

# Advertising and Selling

## FORTNIGHTLY

### *Markets, Merchandising & Media*



Drawn by H. L. Timmris for Arkansas Soft Pine Bureau.

DECEMBER 3, 1924

15 CENTS A COPY

*In this issue:*

“What Chance Has a New Article Today?” By ROGER F. DAVIDSON; “He Cashes In on His Misfortunes” By ROBERT R. UPDEGRAFF; “Three Undeveloped Advertising Opportunities” By BRUCE BARTON; “We Branded Gasoline and Uncovered a New Market”; “Par Distribution or Par Sales Volume?”

Public Library,  
Kansas City, Mo.

Public Library,  
Kansas City, Mo.

# "Chicago's Streets are Paved with Gold"—Bricks.

Yeah—that's what they all say when they try to get something for nothing and get nothing for something. Honest people don't buy gold bricks—nor sell them.

But there *is* gold in abundance in Chicago—*real* gold, for those who dig for it. Fortunes are being piled up here continually by hustling diggers. Merchants, manufacturers, workers of all kinds fare well in Chicago if they are progressive and industrious. Chicago almost makes its own prosperity. It produces less than it consumes of many commodities; more than it consumes of others. Thus it is in an ideal position to "trade." Trade makes prosperity.

The people of Chicago are prosperous and generous buyers—though they "shop" carefully and have well defined buying habits.

Their outstanding habit, as experienced advertisers know, is to look for advertising news in The Chicago Daily News.

The Daily News is a part of the family life in the great majority of financially competent households of Chicago, where English is read. And advertisers in its pages share the confidence and esteem in which its readers hold it. That is why, year after year, The Daily News carries a greater volume of advertising than any other daily paper in Chicago.

## The Chicago Daily News

*First in Chicago*

# An edition that is limited to one copy only

~ your copy

**S**UPPOSE there were put on your desk this morning a book containing such information as:

What your chief competitors are doing.

What consumers really think of your products—and your competitors' products.

What dealers say you should do to enable them to get more sales and bigger profits.

Markets you aren't reaching and how to reach them—quickly—economically.

A Richards Book of Facts contains exactly that kind of information built to your order from facts gathered in the field. For one manufacturer, his Richards Book of Facts changed his entire system of distribution. For another, it made a vital change in selling plans. For another, it revolutionized his methods of advertising.

For still another, the original "facts book" was boiled down into an interesting and helpful sales manual that every salesman uses in his daily work—a constant source of sales and marketing information.

As one manufacturer puts it, "The book gives me a wonderful sense of security. Instead of guessing blindly and stumbling along in the dark, I now have a fund of practical information that provides a logical background for everything I do."

We will gladly tell any manufacturer how a Richards Book of Facts may be used in his business as the basis of sound merchandising and advertising plans.

**JOSEPH RICHARDS  
COMPANY, Inc.**

251 Park Avenue  
New York



"The Richards Book . . . provides a logical background for everything I do."

*From a Manufacturer's Statement*

**RICHARDS** "Facts first—then Advertising"

TRADE MARK REG.

## CODE OF ETHICS

*Adopted by Association of Newspaper Advertising Executives at Columbus, Ohio, June, 1924. Endorsed by A. A. C. of W. at London, England, July, 1924.*

**1<sup>ST</sup>** Since Truth in Advertising has been recognized from the beginning as essential to honest merchandising, every form of co-operation should be continued with the Associated Advertising Clubs of the World to the end that no advertisement will be accepted for publication if it is misleading, fraudulent or harmful.

**3<sup>RD</sup>** We believe that every newspaper may be a successful and economical advertising medium when properly used. Complete co-operation should exist between all newspaper advertising departments and references to competing newspapers, when necessary will be truthful statements subject to verification by reliable authorities. Derogatory references to the personnel, policies or advertising value of contemporary newspapers will be avoided to the end that fair competition may be promot-

ed and the standards of newspaper advertising constantly uplifted.

**4<sup>TH</sup>** Circulation statements and statements of advertising lineage will be truthful statements of fact subject to verification by authorized organizations, or by the newspaper responsible for the statement.

**5<sup>TH</sup>** The advertising agency is an established institution which has assisted in the development of advertising, and should be supported because of its service to business. Commissions to advertising agencies should be allowed on national advertising when recommended by properly constituted authority, and if in accordance with the established policy of the newspaper, but the recognition of the agency should be restricted to the organizations actually functioning as bona fide agencies, rendering complete and adequate advertising service.

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The News subscribes whole-heartedly to this code of ethics. It has cost The News \$1,000,000.00 in available but unaccepted copy during the past ten years—to keep its columns truthful and clean. But it has yielded this dividend: The News carries more advertising in six issues a week than the thirteen issues of both other Indianapolis papers combined. The News has the largest circulation in Indiana—and the fixed and changeless loyalty of its readers.

## The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

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

Chicago Office  
J. E. LUTZ  
The Tower Bldg.

# Page 5—The News Digest

## Robert K. Leavitt

For the last four years advertising manager of "Onyx" Hosiery, Inc., has been appointed secretary-treasurer of the Association of National Advertisers, succeeding John Sullivan, who resigned because of illness after ten years of service. The announcement was made by the executive committee December 1, when Mr. Sullivan's resignation became effective. He will assume his duties December 15.

For more than four years Mr. Leavitt has been active in the A. N. A. as representative of his company. He has been a director and member of the executive committee since September, 1923, chairman of the membership committee during the last year, and chairman of the New York Chapter since September last.

## Matthew J. O'Neill

For twenty-six years general manager of *Machinery* has been elected treasurer and general manager of the Oswald Publishing Company, publishers of *The American Printer*. The other officers of the Oswald Publishing Company remain as before: John Clyde Oswald, president; Edmund G. Gress, vice-president; William R. Joyce, secretary.

## Western Advertising Agency

Racine, Wis., has been appointed to direct advertising for the Gold Medal Camp Furniture Company, same city.

## Samuel W. Du Bois

Of the S. C. Beckwith Advertising Agency, New York, died November 29, a victim of a fire in his home. He was forty-nine years old, a native of Tuscaloosa, Ala., and an alumnus of the University of Alabama and Vanderbilt University.

## F. R. Brosseau

Formerly of the sales promotion department of the U. S. Rubber Company, has joined the sales department of the E. A. Shank Sign Company, New York.

## L. R. Northrup

Of Erwin, Wasey & Company, has been elected chairman of the Western Council of the American Association of Advertising Agencies. Other officers elected were Carl P. Johnson, of Johnson, Read & Company, vice-president, and Francis Marling, of Benson, Gamble & Crowell, secretary and treasurer. On the board of governors are F. W. Thurneau, J. W. Young, Paul E. Faust and Dwight Chapman.

## A. W. Urbach

Has been appointed circulation manager of *Domestic Engineering*, Chicago.



## The Thumbnail Business Review

IN the race for prosperity, industry is still several laps ahead of distributive trade. Steel plants are operating at 70 per cent of capacity. Active demand for iron and steel products comes from railroads, agricultural implement makers, motor vehicle manufacturers and the construction industries. The tendency is toward increased prices for all iron and steel products. Several fabricators have withdrawn quotations covering deliveries during the first quarter of 1925.

☐ The railroads were never in better position to handle traffic. October witnessed the largest freight movement in the history of the carriers. Since September 1, last, the railroads have placed orders for equipment to a value of more than \$200,000,000.

☐ Wholesale prices in nearly all commodities are advancing steadily, due principally to the recent advances in prices of farm products. The volume of crops being sent to market is the greatest in five years.

☐ Factory employment is increasing. Output of textiles, lumber and bituminous coal is expanding. Automobile manufacturers are preparing to extend operations to care for coming spring business. Building contracts awarded in October were 14 per cent above a year ago. Buyers in all lines are commencing to show more confidence.

ALEX. MOSS.

## Klau-Van Pietersom-Dunlap-Younggreen

Milwaukee, are handling an advertising campaign for Wisconsin newspapers designed to sell the sales possibilities of the State to manufacturers, advertisers and advertising agencies.

## F. R. Northrup

Publishers' representative with offices in the Borden Building, New York, died November 29.

## Ellery W. Mann

Was elected president of the Zonite Products Company, New York, at a meeting of the board, Nov. 26. Mr. Mann, for the last five years, had been vice-president of the H. K. McCann Company, advertising agents, and had supervised the advertising of Zonite. Prior to his thirteen-year connection with the McCann Company, he was with the Standard Oil Company.

## Joseph S. Hildreth

Recently promoted to general sales manager of the Class Journal Company, New York, has been elected vice-president and a director of the Chilton Publishing Company, Philadelphia. He also has been made a director of the United Publishers Corporation, parent company of the above two.

## Joseph J. Borgatti, Inc.

Will be the new name of the Foreign Language Advertising Service, Inc., of Boston, Mass. No change in personnel will be made.

## F. R. Kingman

Assistant sales manager of the "Onyx" Hosiery Company, Inc., has been appointed advertising manager of the company to succeed Robert K. Leavitt, the newly-appointed executive secretary of the Association of National Advertisers.

## Smith, Sturges & Moore, Inc.

New York, have been appointed advertising counsel to Allen's Kitchen, Inc., bakers, and also to the Hoff, Vending Corporation, same city.

## Harold Buffam

Formerly with the Springfield (Mass.) *Republican*, has joined the staff of Barteau & Demark, advertising agency, same city.

## Francis K. Glew

Grand Rapids, Mich., formerly with John L. Wierengo & Staff, has started an advertising agency bearing his own name, and will direct advertising for the Grand Rapids Varnish Company.

## Wm. H. Rankin Company

Chicago, have been appointed to direct advertising for the Worthy Manufacturing Company, manufacturers of shirts, and for the Cowan Hair Cutter Company, both of Chicago.

## "American Legion Weekly"

New York, has moved to new quarters in Indianapolis and will date its December 19 issue from that city. The advertising department will remain in New York under the supervision of Gordon Hoge.

[ADDITIONAL NEWS ON OTHER PAGES]



Board Room, Hardware Mutual Fire Ins. Co., Stevens Point, Wis.  
Courtesy American Walnut Association.

## The High Cost of Last Minute Opposition

**T**HE closed meeting is a hard proposition to handle. Men are there whom your salesmen never see. They must decide in a few minutes on recommendations which have taken hours to prepare. Fifty dollars worth of your salesman's effort may be cancelled by five minutes opposition from an influential man at the top. Why take chances with this last minute opposition?

Why not put your proposition up to these men in advance of the meeting? Why not plan now for a steady pressure on the top men to meet the recommendations coming up to them? A few years ago it wasn't possible to make such a plan because there was no magazine made especially for this top executive group. Now it is possible.

*More than 41,000 Presidents of Corporations read Nation's Business*  
*More than 18,000 Vice-Presidents of Corporations read Nation's Business*  
*More than 18,000 Secretaries of Corporations read Nation's Business*  
*More than 8,000 Treasurers of Corporations read Nation's Business*  
*More than 13,000 General Managers of Corporations read Nation's Business*  
*More than 129,000 Major Executives in 96,813 Corporations read Nation's Business*

You will find of interest a detailed analysis of our 165,000 subscribers. 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 WASHINGTON



MORE THAN 165,000 CIRCULATION

MEMBER A. B. C.

# 1-27-25-56-12,000

These numbers are not football signals.

Decoded, they mean that on January 27th 1925, the 56th Annual Review Number of Engineering & Mining Journal-Press goes out to 12,000 mining men who represent the buying power of the metal-mining field.

This Annual Review Number carries a wealth of information on the 1924 activities at mines, mills, smelters and refineries—information which is particularly valuable right at this time to the 12,000 readers of the Journal-Press.

If you manufacture anything that goes to the mining field—use adequate space in this 56th Annual Review Number to give your 1925 sales campaign the impetus it deserves.

*You have just enough time to make this issue.*

Engineering & Mining Journal-Press is one of the 15 McGraw-Hill publications serving the following fields:

*Electrical:* Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

*Construction and Civil Engineering:* Engineering News-Record.

*Mining:* Engineering & Mining Journal Press, Coal Age.

*Transportation:* Electric Railway Journal, Bus Transportation.

*Industrial:* American Machinist, Industrial Engineer, Power, American Machinist (European Edition), Chemical & Metallurgical Engineering.

*Engineering in Spanish-Reading Countries:* Ingenieria Internacional.

# ENGINEERING AND MINING JOURNAL-PRESS

A. B. C.—A. B. P.

Tenth Avenue at 36th Street, New York

# Objections Overruled!

**I**N our study of the part played by Youth in present-day buying, Photoplay has gathered a great quantity of sales information.

In presenting this material for the benefit of advertisers, it has earned much approval—and some objections.

The objections, boiled down to their essence, are two:

*Objection No. 1:* "The Age Factor is interesting as a talking point; but as a factor in the marketing of goods, it does not amount to much. Young people want more, but they cannot buy as much as older people."

*Answer:* Skeptics of this kind are most generally self-made men who recall the lean period of their own struggling youth—and generalize from that.

Photoplay has, in fact, the actual testimony of thousands of dealers on the important part played by Youth in the buying of such varied merchandise as dress goods, ready-to-wear, silk hosiery and underwear, furniture, rugs, draperies, silverware, pianos and other musical instruments, automobiles and many other products.

Young people today have money to spend—and they spend it on things of their choice, from hair nets to motor cars. Youth will buy from you—if you can build a standing and a yearning for your product with them.

*Objection No. 2:* "Youth is important in selling—and in my selling; but my advertising list is so large that I already have coverage."

If Youth takes a position of disproportionate importance in your selling plans, Photoplay should occupy an outstanding position on your advertising list.

There aren't any objections to the Age Factor!

*Announcement of an advertising rate increase will be mailed December 15th*

*Answer:* "Coverage" is more than mere access to every prospective home.

The factors that influence selling in any home are many. You must reach all of the various members in every household and bring to bear on them all the influence that will move them.

Do you cover your prospects in that way?

Take motor cars, for instance. Your copy in a general medium can bespeak the general excellence of your car. It may effectively present your story as a whole.

And yet a specialized medium—such as Photoplay, for instance—carrying into that same home the specialized selling appeal of trim appearance, power, speed and dash may build an atmosphere that enlists the aid of those most potent of all salesmen for motor cars, the younger people.

Most well-rounded selling forces include certain specialists who are equipped to do special jobs especially well.

Just so Photoplay, predominant with the 18 to 30 age group, is the specialist of your advertising staff to send as your special emissary to Youth.

## PHOTOPLAY MAGAZINE

*Predominant with the 18 to 30 Age Group*

JAMES R. QUIRK, *Publisher*

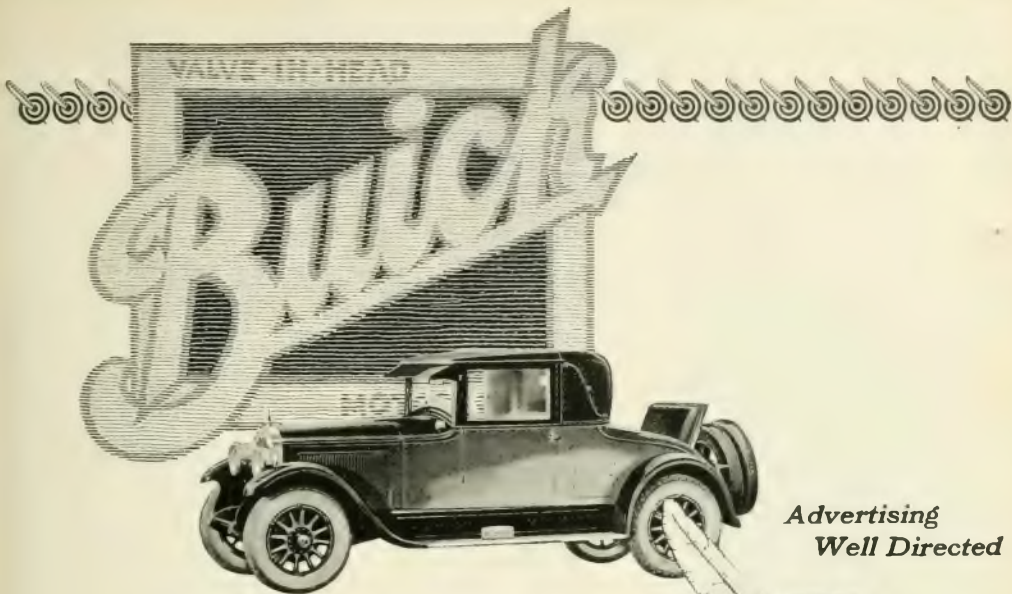
C. W. FULLER, *Advertising Manager*

750 N. Michigan Avenue  
Chicago

221 West 57th Street  
New York

127 Federal Street  
Boston





*Advertising  
Well Directed*

For many years Buick advertising has had a two-fold objective.

It has been designed to familiarize the greatest possible number of people with Buick value—and to reveal the satisfaction which Buick quality and performance provide for Buick owners.

It has been designed to foster that deep personal pride which every Buick owner takes in his car.

The sales records of Buick indicate that Buick advertising has produced consistently satisfying results.

For five years the Campbell-Ewald Company has assisted Buick in the preparation of its advertising.



# CAMPBELL-EWALD COMPANY

H. T. Ewald, Pres.  
E. St. Elmo Lewis, Vice Pres.

*Advertising*

Guy C. Brown, Sec'y.  
J. Fred Woodruff, Gen'l Mgr.

General Offices, Detroit, Michigan

New York

Chicago

Toronto

Dayton

Los Angeles

San Francisco

# A Rhetorical Question

IF YOU were reading a magazine that told you all about the important developments of the month—

—if it opened your eyes to what is going on in the world, and sharpened your appreciation of the finest things in life—

—if it aroused new aspirations for your own future—

—if, in a word, it produced an exhilarated, receptive frame of mind—

*could* you look at its advertising pages with indifference?

This is a rhetorical question. It answers itself:—

## CURRENT OPINION

*100,000 net paid guaranteed*

Eastern Advertising Manager  
R. B. SCRIBNER  
59 West 47th Street  
New York, N. Y.

Western Advertising Manager  
A. W. KOHLER  
30 North Michigan Ave.  
Chicago, Ill.

# Advertising and Selling FORTNIGHTLY *Markets, Merchandising & Media*

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G. Lynn Sumner

**T**HE Association of National Advertisers closed its convention at Atlantic City with the election of officers. G. Lynn Sumner, of International Correspondence Schools, former vice-president of the association, was elected president. Vice-presidents are: E. T. Hall, Ralston Purina Company, re-elected, and Ralph Starr Butler, United States Rubber Company, and P. B. Zimmerman, National Lamp Works of the General Electric Company, former directors.

New directors are: W. S. Ashby, Western Clock Company, former vice-president; W. K. Towers, Paige-Detroit Motor Car Company; W. E. Loucks, California Packing Corporation; C. F. Beatty, the New Jersey Zinc Company; E. D. Gibbs, National Cash Register Company.

P. L. Thomson, retiring president of the association, becomes a member of the board for one year.

## M. C. ROBBINS, PUBLISHER

OFFICES: 52 VANDERBILT AVENUE, NEW YORK  
Telephone: Murray Hill 8246

J. H. MOORE, Advertising Manager

NEW YORK:  
F. K. KRETSCHMAR  
A. M. FRANKLIN

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

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

NEW ORLEANS:  
H. H. MARSH  
927 Canal Street: Main 1071

CLEVELAND:  
A. E. LINDQUIST  
405 Sweetland Bldg.: Prospect 351

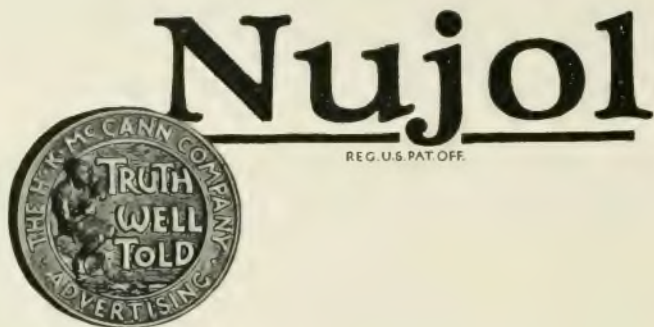
LONDON:  
66 and 67 Shoe Lane, E. C. 4:  
Telephone Holborn 1900

TORONTO:  
A. J. DENNIE  
217 Bay Street: Elgin 1850

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IT would surprise many people to be reminded that the familiar Nujol trade-mark made its initial bow to the world as recently as 1914. The sensible, healthful principle of *lubrication* to which Nujol introduced a cathartic-ridden public has already become an integral part of that public's consciousness.

This is indeed a well-deserved tribute to the real service Nujol renders the good health and well-being of human-kind. It is also a tribute, we feel, to the McCann ideal of "Truth Well Told", which has fitly animated the telling of this important health story.

## THE H. K. McCANN COMPANY

*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

DECEMBER 3, 1924

# Advertising and Selling FORTNIGHTLY

FREDERICK C. KENDALL, Editor

*Contributing Editors* Robert R. Updegraff Floyd W. Parsons Marsh K. Powers  
Charles Austin Bates Russell T. Gray Alex Moss, *Associate Editor*

## What Chance Has a New Article Today?

*By Roger F. Davidson*

**N**EVER in American merchandising history has the sale of new articles of common consumption been such an adventure and such a task as now. The number of brands, private and general, is appalling; the pressure of competition, gruelling; the trend of the times apparently discouraging to new articles; the cost of "putting over" a new article higher than ever before.

This having been said, it seems paradoxical to say in the next breath that there is nothing at all in the situation to frighten away the maker of a worthy new article; that in many respects it is an auspicious time for new articles.

"Just think," said one sales manager, "I went in to see a druggist some time ago and he had forty-one brands of dentifrice lined up on his counter. He couldn't and wouldn't try to educate the public on any one of them. He stocked them, and let the public choose. He lost money on many, if not most of them, for their turnover was almost nil. How could anyone sincerely advise another dentifrice to compete?"

"Yes, and think of the

enormous number of items there are in a druggist's stock now!" chimed in another sales manager. "I checked up on this not long ago and found that in the proprietary field alone

there are 36,000 items. Do you wonder that the independent druggist is getting wise and cutting down his stock? Do you wonder that the secret

of the chain store is the elimination of the majority of these competing brands and concentration on two or three live sellers?"

The argument seemed to be going all one way.

"All you have to do to get convinced," added another man, "is to look at one of the recent issues of a trade paper, as I did. There were thirty-six pages of 'special deals' listing a total of about a thousand separate deals, each of them striving their best with free goods, free store helps, etc., to get winter stocks across to the retailer by their persuasiveness. What do you suppose the dealer thinks who looks at all this? Where do you suppose these new manufacturers land with their cries in the wilderness?"

"Just wait a moment, now," interposed a sales manager who is the man responsible for 'putting over' two of the most widely known articles. "You fellows are all selling old lines of goods and you naturally get very indignant at the newcomer who tries to



**T**HE market for all sorts of products in the United States is ever-growing. Population increases steadily, regardless of restrictions on immigration; children grow into adults, aliens are assimilated in course of time, and succeeding generations adopt the customs and habits of those who trace their American ancestry by decades instead of years. Foreign-language newspapers and periodicals read by potential Americans, like the textile workers shown above, or those who work on the railways and in almost every other American industry, play an important part in the campaign of education that finally results in a fusing and welding of old-world tradition and new-world custom

break into the charmed circle of success. But I want to tell you, and you'll have to admit I'm right, many newcomers are putting themselves over, despite all the perfectly good talk of too many brands."

Everybody saw that this sales manager "had something on his chest," and they let him have the floor.

"This wouldn't be America, if we started to shut doors against newcomers. It's the newcomer who puts pep into the situation; breaks precedents, changes habits, and sets the industry on new levels. It would be a cold, sad day for American merchandising if we said to the new article 'Stay off the grass, we own this field,' if wholesalers and retailers turned absolutely deaf ears to new articles.

"I know none of us are ready to shed any sentimental tears over the blows which new competitors of ours get from the cruel, hard world. But we are all salaried men; tomorrow we may be called to new concerns and

asked to use our brains to get a new article across. What will be our tune then? What answer have we then for the wholesaler who says: 'Gosh! Another brand of breakfast food' or soap, or ginger ale or what not?"

"What is the real situation? The live wholesaler and the live retailer are not counting the number of brands, but the volume of sales, and the turnover. They'd be delighted to stock a hundred brands of tooth paste, if they all moved. What they object to is failure to move. Very well, then, the particular thing you need worry about in putting a new article across is not your competition at all, but the power of your article and your sales and advertising plans to generate movement.

"And don't belabor retailers and wholesalers, if you have a new article, for having a wrong attitude. They usually are no less keen than you are for volume and turnover. As one wholesaler put it to me: 'Sure, I'm open to a new article. What do you

think I am, a dead one? I've got room in my line for six brands of your kind of goods to push actively. Not all of these six now getting my attention are showing speed. If your article can show speed, I'm more than willing to make it one of the big six to push!' There you have the thing put in neat form. He selects six brands out of the general run of brands which have a mile-a-minute speed in them. He doesn't get six of such, ever. Some of the six are tail-enders now. He'll gladly drop one and add yours—if your little boat can develop the requisite horsepower! It's the same way with the retailer—or should be. The real trouble is that so many retailers don't recognize with such mathematical nicety how many brands they should carry, and which ones.

"Not so the chain store. Oh, no! They, too, have a well-calculated plan; say two brands of this, three brands of that and four brands of

[CONTINUED ON PAGE 79]

# Selling in a Circle

By James S. Laurence

**T**HE inherent qualities in any product that are not possessed by competing products are usually the most potent sales arguments. It is these qualities that enable the maker to "take it out of competition" and gain for it a handicap over its rivals.

Granted a product has such points of difference, the problem is to keep the public reminded of them all the time. To do this the advertiser must manage in some manner to make people see these points of difference, whether they will or not, and keep people interested in them.

The accompanying illustration, which occupied the top half of an Autocar full-page advertisement, accomplishes both of these ends. The shortness of the Autocar, with its engine under the seat, is one of the inherent qualities of that product which differentiates it from its competitors and gives it product individuality. The problem is to make this fact interesting.

This, the advertisement under consideration does with its seven-word heading—"We build Autocar trucks to fit streets." A fresh, interesting mind-stimulating idea, ingeniously

focusing attention on this built-in feature of the Autocar as related to its field of activity.

The advertisement then proceeds to illustrate the fact, by means of a dotted circle, that the Autocar, hav-



ing a wheelbase of only 114 inches, can turn in a circle only thirty-eight feet in diameter.

The circle, with its heading and its illustration of the Autocar and the details of its size, power and turning radius, forms a complete picture of the machine and its built-

in fitness for service on city streets. The reader is then carried very naturally from this circle to the copy occupying the bottom half of the page which reads:

Most city streets were laid out before modern motor transportation was dreamed of; it is small wonder that these are traffic choked.

The Autocar engine is placed under the seat to give the shortest possible wheelbase with adequate body space for the paying load.

Watch the Autocar trucks as you go along the street—you will see them threading their way through traffic, turning in the minimum of space, taking on and delivering loads in cramped quarters where motor truck operation would seem impossible.

Autocar short wheelbase handiness is saving time and money for thousands of business houses doing every kind of hauling.

This copy both amplifies the idea brought out in the circle and adds force to it.

The circle, with the picture and text displayed therein, has excellent poster value: it attracts attention and presents the idea at a glance. The copy is a convincing sales solicitation that serves to advance the argument and clinch the Autocar's claim to consideration.

# He Capitalizes His Disadvantages and Cashes In on Misfortunes

The Story of "Rytt"—Who Sells  
Brick by Being Human

By Robert R. Updegraff

"SO much is published about the advertising and selling of food products and clothing and furniture and cosmetics and automobiles and machinery and the like, but so little that will help me in my business," grumbled a man with whom I happened to talk recently.

"What is your business?" I asked. "I make brick," he said.

Whereupon I told him the story of my friend "Rytt," of Sumter, South Carolina. So interested was he, not only in the brick part of the story but also in "Rytt's" sales methods and his business philosophy, that I decided to set it down for the inspiration there may be in it for any business man, the surprises in it for those who are afraid to violate the traditions of business, and the practical value of the shrewd means and methods by which "Rytt" has turned the bad "breaks" in his business to advertising and sales advantage.

In no sense is this a set interview. I have learned "Rytt's" story bit by bit over a period of years. Whenever he comes North he visits my home and we sit in front of the

fireplace until the small hours of the morning, and I listen while he tells me the latest chapter in his discoveries about brick and business and architects and advertising and the art of selling.—[R. R. U.]

\* \* \*

TO begin with, his full name is Irving A. Ryttenberg; but most everybody in the brick industry, and a considerable section of the architectural profession, know him simply as "Rytt" because that is the way he signs himself and sells himself, having been affection-

ately dubbed that years ago. "Rytt" has had more than his share of "bad breaks." Something is always happening to take the joy out of business for him; yet somehow he always turns all the "breaks" to advantage, be they good or bad.

To start at the beginning: In Sumter, South Carolina, was a brickyard in which "Rytt's" father owned a half interest. Upon his father's death, "Rytt," who had left home years before, returned to Sumter and went to work in this brickyard, knowing absolutely nothing of brick-making. After the business



IF "Rytt" had not been as differently molded as the brick he makes, the weeds and daisies would now be in sole possession of his brickyard. Refusing to concede that there was such a word as misfortune, he turned every setback into an impetus. That is why his brick travels halfway across the country to compete with brick manufactured nearer the point of use, and much lower in price

had struggled along for seven years, the partner died and "Rytt" took over his interest.

The business was in a bad way and always had been. There was something in the clay in that vicinity that made it impossible to produce brick of a uniform color. The brick could be sold, but at very little profit. It brought a price under the market for common brick because it was not up to common brick standard.

Today that same brick sells for a higher price than any brick made in America, be it common brick or fancy face brick, and it is shipped farther than any face brick of its class to customers who will have no other.

"Rytt" has done it with imagination, salesmanship, dogged perseverance, and a fine disregard for the traditions of business in general and the brick industry in particular. He has done it with what might be termed a reverse business philosophy. His thinking and working methods are just the opposite of most men's.

When "Rytt" faced the problem of marketing the motley assortment of what he decided to call face brick that came out of the kilns of his yard, he reasoned with himself, "Well, if I can't sell my brick for as much as the market pays, then I'll have to charge more."

It transpired that when he was next asked for a quotation on his brick, with the market price \$10 a thousand for the brick he was quoting against, he quoted \$12.50. This surprised people—and made them ask questions. "Why did he ask

more for this brick? Why, it wasn't even uniform in color!"

"No," said "Rytt," "it isn't—it's different. That's why you have to pay more." And when he found that they looked at his samples at \$12.50 but didn't buy, he raised the price to \$15!

Today, when clinker brick sells at a premium because it is so much in demand for its artistic possibilities, "Rytt's" argument for the uncommonness of his brick seems reasonable enough. But in those days clinker brick was thrown away at most yards as being of no value. Only perfect brick of uniform color was wanted, and it took imagination and nerve to ask a premium for the kind of brick "Rytt" had to sell.

"YOU can lay a plain ordinary wall with any old brick," he argued, "but with this brick of mine you get character and individuality." Still nothing much happened. People were not greatly impressed with his argument, or else they were not quite sure enough of themselves actually to place an order. Then "Rytt" thought that if he was to sell the character and individuality of his brick, he would have to do something to give it character and individuality. But what? He thought this over for some time and then it all came to him: his brick should have a name! The "texture" idea was just creeping into the parlance of the architectural profession in connection with brick, and "Rytt" shrewdly hitched onto that idea and christened his motley product "Dixie Texture Brick."

But even with the new name and

the new idea, the brick didn't sell as well as "Rytt" thought it should, and he still wasn't making a cent on his plant. So, applying his reverse philosophy once more, he raised the price again—raised it so much this time that people gasped when they opened one of his quotations. Gasped, and began to study the brick to discover the why of this price of \$25 per thousand, f.o.b. plant.

And that turned the tide! He had boldly lifted his product out of competition, and Dixie Texture Brick began to be taken seriously as something special, as a brick to be reckoned with when something different was wanted in brick.

I am not sure that "Rytt" had heard at that time the old Emerson-Hubbard wheeze about the mousetrap and the public making a path through the woods to the door of the man who could make a better one; but if he had heard it, he would not have believed it. He doesn't believe in waiting for anything.

He knew that the advance guard of the architectural profession was beginning to be much interested in the artistic possibilities of texture and color in brick. But the trouble was that few of these architects were located in the immediate vicinity of Sumter. Whereas most brickyards sold their output in those days (and still do for the most part) within short shipping distance of their plants, "Rytt" realized that his yard could never be supported by the business from his local territory. Indeed, only an occasional architect here and there had advanced to the point of grasping the

[CONTINUED ON PAGE 28]



CLOSER welding of the different entities interested in national advertising resulted from the fourteenth annual convention of the Association of National Advertisers, which was held recently at Atlantic City.

About 300 delegates attended the various sessions, some of the 300 being shown in the illustration above. G. Lynn Sumner, the newly elected president, in a statement to the press epitomized the work of the association and outlined the direction that coopera-

tion should take. "As an association," stated Mr. Sumner, "we believe that advertising can be one of the most effective means of reducing selling costs. To that end, we endeavor to share our experiences that every dollar be invested to yield a maximum return. The advertiser is but one side of the triangle which consists of advertising agent and publisher as well. If advertising as a business force is to achieve its greatest usefulness, it must be through a cordial cooperation between these three."



# Wherein Lucullus Rides Astride a Wingéd Steed

EVERY once in so often there drops out of the advertising sky a little manna to gladden the heart and feast the soul of weary travelers in the wilderness of direct-mail literature. Just such a heavenly offering is a little sixteen-page booklet issued by Fortnum & Mason of 182 Piccadilly, London, in which turtle soup, game patties and other such delicacies are described in language so savory as to delight the gourmet and tempt the abstinent. This little booklet puts to shame the lackluster efforts of most cataloguers and price-listers. What mortal with his gastronomical apparatus in proper functioning order could resist the appeal made in behalf of caviare, as eaten by mermaids in cool grottos?

People who understand food eat our large gray-grained caviare in silence and with half-closed eyes, while the servants instinctively tiptoe about the room—unwilling to break the ecstasy. Those who only know the small black-grained variety can hardly realize the wonders of the large gray grain we import from the Volga. The breath of the sea slumbers in its sombre brilliance, and the delicacy of its flavour defies the written word. Vandals have been known to squeeze lemon juice upon it, but people with hearts tuned to beauty eat it unsullied by the shrillness of lemons.

No hackneyed or stock phrases, these, but language apt and gracious; an aristocracy of expression that makes commonplace words glitter and sparkle with prismatic brilliancy.

It would not surprise one in the least if the game patties that disappeared into the capacious maw of Joe, that pudgy gourmand in "Pickwick Papers," were made after the same recipe as the delectable dish so entertainingly albeit so appetizingly described in this wise:

Gate you never so keenly into the rosy depths of patty lying so snugly in our green terrines, you will not master the secret of its excellence, for that is one of our most treasured secrets. Taste it and you will say,

"The flesh of young grouse"; and then again, "Truffles, or I am a Dutchman"—but the fashion of its blending will remain with us. It has been our recipe since the days of the Regency and each successive Head Chef takes the following oath on assuming office: "My finger wet, my finger dry, if I give this recipe away—I wish I may die."

## Our PÂTÉ DE FOIE GRAS

We import it from Strasbourg by Aeroplane

AS the aeroplane descends we rush forward anxiously, crying to the pilot "Are they pink?" and he replies "Assuredly some are of the much-prized pink. Others, again, are of the wanted hue. Pourscore pâtés en croûte have I brought thee." (All Air Pilots speak like this—reason unknown.)

¶ We only take our Pâtés from the very best Strasbourg houses and give our word that every one we sell is as perfect as can be obtained anywhere.

Pâtés en Croûte . . . . . each 21/- to 63/-  
Pâtés in Terrines . . . . . each 4/- to 55/-



Arrival of a Pâté at the Guildhall

+ [ 7 ] +

The apparent lack of rhythm in no way lessens its dread efficiency, for the only Chef who proved unfaithful died within thirty years of breaking his oath.

What ardent disciple of Volstead but would discard the halo of prohibition for the grape wreath of Bacchus, after reading the following gem on the genteel and lovable art of steeping fruit in brandy?

In bottles, and divorced from the distractions of the world, our cherries meditate in kind old brandy, each giv-

ing to the other something of its own beauty in this sweet union; until the time when you desire their presence at your table.

Now eat of them, noting how the fresh fragrance of the young fruit runs like a theme in the mellow scent of the ageing brandy. Let each cherry melt asunder in your mouth, permitting it to unfold to you the secrets in its heart—potent; yes, and even heady, yet exquisite in its refinement. If you will admit that a flavor can be moving—then this is a moving flavor; if you deny us the word, then we bid you try them and think of a better phrase—for we cannot.

In so simple a thing as a tabulation of what may be had for "one little guinea," the copywriter's genius, inspired by an epicurean appreciation of rare viands, shines forth in such phrases as "a decorated box of our fattest crystallized fruits," "a Devon ham, cunningly smoked," "a Stilton cheese, ripe and mellow," "a Dundee cake of size and importance." The title page has it that the booklet is a "discourse on special dainties, the eating of which heartens one and gives courage." With that statement no fault can be found. One is tempted, however, to substitute the word "reading" for that of "eating."

Dabblers in language, with a storm of words, could say these things more vehemently, but never more effectively. No talk of calories or vitamins in this jewel of a booklet, but esoteric phrases cunningly contrived to titillate the taste buds and excite the salivary glands: a happy disposition of words, wrought with an undefinable charm that must bring a chuckle from the heart of the most confirmed dyspeptic while it wrings a tear of regret from his eye.

And the illustrations! Pen and ink drawings by an artist who took seriousness by the scruff of the neck and threw it out of his studio window. The result is a perfect specimen of direct-mail literature in which the art work and typographic treatment mirror the spirit of the copy.

# We "Branded" Gasoline and Made a New Market for Boyce-ite

By Harrison Boyce

President, Boyce & Veeder Company, New York

**F**EW manufacturers are ever called upon, in the midst of a successful merchandising campaign, to pause and give serious consideration to the idea of developing a new method of distribution for a product the sales of which were already meeting with the most sanguine expectations. Yet that is what happened with respect to Boyce-ite, a liquid ingredient for the treatment of gasoline recently perfected by the Boyce & Veeder Company, Inc. Just as we were congratulating ourselves that 100 per cent teamwork and the scientific correlation of production and marketing had succeeded in gaining national distribution for Boyce-ite in a remarkably short space of time, a letter from a gasoline distributor in the Middle West caused us to wonder if we had not overlooked an important outlet for our product.

When Boyce-ite was first introduced in the early fall of 1923, we aimed at the motorist direct. We told him what the product would do to eliminate carbon trouble and aid him in getting increased efficiency from Boyce-ite treated gasoline. We set about building up consumer demand through national advertising, after the motor accessory dealers had been prevailed upon to stock our product, which was put up in sealed tin containers. We made certain of the merits of our proposition before we started any merchandising, and in one year the name of Boyce-ite was familiar to automobilists all over the United States. Our distribution has been enormous. In fact, our volume of business has grown to such an extent that the first factory in Long Island City has proved inadequate to supply the demand, which today is crowding a new plant capable of a production of 30,000 cans of Boyce-ite per hour.

Soon after the publicity on Boyce-ite gained momentum on a national scale, we received a letter from the Hall-Rattermann Oil Company, a large gasoline distributor in Cin-



Harrison Boyce

cinnati, asking if a plan could be evolved for the treatment of gasoline in the storage tanks at the refinery, so that gasoline already mixed with Boyce-ite could be sold in bulk to the filling stations.

We had never considered the use of Boyce-ite in that particular way. In fact, we could see quite a few objections to the general idea. We wrote the Hall-Rattermann people that we were not yet ready to treat gasoline in bulk with Boyce-ite. This particular request was followed by others, however, the home office after a while being literally deluged with letters and telegrams from gasoline distributors, asking substantially the same question that had been asked by the Cincinnati distributor.

**H**ERE was a serious problem. We felt that the potentialities for the development of this suggested market were enormous, but how to get around the objections that we ourselves had raised? Frankly, we were totally unprepared for the marketing of Boyce-ite in that manner. Our whole efforts up to this time, it

must be remembered, were being directed to laying a strong foundation for the ingredient to be sold to the consumer for the treatment of any gasoline, at any filling station. By this method the car owner could mix his own gasoline and thus be assured that he would get the proper results.

We were in a quandary. While we recognized the possibilities, we could not see how we could accede to the requests from the distributors, and this for three outstanding reasons: First, we wanted to be sure that Boyce-ite was mixed only with high quality gasoline. (This question did not disturb us in relationship to the consumer himself, for no motorist takes chances with an unknown brand of gasoline unless he has to.) Second, we wanted to be certain it was our product that was being used for treating the gasoline, and used in the proper proportions. Third, and most important of all, we felt the need of some positive method whereby the public could be assured it was getting a correct blend of high-grade gasoline and genuine Boyce-ite.

After considering the various phases of the problem, the matter resolved itself down to one single proposition. How could gasoline—the fluid itself, not the pump from which it comes—be unmistakably branded? We couldn't put a selvage on it, neither could we stamp it. Oil distributors who have been confronted with the same problem have begged the question by the installation of a trademarked disk on top of the dispensing pump. We felt that this method did not provide a satisfactory solution. In spite of the trademarked pumps there is the possibility of adulteration and substitution of gasoline fuels.

How could gasoline be branded? One logical way suggested was to color it. But how? Chemists told us it was easy to tint gasoline red, but red gasoline looks dangerous and dirty in the pump. Moreover, an investigation had shown that

[CONTINUED ON PAGE 36]

# How Machinery Has Helped Increase the Farmer's Efficiency

By Harry E. Kling

**D**UE probably to much political hokum and still more maudlin alarmist talk about the farmer, the true picture of the American farmer's forward drive is yet to be adequately shown. The mere fact that he has increased farm production 40 per cent since 1900, without any increase in the number of farmers, is astounding in itself. Certainly the factory workman hasn't increased his production 40 per cent since 1900.

What the farmer buys is one very significant way of judging the farm market. During these recent years of much mooted farm depression, what are the facts as to his purchases; and what, for instance, were his purchases in 1923 in farm equipment?

If farm equipment is taken as an index, he bought \$364,701,537 in 1923, an increase of 74 per cent over 1922 and even a substantial increase over 1921—about 11 per cent.

The truth is that the American farmer is today most intelligently at work on his business problems, getting rid of some of his false hopes and making some of the reforms which experts have urged on him for a long time. He's taking a notch in his belt and becoming more of a business man.

Farming is definitely out of the "colonial" or insular period, where every farmer ran a little kingdom along his own arbitrary ideas of what farming should be. His development of cooperative marketing is almost as amazing as what machinery has done and is doing for him. His progress in these two revolutionary methods has been and is phenomenal. It is the current fashion to stress the cooperative marketing phase of farm progress, but the machinery phase of farm progress, when considered in the



© Edwin Galanter

**C**ROCODILE tears and heart-wringing sob stories anent the poor, overworked and underpaid farmer seem to have left him quite unconcerned about his own supposed misery, if production and expenditure figures can be taken as an index of his self-pity. These show that the farmer has, on an average, doubled and, in some cases, tripled his annual purchases of farm equipment and machinery, and, in doing so, has increased his production about 40 per cent without an increase in the number of farmers. In addition, his improvement of methods has enabled him to cut down his time-effort on some products to such an extent that, for a given task, he requires only one-fifth the time that grandfather did to do the same thing

light of reputed farm "poverty" in recent years, is an eye-opener.

Sales of tractors in 1923, for example, were not far from double the sales in 1922; \$93,782,550 in 1923 as against \$53,242,822 in 1922. Equally significant were the sales of machines for preparing crops for market or use (threshers, corn huskers, etc.) which rose from \$18,293,848 in 1922 to \$30,761,122 in 1923. Harvesting machinery beats this record,

however, having considerably more than doubled itself; \$26,278,076 in 1923 as against \$11,821,848 in 1922. The same is true of farm wagons and buggies—\$24,332,852 in 1923 as against \$11,953,362 in 1921. Plows shot into a record among all farm equipment—considerably more than trebling the 1922 figures—\$24,252,181 in 1923 as against \$9,680,355 in 1922.

Here is, then, a striking fact: The farmers in 1923 bought 74 per cent more equipment than the year before; over three times the plows, more than twice the harvesting machinery, and almost twice the crop-preparing machinery.

In considering the great improvement in farm machinery it must be remembered that from 80 per cent to 90 per cent of all farm labor is "drawbar" or traction labor, and that the farmer has in this fact the greatest opportunity for cost-reduction. The amount of labor required to produce one acre of corn in 1850 was 38 hours and by 1917 it had been reduced to 18 hours. Now it is reduced to only seven hours—less than one-fifth the amount of labor necessary in grandfather's day.

Incidentally, the most revolutionary of all developments in this respect is yet to come. A conference was held not long ago between electrical power interests and farmers and cabinet heads at Washington. A committee is at work now experimenting with the use of electricity for work on the fields of the farmer. The "super-power" plants will make cheaper electricity available over a very broad expanse of territory. Then will come the revolution; electric plows, for instance. At the Iowa State Agricultural Experiment Station, such a plow works day and

[CONTINUED ON PAGE 69]



### Sark'ara

By growing Sark'ara in the tropics, the world's supply of sugar is increased.

**"Bridgeport"  
Sugar Tubes**

What is going to happen to the sugar industry in the future?

As the world's supply of sugar is increased, the price of sugar will fall.



**Bridgeport  
Brass Company**  
BRIDGEPORT - CONNECTICUT



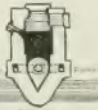
### "Indian Salt"

When in 321 B. C. Alexander the Great returned to Babylon, he was met by several thousand men...

**"Bridgeport"  
Sugar Tubes**

Several centuries later, the Indians discovered the same "Indian Salt"...

It is said that the first sugar was first produced in the island of Barbadoes...



**Bridgeport  
Brass Company**  
BRIDGEPORT - CONNECTICUT



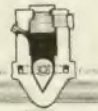
### A New Treat for Merrie England

During the several hundred years following 1492, the world's supply of sugar...

**"Bridgeport"  
Sugar Tubes**

Meanwhile, the Crusaders in the Orient had become familiar with sugar...

As the world's supply of sugar is increased, the price of sugar will fall.



**Bridgeport  
Brass Company**  
BRIDGEPORT - CONNECTICUT



### Sugar Arrives in America

The discovery of the New World opened up additional fields for the production of sugar cane...

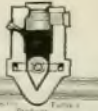
Twenty-five years after the discovery of the New World, the first sugar...

Within a few years after the discovery of a method for refining copper tubes...

**"Bridgeport"  
Sugar Tubes**



**Bridgeport  
Brass Company**  
BRIDGEPORT - CONNECTICUT



**COPY** imbued with the color of the days before gunpowder and with the glamor and romance of the search for a new route to Cathay. The very unusualness of this series of advertisements of the Bridgeport Brass Company, which is appearing in the technical press, is calculated to woo the engineering mind from the graph and statistical school of copy of which the professional is presumed to be inordinately fond

## Basics of Advertising Copy—V

# Vividness Through the Use of Everyday Words

By Henry Eckhardt

ONE certain group of words there is, in which John and Jane Publick feel particularly at home. These are the words in everyday use. I mean—the words of ordinary talk, of the newspaper column.

Since their readin'-writin' days, John and Jane have heard and used these words. They roll off the tongue as if by second-nature. When John and Jane find these words on the printed page, they skim merrily along and, without a stumble, grasp the meaning. But let unfamiliar phraseology become ascendant in the sentence, or let a conglomeration of many-syllabled words be summoned from the esoteric parts of the dictionary (like these) and the Publicks reel. So many strange faces! They stop skimming. They flounder for the meaning. All of which discourages them from reading, and prevents them from understanding.

To gain vividness, therefore, and also speed, the copywriter should forget his parade vocabulary and stick to the everyday words.

"Everyday words" is a broad term. The everyday words include most of the imitative words, most of the picture-words, and, of course, all of the colloquialisms. Copywriters who have the gift of everyday words are quite likely to build mass-advertising successes. Of this truth, an outstanding example is Hart, Schaffner & Marx copy. A specimen follows:

### STYLE

You probably say it often—a certain man "has style." You aren't thinking of the details of his clothes, as much as of his whole bearing and manner. Our clothes are that way—they have "style"; not in the lines alone, but in the total effect.

Much the same thought is expressed by a rival clothes advertisement, as follows:

The one thing that counts above all others in the appearance of a suit of clothes is the cut. Everyone makes the conventional styles, but on the cut depends their character. The reason

that "X" clothes are acknowledged the finest is because of their cut. It gives them the fashionable air that well-dressed men demand.

The Hart, Schaffner & Marx copy gets its point over, and gets it over with vividness. The other fails. Analyzing the differences, we find in the second piece this bit of parade English: "the fashionable air that well dressed men demand." This is said by the Hart, Schaffner & Marx copy with one word, an everyday word—"style." To give "style" the right meaning, it defines "style" in the opening sentence—this also in everyday words. The second piece says: "The reason 'X' clothes are acknowledged the finest is because of their cut." The Hart, Schaffner & Marx copy simply says: "Our clothes are that way." The second example contains such wooly expressions as "the appearance of a suit" and "depends their character." Poor words. "Appearance" and "character" hardly ever mean anything.

EVERYDAY words are the words of sensible, everyday talk. They are the words one would use in explaining the flexible tariff to a group of high-school students, a squad of mechanics, or a meeting of housewives. They are neither an effort to be simple, nor an effort to be eloquent—just face-to-face language for the purpose of getting understood.

For another contrast, two automobile advertisements. This is the first:

Sometimes the repair man also sells cars, and always, both he and the gas and oil distributor cater to the entire motoring public.

Therefore, their unsatisfying tribute to the "X" motor car is all the more impressive because it is based on observation and comparison, and is entirely unbiased.

This is the second:

You've had one side of the story from the truck salesman. You want the other side, too; and to get it, go around

by the alley in the rear, and talk with the men in the shop at lunch hour.

The man in overalls has first-hand knowledge of parts and their performance. He can tell you whether the construction of an axle is simple or complicated; how many working parts it has; and how they look after 80,000 miles, etc. . . . we refer you to these men who know, the fleet mechanics, the garage men in the Service Departments of the truck dealers. Ask them.

USING everyday words may seem the simplest way to write. But it isn't. It is one of the most difficult. To talk simply, yet with force, to talk in commonplaces, yet not to be commonplace, that is a great art.

To illustrate: "The bow's the thing this season. And the 'X' bow will be your choice. No fussing or fretting. No guessing—no failure. It always looks just right." Everyday words, yet where are the force and clearness? John Publick can find nothing here to take hold of. I strongly suspect that the copywriter tried to get something "short and snappy." He wrote—just words.

Not merely a class of words are everyday words nor yet a kind of thought. They are merely a style—a plain style for plain thinking. If you are going to use the everyday style, make sure that you have something to say. Make sure that it's worth saying. No verbiage is there under which to hide. Your thought, and also the lack of it, will stand out in bald vividness.

Again: "When your razor just skids over the top, and the thickets of stubble along your jaw and under the corners of your mouth stand up defiant and unconquered in the face of one hacking dig after another, you simply have to blame something."

This, too, uses everyday words. Also, it seems to have something to say. But, such a long-drawn-out, formless sentence! Despite even the use of A-B-C words, these mileage sentences lose the Publicks.

Nothing is flatter than the "every-

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# Three Undeveloped Advertising Opportunities

By Bruce Barton

**I**N our lifetime we are going to see three very interesting advertising developments in three very great fields of human interest. In the first place, I believe that, without lessening at all the emphasis on products, business is going to give more and more emphasis to its ideals.

Napoleon after he was beaten at Waterloo went to Paris. He was standing in his palace, the windows were open, and a few of his old supporters were round him, a pathetic remnant of those who once hailed him. Outside the people in the streets cried out his name and called upon him to form them into a new army and march once more against his foes. Napoleon heard them in amazement. He turned to his followers and said: "Why should they cheer me? I found them poor, I leave them poor."

That is a tragic thing, and it is more or less the epitaph of almost every demagogue from the days of the Pharaohs down—the epitaph of the self-appointed and self-proclaimed friends of the people, who fill the people full of promises and nothing else. As contrasted with those very noisy social saviors is the record of business: the General Electric Company and the Western Electric Company find people in darkness and leave them in light; The American Radiator finds them cold and leaves them warm; International Harvester finds them bending over their sickles in the way their grandfathers did and leaves them riding triumphantly over their crops. The automobile companies find a man shackled to his front porch, with no horizon beyond his own dooryard, and they broaden his horizon and make him travel as a king.

Business is the real friend of the people, and the time is coming more and more when big business must in its advertising show its friendliness.



Bruce Barton

President, Barton, Durstine & Osborn, Inc.

I think as that spirit in advertising develops more and more it is going to have an immeasurable influence upon the ideals and practices of business itself.

**O**NE of the officers of a very big concern for which we do advertising said: "I think you are going too far. Here you have an advertisement that tells what a wonderful company we are, and one of our dealers just brought it in and showed it to me and said, 'I see you pay \$7,500 to tell what a wonderful company you are, and I want to say that has not been my experience. I don't think you are square.'" The officer said, "Don't you think we should tone this stuff down?"

I said to him: "Don't ask us to tone that down. That advertising ought always to be out front and not lagging behind. It ought to be something for you to live up to; you have raised a standard; you have to make good. Don't ask us to come back and march with you. Go back

and make that company the kind of company we are telling people it is."

That note is in advertising as business becomes conscious, and rightfully conscious, of the service to be rendered. We advertising men understand, and the business men for whom we work are more and more understanding, that the millennium, if it is ever coming, is coming through the larger increase and service of business. As that understanding comes into the offices of our great institutions, I think advertising is going to take on even a finer note than it has.

**T**HE second thing, which I believe is coming, is in regard to the medical men. I believe we are going to live to see the doctors, the American medical associations, as big advertisers. I was dining one night in New York with the president of a bank and a prominent physician. It was at a time when they were closing up the "bucket shops." I said to these two eminent gentlemen, more especially to the banker, "You are responsible for these 'bucket shops'; and I said to the doctor, "Of course, you are responsible for all the quacks." They looked rather aggrieved and thought it was rather insulting. I said, "The greatest educational force in modern life is advertising, and any profession or trade that abandons that great force to the use of the charlatans and quacks in its own ranks is absolutely deficient in its performance of public duty."

I had an interesting talk with a country doctor and asked him, "There are five of you, how much do you make?"

"Two are starving, and the other three are just getting along," he said.

"Is there any cooperation among you? You are in this noble enterprise of high ideals, administering to the community. I suppose you work together."

"Not on your life," he said. "I hardly dare to take a vacation,

[CONTINUED ON PAGE 77]

# THE · EDITORIAL · PAGE

## The Fortnightly Adopts a Farm

IT has been a conviction with us for some time that it would be a valuable service to the business world if some way could be found to give advertisers and advertising men a more definite and detailed picture of the American farm as a market today, and of the American farm family as a group of ultimate consumers, with needs and interests peculiar to themselves and their mode of living.

We believe we have found a very effective way of doing this: we have "adopted" a typical farm and we are using it as a marketing laboratory.

Last Tuesday, J. M. Campbell, an experienced student of marketing, took the 1.15 p. m. train from New York to Marshall, Ill., his destination being the farm of J. H. Maurer, located outside of Marshall. Here on this American farm he will live the family's life for several weeks and prepare a series of articles for the FORTNIGHTLY on farm life and conditions of today, illustrated with photographs taken on the spot.

The method by which Mr. Maurer's farm was selected is interesting in itself, and indicative of the spirit in which this editorial investigation has been undertaken. Not wishing to be influenced in our choice of any particular state or locality or farm, and desiring that it be in every way typical, we requested unbiased authorities to make the selection. We first asked O. E. Bradfute, president of the American Farm Bureau Federation, to name the state most typical of average diversified farm conditions. Mr. Bradfute selected Illinois. We then asked B. M. Davidson, director of agriculture at Springfield, Ill., to pick the county. He chose Clark County. The farm of J. H. Maurer was picked as being most typical of the farms in that county.

Mr. Campbell's first article will appear in the next issue. It is being written on the spot—150 miles northwest of St. Louis. Mr. Campbell did not start out to prove any of his or our pet theories, or to confirm any preconceived ideas. He set out to report accurately, faithfully, intelligently, what happens on an average farm in an average county in an average state. He will write of the farmer's living conditions; where he buys, what he buys, and what influences his buying; how good roads and the automobile have changed his buying and selling habits; what he and his family eat, wear, use; what he and his neighbors are thinking.

These articles will present a vivid picture of farm life as it is. They should be of inestimable value to manufacturers and advertising agents interested in selling merchandise which finds its final consumption among the vast rural population of our country.

## Why Prospects Don't Buy

YOU have noticed, probably, when attending conventions, that few speakers get down to cases and give actual facts and figures. Mostly, the papers are "general" or theoretical, or expressions of personal opinion or enthusiasm. The audience sits through them

more or less patiently, applauds perfunctorily at the close of each paper, and hopes the next speaker will have something concrete to present.

When a speaker does get up with a paper full of actual facts and figures—definite experiences and results—you have noticed, have you not?—that all over the room notebooks begin to appear, and the facts and figures are recorded. You have noticed how the audience sits up and forgets the uncomfortableness of the chairs, and the staleness of the smoke-filled atmosphere; ceases to be a mere audience, in fact, and becomes a group of individuals each of whom is *buying* that talk because the speaker has something definite to sell.

We have all observed this phenomenon. Why have we not learned its lesson? Why do we continue to send out salesmen equipped with little more than enthusiasm and generalities? Why do we so often fill our advertisements with meaningless pictures and wordy arguments instead of devoting them to the kind of facts and figures into which a prospect can get his buying teeth?

The absence of something to buy is one of the big reasons for the ineffectiveness of much of our sales and advertising effort.

Men actually buy, not machinery and merchandise and material things, but the facts and figures and ideas pertaining to them.

## On the Witness Stand

THIS sentence from a memorandum written by the head of a well-known Eastern agency to his copy staff recently seems to us to be a worthy thought for all advertising writers to keep before them in the interest of truth:

"Always, we must think of ourselves as being on the witness stand, questioned by the audience as to the honesty of our facts and statements and criticised for our failure to *prove* our claims."

## The Guess-Work of Marketing

BEFORE the recent election *The Literary Digest* conducted what was in effect an "investigation" to determine the "market" for the policies and personalities of the three leading presidential candidates.

The results of this "investigation" published three days before the election developed that the candidates' "market prospects," as represented by probable Electoral College representation, stood as follows:

Coolidge, 379; Davis, 139; La Follette, 13. These figures proved to be nearly identical with the subsequent election results.

If the result of a great popular election, with all its elements of uncertainty, can be determined in advance so accurately, surely we should be able, by means of carefully worked out investigations or canvasses, greatly to reduce the guess-work of marketing, and to put it on a much more business-like basis.

# Plotting Canada for the Sales Force

CANADA cannot advantageously be divided into a group of sales territories represented by boundary lines of the Provinces, for certain wants and desires are restricted to certain communities, while others extend from the Atlantic to the Pacific Ocean, according to a recent issue of *Commerce Reports*. The same elements which govern the intelligent layout of United States sales territory govern the distribution of sales territory in Canada. Certain dominating cities would naturally be the point from which to send out salesmen, taking into consideration the transportation facilities at all times, no matter whether these facilities be automobile, rail, or water.

Canada is supplied by a network of railway lines extending from coast to coast. The Maritime Provinces of Nova Scotia, New Brunswick and Prince Edward Island are well served by roads radiating from some dominating point within each Province. The most densely populated section of Canada is the peninsular portion of Ontario and Quebec and that portion of Quebec adjacent to the St. Lawrence. The prairie Provinces of Alberta, Saskatchewan and Manitoba are sparsely settled, with a considerable spread between dominating cities. British Columbia has roads leading to Prince Rupert and Vancouver, while the Province of Yukon requires a type of transportation distinctly its own.

Upon examining an industrial map of Canada, we find industry most highly developed from a point around Quebec along the St. Lawrence to another point at about London, near Lake Erie. The large industrial centers are practically all within this area. Surrounding this section is a dairying and farming territory catering to the wants in the industrial section. Large-scale farming and ranching are the chief occupations in the section of the

prairie Provinces adjacent to the United States.

In planning to cover Canada certain other elements are to be considered, such as—Will the salesman reside in Canada, or will he

certain section, Halifax another, and Moncton a third. Quebec rail facilities reach out in all directions and can take care of adjacent territory until we reach Montreal. The peninsula—the territory from Montreal to

Windsor—can be handled in a variety of ways. Toronto is naturally the dominating point. However, Toronto and Montreal are of sufficient size to be worked as individual territories or they may be worked in conjunction with a "star" salesman.



© Ewing Gallows

**A 6000-MILE swing completely within the Arctic Circle is the circuit made by a salesman in Alaska and northern Canada. The territory is covered by rail, dog-team and launch. The vast distances to be covered and the difficulties presented by climate necessitate much study to achieve efficient and economical routing**

work a portion of Canada adjacent to the United States section which is his principal field? Naturally, a branch house located in Canada will lay out the territory it intends to sell in such a way that a salesman can live within it.

Suppose, for instance, that Canada is to be worked from within. We find in the Maritime Provinces that Moncton is so situated with lines radiating in all directions that New Brunswick, Nova Scotia and Prince Edward Island can all be covered with a minimum amount of travel. If this section is to be worked more intensively, St. John might cover a

ada. Detroit, Cleveland or Buffalo can very readily absorb the peninsula trade. The Maine salesman can very handily work the Maritime Provinces.

In one particular instance the United States manufacturer of a nationally advertised product has established a sales route something on this order: The west is covered by a man who may be located either at Vancouver or Winnipeg. For example, he can start from Vancouver and work eastward, through Kamloops Junction, over to Edmonton, Prince Albert, Saskatoon and Yorkton into Winnipeg. Before re-

**I**N handling Canadian trade from the United States, we find that salesmen in Chicago or Minneapolis can cover the western territory much more economically. For instance, a man can go from Minneapolis up to Winnipeg, Portage la Prairie, Prince Albert, and back to Winnipeg, by way of Saskatoon, Regina and Brandon. The circuit can be enlarged by including Edmonton, Calgary and Medicine Hat, or the latter three could be included in a circuit which originates at Vancouver. Vancouver would naturally take care of Victoria and Prince Rupert. Vancouver might also be the first Canadian stop after leaving Seattle. Coming back to the eastern section of Canada, there are any number of United States cities affording a logical doorway into Canada.



BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

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

Mary L. Alexander  
Joseph Alger  
J. A. Archbald, jr.  
W. R. Baker, jr.  
Bruce Barton  
Robert Barton  
H. G. Canda  
A. D. Chiquoine, jr.  
Arthur Cobb, jr.  
E. H. Coffey, jr.  
Francis Corcoran  
Margaret Crane  
C. L. Davis  
Rowland Davis  
W. J. Delany  
W. J. Donlan  
Ernest Donohue  
B. C. Duffy  
Roy S. Durstine  
A. R. Fergusson  
G. G. Flory  
R. C. Gellert  
Geo. F. Gouge  
Gilson B. Gray  
Winifred V. Guthrie  
F. Wm. Haemmel

Mabel P. Hanford  
Chester E. Haring  
F. W. Hatch  
P. M. Hollister  
F. G. Hubbard  
S. P. Irvin  
D. P. Kingston  
Robert D. MacMillen  
Wm. C. Magee  
Allyn B. McIntire  
E. J. McLaughlin  
Alex F. Osborn  
Gardner Osborn  
Leslie Pearl  
L. C. Pedlar  
Harford Powel, jr.  
T. Arnold Rau  
T. L. L. Ryan  
R. C. Shaw  
Winfield Shiras  
Irene Smith  
H. B. Stearns  
J. Burton Stevens  
William M. Strong  
D. B. Wheeler  
C. S. Woolley



NEW YORK  
383 MADISON AVENUE

BOSTON  
230 BOYLSTON STREET

BUFFALO  
220 DELAWARE AVENUE

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

turning he takes a trip over to Fort William and Port Arthur, on Lake Superior, both of these being important grain shipping centers. Winnipeg is sufficiently large to require the services of a "star" salesman who makes that his extreme westerly point and probably touches there at such a time as he can meet the man from Vancouver and compare notes. The Vancouver man on his return covers Brandon, Regina, Moose Jaw, Medicine Hat, Calgary, MacLeod and continues on, touching at Nelson, Grand Forks and other stops.

We find the peninsula is covered intensively by a salesman who works from the tip of Windsor, along

Lake Erie, north to the shores of Huron, along Lake Ontario, up as far as the Ottawa River, including such points as Sudbury and North Bay, and then over to the St. Lawrence River, working both sides of the St. Lawrence as far north as Quebec. Here again we find the "star" salesman, who makes a trip as far west as Winnipeg, covering Quebec, Three Rivers, Montreal, Ottawa, and certain other dominating towns on the way to Windsor, by way of Toronto. On the way back he touches at London and Hamilton. At Montreal he makes an eastward circuit, touching at St. Hyacinthe, Sherbrooke and St. John. We find another man covering the

Maritime Provinces intensively, working back and forth.

Another house probably works out of Duluth for the central and eastern section and out of Seattle for Alaska and the Yukon territory. The salesman for this company makes a complete circuit in the Arctic Circle, traveling 2500 miles by dog-team and 3500 miles by launch. In covering Alaska he travels from Skagway by rail to White Horse, thence up to Eagle, the first United States port on the Yukon River, probably stopping over at Selkirk and Dawson. At Eagle he takes his own launch and travels down the Yukon River through Alaska.

## Johns-Manville Enlists the Aid of the Fire Chief

**O**WING to the very nature of the products used in industry, an industrial advertising campaign must often be divided into segments, each part correlating with its fellows to bring about a desired result. Not all these divisions of publicity can prove their effectiveness, except perhaps in the most indirect and intangible manner.

To reach the ultimate buyer of industrial products, sales copy is just as necessary as in the case of foodstuffs or any other commodity of broad appeal and general utility. In addition to point-of-sale copy, however, most successful industrial advertisers have found it helpful to aim several shafts at the buyer indirectly, through the medium of supplementary advertising designed to reach non-users of the product who are in position to influence the decision of the final purchaser. This type of advertising is not expected to bring direct results. Rather it is relied upon to promote prestige and create goodwill for the product advertised.

In this latter class falls the educational advertising of Johns-Manville, Inc., makers, among other products, of fire-resisting asbestos roofings. In order to derive maximum benefits



from its sales advertising in magazines of popular appeal, the company backs up its national advertising by means of educational and goodwill copy in class periodicals that make a specific appeal to safety engineers and fire-fighting officials. The advertising is unselfish—altruistic.

The spirit animating the Johns-Manville educational publicity is excellently exemplified by the advertisement reproduced on this page. Generally, however, the copy is so worded as to impress interested officials with the value of asbestos roofings from the point of view of community welfare and public safety.

It would be difficult to trace any direct returns from this type of advertising, but it cannot be denied that viewed from many angles its results are important and far-reaching. In the case of Johns-Manville asbestos roofings, the psychological effect is attained somewhat as follows: Fire chiefs, safety officials and others who have the public welfare uppermost in their minds appear before the Kiwanis, Rotary Clubs, and various public forums. They speak on safety subjects and fire protection measures. No reference to safeguards against fire is complete without a mention of the fireproof qualities of various building materials. If asbestos roofing is referred to, Johns-Manville, Inc., believes that the advertising it runs regularly in the general magazines will crystallize a fair share of public opinion in favor of its particular product.



# Get Straight on New Orleans!

A lot of folks in other parts of the country have wrong ideas about New Orleans. The New Orleans of today is vastly different from the New Orleans of a generation or even a decade ago. ¶ That is one reason why The Times-Picayune has published a book — “First Market of the prosperous South.” A request on your business Stationery will bring you a copy free. Address 201 Times-Picayune Building New Orleans.

## The Times - Picayune

FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hutton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

# He Capitalizes Disadvantages and Cashes In on Misfortunes

[CONTINUED FROM PAGE 16]

artistic possibilities of this brick that was a hopeless assortment of pinks and buffs and oranges and reds; or if more did appreciate these possibilities, only a few had the courage of their convictions and dared specify them for a job.

"Rytt" decided that if his yard was to be a success he would have to connect in some way with these scattered architects with taste and nerve. He would have to "woo" them in some way. And so he made up a mailing list of the most promising architectural prospects in New York, Boston, Philadelphia, Chicago, Milwaukee, as well as in the smaller cities and towns throughout the East and South. And he started to write a series of what he termed Architectural Love Letters.

"Rytt" knew nothing about advertising in the conventional sense, nor had he ever taken a course in business correspondence. What he did know was that in some way he would have to make a dent on the consciousness of the architects on his mailing list if his letters were to do any good. He knew also that architects were terribly professional, exceedingly jealous of their dignity, and would have to be approached with awe and trepidation. And so, in line with his reverse philosophy, he decided to adopt just the opposite tactics in his letters, to slap the architects roughly on the back and "kid" them instead of kowtowing to them. He had to do something to attract their attention!

His first "Architectural Love Letter" began:

*May the Good Lord save this letter from the waste basket until you have read the first paragraph.*

MR. ARCHI TECT,  
Somewhere, U. S. A.  
Dear Sir:

We divide Architects into four

classes, real Architects, regular Architects, mediocres and 2 x 4's. If you are so unfortunate as to belong to either of the latter classes, you will not be interested in our product and will be wasting time to read further, as it takes a REAL Architect to appreciate

them, and you can't get along without them. That's what the other fellow says.

I say: because they are temperamental, artistic, erratic, faithful, fickle, have a good eye for color, and the longer you live with them the better you like them. I get along fine with both because I don't tell them how to run their business, what they should do, how it should be done, etc., etc.

Yes! I'm married.

Why are Dixie Brick like women?

Because their faces are their fortunes.

We claim this difference: The colors on Dixie faces do not come from the drug stores or paint shops. Their complexion is just what nature intended it should be. Nothing artificial about them.

As man to man, without consulting your stenographer, which do you admire most? Do you get me? If so, "tell me not in mournful numbers." Ce ne fa'rien. It's

Just me,  
RYTT.

An entire article might be written about "Rytt's" letters. Sometimes he joshed the architects unmercifully, and sometimes he joshed himself or his brick, as when in one letter urging architects to write for samples, he concluded, "They are good for door stops, if nothing else."

Surprisingly enough, or perhaps inevitably, the architects liked "Rytt's" letters. In two or three instances they produced unfavorable reactions, but for the most part such replies as he received were in the vein of this one from a prominent Cleveland architect:

*Re: Letters of solicitation.* Have been receiving from time to time, letters from you designed to bring before the architectural profession your Dixie Texture Brick. Permit me to state that it is not often that a message is "put across" in such a unique manner. Am quite frank to state that I have enjoyed those letters very much and am inclined to think that Dixie Texture Brick will be considered in this office from now on.

To date we have received your three communications, but the initial one is missing—the one where you ask "the help of the Lord to keep it from the waste basket!" You might send us an-



*A boardwalk hotel in Atlantic City, built with "Rytt's" brick—the same brick that he was unable to sell in competition with common brick a few years ago, and which now brings premium prices*

something as new and different as our brick.

And after telling about the brick, it closed with this nervy paragraph:

Please classify yourself by letting us know if you think you will be interested. We will send you samples to prove there is something new in brick, and we have it.

Somewhat later, having heard little from his first letter, "Rytt" wrote another:

*Breathes there a man,  
With soul so dead  
(to humor)  
Who to himself hath  
not said,  
"Is Rytt a nut, or a  
dye?"*

MR. ARCHI TECT,  
Somewhere, U. S. A.

*Why are Architects like Women?*

Because you can't get along with

# Enter by Front Doors Into 100,000 Homes

*Homes where friends are waiting  
to hear what you have to say*

Advertisers admit that a more responsive group of people than readers of THE CHRISTIAN SCIENCE MONITOR cannot be found.

Whether distribution is "limited" or the product is sold from East to West and from North to South the Monitor offers opportunities to increase sales.

To send a personal communication into all the homes where the Monitor goes would cost, in postage alone, considerably more than to effectively tell the story through the Monitor columns.

And to send a message through the Monitor *is* to send a personal communication, as the interest of readers is at once gained and they *want* to know more about the article for sale.

## The Christian Science Monitor

An International Daily Newspaper

Member A. B. C.

*Circulation Analysis on Request*

#### ADVERTISING OFFICES

Boston, 107 Falmouth Street  
London, 2 Adelphi Terrace  
Cleveland, 1658 Union Trust Building  
Kansas City, 705 Commerce Building  
Los Angeles, 620 Van Nuys Building

New York, 270 Madison Avenue  
Chicago, 1458 McCormick Building  
Detroit, 455 Book Building  
San Francisco, 625 Market Street  
Seattle, 763 Empire Building

other copy of this letter and we shall start an office file and, if we ever get blue around here, will take them out—read them over and have a good laugh.

Of course, "Rytt" does occasionally draw a letter like this one from a Southern architect received quite recently:

I have just received a letter on your stationery addressed very cleverly? to "Mr. Archi Tect" and signed by "Rytt." The party who composed this letter evidently considers himself a very snappy and up-to-date business-getting letter writer. From my own point of view, however, the familiar manner in which he indulges in personalities is not appreciated and shows very poor taste. Personally, I would recommend that the smart young man who is getting out your advertising continue his course in advertising a little longer.

In such a case "Rytt" is very likely again to reverse the usual procedure of trying to placate the offended correspondent and write, as he did in this case:

I didn't believe that any architect (much less one on our mailing list) could be so narrow as to take the view expressed by you in your letter of the 21st. . . . Inasmuch as your letter makes it evident that you are not a big enough man or architect to have sufficient vision to appreciate our brick, we have dropped your name from our mailing list and the incident is closed.

If "Rytt's" past experience counts for anything, this rough letter will get under the skin of this offended architect so effectually that he will manage somehow to get hold of "Rytt's" subsequent letters and some day will specify his brick. "If he doesn't, nothing I could do would sell him our brick anyway, so I figure I have everything to gain by being rough in a case like this, and nothing to lose," says "Rytt."

**A**FTER the letter campaign had been under way for some time and a few architects had written for samples, some architect wrote to "Rytt" acknowledging the samples he had received and adding, "Your Dixie Texture Brick are like Airedale dogs—so darned ugly they are beautiful."

That was enough for "Rytt." A new letter was sent out to the mailing list at once informing the architectural profession that one of its members had said his brick were like Airedale dogs, "so darned ugly they are beautiful." And from then on this statement was typed in red at the bottom of every letter.

Being a shrewd observer, "Rytt" saw that this Airedale idea registered. And being a salesman, used to taking advantage of the "breaks," he proceeded to play up the Airedale idea. He molded some brick clay in the shape of Airedale dogs and fired a litter of them in his next kiln

and sent these little brick dogs out to the architects on his mailing list to be used as paper weights.

Gradually the sentence, "Like Airedale dogs, they are so darned ugly they are beautiful," developed into a slogan, not merely because it was a clever line, but because "Rytt" found in his selling and his letter writing that this line put over the brick more quickly and graphically than anything he could say.

**S**OON, thereafter, it transpired that "Rytt's" brick began to be better known as Airedale Brick than as Dixie Texture Brick! Whereupon he deliberately turned his back on his old name and adopted the new one. Without waiting to "fade out" the old name, he got out new letter-heads featuring a column of the brick in their natural colors and carrying the following heading:

SUMTER BRICK WORKS  
Moulders of  
AIREDALE BRICK  
In Dark, Pastelle, Buff  
and Polychrome Effects

By this time the price of Airedale Brick had climbed to \$40 per thousand, and the higher the price climbed the farther people sent for the brick. Orders began to come from New England, from Chicago, and finally orders from Rochester and St. Paul, Minn., 1500 miles from Sumter, probably the longest distance brick has been shipped in the history of the industry in America, if we except the importation of brick from overseas in Colonial days.

I have not attempted to touch on the numerous misfortunes that befell "Rytt" during these years when he was building up a national market for his brick, such as the time his plant burned to the ground just eight days before the last \$500 note on the business was due, or the time he was taken seriously ill just at a critical juncture and the business had to run itself for a considerable period. These incidents have no marketing significance. But one mishap should form a part of this narrative because it illustrates "Rytt's" ability to turn production troubles to marketing advantage. Some months ago the brick in one whole side of a huge kiln were ruined in the burning. "Rytt" uses gas instead of wood or coal in firing his kilns, and he was away when this particular kiln was due to "come off." Whoever was in charge left the gas on too long and as a consequence one whole side of the kiln became blackened with carbon.

"Well," said "Rytt" with a sigh, when he surveyed the thousands of

dollars' worth of ruined brick upon his return, "just pile 'em to one side"; and off on one side they lay in the weather for months.

Then one day an architect was visiting the plant. He had placed an order for a large shipment of "Airedales," as they have come to be known, and as he walked through the yard on his way out, he saw these blackened brick.

"What are those?" he asked.

Quick as a flash "Rytt" came back. "Those? Those are carbonized Airedales."

"Well, why can't I have some of those mixed in with my shipment? Their blackness would help to give the job character if they were spotted around in the wall."

"You can if you want to pay the extra price," said "Rytt," realizing that they would have to be cleaned off somewhat before they could be shipped, which meant hand labor.

"All right," said the architect.

Now Carbonized Airedales are regular stock, and some architects insist on having 50 per cent of these black brick! They pay extra for them, but for their money they get individuality, the achievement of which is one of the architect's biggest problems.

**I**WOULD be wronging "Rytt" if I left the impression that the brick he is now selling for around \$50 per thousand are exactly the same brick he tried unsuccessfully to sell years ago at \$10 per thousand. He has improved his brick gradually in quality and texture, and he has developed refinements in color and shade that have added greatly to its artistic possibilities. But even at that, I should say that a fair estimate would be that the value of Airedales is about 50 per cent brick and 50 per cent "Rytt," in that he has added his personality, his vision and his sense of the individual and the artistic to these brick that years ago could not be sold in competition with common brick. "Rytt" couldn't sell his brick with profit as raw materials, so he reversed the process and sold architectural results.

The latest news I have from "Rytt" is a letter conveying the intelligence that his big steam shovel, representing an investment of \$10,000, has run off the track into the clay pit and is sinking slowly in a bed of clayey quicksand.

Yet I know he will rescue that steam shovel somehow, and that some day, in some way, he will manage to cash in on that experience, disastrous as it may threaten to be at the moment. He will make it sell brick. That's "Rytt's" way!

## THE INTERRUPTING IDEA

NUMBER THIRTEEN

NEW YORK

DECEMBER 1924



JEAN JACQUES ROUSSEAU

*"Ideas can not be conveyed without the assistance of words."*

### What Do Advertisers Want?

EVERY advertiser seems to know what he wants. He instructs his agent in one emphatic word. "Results!"

Every advertiser seems to agree what results should mean:—"People asking for his goods or service."

THE question, therefore, is: What, in an advertisement, causes people to ask for such certain goods or service?

Certainly not the space. That is merely the privilege of telling an idea to someone.

Certainly not the layout. That only illustrates the idea,—makes the telling look inviting.

Nor even the idea itself. That is a message still untold.

WELL, what?

If the advertisement is to make people want a product to the point of insistence, it must convince them of a certain good to be obtained. Only copy can convince.

It must emphasize distinctions. Only copy can distinguish.

It must promise satisfactions. Only copy can promise.

It must exert persuasion. Persuasion is possible with copy only.

It must bring to bear an action-urge. Action-urging is possible with copy only.

COPY is the wheel-horse. Copy musters the pull. Copy moves the load.

What advertisers want is, in the final analysis, copy.

THINKING executives often ask for a test of copy. There is one.

Forget the layout and illustration. Type the text on a plain sheet.

Does it prove to be just stereotyped words, strung into stereotyped sentences, hung in stereotyped paragraphs? No greater sell will the whole advertisement have.

Does it rush your thought along, fill your imagination, make you wish—decide—do? Here is the power to produce.

SUCH is the ingredient those Clark's O. N. T. advertisements have,—which, in one year, pulled hundreds of thousands of coupon-orders for a 10c book of needle-work designs.

Such is the ingredient those Hotel Algonquin advertisements have,—which, records show, sent party after party to the nearest telegraph office for reservations.

Such is the ingredient which Federal puts into all its campaigns. Every Federal executive and service representative is copy-trained. Every Federal plan is copy-focussed. In all this present wave of "pretty" advertisements and "dominating" advertisements, Federal has never forgotten what makes advertisements sell—copy.

"THE INTERRUPTING IDEA" is also issued as an independent publication, printed on fine paper. Executives who wish to receive it regularly are invited to write to the FEDERAL ADVERTISING AGENCY, Six East Thirty-ninth Street, New York.

**300% Increase in Twin-Button Sales**  
Sears Company Succumbably Markets  
Twin Button Union Suits

**Cecil, Barreto & Cecil, Inc.**  
Advertising  
Richmond, Va.

**"The world's greatest"**

**N. W. AYER & SON**  
MAKING THE BEST OF EVERYTHING

THERE ARE  
PLENTY MORE  
SUCCESSSES  
WHERE THESE  
CAME FROM

**No Baby in this Ad!**

**RUFUS BRADFORD BURNHAM**  
40 West 10th St. N.Y.C.  
110 East 42nd Street  
New York City

**Montag's**  
Famous Wedding Dress

**The Symbol of LEADERSHIP**

**EASTMAN, SCOTT & COMPANY**  
Advertising



See page opposite for a few examples of the direct evidence we have been receiving lately from advertising agents who have tested the power of the merchant's favor — evidence that positively dwarfs argument, evidence that perhaps means even more to the producer and to his advertising counsel than any statement of the facts, relationships and reasons that were its background



## The ECONOMIST GROUP

exerts the direct influence of buying information and selling inspiration on more than 45,000 executives and buyers in 35,000 leading stores — stores located in 10,000 centers and doing 75% of the total business done in department and dry goods store lines!



*These other business papers, the leaders in their various fields, are published by the*

### UNITED PUBLISHERS CORPORATION

The Iron Age, Hardware Age, Hardware Buyers Catalog and Directory, El Automovil Americano, The American Automobile, Automobile Trade Directory, Motor Age, Automotive Industries, Motor World, Motor Transport, Distribution and Warehousing, Boot and Shoe Recorder, Automobile Trade Journal, Commercial Car Journal, Chilton Automobile Directory, Chilton Tractor & Equipment Journal, Chilton Tractor & Implement Index.



## The ECONOMIST GROUP

239 West 39th Street, New York City

DRY GOODS ECONOMIST (National, Weekly)  
MERCHANT-ECONOMIST (Zoned, Fortnightly)

New York — Boston — Philadelphia — Cleveland — Chicago  
St. Louis — San Francisco — London — Brussels — Paris

# THE 8-pt PAGE

by  
Odds Bodkins



I USED to wonder how the Winter Golf League of Advertising Interests, to give it the benefit of its whole name, managed to lure so many otherwise normal advertising men away from their desks for a week every January. But this question no longer puzzles me, for I have seen the series of "Mirthquake" letters that President Frank Finney is sending out to the victims of this mid-winter malady, and now I can't understand why everybody doesn't go!

I don't play golf, but after reading those self-confessed "paroxysms of piffle," I found myself stopping in front of the little golf store, just around the corner from the FORTNIGHTLY offices, looking in the window with a sort of Pinchurst complex. I may be able to hold out this winter, but I'll never weather the winter of '26. I'm slipping!

—8-pt—

To me it has always seemed that the two qualities to be most earnestly striven for in writing copy are simplicity and sincerity. Indeed, in all writing there are no finer qualities than these.

This came over me afresh last summer when I stood before the tomb of the Unknown Soldier in Westminster Abbey and read that marvelous epithet:

They buried him  
among the Kings  
because he had  
done good toward  
God and toward  
his home.

Was a finer piece of copy ever written? Seventeen words, and more eloquent than a thousand-word eulogy!

—8-pt—

And this brings to mind the fact that it was an American advertising man, Robert H. Cornell, of the *Houston Post*, who unearthed the story of the origin of the idea of paying homage to those who fell in battle by selecting an Unknown soldier for interment with pomp and glory. It was a modest English vicar of the Margate parish church, Rev. David Railton, who conceived this idea, which has made so tremendous an appeal to the whole world's imagination. But not until Mr. Cornell and a party of American advertising delegates visited Margate last July and ferreted out the story did the world know who to thank for this inspiring memorial idea that has been adopted by nearly all the allied countries.

Mrs. Bodkins broke in on my meditations one morning recently to show me a little tag which she had discovered tied to a new brush she had purchased. A 39c. brush with a long handle for reaching into dark corners and cleaning them.

"Yours for a cleaner world," said the tag.

That was all. But what a fine, friendly spirit to send out along with a humble cleaning brush! And how much was added to its individuality by those five simple words!

—8-pt—

John B. Strobridge, of the Strobridge Litho Company, is a collector of antiques. Only his interest lies not in spinning wheels and warming pans and highboys, but in lithographic antiques. He has a scrap-book of them, which he showed me recently, and from which I filched this gem of yesteryear in the form of a dealer card:



Under this exhibit Mr. Strobridge had noted: "What might be termed 'concealed appeal' copy, unless it is inferred that the lady could use the stove as a lethal weapon instead of wooden furniture that would collapse under the strain!"

—8-pt—

Constance Miller sends me from London copies of the *London Times* which are facsimile reproductions of the issues of Nov. 7, 1805, in which Lord Nelson's victory at Trafalgar was announced to an anxious world and of

June 22, 1815, carrying the first tidings of Napoleon's defeat at Waterloo.

Both of these issues were reprinted in connection with the British Empire Exposition at Wembley. The striking thing about them is that there isn't anything striking about them! In both instances the tremendously important news concerning these two milestones in the world's history is concealed in a casual paragraph hidden in the middle of a long official report; without even a headline to flash the great news.

But in this respect these items were in no way different from the advertisements of the day, for both of these copies of the *Times* contain column after column of advertisements, set solid in small type without headings, illustrations or display of any kind whatsoever. Seemingly people used to take their reading "straight"!

—8-pt—

At the Direct Mail Convention at Pittsburgh E. D. Gibbs, advertising director of the National Cash Register Company, immortalized the postage stamp in this clever fashion:

I am LICKED before I start out, yet I always deliver the goods.

I am STAMPED on at the beginning but never at the finish.

I always get in a CORNER and I start in by getting in a BOX but I find my way out.

I sometimes look like TWO CENTS but that doesn't lessen my importance.

I always have a HEAD on me but I keep it to myself.

I've got to be STUCK on something before I can do any work.

I'm just a little piece of paper with the seal of UNCLE SAM.

But the business world without me isn't worth a tinker's dam.

—8-pt—

Two things interest me in the current Rolls-Royce motor car advertising. One is a paragraph in the copy, set in a panel to draw attention to itself, reading:

Any Rolls-Royce may be purchased with a moderate initial payment and the balance will be conveniently distributed.

The other is the statement, "At your request a hundred-mile trip will be arranged."

A demonstration in the form of a hundred-mile sample ride! Good salesmanship, that!

*Announcing for 1925*

# COLOUR

## In Kansas and Missouri

**W**E offer the 1925 farm paper advertiser a new service in Kansas and Missouri. For the man who likes the best in printing; for the product for which black and white illustrating falls short; for unusual attractiveness, beauty and appeal, we recommend 4-color process inserts in two outstanding state papers:

*\$2,000  
a page*

*370,000  
Circulation  
Guaranteed*

## KANSAS FARMER MISSOURI RURALIST

These inserts are sold only in combination for the two papers at an extremely reasonable rate. The number of inserts is limited but the farm market in these two great states offers almost unlimited possibilities. Let us tell you the whole story now!

*The*  
**CAPPER FARM PRESS**

Topeka Kansas

Arthur Capper, Publisher

Marco Morrow, Aast. Publisher

Chicago

New York

Cleveland

Detroit

Kansas City

St. Louis

San Francisco

Philadelphia

# We "Branded" Gasoline and Made a New Market for Boyce-ite

[CONTINUED FROM PAGE 18]

motorists feel that red gasoline overheats the motor. We put up to our advertising department and a number of well known merchandising men the problem of making a series of tests to determine what color would be most attractive and desirable to the public. By a process of elimination it was ascertained that a blending of blue and green offered an ideal combination. It was attractive to the eye, it looked pure and clean and cool, and it seemed to express speed and power.

The idea of blue-green fuel was turned over to the chemical department of our organization with instructions to spare no expense, to work night and day to solve the problem. It was not easy. Whatever ingredients were used had to have the property of mixing easily and lastingly with Boyce-ite. The compound would have to remain in the tank indefinitely without depositing any sediment. The combination had to be harmless, not only to metals but to fabrics; and, another major consideration, it should not injure or stain the hands of those who handle it.

After several months of experimentation, during which time we went ahead with our marketing plans on the canned product in the manner originally worked out, word came that our chemical laboratories had developed a triple strength Boyce-ite compound, a given quantity of which was capable of treating three times the amount of gasoline that our canned product treated, and at the same time imparted to the gasoline the blue-green color that we desired.

We felt that we stood on the threshold of the greatest, most revolutionary step ever made in the marketing of gasoline!

Here, apparently, was a complete answer to all the objections to the plan of merchandising Boyce-ite for the treatment of gasoline in bulk. One gallon of the new compound would treat 1000 gallons of gasoline, and its color would protect the car owner, by assuring him that he was obtaining gasoline treated with our

product, and in the correct proportions.

Could our new compound be protected? Obviously, if we could not keep the benefits of our discovery to ourselves, the coloring of gasoline

cinnati, it must be explained, is one of the most competitive blended fuel markets in the country. The Hall-Rattermann organization was having a difficult time of it meeting the severe competition and conditions prevailing in its territory. We mapped out a complete advertising and merchandising campaign for the company, which was able to secure immediately five pumps for Boyce-ite treated gasoline. Not very efficient distribution, it will be agreed; but a few weeks later the company was serving fifty pumps with Blu-green gasoline. In six months Blu-green gasoline in the Cincinnati territory was outselling all the other pumps combined. Today we have a greater distribution of Boyce-ite treated gasoline than some of the oil interests have been able to obtain in ten years.

Naturally, the excellence of our product is primarily responsible for the success which has met the merchandising of Blu-green, but it would have been impossible to achieve any such success if our merchandising plan had not been flawless. We regard our product as any national advertiser with a trademarked article regards

his merchandise. Distribution follows the highways. Oil jobbers and independent refiners constitute our bulk market as we see it. Our salesmen talk volume of sales just as would the salesmen for any product that is backed by national advertising. Furthermore, we permit no independent advertising of Boyce-ite treated gasoline on the part of our distributors. We insist upon preparing all advertising matter for our dealers, for reasons that are obvious.

Our mission does not end when we have sold the dealer. We help him to sell Boyce-ite gasoline by furnishing him with metal shields to be used on the pumps, with booklets and window streamers, and by billboard and newspaper advertising with the local distributor's name prominently displayed. As a further measure of protection, to insure repeat business and so that every distributor who

## Boyce-ite

### Is Safe Gasoline

**Boyce-ite gasoline is not a "doped" gasoline.**

Boyce-ite gasoline does not contain nitro and compounds of any dangerous nature. It is safe for all the "rubber" parts on the machine—that's worth remembering.

Boyce-ite gasoline looks clean, pure and wholesome.

Boyce-ite gasoline actually reduces the carbon monoxide of your engine.

Boyce-ite gasoline is safe gasoline. The same Boyce-ite

is you use the safe color for your Boyce-ite.

Remember to use it. There are gasolines in circulation that are not "doped," but they are not Boyce-ite.

Boyce-ite gasoline gives you more mileage than any other gasoline. It's the purest and safest of all.

Boyce-ite gasoline is the only gasoline that will give you the most mileage for your money.

Boyce-ite gasoline is the only gasoline that will give you the most mileage for your money.



HALL RATTERMANN OIL CO. CINCINNATI, O.

BOYCE-ITE TREATED GASOLINE. Manufactured by Boyce-ite Refining Co., CINCINNATI, O.

was possible by any distributor, whether our product was used or not. From three different firms of patent attorneys we received assurances that we could be safeguarded by law to the rights to advertise and market a blue-green fuel.

**I**NVESTIGATIONS were made as to our ability to obtain the ingredients necessary for the manufacture of the new compound, with the result that in a short time a meeting of all the department heads of the organization was called, at which was presented a plan of merchandising the product, which had been named "Boyce-ite Blu-green."

We then communicated with the Hall-Rattermann Oil Company and informed them we were ready to undertake the plan they had suggested several months earlier—the treatment of gasoline in bulk. Cin-

ciati, it must be explained, is one of the most competitive blended fuel markets in the country. The Hall-Rattermann organization was having a difficult time of it meeting the severe competition and conditions prevailing in its territory. We mapped out a complete advertising and merchandising campaign for the company, which was able to secure immediately five pumps for Boyce-ite treated gasoline. Not very efficient distribution, it will be agreed; but a few weeks later the company was serving fifty pumps with Blu-green gasoline. In six months Blu-green gasoline in the Cincinnati territory was outselling all the other pumps combined. Today we have a greater distribution of Boyce-ite treated gasoline than some of the oil interests have been able to obtain in ten years.

# A Definite Program Planned and Timed for Southern Farmers



*This monthly  
schedule*

**S**OUTHERN RURALIST plans its editorial content with a view to supplying Southern farmers with the advice they want and need, at the time they want and need it most. Department editors in conference map out a definite program twelve months in advance. In consequence, one issue each month treats of a major farm activity according to the following seasonal schedule:

January . . .	Farm Crops and Fertilizers
February . . .	Gardening
March . . .	Farm Tools, Machinery and Tillage
April . . .	Automobile, Trucks and Good Roads
May . . .	Forage and Ensilage
June . . .	Dairy and Live Stock
July . . .	Marketing and Farm Finance
August . . .	Better Home Equipment and Furnishings
September . . .	Small Grain and Winter Legumes
October . . .	Building and Fencing
November . . .	Fruit and Spraying
December . . .	Poultry

*400,000 of  
the leaders*

Good, practical, common-sense information goes into these feature numbers—the kind that's helping make better farmers, better citizens of more than 400,000 subscribers and their families.

Issues of Southern Ruralist appearing the 15th of the month are called "What Farmers Are Doing" numbers. Practical experience and success articles submitted by the readers themselves are used almost entirely in these issues.

# SOUTHERN RURALIST

ATLANTA, GA.

MINNEAPOLIS  
R. R. RING  
Palace Bldg.

ST. LOUIS  
A. D. McKinney  
1411 Syndicate Trust Bldg.

NEW YORK  
A. H. BILLINGSLEA  
142 Madison Ave.

CHICAGO  
J. C. BILLINGSLEA  
123 W. Madison St.

SAN FRANCISCO  
LOYD CHAPPELL  
730 O'Farrell St.



## Score a "Bull's Eye" for your Product on the Dealer's Window

If it is your aim to keep your product before the eyes of the great consumer masses—no more effective way is open to you than the use of

# "Good-Ad" Window Signs of DECALCOMANIE

That "Goes on Forever"

Signs on dealers' store windows that continually beckon to the point of actual sale.

"Good-Ad" Signs are made of permanent and brilliant non-fading colors—becoming almost part of the glass itself—perpetually pointing out WHAT to buy and WHERE to buy it.

**PALM, FECHTELER & CO.**

*Decalcomanie Pioneers*

67 Fifth Ave., New York

Representatives in all Principal Cities

**FREE  
SKETCH  
OFFER**

PALM, FECHTELER & CO.,

Gentlemen:—Kindly send actual Decalcomanie samples, also illustrated literature "A" and FREE COLOR SKETCH, without obligation.

Sign here .....

NOTE:—To assist you in preparing color sketch, enclosed find copy of trade mark and other advertising matter.



sells Boyce-ite treated gasoline will help in the sales of every other distributor, we have adopted a standard color scheme for Boyce-ite containers. This applies not only to stationary pumps, but to portables and tank cars, tank wagons, drums and, in fact, all containers. The color scheme—black, yellow and scarlet—was passed upon after numerous tests for attention-getting value and attractiveness.

It is entirely up to the distributor whether he adds one, two or three cents to the price of Boyce-ite treated gasoline, and thus make a profit on his investment for the compound, or whether he relies on his increased gasoline business for his remuneration. The local conditions in any particular city are the determining factor.

The fact that we enable the distributor to trademark his gas so distinctly is an important sales point for us. Boyce-ite enables the independent refiner to take a gasoline that is unknown to the tourist and put a brand upon it that lifts it out of the rut of mongrel competition.

OUR national advertising, aimed at the tourist, drives home several important factors that he remembers every time he sees a pump with our distinguishing disk and color markings. According to the terms of our contract with the distributor, several things must be agreed upon before we permit him to treat his gasoline with Boyce-ite. These are, first, that the dealer must guarantee that the gas with which Boyce-ite is to be used must be of a certain high quality, determined by our chemical engineers; second, that the gas shall be treated properly in accordance with our specifications; third, that the treated gasoline be dispensed from visible pumps.

We not only advertise in a broad national way ourselves, but we encourage our distributors to advertise locally. To that end we make each dealer a fixed allowance on each drum of Boyce-ite he buys from us. This allowance is supplied to advertising, and advertising only.

It was only by a rigid insistence on these standards that we felt we could advertise our product in the certain knowledge that we were protecting the distributors, the public and ourselves. Where the dealer meets our requirements the blend of high-grade gasoline and Blu-green Boyce-ite ingredient is known as certified Boyce-ite Treated Gasoline. It bears the positive certification of our chemical department as to the quality of the gas and the proper

mixing of the ingredient. It is obvious that to obtain the highest degree of merchandising success a product of this kind should be vended through accurate, visible glass-chambered pumps, and we decided that wherever possible it must be marketed through this medium.

In conclusion it may be mentioned that Boyce-ite Blu-green, instead of making inroads on our packaged goods business, has had the opposite effect. Since we started advertising and marketing on the bulk end of our business, jobbers' sales of packaged Boyce-ite have jumped over 300 per cent. It seems that motorists who have used the treated fuel and given it a fair test, buy the canned compound and carry it along in the car for use in territories or localities where the treated gasoline can not be obtained direct from the pump.

#### *Arthur Henry Company, Inc.*

New York, has been appointed advertising counsel to the Fords Porcelain Works of Perth Amboy, N. J. and the American Cities Company, Inc., of New York City. They also announce the addition to their staff of Walter Thayer, formerly art director of the Hazard Agency, and Charles T. Stoll, formerly of the Weissner Studios.

#### *Lennen & Mitchell, Inc.*

Advertising Agency, have moved into new quarters at 17 East Forty-fifth Street, New York City.

#### *Greenleaf Company*

Boston, Mass., will handle the advertising account of Wadsworth Howland & Company, same city, manufacturers of paint and varnish, beginning Jan. 1. Ernest F. Butler, formerly of the Wood, Putnam and Wood Company, has become a member of the Greenleaf organization.

#### *Reuben H. Donnelley Corporation*

Announces the consolidation of its Automobile List department with the Motor List division of R. L. Polk & Company. The new consolidation will be quartered with the Donnelley Corporation at Nevada, Iowa.

#### *Frederick S. McLintock*

Formerly with the Redfield Advertising Agency, New York, is now manager of the production department of the New York office of the Lyndon and Hanford Company, advertising agency.

#### *Donald R. O'Brien*

Formerly with Erwin, Wasey & Company, Chicago and New York advertising agency, has joined the staff of *Columbia Magazine* as New England representative, with headquarters at 25 West Forty-third Street, New York City.

# FOOD

**C**ONSISTENT with the growth of food advertising, The Enquirer has kept pace—and presents the following interesting data to agencies, food manufacturers, canners and packers:

**1st.** A daily circulation which covers the upper and the big, strong middle classes—the classes that earn 82% of the total income of Cincinnati.

**2nd.** Editorial Cooperation and food chats, menus, etc. in our "Home Forum" that has widespread interest.

**3rd.** Cooking school and demonstration as to balanced food values, etc., for which we hire the largest hall in the city—and still turn many, many women away.

**4th.** Grocers, delicatessens, and druggists follow Enquirer leads—and read "The Merchandiser" for news of advertising appearing or scheduled.

**5th.** The Enquirer comes closest to bringing manufacturer, dealer and consumer together in the Cincinnati market.

## The CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

I. A. KLEIN  
50 E. 42nd St.  
New York

I. A. KLEIN  
76 W. Monroe St.  
Chicago

R. J. BIDWELL CO.  
742 Market St.  
San Francisco

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# What Railway

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## of the Annual Statistical Number of The Railway Age

The 1923 Annual Statistical Number of *The Railway Age* was out of print in forty-eight hours, necessitating a second run. In 1924, notwithstanding an over-run of 33%, not one extra copy of the Annual Statistical Number was available 10 days after it left the press.

These facts, together with the letter on the opposite page, show what railway officials think of the Annual Statistical Number of *The Railway Age*.

It is the greatest single issue of any railway magazine in the world and, therefore, offers to the railway supply house the *greatest single opportunity* to reach those railway officials who must approve expenditures.

### Simmons-Boardman Publishing Company

*"The House of Transportation"*

30 Church Street

New York, N. Y.

Chicago: 608 S. Dearborn Street  
Washington: 17th & H Sts., N.W.

Cleveland: 6007 Euclid Avenue  
San Francisco: 74 New Montgomery St.

New Orleans: 927 Canal Str.  
London: 34 Victoria St., S.W.

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# Annual Statistical Number

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# Officials Think--

## The Central Railroad Co. of New Jersey

CENTRAL BUILDING, 143 LIBERTY STREET.

W. G. Braler,  
President

New York. January 12, 1924.

Simmons-Boardman Publishing Company,  
30 Church Street,  
New York City.

To the Officers and Editorial Staff,

Gentlemen:-

I have just received and had an opportunity to make a hasty inspection of Vol. 76, No. 1, of the "RAILWAY AGE".

I cannot refrain from making this immediate acknowledgment of what I consider one of the most valuable, as well as remarkable, publications that has ever reached my desk.

It is an epoch-making production!

First, in the matter of its remarkable pages of the highest form of advertising matter;

Second, in its general review of the Transportation machinery, not only of the United States, but of the entire World;

Third, its Statistical Section, with tables, charts and figures, the like of which have never heretofore been combined and produced in one publication;

Fourth, the condensed, yet nevertheless sufficiently developed, information concerning Foreign Railways; and

Lastly, its usual General News Section.

You will unquestionably receive similar well deserved commendation from many other sources, and this acknowledgment which I send to you is out of a spirit of grateful recognition which I wish to pay as a personal tribute to an Organization which is able to produce the "last word" on the subject of Transportation in its every aspect.

With my very best wishes for the further continued success of the "RAILWAY AGE" in its every laudable effort, I remain

Faithfully yours,

W. G. Braler

# The Railway Age - Jan. 3, 1925

## Have you a commercial motion picture film for which you would like distribution?



**P**RODUCE a really worth while motion picture for advertising purposes is no easy matter. Yet, to secure distribution, to give it circulation, is even harder. Yet it can be done!

There must be hundreds of firms who have perfectly good motion picture films which have been shown very little, if at all. We can show these films to millions of people.

We speak of good films. It is possible that the film itself may lack balance, human interest or news value. Then again it may be dreary in a few spots. It may need editing. It may have too much or, sometimes, too little footage.

In any event our opinion on your film will cost you nothing. If we suggest changes and you agree to them, it is with the understanding that these changes will make it possible of circulation. If your film is right we will say so.

We charge nothing for distribution for the films that we make. As a demonstration of our complete service we will exhibit your own film at net cost of handling. You do not obligate yourself to get more facts. Why not write us?

## EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone: Chickering 2110

Established 1910

We have served several large institutions continuously for over 14 years.  
"What they say"—sent on request.

## Language Hampers Foreign Sales

**T**HERE is nothing new in the statement that trade catalogues should be printed in the language of the country in which they are to be used, states a writer in a recent issue of *Commerce Reports*. The observation of consuls in foreign countries, however, where Americans are often seriously handicapped in competition with European firms through failure to observe this requirement, makes it appear that the topic is still a live one.

Consul Lucian Sullivan, at Cadix, Spain, commenting on this circumstance, makes the following remarks on the way matters stand in his district:

Many American manufacturers carrying on a foreign trade of sizeable proportions do have their advertising matter printed in foreign languages, and it is firmly believed that the expense of having catalogues translated, technically correct, can be recovered in a short time by increased trade, with all of the advantage of its probable continuation.

The writer a few days ago, in a large hardware store, was informed by one of the owners that his firm received a great many catalogues from firms in the United States but that most of them were of no interest because they were unintelligible.

The same dealer exhibited an American right and left hand spiral screw driver and stated that a sale of the tool could have been made that day had the clerk been able to change the bit for the prospective customer. A bit was in place, but he could not get it out of the handle. The directions were printed in English, and when they were shown to the writer the question was immediately solved. At least, directions for use and labels should be understandable to the man who has to sell the article. Besides this instance, a large number of boxes were shown with labels printed in English, with the result that a box had to be opened in order to learn what was in it.

In the line of hardware and tools German, French and English firms are our principal competitors, and the one mistake not made by them is the failure to have their goods advertised in the language of the country in which the goods are to be sold.

### N. W. Doorly

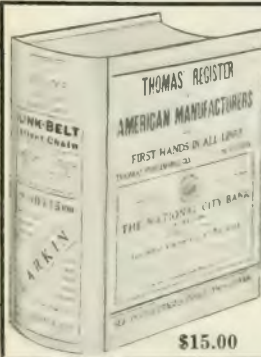
Has rejoined the Fairchild Publications, New York, as advertising manager of *Women's Wear*, after two years as president of W. I. Tracy, Inc., advertising agents.

### Hicks Advertising Agency

New York, will handle the accounts of Louis Lustig and Maurice Rentner, clothing manufacturers, and of Lister Brothers, starchless flour manufacturers.

### J. Maynard Morgan

Formerly with Picard, Bradner & Brown, New York, has joined the staff of the Beebe Advertising Agency, Chicago.



The one complete Buyers' Guide, 4300 pages, 9 x 12, aims to include all manufacturers, regardless of advertising patronage, but secures preferred attention for advertisers. The only one in the "Paid" Circulation class, the only A.B.C. Member.

**THE BUYERS MASTER KEY**  
TO ALL AMERICAN SOURCES OF SUPPLY

Wanted, ordered, paid for and used by those important buyers in all lines which demand the best as a rule, they use it exclusively—essential foreign circulation. More than 2000 advertisers—including many of the biggest manufacturers, financial institutions, etc.

\$15.00

Thomas Publishing Company, 461 Eighth Ave., New York

Recently Published

BY THE MILLIS ADVERTISING COMPANY, Indianapolis—"The Menace of the Chains." Brief discussion of the problems faced by the manufacturer through the growth of the chain store system.

BY THE STUDIO, LTD., London, England.—"Posters and Their Designers," a special autumn number of *The Studio*. A collection of characteristic poster designs from all over the world with subjects as diverse as advertising itself. Illustrations are in color, half-tones and line cuts, and run the gamut



from post-war appeals for aid to rehabilitate war-stricken countries to some of the frivolous French exhortations to the greater use of *vin blanc*. An example of the lighter touch is reproduced above. The designers include some of the most well known commercial artists and also some who have earned reputations in the artistic field.

BY DISTRICT OF COLUMBIA PAPER MANUFACTURING COMPANY, Washington, D. C.—"Designs and Typography for Cover Paper." A book printed on paper made by the company to demonstrate the manner in which the use of cover designs on heavy colored papers can enhance the distinctiveness and elegance of a booklet, pamphlet or other business reading matter. Contains information as to stock sizes and weights, a color index and a list of distributors.

BY THE ASSOCIATED BUSINESS PAPERS, INC., New York—"Business Placed by Advertising Agencies in A. B. P. Publications in 1923." A comprehensive tabulation, with numerical arrangement, showing the number of pages placed by each advertising agency in the country in A. B. P. publications during the year reviewed.

No. 4 of a Series

EVERYBODY knows the way the banks and established security houses invest in the attention of The Quality Group's half-million homes.

Back of every well-upholstered, comfortable, substantial, well-organized home—there is a lot of business consuming going on.

So you see the grocer boy bringing big baskets full of soap, flour, salt, bacon, and soft drinks. The druggist sends shaving cream, tooth brushes, writing paper, candy. Packages containing wearing apparel come every week—and sometimes twice a week.

Income with these people may be 10 per cent above or below normal, but the business of living a full life goes right on. And their back door has a bell on it that rings as often as the front.

# The Quality Group

ATLANTIC MONTHLY  
HARPER'S MAGAZINE

REVIEW OF REVIEWS  
SCRIBNER'S MAGAZINE

WORLD'S WORK

681 Fifth Ave.



New York

# **The Macfadden Publications**

Announce  
The Formation  
of

## **THE MACFADDEN UNIT**

Consisting of

**True Story**  
**Dream World**  
**Fiction-Lovers**  
**True Romances**  
**True Detective Mysteries**

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# The Macfadden Unit

Guarantees a Net Paid  
Monthly Circulation of

**2,725,000 copies**

AT

**\$4500 a Page**

(429 Lines)

AND

**\$11 a Line**

Beginning With the April 1925 Issue  
Closing January 17th

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# 466,900 Automobiles

are owned by our subscribers

264,348 Fords—202,552 Other Makes

## *The Small Town is the Automobile Market*

There are twice as many Automobiles in small towns per hundred families, as in large cities or on farms.

The small town is a big, uniformly prosperous market, not only for automobiles—but for everything which makes for home comfort and enjoyment.

## Reach the Small Town

This year of all years, through the Responsive Pages of

# People's Popular Monthly

Des Moines, Iowa

Circulation 850,000

Carl C. Proper  
Editor

Graham Stewart  
Advertising Director

## Vividness Through Use of Everyday Words

[CONTINUED FROM PAGE 21]

day style" badly used and nothing is stronger than the "everyday style" masterfully used. Two reservations, however, must be made. Two usages are there—in which the everyday word is not as good as a high-sounding word.

First, is the sentence in which the copywriter wants the Publicks to dwell on a certain word. If he makes that word a many-syllabled term, that naturally emphasizes it. The Publicks are reading along in a sentence of short words; suddenly they come upon a word grandiloquent; this long word fills their minds with the desired sound. In the preceding sentence, "grandiloquent" does just that job.

Second, is the copy which attempts to talk the language of prestige. Copy that wants to assume a superior tone. Or, copy that attempts to suggest, through reverence, the high standing of the product.

Of such copy, this is a good example: A home's treasures and its utilities are, too often, things apart. "X" Sterling is the exception.

"X" Sterling is collected for its art; it is valued for the memories it perpetuates.

At the same time, "X" Sterling is a table service of ideal utility. Generations of daily use can not maim or mar its imperishable substance.

However, to get this effect, the copy must be long enough to create an effect, of and through itself. Many copywriters try to do it with one sentence or two; as, for instance: "Creative resources and manufacturing advantages without parallel assume a double superiority in 'X' bodies. Wherever it appears, the symbol 'X' means not merely a better built body, but authentic artistry of design and execution."

Before John and Jane Publick can get any feeling of superiority out of this, they are at the end of the advertisement. They are turning the page. However, this use of words for their poetical effect is something apart from clearness and vividness. Under an article on "style" is where its discussion belongs.

### George W. Reese Agency

New Orleans, will conduct a campaign for William B. Reilly Company, same city, importers and roasters of Luzianne Coffee.

### A. J. Massie, Limited

Vancouver, B. C., has moved its quarters to 808-809 Dominion Building, which is in the Victory Square newspaper district.

### Cleveland A. Chandler & Co.

Boston, will handle the advertising of the Washington Jewel Company, same city, and of Paul Case, Brockton, Mass.

For 15 years the leading best equipped business research organization.

Surveys and special investigations—dealer questionnaires anywhere in U. S. \$1.50 per dealer, 75c consumer.

Industry researches on over 300 lines of business available at \$150 and up.

## BUSINESS BOURSE

J. GEORGE FREDERICK, President  
15 W. 37th St., New York, N. Y.

## HOTEL ST. JAMES

109-13 West 45th Street, Times Square  
NEW YORK, N. Y.

CAN hotel of quiet dignity, having the atmosphere and appointments of a well conditioned home.

Much favored by women traveling without escort.



Rates and Booklet on application  
W. JOHNSON QUINN

# Your Sales Plan . . . The Textile Field . . . and Nine- teen Twenty-five

Nineteen Twenty-five is to be a Big Year in the Textile Industry. All signs point in that direction.

Which simply means that for the manufacturer who makes anything in the way of supplies, equipment or machinery employed in textile mills, the coming year offers great possibilities. Precisely that.

And that statement includes everything used in the mills—from boiler room to shipping platform—as well as purely textile equipment.

When any basic industry and especially the world's second industry is on the upward swing it exerts an enormous buying power. It cannot do otherwise. Depleted stocks, run down equipment, worn out machinery, all require renewal and replacement. Plans which have lain dormant are brought out and put into execution. More equipment!

So, when we say that bountiful business will be the rule in 1925, we are well within the bounds of conservative prediction. The textile industry should

be given a rating—a large rating—in your sales plans for 1925.

\* \* \* \*

There has never been any question about the leadership of *Textile World*. Nor any doubt that it offers the straightaway road to the market.

The largest net paid circulation; carrying the largest number of advertising pages divided among the greatest number of advertisers; authoritative source of information in all branches of the field, *Textile World* has made its place by sheer merit of the service it renders the industry it represents.

*Textile World* readers are the aggressively active and responsible men in the textile industry. They are the *buyers*. Your message to them will find a responsive audience and profitable customers. May we give you detailed information?

## Textile World

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE NEW YORK CITY

# Now the Borden Company is Going Into its Second Year of Street Car Advertising

**J**UST a year ago, in this publication, we announced with pleasure the fact that The Borden Company was going into Street Car advertising on a national program. But the Borden Company is a canny institution. It goes along in a safe, sane, sound way—and it goes along in a big—a very big way—a determined way—but it does not go ahead blindly.

So, while The Borden Company went into a national program of Street Car advertising only after it had first tried out street cars for two years in a limited territory, and while it realized that a one year program was not economically sound nor feasible, nevertheless, while it planned on a program covering a period of years, it reserved the right to discontinue its Street Car advertising if, at the end of the year, it had proven an unwise move.

At this time, it has formally gone ahead into the next year.

Now, a year ago, we welcomed The Borden Company as national adver-

tisers in the street cars. They came to us with enthusiasm and determination and faith in Street Car advertising—faith based largely on what we had told them about other advertisers and as a result of their try-out campaign in a limited territory.

**They are now going into 1925 on an entirely different premise—namely, as the result of experience. They are not going ahead on faith or on hope—on the contrary, they are going into another year because of actual things which have taken place during 1924.**

In all our experience with advertisers, large and small, we do not recall anyone, individual or corporation, that has gone about national marketing more deliberately, more determinedly, more alive to the ups and downs of brand building than The Borden Company.

Over a year ago, it realized that the time had come to build a national market—a national demand—a national good will for its Evaporated Milk on a par with its Eagle Brand Condensed Milk.



The plan then put into operation had already had back of it the careful building up of a sales and merchandising service of national scope. That plan has been followed without deviation during 1924 and that same plan is, as a matter of course, being followed for the coming year.

**That the development of the Borden business during 1924 has been tremendous is well known to every one connected with the buying and selling of food products in this country. The consumer demand has been developed month by month in the face of most peculiar conditions of over-production and hurried price cutting by many packers who found that the only way to do business in the face of Borden consumer demand was by more and more viciously cutting their own price. 1924 showed itself to be a year of Borden advertising and brand building on one hand and drastic and well nigh ruinous price cutting by many packers on the other hand.**

As we go into 1925, the picture is an interesting one, and, as it unfolds, it

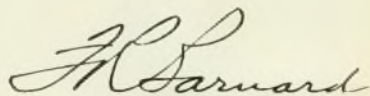
will no doubt make marketing history in a big way.

With its national covering of Street Car advertising, not to mention the other forms of publicity which The Borden Company uses, Borden's Evaporated Milk will be kept before the eyes of 45,000,000 readers a day. In other words, more than a third of all the people in the country will be reached day after day and every day.

Now, backing up this thorough advertising which makes for sound brand demand and rapid movement of the merchandise, comes all the advantage in quality through quick movement of the production from manufacture to consumption, insuring a quality advantage which is at once apparent.

So here we find the interesting situation of advertising not only making for a sounder market, for faster turnover and for safe and sane brand building, but we find it also, in the case of Borden's Evaporated Milk, actually insuring for the consumer a better quality of evaporated milk than would be possible without this advertising driving power.

**It is therefore with real satisfaction and a mighty good feeling toward our own medium that we see The Borden Company continuing in the street cars, not, this time, through any selling ability which we may have, but entirely on the results which our medium has achieved.**



*National Advertising Manager.*

**STREET RAILWAYS ADVERTISING COMPANY**

It takes ability to write so tersely your message will stick in people's minds.

Terseness isn't attained quickly; only experience gives it.

By our work  
judge us; proofs  
sent cheerfully.

IRVIN F. PASCHALL  
INCORPORATED  
*Advertising Counsel*  
McCORMICK BUILDING  
CHICAGO

**\$63,393**  
**from One Letter!**  
**\$63,393 worth of**  
**merchandise**  
sold with a single one-page letter at a total cost of less than \$100.00.

Send 25c for a copy of POSTAGE MAGAZINE and an actual copy of this letter.

If you sell, you need POSTAGE which tells how to write Sales-Producing Letters, Folders, Booklets and House Magazines.

Subscription only \$2.00 a year for 12 numbers full of selling ideas.

Thousands of firms are profitably reading POSTAGE. You can. Try it.

**GUARANTEE: \$4.00—twice your investment**—refunded at end of year if you are not satisfied.

*"Anything that can be sold  
can be sold by mail"*

—JOHN HOWIE WRIGHT

**POSTAGE**

Dept. F

18 East 18 Street  
New York City

# Developing Common Sense in Writing Letters

By William Bethke

Secretary-Educational Director, LaSalle Extension University

THE common sense viewpoint came into business letters when they ceased to be mere literary creations and became the recognized instrumentalities of commerce through which, directly or indirectly, more than 50 per cent of all the business in this country today is effected. Form and correctness have lost nothing in importance, but there has come a recognition that they after all are no more to the letter than the clothes and white collar are to the man. The elements that give the letter its real character and strength are ideas which thought, governed by common sense, puts into and behind the letter.

From this viewpoint we can readily see why many letter-writers do not enjoy an intimate acquaintanceship with the supreme task-master, common sense. Some of the causes for their deficiency are as follows:

1. *Over-Specialization:* This is a natural foe of common sense. A specialist's judgments are often warped by lack of perspective. A good letter specialist may have great creative value, but he requires the broader perspective, the common sense viewpoint of a more experienced and equally reflective leader to make his work fit into a common sense plan of correspondence.

2. *Prejudice:* Prejudice is the second great foe of common sense. Where prejudice enters reason and common sense fly out. The letter-writer needs to check his belief constantly to make sure that it is sound and real. He must be on his guard against the distortion caused by biased judgments.

3. *Feelings and Emotions:* These two easily defeat common sense purposes in a letter-writer. Vindictive feelings naturally assert themselves in an untrained and undisciplined letter-writer.

4. *Wordiness and Hot Air:* These are two allies that have never been able to win much approval from common sense. Letters, I believe, are freer from this fault than they used to be. Incessant campaigns for brevity and directness of statement are producing results. We expect the modern letter-writer to say something and to get to a point in accordance with a logical and well-developed plan. For example, here is a paragraph from the president of a bank to his customers in which he says:

"A spirit of progressiveness is keeping pace with the onward march of banking evolution, anticipating the un-

expressed wishes of the customer and providing for him every modern convenience and facility which are properly required by banking transactions."

Evidently what the writer is trying to say is that his bank gives close personal attention to the individual needs of each customer. It reminds me of the colored man who went to court to secure a divorce from his wife. When the judge asked him what reason he had for taking this step, he said:

"Why, lawdy, she talks too much."

"She talks too much? What does she say?" "Well, she don't say."

5. *Ignorance:* Ignorance of the vital factors in the correspondence is a prevalent cause of ill-judged letters. Ignorance is excusable but action on ignorance is inexcusable. How many letters are written where the writer does not attempt to get the facts, to visualize the recipient of the letter, to comprehend the business customs or the peculiar psychology involved in a situation. A farmer receives the letter that would fit the four hundred set, or vice versa.

6. *Carelessness:* Carelessness spoils the effect of many letters—carelessness in the appearance of letters, carelessness in the diction, carelessness in all the physical details of the letter, carelessness in handling the truth, careless negative expressions, careless reading of preceding correspondence.

Carelessness in some detail in the plan has spoiled the effect of many a good-intentioned letter, as is illustrated in the experience of a transatlantic passenger. He was very much annoyed by vermin in his berth and wrote a letter to the management of the steamship company complaining of the situation. He received a carefully written reply in which the manager expressed regret. They were scrupulously clean and exacting in their requirements and endeavor to do everything possible to add to the comfort and pleasure of their guests, the letter read. The letter pleased the passenger very much, until he happened to look into the envelope once more and there found a slip which evidently got in by mistake. It read: "Send this guy the bedbug letter."

7. *Lack of Thought:* In the last analysis the strength of any letter depends upon the thought and the ideas for which the words of the letter are symbols. One cannot have ideas without thinking, without imagination, without information and knowledge; nor can one put result-getting ideas into letters without a very intimate knowledge of

From an address before the Direct Mail Advertising Association Convention, Pittsburgh, Penn.

human nature. The best letter-writers have studied deeply the dual nature of man—man as a feeling being influenced by instincts and emotions, and man as a reasoning being who thinks, reflects and forms judgments.

We know that the instincts and emotions and feelings are the actual forces in life, while reason is the directing and guiding force. The selling plan of the letter on this assumption becomes very simple. There are three distinctive steps: (a) arouse expectation of profit, or gain, (b) prove the profit to secure the acceptance of the judgment, and (c) persuade the reader to make the purchase and make it easy for him to do so.

Whenever we genuinely arouse the expectation of profit or gain in the mind of an individual, we have his attention, his interest, and his desire for that gain. Some letter writers take a roundabout way of getting there. I have always admired the direct way. Here is the first paragraph of a letter which illustrates the point:

You can save 5 per cent of your manufacturing cost by using Brown's Smoke Consumers in your boilers, and, remember, this is the minimum we unreservedly guarantee.

Wouldn't any general executive or production manager be interested in saving that 5 per cent and wouldn't he want to read farther to see how it could be done, which is the second step in the plan.

A blotter manufacturer circularized the printers with a letter which began,

The sample blotters which we are inclosing herewith will help you satisfy your particular customers and show a good profit.

The letter proved to be almost a flat failure. It was then rewritten in accordance with the three-fold selling plan which I have outlined, to read:

Here is an opportunity to make 33 1/3 per cent profit on genuine sepia blotters—trade winners for you and your customers.

Here the immediate appeal was gain. The thought was 90 per cent customer and 10 per cent blotters, while in the original letter the reverse was true. The results at once increased. That same thought is embodied in selling a service in this way.

Are you in a position to accept export business? If so, we can put you in immediate direct touch with buyers of your product in foreign countries.

Any exporter who read that paragraph would be interested. He would have a desire and want to know how it could be done.

In these examples we see that every first sentence conveys a distinct impression of profit, satisfaction, and gain for the reader. They secure interest without any device whatsoever. Contrast that plan, for example, with a letter that begins, "We have an important announcement to make to you. Please read this letter carefully."

The second step in the letter is to prove the profit so as to secure the approval and the consent of the judgment of the reader. Proof is supplied largely

# WANTED

## A Pattern Plate from an Openminded Skeptic

*(A message for a plate buyer who will junk his old ideas only when "shown".)*

The name "stereotype" is the only thing that Gagnier plates have in common with other stereotypes—the Gagnier metal formula is better; the moulding process is more efficient; the machining process is much more accurate; the printing results are perfect. Moreover, Gagnier alloy produces plates that outwear other types of newspaper advertising plates, including thin and heavy shelled electrotypes. Day after day hundreds of National Advertisers and Agencies prove this in thousands of newspapers. Each was skeptical until long use proved the fact that our plate is the world's most valuable newspaper ad-reproducing medium; and 15 to 25% less costly.

**LOAN US**  
 YOUR MOST DIFFICULT  
 TO REPRODUCE  
 NEWSPAPER  
**PATTERN PLATE**

We will make you free and ship postpaid Gagnier sample mats and plates—you to be the judge of their quality. Mail your pattern to Gagnier Detroit Office.

**GAGNIER  
 STEREO TYPE  
 FOUNDRY**  
 (THE GAGNIER CORPORATION)

**NEW YORK**

Eastern Division Office  
 51 EAST 42ND STREET

**CHICAGO**

Western Division Office  
 222 N. MICHIGAN AVENUE

**DETROIT**

Main Office and Foundry  
 P. O. BOX 426

# GAGNIER PLATES & MATS

**American Lumberman**

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman—published weekly—effectively  
**COVERS LUMBER FIELD**

**The Only Denne in Canadian Advertising**

Before you plan to advertise in CANADA

ask our advice on methods and media. Our counsel is based on years of practical experience in the Canadian field.

**A. J. DENNE & Company Ltd.**  
 217 Bay Street, TORONTO.

**FREDERICK A. HANNAH  
 AND ASSOCIATES**

BUSINESS MANAGEMENT - FINANCING  
 MARKETING COUNSEL

32 WEST 40th STREET : NEW YORK

**CRAM CUTS—**

for booklets, house organs and advertising.

\$1.00 each

**THE CRAM STUDIOS,**  
 B-109, Muskegon, Mich.



**T**HERE are certain Philistines who believe that the furniture and home-furnishings store doesn't amount to much in the scheme of things—and who say that they don't care about selling their merchandise through this retail outlet.

Yet, last year an estimated total of \$2,142,947,488.00 worth of furniture and furnishings was sold, the bulk of this passing through the hands of these retailers.

Seemingly such a retail outlet as that does amount to much. It is a field that has proved its dollars and cents value to many manufacturers and agencies as a constant, increasing outlet for merchandise or materials that are necessities to a com-

fortable and well-groomed home.

The halleluja chorus will be ever with us, but thoughtful individuals are more profitably engaged in diverting some of the two billion or more dollars their ways.

In this attempt, many of the successful ones have used The Furniture Record to get their story across to the really worthwhile merchandisers in the retail field. The Record has aided and carried the advertising of representative manufacturers and sales agents for the past twenty-five years.

If you are inclined to be a Philistine, at least let us tell and show you what we believe our merchandising plan can accomplish in your case.

### The Grand Rapids Furniture Record

Published by The Periodical Publishing Company  
Grand Rapids, Michigan, U. S. A.

A. B. P.

A. B. C.

by facts and reasons. This is how the first letter from which I quoted furnishes the proof:

You can save 5 per cent of your manufacturing cost by using Brown's Smoke Consumers in your boilers, and remember this is the minimum we unreservedly guarantee.

The Brown Consumers save you money because they insure a practically perfect combustion and utilization of the gas now escaping through the chimney. The illustration and various views in the folder enclosed show this better than any verbal description.

Jones & Company Corporation, Consumer Heat Company, and numerous other well-known concerns in your city use them and all report a saving of from 5 to 12 per cent. In this day of high manufacturing costs and constantly increasing selling expenses, even 5 per cent is a substantial saving.

The smoke consumers will be placed in your boilers at our risk without cost to you for ninety days, during which time your engineers can keep a record of the coal consumed. This may readily be checked against previous consumption over a similar period, and will conclusively demonstrate the exact saving effected. We can make this unusual offer because we know exactly what the results will be, and are confident that once you have tried this new method, you will not be without it.

Contrast that letter with a letter sent out by an advertising solicitor who was evidently a believer in the school of brevity. This is the letter he sent:

Advertising in this magazine PAYS THE ADVERTISER. Give us a chance to prove it. Start an advertisement now. January forms close tight January second.

That letter starts out with a promise of profit but it does not prove the profit and in effect it says, "I cannot prove, or at least do not know how to prove, that it will pay you to advertise in our magazine, except by asking you to take a chance with the price of an advertisement and the advertiser."

The third step in this procedure consists in persuading the reader to take the desired action and in making it easy for him to do so. Note how the Brown Smoke Consumer letter handled this point.

Just mail the signed, stamped, addressed card and we will gladly arrange a demonstration for you without your incurring any obligation.

It is not possible for me to go into the technique of the closing appeal, I want to delineate this simple, common sense idea which, I think, can be applied to anything that is saleable. I do not say it is the only plan of a good sales letter, but it is so simple and so effective that I commend it to study and to judgment.

Such thinking toward simplicity and common sense detracts nothing from the high calling of the letter writer. It enables each man in this field to contribute and create according to his ability, and provides a plan that is teachable and learnable. The greater the ability, the more opportunity for contact with the common mind, with the customer, the creditor, or the debtor.

### Bakers Weekly A. B. C. - A. B. P.

New York City  
NEW YORK OFFICE—45 West 45th St.  
CHICAGO OFFICE—343 S. Dearborn St.  
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

### BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly." The indispensable adviser to shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 13,423 copies weekly. (Member A. B. C.) First choice of the advertisers of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

### National Miller

Established 1895  
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.  
630 W. JACKSON BLVD., CHICAGO

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

THE JOHN IJELSTROEM COMPANY

Massillon, Ohio Good Salesmen Wanted



The Illustration *Is* The Advertisement

LEJAREN à HILLER STUDIOS

461 EIGHTH AVENUE, NEW YORK CITY

*Chickering 6373*

## The Problem

confronting most radio manufacturers is —How to Secure National Distribution. We have made an intensive study of this subject, and have prepared a brochure detailing our conclusions. Write for your copy.

**RADIO**  
Merchandising  
THE MAGAZINE OF THE RADIO TRADER  
245 West 39th Street  
New York City

For Statistics Covering All  
Branches of the Gas Industry

## BROWN'S DIRECTORY

of  
American Gas Companies

A complete, up-to-date mailing list. Gives every gas company, the names of the officers, manager and purchasing agent, together with number of consumers, meters, etc. Also gives the capitalization of every gas company, amount of capital stock, bonds and dividends paid.

Now Ready for Distribution

\$10.00 a Copy  
\$7.50 to Gas Companies

ROBBINS PUBLISHING CO.  
52 Vanderbilt Ave., New York

# Why Some Salesmen Do Not Make Good

By Victor Woodward

**I**F a salesman fails in your employ, what proportion of the fault can be charged against the firm? A prominent Chicago business man, formerly a successful sales manager, used to claim that 75 per cent of the fault always lies with the employer.

"When a salesman fails," he claimed, "there are four possible explanations: (1) The product isn't right; (2) Marketing conditions aren't right; (3) The man's working conditions aren't right; (4) The man himself isn't any good.

"The first three conditions, or roughly 75 per cent of the trouble, is not up to the man; it is up to you. And even in the cases where the man is no good the fault of his failure with your concern is largely up to you. *You shouldn't have hired him!*"

Many concerns nowadays take something like this attitude with regard to the failures on their sales staffs. If it becomes necessary to fire a salesman, or even in cases where a man quits of his own accord, the loss is looked upon as a reflection on the product or policies of the concern. This viewpoint has grown more common since the realization of the cost of labor turnover in sales departments has become more prevalent.

The loss of a salesman often means an actual cash loss of \$500 to \$1,000 spent in training and equipping him for his job. It often means a further loss of several thousand dollars' worth of sales, gained by competitors while the salesman's successor gets familiar with the territory. And occasionally it means a still further loss of sales, if the man goes to a competitor and takes the business of some of your best customers with him.

Realization of the cost of turnover in the sales force gives rise to an attitude of mind which is at the root of all self-improvement. It prompts the question: "What's the matter with us?" And if a firm conscientiously sets itself to answer that question much success may spring from a tiny failure.

An extreme instance of this kind occurred not long ago in the machinery industry. A firm in this

line brought out a device for use in laundries and hired twenty-five new salesmen to introduce it. They paid these men a small salary and a large commission. At the end of ten weeks nineteen of the men had quit. They couldn't make enough money. A conference of the president, the sales manager and the production manager was held.

Said the production manager: "There can't be a market for the machine."

Said the sales manager: "The market is there; but the product can't be right."

Said the president: "The product is all right. The salesmen can't be any good."

**I**T was decided that the president should more closely supervise the hiring of the sales force. He personally interviewed most of the new recruits. A few more weeks passed. Sales continued miserably slow. Only one of the original twenty-five men remained, and some of the second contingent were quitting.

Then the president made a discovery. After an hour's talk with the latest man to put in his resignation, he said to the sales manager: "If the market is there, and the product is right, and the salesmen are above the average, there can be only one other possible thing wrong."

"What's that?" asked the sales chief.

"*Ourselves!*" the president ejaculated, and forthwith they sat down to formulate a compensation plan and a training school that would give the salesmen a chance to succeed.

Within a few years this laundry machinery became one of the firm's best selling lines, and instead of hiring ninety men a year to keep the force at twenty-five, as they did in the first twelve months, their sales force turnover is now down to about 12 per cent annually.

Just lately, in the course of some study of this question of sales force turnover, I became impressed with the lack of attention paid by sales managers to a phase of the problem which strikes me as important.

Most firms today employ three



### Pittsburgh Plus Is Dead.

Its passing has stirred the iron, steel and metalworking industries more than any event since the United States Steel Corporation was organized.

Consumers and producers alike are confused. Deprived of the Pittsburgh yardstick, they find difficulty in solving the existing enigma of conflicting prices, multiple basing points, and varying methods of quoting. They must have facts—prompt, complete and authoritative—such as can be found only in a business paper with a highly developed market information service.

*Iron Trade Review* presents this and much other business news weekly to 28,000 executive readers, who are studying its pages more intently than ever before. Moreover, they are looking forward to the *Annual Statistical Number*, which will appear January 1, 1925. They realize that this annual number, which in recent years has come to be known as the "Yearbook of Industry," will be of extraordinary value this year because of its information pertinent to the conditions created by the passing of Pittsburgh Plus. *Iron Trade Review's* executive readers will consult this issue frequently throughout 1925.

By virtue of its high appeal as a reference volume, the *Annual Number* offers exceptional opportunities to advertisers who want to deliver a message to the executive heads of the metalworking industry. New ideas incorporated in the plans for this number will make it editorially and in an advertising way the most remarkable issue of a business paper ever published. Write for details.

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

**IRON TRADE**  
REVIEW

Cleveland  
New York  
London



## Where Will They Go This Summer?

When vacation days come, thousands of teachers will pack their bags and be off to mountains, seashore and quaint far away places. They have the time, the money and the desire to travel. **You** tell them *where* to go. More than 40,000 of the 160,000 teacher subscribers to Normal Instructor will travel somewhere this summer. Get your share of the business from this great field.

*The facts are in our new booklet,  
"A Survey of the Educational Market"  
Yours for the asking.*

**F. A. OWEN PUBLISHING COMPANY, DANVILLE, N. Y.**

CHICAGO: 1018 So. Wabash Ave., C. E. Gardner, Advertising Manager  
NEW YORK: 110 West 34th Street, George V. Romage, Eastern Representative

# NORMAL INSTRUCTOR *and* PRIMARY PLANS

FOR TEACHERS of ALL THE GRADES and of RURAL SCHOOLS



Member Audit Bureau of Circulations

### "INCREASING DIRECT ADVERTISING RETURNS"

A New Book by FLINT McNAUGHTON

Here is a book YOU need. Filled with practical, result-producing information. Outlines plans for increasing returns in inquiries and sales; winning jobs; creating demand, etc. Shows advertising fundamentals. Explains right practices and winning methods. How to increase pulling power in inquiry and order cards, coupons, order blanks, etc. Analyzes coupons in magazines and trade papers. Just the information all ambitious advertisers want and can turn into profit. Illustrated by reproductions of 201 advertisements. 220 pp. Cloth. At Live Bookstore.

Sent Direct for \$2.50

Selling Aid, 1304 Jackson Blvd., Chicago

### THE WORLD IN PICTURES

A good photograph will say more than a thousand words. I have 150,000 subjects, including Burton Holmes negatives. On approval service. Write me about your needs.

EWING GALLOWAY

15 E. 40th St. New York

keith & shaw  
advertising art

EDWARD SPENCER DESIGN

15 EAST 40TH ST  
NEW YORK CITY



policies in the attempt to reduce loss of salesmen: (1) Careful examination of applicants; (2) Careful training of prospective salesmen; (3) Careful scrutiny of salesmen's reports and records.

**T**HIS is good, and great improvement has been achieved by such means, but, if you will notice, these policies are concerned with the salesmen (1) *before* they join the firm, (2) *before* they start to sell and (3) *while* they are still selling. None of them are concerned with the salesman *after* he has quit selling; after he has failed or found larger opportunities elsewhere.

I remember a case of a newspaper reporter who decided that he wanted to be a salesman, because there was more money in it. One firm decided to try him out, but voted him a failure within three months and advised him to go back to editorial work. He got another selling job, however, and two or three years later ran into his former boss.

"What are you doing now?" he was asked.

"I'm still with So-and-So. They very nearly fired me, too; but quite by chance they discovered that I was writing snappy, newsy letters to my prospects. Now I'm chief correspondent in the sales department."

The older man began a barrage of questions and discovered that the ex-reporter was getting results because of his highly developed news sense. He knew how to get interest by baiting the first paragraph of his letters with something of news value to the prospect. Under the fire of questions levelled at him by his former chief he recited a number of actual first paragraphs, and explained his "system" in detail.

"Well, if you can do it for So-and-So," exclaimed the sales manager, "why can't I get a reporter somewhere who will do the same thing for me?"

"Why not?" echoed the sales correspondent, and he proceeded to tell his former boss of two good men who might serve his purpose, with the result that one of them was hired who proved to be a big "find" for the concern in question.

This instance not only indicates how success can sometimes be snatched from the jaws of failure; it illustrates a point that is worth noticing—that the sales manager knew how to ask questions. So many men fail or only half-succeed because they lack a well-developed "inquisitorial" bump. They are not necessarily cocksure individuals who "know it all." Many of them feel



that they would like to know a lot more than they do; but, *they don't know what they want to know.*

Of the extremely opposite type is a sales manager—the only one I'm aware of who does make a point of deliberately cultivating the acquaintance of lost salesmen. This supremely inquisitive man adopted the practice, characteristically enough, after addressing to himself a series of questions:

"From whom can I learn most about the failings of this business?"

"I am too close to it.

"My colleagues and my salesmen are too close to it.

"Can I get any light from the sales managers of other industries?"

"Rarely, because they don't know the intricacies of mine.

"Is there anyone left that I can go to for candid criticism?"

And, by a process of elimination, he arrived at the notion that the men who had left his employ—men familiar with the business and yet outside of it, with an outside and disinterested viewpoint—were the men to cultivate. He began to do so—systematically! First, he found out which industries attracted most men away from his. This was easily done by looking up the files of letters received from firms asking for references concerning ex-employees. Then he began to ferret out the whereabouts of a number of his former salesmen. When he found them he dropped them a note or telephoned, asking them to drop into his office.

Flattered by the invitation, the ex-salesman would usually open up and tell him frankly and exhaustively the advantages and disadvantages of the two unrelated lines of business. By this means he accumulated valuable data about salaries and commissions paid in a number of industries, the working conditions in each, the seasonal handicaps, the kinds of resistance salesmen met, the kind of training they received.

**H**E claims that the reactions of ex-salesmen in regard to all these things is most valuable because they spring from comparisons with his own policies and practice, and with conditions in his own industry. The candid and disinterested criticism he gets in this way enables him to divine what is going on in the minds of his existing force, and thus forestall dissatisfaction before it leads to resignations, or even before it leads his men to suspect that greater opportunities or better working conditions may exist for them elsewhere.

# Confidence

Some months ago the first vice-president of a great textile manufacturing corporation asked us to pick out a general manager for him who could earn and justify a \$20,000 salary. We named four men for this situation, any one of whom could handle the job.

These four men are all on good jobs. None of them are actively soliciting a new job, but they are all open for advancement. Each one of them has asked us to be on the lookout for a better job for him. They have confidence in us, they know we can help them better than anyone else, that they can put their affairs in our hands and that their confidence will not be betrayed.

That is the position of regard and respect in which every important man in the textile industry holds the American Wool and Cotton Reporter. There is no other textile paper filling such a position.

Your advertising in the American Wool and Cotton Reporter reaches these men who have faith in the paper, men who personally know the American Wool and Cotton Reporter and know its publishers, men who want to be of service to the American Wool and Cotton Reporter, men who will patronize American Wool and Cotton Reporter Advertisers ahead of anyone else.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and the industry warrants, but we also want to give a personal service to every advertiser.

Standard 7x10 Page

Established 1887

Charter Member A. B. C.

## 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 Net Paid Circulation of any Textile Publication

530 Atlantic Avenue  
Boston

229 E. Stone Avenue  
Greenville, S. C.

## \$766,000 By Mail

Starting from nothing, two years direct mail work under my direction sold \$766,000 worth of goods to over 5000 dealers, in a staple, competitive line. All by mail—all for cash.

How can direct mail add profit to your business? Ask and I will tell you whether or not, how, and at what cost.

*Charles Austin Bates*  
33 WEST 42ND STREET, NEW YORK.



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

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

Advertising and Selling Fortnightly  
52 Vanderbilt Ave., New York City

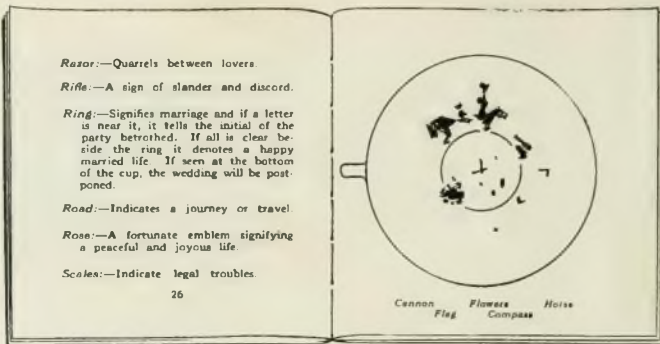
Please enter my subscription for one year (26 issues). Send me bill for \$2.00 when first issue is mailed.

Name .....

Address .....

Company .....

Position .....



## Tea-Cup Reading Aids Lipton's Sales

THE sales manager of Thomas J. Lipton, Ltd., Toronto, J. D. Neil, conceived the idea that there was a human interest appeal in reading the tea cup, and that a booklet outlining this "art" would be well received. Although he knew there were several books on the market, he maintained that the majority of them were so complex that the ordinary person was unable to make very much out of them. Therefore, in compiling the booklet, he endeavored to make it as simple as possible.

Before introducing this booklet generally to the public, he decided to try it out at the Toronto Exhibition and see how it was received. The response was instantaneous, and he had to withdraw the booklet from the booth because they could not possibly handle the crowds. The booklet was sold with half-pound and pound packages of the tea and, from his experiment, he was satisfied that there was an intense consumer interest.

"After the experiment at the Exhibition," says one of the executives of the company, "we all felt that there was sufficient interest in the booklet, 'How to Read Your Tea Cup,' to induce a woman to buy at least a half-pound of Yellow Label tea to secure the booklet. This was the only means whereby the consumer could obtain a copy, and we felt that a sufficient number would buy the tea to give it a real introduction on the market.

"At that time, our advertising appropriation was practically exhausted and, in order to make a success of the campaign with the extremely limited appropriation, we had to make an unusual appeal in our advertisements. We were agreed that the advertising had to be so startling as to arouse immediate interest, and our copy was prepared with the human interest appeal of reading the future. The ad-

vertisements were out of the ordinary, both in copy and in layout. The space used was not large, but the layout was unusual enough to draw attention.

"With the booklet and the advertising prepared, the next step was to acquaint the jobber and the retailer of the plan. A letter covering this was sent to the jobber and gave him details concerning the advertising and the booklet contained in each package of Yellow Label tea. He was urged to be prepared for the call for that brand of tea. Later on, of course, this was followed up by a salesman's call. A folder was sent to the dealers headed 'A Peep into the Future.' It reproduced the booklet and package in color.

"Simultaneously with the newspaper campaign, dodgers were distributed in some sections of the city, in order to try out their effectiveness. The dodgers reproduced a newspaper display in somewhat larger type, and told practically the same story. Demonstrators were also used.

"The whole idea appealed to the trade because it was unusual, and it reduced sales resistance to a remarkable degree. Where we formerly had practically no distribution, it was brought up in two weeks to at least 60 per cent, and it has kept on gradually increasing. Of course, at the present time, it is rather difficult to say whether the campaign will meet with continued success, but, so far, results have been sufficiently satisfactory to warrant continuing it.

"This campaign is rather a good example of what 'stunt' merchandising and advertising can do to secure an initial distribution, and we are thoroughly sold that our plan of campaign was successful from this standpoint. A large number of consumers have bought the tea and are trying it out, and we believe we will secure some nice repeat business from this."

**Outdoor**  
advertising  
dominates the  
public eye  
and purse.



*The* THOS. CUSACK  
Company Service  
makes it possible.



NEW YORK  
Broadway and Fifth Ave. at 25th St.

CHICAGO  
Harrison, Loomis and Congress Sts.

BRANCHES IN 48 PRINCIPAL CITIES

# the HOSTESS

## Announces the Appointment of MR. EDWARD F. ARCHIBALD as Director of Advertising

Mr. Archibald's long experience in the agency business admirably equips him to render an unusual service to agency executives and to advertisers.

The rapidly increasing circulation of the HOSTESS makes it one of the best buys among household magazines. And Mr. Archibald will be glad to explain the unique method through which the HOSTESS assists its advertisers in securing effective distribution.

A request on your letterhead will bring you a sample of this beautiful magazine, rate card and an explanation of its remarkable pulling power.

# the HOSTESS

Published and Distributed by  
**THE ALLIED GROCERS, Inc.**  
1762 Broadway, at 57th St., New York

A helpful Service Talk to housewives by the Editor of The Hostess is broadcast twice a week through Station WFBH. Advertised products are frequently mentioned.

## Business Ambassadors

STORE and shop regulations have enforced a regimen of courtesy on the lower strata of business organizations, but there is still room for improvement at the top—among men who are designated to receive salesmen and other ambassadors of business.

The application of common courtesy to business dealings is a promising development in a noticeable trend toward the conservation of time and temper—"the voice with the smile" is familiar to every ear, and customers of some stores make purchases in the assurance that "the customer is always right." The conviction is becoming established that courtesy pays—that good manners are good business.

But with all the encouraging progress made by business in the direction of courtesy, there is still unpleasant executive inclination to ignore the value of time lost by salesmen and other business callers who are affected in waiting upon a capricious convenience. Salesmanship is a highly specialized business. The modern salesman has something useful to say as well as to sell. He is not a time-waster—the day of the itinerant door-knocker has passed—and it is not right that his time should be wasted. What if Garcia had refused to see that man with the message?

To flout a trained and accredited salesman is to flout all business. To hold up an unobtainable appointment as the price of admittance to office privacy is a poor cloak for good faith. Plain rudeness will not be less plain for any high and mighty title on an office door. Indifference or cold welcome never have made good-will for man or firm.—*The Nation's Business.*

### Edwin L. Barker

Has joined the staff of Barker, Incorporated, Chicago advertising agency.

### Edward F. Archibald

Has been appointed advertising director of *Hostess Magazine*. Mr. Archibald was formerly with the Charles Advertising Service.

### W. Arthur Cole

Formerly of Barton, Durstine & Osborn, Inc., New York, has been appointed production manager of the Corman Company, same city.

### James Kerney

For twenty-two years editor and vice-president of the *Trenton Times*, has gained control of the paper through the purchase of the stock of Owen Moon, retiring treasurer of the company.

### Irvin F. Paschall, Inc.

Chicago, has been appointed advertising director of the Wilkening Manufacturing Company, piston ring manufacturers.

## A thoughtful Christmas remembrance for all the folks on your staff

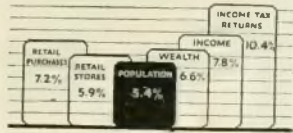


The members of any organization treasure a Christmas remembrance from The Boss, no matter how modest it may be. Few things are as suitable for such a purpose as a book, for a book is at once personal and a permanent reminder of the giver. And in the case of an advertising or sales organization, few books are as happily appropriate to the purpose as Robert R. Updegraff's little classic, *Obvious Adams*. For it is both a thoughtful remembrance and a business inspiration in story form. Every member of your staff would treasure a copy with a little personal message from you written on the fly leaf.

A handsome little volume (4 1/2 x 7 in.) of 68 pages, bound in cloth, with gold-stamped cover. Ten copies, \$5.00; 25 copies, \$12.00; 50 copies, \$23.00; 100 copies, \$44.00; 500 copies, \$200.00. Sample copy, 55c.

**Kellogg Publishing Co.** 28 Lyman Street  
Springfield, Mass.

## RESOURCES OF THE NEW YORK MARKET



	United States	N. Y. City	Percentage of National
Population	112,078,000	6,015,000	5.4%
Wealth	\$320,804,000,000	\$21,207,000,000	6.6%
Income	69,000,000,000	5,393,000,000	7.8%
Tax Returns	6,662,000	691,000	10.4%
Retail Stores	1,675,000	99,047	5.9%
Retail Purchases	30,000,000,000	2,165,000,000	7.2%

From the New York Survey, conducted by the New York University Bureau of Business Research.

# TELL IT TO SWEENEY!

—it ain't gonna rain no more

FROM the pre-election talk of some business men, the innocent outsider would gather that business in this country lived wholly on governmental grant, depended wholly on political favor. Manufacturers who could never be seriously bothered by foreign competition fretted over the possibility of lowered tariffs. Others who have never exported a dollar's worth of goods in their business lives worried over our foreign relations.

But everywhere on November fifth, business men collectively emitted loud whoops and went back to work. Salesmen reported increased buying. And the Stock Exchange rose to new records of trading, with tickers thirty minutes behind orders. With Mr. Coolidge in again, business men felt assured that "it ain't gonna rain no more!"

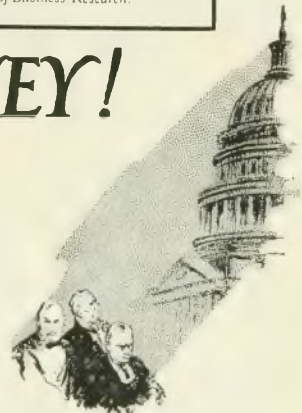
A friend of ours who represents a number of silk mills told us that in the four days following the national election he received confirmations on six large orders that had been held up previously. His business is women's silk underwear and hosiery exclusively. Does any retailer or banker imagine that Mrs. Sweeney and her daughters would go without these commodities had Mr. Davis been elected?

ALL this pre-election hysteria again emphasizes the fact that the only assurance for sustained good business on the part of any firm lies in established markets. The Sweeneys, the average family, are not going to give up the business of living whoever is elected. In the occasional business depression this country experiences, the total volume of trade does not fall off ten per cent. There is no substitute for selling effort in the mass market, for advertising and selling to Sweeney. If Sweeney is your steady customer, it never will "rain no more!"

With good business ahead, Tell it to Sweeney, particularly in New York. Sell this great city market for your own prosperity's sake. With its varied businesses and manufactures, no depression can ever sink very deep, no slump affect the majority of its in-

comes. No city in the world has so many resources in excess of its proportion of population. With 5.4% of the total national population, New York has 6.6% of the national wealth, earns 7.8% of the national income, and makes 10.4% of all Federal Income Tax returns. In the 5.9% of the national total of retail stores in New York, its residents (exclusive of transients) make 7.2% of the national total of retail purchases. The Sweeneys are better customers in proportion to their numbers than any similar population group in the world!

The New York Survey makes available for the first time the distribution of New York's



## INCOMES OF THE SWEENEYS

Group	Range	Average	Families (1920)	% Total
Gold	\$10,000 upwards	\$10,000	47,500	3.7%
Purple	\$6,000 to \$10,000	7,500	68,200	5.3%
Red	\$4,000 to \$7,000	4,500	214,800	16.8%
Brown	\$2,500 to \$5,000	3,000	423,900	33.2%
Green	\$1,500 to \$3,000	2,000	401,700	31.5%
Blue	\$1,000 to \$2,000	1,500	122,200	9.5%
Total			1,278,300	100.0%

From the New York Survey, conducted by New York University Bureau of Business Research for a group of New York newspapers. Families are the 1920 census figures. The Sweeneys are the Red, Brown, Green and Blue Groups—91% of New York City's population.

comes. Approximately 9% of the population or 115,700 families, average more than \$7500 a year; 91% or 1,162,600 families—of Sweeneys—average from \$4500 down to \$1500. The Sweeneys per capita have the largest income in the world.

To match this market the advertiser has the Largest Daily Circulation in America—The News, New York's Picture Newspaper. Five years old, The News is an established medium, reaching more families in New York City than any

other newspaper. Its average circulation for the six months period ending September 30, 1924, was 786,398 daily and 807,270 Sunday. Its tabloid page gives advertising a new chance to be seen, to be read, to do its work. The milline rate is low. This medium alone can establish any advertiser in the New York market. It should be your business life insurance in the next four years.

Get the facts!

Tell It To Sweeney has been issued in folder form. A request on your business letterhead will bring the series.

# THE NEWS

## New York's Picture Newspaper

25 Park Place, New York 7 S. Dearborn St., Chicago

# The Advertiser's Weekly

The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britain giving audited net sales figures.

Published for all who wish to be informed on British advertising and its developments.

Subscriptions 35 annually, post free.  
Advertisement rates on application to  
New York Office  
52 Vanderbilt Avenue, N. Y. City  
OF  
New England Office—c/o Mr. Frank E.  
Willis, 148 State St., Boston, Mass.

## 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

A. J. PHOTO PRINT CO., 31 W. Adams Street, Chicago



### Vic Dwyer

Professional Letter Writer

Copy for Sales Letters  
Minimum Charge \$25

With Tanki Service Bureau  
Mail Advertising  
446 Wood St., Pittsburgh, Pa.

## Change of Address

Request must reach ADVERTISING AND SELLING FORTNIGHTLY one week before date of issue with which it is to take effect. Be sure to send both your old and your new address.

# Strategy in Manipulating Media and Space

By Fred R. Davis

General Electric Company, Schenectady, N. Y.

**M**ANIPULATION of media consists of two operations—first, their selection and, second, their use. To simplify the selection for the purpose of this discussion I think we may eliminate all classes of media except periodicals of various classes.

The policies of an advertiser which determine the form of strategy to employ are as varied as the number of advertisers, and stretch from the simple strategy of getting a story told to consumers as you want it told, to a complicated process of using trademark advertising to anticipate expiration of patent control. Whatever the motive for strategy, a definite objective is in view all the time if we are to consider strategy as a directive force and not a go-as-you-please program. If we assume that strategy is not too big a word to use, we might employ a little of it to select a medium from the rest as being more suitable for our purpose. Without attempting to define our purpose we can determine what form of strategy to employ in selecting media.

The extent to which a periodical is distributed is not the entire story on the question of circulation. There are many pitfalls in even the best statement of distribution of a periodical, which examination will reveal.

I have seen somewhere recently a tabulation of qualities for comparison of different publications in securing a graded list from which to make a selection. A tabulation of this sort made for experimental use several years ago with business papers, groups the elements under three headings—contents, make-up and circulation. It allows 30 points for contents, of which 13 apply to advertising and 17 to editorial contents. Make-up has been given 20 points, allowing 10 for composition, 5 for stock and 5 for cover. The question of circulation is given 50 points, of which 25 are for business methods, 15 for subscription values, and 10 for distribution values. Each of these units of value is broken down into smaller units for study purposes. This qualitative analysis has been used in several closely contested fields, and checking by different people has failed to dislodge any of the good ones from the list or add any attractive looking lightweight.

The cost of using a medium is not considered in such a study except rel-

atively, and then only to a small degree. A checking list of this kind should be applied to specific advertising purposes. The conclusions reached in one case may not apply in another because certain papers may come through with high marks for one product and low for another in the same general market. This list would also require revision before applying it to general magazines or newspapers. The principles are the same for all cases, but the values differ because some items are entirely eliminated in changing the class of periodical.

Practically all objectives in the use of advertising media may be sorted out into two groups. The first may be termed "dominance" or "competitive motives," and the second "educational" or "promotional programs." The competitive strategy requires greater force and action than the promotional.

While, of course, educational work must be done in a competitive campaign, its chief objective is dominance in a field of competitive advertising. The use of large space, frequent insertions, a general bombardment of big guns and a continuous movement of all the available forces is required. Educational or promotional program, on the other hand, can be conducted quietly and continuously in a modest way, but over a wide area and a long period of time.

**N**O matter which of the two general classes of purpose may be involved a good board of strategy would give considerable attention to the most effective size of space combined with the most effective frequency of insertion. The use of color in the space or of a distinctive style suitable to the space and the purpose, should have hearing. The proper spacing of the insertions of various size in different periodicals should be given much thought. Another possibility which is sometimes unused is the relation of the campaign to the editorial characteristics of a periodical. There are many opportunities of editorial coordination in the manipulation of advertising media.

Manipulation in a campaign to a single group or market may be effected by variation in the treatment of copy and illustrative form of advertisement. The result is a composite effect within the single class which tends to magnify the importance of the subject in the minds of those reached. This effect is like that of an army employing all

Portions of an address before the annual convention of the National Industrial Advertisers Association, Chicago.

forms of offensive at different points on a single front.

A more complicated and I believe more effective form of strategy includes coloration extending over several groups or market classes. As an example we might use an electric motor campaign to secure dominance in the equipment of household machinery. The motor manufacturer must sell the washing machine manufacturer's electrical engineer, production manager, purchasing agent, sales manager, distributing jobbers and dealers and their customers, the final purchasers, the general public made up of men and women living at home. All of this can be a competitive dominance campaign.

An educational promotional campaign, however, should be included to create a better market for washing machines and thus build up a permanent business. A board of strategy planning a campaign of this sort must consider all means of warfare and their thorough coordination in action as well as a very large investment. This sort of campaign requires effective manipulation of many separate groups of activities, with complete coordination and coloration, so that each branch of the service will reinforce all of the others.

**Commerce Advertising Bureau**

Is the name of a new advertising agency organized in Los Angeles, Calif. Officers of the company are Barton Manbert, president, formerly with Young & McCallister; and E. Fred Franklin, vice-president, formerly with the Palmer Photoplay Corporation and the Smith Barnes Corporation. The Bureau has offices at 922 Santee Street.

**Norman D. Waters**

Formerly with Munro & Harford, Inc., Robbins Publishing Company, and the Frank Presbrey Company, has opened the Waters Advertising Agency at 37 West Thirty-ninth Street, New York. The Ellis & Turell Sales Company, Stability Mortgage Company, and the Mitchell Fashion Company and Designing School have placed their business promotion work with the new agency.

**Milton Rippey**

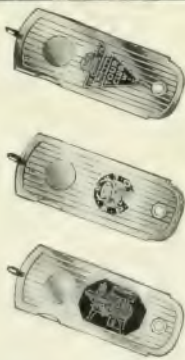
Has become president of a recently organized advertising agency, The Harrison-Rippey Advertising Company, with offices in the Arcade Building, St. Louis. Mr. Rippey was formerly with Nelson Chesman & Company and the Schiele Advertising Company. Other officers are Robert H. Isaacson, vice-president, and Edward K. Harrison, secretary.

**John P. Gillespie**

Formerly with Bolton, Meek & Wearst, Youngstown, Ohio, has joined the Wildman Advertising Agency, New York.

**A. Pettingell**

Has resigned as advertising manager of the Regal Shoe Company, Whitman, Mass., and will be succeeded by A. H. Nicoll.



The above illustration showing a few Razo-Nives etched with special designs gives some idea of the attractiveness of the Nife and the faithful reproduction of emblems or designs.

We are the world's foremost manufacturers of advertising novelties of all kinds; badges, buttons, metal specialties, etc.

Ask for our catalog showing a complete line of good-will builders for the man at the desk. A large assortment with a wide range of prices.

A real good-will gift that your friends and customers will appreciate and use for years. Made of solid jeweler's grade, mirror polished, nickel silver with a neat design etched on the handle. You can get them plain, as shown above, or with your advertisement etched on the handle.

**Uses Cast-Off Safety Razor Blades**

No trouble or cost to keep it sharp. Just take one of your old safety razor blades and slip it in Razo-Nife. No screws or fasteners—just snaps into place. It will do anything that can be expected of any pocket knife, and a lot more. The hole in the knife handle makes a clever cigar cutter and the keen blade gives you a smooth clip without tearing the wrapper.

Like the finest watches, this versatile little knife is made as thin and unobtrusive as possible—only  $\frac{1}{8}$  of an inch thick—the proper thing for the end of a watch chain.

**Give Razo-Nife this Year**

A matchless good-will builder for your business. It will be carried and used for years. We can make them up in any quantity with your advertisement, trade mark or special lettering etched on the handle. Give Razo-Nife to your customers at Christmas time—it is one of the most distinctive good-will items ever produced.

**Get a Razo-Nife for your own use**

You'll be immensely pleased with it; you'll find dozens of uses for it; you'll thank us for calling it to your attention. Fill out the coupon, pin a dollar bill and mail it today. At the same time ask for quantity prices.

**The Greenduck Company**  
1725-1741 W. North Ave. Chicago, Ill.

**THE GREENDUCK COMPANY.**  
1725-41 W. North Ave., Chicago, Ill.

A.P. 12-3

Gentlemen: I enclose \$1.00 for Razo-Nife for my personal use. Please give me quantity prices on Razo Nife with and without special design etched on handle. I understand that I incur no obligation.

Name ..... Firm .....

Street .....

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



## Are You Advertising Or Running A Memory Course?

**H**ERE is a rather amusing instance that parallels "right smartly" some questioned phases of advertising.

A friend of mine was laboring with a memory course—the kind that you remember something, so you will then remember the things you want to remember.

That is, provided you remember the something you are supposed to remember with.

Names were this man's step grade.

Recently, he was introduced to a prospect named Stubbs. Noticing that the prospect had a stub of a cigar in his mouth, he at once associated the two, as per memory course rule three, chapter four.

The next time he met this prospect, he gaily called him Mr. Butts.

Every once in a while we have customers who want the pretty girl type of illustrations for their campaign.

They figure that they will first attract attention, and then the attentioner will forever afterwards associate the girl with the product, and so not thinking of any other girl, will totally debar other products.

Sort of a memory memorizer.

Perhaps it's so.

We don't know, never having had any experience with that calendar brand of advertising.

It has always been our belief that an advertising illustration should illustrate the advertisement, and not some Atlantic City Beauty Show.

If you have some such notion, you may find we also have other views that agree with yours.

## TUTHILL ADVERTISING AGENCY

L. W. C. TUTHILL, President  
1133 BROADWAY  
NEW YORK

## What of the World Tomorrow?

By Floyd W. Parsons

**I**F a modern Rip Van Winkle went to sleep today and were to wake up a few years from now he would not recognize the world. On arousing from his slumber he would find that aerial transportation had become a great basic industry. Ships of the air would be carrying cotton from fields in the South to mills in New England. Other planes equipped with aerial cameras and planimeters would be engaged in reporting crops. Aerial pullmans leaving railway stations on ordinary tracks would be hauled to aerodromes outside our cities, where the coach, shedding its wheels, would slide into position above a powerful pneumatic-tired airplane chassis, to which it would be bolted, thus transforming a railway car in a few minutes into a safe and speedy airplane.

There will be no backwoods in the civilization of tomorrow. Our great metropolitan districts will have populations of from ten to twenty million people. This increase in community density will necessitate new methods in the production of foodstuffs. Plants will be exposed to electric light at night to supplement daylight and thus speed up growth. On every hand new methods and devices will be employed to hasten the arrival of farm products at maturity.

The business man of today can make no greater mistake than to focus his eyes so closely on his own business that he is oblivious to the far-reaching importance of scientific and engineering developments all around him. The other day a fellow invented a metal so hard that it will turn a lathe and so porous that it will absorb oil like a sponge. Another discovery is fused quartz. This gives us a product with less expansion than platinum, a higher melting point and greater hardness. This means that the market now has something to serve as a substitute for platinum. A new aluminum paint enables us to hide old designs with a single coat. Non-tarnishing silver will so relieve the drudgery of housewives that it should get most of the business. Ethyl gas promises to give us fifty miles on a gallon of fuel. The artificial silk being produced from spruce wood is threatening the market for real silk.

All of these things are not only interesting, but it is remarkable how often some of these new methods and materials eventually develop a close relationship to businesses that at first seemed to occupy a foreign field. It was well said by someone that every careful executive should remember each morning on going to his office that some fellow, somewhere, is busily engaged at that very minute perfecting a method or a device that will be of great use in this executive's business.



among other things  
Lobel makes quaint  
Christmas drawings  
Lobel - 135 MacDougal St

Spring  
6422

**Free Mailing Lists**  
Will help you increase sales  
Send for FREE catalog giving complete  
and prices on thousands of classified  
names of your best prospective customers—  
National, State and Local—Individuals,  
Units, Professions, Business Concerns,  
etc. Guaranteed 99% by refund of 5¢ each

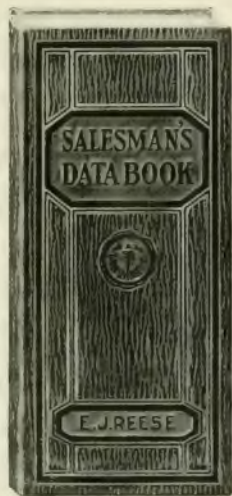
**ROSS-Gould Co.** 484N. St. Louis  
10th St.

### 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 untold merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.



# For Christmas!



*Vest Pocket Size  
Molloy Covers, 128 Pages*

## What Users of 1924 Books Say

### Buick Salesmen Like Data Books

"Our salesmen are very enthusiastic over your 1924 data books and we feel sure will equally look forward to the 1925 issue."—*Nebraska Buick Co.*

### Just a Thing for a Banquet "Place Card"

"We have made a personal presentation of the data book to the salesman for two consecutive years as a Christmas reminder. We find that it is now expected, not so much for the sentiment but for the value of the book itself. We do not believe that one of our boys would be without it."—*Hall Lithographing Co.*

### Sales Manager Finds It Useful Too

"Nearly all of our salesmen are using the 1924 books to advantage. The writer's own copy hasn't any blank pages to date and very few blank spaces. It is his constant companion. We consult the data in it frequently."—*International Heater Co.*

### Likes Comparative Record Plan

"Our men use their data book very regularly and very intelligently. We entered in each book the salesman's figures for 1923, which the men have kept up faithfully. I don't believe there is one of the books out which is not carried in the pocket of its owner at all times."—*Imperial Candy Co.*

Send your salesmen, friends and good customers a remembrance they will really appreciate and use every day next year—

## Dartnell Salesman's Data Book for 1925

Every man who sells things will thank you for one of these useful vest-pocket books of suggestions and data for increasing sales, with pages for all the personal records a salesman wants to keep. Nothing you could give will be appreciated more. Nothing will be more useful.

## Inexpensive and Practical Remembrance For Men Who Sell Things

A section of suggestions for selling various types of buyers; ruled pages for keeping tab of appointments and call backs; space for record of insurance policies, automobile expense, for entering details of auto accidents; pages for formulating and keeping a personal budget; space for comparative record of sales by months for 1924 and

1925; income tax deductions; tables of mark-ups and discounts used daily by salesmen; charts showing the relation of turnover to profits, interest, calculations, etc. A list of the best hotels for salesmen in 250 principal cities, with the trading population. Numerous inspiring suggestions including the famous Dartnell "Ten Tests of Salesmanship."

*Sample Copy, \$1.00. \$10.50 a dozen. \$75.00 a hundred.*

*Name in gold on cover, 25 cents additional.*

*Holly covered mailing cartons Free.*

### A "Page-a-Day" Book for Prize Awards

For salesmen who make many call-backs we have prepared a deluxe book with genuine leather covers. 384 pages edged with gold. Contains a page for each day of the year with an inspiring and timely motto for each day. \$2.00 a copy, \$21.00 a dozen, with names in gold on cover. Sample on approval.

## THE DARTNELL CORPORATION

*Publishers of "Sales Management" Magazine  
and the Dartnell Service for Sales Executives*

1801 Leland Ave.  
Chicago

19 W. 44th St.  
New York

150 Southampton Row  
London

# Insurance Advertising Takes a Jump

By Clark Belden



Regular Price, \$20.00;  
Special Price for Set,  
\$17.50

Small Monthly Payments

**You can qualify for the bigger jobs in the advertising and selling fields.**

THE big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, management, etc. Get ready for them: Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

**S. ROLAND HALL'S**

**LIBRARY OF**

## ADVERTISING AND SELLING

Four Volumes, 3323 Pages, 5 1/2"x8", Flexible Binding, 1090 Illustrations, \$1.50 in Ten Days and \$2.00 Monthly for Eight Months.

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

George French, an advertising expert, says of Vol. I: "So much material has been planned and handled so well that he would be a hind, if not reckless person, who would attempt to compete." Dr. Dignam, of Seattle's Fremont University, says of Vol. II: "Destined to be the Bible of the movement to set letters in their rightful place. Sales Management says of Vol. III: "Without question the most complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

**Special Price of \$17.50**

**NO MONEY DOWN—SMALL MONTHLY PAYMENTS EXAMINE THE LIBRARY FOR 10 DAYS—FREE**

**McGraw-Hill**  
**FREE EXAMINATION COUPON**

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

You may send in the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been paid. If not wanted, I will write you for shipping instructions.

Signed .....

Address .....

Position .....

Company ..... A.F. 12-3-24

THE insurance business, after many years of indifference, has apparently at last awakened to the value of advertising.

Of the sixteen insurance companies engaged in national advertising, seven are life companies; seven are fire; two are casualty. The six companies that have launched campaigns within recent months are the Affiliated Aetna Group (comprising the Aetna Life, the Aetna Casualty and Surety, and the Automobile Insurance Company), the Phoenix Mutual Life, the Provident Mutual Life and the Pan-American Life.

The ten other companies are the Hartford Fire, the Metropolitan Life, the North America Group (comprising the Insurance Company of North America and the Indemnity Company of North America), the Prudential Life, the Postal Life, the New York Underwriters, the American Eagle Fire, the Fidelity-Phenix Fire and the Continental.

The last three comprise the so-called "America Fore" Group.

The cost of these insurance campaigns runs to well over the six-figure mark. Full-page space is being used for the large majority of insertions. Striking color pages—in red and black—are being used by the insurance company of North America and the Hartford Fire. The America Fore Group, the Pan-American Life and the New York Underwriters are limiting their campaigns to one magazine each, whereas the Metropolitan is using no less than fourteen different magazines.

There are approximately 500 insurance companies in this country, but only the sixteen mentioned are national advertisers. Many of these 500 companies are too small or too limited in business area—and will be for years to come—to make national advertising profitable, but several of the larger insurance companies, with nationwide businesses, are still standing aloof from national advertising.

Insurance officials have come to realize that advertising can lift part of the selling burden from the shoulders of the agent, that it accomplishes certain definite preliminary work, that it makes it easier for agents to sell people through the creation of a favorable public opinion and the building of confidence in insurance as an instrument of service—in short, that advertising speeds up the sale of insurance and makes it possible to sell people more quickly and more easily.

The sixteen insurance companies are placing before the American public

the wisdom of insurance as a commodity, the various purposes it serves, the financial stability of the institutions, the value of specific policies, the professional skill of the trained insurance agent, and the wisdom of prevention—whether of fire, of sickness, of early death or of automobile accidents. Sometimes these ideas are presented one at a time and sometimes several are blended in one advertisement.

These sixteen companies are using expensive magazine space to outline the economic service that insurance performs. Insurance officials have come to the conclusion that half truths, destructive editorials, garbled news stories and widespread misunderstanding about insurance are largely due to the fact that insurance companies are known to be making substantial profits and that the various phases of the service they perform have until recently remained largely unknown to the public.

OF especial interest is the reaction of the insurance agents of the country to the magazine campaigns their companies are conducting. Several years ago agents of life companies were opposed to the idea of a magazine campaign because they were unwilling to face a reduction in commissions. Of late, however, many agents have revised their estimates of the sales value of advertising. One of the life companies has sold its agents on the value of advertising to such an extent that the agents themselves are paying for the cost of the campaign. The nature of the copy is such that the agents are proud to be known as this company's representatives. They consider such a recognition a valuable insurance sales asset. The copy has placed these agents on a high business plane before the public.

The insurance industry includes a number of companies whose directing heads do not feel they can afford to appropriate enough money to conduct a national campaign but who, nevertheless, feel that advertising would benefit their companies. It is possible that certain of these companies may overcome this financial handicap and yet profit from advertising by conducting a cooperative campaign. Complete plans for a cooperative insurance campaign have been prepared by experienced insurance-advertising men. Whether a few companies or many will take part in this campaign when the time comes is a question.

Advertising campaigns (in the case of the life companies) are helping to

reduce the number of lapsed or surrendered policies. One of the sixteen companies referred to recently obtained an unbiased report that indicated that over 60 per cent of its policy holders are reading and are favorably impressed with this company's publicity.

Advertising is opening the eyes of the American people to the true value of the financial service that 100 different kinds of insurance can furnish. Consequently, people are viewing insurance from a new angle. Its services have taken on a greater significance.

Educational campaigns are helping to combat the passage of unreasonable legislation in various states by creating a widespread conception of insurance as a public servant that is rendering an honest service.

Advertising is also infusing a greater self-respect into insurance agents everywhere and making them, as well as the public, realize the importance and value of their profession. This raising of sales morale is bringing about a vastly increased selling efficiency.

For one thing, it is selling present agents on their life work, thus acting as a vocational stabilizer. This reduction of sales turnover in the insurance business means thousands of dollars saved in the training of an unnecessary quota of new men. It is also attracting the highest type of man to the sales end of insurance. No longer is the insurance business the last resort for men who have failed at everything else, the dumping ground for the misfits of other industries. Today insurance has its pick of the cream of the nation's salesmen. The present insurance advertising has helped to bring about this remarkable change in a comparatively few months.

**T**HERE are several reasons why the insurance business has been so slow to undertake national advertising. "We've grown steadily for forty years without advertising—why should we waste our money on it now?" This attitude is held consciously or otherwise by the directing heads of more than one insurance company, and is founded on the fact the business has attained its present mammoth size almost entirely without the aid of advertising.

Many companies (especially life companies) are growing as fast as they can safely do so. Often the first year of a life policy costs a company more than it receives, and consequently it must dip into its surplus to keep its reserves up to legal requirements. As there is a limit to each company's surplus, so there is a limit to the amount of new life business that it can safely acquire in one year. Many state insurance departments limit the amount of increased business that a life company can do over the previous year. Many companies, without any advertising, already are writing the quotas, which various insurance departments allow them.

It is difficult to sell most kinds of



## CHALFONTE-HADDON HALL ATLANTIC CITY

Every season of the year is enjoyable at these two delightful hotels on the Boardwalk. During the winter of December, 1923, January and February, 1924, they entertained an average of 598 guests each day. Whether you take time off in Winter or Summer, Spring or Autumn, you will always find healthful recreation and rest at hospitable, home-like Chalfonte-Haddon Hall.

*Fall and Winter  
Outdoors.*

GOLF  
RIDING  
ON THE BEACH  
BOARDWALK  
ACTIVITIES  
AVIATION

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



LEEDS and LIPPINCOTT  
COMPANY

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



How about an agency's own advertising? If it doesn't sell its own goods by advertising, why pay it to experiment with yours?

See Berrien's Big Black Book

Goode & Berrien,  
Advertising Counsel, 19 West 44th Street, New York

## November Radio Magazines

Volume of Advertising in  
Other Radio Magazines

# Not Acceptable to RADIO DIGEST

GENERAL and CLASS

	Columns	Lines
Magazine A . . . . .	66	9,732
Magazine B . . . . .	20	2,328
Magazine C . . . . .	16	1,818
Magazine D . . . . .	7	934
Magazine E . . . . .	4	597

*Be Careful of the Company You Keep*



Lowest  
Agate  
Line  
Rate  
of  
All

*Fastest Growing Radio Magazine*

insurance directly through advertising as is possible with cigars, tooth brushes or fountain pens. Some insurance company heads do not favor advertising because it is extremely difficult to trace direct sales results for the money expended. They prefer to spend their money in the building of their field forces.

These same officials are afraid that the pressure behind magazine advertising will induce an undesirable class of people to seek insurance protection and thus create a bad selection against the company doing the advertising. These officials fear the "moral hazard" involved when people are induced to buy insurance (especially life) voluntarily.

Insurance companies are held to a close accounting by state insurance departments in the matter of "acquisition costs."

A company that spends too much money to secure its new business is called to account and ordered to cut its agency (sales) expenses. Some companies dare not appropriate money for a magazine campaign because their present acquisition costs are already as high as they may safely be.

It may be predicted safely that the near future will see a number of additional insurance companies in the ranks of national advertisers. The sixteen companies who are advertising nationally are receiving worthwhile results from their campaigns. Other insurance companies in the field will not long wish to remain without these benefits.

### W. I. Tracy, Inc.

New York, announce the following new accounts: Lustberg, Nast & Company, New York, shirt manufacturers; G. Gennert, New York, photographic supplies; Darn Proof Hosiery Company, New York; Arthur Miller, Inc., New York, insurance.

Lawrence L. Shenfield, formerly vice-president of the organization, has been appointed to succeed N. W. Doorly as president. William Irwin Tracy becomes vice-president and treasurer. Arthur S. Garrabrants is secretary.

### Wildman Advertising Agency

New York, will conduct the 1925 campaign for the Cub Knitting Mills, Malden, Mass. A. R. Murray, formerly with *Household Magazine*, has become associated with the Wildman Agency.

### Frank J. Coupe

For the last eight years vice-president and sales manager of the Sonora Phonograph Company, Inc., has resigned to take up a position as vice-president of Dorrance, Sullivan & Company, New York and Boston advertising agents. Mr. Coupe was formerly vice-president of the Redfield Advertising Agency and was also a member of the advertising firm of Coupe & Wilson.



Bound copies of Volume III are now ready for distribution. ☐ The price is \$5, which includes postage. ☐ Each volume is complete with index, cross-filed under title of article and name of author, making it valuable for reference purposes. ☐ Address Circulation Manager, Advertising & Selling Fortnightly, 52 Vanderbilt Avenue, New York.

## Machinery Helps the Farmer's Efficiency

[CONTINUED FROM PAGE 19]

night over a field without a human attendant, operating by cable. It does the work of a three-gang plow at far less cost. When it is further remembered that almost 1,000,000 automobiles were bought by farmers in 1923, the story is rather complete of aggressive farm development despite handicaps.

Another check-up often neglected by the superficial student of farm conditions is comparing crop facts with an average for recent years and, because of the special conditions made by the war, with the pre-war year 1913. The

TABLE I

Year	Farm Crops and Livestock Combined	Wholesale Price of Non-Agricultural Commodities	Purchasing Power
1913	100	100	100
1914	106	94	112
1915	102	97	106
1916	118	132	89
1917	186	176	106
1918	208	186	112
1919	216	195	111
1920	203	234	86
1921	108	161	67
1922	112	163	69
1923	120	167	72
1924			
January	119	160	74
February	120	162	74
March	119	161	74
April	121	159	76
May	121	157	77
June	122	155	79
July	122	154	82
August	139	154	90

Bureau of Agricultural Economics has just worked out figures on this point. See Table I. The figures are index figures; 1913 being 100.

Here are the facts in their true light, at short focus: The purchasing power of farm products has risen from its low peak of 69 in 1922, all the way up to 90 (compared with pre-war power) in August of this year—with the trend still higher. When one considers that the wholesale price index figure of all commodities is still 150, and that the purchasing value of a dollar in the hands of city workers is below this farmer's level of purchasing power, we see that the farmer is really better off than city folks, and that the farm market should be regarded as live and fertile; ripe for educational advertising long delayed.

### Kenneth W. Akers

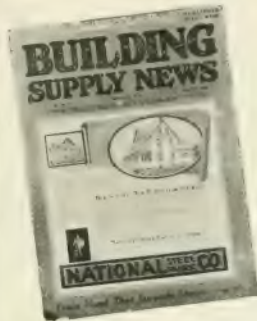
Formerly with Fuller & Smith and with the National Refining Company, has joined the staff of the Powers-House Company, Cleveland, Ohio.

### Evans & Barnhill, Inc.

New York, announce the following new accounts: the Gray Processes Corporation and the Okonite Company. Edmund L. Judson has been appointed space buyer of the firm.

## More Than 5000 Dealers

Not only read—but BELIEVE in  
"The Dealer's Own Paper"



A Newark, N. J., dealer wrote us September 3rd, as follows:

"It pleases me very much to see the way BUILDING SUPPLY NEWS is forging ahead. I hear of it on all sides. You are doing more for the building material industry than any other organ has ever done. Keep it up."

If the 5000 Building Supply Dealers who read BUILDING SUPPLY NEWS weekly believe in us, they also will believe in your message in our advertising columns. Let us submit a plan for you to build your business in this market.

**BUILDING SUPPLY NEWS**  
407 S. Dearborn St., CHICAGO

A. B. P.

A. B. C.



## Radio Advertisers Look This Way

Every normal boy would give almost anything he has to possess a good radio set. Many of them work and save for that purpose. And fathers buy radio sets as much for the children as for themselves. Youth forms a huge army of customers—actual and potential—in the field of radio selling. The Daily Herald runs a Mississippi Coast school page every Saturday—a good day and a good page for Radio advertising.

# THE DAILY HERALD

BILOXI

MISSISSIPPI

GULFPORT

Geo. W. Wilkes' Sons, Publishers

The Superiority of the Direct-Line Woodcut—No. 1



Printed from an original woodcut.

## Exactness

The superiority of the direct-line directly lies in the fact that it is engraved by hand directly on specially prepared wood. The engraver, with a photograph as a guide, eliminates photographic distortion and renders truly and sympathetically the subtleties of light, shade and mood.

This, of course, means much to art directors who desire faithful and intelligent reproduction of their work. We will be glad to send a leaflet explaining all the advantages and the economy of the direct-line engraving.

**FIELD & BEATTIE, Inc.**

227 Fulton Street

New York

Over one-third of a century on Fulton Street

## EXHIBITS for Booths at BUSINESS SHOWS

Displays that tell your story  
VIVIDLY—IN COLOR—DIGNIFIED

Scenic Effect Displays  
With Automatic Motion  
and Lighting Features

The kind that you have been  
hoping for, produced economi-  
cally

### BUT

In the same painstaking  
way that characterizes the  
many forms of unusual  
window and counter dis-  
plays created and pro-  
duced by us for the  
Country's Biggest Adver-  
tisers.

Consultation incurs no obligation

## ANIMATED PRODUCTS CORPORATION

19 W. 27<sup>th</sup> St. New York.

## Hotel Belleclair



Only a Few  
Minutes from the  
Shopping and  
Theatrical  
District

The Highest Class and  
Most Conveniently  
Located Hotel on the  
West Side.

Room and bath, \$4.00.

Write for Booklet.



## BROADWAY AT 77<sup>TH</sup> ST. NEW YORK

# Shall We Restrict Trade Association Research?

By Philip R. Frost

THE other day the United States Chamber of Commerce spoke up to Uncle Sam and told him eight things that the business men of the nation wanted to see done. One of them was that the ban be removed from collection by trade associations of statistics of their industry.

To the man in the street who does not pay attention to such things, it must come with a shock to learn that in this modern era there are "verbotens" against manufacturers who are intelligent enough to get out their lead pencils and calculate the country's consumption and production. Nothing could more humilatingly disclose the childishness of many of our legislative solons in the matter of business.

To modern advertising men this matter is more than a public matter—it is close to their own bailiwicks, and has a real relation to modern advertising, which is basing itself more and more solidly on research facts. Advertising interests should be prompt in backing the United States Chamber of Commerce, Secretary Hoover and the trade associations in their aim to end this mediaeval absurdity. It had been a long enough struggle to widen the perspective of manufacturers so that they see beyond their own offices and think in terms of their industry as a whole. Even in the memory of men yet young, trade association meetings were nothing but junketing parties, from which discussion of business was rigidly excluded. I recall that some years ago I was a speaker at the annual dinner of an association of manufacturers of a certain staple product. The president referred boastingly to the fact that the dinner concluded the annual meeting without anyone having so much as breathed a word about business!

After manufacturers had passed this Little Lord Fauntleroy period in American industry, and were fully alive to the superior usefulness of co-operation, of discussing the welfare of the industry with competitors, and of analyzing the fundamental facts of that industry, along came a troop of bearded Mississippi planters, black-hatted Dakotan Daniels and black-booted Texan ranchmen as Congressmen and other officials, who became very much excited at the word "trade" statistics and the plottings of the "Interests" and the "International Bankers." Their shield and buckler, the Sherman Anti-Trust Law, is made the weapon with which to attempt to wrench away from manufacturers the

right to use a lead pencil and a piece of paper to find out whether they are over-producing or under-producing, or where they are going in business.

Be it understood, that there is no specific law saying trade associations must not collect trade statistics; but, as the United States Chamber puts it:

Prosecuting authorities of the Government have proceeded in such a way as to cause doubt in the public mind, not only as to the trade associations against which action has been instituted, but as to trade associations against which apparently no action whatever has been contemplated. The consequences are serious. Organizations and individuals against whom no accusation under existing law has been brought or is in contemplation are subjected to the injustice of being viewed with suspicion by the public. This is destructive of trade organizations. It takes constant effort to keep trade associations representative and vigorous. When suspicion is unjustifiedly directed at an association, its members leave it. There is rapid disintegration.

The Chamber holds no brief for trade associations that infringe the law, nor is it desirous of criticizing the action of the authorities in regard to these offenders. It is simply recognizing and pointing out the facts with a desire of remedying a situation which is already tending to hinder the development of business.

TRADE associations serve a very useful purpose which is generally overlooked. In the prosecution of trade associations the public, and perhaps to some extent the authorities, regard the trade associations as representing corporations with huge accumulations of capital. The fact is that the larger and richer the corporation, the less its needs for a trade association. It has, in itself, the means of obtaining all of the information which it needs in order successfully to compete. Not so with the smaller concerns. They cannot afford, except through pooling their interests through a trade association, to secure this business data at their own expense.

The membership of the National Chamber, through a referendum vote, has made the following recommendations regarding the use of statistics by trade associations:

Statistics of capacity, production, stock and sales, and statistics of actual prices in closed transactions, should be collected by a trade association for its industry or branch of commerce.

Such statistics should be distributed without any comment or interpretation which could induce or facilitate concerted action on the part of members.

The statistics should be made as

available by a trade association to the public and Government agencies as to the members of the association.

In these concrete proposals are advantages to advertising men, for the work of advising the average manufacturer now involves a study of the data about an industry, and data about an industry is exceedingly hard and expensive to gather. Great industries like the steel and rubber industries have their Steel Institute and Rubber Association, which provide ample figures, but the average trade association is a lesser body with a slender purse and a struggle to meet a budget with the funds secured from members. Such associations have little or no data about their industry and can offer practically no help to the advertising agent or research man studying that industry.

The statistics of production and consumption of an industry are absolutely basic in selling and advertising, quite as much so as in production and general policy. At present the live manufacturers get such statistics by research work paid for by themselves, and thus only the larger and more aggressive concerns benefit by them. An example is the field survey-work done by the Burroughs Adding Machine Company, which cost nearly half a million dollars, but which gave Burroughs a very powerful leverage for selling. Later the office equipment manufacturers made a survey cooperatively with equally beneficial effect.

**P**RESUMABLY this work did not run foul of the Sherman act because it dealt with potential market, and not with production. But, in selling a staple article, production and consumption statistics are co-equal in necessity. A specialty like an adding machine makes only what it can sell; but a staple is in a different situation and is hit by overproduction or caught by underproduction in a fluctuating market. Manufacturers of such lines are in the same position as the potato growers in New York State, who last year had good luck with potatoes, and this year planted too much, so that this year it hardly pays to send them to market.

The action of the British Colonial Government in regulating production of crude rubber in the East Indies is a sample of what the reverse principle, of close study of production and limitation by means of government supervision can do. Rubber prices have been prevented from going below production cost. Agricultural products are now evidencing real progress largely through cooperative effort, in which the statistics of production and consumption are the vital factor.

**Boyden Sparks**

Political reporter of the *New York Tribune*, has given up newspaper work to join the staff of the new Carl Reimers Company, advertising agency, New York.

**“Busy?” said the architect.  
“Certainly we have been, and are and expect to keep on being busy. General business is fine and you know what that means. If we don’t quite equal this year’s record, we still expect building to run up to something like \$4,500,000,000 in 1925.”**

*Ask us for a reprint of “The Building Prospect for 1925”—for a copy of our revised 56-page booklet, “Selling the Architect”—and for data on the circulation and service of The Architectural Record.*

(Net Paid 6 months ending June, 1924—11825)

**The ARCHITECTURAL RECORD**  
119 West Fortieth Street, New York, N. Y.

Member A. B. C. Member A. B. P., Inc.

## Consider This Market Every Day In the Year

Your church uses and buys—

- |                     |                       |                         |
|---------------------|-----------------------|-------------------------|
| Adding Machines     | Hardware and Plumbing | Rugs and Floor Covering |
| Addressing Machines | Heating Equipment     | Bulletins and Signs     |
| Automobiles         | Furniture             | Tires                   |
| Cameras and Kodaks  | Kitchen Equipment     | Typewriters             |
| Cement              | Letter Heads          | Vacuum Cleaners         |
| Clocks              | Pianos                | Victrolas               |
| Coffee              | Pipe Organs           | Window Glass            |
| Dishes              | Paper                 |                         |
| Envelopes           |                       |                         |
| Files and Cabinets  |                       |                         |

Your Pastor recommends—

### Will It Be Your Product ?

Place part of your appropriation for 1925 in the magazine best fitted to sell this field

## The EXPOSITOR

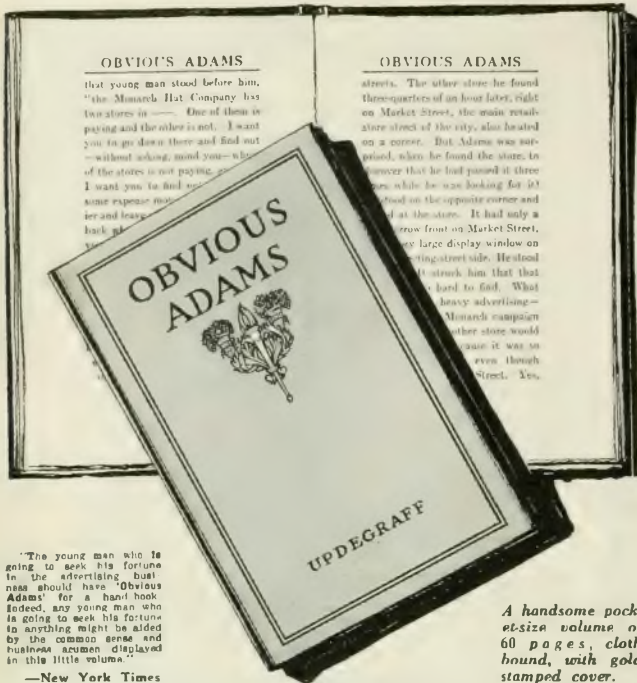
The Preachers Trade Journal Since 1899

*Out of 130 National Advertisers using church papers 70 of them use the Expositor exclusively*

**F. M. Barton Co.,** Caxton Bldg.  
Cleveland, Ohio

Chicago: 34 S. Wabash      New York: 17 W. 42d St.

**F. M. BARTON CO.,** Cleveland, Ohio  
Please send Sample Copy and Rate Card  
Name \_\_\_\_\_  
Address \_\_\_\_\_



"The young man who is going to seek his fortune in the advertising business should have 'Obvious Adams' for a hand-book. Indeed, any young man who is going to seek his fortune in anything might be aided by the common sense and business acumen displayed in this little volume."

—New York Times

A handsome pocket-size volume of 60 pages, cloth bound, with gold stamped cover.

## New edition of "Obvious Adams"

**F**EW business stories have made such an outstanding impression on business America as has Robert R. Updegraff's inspiring tale, *Obvious Adams*.

The Kellogg Publishing Company announces the publication of *Obvious Adams* in a pocket-size cloth-bound book (4½ x 7 in.) at a price that will enable business men to buy the little volume in large numbers to give to the men and women in their organizations, and perhaps also to hand to customers or clients as a little expression of goodwill.

So real does this remarkable story make "Obvious Adams" that he has taken his place as one of the recognized characters of modern business life.

To know "Obvious Adams," to absorb his simple but profoundly practical philosophy, is to add something of definite value to any man's business equipment, something that will serve him use-

fully in his work every day in the year.

To add this something to the equipment of those upon whose work and judgment the success of your business depends, by placing a copy of this volume in their hands, is to multiply the effectiveness of your organization by the number of copies you put to work for you!

Certainly every agency executive and contact man ought to have the book. And as for copywriters, Prof. George Burton Hitchkiss says in his latest book, *Advertising Copy*: "The immortal *Obvious Adams* of Robert Updegraff contains a wholesome lesson for every copywriter. For it was sheer common-sense, the feeling for the practical and the suitable, that enabled Adams to succeed where more gifted copywriters had failed."

### Quantity Price List

500 copies or more,	40¢ per copy
100 copies or more,	44¢ per copy
50 copies or more,	46¢ per copy
25 copies or more,	48¢ per copy
10 copies or more,	50¢ per copy
Single copies,	55¢ postpaid

**KELLOGG PUBLISHING CO., SPRINGFIELD, MASS.**

(Fill out this ordering coupon, detach and mail with check or purchase order.)

**KELLOGG PUBLISHING COMPANY**  
Springfield, Massachusetts

Date.....

Enclosed find  Check for \$.... for .... copies of *Obvious Adams*.  
 Purchase Order

Firm Name .....

Address .....

Name and title of individual ordering.....

## Par Distribution or Par Sales Volume?

By Gridley Adams

**A**UTOMOTIVE engineers have proved by tests that there's a certain speed at which there is greatest economy in motor operation. Below that certain speed, cost increases; above that speed, cost fairly gallops. Distribution coverage cost is quite analogous.

A certain food manufacturer once boasted to me that he had a 97 per cent distribution in a certain territory. Let's see how much he lost through getting this 97 per cent distribution coverage.

Investigations in the food market show that 60 per cent of the retail outlets make 90 per cent of the volume sales; that it takes the other 40 per cent of the stores to sell the remaining 10 per cent.

This means that each of the 60 stores out of every hundred sell (on the average) 1½ per cent, while every one of the other 40 stores sell only ½ of 1 per cent. Assuming that it takes an equal time (minutes) for a salesman to sell one of the "40" group as it does to sell one of the "60" group, and that it costs just as much to travel and feed one salesman as another, then it is apparent that, based upon units of sales, the expense of selling to any one store in the "40" group is six times greater than the selling expense to any one store in the "60" group.

Why continue this frightful waste in selling to the minority sellers?

Take three territories. In territory "A" there are 100 retail stores. Sixty of these stores will sell 90 per cent of your goods sold in that territory. This leaves 40 stores which can make only the other 10 per cent of your sales in that territory.

Now, in territory "B" there are 60 stores. Of these, the same 60 per cent (or forty stores) can sell 90 per cent of your goods in that territory. Would it not be more resultful to concentrate a salesman's efforts toward getting the 90 per cent sales from these 40, territory "B," stores than it would to peg away at the 40 ten-per-cent sales stores remaining in territory "A"?

In other words, concentrate the salesman's efforts on the stores which have the market, and leave the others absolutely alone, or, cover them in a less expensive way.

A certain food manufacturer was traveling 35 men, and was endeavoring to cover every store which could be a possible outlet for his product. Some bought gross case lots, while many "dub" groceries could not possibly sell over 24 cans a year. Yet, so ambitious was he to get as near as possible to a 100 per cent distribution that his salesmen were required to call upon every store.

The manufacturer had not figured the cost of a salesman's time, salary and expenses per unit of sale, and then



compared such cost with the average bill of sale. Had he done this it would not have afforded an outside advertising man the opportunity to show him his loss on every bill of sale below a certain amount. The result was, this food manufacturer's 35 salesmen were directed to devote their entire efforts to intensive selling to the "60" groups, and to ignore every store in the "40" group.

**T**HIS change in their sales policy showed, at the end of another sales season, an increase of nearly 28 per cent sales volume and an actual saving in total sales expense.

There are 41,575 stores selling hardware. Of these, 17,586 (or 42 per cent) do 85 per cent of the total business. It takes the entire other 23,989 stores to sell the other 15 per cent—"a little more than the fringe."

Of these 17,586 there are 2533 that do a business of \$100,000 and over. Four thousand and twenty-eight do a yearly business of from \$50,000 to \$100,000. Would it not be better business to cover thoroughly these two groups of 6561 stores, which produce over 50 per cent of the sales, than to scatter the same number of traveling salesmen over the other 11,025 of this "85 per cent" group—let alone even touching any of the stores in the other 23,989 (or "15 per cent") group? For, it costs eight times as much expense to make a bill of sale from any store in the "15 per cent" group, as it does in the "85 per cent" group.

Then, the cost of direct advertising, window displays, etc., is to be considered. A \$10,000 expenditure would allow only 25 cents to each of the entire 41,575 stores. Sent to only the 17,586 stores, the average would be about 60 cents per dealer. If sent to only the 6561 stores that sell over 50 per cent of the entire goods in this market, it would permit an average of \$1.60 to each store. If confined to only those stores that do over an \$100,000 business yearly, it would permit of \$2.50 per store. Can there be any arguing that concentrating both the salesmen and the direct advertising campaigns on the more productive groups would not only cut down sales expense, but show a much bigger yearly sales volume?

#### **Charles W. Hoyt Company, Inc.**

Will direct advertising for the Alden Manufacturing Company, Springfield, Mass., manufacturers of Na-Ald socks and De Luxe dials.

#### **Fred M. Randall Company**

Detroit agency will direct advertising for the Kritee Manufacturing Company, Akron, Ohio.

#### **John P. Dwyer**

Has been elected president of the *Philadelphia Record*, succeeding the late Theodore Wright, and Rowe Stewart, formerly business manager, has been elected vice-president and general manager.

Charter Member  
Audit Bureau of Circulations

Charter Member  
Associated Business Papers, Inc.

# Concrete

in its current issue carries four times as much cement advertising as has ever been carried in a single issue by any other paper—that's **Dominance.**

The Construction  
Field

Cement Mills and  
Lime Plants

is served by our Regular Edition, read by contractors, architects, civil engineers, road builders, highway officials, and concrete products manufacturers.

Whatever is used in construction work can be sold to our subscribers. Ask for a copy of our October issue.

get our Mill Edition, reaching every cement mill in America and most of those abroad with at least one paid subscriber in each plant. A restricted, selected circulation—no waste.

A research report, "What Is a Cement Plant?" will be sent promptly to those who ask for it.

## Concrete

1807 E. Grand Blvd., Detroit, Michigan

NEW YORK PHILADELPHIA CHICAGO ST. LOUIS LOS ANGELES



Men, ideas, business opportunities and services meet in **The Market Place**. . . . An economical introduction between men and jobs, jobs and men. This issue **The Market Place** appears on page 81.



K. M. GOODE

JAMES HOLLICOMB TRACY

**S**EVENTEEN years ago I got him for Mr. Nast. Since then he has worked also for Mr. Curtis and Mr. Hearst. Now I have him working for himself. "Our Idea" explains itself in a very small book we will be glad to send you. In the meantime, when you think of advertising, think of Goode & Berrien Advertising Counsel.

19 West 44th Street  
New York City

*J. H. Berrien*

J. M. Campbell is now living on the farm of J. H. Maurer, Marshall, Clark County, Illinois.\* The first of his series of articles will appear in the next issue. In a letter to the editor, Mr. Campbell says, "Mr. Maurer is absolutely ideal for our purposes—intelligent, friendly, industrious. I am getting together a lot of information which is new to me—which means that it is new to others. I get up at 6—am in bed at 9." You will enjoy this close up picture of farm conditions—*written on the spot.*

\*See "THE FORTNIGHTLY Adopts a Farm"—an editorial on page 23.

## Not Destitute but Begging

**T**HE average reader has no conception of the efforts that are being made almost daily to get free propaganda in newspapers with reference to some enterprise, and usually it is some great corporation that can well afford to stand on its own feet and pay a fair amount for advertising.

The mail this morning brought a three-page article from the Associated Knit Underwear Manufacturers of America, asking space to advance the idea that it is more economical to buy knitted garments than to make underwear at home. It is a bold-faced attempt to get a newspaper to sanction something in its local column when it should appear as an advertisement pure and simple, and be labeled as such. The Associated Knit Underwear Manufacturers of America is an organization comprised of manufacturers in this line, and Sheboygan has an affiliated member.

We have been receiving this propaganda for several months, and on one or two occasions it has been sent in by the local representative. If we were to step into the general offices of the Associated Knit Underwear Manufacturers of America and ask them for a free garment from any one of their affiliated members, we can imagine how far we would get.

We would urge upon the local member that he bring this editorial to the attention of his associates in business, and he can advise them that we have a limited amount of advertising space for sale, and what donations we are making are largely to our friends, those with whom we are intimately acquainted. If the writer were to look over the list of officers of the Associated Knit Underwear Manufacturers of America, there is much question as to whether he would recognize a single person. When the day arrives that we feel disposed to parcel out the limited means at our command over and above what is necessary for operating our business, we will call in these associations that are so in need of contributions and perhaps do something along that line; but right now we have erected a new plant with the idea of giving to the citizens of Sheboygan a better newspaper.

In the same mail was another letter from the American Bankers' Association of 110 East Forty-second Street, New York, an organization that is seriously in need of funds; at least, it is begging for free space. Looking over the list of officers and directors, we find included in the list such names as Francis H. Sisson of the New York Guaranty Trust Company; Charles Cason, vice-president of the Chemical National Bank of New York, and Melvin A. Traylor, president of the First Trust & Savings Bank of Chicago. We might go on down the list and find several other names no less prominent

in the financial world, and their bearers all are out begging us for free space.

If the writer were to go into the bank of Mr. Traylor in Chicago and ask for a donation, we can readily conjecture what the answer would be. Perhaps he would never get to Traylor's private office.

For our advertisers we have every consideration, and it is our aim at times to boost their business because of the mutual interest that we have; but when strangers make unreasonable requests such as the two referred to above, they are immediately consigned to the waste-basket. If these organizations would spend with newspapers the money that is wasted in stamps and stationery trying to get something for nothing there would be a better feeling, and at the same time newspapers would be strengthened through that support.

We would advise the local bankers, if they are associated with the American Bankers' Association, to send a marked copy of this editorial to the long-distance writer in New York City.  
—*Sheboygan Press-Telegram.*

**Blackman Company, Inc.**

New York, will direct advertising for the Towle Manufacturing Company, Newburyport, Mass., makers of silverware.

**Crutchfield & Company**

Chicago, have been appointed to handle the advertising for the Wheeling Steel Corporation, Wheeling, W. Va.

**J. Walter Thompson Company, Inc.**

New York, will serve as advertising counsel for J. & J. Colman, Ltd., New York, packers of Colman's Mustard, and also the advertising of the subsidiaries of the Melville Shoe Corporation, New York, operators of the John Ward, Rival and Thom McAn shoe stores.

**W. H. Botts**

Formerly with Stroud & Company, Philadelphia, has joined the Eastern section of the advertising staff of *Current Opinion.*

**C. C. Wheaton**

Advertising and sales promotion manager of the Lancaster Steel Products Corporation, Lancaster, Pa., has been appointed sales promotion manager of the Central Steel & Wire Company, Chicago.

**J. D. Allen**

Formerly with the Oregon Chamber of Commerce, has been appointed manager of the Better Business Bureau of San Francisco.

**Melville M. Lowe**

Formerly in charge of the merchandising service department of the *Chicago Tribune*, has been transferred to the Eastern staff of the *Tribune* in New York City.



**W·W·HILL·INCORPORATED**

Advertising  Photography

*W·W·Hill  
R·J·Maser  
Albin·F·Schneider  
Eric·G·Haynes  
Helen·Bender  
Jack·Cooke*

246 FIFTH AVENUE · NEW YORK CITY · MADISON SQUARE 2258

Ideas wanted. Manufacturer with sheet metal stamping, also woodworking factory, wants new things to make, particularly something with springtime appeal, such as advertising novelties, etc. Box 209, Advertising and Selling Fortnightly, 52 Vanderbilt Avenue, New York City.

## A Special Market—

SWEET'S ENGINEERING CATALOGUE is distributed to 15,000 officials who have authority to originate orders for industrial and power plant materials and equipment. Every name has been investigated (many of them by field representatives of our distribution department) to ascertain that it does represent such authority.

These *order-originators* constitute a special market of unusual buying power.

## The "Sweet's" Market

is an open market, copies of the distribution list being lent to all who contract for space in Sweet's Engineering Catalogue—invaluable for follow-up.

**Reach the "Sweet's"  
Market in 1925, by  
placing your catalogue  
in the 11th Annual  
Edition (closes Feb. 1)**

SWEET'S CATALOGUE  
SERVICE, Inc.

119 West 40th St., New York, N. Y.

# Dennison Advertising and Cost per Inquiry

By H. W. Harney

Dennison Manufacturing Company

NATIONAL advertising, so far as we are concerned, can be used only as a dealer help, and in no other way. Until 1918, Dennison had been an irregular national magazine advertiser. While our methods of dealer line exploitation were proving successful, the feeling existed that a certain amount of regular national advertising was desirable. We decided to use small space. The campaign was started off in 1918 with an appropriation of \$10,000. Advertisements about two inches square—28 lines to be exact—were employed, each one featuring a single staple article. Only prosaic staple goods such as paper towels, mending tape, glue, sealing wax, baggage tags, and so on, were advertised. The name "Dennison" was given prominence as well as the slogan "What Next?"

Our salesmen were told not to sell the dealer large stocks of the goods advertised on the strength of the advertising. No mention whatever of the advertising was made to the dealer in our house magazine. Twelve hundred replies were received to our advertising in 1918. The cost per inquiry was \$8.33. Not so good—but better than we had anticipated.

During 1919, 108 thirty-line advertisements were run in national women's magazines, weeklies and the farm papers. The size of the advertisements was increased by two lines. At the same time we commenced to slip in a few advertisements about the special holiday merchandise which we manufacture. The response to these advertisements was greater than to our advertising of staple goods. Undoubtedly the offer of a book of suggestions for parties, etc., was instrumental in bringing in replies. A comparison of the results from the two kinds of advertisements soon convinced us that we could do better by advertising our holiday goods than by stressing merely staple goods.

The advertising in 1919 cost \$19,337; the replies numbered 18,647, and the cost per inquiry was \$1.03 against \$8.33 in 1918.

During 1920 and 1921 the size and general style of our advertising remained the same, although occasional quarter pages were tried out with excellent results. Each year the number of inquiries increased in volume and the cost per inquiry decreased sharply.

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

Another development that was having its effect upon our advertising about this time was the publication of instruction books which are sold to the public at ten cents each. With the invention of crepe paper early in the nineties, and the gradual development of Dennison handicrafts, it became increasingly evident that the growth of our sales to the home consumer depended almost entirely on teaching the public how to use our goods.

These books are sold to the dealer at five cents each, and to the consumer at ten cents. The idea behind the series of six books, of course, is to sell more goods by teaching the public what can be done with them. Since these books made their appearance late in 1922, over 2,000,000 copies have been sold.

We also publish three holiday suggestion books. The purpose of these books is practically the same as that underlying the series of six. We believe it is the best possible form of advertising for us, since the articles illustrated and described are made of Dennison products. Advertising is blended with instruction and entertainment. The more books sold, the more merchandise used, and greater, of course, the sales of the dealer, because the merchandise must be purchased through him.

WHILE it is impossible to figure out exactly the sales value of these books, it is interesting to know that they actually do produce sales. From time to time questionnaires have been sent out to people who have bought our books and from the information gained, it is safe to say that each book sold means a subsequent sale of at least one dollar's worth of merchandise.

To all who answer our advertisements, we send with the book information as to where Dennison goods can be obtained. The results during the past two years have been as follows:

In 1923, \$24,000 was expended, which brought 64,267 requests. The cost per inquiry was thirty-eight cents. Present indications are that this year with an appropriation of \$47,500 we will receive 120,000 inquiries for ten-cent books, at an approximate expense of thirty-eight cents or thirty-nine cents each. The cash receipts will amount to about \$12,000. The cost of the books supplied will be \$6,000, but, as we profit by the same amount, the net advertising expense of this year will be about \$41,500.

## Three Advertising Opportunities

[CONTINUED FROM PAGE 22]

because I am afraid the other doctors will steal my customers."

"If you would join together, spend a little money every week in advertising; if you would sell this community on the necessity for having an annual or semi-annual examination, if you would sell the community on the importance of having dental care in the schools and having the regular supervision of children in the schools, you would all make more money and the community would be immeasurably in your debt," I asserted.

And finally—this is my third hobby—I think we are going to see the church as a national advertiser. I hope no one will be shocked by that; certainly no one will be who has ever read the New Testament, because Jesus was, of course, the greatest of all advertisers. He spoke in the Synagogue occasionally because that was where the people were, but he did most of his speaking in the market place.

I said that one day to a group of Methodist preachers. They said, "Do you mean we should go out and preach on the streets?"

"Not at all," I said. "There is no market place similar to the market place of the ancient cities. If a man stood in the market place of Jerusalem he touched all Jerusalem, because everybody went there some time during the day. You could stand at Forty-second Street and Fifth Avenue from now until you die and you would not touch a percentage of the people of New York. The modern market place is the *New York Times*, the *Saturday Evening Post*, the *Cosmopolitan Magazine*.

"They are the national media where thousands of merchants have things to sell, meet millions of customers who want to buy, and there is the place where somehow or other the voice of religion ought to make itself heard. It seems to me, as I read the New Testament, that if Jesus, who was so exceedingly unorthodox in his own day, were here today, amid the thousands of voices that are raised proclaiming the merits of shoes, bread, cigarettes and motor cars, His voice would be raised, 'What shall it profit a man if he gain the whole world and lose his own soul?'"

### H. P. Woodcock

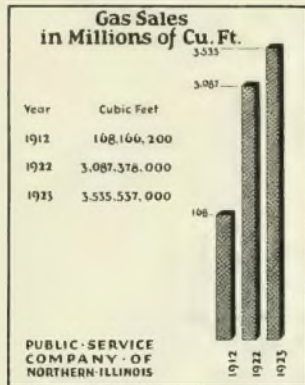
Has been made vice-president and a member of the board of directors of Myers-Beeson-Golden, Inc., Toledo, succeeding Sterling Beeson, resigned.

### Campbell-Ewald Company

Will handle the account of the Rex Manufacturing Company, Connerville, Ind., makers of automobile enclosures and tops. The account will be handled from the Detroit offices.

## IMPRESSIVE GAS INDUSTRY STATISTICS

### Public Service Company of Northern Illinois Reports Banner Year for GAS



THE Public Service Company of Northern Illinois is the second largest gas company in the state of Illinois. Some idea of its size may be had from the fact that in territory immediately adjacent to Chicago it provides 56 communities with gas.

To do this the following equipment is required: 8 gas manufacturing plants; 16 gas holders; 1040 miles of high and low pressure mains.

In 1923 the company used in gas production 103,241 tons of coal and coke, as well as 11,295,001 gallons of oil.

The gas output was 3,535,537,000 cu. ft., compared with 3,087,378,000 cu. ft. in 1922 and with 168,166,200 cu. ft. of output in 1912.

With actual facts like these for proof, you can easily realize that the gas industry has stepped forward, almost unawares, into its own—taking rank as one of the few top industries. May we send you data on the application of your product in this important industry?

### Gas Age-Record, 52 Vanderbilt Ave., New York

The only A. B. C. & A. B. P. paper serving this field

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

# Gas Age-Record

"Spokesman for the gas industry"

## The best year in our history

1924 has been Oral Hygiene's best year. It is significant because during 1924 more advertisers used more space in Oral Hygiene to reach the entire dental profession than was carried by any other dental paper—more even than Oral Hygiene itself ever carried before.

# Oral Hygiene

Pittsburgh, Pa.

CHICAGO: Peoples Gas Building, Harrison 8448  
NEW YORK: Flatiron Building, Ashland 1447  
ST. LOUIS: Syndicate Trust Building, Olive 43  
LOS ANGELES: Chapman Building, 826041

## 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 telephone.

Write or Phone

National Register Publishing Co., Inc.  
R. W. Ferrel, Mgr.  
15 Moore St. New York City  
Tel. Bowling Green 7968



### Why Not?

A day or two ago I had a talk with a young theatrical producer whom I have known, intimately, for a dozen years. Last season, he told me, he "cleaned up" \$20,000, twelve thousand of which was to his credit in the bank, when the theatrical year ended. Two months later he had lost every penny of it.

Was he dismayed? Not a bit! He borrowed three thousand dollars from his brother, moved into a larger and more expensive apartment, rented a bigger and better office than the one he had formerly occupied and increased, by a thousand dollars, his fee for "breaking in" new acts.

"I am the most expensive man in my line in New York," he said. "And I propose to continue to be. If any of my competitors raise their prices, mine will go up too. I have two things to sell—my time and my ability. If anybody wants them he must pay my price. Every few days," he continued, "some guy 'phones me 'Come on over. I've got an idea I want to talk to you about. It's great!' I say 'How long will it take?' 'Oh, only an hour or two.' 'Uh-huh,' I say, 'An hour or two! All right! Send Charley over with a check for two hundred. I'll see you at three.' If he protests, I hang up the receiver."

I wish to Heaven that I—and every other man who regards advertising as a profession—had the backbone to do what Blank does. If anybody wants to "talk advertising" to us, why should he not pay us for our time? That—and our ability—are all we have.

### Pity the Poor Stockholder!

A certain western railroad—it is not necessary to mention its name—faces the prospect of going into receivership in the course of the next few months.

Twelve or fifteen years ago that same railroad was in about the position now occupied by the Atchison, Topeka & Santa Fe or the Union Pacific—that is, it had an enormous surplus and its securities were in demand at high prices. As recently as 1914 its preferred stock sold at \$143 a share and its common stock at \$107.

About 1910 the managers of

this railroad decided to extend their line to the Pacific Coast—a matter of nearly 2000 miles. I do not know how many million dollars they spent to construct those 2000 miles, but I do know that the territory through which they built their extension to Tacoma and Seattle was already adequately served by two railroads. I also know that this extension has nearly broken the back of the company that built it. The preferred stock is selling, at the time this is being written, at 18¼ and the common at 11.

The reason the directors gave for extending their line to Puget Sound was that they were "bottled up." But isn't it better to be prosperous—even if you are bottled up—than poverty-stricken and "unbottled"?

### He "Wouldn't Do"

Twenty years or so ago a certain Chicago corporation needed an advertising manager. At least fifty men applied for the position—among them a man who, at that time, was doing some things in an advertising way which had attracted a good deal of attention. They interviewed this man and decided he "wouldn't do."

Among the names of those whose income-tax payments have been made public lately is that of the man who "wouldn't do." The amount he paid indicates that his earnings last year were nearly \$100,000!

### What Do They Do in Wintertime?

At Chicago, or Detroit, or Cleveland, or Buffalo, any pleasant day in summer, you can go aboard a luxuriously furnished vessel—almost as large as an Atlantic liner—which carries you safely and swiftly to cities hundreds of miles distant.

These steamers, for the most part, are operated for only a few months in the year. I have often wondered what the men who man them do during the eight or nine months of the year when they are not sailing.

I found out, recently, what some of them do. The vessel I traveled by, last month, had a four-piece orchestra. One—only one—of the members of this orchestra was a professional musician. Two were students at Ann Arbor University. The fourth was a tailor in a small town in Canada!

He told me he "hated to press pants the year round." So, for three months in summer he turns his shop over to an assistant and cruises up and down the Great Lakes.

JAMOC.

## What Chance Has a New Article Today?

[CONTINUED FROM PAGE 14]

something else. They select the brands that the public calls for. True, they have private brands—I'm not defending them. But they'd starve if they had to confine themselves to private brands. I believe talk about private brands is overdone. I'm told by the secretary of the wholesale druggists that private brands do not form 5 per cent of the total volume of drug wholesalers.

"I'll say this, that I've found the chain stores, in my line at least, pretty decent to a new article. When I say decent, I mean cold-bloodedly business-like, which is all I want. They have said to me: 'All right, you think you've got a good seller, and you're on the job with advertising, so let's try it out. Give us a case per store for tryout purposes, and we'll feature it, and then the results will tell.' That's cheap enough. At a cost to us of \$4 per store I got my goods in for a tryout, and the public got a chance to get acquainted with us. I certainly couldn't blame the chains if my goods didn't repeat or sell. I can't expect to make a morgue out of their place.

"A lot of complaint about the new article not getting across is based on the human equation. The men running these enterprises haven't the brains or the capital, or, as likely as not, they haven't got the goods with which to create a good business, so they put the blame on the other fellow. My sympathy under the circumstances is with the independent dealer, who is made the goat only too often; his shelves are made morgues because he has been led to believe in goods which have no profitable sale for him. The manufacturer is the real sinner, because he wishes for success but won't pay for it. He won't or can't get the requisite capital; he won't get unbiased research about the marketability of his goods; he won't get competent counsel and sales executives. He usually gets what he deserves and no more.

"Few of us realize that both for retailers and wholesalers the greater portion of profit comes from a relatively small part of their stocks. The chief executive of a widely known midwestern wholesale drug concern told me that once they had 7000 items on their list; now they have only 2600. And now listen: 35 per cent of their entire sales volume comes from twenty of those 2600 items! Do you realize how carefully a wholesaler must, therefore, distribute his sales energy? He can't be much of an educator. He must, of necessity, be a demand-filler to a large degree. Imagine a wholesaler trying to educate retail clerks to push and sell creatively forty-one separate brands of toothpaste! Imagine the inside of a retail clerk's brain after he had been instructed on all the separate arguments for all the forty-one tooth-

## 10,000 Conventions and Expositions Next Year—

**E**XHIBITING is the ideal method of keeping in touch with your customers and prospects who will be in attendance. Your representative will be able to pave the way for a volume of new business.

**World Convention Dates**, published monthly, gives you the meeting place, dates, secretary's address and estimated attendance for over 10,000 conventions that are held annually. From this list you can pick the shows where it will be advantageous for you to exhibit.



Start your subscription to **World Convention Dates** now and be in time for the earlier exhibits of 1925.

Send \$15 for a year's subscription (12 issues)—or ask for descriptive leaflet No. 12.

HENDRICKSON PUBLISHING CO., Inc.  
1100 Broadway, New York City

## DISPLAY advertising forms of Advertising and Selling Fortnightly close one week 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 17th issue must reach us not later than December 10th. Classified advertisements will be accepted up to Saturday noon, December 13th.

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pastes, to say nothing of the thousands of other articles he must sell!

"Wholesalers have been adopting point systems for paying their salesmen in recent years. It will, no doubt, come as a shock to some manufacturers to learn that there are goods sold by retailers which the wholesalers actually penalize (in points) their salesmen for selling! On other goods they offer a premium. Roughly speaking, the goods which can offer 20 per cent or more as a wholesaling margin get the wholesaler's attention and the zest of the salesmen. But at bare cost or less, no wholesaler can expect to sell new goods inadequately advertised. The error of most manufacturers of new articles lies in their failure to face facts—or, to be even more accurate, their failure to get facts to face. Far too many new articles are put on the market with a lot of faith; a certain amount of enthusiasm and a lot of vanity as to the attractiveness of the goods and the ability of the men who own and operate the business. That's about all! They spurn facts and get indignant when a good sales manager wants a salary of \$10,000 or over.

"So you see, I am not a bear, like some of you men, on new articles *per se*. I don't know when there was such a brilliant chance for success as now, if you have the elements that success demands. Certainly there are more buyers for good goods than we have ever known before in America; and certainly there is plenty of room for growth. Why, you talk about forty-one brands of toothpaste! You couldn't have selected a better text for my argument. In the first place, with all the supposedly great activity in tooth paste merchandising, 80 per cent of the people in these United States still do not use any dentifrice. And when a newcomer like Pepsodent can come into that crowded market and in a small span of years ride up to top place and outsell the 100-year-old concern that was the leader—well, what more could you ask as a demonstration that there are no serious handicaps to a new article, if capital and able sales brains and advertising are put to work? Nor do I mean to scare off the concern with limited capital. The only real difference capital makes is speed of growth.

"I believe in new articles, and I like the job of putting them over. There's more challenge to the brain in that kind of work than in carrying out the cut and dried orders of sleepy, stolid boards of directors for old concerns. The new article typifies growing, live America, and its success is a compliment alike to the management and to the American public which is alert enough to value a good thing very soon after seeing it. Don't throw any wet blankets on new enterprises, just because the market's crowded. Of course it's crowded! But it's live and fertile. If some of the weak ones have to go, let 'em go! Make way for the better article; the better campaign, the better advertising!"



## Advertising Calendar

DECEMBER 9—Anniversary banquet to celebrate the thirty-fifth year of the New York Business Publications.

JANUARY 10-17—Annual tournament of the Winter Golf League of Advertising Interests at Pinehurst, N. C.

JANUARY 15-16—National Advertising Commission, Detroit, Ohio.

MAY 10-15—Associated Advertising Clubs of the World, Houston, Texas.

MAY 10-15—Association of Newspaper Advertising Executives, Houston, Texas.

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

### Robert J. Meeker

Formerly merchandising service manager of the *Houston Chronicle* and at one time advertising manager of the *Fort Worth Record*, has been appointed to supervise the merchandising service department of the *Houston Post-Dispatch*.

### C. E. O'Hara

Has resigned from the sales management of the Heath & Milligan Manufacturing Company, Chicago, to become general sales manager of the A. Wilhelm Company, Reading, Pa. He will be succeeded by W. G. Saunders.

### H. & J. Stevens Company

Grand Rapids, Mich., have been appointed advertising counsel to the Tannewitz Works, same city, machinery manufacturers.

### W. B. Ryan

Formerly advertising manager of the Eastern Outfitting Company, Portland, Ore., has joined the advertising staff of the *Portland Telegram*.

### C. B. Leech

Formerly with the McGraw-Hill Company, New York, has been appointed special representative of the Electrical Trade Publishing Company, Chicago, publishers of *The Jobber's Salesman* and the *E. M. F. Electrical Year Book*. Mr. Leech was also at one time vice-president and Cleveland representative of *Power Plant Engineering*.

### H. O. Straub

Formerly president of the Everite Service, Inc., has joined the staff of Starnfield-Godley, Inc., New York City, as production manager. Abner P. Gurnauer, formerly with the E. W. Hellwig Company, will become service manager.

### A. H. Nicoll

Formerly sales secretary of The Regal Shoe Company, Whitman, Mass., has been appointed advertising manager of the company. He succeeds A. Pettingell, resigned.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. When larger type is used charge is based on 6 pt. line space basis. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

### Business Opportunities

**IDEAS WANTED.** Manufacturer with sheet metal stamping, also wood working factory, wants new things to make, particularly something with springtime appeal, such as advertising novelties, etc. Box 209, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### Position Wanted

**AUTOMOTIVE**  
Copy writer, automotive accounts. Full or part time. Box 210, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### SECRETARY-STENOGRAPHER

Woman desires position in Advertising Agency, Direct-Mail establishment or Publishing House; able to accept responsibility; experienced in detail work; can handle correspondence without dictation. Address Box 204, care Advertising and Selling Fortnightly, 52 Vanderbilt Ave., New York City.

### SALES MANAGER'S ASSISTANT

Am now employed in similar capacity but due to limitation of field desire to change. Have been in present connection five years. Experienced in sales, advertising, correspondence. Well educated, 31 years old, married. Box 208, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### SALES AND ADVERTISING EXECUTIVE

with nine years experience desires change. Three years with manufacturer and six years with large advertising agency. At present account executive. American; college education; age 43; married. Box 205, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### ARTIST WANTED

A large lithographing company desires the services of an artist with executive ability. Must have plenty of originality and be able to portray these ideas in a pleasing and colorful manner and also be capable of handling a figure in a masterful way. Please give complete information including salary expected and when available. If application is favorable we will want to see specimens of work but do not include these in first letter. Box 207, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### Help Wanted

Experienced Salesmanager wanted to build up a live, wide awake sales force of fifteen to twenty men to sell a high class outdoor mile post sign service in the Central West. This position requires a man full of pep and initiative and who can generate his own steam. Address General Manager, 420 Augusta Street, Cincinnati, Ohio.

### PART-TIME REPRESENTATIVE

The leading British advertising journal wants a salesman in the United States to represent it on a part time commission basis. Must be familiar with Newspaper, Magazine and Agency personnel. Headquarters in New York. Box 183, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.



generally it is an advantage to have ART WORK done in an Organization where the several parts are homogeneous elements of a unified creation, where the heading, tail piece, body of the ad and limbs so to speak, are not only excellent in themselves, but where they Fit!... Our ART staff comprehensively covers the requirements for complete Advertising Reproduction—with Ideas Figures, Lettering, Decoration, Mechanics; Visualizing Ability to Interpret Copy and Assemble numerous elements into a simplified whole.....

**J. ALBERT CAVANAGH**  
2 West 46 St., New York  
ART FOR ADVERTISING  
Telephone Bryant 6505



## CONFIDENCE!

EVERY great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—*Confidence in honor, intelligence, appreciation and good will.*

During the short span of five years **Standard Rate & Data Service** has done what it has taken other successful institutions many years to accomplish.

### A Record!—In the Number of Publishers' Advertisements

July 1919.....	2	July 1922.....	120
July 1920.....	33	July 1923.....	154
July 1921.....	106	July 1924.....	255
September 1924.....	313		

**Standard Rate & Data Service** is an *exclusive* publishers' advertising medium—it is *the* advertising medium of the *Publishers of the United States*. Never before, in the history of advertising and journalism, has any publication sold so many publishers on the idea of promoting, through advertising, their own product—*white space*—as has **Standard Rate & Data Service**.

Its subscribers—agencies and advertisers—are your customers and prospects for advertising business. They take the **Service** so seriously that they frequently refer to it as their "Bible."

Agencies and advertisers use it to make up advertising schedules. What more opportune time could you pick to tell them your story?

# STANDARD RATE & DATA SERVICE

536 Lake Shore Drive

NEW YORK

CHICAGO

SAN FRANCISCO



## The Main Line to *lower selling costs!*

It takes power to run a train over the track—or push merchandise through the channels of national distribution. It costs nearly as much to haul half cars as full-loaded cars—nearly as much to get orders for dozens, as for gross lots.

Always, in railroading or business, we get back to the tremendous economy of full loads. When the railroads refused to let a shipper hold a car with only one-third or half a load, they brought down their hauling costs, because they increased volume without proportionately increasing expenses.

In the same way, many manufacturers have brought down selling costs by packing a full load of their goods into the thousands of town and small city stores that formerly sold only one-third or half of "capacity" because the farm trade went to other brands.

Effective advertising to the 51,500,000 people living in rural districts has brought new customers into the stores to buy the goods of these national advertisers, who have thus doubled their

market without materially increasing their investment in sales machinery—and that is *the main line to lower selling costs.*

These successful manufacturers utilize The Farm Journal as a great selling force in the farm field. Its 1,200,000 circulation is by far the greatest ever attained by any farm paper. It is as national as agriculture itself. Moreover, for forty years every advertisement in The Farm Journal has been guaranteed. Thus, the readers of this great national farm paper have full confidence in its advertising pages—and dealers selling to farm people recognize this fact.

Here is volume circulation in every state that can be made to produce volume sales. At a cost of less than 1¢ of a cent per page per family, a manufacturer can present the story of his products to these 1,200,000 families who have benefited greatly in the past few months by the equalization of crop prices to merchandise costs.

Send for "Balanced Advertising," a study of national magazine and farm paper circulation. A copy sent on request of any sales or advertising executive.



# The Farm Journal

first in the farm field

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

SEATTLE

SAN FRANCISCO

LOS ANGELES

# "Pins to Locomotives"

20,000 Different Items  
on a Purchase List—

HERE'S what one oil company—a subscriber for 42 copies of *National Petroleum News*—has to say in its own house organ about its yearly purchases:

"The purchases of this company cover a wide field—in fact, from pins to locomotives. The varied requirements of the several operating departments take in almost every item known to the industrial world. Groceries, vegetables and meats for our fleet of tankers; lumber, steel and cement for construction work; casing, engines, valves and fittings for field work; and pencils, desks and supplies for the offices, are only a few of the many items we are called upon to furnish. We are even requested to buy alcohol for use in our laboratories.

"Do any of you stop to con-

sider the aggregate cost of a year's supply of many of the articles we buy? Do you realize it took five hundred freight cars to transport our purchases of pipe last year? Our expenditures for lumber in one year would build seventy to eighty very comfortable five-room bungalows. The money spent in one year for paint for this company would provide funds for a trip around the world for thirty people. The coffee furnished our boats in a year's time would make 320,000 cups.

"There are probably 20,000 items in the classification of the purchasing department warehouses."

This one oil company, by no means the largest, last year issued 63,000 purchase orders altogether for a total of \$13,000,000.

Let us tell of the 13,000 and more purchasers in all divisions of the Oil Industry who read *National Petroleum News*.

## NATIONAL PETROLEUM NEWS

CLEVELAND . . . . .	812 Huron Road
NEW YORK . . . . .	342 Madison Avenue
CHICAGO . . . . .	360 North Michigan Avenue
TULSA . . . . .	608 Bank of Commerce Building
HOUSTON . . . . .	614 West Building
Member: A. B. C.	Member: A. B. P.



**NATIONAL  
PETROLEUM  
NEWS**

Published Every Wednesday