeles.

Herbert C. Hoover

Formerly with the Warren Clock Company, has succeeded Louis Marcus as representative in the Philadelphia territory for the *Chilton Automobile Directory* and the *Automobile Trade Directory*, published by the Chilton Class Journal Company.

Pedlar and Ryan, Inc.

New York, will direct advertising for The Tailored Woman, New York specialty shop.

Alfred E. Fountain, Jr.

Has resigned as secretary of the Tubhill Advertising Agency of New York and has become associated with the New York office of the Lyddon & Hanford Company, advertising agency.

Laurence L. Shenfield

Has resigned as president of W. I. Tracy, Inc., New York advertising agency to join Pedlar & Ryan, Inc., same city, as an executive officer.

Howard G. Marshall

Has been appointed special editorial representative in the Chicago territory for the Gulf Publishing Company, Houston, Tex. Mr. Marshall will be concerned principally with the *Filling Station Magazine*, but will also do special work for *The Oil Weekly*, *The Refiner* and the *Natural Gasoline Manufacturer*.

J. S. Goldsmith

New York, will direct advertising for Fontag Brothers, Atlanta, Georgia, manufacturers of boxed writing papers.

J. C. Stokley

Formerly merchandising counsel of the Grand Rapids Show Case Company, is now associated with George J. Kirkasser & Company, Chicago advertising agency.

Frank B. White

Agricultural advertisers' service, Chicago, will direct advertising for the Ford Seed Company, Ravenna, Ohio.

J. Kleinhandler

Formerly with the New York office of Albert Frank & Company, has become associated with Lyndon & Harard Company, New York advertising agency, as account executive.

The Business Bourse

New York, has through the incorporation of the Business Research Services, Ltd., England, extended its old into Europe. Research work will be done for European manufacturers interested in American markets, and for American manufacturers interested in European markets.

Fort Worth Record

A morning newspaper, was taken over from William Randolph Hearst on October 31, 1925, by Amos G. Carter, publisher of the Fort Worth *Star-Telegram*.

The Practical Druggist

New York, has taken over *The Optician*. The two magazines have been consolidated and henceforth will be published as *The Practical Druggist and The Optician*. Irving P. Fox, editor of *The Optician* has retired.

The Pacific Builder and Engineer

Seattle, Wash., announces the appointment of Walter A. Averill, formerly editor, as editor and manager; and also the appointment of I. E. Stenson as advertising manager. Ralph Greiner has been appointed Eastern manager of the publication.

West Coast Lumbermen's Association

Will conduct a national advertising campaign for fir lumber for a period of five years at a cost of \$475,000 a year. Support for this advertising campaign is to be voluntary among the lumbermen of the Northwest.



Rate for advertisements inserted in this department is 35 cents a line—6 nt type. Minimum charge \$1.00. Forms close Saturday noon before date of issue.

Business Opportunities

An unusual mail order opportunity reaching 40,000 of the best consumer buyers in the United States. The entire cost is only 1¢ a name including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York City.

GET YOUR COPY OF OUR BULLETIN OF PUBLISHING PROPERTIES FOR SALE
Address:
HARRIS PUBLISHING CO.
345 MADISON AVE., N. Y. C.

Reliable Agency—Affiliation open for Active Man Controlling Business. We have an attractive offer awaiting such a man of clean cut type, willing to associate with fully recognized Christian agency located uptown, well financed. Address in strictest confidence, Box 318, care Adv. and Selling Fort., 9 East 38th St., New York City.

The Intercollegiate Sales Service wishes to secure exclusive connections with reliable firms dealing in the chief students' supplies, such as jewelry, penknives, pillowcases, blankets, golf apparel, athletic goods, etc., on a brokerage basis. Many small and middle size college town stores do not carry full "college" lines; therefore the opportunity to sell to the collegiate trade is excellent. Write for further information, stating, without, what you have to offer in the above lines. Intercollegiate Sales Service, Watertown, N. Y.

Service

BAD DEBTS COLLECTED

Everywhere. If you have suffered losses thru bad debts, notes, stocks, partnership frauds or schemes, consult us. Civil, Criminal, Commercial difficulties confidentially investigated. Lawrence & Co., 303 Buckeye Bldg., Cleveland, O.

COMPLETE MAIL ADVERTISING SERVICE

Work done in a manner to please the most exacting. Lists supplied, addressing, folding, inserting, sealing, stamping, mailing. Equipped for quantity production on a quality basis.
MAIL SALES CORPORATION
222 West 18th Street, Watkins 1408

ADVERTISING COPY WRITER

Desires few small accounts for spare time. Experienced and with plenty of common sense able to write attractive, effective copy. Box No. 326, Adv. and Selling Fort., 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing. Addressing, Filing In, Folding, Etc.
DEHAAN CIRCULAR LETTER CO., INC.
14 West 40th St., New York City.
Telephone Penn. 2566.

Help Wanted

Salesman: One who is calling on advertising agencies, advertising and sales managers, manufacturers; who desires to increase his earning on part or full time; with little effort; the suggestion is all that is necessary. The proposition will not conflict with your present work—but will help you to a closer contact with your clients—commission and bonus. Give full details of your present work—territory you cover. Reference, Address Box 309, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

SALESMAN—High class, well acquainted in Philadelphia and vicinity, wishes to connect with reliable concern that wants active representation in this territory. Commission basis. Box No. 124, Adv. and Selling Fort., 9 East 38th St., New York City.

Advertising Agency Associate—Successful salesman, exceptional copywriter, thoroughly versed in advertising and allied arts, seeks connection with progressive agency, highly qualified for both contact work and production. Box No. 313, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING MAN, high class, seeks new connection; eighteen years with national magazine; experienced in every branch. Wide acquaintance. New York and Eastern accounts and agencies. Box No. 319, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING AGENCIES—DO YOU NEED ME?

Advertising Salesman, Merchandiser, Ideas and Plans, Copywriter, Layouts. Have had long hard experience in all phases of agency work. Know my business thoroughly, have run my own small agency, and have worked on a number of large accounts. Can furnish unquestioned proof of ability. Can afford to start at \$6,500 with some arrangement for participation after demonstration. Address Box 320, c/o Adv. and Selling Fort., 9 East 38th St., New York City.

FOR SOME AGENCY OR ADVERTISER—A "FIND"

I know a young lady who has a superlative knowledge of merchandising and also working in the merchandise comparison and control departments of one of America's largest stores. In addition, she has taste, the ability to write, and is a college graduate. For some agency or advertiser she would make an excellent research worker. Or, with very little training she could write for just about every line of organization that considers the future possibilities of those it employs, she will prove a real "find". Moderate starting salary. Further particulars may be had from P. J., Box No. 325, Adv. and Selling Fort., 9 East 38th St., New York City.

IN CHICAGO FROM NOVEMBER 1st TO NOVEMBER 15th.

Now assistant advertising manager radio, auto accessory and financial fields. Booklets, sales letters, organs, layouts. Christian University, 26. Small agency or assistant manager. Future most important. Best references. Box No. 325, Adv. and Selling Fort., 9 East 38th St., New York City.

"GIBBONS knows CANADA"

TORONTO

MONTREAL

WINNIPEG

WHEN Russell T. Gray undertook the work of advertising industrial and engineering field, his effort was more or less of an experiment, since comparatively few had elected to specialize in this extent. He brought to his work unusual equipment—college training in engineering and practical experience in the advertising agency field. The combination has enabled him to do exceptional work in the service of manufacturers whose accounts lie in the field to which his organization has devoted itself.

"The Gray office in Chicago have steadily expanded, indicating a definite measure of appreciation on the part of an increasing list of clients. Mr. Gray may not care to be labeled a pioneer, but in the steadily increasing group of agencies specializing in industrial work he is considered in that light, a fact which is both distinctive and complementary."

—from a prominent
business magazine



ONLY the passing of time brings experience. And it's industrial experience that's needed in industrial advertising. We've prepared the advertising for a hundred products selling only to the industrial field—and we've learned!

A story of industrial advertising is told in a booklet, "the advertising engineer." If you sell your product to the industrial field—and if you want the profitable business in that field—we'd like to send you a copy.

RUSSELL T. GRAY, Inc.

Advertising Engineers
128 North Wells Street
CHICAGO
Telephone Central 7750



Please do not send
for this book unless
you sell to industry

**Industrial
advertising
exclusively**



To Tozeur
and the Mystic Islands of the Desert

HOSPITABLE and gay Tozeur . . . a city of song on the edge of the desert! The craftsmen carve with a love song on their lips. The caravan leaders chant Oriental melodies.

The 12-wheeled, luxuriously equipped Kenault car of the North African Tours rides the golden dunes of the desert to fantastic El Oued . . . "The City of a Thousand Domes." To Touggourt . . . a land of fragrance cooled by the sinuous swaying of myriad palms. Or far away to the Ahaggat . . . an earthly Paradise hemmed in by gleaming, snowclad mountains.

Or do you require new world traveling ac-

commodations with your old world mystery? If so . . . there are two thousand miles of excellent macadam highway, and thirty-one famous Transatlantic hotels.

Six perfect days on The Paris or The France, to Plymouth, England. Then to Havre, the Port of Paris. Or direct to Havre on any of the one cabin liners . . . down the gangplank to the covered pier . . . a special boat train waiting . . . Paris in three hours. Overnight, the Riviera and Marseilles. Twenty-six hours across the Mediterranean . . . and a strange, exotic country at the other end of 'the longest gangplank in the world.'

French Line

Compagnie Générale Transatlantique, 19 State Street, New York
Offices and Agencies in Principal Cities of Europe, United States and Canada





Bought in the Office ~

Used in the Field ~

THE exact division of relative buying importance between oil executives and so-called "field men" has long been a problem to advertisers seeking to sell the oil producer. It is answered and conclusively settled by the facts and figures of an exhaustive survey which a National Petroleum News representative will gladly bring you. Simply notify nearest office.

NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND

Service Offices:

TULSA, OKLAHOMA	608 Bank of Commerce Bldg.
CHICAGO	360 North Michigan Ave.
NEW YORK	342 Madison Ave.
HOUSTON, TEXAS	508 West Bldg.

Member A. B. C.

Member A. B. P.



NATIONAL PETROLEUM NEWS