

Advertising and Selling

FORTNIGHTLY

Markets. Merchandising & Media



Gold Medal for Distinguished Service to Advertising.
Harvard Advertising Award for 1924.
Presented to National Vigilance Committee of A. A. C. of W.

JANUARY 28, 1925

15 CENTS A COPY

In this issue:

"Is Advertising Paying Its Way Socially?" By ROBERT R. UPDEGRAFF; "What Is Going to Happen to the Automobile Industry?" By ROGER F. DAVIDSON; "Harvard Advertising Awards for 1924"; "When Good Salesmen Become a Liability"; "The Value of Demonstration in Industrial Marketing".

"Electrical Retailing" becomes

Radio Retailing

the McGraw-Hill

Business Magazine of the Radio Industry

Reaching the retailers and jobbers of radio

Enlarged to standard 9x12 size. Subscription price \$2 per year.

FOR the past eighteen months the McGraw-Hill Company has been publishing *Electrical Retailing*—a pocket-size magazine for non-electrical stores carrying electrical appliances and radio equipment. Its readers have been the proprietors of radio shops, hardware stores, music stores, sporting-goods stores, auto-accessory stores and others who stock electrical and radio goods in addition to their regular lines.

But with the rapid growth of radio as a utility

needed in every home, the interest of these "Electrical Retailing" readers in radio above any other electrical line, quickly became apparent. Radio, it developed, is the subject uppermost in these dealers' minds, as it is in the consciousness of the public, today. Responding, therefore, to the demand for more and more radio information in *Electrical Retailing*, radio selling topics had come to occupy a larger and larger place in the pages of the magazine.

"Electrical Retailing" Readers

Wanted More Complete Radio and Electrical Information

ANALYSIS of readers' needs showed, however, that those merchants who were selling radio in worthwhile volume wanted an even more complete radio service than was possible in the limited pages of the pocket-size magazine. And on the other hand, many of the non-electrical stores having electrical-appliance departments or selling electrical goods in significant quantities, were entering subscriptions to "Electrical Merchandising," "Electrical Retailing's" big brother, in order to get more complete appliance information.

GUIDED by this marked trend in readers' needs, and by the expressed desire of competent merchandisers for a complete, intensified publishing service in their chosen lines, the McGraw-Hill Company has felt that the largest future usefulness for *Electrical Retailing* required its being reshaped further along the lines it had already naturally taken. Thus it is being made at once into a complete and exclusively-radio publication for all dealers who sell radio sets, accessories and parts.

Comprehensive Paid-Subscription Coverage

Electrical Retailing of the past thus becomes *Radio Retailing*, a standard-size 9x12-inch magazine, with a subscription price of \$2 per year. Already, by characteristically thorough McGraw-Hill methods, its lists of subscribers are being developed to cover all retail and wholesale outlets for radio, with the purpose of securing complete coverage of the radio-distribution field on a paid-subscription basis.

Meanwhile "Electrical Merchandising" will more effectively serve important de-

partment stores, chain stores, and others selling electrical goods in worthwhile quantities.

Thus through the new *Radio Retailing*, "the business magazine of the radio industry," the thousands of retail and wholesale radio outlets will be served with a complete information service on radio selling, in the same outstanding way that the electrical trade has been served with electrical-selling methods and ideas during the past eight years through *Electrical Merchandising*.

McGraw-Hill Radio Books and Radio Trade Directory

Radio Retailing becomes the third important service rendered the radio trade by the McGraw-Hill publishing organization. The other two are:

McGraw-Hill books on radio and retail selling. These include the following volumes: "How to Retail Radio," "Practical Radio," "The Retail Handbook," "Retail Advertising and Selling," "Radio

Questions and Answers," "Radio Communication," "Radio Engineering Principles," "Elements of Radio Telephony" and many others.

The McGraw-Hill Radio Trade Directory, a classified directory of the radio and allied industries, issued quarterly, listing all known manufacturers of radio products.



McGraw-Hill Company, Inc., Tenth Avenue at 36th Street, New York

He was itching for action...



...but the *Book of Facts* said—"Not Yet!"

A CERTAIN manufacturer of a high grade specialty thought he was ready for bigger things.

His product was right. Sales were climbing. The market was growing. He was itching for action.

But wisely he asked another court to sit in judgment. A field investigation was immediately ordered among consumers and dealers. This gave him a *Book of Facts* on marketing conditions that opened his eyes. Deductions and conclusions were drawn from these facts culminating in a definite program of things to do and not to do.

This Richards *Book of Facts* strongly advised against advertising until

other and greater problems were settled. Now—this manufacturer is building toward the day when he *can* advertise—and advertise profitably.

* * *

It is our experience based on numerous investigations covering a variety of products that *no manufacturer should sit in lone judgment on his own marketing problems*. Always, have we found the need of the fresh, unbiased, outside viewpoint—backed in its judgment with cold facts.

Our new book "*Business Research*" will be forwarded to executives who are "itching for action."

JOSEPH RICHARDS COMPANY, INC.

253 Park Ave., New York, N. Y.

An Advertising Agency—Est. 1874

RICHARDS "*Facts first—then Advertising*"
TRADE MARK REG.



WHEN Indianapolis housewives went shopping in 1869 on that muddy stretch of the National Road that now is Washington Street—they read the tradesmen's announcements in *The News* first.

For *The Indianapolis News*, since 1869, has been the one newspaper that has carried the unabridged advertising of Indianapolis merchants.

Reading *The News* before shopping is a fixed, traditional Indianapolis habit.

The INDIANAPOLIS NEWS

Dan A. Carroll
110 E. 43rd St., NEW YORK

FRANK T. CARROLL
Advertising Manager

J. E. Lutz,
The Tower Bldg., CHICAGO

Page 5—The News Digest

Joseph French Johnson

President of the Alexander Hamilton Institute and dean of the School of Commerce of New York University for the last twenty-two years, died January 22 at Idleseat Inn, Newfoundland, N. J., of angina pectoris. Dean Johnson was well known as author and publicist and as financial investigator both for the City of New York and for the Federal government.

Henry Schott

Of the Ferry-Hanley-Schott Advertising Agency and formerly vice-president of Montgomery Ward & Company and of the Seaman Paper Company, Chicago, has joined the editorial staff of *Nation's Business*.

J. H. Newmark, Inc.

New York, have been appointed advertising counsel to L. Warnick Brown & Company, Utica, N. Y., manufacturers of Palmy Days and Happyland tobaccos.

Burton R. Freer, Inc.

Will be the name of a publishers' representative firm started by Mr. Freer after the dissolution of Cole & Freer. The address of the new firm will be 1118 Peoples' Gas Building, Chicago.

Wayne Tank & Pump Company

Has appointed W. G. Zahrt, formerly director of the pump and tank division, director of sales of all divisions of the company. F. O. Sallee, formerly manager of oil company sales, has been made sales manager of the pump and tank division.

O. S. Tyson & Company, Inc.

New York, have been appointed advertising agents for L. and G. Lengyel, Paris and New York, perfumers.

Joseph Ewing

New York, has been appointed marketing counsel to the Angier Corporation, Framingham, Conn.

Chilton-Class Journal Changes

L. G. Willcox, after five years in the Chicago office of the Class Journal Company as merchandising counselor and sales representative, has been transferred to the Ohio territory with headquarters in Cleveland. W. E. Stroud, formerly in charge of the St. Louis territory, has been transferred to the Chicago office.

W. M. Philpott

Former representative with the New York Office of the *Grand Rapids Furniture Record*, has been appointed assistant advertising manager of *Radio Merchandising*, New York.



The Thumbnail Business Review

PRODUCTION is at normal in most industries, buying is more liberal, trade is generally active and prices are strengthening gradually. It is stimulating to note that in industries in which curtailment was most pronounced during the last few years steel, cotton goods, leather and shoes buying has been accelerated.

Commodity stocks are being built up slowly, reflecting the now almost traditional attitude of retailers, jobbers and wholesalers. Preachments of the dangers of inflation and the effectiveness of close buying and rapid turnover have not been without their effect. "Hand-to-mouth" buying, so-called, while not so pronounced as it was some half year ago, still characterizes business transactions and lends point to the fact that the habit mirrors a permanent policy rather than reflects a temporary expedient. Naturally, this caution is having the effect of throwing upon manufacturers the burden of carrying stocks, with a resultant restraining influence upon manufacturing activity.

Steel mills are running at about 95 per cent of capacity, agriculture is resorting to persuasion rather than politics to solve its problems, department store and mail-order sales are at high totals. An article elsewhere in this issue deals in a sane manner with the automotive industry, the point of view being that this industry is entering upon its maturity and that the period of most rapid growth is past.

What economists refer to as the "cost of living" is increasing steadily. Indications are that prices of foodstuffs, clothing and other miscellaneous items will rise moderately during the next quarter.

ALEX. MOSS.

Louis Blaser

Formerly advertising manager of *St. Nicholas Magazine* and more recently with *Liberty*, has been placed in charge of the color advertising of the Sunday magazine of the *Philadelphia Public Ledger*, with headquarters in New York.

Borden Absorbs Dairylea

The Dairymen's League has announced that after February 1 the marketing end of its condensed and evaporated milk business will be in the hands of the Borden's Farm Products Company. The League intends to sell two of its condensing milk plants to the Borden company and to lease it three others. This is taken to mean that the League is ready to get out of the milk by-products field and concentrate on the sale of fluid milk.

General Petroleum Company

In extending the distribution of its gasoline on the Pacific Coast, has appointed N. W. Ayer & Son's San Francisco office to conduct its California campaign, and the Izzard Company, Seattle, for Washington and Oregon. Dolman Company, San Francisco, are the agents in that city.

Pratt & Lindsey Company, Inc.

New York, have been retained as advertising counsel to the American Gas Association and to the J. G. White Management Corporation in connection with Kennedy Radiant Heaters.

Burton E. Vaughan

Formerly assistant to the director of sales publicity for the Curtis Publishing Company, Philadelphia, has established his own advertising agency at 916 Southern Trust Building, Little Rock, Ark.

L. P. Wight

Formerly manager of the merchandising and advertising service bureau of the *Class Journal Company*, has joined the staff of Myers-Beeson-Golden, Inc.

George J. Kirkgasser & Company

Chicago, have been appointed advertising agents for George Richards & Company, same city, manufacturers of Hemo attachment plugs.

E. T. Hall

Secretary of the Ralston Purina Company, St. Louis, Mo., has been elected vice-president in charge of advertising of that company.

Frank A. Wood

For fourteen years advertising manager of the *Times* and *Times-Union*, has resigned to become advertising manager of *Rural Life* and the *Farm Stock Journal*, Rochester, N. Y. Powers & Stone, New York, Chicago and Boston, have been appointed special representatives of these two papers.

Chambers Agency, Inc.

New Orleans, has been retained to direct advertising for the DeBardeleben Coal Corporation, Birmingham, Ala.



Courtesy, American Walnut Association.

THOUSANDS OF CONFERENCES DAILY AND YOUR SALESMEN NOT THERE!

THE heads of businesses reserve to themselves the right to spend their own money. But they sit behind doors shut to the ordinary selling approach.

A few years ago you could do little to reach this

group of inner office executives because there was no magazine which brought them into one compact audience. Today there is.

Your salesmen will profit from a campaign laid directly before these top men in their own magazine.

More than 42,000 Presidents of Corporations read Nation's Business
More than 49,000 Vice-Presidents of Corporations read Nation's Business
More than 48,000 Secretaries of Corporations read Nation's Business
More than 9,000 Treasurers of Corporations read Nation's Business
More than 13,000 General Managers of Corporations read Nation's Business
More than 133,000 Major Executives in 99,717 Corporations read Nation's Business

You will find of interest a detailed analysis of our 170,000 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

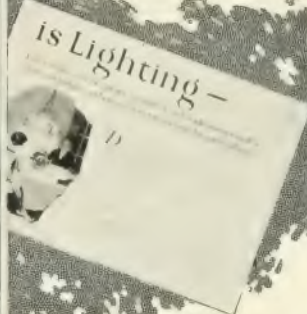
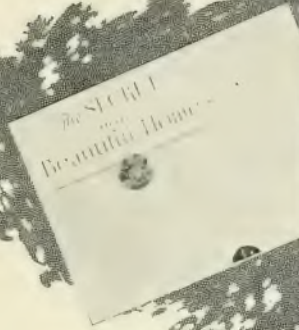


MORE THAN 170,000 CIRCULATION

MEMBER A. B. C.

Cantine's

Canfold



This effective folder, printed on "Canfold" by Eaton & Gettinger, New York, for The Miller Co., Meriden, Conn., won the November Cantine Prize. P. A. Wagner and H. Foux divided the \$100 prize for printing skill and F. B. Duncan, of The Miller Co., received a similar amount for copy excellence. Such prizes are regularly awarded and nationally announced. Enter samples of your own work on Cantine Papers in these monthly contests.

NERVOUS breakdowns and the weather never affect the *printed* salesman. He calls on thousands of prospects at one time—on time.

He carries a printed message, illustrated and timely, personal and impressive, beyond the office boy to the right executive's desk; the law of tested averages guarantees his sales.

Although he travels anywhere for a cent or two, his attire is of vital importance to his success. See that it is distinguished by the use of modern illustration, harmonious typography, good presswork and Cantine's Coated Papers.

There are Martin Cantine jobbers in all principal cities; ask yours for sample book showing all Cantine papers, as well as particulars of monthly Prize-Honor Contests, or address The Martin Cantine Co., Saugerties, N. Y., Dept. 171

Cantine's

COATED PAPERS

CANFOLD
BEST QUALITY
 AND PRINTING QUALITY

ASHOKAN
NO. 1 ENKASEL BOOK

ESOPUS
NO. 2 ENKASEL BOOK

VELVETONE
SEMI-DULL - Best in Price

LITHO C.I.S
COATED ONE SIDE

A NOVEL SERVICE

For Advertisers and Advertising Agencies

The Macfadden Publications announce the establishment of a Service Bureau which is at the disposal of advertisers and agencies who are seeking to improve or perfect plans for selling merchandise through the mails by means of periodical advertising.

The scope of this bureau is not by any means limited to advertisers using the Macfadden Publications, but is designed to be helpful to every advertiser and every agent who has a problem which the accumulated experience of this organization might help them solve.

Without obligation, communicate with

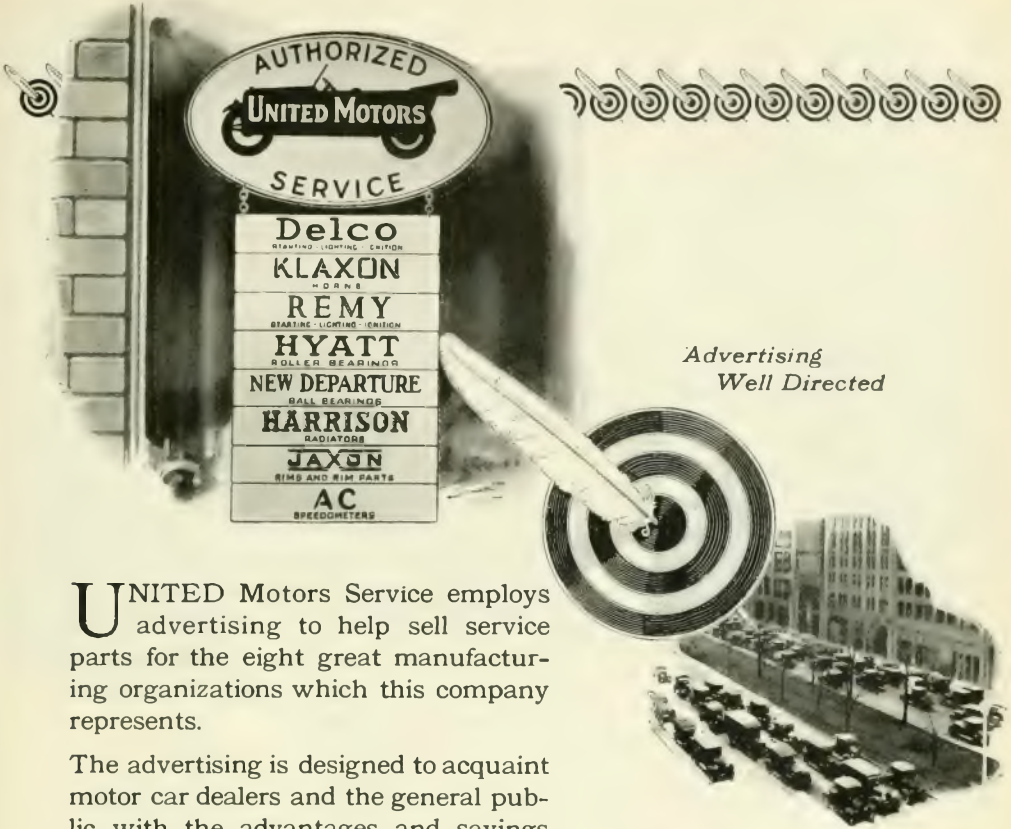
C. A. Rheinstrom,

Director

Macfadden Service Bureau,

MACFADDEN PUBLICATIONS, Inc.

Macfadden Building, New York City



*Advertising
Well Directed*

UNITED Motors Service employs advertising to help sell service parts for the eight great manufacturing organizations which this company represents.

The advertising is designed to acquaint motor car dealers and the general public with the advantages and savings which result from the specialized, expert service and genuine parts provided by United Motors Service in its 20 branches and thousands of Authorized Service Stations.

United Motors Service, since its inception, has been a client of the Campbell-Ewald Company.

The Campbell-Ewald organization of 160 people owned entirely by the men who operate it, with resources and facilities of the largest advertising organization between New York and Chicago, and a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you. There will be no obligation on either side.

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



Photograph, Lucas-Kanarian

Conquest by Charm

A WRITER'S ACKNOWLEDGMENT OF THE PERSUASIVE POWER OF PICTURES

By JAMES WALLEN



Look for This Emblem

PICTURES have always been the sign language of the masses. Today they are all of that and more. Pictures have extended their influence to the elite of mankind. They are molding the lives of those who would make of living a fine art.

The craft of illustrating advertising has made the greatest progress of any of the media of publicity. It has helped advertising to find acceptance among all classes.

The photo-engravers say "Your Story in Picture Leaves Nothing Untold." Realism and romance consort with charm in modern illustration.

In the picture which accompanies this preachment, you almost catch the full-blown fragrance of the flowers compressed for the Hickson perfume "The Hour of Ecstasy." It is a selling picture because it combines veracity and allure.

The camera and tools of the photo-engraver capture the subtleties of the loveliest picture and transmute it into a form which millions may enjoy and absorb.

The American Photo-Engravers Association has issued a book "The Relighted Lamp of Paul Revere" telling why and how the industry was organized for the higher service of advertisers. A copy may be had from your engravers or direct from the Association.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Buffalo

The wonder city of America!

enjoys dependable and cheap

Electrical Service

116,000 Buffalo homes have electric service.

Homes in Buffalo are lighted electrically, and enjoy many labor-lessening devices for an average of \$1.91 per month.

Where electric ranges are used in addition to lighting and other conveniences the average monthly bill is \$6.12.

The average rate for all classes of electric service in Buffalo is only \$1.52 cents per kilowatt hour.

The household rate averages 3.2 cents per kilowatt hour.

Two reductions have been made in electric service costs in Buffalo in the past year.

A NICKEL'S WORTH
of cheap Niagara power distrib-

uted to Buffalo's homes does any of these chores—

1. Lights a 50 watt lamp for 30 hours.
2. Runs a washing machine 5 hours and 30 minutes.
3. Heats a 6 pound flat iron for 2 hours and a half.
4. Operates an electric cleaner for 8 hours.
5. Spins a 12-inch fan for two 8-hour shifts.
6. Makes toast and percolates the coffee for an average family for seven days.

THESE ARE REASONS WHY

Makers and Sellers of Electrical Equipment for the home should cultivate the Buffalo market.

The Above facts prepared by Buffalo General Electric Company and Niagara Falls Power Company.

BUFFALO EVENING NEWS

Reaches the purchasing agent of the Buffalo Home

Present Average
Circulation 129,834

EDWARD H. BUTLER

Editor and Publisher

KELLY-SMITH COMPANY

National Representatives

A. B. C. Sept. 30, 1924
124,468

Marbridge Bldg., New York City

Lytton Bldg., Chicago, Ill.

DURING 1924

CURRENT OPINION

Carried 29,190 Lines of
Financial Advertising
(130 pages plus)

IS there any better evidence of quality and responsiveness than a big volume of financial advertising?

Financial advertisers closely check their insertions for big results at low cost. Their advertising messages must reach people who have a surplus—more than just enough to live on.

In these days when almost every article or service that costs \$100 or more is having to be sold on "time," it is refreshing to find a responsive audience with money to spend.

CURRENT OPINION

100,000 net paid guaranteed

Eastern Advertising Manager
N. B. YEWELL
50 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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THE National Vigilance Committee of the Associated Advertising Clubs of the World has been awarded the Edward W. Bok gold medal for distinguished service to advertising. This award, one of the nine that constitute the Harvard Advertising Awards for 1924, was made on the basis of the Vigilance Committee's efforts in fighting the misuse of advertising and its labors to make advertising more truthful and credible. The Jury of Award looked upon the work of the committee as probably the most important movement in advertising. Shown above is one side of the gold medal, the obverse of which serves as our cover illustration this issue. Complete details of the Harvard advertising awards, with reproductions of typical advertisements in each of the winning campaigns, will be found on pages 19 to 22 inclusive.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, General Manager

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

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
Mandeville, Louisiana

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

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

Subscription Prices: U. S. A. \$2.00 a year. Canada \$2.50 a year. Foreign \$3.00 a year. 15 cents a copy

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

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

Copyright, 1925



With the Accent on the "WELL"

Of course advertising must be truthful if it is to make lasting friends for worthy products. But a plain statement of facts is seldom sufficient, in itself, to make a good advertisement.

Copy slants must be chosen with an understanding of human behavior. Copy must be couched in language appropriate to the product and pleasing to the public. In a word, the truth must be "well" told.

In advertising such favorably known products as Nujol, Borden's Milks, Perfection Stoves, Del Monte Canned Goods, Beech-Nut Delicacies and Hawaiian Pineapple, the H. K. McCann Company likes to believe that it has not only told the truth but has told it *well*.

THE H. K. McCANN COMPANY *Advertising*

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

JANUARY 28, 1925

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, *Managing Editor*

Is Advertising Paying Its Way Socially?

By Robert R. Updegraff

RECENTLY a learned college professor, whose judgment cannot be lightly set aside, made the statement that the world would be better off if advertising had never been discovered. That is a very sweeping denunciation, and one that should be examined critically by business men.

Would the world—or, narrowing it down a bit for the purpose of simplifying the discussion—would America be better off if advertising had never been discovered?

In that form it is difficult to grapple with the question. But by turning it around and asking ourselves a question somewhat different in form, though the same in intent—"Is advertising paying its way socially?"—we can approach it with some hope of measuring its value to the American public, considering that public not as an enormous body of ultimate consumers, as business men are wont to think of it, but as a nation of human beings engaged in the "pursuit of happiness" and desiring to live their lives in reasonable comfort and security.

Let us, therefore, set aside the usual economic considerations and try to discover if advertising has



Robert R. Updegraff

done, and is doing, enough for America in a social way to pay its way; if, as a factor in modern life, it is adding enough to the happiness, comfort and security of the people of America to offset the manifestly undesirable results, from the standpoint of sociology, which arise out of its use: a tendency to over-standardization, a straining to live beyond one's means, added complexity of life, and such other un-

desirable consequences the blame for which sociologists may care to lay at the gate of advertising.

It would seem that public health should be one of the sociologists' first concerns. What has advertising done for the health of the American public?

For one thing, it has hammered and hammered and hammered on the fact that "a clean tooth never decays." It has shown people how to clean their teeth and told them when, and pointed out the serious consequences to the health of neglecting the teeth, until the American public has become pretty thoroughly conscious of the importance of clean teeth as affecting its health and general well-being. It has developed a national habit of cleaning teeth that was unknown before advertising was "discovered."

Not that advertising alone has accomplished this. Dentists have helped, and magazine and newspaper writers, and educators and public lecturers. But it is doubtful if all these agencies together have influenced the masses, in the matter of oral hygiene, to anything like the extent they have been influenced by the advertisements of the makers

of dental preparations and tooth brushes which confront them daily, almost hourly, from newspaper columns, magazine pages, street-car cards, billboards and drug store windows.

Vying in importance with teeth in their influence on health are the eyes. With all the splendid articles that have been printed, and all the lectures that have been delivered, and all the personal advice of physicians and oculists featuring the importance of eyes to health and teaching the proper care of the eyes, it is doubtful if the American public's eyes would be as well cared for today as they are were it not for the broad advertising of the makers of optical goods, of the manufacturers of gas and electric lighting fixtures featuring the quality and quantity of illumination best suited to various sizes and types of rooms and various occupations, of the grinders of paints prescribing the proper colors for office and factory walls in the interest of eye conservation, of the local oculist and optician bent on securing customers for his services or wares. These things have made the public eye-conscious.

Is it necessary more than to suggest the part that soap advertising has played in promoting that most important of health requirements — bathing and bodily cleanliness?

One of the blackest pages of advertising history is the patent medicine page. Yet looked at broadly there has been so much good advertising of medical products of recent years, teaching people "never to neglect a break in the skin," to keep their bowels open, to apply first aid in emergencies, to care for their hair, their mouths and throats, their gums, their diet, that it would seem that even the evil of the early days has been offset by advertising's latter-day contribution to the health education of the masses.

And what agency has done as much to "sell" the public the great out-of-doors, with its sunshine and fresh air and healthy exercise, as have the advertisers of America—the makers of boats, sporting goods,

picnic supplies, motor cars; the railroads, steamship lines, proprietors of vacation resorts, real estate interests, nature book publishers?

Closely bearing on health are the twin problems of sanitation and hygiene. Can there be any question that advertising has raised the standard of American sanitation and

the advertisers of America done more than any other single agency, or any group of agencies, to teach the masses the principles of health, and to show them how to cultivate it?

It is claimed by sociologists that advertising tends to make people live beyond their means. Unquestionably it does, for it tempts them into purchases that they should not make. But it should not be overlooked that what the motor car maker and the furniture manufacturer and the purveyors of luxuries do in an advertising way is at least partially compensated for by the thrift advertising of the banker, the insurance interests, the bond houses and the legitimate investment brokers. There is a selfish interest in teaching thrift, to be sure, but by the same token they have to appeal to the public's selfish interest to make thrift interesting; for thrift has little appeal to the American temperament as an academic consideration.

Turning next to culture—and I should hope the sociologists would include culture among the social benefits—let us see what advertising has done to further the development of America in a cultural way.

How generally would the music of the great masters, the art of the great singers and instrumentalists and musical organizations, be known among the masses were it not for the persistent

commercial advertising of the makers of talking machines and pianofortes and player-pianos and other musical instruments?

Would the art standard of America be anything like so high today but for the influence on the public mind of the truly beautiful paintings and drawings used week in and week out in the various mediums of advertising by many of our great advertisers to draw attention to their commercial messages? And would the artists themselves be able to live and brighten the world with their talents were it not for the patronage of these advertisers?

Would the masses have developed

MR. UPDEGRAFF'S good article reminds me of a couple of letters which were passed through the mails last winter. The first, from the president of a so-called "Economic Club," was as follows:

DEAR SIR:

Will you appear before the Economic Club at its regular January meeting and support the negative of the following question in a joint debate: Resolved, "That advertising is an economic waste."

To which the following reply was sent:

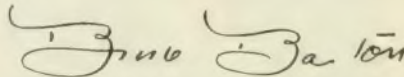
DEAR SIR:

I have your letter inviting me to debate before the Economic Club, and thank you for it. I never speak anywhere if there is a chance to escape, and on this particular subject I am at a loss to know what I could say.

Advertising is, of course, just one powerful form of education. For me to discuss "Is advertising an economic waste?" would be just as sensible as discussing "Are schools an economic waste?" or "Is the publication of books an economic waste?" or "Are meetings of the Economic Club an economic waste?"

Advertising *does* influence many men to live beyond their means; so does marriage. Advertising *does* speak to a thousand in order to influence one; so does the church. Advertising is often vulgar, garrulous and tiresome; so is the United States Senate.

As advertising men, we will be very foolish if we ever begin to take ourselves too seriously—to resent criticism or claim any high degree of "efficiency" for our craft. No art is efficient. Ask the graveyards about the doctors, or the courts about lawyers. But we are essential. We are learning and growing. And we are destined to occupy a much more important place in human affairs if only we keep humble and continue to work.



hygiene? Not merely through the advertising of disinfectants, nor yet the advertising of soaps and cleaning preparations, vacuum cleaners, paints, sanitary garbage receivers, etc., but through the power of example as represented by the millions of advertising pictures of spotless bathrooms, immaculate kitchens, airy cellars, tidy bedrooms, hygienic nurseries, sunshiny windows, spotless floors, sanitary beds, hygienic furniture. These pictures confront the American public at every turn, and they must "register" on the national subconscious mind.

In short, with all their sins of commission and omission, have not



What Is Going to Happen to the Automobile Industry?

By Roger F. Davidson

THE automobile field needs critical comment and cool appraisal—and rarely gets it. It has lived for twenty years in a bonanza atmosphere. Now that the industry, by force of necessity, is emerging from this bonanza stage into that of a "regular" industry, very naturally there is a lot of yeasty ferment to get over with.

A typical situation is presented with the beginning of 1925. The automobile folks had dreamed big things for 1924. Ford and General Motors alone had planned for 4,200,000 cars and, with the other makers' plans, a total of nearly 6,000,000 cars was talked of.

What were the actual 1924 sales? Just 3,650,000—nearly a million cars less than Ford and General Motors alone had planned to turn out in that year.

Having hobbled through 1924 champing at the bit to "go" and transferring the dreams for 1924 to the new year 1925, with compound interest, on account of the boost given to optimism by Coolidge, Hoover and the stock market, the automobile men were pawing the ground to be off by the time this winter's automobile shows were held. Roseate visions of a wonderful year were everywhere to the fore.

Then came a surprise in the

shape of price reductions. The Packard made an average reduction of \$750 on its closed car models—which is some reduction. Ford and Dodge made reductions before the end of the year and the price reduction deluge has to date of this writing affected sixty different models of cars. Thus the price level of today is quite definitely lower than the pre-war level, in contrast with the U. S. Bureau of Labor index showing general prices standing at 61, above the pre-war level of 50. An automobile dollar—even before many of the price reductions—bought \$1.11 worth, whereas the grocery dollar bought only 61 cents' worth. The average automobile price was \$814 on January 1; it is now probably below \$800 for the first time in history.

COMPETENT economists, or just plain hard-headed business men who know something of the automobile field, understand precisely what this means. It means that the automobile business is pushed still more definitely toward the large production goal; which in turn means fewer manufacturers and, in turn again, consolidations. Speaking more bluntly, it means the "passing out of the picture" of still more of the lesser companies. Few people seem to realize that, even in

1923, nine-tenths of the total manufacture of automobiles was in the hands of only ten companies, six companies making 85 per cent of the cars. A bare 15 per cent was being manufactured by the other 95 manufacturers. This centralizing tendency is now naturally still further accentuated.

AUTOMOBILE prices, like sugar and steel prices, make the market and determine by hard economic law the number of manufacturers. The number of manufacturers has declined in direct ratio to the decline in price, until today something over two-thirds of cars are made by only two manufacturers. The automobile business, once darling of the public, is caught squarely in the jaws of the most ruthless law known to man—the law of supply and demand, plus the new twists and tortures which high-grade civilization have given to it.

The truth is the automobile is this year facing a hard job, one of the hardest that any very large industry ever faced. It is going to be no fat bonanza year. The "crimps" are being applied from various and sundry angles. Chief of these is the competitive necessity of selling at low prices. Next is the increasing independence of dealers, who no longer care to stand for the old

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The Value of Demonstration in Industrial Marketing

By Allen M. Goodman

THREE principal objects underlie the employment of demonstrating crews in industrial marketing. One is to educate the operator or prospective operator with regard to the proper use of the machine or apparatus. The second is to break down prejudice against a particular tool, if any exists, by staging a striking comparison of its performance ability. The third, and most important, is to impress upon the superintendent or factory manager—the man higher up—the fact that the tool or machine being demonstrated is one that he needs in order to increase his production or decrease his costs. In fact, the entire question of marketing machine tools and small tools, insofar as operating conditions are concerned, resolves itself under two heads. One of these is "operator knowledge," the other may be referred to as "factory good will."

In this connection it is a matter of common knowledge that splendid machine tools go into factories and shortly afterward are discarded, not because of any fault in the tool itself, but because of a lack of knowledge of its proper use. Similar good tools have been thrown out of machine shops because of a lack of good will toward them, or, to express it more clearly, a disinclination toward them because of a preference for another type or make.

Certain manufacturers of small tools and equipment, whose salesmen are in position to carry their goods with them, employ demonstrating crews as their only selling agents. Generally, an automobile is placed at the disposal of such representatives to facilitate the



MACHINE shop foremen and operators take themselves and their work seriously. They pride themselves upon being practical men and place great value upon their own experience. This is why the only type of man who can be a successful salesman of specialties used in machine shops is one who has had practical shop experience or its equivalent in his early training

covering of outlying factory districts and as a means of transporting their apparatus. A demonstrating salesman gains entry to a machine shop, plant or factory, as the case may be, where he takes the opportunity to show how his tools compare with those of competing makes.

It was through this method that a manufacturer of tap chucks succeeded in introducing his product about five years ago. He found it necessary to use his chuck in a lathe right before a man's eyes before he could get a reaction that could be turned into a sale. Today this particular chuck is well known, and demonstration is unnecessary. The mere statement of the firm name,

coupled with the information that certain large shops use it extensively, is often sufficient to sell it. However, every one of this manufacturer's salesmen is capable of demonstrating the chuck if conditions arise that require it.

A manufacturer in the Chicago district who makes pipe dies has always used the demonstration method to make sales. His particular die requires less effort to thread pipe, but the plumber or pipe fabricator is not convinced until a salesman actually puts the die into the stock and asks him to pull the stock handle. This manufacturer also is of the opinion that whether the salesman has to demonstrate or not, he should have the requisite knowledge that will enable him to do so when the occasion demands.

A firm making oxy-acetylene welding and cutting equipment utilizes the demonstrating crew idea as follows. The

company's apparatus is distributed to the trade by jobbers, mill supply houses, heavy hardware dealers and automotive equipment houses. The company has one distributor in each jobbing center and, at the disposal of each distributor, there is placed a factory representative whose expenses and salary are borne by the manufacturer. This representative carries a sample kit in which all of the company's smaller items are contained. He also carries different views of the company's heavier apparatus. Each factory representative accompanies the jobber's salesmen and demonstrates the equipment.

This particular company has

[CONTINUED ON PAGE 71]

Harvard Advertising Awards Announced for 1924

THE Harvard Advertising Awards, founded last year by Edward W. Bok and administered by the Harvard Business School, were made public at a dinner given to the winners for 1924 at the Harvard Union, Cambridge, the evening of Monday, January 26, 1925. It will be remembered that these awards, which are to be made annually, are offered by Mr. Bok in the conviction that advertising, wisely utilized, is a great economic power that can be used to broaden markets and decrease the cost of distribution. The awards, which were announced and presented by Dean Wallace B. Donham, are to be the means of focusing public attention on the successful practical use of advertising through a recognition of meritorious work. As announced originally, the awards were to be

made under the three classifications that follow:

First: For Distinguished Personal Service to Advertising (gold medal).

Second: For Planning and Research.

1. For a national campaign (\$1,500).

2. For a local campaign (\$1,500).

3. For scientific research in advertising (\$1,500).

Third: For Distinguished Individual Advertisements.

1. For the advertisement most effective in its use of English (\$1,000).

2. For the advertisement most effectively accomplishing its purpose in a few words, with or without illustration (\$1,000).

3. For the advertisement most effective in its use of typography (\$1,000).

4. For the advertisement most effective in its use of pictorial illustration in any form (\$1,000).

The Jury of Award which decided the winners in the various divisions

was made up of the following: O. C. Harn, advertising manager, National Lead Company, New York; H. K. McCann, president, The H. K. McCann Company, New York; George C. Sherman, president, Sherman & Lehair, Inc., New York; Harry Dwight Smith, president, Fuller & Smith, Cleveland; Philip L. Thomson, publicity manager, Western Electric Company; Dr. Daniel Starch, Graduate School of Business Administration, Harvard; Milton Towne, treasurer, Joseph Richards Company, Inc., New York; Dr. M. T. Copeland, director, Harvard School of Business Research; Condé Nast, president and publisher, Condé Nast publications; E. W. Parsons, advertising director, Chicago Tribune publications.

In accordance with the rules governing the contest, no material from



—that the doctor shall arrive *in time*

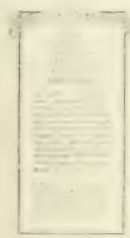
"There came an urgent call at night." So a doctor with

I made all speed, gave the car all the gas she would digest. Reaching the house, I entered hastily, no longer to the house but directly to the doctor. I had seen my health in danger. I knew my time was short. I was given my first lesson in the use of the car. I approached the field and, among the most skilled, locked doors and found the car, motionless, not apparently dead.

"Instantly I set to work, using artificial respiration, and after a few moments, the tickle came and I took long to creep back into the comfortable chair. The work of that motor is one of the things which I think back on as a matter of the preservation of a country doctor's life. The time just would never have been another if it had not been for the automobile.

Of the 155,000 physicians in the United States and Canada, probably one in every five is served by the cars which General Motors builds. The thought is an inspiration, and we publish this advertisement that it may be hung—in an apartment—in every factory and plant, in every showroom and service station.

May it be a reminder that the service of the automobile is a part of the most sublime service which any human being is privileged to render to another; and that no ideals of workmanship can be too high for those who labor to make sure that the doctor shall arrive *in time*.



GENERAL

MOTORS

National advertising campaign of General Motors Company; conspicuous for planning and execution of campaigns of a general or institutional character—Award to Barton, Durstine & Osborn, Inc., New York

anyone associated with a member of the jury of award was considered.

In order to facilitate the work of elimination in connection with the vast quantity of material that was submitted, approximately five thousand separate pieces, from about 175 agencies and advertisers, the jury was divided into six different committees for elimination, as follows: Committee on National Campaigns, Committee on Local Campaigns, Committee on Research Programs, Committee on Individual Advertisements for English, Committee upon Individual Advertising for Brevity and Illustration, Committee upon Typography.

Each committee proceeded with the elimination of entries in the various divisions and then, by a majority report, recommended to the jury as a whole the award to be made in the division on which it was expressing judgment. In the final judging, however, as shown by the minutes of the jury, the entire jury reviewed a considerable amount of the material considered by the individual committees. For example, in judging national product campaigns, the committee narrowed itself down to eight campaigns, which were thoroughly reviewed by the jury as a whole.

In the deliberations of the jury upon campaigns, emphasis was placed upon the plan underlying each of the advertising campaigns submitted. No campaign was considered which was unaccompanied by a brief in which the problem of the advertiser was given and the way it was met.

The recipients of the awards for 1924, and the divisions under which each respective award was made, are as follows:

J. Walter Thompson Company.

For the national advertising campaign of Lux, a product of Lever Brothers Company, deemed most conspicuous for the excellence of its planning and execution among the national advertising campaigns for specific products or services.

Barton, Durstine & Osborn, Inc.

For the national advertising campaign of General Motors Company, deemed most conspicuous for the excellence of its planning and execution among the national campaigns of a general or institutional character.

Barton, Durstine & Osborn, Inc.

For the local advertising campaign of R. H. Macy & Company, consisting of a series of small editorial advertisements, deemed most conspicuous for the excellence of its planning and execution among the local advertising campaigns of 1924.

Barton, Durstine & Osborn, Inc.

For the advertising research titled

100 Years to a Day

HOW wonderful it would be if our bodies were like the "one-hoss shay" we kept on going until we just collapsed from old age. What joy to live a life free from pain and illness, filled with pleasant activities and followed by a graceful passing away—just the simple response of a worn-out heart!

Heart disease is another matter. Today more people die from heart disease than from tuberculosis or cancer or pneumonia. And many of them die needlessly. Heart disease is so little understood and so greatly feared! There has always been a hush whenever the dread words were mentioned—always an air of awe and mystery. The person who had heart disease was supposed to be doomed—with the sword of Democritus hanging by a hair above his head.

It was thought that nothing could be done about heart disease. Those who had it were afraid to exercise, afraid to work, afraid of this—afraid of that. Relatives watched with terror, ready to open the window at bringing a glass of water.

But it need not be so. Heart disease is not the inevitably incurable and unpreventable affliction it was thought to be.

Nature, in its wisdom, makes the best thing possible, reserves faithfully for a long life. These are the facts that machines turned out all last week.

Day and night, year in and year out, this most wonderful machine in the world does its work. It has no rest, from the day you are born to the day you die. It has no time off for repairs—it knows no holidays and observes no union hours.

Steadily, steadily, second by second and minute by minute, this marvellous muscle contracts and expands—contracts and expands—pumping the blood all through

your body. More than 100,000,000 times a year this action is repeated.



There is a simple way to protect your heart from the things that may injure it and you have little to fear. Heart disease has grown to such alarming figures as the greatest life destroyer in the United States, simply because people have not dealt intelligently with it.

Many damaged hearts can be made to do their work through proper rest and care. The heart has amazing recuperative powers and often will mend itself given a chance. But even though you have some serious organic heart trouble, there is no reason why you should despair. Some of the busiest, most useful people in the world are heart sufferers.

If you have heart disease do not lose hope. A noted heart specialist said: "The cases in which people drop dead from heart disease are comparatively few. If those with injured hearts will follow the instructions of their physicians they will live practically normal lives—and can most likely die of something else."

Find out how to live so you will not overtax your heart. Learn the kind of occupations that are safe for you. Let your doctor tell you what you may do and what you must not do. Exercise is often a part of the treatment of heart disease but your exercise must be directed by your physician.

A lot of people are suffering from heavy heart disease. Don't try to decide for yourself. There is a secret—a secret associated with heart disease which may not be kept by some other doctor. The most important thing is to live hygienically, to trust yourself around and well so that disease germs will have little chance to attack your body. When you are ill put yourself under your doctor's care and then follow his directions.

Have your heart carefully examined after every attack of illness. For "A Standard" is the only heart medicine that has been tested by the American Heart Association.

Treat your heart fairly—protect it from the things that may injure it and you have little to fear. Heart disease has grown to such alarming figures as the greatest life destroyer in the United States, simply because

people have not dealt intelligently with it. Have your heart carefully examined after every attack of illness. For "A Standard" is the only heart medicine that has been tested by the American Heart Association.

Advertisement for 'A Standard' heart medicine, including text about its effectiveness and availability.

Published by
METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK
Biggest in the World, More Assets, More Policyholders, More Insurance in force, More New Insurance each year
No. 19

Advertisement effective in use of English—Award to Metropolitan Life Insurance Company; recognition to Robert Lynn Cox, in charge of advertising, and Hawley Advertising Company, Inc., New York

"Field Survey Report for American Radiator Company," considered by the Jury of Award the most conspicuous research of 1924 coming under its attention, the purpose of which was to reduce or preclude unwise and wasteful expenditure in a specific advertising program.

J. Walter Thompson Company.
For the advertising research titled "An Investigation Into and Analysis of Subscription Circulation of Forty-four General Magazines in Metropolitan Cincinnati by Various Groups." Considered by the Jury of Award as the most conspicuous research of 1924 coming under its attention, the purpose of which was to bring economy and secure efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising.

Erma Perham Proetz, of Gardner Advertising Company, St. Louis.
For a distinguished individual ad-

vertisement of Pet Milk, a product of Pet Milk Company, titled "Take Baby and Go," deemed most effective in its use of pictorial illustration in any form.

L. Haquard Bartlett, of Eastman Kodak Company.

For a distinguished individual advertisement of Eastman Kodak Company, titled "Keep a Kodak Story of the Children," deemed the advertisement most effectively accomplishing its purpose in a few words.

Metropolitan Life Insurance Company, with recognition to Robert Lynn Cox, Second Vice-President, in charge of advertising, and to Hawley Advertising Company, Inc., New York.

For a distinguished individual advertisement, titled "100 Years to a Day," deemed most effective in its use of English. In the opinion of the jury it possessed the additional value of



Keep a Kodak story of the children

Autographic Kodaks \$6.50 up

Eastman Kodak Company, Rochester, N. Y., *The Kodak City*

Advertisement deemed most effectively accomplishing its purpose in a few words with or without illustration—Award was made to L. Hayward Bartlett, of the Eastman Kodak Company, Rochester, N. Y.

being one of a series of advertisements of similar merit.

In the original announcement of the awards it was stated that the awards were to be made to individuals. In its administration, however, the Harvard Business School found that to enforce this provision would cause injustice, because advertising work is rarely the work of one mind. Accordingly this provision was not enforced and material was accepted in the names of organizations as well.

The gold medal for distinguished service for the year was awarded to the National Vigilance Committee of the Associated Advertising Clubs of the World. In this connection the Jury of Award found it expedient, after considerable discussion, to change the terms of the awards as

originally announced. In deciding to award the gold medal to an organization (it had been the intention to award it to an individual), the jury felt that such an award would go far in improving the *esprit de corps* of an organization to which an award might be given.

The award to the National Vigilance Committee by the jury was made in the hope of centering attention upon what it considered probably the most important movement in advertising, the campaign to make advertising more useful and effective through emphasis upon truthfulness and credibility.

A change was found necessary in making awards for national campaigns. As originally proposed, only one award of \$1,500 was to be made for a national campaign. In its de-

liberations, however, the jury found that the material which came before it automatically fell into two classes: (1) Product Campaigns and (2) Institutional or General Campaigns. It recommended, therefore, that two awards be made under this classification, the product award to go to the J. Walter Thompson Company for the campaign of Lux, and the institutional award to Barton, Durs-tine & Osborn, Inc., for the General Motors campaign. Accordingly, two awards were made, each carrying a cash prize of \$1,500.

A similar problem presented itself with the material entered under the classification of "Scientific Research in Advertising."

Here, too the jury found it difficult to make a single award under the terms of the announcement, which read as follows: "This award (\$1500) will be given for the advertising research that. . . (a) has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) has reduced or precluded unwise and wasteful expenditure in a specific advertising program." The jury found that there were two distinct types of researches submitted, falling under the heads (a) and (b) of the original provision. Accordingly, two awards were made, each carrying a cash prize of \$1500, as named before.

When it came to judging the advertisements most effective in the use of typography, the jury found itself in a quandary as to the method of arriving at any basis by which advertisements might be judged as outstanding in the use of typography. A number of advertisements which reached a high standard of excellence achieved typographical distinction through the use of different methods.

The jury recommended to the Harvard Business School that a change in the basis of the awards for individual advertisements, which carry cash prizes of \$1000 each, be made for the year 1925, setting up three classifications which would fall generally under the heads of: (1) advertisements depending primarily upon text for delivering their message, (2) those depending primarily upon illustration, (3) those which depend upon a combination of the two. The exact bases for these awards as well as other changes in the awards and administration will be announced shortly, according to Dean Wallace B. Donham, of the Harvard Business School.

In making the awards the jury made a report in which were incorporated the following statements:

"The Harvard Advertising Awards were founded in the belief that formal recognition of notable excellence in the planning and execution of advertising will stimulate improvement in advertising, thereby making it serve business and society more effectively.

"The ready willingness of America's oldest university to administer the awards may be considered by future historians as marking the period in which advertising progressed from a pioneer stage into a profession, with higher standards in its technique, responsibility, service and ethics.

"In the conception of the awards as well as in the deliberations of the jury, emphasis was placed upon the plan underlying the advertising campaign submitted. The importance of thoroughgoing study, research and planning at the inception of an advertising campaign, is thus

To people who wish they had more money

A little less thought about income, please. A great deal more thought about outgo.

You can convince yourself very quickly that Macy's actually does charge less for its merchandise than any other store charges, quality for quality.

Your saving at Macy's is at least six dollars out of every hundred you would have spent elsewhere.

So, if you transfer all your important shopping to Macy's, you will make important additions to the money you have on hand.

A dollar is a dollar—whether you get it by increasing your income, or Macy's gets it for you by reducing your outgo.

Copyright, 1924, by R. H. Macy & Co. Inc., 149 Street & Broadway

Local advertising campaign of R. H. Macy & Company; most conspicuous for excellence of planning and execution—Award was made to Barton, Durstine & Osborn, Inc., New York

given due recognition of its fundamental importance. Advertising is really effective only when it is carefully adapted to the merchandising

problems of a manufacturer or merchant. Advertising so conceived and executed justifies its recognition as an important force in the efficient distribution of goods, dissemination of knowledge and creation of good will.

"To assess the true educational value of the awards will require a study of the winning campaigns and their accompanying briefs, together with the successful research programs and individual advertisements as they are later published and exhibited.

"In awarding the first gold medal for distinguished services to the National Vigilance Committee of the Associated Advertising Clubs of the World, the jury hopes to center attention upon probably the most important movement in advertising, the campaign to make advertising more useful and effective through emphasis upon truthfulness. The jury believes that this first competition furnishes basis for confidence that the awards will accomplish the objectives desired."

Take Baby and Go!



Advertisement of Pet Milk Company; deemed most effective in use of pictorial illustration—Award was made to Erna Porham Proetz, of the Gardner Advertising Company, St. Louis

The advertisement for Lux soap features a central illustration of a woman in a white dress washing her hands in a sink. Above her, the text reads "Why choose fine toilet soap for washing your hands". Below the illustration, it says "If you expose them to kitchen soap an hour and a half every day in the dishpan". In the bottom right corner, there is a box of Lux soap and a bar of soap. The overall design is clean and emphasizes the benefits of the soap for hand hygiene.

National advertising campaign of Lux (Lever Brothers Company); conspicuous for planning and execution for specific products—Award was made to the J. Walter Thompson Company

Bread and Butter Problems of a Sales Manager

When Good Salesmen Become a Liability on the House

By V. V. Lawless

EACH year, for several years, Collins had come around and talked over the need of a raise in pay. Each year he received an advance, until this year. And this year, when he came to talk for more money, he walked out with no job.

In building up and maintaining a sales force, it is necessary to appreciate the need of getting and holding good men and paying them all that they are worth. But therein lies a fine point. Paying them what they are worth is only good business, but just what is a man worth? Collins had reached a stage where he was getting about fifty dollars a month more than he was entitled to get for the work he was doing. He had brought himself up to that point through his annual requests, or rather demands, and his selling cost per unit was all out of line.

There were good and sufficient reasons why Collins could not grow into a job having more responsibility. His own ideas on the subject of living in only one spot in the world in a certain southern city stood in his way. Yet, year after year, he had secured his advance. Now he was an overpaid man and when it came time to consider the coming year, it was time to call a halt.

The company lost a good man. Certainly, it was too bad to see him go, but there is such a thing as finding it better to let even a good man



BRONSON was too good for a large sales organization. He was a star and he knew he was a star. There was no real need for his working on Saturdays. He could even get a late start on Monday or not reach his territory until Tuesday morning, and still do a fine week's work

go than to let him upset the whole scheme of things. When a salesman, even though a good man, gets his cost up to the point where he is a losing proposition, it is just as well to face the facts and call it a day.

Bronson was one of the finest men the company ever had. He is with another concern now and doing splendidly. He is a thoroughly good man but he was let go.

Bronson was too good for a large

sales organization. He was so good that he was unruly. He was a star and he knew he was a star. True, there was no real need for his working on Saturdays. He could even get a late start on Monday or not reach his territory until Tuesday morning, and still do a fine week's work.

When it came to asking him to be on the job Monday morning and work right through until Saturday evening—not Bronson. Wasn't he doing a good week's work each week? Was he to be bound down to a time clock like an ordinary office girl or bookkeeper? Hours meant nothing to him. Many a time, he worked until ten or eleven o'clock to finish a big deal. When he worked, he worked. He did a big business. He earned his money. He would not be held down to any set rule.

In a small sales force, where each man was under the personal direction of the management, this was well enough—might work out all right. But in a big force of men—not at all. While Bronson did a fine job himself, he brought discontent into the entire group of men. The average man had to work from Monday morning until Saturday night to do a decent week's work. But we couldn't make them see that Bronson was different. It was a case of having a good average group of men, all doing their jobs and letting Bronson go. Or it was a

[CONTINUED ON PAGE 68]

Selling in Overalls

By Philip R. Frost

IN a purchasing agent's office in the morning; in the afternoon in overalls, packing a pump in an engine-room, building a baffle-wall or measuring power piping to be insulated; or a-top of a building inspecting or overseeing a roofing job. Such is not the conventional idea of a salesman's routine day; but it is the Johns-Manville idea; and it probably serves to explain the success of this great business which faces a sales problem that makes ordinary selling seem simple by comparison.

Yet the principle of Johns-Manville selling might well be applied more generally in industrial selling in many lines. Expressed in a sentence, that principle might be boiled down to "Don't tell them; show them." When one is selling products such as those of Johns-Manville—asbestos, insulation, high temperature cement, roofings, packings, and power conserving and fire protection products generally—one is dealing in actualities and with Missourians, who insist on being shown.

It is because of this that Johns-Manville salesmen often do their real selling in overalls. Not that each of the six hundred men making up the J-M sales force carries a pair of overalls in his grip (though some of them do); but whenever there is any need for it, they have been schooled to regard it a selling opportunity to borrow a pair and climb into or onto or through any sort of place to get to the point where the problem exists and the product is to be used. Here the salesman is expected, not to talk his line first, but to go into the problem confronting the engineer or fireman or superintendent, proving as he speaks that he knows his own materials in relation to his prospect's needs, whether they involve the more economical burning of coal, the conservation of power, or the reduction of plant maintenance.

But the reason no mere mechanic in overalls can represent Johns-Manville is that he must be able also to meet and talk to the purchasing agent in his office, the president in the front office, or the board of

necessary viewpoint to appreciate the need for actually demonstrating the serviceability or economy of materials, instead of expecting to make sales by sheer weight of sales talk. The kid-gloved, glib-talking type of salesman without technical experience would find hard sledding selling for Johns-Manville.

The men responsible for the sales of each of the various classes of products produced and sold by Johns-Manville have all been through the overall stage. In fact some of them keep a pair of overalls in a drawer of their desks, prepared to go out on a job on an hour's notice, ready to proceed to the trouble spot, be it on a roof, deck, in a pump room or machine shop, down a mine shaft or into the hold of a vessel. One of them recently remarked, "My wife doesn't know it, but occasionally I chew tobacco with a mechanic or an engineer. I find it easier to get close to a man after I've bit a chunk off his tobacco plug. He'll tell me his troubles quicker—and that's what I'm after first. Then he'll listen to me while I tell him the solution and prescribe our materials."

The Johns-Manville policy of "selling the salesmen" is one which is worthy of more detailed explanation. It is the belief of those responsible for Johns-Manville advertising that in marketing industrial products such as theirs the advertising does little actual selling. "To a certain extent it may create consumer acceptance for our products," admitted W. S. Lockwood, the company's advertising director, "but we think its chief value is in creating 'salesman acceptance.' It opens the door to our men and gives them a chance to tell their story, either as salesmen in the purchasing agent's office or the directors' room, or in a pair of overalls out in the plant. That is why we devote considerable advertising to selling Johns-Manville salesmen."



MUCH of Johns-Manville selling has to be done in places such as this fire-pot. A J-M salesman must be at home on the carpet of a purchasing agent's office, the oriental rug of a president's office, or in overalls on a roof, deck, in a fire room, or at the bottom of a mine shaft

directors if need be, and this is sometimes necessary in selling big orders. He must be of big enough mental caliber to talk to these men in broad terms of saving and service and dividends, even as he talks to the fireman or engineer or department head out in the plant in terms of practical use or application or service on the job.

All this serves to explain why so many of the Johns-Manville salesmen are not mere salesmen, but technically educated men, many of them with a background of plant experience. Only such men have the

The FORTNIGHTLY Adopts a Farm—IV

How Mr. Maurer Solves His Own Farm Problem

By James M. Campbell

THE other night, I read aloud to Mr. Maurer this extract from Garet Garrett's article "Exposing the Farm Problem," which appeared in the *Saturday Evening Post* of November 8:

What are the largest indisputable generalizations that may be made concerning American agriculture? They are these—namely: That the American farmer, taking him freely, is the most prosperous, the most assisted, the most entertained, the most exhorted in his own behalf, the best informed, the best housed, the best dressed, the most extravagant and the least bent farmer in the whole world. Never before anywhere was there an agriculture comparable in all these respects to the agriculture of this country.

And yet the American farmer is very discontented. His complaints are notorious. They seem to be numberless. Always, however, they are two—the same two: That his labor is despised and ill rewarded; not actually, since he cannot any more say his labor is actually ill rewarded, but relatively in contrast with the rewards of trade and industry; and that he deals at a disadvantage with the cities. They run together at last and come to but one thing. What the farmer complains of is that he is not getting his share. His share of what? His share of wealth.

What the farmer wants is more. That is human. So does everybody else want more. It seems very simple at this point. All that is left is the problem—the farm problem, that is.

"Is that true?" I asked.

"Yes," said Mr. Maurer. "The American farmer is far better off than the farmer in any other part of the world, excepting, perhaps, in the Argentine. There, I am told, most of the men who are millionaires made their money in cattle and



COOPERATIVE buying is being practiced to a slight extent by the farmers in Marshall and the immediate vicinity. Coal is bought by the carload as are some fertilizers. The illustration above shows the "agricultural club" unloading lime. Cooperative selling of farm products has seen a decided growth, but not the buying of products necessary to the business of farming. Feed is a big item in the upkeep of horses, etc., yet farmers in Marshall buy their feed as individuals

wheat. But the great mass of the people are very poor—poorer than European peasants. There is no comparison between the way the people 'round here live and the way people in Germany lived before the war. We are better housed. We have more and better food. We are better educated, better clothed; and we don't have to work anything like as hard as they do."

"**T**HEN," I queried, "why is it that so many farmers are discontented. Why do they say they aren't making money?"

"They are not," answered Mr. Maurer. "At least, they haven't for the last three years. Take my own case. I just about broke even in 1921, 1922 and 1923. When I say 'broke even,' I mean that if I had allowed myself a fair wage for my labor, the amount that would have been left wouldn't be a decent re-

turn on the money I've invested in this property. I get a fairly good living off my farm. I've brought up four children—educated them and all that. But, outside of my farm, I have mighty little to show for a lifetime of hard work. At that, though, I believe I am better off than most of the fellows who have moved to town. For one thing, I am my own boss.

"I did not make the mistake which so many farmers made, a few years ago," continued Mr. Maurer, "of buying land at high prices. Right there is where a lot of men got themselves into difficulties. They figured that three-dollar

wheat was here for good. I didn't believe anything of the kind. Result is, I am in pretty fair shape, financially, while some of my neighbors are loaded up with more land than they can handle and which they bought at the highest prices on record. So-and-so"—mentioning the name of a neighbor—"was in to see me Sunday afternoon. He's getting discouraged—pretty nearly ready to quit. I'm not."

"In what way can the United States Government help the farmer?" was my next question.

"It is helping us," Mr. Maurer replied. "But the man who can help the farmer most is the farmer himself. We've got to adopt the idea of cooperative marketing. We have made some progress in that direction. We've got to make more. We who produce food get too little for it. You who consume it, pay too much. There's another thing we've

got to learn—and that is, how to farm more intelligently. The Farm Bureau is helping us do that. But it is a fact that only one farmer in seven in this county belongs to the Bureau. Some of my neighbors say they can't afford to join. Some think they'll get no benefit from membership. Some think they can get all or most of the benefits of membership without payment of dues—by asking men who are members of the Bureau what to do under given conditions. You'd think every man who farms would be willing to pay \$12.50 a year for what the Farm Bureau gives him. No!"

"Are the railroads more willing to cooperate with you than in the past?" I asked.

"Yes," said Mr. Maurer, "they are giving us better service; and the Pennsylvania has what they call an agricultural department. The man in charge addressed the local Farm Bureau not long ago. They seem to want to do the fair thing by us. I've got more sympathy for the railroads than I used to have. They are in a fix. Their taxes are much higher than they were and a lot of the money they pay for taxes goes to build roads on which motor trucks—competing with the railroads—are operated. Then again, railroad employees are so organized that they get 'theirs,' no matter what happens."

"One more question," I said. "Am I right in believing that you are not in favor of interfering with the operation of the law of supply and demand?"

"Absolutely," said Mr. Maurer. "It is foolish to try it. During and after the war, we farmers were benefited by the operation of the law of supply and demand. Then, by that same law, we were hurt. Now, we are being benefited again—though not as much as a lot of you city people think."

"You don't believe, then, that the price of wheat, for example, is fixed by a few members of the Board of Trade in Chicago?" I asked.

"No," was Mr. Maurer's answer, "although it is hard for me to understand how those same men can, in a week or two, buy and sell more

wheat than there is in the whole United States. It is a question that has always bothered me."

No man can spend as much time as I have spent with Mr. Maurer, without realizing that he is a conservative of conservatives. He may not know very much about political economy, but in his own quiet way he has reached certain conclusions,



THE gymnasium in the Marshall High School serves as a meeting place for the Marshall Cooperative Shipping Association. Here marketing problems are discussed and ways and means promulgated for the more advantageous disposal of the products of the farm. The Farm Bureau is teaching the farmer to conduct his operations more intelligently, and the Pennsylvania Railroad sends qualified representatives to the farmers' meetings to discuss shipping problems

which, to all intents and purposes, are identical with the conclusions which he would have reached had he read every book on political economy which has been published since the day of Adam Smith. He knows that men cannot lift themselves by their boot-straps. He knows that the law of supply and demand operates continuously. He knows that politicians are in politics, not so much for the benefit of the great mass of mankind as for their own benefit. He knows that the only man who can—and will—help the farmer is the farmer himself.

MR. MAURER knows—or soon will know from the Department of Agriculture report for the crop year 1924-1925—that while the prices of many crops are the highest in four years and the costs of production have declined from the high point of the period of inflation, the fact remains that actual farm oper-

ators, after paying interest on borrowed capital and rent on rented farms, will earn only about 2 per cent on their own capital investment in the crop year 1924-1925. This compares with a loss of 3.1 per cent on their capital investment in 1920-1921, a loss of 1.4 per cent in 1921-1922 and a profit of 1.5 per cent and 1.4 per cent in 1922-1923 and 1923-1924. He and millions of other men compare these figures with the figures which show what has been done in other industries. The comparison adds to their discontent. It does more than that—it makes them think.

This thinking takes some such form as this: "Labor has combined and by so doing, has enormously strengthened its position. Industry has done the same thing, with the same result. We, too, should combine."

At various times in the past, efforts have been made to bring the farmers together. These efforts have not been very successful. The farmer is in a peculiar position. He is not an employee. Rather is he an employer. Theoretically he is a capitalist—because he is a property owner. Actually, he is not a capitalist, because he seldom has much money. At all times, he is an individualist; and the idea of surrendering any portion, however small, of his freedom of action is repugnant to him.

Furthermore, in selling his output, he competes with his fellow farmers. Another objection—as if those named above are not enough—which holds good with many farmers is that more than one of the movements which have been launched in years gone by, have been semi-political and as such, have been dominated by men who used them for their own ends. The farmer is "fed up" on that sort of thing.

Nevertheless, the farmer is thinking more and more in terms of cooperation. I attended the annual meeting of the Marshall Cooperative Shipping Association. It was held in the gymnasium of the Marshall High School. The annual report of the manager shows that during the 1923-1924 shipping season, sixty-three carloads of live-stock, having a market value of \$70,537.29, were

[CONTINUED ON PAGE 61]

THE · EDITORIAL · PAGE

The Case of Dairylea

THERE comes the announcement from the Dairy-men's League that their canned milk operations have been taken over by the Borden Company. This after an advertising and selling expenditure which approximated three million dollars, aimed to market nationally the Dairylea Brand of Evaporated Milk. At first glance, this may well be put down as an advertising and selling failure.

But is it?

Is it not, on the contrary, added proof that advertising and selling constitute a business that is separate and distinct from the production of merchandise?

When one comes to analyze the men behind the marketing of Dairylea Milk, one at once reaches the conclusion that they comprise a group which, viewed as sound, intelligent dairymen, is unsurpassed. These men are the very backbone of the great dairy industry in America—the producers of what is probably the finest milk in the world.

Now this group of men, efficient to the extreme in their own business—that of producing milk—made up their minds to undertake another highly specialized job—namely, that of packing and advertising and selling milk—of correcting the maladjustments of marketing.

But here they encountered an entirely different business—the business of advertising and selling—a business as highly specialized as that of producing.

American business today is so large, and has so many ramifications, that it has become the better part of economy for one group of men to concern itself solely with production.

Then, next, comes the problem of getting the product to the consumer—the marketing operation. That in turn is a business as highly specialized as is producing. Obviously, it is a business big enough and important enough to command the best thought and all the time and effort of another group of men.

These two groups—the men who produce and the men who distribute—working together, make the perfect and economical combination which can serve the ultimate consumer to the best advantage.

Recognizing the worth of the dairyman in his chosen field, we may well, in passing, recognize the worth, as marketing men, of the Borden Company. For some three generations Borden's have confined their efforts to packing and distributing. Just as the New York State dairyman is probably one of the finest dairymen in the world—so does the Borden organization rank as one of the soundest and, from a consumer standpoint, one of the most economical distributing organizations in the country.

Far from the Dairylea incident going down as an advertising and selling failure, it is only right and reasonable to say that the new move, whereby the dairymen stick to dairying and carry that industry to the maximum, and whereby they work in harmony with the Borden Company, who do their marketing, is exactly what modern business is trending toward—namely, specialization for the more economic development of the industry and the better serving of the public.

The Harvard Advertising Awards

ELSEWHERE in this issue announcement is made of the winners of the Harvard Advertising Awards, founded by Edward W. Bok. Behind this announcement are three facts of significance. The first is that the awards were made by practical advertising men on the basis of merit in a practical business sense. This should effectually silence the fears of the doubters who, when the plan for the awards was first announced, jumped to the conclusion that Advertising would be taken into some cloistered nook by a group of "impractical professors" and decorated for academic excellence.

Second, the business world in general, and the world of advertising particularly, is intensely interested in these advertising awards. Instead of there being only a few entries, and lukewarm interest on the part of advertising agencies and advertisers, as had been predicted in some quarters, the jury was confronted with entries from 175 agencies and advertisers.

Furthermore, these entries were of such excellence that the jury was hard put to it in some instances to make a decision.

Mr. Bok's idea in making the awards was twofold: to reward excellence, and to raise the standard of advertising in the future by providing definite stimulus for improvement, outside the commercial stimulus. We believe the conscientious work done by the first jury, and the statesmanlike way they disposed of the many perplexing problems with which they were faced, has laid a solid foundation and given the Harvard Advertising Awards the impulse needed to insure their permanence and their effectiveness in furthering the aim of their founder.



Fruitful in Unexpected Directions

WE have a letter from ex-Governor Frank O. Lowden, of Illinois, in reference to a copy of the FORTNIGHTLY which had been sent him, containing one of the articles of our "Adopted Farm" series. He writes:

I am in receipt of your letter, together with copy of ADVERTISING AND SELLING FORTNIGHTLY. This is, indeed, a most interesting experiment, and it very likely will prove fruitful in directions least expected.

That has been the surprising thing about Mr. Campbell's series of articles on his experience in living on Mr. J. H. Maurer's farm outside of Marshall, Ill.: it has struck fire in so many directions.

Of late there has been so much politically flavored talk about the farmer, and such a plethora of crop statistics and speculations, and so much generalization concerning the great farm market, that the farmer as an individual, with a home and a family and a personal place in the scheme of things, has been almost lost to sight. Our aim was to paint a plain, honest, close-up picture of a typical farm family in a typical farm house, with typical needs and problems and aspirations. This we have done, and it is a source of satisfaction that the series of articles has won such a general and enthusiastic endorsement.

"Breaking In"—An Advertising Man's Autobiography

Factors That Made for the Success of One Advertising Manager

How Edwin L. Shuey Ruled Both Subordinates and Superiors Solely by the Vitality of His Ideas

By John Lee Mahin

EDWIN L. SHUEY died at his home in Dayton, Ohio, on September 27, 1924, aged 67 years.

When I first met him he was advertising manager for the Lowe Brothers Company and if there ever was a finer example of an advertising manager in the fullest possible sense of the term I never met or even heard of him.

This statement is the more noteworthy because when Mr. Shuey left the National Cash Register Company and became advertising manager for the Lowe Brothers Company he expressly stipulated that he was to have time to devote to his outside work, which consisted of many activities connected with the United Brethren Church and particularly the Y. M. C. A. For many years prior to his death, he was an extremely active member of the National Executive Committee of the latter organization.

In selecting an advertising agency Mr. Shuey made it very plain that he was working for his employers and that the actual decision rested with them. Yet in his relations with Henry and Houston Lowe I never saw more clearly demonstrated my conviction that the most effective form of management—the kind that justifies a man holding the title of advertising manager—is that in which the manager manages his employers and associates over whom he has no greater power than that of the vitality of his ideas and his methods of presenting them.

It was my observation of Mr. Shuey's methods and the result of many talks with him that developed



Edwin L. Shuey

my conviction that no man can be a real advertising manager unless he passes through four clearly defined stages of development.

First—he must be economically sufficient. He must be able to earn his own living and know that he has mastered a trade or an occupation in which there is always a demand for good workmen.

Second—he must be able to add his own brains to the work that is planned by others for him to do.

Third—he must learn how to delegate and supervise the work of others. Saunders Norvell says that good supervision is overseeing the work of subordinates without interfering with them. Most managers stop at this point. They are efficient

only where they can "hire and fire."

Fourth—he must learn how to manage people he cannot "hire and fire," particularly the persons who have the power to "hire and fire" him.

Coercion is a word that should be eliminated from every advertising manager's dictionary. Advertising succeeds only as individuals accept and voluntarily act upon "suggestions" which advertisements put into their minds. The greatest by-product of advertising is the constant demonstration that large groups of people will do continuously what they are asked to do where the slightest element of coercion would impress them unfavorably.

Who is compelled to chew Wrigley's gum or to smoke Lucky Strike cigarettes? How long would these enormous businesses last if gum chewers and smokers were not constantly invited to spend their own money to gratify their own desires. O. J. Gude once said to me "The man in the street likes to boss his nickel." He likes to be asked to spend it and the more clearly he is made to feel that the only reason he should spend it is to give himself more pleasure the more thoroughly the advertiser is doing his work.

Mr. Shuey took pride in the fact that Lowe Brothers Company made such good paint that no other sold at a higher price. He regarded the making of paint and the persuading of people to use it as a worthwhile service for which they should pay, so he was fundamentally in accord with the desires of his directors and

[CONTINUED ON PAGE 50]

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
Charles D. Kaiser
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
John C. Sterling
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

Advertising and Selling in the Dutch East Indies

By *Th. van Soest*

Rijswijk, Weltevreden



© Ewing Galloway

LIKE all outlying countries which have been colonized by the white race only within comparatively recent years, the Dutch East Indies, as shown by this scene in a Javanese town, are a bizarre mixture of the primitive and the highly industrial. The adult Malay or Chinese is conservative or slow in taking up anything new but, when once convinced of the usefulness of an article, his conservative frame of mind is invariably conducive to his continued purchase and use of it

THOSE who look upon the 50,000,000 people in the Dutch East Indies as prospective customers are very prone to neglect the necessary adaptation of selling methods to the very special conditions prevailing here. A number of concerns came to this country during the post-war period believing that all that was necessary to start a business was a large amount of capital. Being without the requisite local experience, they left the field disappointed. The country is one for those who intend to build up a lasting business. The chances for those who want to get rich quick and quit are not especially bright.

The buying power of the people in the interior, at present, is limited and their knowledge of foreign products even more limited. The manufacturer, after having investigated the sales possibilities for his product, must be prepared for considerable expense in introducing it. The adult Malay or Chinese

is conservative and slow in taking up anything new, but, when once convinced of the usefulness of an article, his conservative frame of mind is conducive to his continued use of it. While, therefore, results are slow in coming, they are very lasting.

Prospective exporters must bear in mind that there must be a need of the product or, at least, the possibility of creating a demand. The product must be of good quality and non-perishable under the influence of rigorous changing climatic conditions: heat and cold, dampness and dryness. The long time required for

a product to reach its final destination makes it necessary that goods be packed specially "for export."

The price of articles intended for exploitation here must be within the purchasing power of the mass of the people. Sales possibilities for high-priced articles are limited, and the Malays and Chinese are keen buyers. There must be a satisfactory margin of profit for the jobber and the retailer.

For products which require advertising, a reasonable appropriation should be provided. A manufacturer who spends a considerable amount of money for advertising in

his own country should not expect to be able to introduce his products in the Dutch East Indies without a similar expense.

The percentage of Malays or Chinese who speak or read a foreign language is insignificant and, if a wide distribution is desired, translations into their own languages or dialects are necessary. Such translations must be made by skilled translators with sufficient professional knowledge to be familiar with technical terminology. Literal translations made with the aid of a dictionary are useless for all practical purposes.

Perhaps the most important requirement is a reliable trade representative. Unless the manufacturer pays the entire cost of introducing new products, it is the firm that accepts the agency and places its selling organization and hard-earned reputation at the disposal of the manufacturer that contributes most to the introduction

of goods into this market. A well-established, so-called "Hong name" is extremely valuable, as the buyer relies, to a great extent, on the local firm backing the product.

Firms with a knowledge of local conditions will not be interested in agency propositions as a rule, unless they are to run over a number of years. The first few years' work is always the most difficult, expensive and unremunerative. For this reason, a manufacturer, withdrawing from an agency after a short trial, will find that eventually no responsible concern in the Dutch East Indies will care to handle his products.

[CONTINUED ON PAGE 54]



A Railway Age Every Twenty-four Hours Four Editions During Convention

For the sixteenth consecutive year *Railway Age March Dailies* will serve the railway field during the March convention, to be held in Chicago, March 10-13. This convention and exposition should be the greatest in the history of the American Railway Engineering Association, the American Railway Association—Signal Section, and the National Railway Appliances Association. Railway expenditures for additions and betterments during 1925 are estimated in excess of \$1,350,000,000 and railway budgets indicate that a larger proportion of the total appropriations will apply to improvements to roadway and structures than in the recent past.

You can appreciate that publishing a

business paper like *Railway Age* every twenty-four hours for four days—delivering copies to those at the convention each morning with complete activities and reports of the sessions of the preceding day, and mailing copies to all interested railway executives operating officers and engineering officials—is an achievement.

It is this service that has made the *Railway Age March Dailies* a recognized institution—and the more than 38,000 copies distributed a supreme influence throughout the Railway Industry.

Write for complete information regarding the Convention, Exhibits and the *Railway Age March Dailies*.

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

Chicago: 608 S. Dearborn St. Cleveland: 6007 Euclid Ave. Washington: 17th & H. Sts., N. W.
Mandeville, La. San Francisco: 74 New Montgomery St. London: 34 Victoria St. S. W. 1

Railway Age March Daily Issues

A.B.C.

March 10, 11, 12 and 13, 1925

A.B.P.

Radio's Relationship to Advertising and the Newspaper

By *David Sarnoff*

Vice-President and General Manager, Radio Corporation of America

RADIO, after the first enthusiasm of greeting its growth and development, is beginning to be viewed more critically, for the child has grown marvelously during the few years of its existence. It began feebly enough, by seeking to effect wireless communication over a distance of several miles. When it crossed an entire ocean, it seemed to many that it had reached its final goal. But now broadcasting has made radio audible to the individual and the broadcasting station has given it a powerful voice—a voice that already penetrates into millions of homes.

It is at this stage that brows begin to pucker and eyebrows to be raised. The theater cries out that radio is beginning to affect attendance. The concert hall, too, looks askance at the advance of radio broadcasting. And there are even those who believe that radio, the latest child of electrical science, ultimately will invade the domain of the newspaper that nursed the new art into the public consciousness.

Today the theater is boiling with controversy over the effect of radio on public attendance. A new and great service that seeks to make every home vibrant with the music, entertainment and speech of the world is attacked as a "menace" by a portion of the theatrical industry because broadcasting and musical interests have united in an experiment to put on the air supreme concerts given by the great artists of our day. The pioneer step taken when, by arrangement with the Radio Corporation of America, the Brunswick-Balke-Collender Company began to broadcast recently a series of concerts by leading artists, has led to similar developments from other directions. Radio, it is now charged, is making the home so



David Sarnoff

vital and vibrant a place as to distract from the routine of theatrical attendance. The theater must fight, it is said, if its life is to be preserved.

I believe that wiser counsels will prevail. For, granted that a concert broadcast by the supreme talent of the day will command a vast audience of six million or even twenty million people, and thereby affect public attendance in theaters on such concert nights, I can foresee no situation when it will be practicable to give such concerts on a more than occasional and periodic basis.

NOR is it apparent how any present or remote development will ever displace the art of the stage. Surely the theater is too great and permanent an institution of human culture to be shaken by radio broadcasting. The literature and illusion of the stage, the intimate play of personality across the footlights, the sympathetic interaction so vital between the artist

and his audience—how much of this is conveyed through radio broadcasting? There is no competition of service, nor can there be, in my opinion, between radio and the theater. Sooner or later enlightened spirits of the stage will discover in what manner and by what means the theater can benefit by closer contact with the vast radio audience.

Music has taken so vital and important a place in the broadcasting program that at every contact which radio makes with the musical industry it is met with forebodings by the concert manager or the artist. In this respect, too, the division of opinion is so great that only time will establish the relation between radio and music in the proper perspective.

The first cry of competition and ruin has been followed by a vastly greater and more tolerant spirit of accommodation. Many artists of first rank are coming to appreciate that an occasional concert in the air may mean greater audiences on tour. The notable experiments undertaken by phonograph companies to discover how broadcasting may increase the sale of phonograph records may not yet be conclusive, but the fact remains, nevertheless, that the experimental concerts now being given have captured the attention of millions of people who are now thinking and talking in terms of good music and great artists.

To my mind the great service that radio has rendered both to the musical industry and to the artist, lies in the fact that broadcasting has tremendously advanced musical appreciation. Countless thousands whose musical experience had never transcended the phonograph and the local town band have learned to enjoy the music of a symphonic orchestra; vast numbers whose tastes had been limited to popular music have been initiated into opera.

From an address made before the Sphinx Club of New York, January 13, 1925.

Regional Advertising at Regional Rates



The Christian Science Monitor

Published in Boston and Read Throughout the World

ADVERTISING OFFICES

- BOSTON
107 Edmouthe St.
- NEW YORK
270 Madison Ave.
- LONDON
2 Adelphi Terrace
- PARIS
56, Faubourg St. Honore
- CHICAGO
1458 McCormick Bldg.
- CLEVELAND
1608 Union Trust Bldg.
- DETROIT
455 Book Bldg.
- KANSAS CITY
705 Commerce Bldg.
- SAN FRANCISCO
625 Market St.
- LOS ANGELES
620 Van Nuys Bldg.
- SEATTLE
765 Empire Bldg.

ANNOUNCES that on Monday, March 30, it will improve its advertising service by publishing three editions daily—Atlantic, Central and Pacific—in each of which regional advertising will be accepted under a new schedule of rates adjusted to this enlarged service.

An opportunity to use The Christian Science Monitor is thus afforded many advertisers who heretofore have felt they did not have use for its entire circulation.

The circulation of each edition will correspond with the geographical zones indicated on the map printed above, with circulation overseas divided between the Atlantic and Pacific Editions.

An inquiry directed to the Advertising Department in Boston or to any of the Branch Advertising Offices will bring further information.

DISTRIBUTION OF EDITIONS

- ATLANTIC
New England and Atlantic
Seaboard States
Eastern Canada
Great Britain
Continental Europe
Africa
India
Western Asia
Central America
Eastern South America
- CENTRAL
Central, Western and
Southern States
Western Ontario
Saskatchewan
Manitoba
- PACIFIC
Pacific Coast and Mountain
States
British Columbia
Alaska
Yukon
Alaska
Hawaii
Philippines
Mexico
Eastern Asia
Western South America

“Buy What You Can Use”

Written by Our Readers

Investigating Agency Practices

AMERICAN ASSOCIATION OF
ADVERTISING AGENCIES

January 20, 1925.

TO THE EDITOR:

You have put your finger on the issue involved in the Federal Trade Commission complaint, namely, that a conspiracy is charged. Nothing else is involved, for as you say "it would hardly be within the province of the Federal Trade Commission to interfere with an established basis of compensation, as represented by the agency commission system." The Federal Trade Commission complaint is in no way directed at either the principles or the method by which advertising agencies conduct their business, nor are advertising agents individually in any sense concerned in this complaint. The advertising agency system is fundamentally sound and rests upon many years of successful demonstration of its worth.

The present basis of operation will go on uninteruptedly. Advertising agents will continue to develop advertising and make profitable business for both publishers and advertisers. Publishers will go on paying commission to advertising agents because it is profitable for them to maintain the advertising agency system, and they will continue to decline to allow a commission to advertisers direct because advertisers are not in a position to render the service which agents render to publishers in return for the commission.

As to the complaint against the American Association of Advertising Agents, I would say that in due course and before the proper authorities, the complaint will be proved unfounded. The American Association of Advertising Agencies is a constructive force for the betterment of advertising and does not conspire with anyone for any purpose. Its history has been one of real accomplishment and I am sure that this will be clearly demonstrated. Naturally, the association will defend its good name to the limit of its ability and will not permit an unjust charge to go without challenge.

H. S. GARDNER,
President.

Quoting Prices in Industrial Advertising

KEARNY & TRECKER
Milwaukee, Wis.

January 9, 1925.

TO THE EDITOR:

We appreciated Mr. Gray's frank question and answers as to why industrial advertisers are afraid to mention price ["Why Don't Manufacturers List Prices in Industrial Advertising?" December 31 issue, Page 15]. We say "afraid" because, in our opinion, that is the chief reason.

There are still many short-sighted manufacturers who do not care to have their prices too well established, as it would not permit "juggling" in times of depression and keen competition.

There is another reason, not mentioned by Mr. Gray, and while it sounds far-fetched, yet it was brought to our attention by an outsider at the time we started advertising our prices. This party said: "You will discourage inquiries from prospects with limited capital, which your salesmen might otherwise develop into orders by first creating demand for quality and leaving the matter of price until the last."

We answered this criticism by saying that we considered it better to weed out the doubtful prospects right at the start. That while we might lose a few inquiries, this would be more than offset by the gain in confidence of the worthwhile users.

If a manufacturer has high ethics and does not cut his prices—by all means urge him to advertise them. If a few of the leaders will adopt this policy, soon the unethical offenders will have to follow suit. In the long run, the entire industry will be benefited.

GEO. L. ERWIN, JR.

Platinum Mountings for Colored Glass

AMERICAN BUSINESS BUILDERS, INC.,
New York.

January 17, 1925.

TO THE EDITOR:

A "Night Letter to Los Angeles" by Kenneth Goode [ADVERTISING AND SELLING FORTNIGHTLY, January 14, 1925, page 28], is about the best article on the value of copy I ever read. When will advertisers learn that it's the copy that counts and stop filling expensive white space with piffle?

The other day an officer of a direct-mail concern told me he had closed a contract with an advertiser to mail a booklet to selected lists covering the United States. The entire job was to cost about \$23,000. This included nothing for the booklet copy, but the advertiser said he thought he could get the copy for about \$100.

Think of it! Twenty-three thousand for the chassis and only \$100 for the motor—the heart of the whole proposition.

Some time ago a copy man with a big agency told me he had turned out ninety pieces of copy in one week. As this man's salary was \$70 a week, the cost of the copy was about seventy-eight cents per. This is cheap enough to insure worthlessness.

And, oh what a difference good copy makes! Two pieces of copy, both used in the same magazine to sell the same goods brought the following results: Copy No. 1: Inquiries cost \$1.34 each and brought business amounting to \$742. Copy No. 2: Inquiries cost 18c. each and brought business amounting to \$4,452.

Why buy costly platinum mountings for bits of colored glass? Why fill \$5,000 worth of white space with 50c. worth of copy?

Some day advertisers will awaken to the fact that in view of the present cost of white space and that no dis-

counts can be had on the price of postage stamps, the best copy procurable is none too good, and that "the cheapest advertising you can buy is the kind that makes sales at the lowest cost."

WALTER M. OSTRANDER,
Vice-President.

Charging What the Traffic Will Bear

FRANK F. LISIECKI,
New York.

January 15, 1925.

TO THE EDITOR:

Your January 14 issue carries an article entitled, "It's Cost per Reader That Counts," which champions a charge of \$800 for the composing of twelve advertisements by a printer. The sense of this article is that an extremely high price for a product or service is oftentimes justified by some vague intangible value unsupported by proof, but claimed for the product or service by the seller.

I regard this as a dangerous theory and one that no business publication should sponsor. Professional men frequently resort to the same liberal tendency in making up their bills to present to prosperous clients. The result is that many individuals and organizations charge as much as they think the debtor will stand. They ignore comparative values or genuinely equitable bases, and try to take the argument for the defense of such charges out on grounds where economic laws and values do not embarrass them by "showing them up."

Such a tendency borders on the vicious, because most times it permits undue extravagance to creep into the situation to the advantage of seller and the disadvantage of buyer.

"Cost plus," "time charges," "extras" and other inflationary trouble-makers are in the same class and all go toward encouraging fakery and increasing the H. C. L.

F. F. LISIECKI, JR.

The Typical Farm

THE S. S. WHITE DENTAL MANUFACTURING CO.
Philadelphia, Pa.

January 19, 1925.

TO THE EDITOR:

Your typical farm should be an excellent target for advertisers; better for practice than a visionary market. It is not uncommon for classes in general advertising to picture a market in a general way when a study is to be made for an imaginary campaign.

Surveys and researches are being made in every field by practical advertising men—sometimes with amazing discoveries that revolutionize marketing methods, and again with conclusions that are erroneous or misleading because figures have been mistaken for fundamentals, averages confused with actualities, statistics misused for selective analysis.

R. B. SAVIN,
Advertising Manager.

SIXTEEN YEARS OF FEDERAL



FEDERAL'S birth announcement, written sixteen years ago, concluded with: "Put it up to men who know your market."

In those nine words is dramatized Federal's fundamental of organization; a fundamental that is as sound today as it was then, — when merchandising advertising was an innovation and not common practise.

That fundamental is: — a Federation of Marketing Executives, each an authority on distribution, each experienced in the ways and means of making advertising work.

* * * *

Out of these sixteen years, has developed something which we honestly believe will outlive us all — a consistent habit of thinking and way of working — the Federal Method. In plainest language the Federal Method is this:

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Ascertained facts. 2. A fundamental plan. 3. The Interrupting Idea. 4. Separate diagnosis and individual treatment for each advertiser. 5. Behind each account, the full | <p>advisory resource of the Federal Board.</p> <ol style="list-style-type: none"> 6. A triple Federal Operating Contact: <ol style="list-style-type: none"> a. The executive who directs. b. The service representative who creates. c. The detail representative who follows through. |
|---|---|

It is to this conception of agency service that we invite more advertisers of reputable products and services. . . . "The Interrupting Idea" is Federal's monthly contribution to advertising thought. Executives upon application will be put on the mailing list.

THE IRON AGE

NEW YORK, N. Y., JANUARY 1, 1925
 PUBLISHED BY THE IRON AGE COMPANY, 100 NASSAU ST., N. Y. C.
 Entered as Second-Class Matter June 18, 1879, at Post Office at New York, N. Y., under No. 100.

Subscription Price
 Six Dollars a Year

Published Weekly
 Vol. 115, No. 1

Better Than A Boom

¶ The steel industry has come into better times after going through two revolutions in as many years.

¶ In 1923 it went from a 12-hour working day to an 8-hour day, with consequent adjustments whose full effects have not yet been measured.

¶ In 1924 came a Government edict overturning the system under which steel had been marketed in the United States for more than a generation. Steel makers and steel users look for many resulting shifts in their various spheres of competition, and are studying more intensively than ever their manufacturing and marketing problems.

¶ Apart from these basic changes, both producers and consumers of steel have found business beset with special difficulties in the past two years and the price of success steadily rising.

¶ Some are looking on the election result as a promise of fair weather. To have overwhelmed radicalism means much—yes. But the election has opened up no magic road to prosperity. It has done a better thing in showing how many millions of the American people think well of economy and the other old-fashioned virtues they find in the President.

¶ Business well may take its cue from that approval. If prices have not been satisfactory, simply getting them higher, where that is possible, will not be a cure-all. There must be a steady pushing forward of the work on which some far-seeing producers have been making good headway—stopping waste, increasing output per man, and cutting cost of marketing.

¶ That program sounds familiar; but it would be a mistake to put it aside and just join the shouters for an easy boom, even if that would bring it.

Annual
 Review
 Number
THE IRON AGE
 January 1
 1925
 644 Pages of
 Advertising

It is an Institution

*The World's Most Dependable Industrial
and Market Paper*

The House Organ as a Substitute for the Salesman's Hat

By Arthur T. Corbett

ONE of the distressing things about a sales manager's job is that he can never for a minute forget the human side of his problem and concentrate on sales strategy as such. Let him map out a wonderful sales campaign based on scientifically laid out territories, scientifically determined sales quotas, and carefully reckoned prices and discounts, backed by a well-conceived advertising campaign addressed to the general public, and before it is fairly under way something is almost sure to happen to the human part of the sales machine to upset his calculations. More than likely something serious, such as the resignation of Baker, his star salesman, covering the company's most important territory.

Now Baker, being a human being first, a salesman second, and an employee of any particular company third and last, has been spending his time, as has every other man on the sales force, establishing himself with the dealers on his territory, first as Baker, good scout; second, as a salesman (of print goods we'll say); third as a representative of the house that happens to be paying his salary at the time. This in response to the elemental urge of the first law of nature.

And so when, on the first of the following month, Baker starts out on the same territory with sample cases and price-lists of another and competing line of print goods, if his sales manager has been asleep he may wake up to find that Baker has been carrying the patronage and goodwill of the trade of that territory, not in his sample case at all, but under his hat. And he may have to neglect his masterfully planned sales campaign while he plunges into the pressing problem of salvaging his best territory.

This happens over and over again, and it cannot be prevented entirely so long as salesmen are human beings. But it can be anticipated and to a certain extent forestalled, and it behoves the alert sales manager to recognize his respon-

sibility and do everything he can to protect his house and his reputation as a sales manager.

Let him put himself in the dealer's place—or the buyer's place if the line is sold within industry and not to the public—and try to picture his own company, which we will call the American Print Goods Company.

As a dealer or buyer, how would he think of this company: As a group of buildings some place off in New England from which cases of merchandise, invoices and adjustment letters are received from time to time? Or as a big advertiser in the national magazines? Or as Baker, a likable sort of a salesman who comes around every so often with his sample cases and a stock of new stories? Or as a confused picture made up of all three of these elements, with Baker's face shining out rather prominently because he actually comes right to his desk or counter and talks to him in a friendly, natural way every few weeks?

In any case, the American Print Goods Company's interests are not protected as well as they might be; Baker is too likely to be carrying the trade under his hat.

THIS fact is one every sales manager should face squarely: *No territory is really safe until the dealers or buyers on that territory think first of the company, and second of the salesmen representing it.*

Nor is it enough that the trade think first of the company—it must think favorably of it, and have a friendly feeling toward it, arising out of acquaintance with its policies, aims and ideals, and respect for them and for the products and personnel of the company.

It has always seemed to me—and perhaps I should add that I have made something of a study of the subject—that no other agency or instrument of advertising and selling is so well suited to building up this feeling of acquaintance and friendship between a company and its customers, scattered over the

map as they generally are, as a small, well-edited house organ.

It has several distinct advantages over other forms of publicity. In the first place, it can be made more intimate; it can reveal attitude, express ideals, introduce personalities, gossip over affairs of mutual interest, and treat the news of the business in a chatty and informal way.

IN fact, it can register *personality* just about as effectively as salesman Baker can, with this important difference, that it is registering the personality of the company instead of one of the company's salesmen. And with this important advantage, that instead of detracting from Baker's success as a salesman for the American Print Goods Company, it is helping him to be more successful because it is building goodwill and buyer-acceptance for the line. It is, however, protecting that success for the company; it is developing friendship that is not so easy for Baker to transfer to another line, should he be lured away by a more attractive offer.

Another great advantage is this, that whereas Baker will talk to his customers only about those features of the merchandise, or the company policy, or the advertising or the sales program that appeal to him personally, with a house organ all the important factors of the business can be featured, with space and enthusiasm devoted to them in proportion to their importance to the business.

Some three years ago a Southern manufacturing concern discovered the value of a house organ in connection with this very problem. A new idea had been introduced into the company's magazine and newspaper advertising, an idea which absolutely required the close cooperation of the dealer if it was to be successful. Somehow, the sales manager could not seem to get the sales force enthused over the new idea; it required study on the salesman's part and considerable explaining to the dealer, and salesmen seem

[CONTINUED ON PAGE 64]



70% of Household's 1,663,712 Subscribers Own their own Homes

HOMES—All over America! Mostly in Small Town America. Modest cottages—bungalows—mansions—estates. 1,164,598 of them—and the families that live in them and *own them!*

That's 70% of the Household Magazine's circulation—owners of their own homes. The percentage of home ownership has just been established by a nationwide questionnaire to Household subscribers.

Let Household introduce you to this exceptional market for everything for the home—Home Improvements of all kinds, Building Materials, Paint, Cement, Varnishes, Wall Finishes, Bathtubs and Bathroom Fixtures, Heating and Lighting Systems, Lawn and Garden Tools, Home Furnishing, Rugs, Linoleum, Furniture, Pianos, Radio, Phonographs, Electrical Equipment, Vacuum Cleaners, Irons, Laundry, Machinery, Kitchen Equipment—1001 items of home luxury, comfort, convenience or utility.

Also—the most responsive market for *everything* that prosperous people buy.

Let us bring you this complete analysis of home ownership—one of the most thorough ever made. Make *your* Product a "Household" Word.



The HOUSEHOLD MAGAZINE

Advertising Headquarters
608 SOUTH DEARBORN ST.
Chicago, Illinois

Topeka, Kan.
ARTHUR CAPPER
Publisher

Eastern Office
120 W. 42nd ST.
New York, N. Y.

THE 8-pt PAGE

by
Odds Bodkins



I HAD thought all the changes had been rung on the "week" idea, but I discover that I was mistaken. Recently the laundry interests sprung a new one—a laundry "week." But give them credit, they didn't put on a Wet Wash Week, or a Clean Collar Week. They organized a Visitor's Week, and their invitation, as featured in the American Laundry Machinery Company's advertising, invited folks to visit their local laundries during this particular week.

This seems to me to be a really good "week" idea.

—8-pt—

Alexander B. Greenleaf, who is connected with the industrial sales department of the People's Gas Light & Coke Company, of Chicago, stopped in at the FORTNIGHTLY office for a few minutes today and during the course of his visit mentioned that it was a policy of his company to pay half of the subscription price of any business paper to which any of its employees wished to subscribe personally.

This is an idea that many other concerns might adopt. By sharing the cost of the subscription, the company established its interest in its employees; while the requirement that the employee pay half insures that he or she will not take the subscription so much as a matter of course, but will look upon the publication as in the nature of a personal investment and treat it as such.

—8-pt—

The pastor of my church handed me a card from the Jell Manufacturing Company which outlined a scheme for raising money for church purposes. What interested him most about the card was a note on the address side reading:

POSTMASTER: If addressed to a clergyman or any person who has removed, kindly deliver to successor or to any church or organization member.

Surely, this card ought to reach some good prospect, even if the mailing list had gone to seed! The idea is capable of application to many other mailings.

—8-pt—

The following excerpt from a talk by Homer Buckley is referred to sales managers:

If I were to hire a hundred salesmen tomorrow morning, give them sample trunks filled with merchandise, an itinerary and expense money and start them out on the road, they would auto-

matically group themselves in three divisions: 30 per cent would send in orders immediately; 50 per cent would begin to alibi—prices too high, competitors sell at greater reduction—competitors have us beaten on style, etc.; 20 per cent would be absolute failures.

If I were a sales manager I should like to check up my men against these figures; and I believe I should find some way to use them, also, to make my sales force sit up and sell.

—8-pt—

I see by the *Y C Bulletin* that by 1930 South Africa expects to export 7,000,000 boxes of oranges a year. Is some forward looking agency soliciting this account?

—8-pt—

The Christmas number of *The Advertiser*, published by the Adcraft Club of Detroit, is an unusually handsome one, with a most attractive cover in colors, done in an interesting technique.

But the colorfulness of the cover did not blind me to the new Adcraft Club seal by Wesley I. Neff, which appeared



on the first page. I think it is one of the most attractive I have come upon in a long time. It would be striking done in colors.

In this issue also was printed the Advertiser's Creed, written years ago by E. St. Elmo Lewis, but still full of vitality and good sense:

THE ADVERTISER'S CREED

I BELIEVE that this is a just world and that even advertising men will get all they deserve.

I BELIEVE that Advertising is a Science and the practice of it an Art worthy of my best thought and effort.

GIVE ME time to study hard and the leisure for quiet thought; an open mind towards the wisdom of Seasoned Experience, and a ready ear that I may hear the Heart Beats of the People.

PROTECT ME from the Cant of the Unfailing System, from the temptation to knock the work or character of another, and from the necessity of advocating a damnable bad cause for good wages in preference to a good one for poor.

GIVE ME Charity, Good Cheer and a minute or so for the Beginner and the

Plodder, while practicing at all times the Noble Art of Minding my Own Business.

GIVE ME strength to be a Booster always—a Kicker never—and that I may always play the game like a gentleman.

AND IN the end, may God protect me from the belief that I am superior in knowledge or performance to my brothers, and find me a place in the Sacred City of our Ideals.

—8-pt—

I was interested in this paragraph from a recent report of a large business concern to its sales representatives:

"Statistically there are evidences that business has stopped growing worse and that it is slightly improving. What improvement there is, however, is so far almost wholly on paper and in people's minds."

Well, improvement always has to start in people's minds. If we have reached that stage of "comeback" we ought to have good business this winter.

—8-pt—

From England comes a copy of that most modern of all publications, *Airways*, which makes the boast of being "the only air travel magazine."

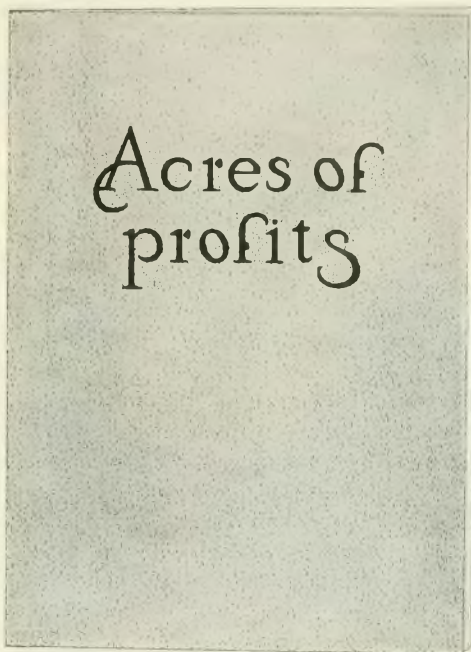
It is a well-printed 44-page publication with generous advertising patronage and a general atmosphere of having come to stay. To open it and leaf through its pages, and dip into its text and its advertisements, is like peering into the future. I recall having experienced the same sensation when, years back, I came upon the first automobile journal. As I then became convinced that, improbable as it seemed at the time, we should all eventually ride around in rubber-tired motor cars, I feel convinced now that we shall all fly—and that reasonably soon. *Airways* is more than a publication of the present; it is a herald of the future.

—8-pt—

A letter from "Results" folder gave me the "inside" figures on the returns from an advertisement featuring a beauty calendar and a sample. My correspondent wrote, "This advertisement pulled 5326 dimes yesterday, which is a record for us for a single day's pull, on one advertisement."

Can any reader beat this record?

Acres of profits—yes, millions of them. But where are they? That is the question answered in this book



THIS new book, "ACRES OF PROFITS", just issued by The Farm Journal, illustrates graphically and precisely where the acres of profits are. The rich sales territories and the barren wastes are clearly defined.

The density of trading centers; the proximity of buyers to towns; the proportion of stores of different kinds in each section; the percentage

of farms, farm wealth, improved roads, farm cars, farmer-owned farms in each section—this is the kind of information that is given in "ACRES OF PROFITS".

If you want a vivid picture of sales opportunities by territories—graded according to volume of buying and economy in selling—send for a copy today—gratis to any sales or advertising executive.

The Farm Journal

first in the farm field

PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

SEATTLE

SAN FRANCISCO

LOS ANGELES



A book for those who use Direct Advertising

THE DIRECT ADVERTISING BUDGET: Notes on the most economical means of using direct advertising. Edition limited.

THIS is a text book and, being in no sense an advertisement, merits the serious attention of all men who are interested in the investment of money for advertising purposes and who hope to receive adequate returns for the money so invested.

It has been published in a limited edition and a few copies are still available for those executives who use, or who are in a position to use, direct advertising as a definite advertising medium to reach retail dealers, wholesale distributors or selected prospects.

To such executives THE DIRECT ADVERTISING BUDGET will be gladly sent free. To others the price is one dollar.

EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West

Glendale 5000

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

The Future of the Motor Industry

[CONTINUED FROM PAGE 17]

system of overstocking them by force. Next is the banker's limitation of sales by credit on dangerously easy terms (bear in mind that 75 per cent of autos are sold on "time"). Next are the discouraging conditions of driving in nearly all cities of over 100,000 population, with the large cities in a positively shocking state. Next is the used car problem; and following that is the good roads problem.

HERE are two handfuls of considerations of the most serious kind. What are automobile manufacturers going to do with them? Some of them appear to be attempting to scale blank stone walls which will only rise higher if another number of automobiles equal to that of 1924 is sold this year.

The big companies can finance selling abroad, which is one big way out (only 10 per cent of sales are export sales at present). Also they are able to follow Ford downward in price. Studebaker, Ford and General Motors have made, or are making, themselves into "vertical trusts"—which is the steep path that successful automobile leadership now must tread. They have iron foundries and parts factories (in Ford's case even his own ore mines), and they utilize the very gases of the furnaces and the sawdust of the lumber mills, after the legendary manner of the pork packers.

We have today 17,000,000 automobiles in the United States. This is getting pretty close to one per family if a lot of families who are not possibly new car buyers are counted out. Still there are automobile statisticians who say this is only "half" of the potential market. They figure that 80 per cent of the gainfully employed people in the United States (about 40,000,000) are car-buying prospects capable of absorbing 33,000,000 cars. When that stage is reached, they aver, the annual replacement market alone will be 5,000,000 cars per year. They say that in 1930 the registration figure will be 25,000,000 cars. This is 9,000,000 cars more than in use now.

Taking these optimists at their own estimate, what becomes of the automobile manufacturing pace? At the present rate—even 1924's restricted rate—this additional number of cars will be supplied in three or four years, even counting replacements. We will then, according to the optimists' own predictions have reached real saturation, without very heavy sales for the next five years. In the meantime, the New York Police Department has already thrown up its hands at traffic conditions and even a city like Washington has sent out a call for help. What, it may be asked, is to be done with the 55 per cent further congestion?

Closer and more critical study of the



EST. OF J. A. HARRISS, NOROTON, CONN.

TRENTON, NEW JERSEY

"The City of Diversified Industries"

Is Known Throughout the Country for its
TILE

TILE—the product of four large factories in Trenton—which is manufactured in a wide variety of colors and designs, is extensively utilized for floors and walls in subway stations, as well as for bathrooms and fireplaces in hotels, public buildings and private homes throughout the country.

Ceramic Mosaic Tile, which is recognized as the most durable and attractive material for indoor and outdoor swimming pools, was first introduced for that purpose by the Robertson Art Tile Company of this city.

The manufacture of tile greatly adds to the value of Trenton's industrial output and insures employment for many workers.

This is number eight of a series showing the industries of Trenton. For reprints of other advertisements, contact "P."

Trenton Times

TRENTON, NEW JERSEY

Kelly-Smith Co.

NATIONAL REPRESENTATIVES
 Marble Bldg. | Lytton Bldg.
 New York | Chicago

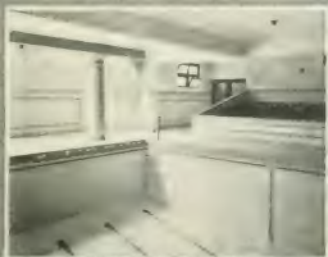
Pictures through the courtesy of The Robertson Art Tile Co.



HOTEL
Old Point Comfort, Va.



SUBWAY
Philadelphia, Pa.



Y.M.C.A.
Trenton, N. J.



ATHLETIC CLUB
St. Paul



Y.M.C.A.
Springfield, Mass.



ATHLETIC CLUB
Detroit

First! again in Okla.

IN 1924, and for the third consecutive year, the Tulsa World led ALL newspapers in the state in advertising volume, publishing 9,496,536 lines of paid display and classified advertising (exclusive of legal notices.)

Tulsa IS a Morning Newspaper City

TULSA WORLD

*Oklahoma's
Greatest
Newspaper*



Wm. C. KEAN

SPECIALIZING
in Woodcut
Effects, Still Life
and Shoe Drawings

10 HIGH STREET
BOSTON

number of cars in use in the United States shows that five states, New York, California, Ohio, Pennsylvania and Illinois (in which most of the larger centers are), have now more cars than the entire United States had as recently as 1918. California now has one car for less than every three persons—practically one for every family.

It is all very well to say that if the rest of the United States was brought up to California's level we would have 40,000,000 cars, but such a hope is obviously ridiculous, since the large cities could neither afford nor house nor handle as traffic such a number of automobiles. As a matter of fact, Iowa, Kansas, Minnesota, Missouri and North Dakota now have one car for less than each five persons, which, when it is considered that 4.6 persons is the standard computation for a family, is practically one for each family.

To look at the situation positively and from a hopeful selling point of view it would appear that the South and the Southwest are the best 1925 stamping grounds for sales. Alabama has the fewest cars per capita. The largest percentage gain in 1924 was made by Florida, 42.5 per cent, while North Carolina had 39.9 per cent and Mississippi 28.4 per cent increase. Considering that the average increase was only 17.5 per cent for the whole country and considering also the improved cotton situation and the extensive remedying of the one-crop evil with varied crops now going on, there is good ground for expecting good sales in the South.

THE average life of a car is now eight years. It was six years only recently, which indicates a further factor of sales limitation. There were 874,472 cars discarded last year.

These are facts, and stern facts. The automobile industry must face them with a higher degree of generalship than has yet been evidenced. The startling truth is that our entire system of roads and streets and building must be altered to meet the proposed automobile era. Actually many billions of dollars will have to be spent in remaking streets and roads, which have all been laid out with a small number of vehicles in mind. Such a program is naturally financially impossible to accomplish, at the speed which present automobile growth would demand. This means a slowed-down pace for the auto makers.

From a merchandising point of view, then, the automobile field will this year be highly competitive. It will demand vigorous advertising campaigns, and closer dealer cooperation than the automobile field has ever known. Ford is rumored to be about to launch a \$4,000,000 newspaper campaign, and at least a dozen other automobile companies are laying plans for increased advertising (Overland, Durant, Flint, Rickenbacker, Cadillac, Packard, Peerless, Pierce Arrow, Essex, etc.)

What is more, the time-honored in-

anities of automobile copy are due for retirement. The "billboard," "announcement," performance boast and bombastic "atmosphere" type of copy will, in all likelihood, give way under pressure to a more able, creative, educational type of copy.

A. B. Hardy, president of the Olds Motor Works, a General Motors division, and C. F. Kettering, president of the General Motors Research Corporation, both admit that the saturation point has now been reached. While still retaining the inalienable optimism of their industry, these men have respect for facts. They point out that while in 1922 there were about ninety exhibitors at the automobile shows, there were only fifty this year; indicating that in three years' time the active manufacturers have been reduced by almost half.

"The saturation point is reached, and might as well be faced," says Mr. Hardy. "Figures for 1924 show that seventeen companies manufactured and sold 96 per cent of all cars merchandised in this country—leaving but four cars in every hundred to be divided among the other thirty-odd makers. It is likely that in 1925 these seventeen leading companies will do their utmost to sell 98 per cent of the total number of cars sold."

Mr. Kettering was not afraid to announce the arrival of the saturation point to the Oldsmobile dealers at their dinner during the show. There will be millions of cars sold in 1925—at least as many as in 1924, in the opinion of these men. But the end of the abnormal demand for cars which has prevailed during the past decade is certainly here, in the opinion of both men.

Automobile men went home from the shows more soberly calculating their future than has been the case for a long time. This is evidenced by the fact that a production for the first quarter of 1925 of 750,000 cars and trucks is estimated, as against 1,000,000 production in the same period last year, although only 800,000 were sold.

Hutchins Advertising Company, Inc.

Rochester, N. Y., has been retained as advertising agent for the Pfaudler Company, same city, manufacturers of glass-lined tanks.

George Batten Company, Inc.

New York advertising agents, have elected F. R. Feland and Nat W. Emerson, vice-presidents of the concern. It is expected that William J. Boardman, who has resigned his vice-presidency after twenty-eight years of service, will retire from active association this year.

Albert Frank Company

New York, has been appointed to direct advertising for the Gray Goose Golf Ball, manufactured by the Huntington Manufacturing Company, Philadelphia, and distributed by the Baker & Bennett Company, New York.

A MILLION A MONTH PLUS A MONTH AND THEN SOME

NINETEEN TWENTY-FOUR is past, but for us it established a record. For in November and December we earned first place in Cincinnati. In December The Enquirer carried 1,311,506 lines, leading one evening paper by 20,790 lines, and the other by 533,414 lines.

THE total lineage of The Cincinnati Enquirer in 1924 was

13,388,214 Lines

—leading all papers in Classified, Automobile, Radio, Furniture, Resorts and Travel, Financial and Building Material advertising.

1925 looks even more promising, as many national advertisers are following the lead of local advertisers and putting the daily Enquirer on their schedules.

The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

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

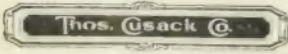
I. A. KLEIN
76 W. Monroe St.
Chicago

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

Everybody
knows
CUSACK
because
everybody
sees
outdoor
advertising



Most of
the best
known
national
advertisers
use this
powerful
medium



CHICAGO
Harrison, Loomis and Congress Sts.
NEW YORK
Broadway and Fifth Ave. at 25th St.
BRANCHES IN 48 PRINCIPAL CITIES

Radio's Relationship to Advertising

[CONTINUED FROM PAGE 32]

Is it conceivable that the situation thus created—a situation that could not have been brought about by any other means—will not eventually redound to the advantage both of the artist and the concert manager?

Approximately eighteen million dollars, I am told, has been spent in advertising the products of the radio industry in the year 1924. After three years of pioneer work radio has taken a place in the advertising pages of publications as one of the front line protagonists of the value of the printed word. And the industry is still in the early days of its development.

STATISTICS indicate that there is San automobile for one out of every ten persons in the United States; there is a telephone for one out of every eight persons in the land; but though radio is rapidly becoming an essential service, there is yet but one radio set for every thirty-five inhabitants of this country.

The task of selling the others must be done by advertising in the newspapers and magazines of the United States, supplemented by word-of-mouth advertising. It cannot be done by radio broadcasting, because radio broadcasting, in the main, reaches only those who already have sets.

It is quite true that seeming miracles are being wrought by radio. The day will come, I believe, when a message written by a newspaper correspondent in London will be flashed photographically by radio into the newspaper offices—when a photographic copy of an editorial in a French newspaper can be transmitted the whole length of the ocean in a fraction of the time it now takes to send a summary.

Perhaps we may carry our imaginations further and translate the recent scientific achievement, that resulted in sending a photograph over the ocean, through the ether, into a system that might permit photographic reproductions of distant scenes right in the home, through the same agency that now carries the human voice and music.

But in whatever direction radio may develop, it will be, I believe, toward supplementation, not substitution. The truth is that books, magazines and newspapers achieve something that radio cannot achieve, conversely the security of radio, and its assured permanence, lies in the fact that it provides a different service than the printed word ever rendered, or ever could render.

Motion pictures succeeded and grew into an industry and a recognized form

of entertainment, not because motion pictures supplanted the spoken drama, but because they achieved effects which the spoken drama could not achieve; and by the same token, the spoken drama has survived and will continue to grow, because it ministers to an emotional need which motion pictures can never meet.

New arts and new industries fortunately have a way of creating new opportunities for other industries and the only instance of complete extinction by competition that comes to my mind at the moment, is that of the old horse-car, which finally disappeared. I doubt whether any one regrets the passing, least of all, the horses.

At the bottom, however, of most discussions as to the relation of radio to the newspaper, there appears the supposition that the possible development of a definite program of advertising which might be broadcast by radio, would subtract from the purpose or value of newspaper or magazine advertising. I have already given an approximation of radio advertising alone, which added during 1924 eighteen million dollars to advertising revenues in newspaper fields.

Whether, within the obvious limitations of the spoken word, a successful form of advertising can be developed through the broadcasting station, I cannot say. If the experimental plans now in effect by other broadcasting interests should result in some permanent form of radio advertising, I believe it would be largely supplementary to publication advertising, either adding to or strengthening the printed message.

BUT of this I am certain, the standards of newspaper advertising should also apply to the standards of the air, and no advertisement should be broadcast without the plain advertising label.

Possibly a few outstanding experiences of radio broadcasting will make these relationships even clearer.

Radio gave the full debates at the three national political conventions last year. I am told that newspaper circulations showed an increase during these periods.

Radio in the metropolitan district of New York has broadcast the Sunday services from two well known churches. Attendance, I am informed, is increasing steadily.

One of the leading theaters in New York has regularly broadcast its Sunday night musical program. Result: A packed house all week. Radio has been giving full reports of football

PLAINFIELD, CONN. The Lawton Mills Corp. has returned to a full time schedule. Employees of the spinning department have accepted a wage reduction.

WATERFORD, CONN. The Jordan Mills, which are running day and night, are installing 6 new looms, making a total of 24.

***FINGERVILLE, S. C.** The Franklin Process Spinning Mill is being electrified and will be put on a day and night schedule as soon as present construction activities are completed. Twenty-four operatives' homes are now being built. The company recently discarded 1,440 old spindles and installed 2,772 new ones. Lockwood, Greene & Co., Boston, are the engineers in charge.

MEDWAY, MASS. Night work was resumed at the plant of the Fabyan Woolen Co. on Jan. 12, giving employment to about 125 hands. This shift was laid off about three months ago.

BRISTOL, TENN. Tenneva Hosiery Mills have awarded contract for 100 additional knitting machines to be installed in their plant here.

TEXTILE MILLS ARE BUSY

GLOVERSVILLE, N. Y. The E. L. Collins Co. is maintaining a schedule of 24 hours daily.

ATLANTA, GA. The Gate City Cotton Mills plan construction of an office building to cost between \$6,000 and \$7,000. J. C. Atlanta, are the architects.

BALLSTON SPA, N. Y.—The Ballston Knitting Co. is maintaining full time schedules in all departments.

GREENVILLE, S. C. The year 1925 begins with all cotton mills in Greenville and the Piedmont section operating on full time. In a few instances announcements have been made that full-time night work would be resumed at once, while other plants are running part of their equipment at night.

GA. A substantial bonus on the 1924 profits was recently paid all employees of the Manchester Cotton Mills who had been identified with the mills for a certain period. Officials of the company state 1924 was a fairly good year, but that the outlook for 1925 is much more promising, the mills having orders in hand to insure steady production for some time.

SHILLINGTON, PA. The Shillington Hosiery Mills are running on a full time basis and are said to have booked orders to insure the continuance of this schedule for at least three months to come.

EAST ROCHESTER, N. H. The Cocheco Woolen Mfg. Co. is arranging for an immediate increase in working schedule from 50 to 54 hours per week, giving employment to a full working force.

CEDEARTOWN, GA. All employees of the Cedartown Cotton & Export Co. received a liberal bonus recently as a part share of the profits of the company during the past year. It was announced by Charles Adamson, president of the company. The firm enjoyed a prosperous year in 1924 and the outlook for this year is very promising, according to Mr. Adamson.

***COVINGTON, TENN.** Officials of the O' Cedar Mills, Inc., have announced that the proposed improvements to the plant here will probably be carried out during the early part of this year, the company having recently decided to make such improvements at a cost of about \$500,000. The company has received authority to issue \$700,000 in bonds for this purpose. Plans include a large new building and improvements to the existing plant.

CARLISLE, PA. C. H. Masland & Sons, Inc., tapestry and velvet carpet and rug manufacturers, are having plans drawn for the construction of a storage building and machine shop. Bids are being sought and machine shop. Bids are due Jan. 20. Lockwood, Greene Co., engineers, are in charge of the new building.

CHATTANOOGA, TENN. The Dixie Spinning Mills have determined final plans for their proposed enlargement recently reported. They will build a two-story 106 x 107 ft. addition to be equipped with 3,000 spindles and auxiliary machinery, the cost to be \$250,000. Home building 20 cottages. Contractors are being sought.

***SHELBY, N. C.** Ground was broken on Jan. 8 for the new Ora Mills to be erected west of Shelby under the direction of J. E. Sirrine & Co., engineer Greenville, S. C. The mill will contain 6,000 spindles.

GLENS FALLS, N. Y. The Champlain Silk Mills have increased operations in several departments which were running at a reduced capacity.

PROOF

THE clippings shown on this page were taken from a single issue of Textile Advance News—the service publication for the TEXTILE WORLD'S clients.

***SHELBY, N. C.** Ground was broken on Jan. 8 for the new Ora Mills to be erected west of Shelby under the direction of J. E. Sirrine & Co., engineer Greenville, S. C. The mill will contain 6,000 spindles.

GALVESTON, TEX. The industrial committee of the local Chamber of Commerce is making a complete investigation into the cost of construction and operation of a 14,000 spindle cotton mill.

Textile World

Largest net paid circulation in the textile field

Associated Business Papers, Inc. Audit Bureau of Circulations

Bragdon Lord & Nagle Co.
334 Fourth Avenue, New York City

***SHELBY, N. C.** Ground was broken on Jan. 8 for the new Ora Mills to be erected west of Shelby under the direction of J. E. Sirrine & Co., engineer Greenville, S. C. The mill will contain 6,000 spindles.

***GOODYEAR, CONN.** The Goodyear Cotton Mills, Inc., will shortly install a new battery of twisting machines to meet increased production demands. Electric transformers have been installed for the operation of the plant by electricity. Power supplied locally. Power requirement with the new machinery will be nearly 2,000 h. p. The company's new power plant will be relied upon to furnish power for lighting only.

S. JOHNSVILLE, N. Y. The United Spinning Co. has increased operations at its mill here, now running at near capacity.

SHAMOKIN, PA. The Shamokin Hosiery Mills are running on a full capacity schedule, and will continue on this basis throughout the winter. The company is said to be arranging for early installation of additional equipment for increase in output, particularly in the line of hosiery.

WINDHAM, ME. Work is progressing rapidly on the 120 x 24 ft. addition to the mills of the Windham Mfg. Co. It will house additional stock dyeing and drying equipment. The new boiler house has just been completed and two 150 H.P. boilers installed. This mill has operated almost continuously on a day and night schedule.

GREENSBORO, N. C. Practically all the mills in the city are operating on a capacity near capacity basis, with the officials of the various companies optimistic over the outlook for 1925. The Georgia Leno Mills are operating five days a week. The Rushton Cotton Mills are operating full time, as is also the Georgia Leno Mills.

***SACO, MAINE.** The William T. Reed Co., Boston, Mass., have completed their contract covering the construction of the new storehouse for the York Mfg. Co. at Saco, on which Lockwood, Greene & Co. are the architects.

WATERTOWN, N. Y. The Shaughnessy Knitting Co. has installed new machinery with a view to expansion of business during 1925.

***ASHVILLE, N. C.** Sayles Finishing Plants, Inc., of Saylesville, R. I., will proceed with the erection of a piece goods finishing plant and village for employees on the site it purchased near Biltmore several months ago. The buildings for the plant will be of reinforced concrete, and plant will have a weekly capacity of 1,000,000 yards. A steam power plant with extraction type turbine generator to develop about 1,000 KVA will be erected. Machines will be motor driven and exhaust steam

In What Size Towns Do Farmers Buy

Groceries
Drugs
Hardware
Furniture
Dry Goods
Men's Clothing
Women's Clothing



There has been a lot of "guessing" on the above question.

We have some "exact" information on the subject which we will be glad to send you. Just ask us for it.

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor

Graham Stewart
Advertising Director

games from the field. The biggest season for attendance is reported this year.

The newspaper has been quick to perceive the promise of radio communication. It is comparatively fresh in the memory when three-fourths of the world's surface stood "uncovered" on the newspaper map. The great oceans, despite the cables which spanned them, offered an unsolved problem to modern systems of news gathering. The accidents and tragedies of the seas remained either buried in unfathomable mystery, or were pieced together days and sometimes weeks after the events, from meager stories of survivors.

TODAY, every modern newspaper in the country is in touch by radio with nearly every ship that sails the seas. A call for help from darkest mid-ocean is registered within a few minutes in every newspaper office in the land. Details of a marine tragedy are on the printing presses before the rescuing ships are able to reach the vessel in distress. The story developed by the visit of an interesting personality from foreign shores may be continued daily as his ship speeds her way across the ocean. This is the gift that ship-to-shore communication, made possible by radio, has brought to the service of the newspaper.

Insofar as radio may attempt to serve the listening public with a digest of current news, it is the herald of the newspaper. It announces in "headlines," as it were, that impel millions of listeners to seek in the press the necessary details or the raw material of public opinion. In the broadcasting of public events radio makes every listener a participant. The man who has "attended" a political convention by radio reads the newspaper accounts of the convention with added zest, just as those who have been present at a première performance at a theater are keen to compare their own observations with the reactions of the dramatic critics who review the play for the newspapers. The same is true in the field of sports, as in the broadcasting of a major prize fight, or world series baseball game.

The limitations of radio broadcasting in relation to the functions of the newspapers, are not less evident than the advantages. Radio, it is clear, has a great cultural and educational destiny, but it can never replace the newspaper in giving a historical record of the news of the day. Radio can broadcast briefly stated facts at fixed hours of the day or night or make initial emergency announcements as news may develop. But beyond this there is no more likelihood that the broadcasting station will displace the newspaper as the chronicler of the news, than that the public will ever be willing to abandon written history for the word-of-mouth records of times gone by, or that it will desert the classroom for a radio lecture course, or abandon the opera for a general

FREDERICK A. HANNAH AND ASSOCIATES

BUSINESS MANAGEMENT - FINANCING
MARKETING COUNSEL

32 WEST 40th STREET - NEW YORK

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly" The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 12,422 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, hosiery, hatery or shoe-store goods. Member Associated Business Papers, Inc.

THE WORLD IN PICTURES

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

EWING GALLOWAY

15 E. 40th St. New York



The Only Denne in
Canadian Advertising

We give "on the spot" Counsel and Service in your Canadian Advertising, based on years of practical experience in this field. Ask our sales-men methods and media.

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

musical program broadcast through the air.

To the press, on the other hand, as to no other influence, radio owes a great debt of gratitude. When its voice was still weak, the promise of radio found its expression in the newspaper columns. The radio section of the modern newspaper is a unique educational forum attended by millions of readers, who are being given an exceptional insight into a new art and a new industry. It is the newspaper also that has helped to attract to the broadcasting stations high grade talent from entertainment and educational fields.

The newspaper, the magazine and the radio broadcasting station may well walk down the broad highway of public usefulness arm in arm. I gladly acknowledge radio's debt to the printed message. Neither does, nor should pretend to do, what the other does so well. In serving a single master—the public—they might well adopt the motto of "The Three Musketeers"—"One for all, and all for one."

American Forestry Program Committee

Lou E. Holland, president of the Associated Advertising Clubs of the World, has appointed a committee of advertising men to co-operate in securing the observance of Forest Protection Week, April 19-25. Those on the advertising committee are Malcolm Muir, vice-president, McGraw-Hill Company, New York; James Wright Brown, publisher of *Editor & Publisher*, New York; Louis Wiley, *New York Times*; Walter Deardon, Strathmore Paper Company, Mittineague, Mass., and Gilbert Hodges, of the Frank Munsey organization, New York.

Ludlow Typograph Company

Chicago, has appointed Virgil V. Evans as sales manager with general supervision over the United States and Canada. A New England district office has been opened at 261 Franklin Street, Boston, Mass., with P. I. Robbins in charge. A Southern district office has been opened at 312 Palmer Building, Atlanta, Ga., with Murray Howard in charge.

Miss Elsie Wilson

Treasurer of the League of Advertising Women, has joined the active staff of the American Fair Trade League. Miss Wilson was formerly advertising and sales promotion manager for the York Safe and Lock Company, and has also been with the Frank Presbrey Company, the Fairbanks Company and Robert H. Ingersoll and Brother.

A. N. A. Executive Committee

At a recent meeting, adopted a resolution urging the members of the organization to use their influence to curb the advertising of cures for tuberculosis and cancer.

To Advertising Agencies—

YOUR clients who sell through dealers would like to have you show them how they can conduct Dealer-to-Consumer Campaigns without cost to the client.

a.d.a. Does It!

This exclusive system of dealer-to-consumer advertising is paid for by the dealer, merchandised by the manufacturer, and produced by us in conjunction with the agency.

Without adding a dollar to the clients' appropriations, or to your production costs, a.d.a. increases your billing by many thousands of dollars and your commissions proportionately.

We will be glad to present facts that will convince you that you ought to recommend a.d.a. to some of your clients.



THE CAXTON COMPANY
Cleveland

Edwin L. Shuey as an Advertising Manager

[CONTINUED FROM PAGE 28]

stockholders to earn dividends as consistently as was possible.

Mr. Shuey believed in salesmanship—personal salesmanship of the highest order to sell the dealer and to teach him and his clerks how to sell the consumer. He believed advertising was useful only as far as it was usable. He gave as much thought to an annual appropriation of \$20,000 as if he had ten times as much to spend. Once I heard him tell the story of a preacher who apologized for preaching a long sermon because he had not had time to prepare a short one.

Mr. Shuey carefully considered everybody's ideas and I never saw him resent a suggestion or exhibit any impatience when he was offered advice which had no bearing whatever on his problems. I saw him one day administer a rebuke to a group of salesmen which was the more effective and clever because he practically told them that none of them knew enough about advertising to advise him, but he did it in a way which amused them intensely.

In selling the advertising to the salesmen Mr. Shuey and I had urged them to read it carefully and let us have their comments. They took us at our word and started in to tell us when, where and particularly how we should advertise. They misunderstood our request and thought we were inviting criticisms. They showered us with quotations from John Wanamaker, Marshall Field and John H. Patterson.

FRANKLY I was baffled. Instinctively I felt that we could get better results out of our advertising if we could get the salesman to understand how much time, study and careful thought was put into its preparation.

I suggested to Mr. Shuey that perhaps we had made a mistake and that we should have done what B. S. Bull, advertising manager of Washburn Crosby told me once that he did—never discuss the advertising with any salesman because every salesman thought he was a born advertising man and if he once started discussing advertising he would stop selling flour.

Mr. Shuey's remedy was simplicity itself. About six weeks prior to the annual sales convention he sent each salesman a questionnaire containing about thirty questions so phrased that they could be answered by a "Yes" or a "No." I recall several, i. e., "Shall we spend all our money in magazines? Shall we spend all our money in newspapers? Shall we spend all our money in dealer helps? Shall we use 'reason why' copy without illustration? Shall we use illustrated copy with only a few words of text?"

As near as I can remember there were approximately forty men who received and answered these questions.

When Mr. Shuey took the floor to



"Specialists in Illustrative Photography"



The Photocraft Company

Card Building

Cleveland, Ohio

WORLD
CONVENTION
DATES

10,000 CONVENTIONS and EXPOSITIONS This Year

Exhibits are the starting point on a direct pathway to increased sales.

Plan now to exhibit your product at the 1925 Conventions and Expositions that will draw an attendance from the industries you serve.

You can easily select a good number of such events from the monthly issues of "World Convention Dates"—which gives the meeting place, dates, secretary's address, and attendance for 10,000 annual Conventions, Expositions, Fairs and Banquets.

**3,500 important coming events are
already scheduled for the current year**

Send \$15 for annual subscription (12 issues) or ask for descriptive leaflet No. 12

HENDRICKSON PUBLISHING CO., Inc.
1400 Broadway, New York City

discuss advertising he thanked the men for their cooperation and then proceeded to tell them how helpful it was to him. He showed that they were almost equally divided on all the questions. That if he did everything that was recommended as absolutely necessary he would need an advertising appropriation larger than the total annual sales. If he did nothing that was condemned as "money wasted" he could not spend a dollar.

He then took the answers of the two men who were known as the leaders and showed how on every point they practically contradicted each other. He then quietly but firmly told the salesmen that henceforth he would conduct the advertising department as he saw fit.

In his relations with the Mahin Advertising Company, Mr. Shuey was to all intents and purposes a member of our organization. He seemed to know what each one of us could do best and he had a pleasant way of asking for help that commanded the best that each one of us had to give. Yet with his intimate personal contact with us as individuals he put full responsibility upon us as an agency organization.

MR. SHUEY took as his function the watching of trade relationships and new sales opportunities. He put his problems squarely up to the agency. The agency initiated all advertising campaigns. Mr. Shuey exercised the power of acceptance or rejection.

When he had a suggestion he passed it on to us as such. He never rewrote any copy. He convinced the agency copy writers they could either write better copy or that they had not quite caught the purpose of the client when he wanted changes made. He then got what he wanted with all of the creative enthusiasm of every member of the agency staff. Mr. Shuey's approval was something to work for and to be proud of when it had been earned.

Courtesy, accuracy, consideration of the finer feelings and sentiments of every one with whom he came in contact characterized him.

Once a plan was determined it was followed through by Mr. Shuey to a definite conclusion. There was no wavering—no change of mind. Inquiries were carefully answered and intelligently followed up. Every possible use of the advertising inside the Lowe Brothers organization was vigorously pushed by him. Simple but comprehensive records were kept of all results which should be credited to or charged against the advertising.

Mr. Shuey shared with the agency full responsibility for the selection of media. While he was absolutely honest and fearless in all his relations he knew when to remain silent.

Ben S. Trynin

Formerly with Lord & Thomas and the Sun-Maid Raisin Growers in California, has joined the Boston offices of the Greenleaf Company.



Photograph by Dana B. Merrill

WE SPECIALIZE in the production of high class bonds and stock certificates. They are steel engraved in the style of bank note engraving, from copyright designs, and come in six attractive colors.

These bonds, certificates, mortgage papers, etc., are furnished in blank form. The text may be lithographed or typeprinted, rendering the work rich and attractive in appearance and making the cost small compared with that of all steel engraved securities.

Thus the smallest corporation or municipality that uses small editions of security papers can obtain them equal in appearance to United States bank notes and the large issues of steel engraved bonds at a cost considerably less than that of special engraved securities.

We also make miscellaneous documentary blanks, letters of credit blanks, mortgage note blanks and short time note blanks—which can be purchased in small quantities and imprinted to fit your special needs.

If your firm contemplates using bonds, stock certificates or commercial papers of any kind, write for samples and the name of the nearest printing establishment which keeps "K. B." BLANKS in stock.



KIHN BROTHERS BANK NOTE ENGRAVERS

205-209 WEST NINETEENTH STREET
NEW YORK CITY



Earn More Money through Business Writing

THOUSANDS of men and women have in them the latent ability to write good business copy and to earn good money doing it.

S. Roland Hall tells you how. He gives you the practical training needed to take advantage of the profitable opportunities in the business writing field. He gives you in this library the training necessary to qualify for such well-paying positions as correspondence supervisor, collection correspondent, sales letter-writer, house organ editor and publicity writer. He tells you how to write business stories and articles for magazines.

S. ROLAND HALL'S PRACTICAL Business Writing

Four volumes, 1272 pages, 5½ x 8, fully illustrated, library binding
\$1.00 in ten days and \$2.00 monthly for five months.

These four meaty volumes tell you just what you need to know to turn your business writing ability into cash. They give you training for work in writing business letters of all kinds, business magazine articles, publicity matter, advertisements, surveys, reports, etc.

SENT ON APPROVAL NO MONEY DOWN SMALL MONTHLY PAYMENTS

These four books will increase your earning power by giving you a thorough mastery of business writing principles and methods.

McGraw-Hill FREE EXAMINATION COUPON

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

You may send me the S. ROLAND HALL PRACTICAL BUSINESS WRITING LIBRARY for ten days' free examination.

If the books are satisfactory, I will send \$1.00 in ten days and \$2 a month until your special price of \$11.00 has been paid. If not wanted, I will write you for shipping instructions.

Signed _____

Address _____

Position _____

Company _____ A. F. 1-28-25

In Sharper Focus

Maurice Switzer

By Himself

BORN in New Orleans, La. Came from there to New York in 1900 as advertising manager for the Havana-American Company. Left them the following year prior to their absorption by the American Tobacco Company (before they were "unscrambled") to enter employ of Wilson Distilling Company as advertising manager. Remained there ten years, becoming an officer and director before resigning in 1912. Did not originate the phrase



"That's All!" It just happened in the copy and, recognizing the value of it, made it popular by some original advertising. Free-lanced for about two years, selling my services in an advisory capacity and learning the other side of the business.

During that period did some writing of a near literary character: "Letters of a Self-Made Failure" ran serially in Leslie's, subsequently published in book form by Small, Maynard & Company, Boston. Ran into several editions; 40,000 copies sold. Other books were "Cashing In On What You've Got," "Satire and Song" (verse) and several lesser books of trivial worth. Too busy recently to devote much time to writing. Last book published by Bobbs, Merrill Company, Indianapolis, was "Trying It on the Dog," a novel based on advertising.

Am fond of horses, having ridden them for over thirty-five years. Now own two and have supported one or more since living in New York. Consider myself an accomplished horseman, having stopped five or six runaways (my own). Distinguished for being perhaps the only man connected with advertising who does not play golf, but am liable to succumb when I get older.

Wrote my first advertisement at the age of twelve. This was a circular for a Chinese laundryman who informed our

neighborhood while I was an inmate of New Orleans. Got 25 cents for copy and 50 cents for distributing the bills. This experience taught me that commerce was more profitable than art and saved me from a literary career.

Started with the Kelly-Springfield Tire Company in 1914 as advertising manager. Up to the present writing am still a vice-president, director and one of the executive committee.

E. D. Gibbs

By Himself

I WAS born in New York City between the years 1800 and 1900, and up to the time I was about eighteen I was unknown to any one except my parents and other members of the family and the school teachers, who had good reasons for remembering me.

The *New York World* offered a prize for the most appropriate piece of copy for the bulletin boards which they used and still use on the elevated railway platforms. I competed and won the first prize of \$25, which was about two thousand dollars in those days. After the full-page announcement of this appeared I waited for the deluge of offers. I decided to accept Mr. John H. Patterson's bid of \$37.50 per week to become his advertising manager at Dayton. So along about 1890 I came out West to the great, wide, open spaces.

My experience in preparing this one poster for the *New York World* adver-



tisement gave me a vast fund of information on all important problems of commercial publicity and there was very little that I did not know. I kept on at this work at Dayton for a number of years, resigning every once in a while to give the other advertising managers of this country a chance to work here in order that they might say

that they formerly were connected with the N. C. R. Company.

I am the author of two stalwart sons, a book or two on advertising and selling, several hundred awful talks and some very excellent verses which are a little above the intelligence of the average editor.

My hobbies are a desire to shoot under 100 (the trouble at present is they don't make the clubs or the balls just right), radio (except California stations) and my family and my friends. I also just love to receive presents.

The offices I have held are husband, presidency of the Associated Clubs of the World, ditto of the Sphinx Club of New York and one or two other advertising and sales associations. The New York Sales Managers' Club almost ruined itself by making me president, and clubs in other places, such as London, England; Chicago, Philadelphia and points west, also have suffered.

As to my special achievements, I am embarrassed. You expect so much and there is so little. Speaking with proper modesty, my one great achievement was in selling a certain misguided but charming, talented and beautiful young lady, years and years ago, that her success in life depended upon the reply to a certain question which I took occasion to ask after first poking the turn screw of the gas burner with my cane so as to have this important matter decided in a dim, religious light. They were the happy days.

The photograph shows me looking down from those heights on young fellows like Cyrus Curtis, Edward Bok, Louis Wiley and Paul Block, who are still struggling upward.

Mrs. Elizabeth C. Gibb

Formerly of the MacLean Publishing Company, has been appointed advertising manager of *Better Times* and *Social Welfare Administration*.

Francis M. Waters *Advertising Agency*

Springfield, Mass., has been appointed advertising agent for the National Equipment Company and the Holyoke Card and Paper Company, both of that city.

E. T. Sadler Company

Chicago, has been appointed advertising counsel to the Ehrlich Safe & Lock Company and the Savagas Pump Sales Company, both of Chicago.

Northwestern University

Announces a course in the "The Mechanics of Publishing" as part of the curriculum in the School of Commerce.

Martin Ullman Studios, Inc.

New York City, are now in new offices at 250 Park Avenue, New York.

Marshfield (Wis.) Daily News

Has appointed C. J. Anderson, Chicago, and R. R. Mulligan, New York, as foreign representatives.

Charles V. Hoyt Company, Inc.

Have been appointed to direct advertising for the Sanitas Company, Inc., Brooklyn, N. Y., toilet preparations.

Today

As this piece of advertising copy is being written, there comes to our office a letter from the managing director of one of the great Canadian textile manufacturing corporations.

Today—the day that this is being written—is Tuesday. The letter from the great Canadian manufacturer says that he will be in Boston, at the Copley Plaza, Wednesday and Thursday of this week and will we introduce to him at that hotel, several men who would be interested in the position of general manager of his company. The pay is \$10,000 to \$12,000 a year to start. We hope to be able to serve this Canadian textile manufacturing corporation.

Today, the overseer of weaving in the fanciest woolen and worsted men's wear mill in the United States has been in to see if we can land him as assistant superintendent in some good woolen and worsted mill. He feels that he is equipped for advancement.

Today, a great soap manufacturer has written us that he will be in our office next Monday morning and wants us to have several salesmen lined up from whom he can pick a man for the New England territory.

Today, the best chief engineer in the textile industry came in to talk with us about a position that has been offered him—chief engineer and master mechanic for a group of eight prominent New England textile mills.

All of this before noon on Tuesday.

There is no other organization in the textile industry that has the confidence of the industry like the *American Wool and Cotton Reporter*, none is called upon for so much service. No other organization is equipped like the *American Wool and Cotton Reporter* to give immediate and satisfactory results to advertisers.

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.

LARGEST CIRCULATION OF ANY TEXTILE PUBLICATION

American Wool and Cotton Reporter

BENNETT SERVICE

Boston
530 Atlantic Avenue

Greenville, S. C.
229 E. Stone Avenue

Caveat Emptor!

Can the seller, however conscientious, ever be entirely free from bias? The salesman is always an optimist. The livelihood of publisher, printer and agency depends on the expenditure of money by the advertiser. They are honestly in favor of it. They believe in the recommendations they make.

But would not there seem to be some sound sense and safety in seeking counsel from an absolutely disinterested source?

I have no interest, directly or indirectly, in any agency or other concern having anything to sell to advertisers. I do not work on contingency, or commission. My fees for counsel are repaid many times over by the resultant savings.

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



Exquisite coat by Miss Allison for "Pamlet Pure" Detroit Silver Fox Farms.

By
Russell Ball

Photoportraiture
in Advertising

RUSSELL BALL
4 West 44th Street
New York City

Phone Bryant 8353

IF you are moving, don't miss a copy of Fortnightly thru negligence. Send in both your old and your new address one week before the change is to take place.



M O V I N G

Selling in the Dutch East Indies

[CONTINUED FROM PAGE 30]

A manufacturer desiring to develop a business here should give more assistance to his agents and wholesale distributors than in his own country, if only for the reason that the cost of doing business is higher, the risks greater and returns, in the beginning at least, slower. For this reason, few firms will guarantee a fixed turnover for a product new in this market.

The necessity of an agency or representative is further increased by the extreme difficulty of getting reliable information about the financial standing of firms. Several forms of credit transactions are in use here. The confirmed irrevocable credit is sometimes necessary, especially for goods made to order. For the regular export business, documents against payment is the usual form. Documents against acceptance should be accorded only in those cases in which the manufacturer is thoroughly convinced of the high financial standing of the firms with which he is doing business.

In such cases, especially when the credit is opened through a reliable banking institution, there is ordinarily little risk. However, it is a good precaution to instruct the bank that, in case of non-acceptance or non-payment of draft, the matter should be referred to the agent who, by taking the necessary steps in time, can usually prevent losses, be helpful in adjusting claims, or dispose of the goods otherwise. Very often, when payment is not made, it is possible to recover the goods in this manner.

Edwin L. Shuey

The following resolution was adopted at the executive committee meeting of the Association of National Advertisers, Inc., on January 8:

Whereas, the members of the Board of Directors of the Association of National Advertisers learn with deepest sorrow of the recent death of Mr. Edwin L. Shuey, former President of our Association,

Therefore, be it resolved that we, the Directors of the Association of National Advertisers, desire in behalf of our entire membership to testify to the great esteem and honor in which we held Mr. Shuey, and to place on record our appreciation of his high personal character, of the splendid and self-sacrificing service which he rendered as our President, the value of the work which he contributed to the up-building of our Association, and the irreparable loss which each and every one of us has suffered in his death.

Dorrance, Sullivan & Company

New York, have added to their staff Glenn Pierce, formerly of the art department of Frank Seaman, Inc., and R. J. Cook, formerly of the sales staff of the Robert Gair Company.

4,013,198

Lines More Than Both Other Papers Combined

ONCE more The Birmingham News demonstrates its superiority as an advertising medium.

In 1924, The News carried 11,481,330 lines of local display advertising, which is a gain of 416,150 lines over its best previous record made in 1923.

The News carried a total lineage of 15,881,446 in 1924, which is 4,013,198 lines more than both the other Birmingham newspapers combined.

1924 Lineage Figures

| | NEWS | AGE-HERALD | POST |
|------------|------------|------------|-----------|
| Local | 11,481,330 | 5,958,904 | 2,577,610 |
| Classified | 1,825,558 | 1,337,546 | 229,446 |
| National | 2,574,558 | 1,253,588 | 511,154 |
| TOTAL | 15,881,446 | 8,550,038 | 3,318,210 |

Net Paid Circulation

Now in Excess of

Daily
78,000

Sunday
89,000

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

Reaching Every Dentist

Absorbine, Jr., Alkalol, Calox, Campho-Phenique, Colgate's, Dioxigen, Forhan's, Formamint, Ipana, Kondon's Lavioris, Listerine, Mu-Sol-Dent, Pebeco, Pepsodent, Phenol-Sodique, Phillips' Magnesia, Prophylactic, Pyorrhocide, Revelation, Rubberet, Sal Hepatica, Senreco, Sodiphene, Squibb's, Waite's, Zonite—all use Oral Hygiene regularly to reach the entire dental profession.

Oral Hygiene

Pittsburgh, Pa.

CHICAGO: Peoples Gas Building, Harrison 8448
NEW YORK: Flatiron Building, Asbland 1467
ST. LOUIS: Syndicate Trust Building, Olive 43
LOS ANGELES: Chapman Building, 826041

Is Advertising Paying Its Way Socially?

[CONTINUED FROM PAGE 16]

as high a degree of respect and appreciation for the great literature of the world were it not for the persistent advertising—admittedly selfish but none the less persuasive—of the publishers of books and periodicals, and the references to the sayings and doings of the famous characters of literature and history in the advertisements of correspondence schools, life insurance companies, breakfast food manufacturers, soap makers, investment brokers and retail merchants? These things can be taught in schools, but it is only by constant daily reminding in after years that much of our education "sticks."

IT is to be hoped that education will be listed among the benefits to society by the sociologist. If so, can it be denied that advertising has exerted a tremendous and constructive influence in the education of the masses?

The business men of America have created what amounts to a great popular university in the advertising sections of our periodicals. They have shown in remarkably graphic and interesting pictures, and explained in simple language, many of the principles of science; they have taken people behind the scenes in their businesses and shown them how things are made; they have carried them all over the round world in pictures and shown them where raw materials come from, how they are produced, prepared, transported; they have taken them back into history and introduced them to great men and great events; they have projected their minds into the future and developed vision and reasoning power; they have taught them physiology, psychology, biology, chemistry, physics, geography, English. They have gone so far as to teach American history to tourists on billboards by the roadside! And they give cooking lessons in trolley cars and lessons in hygiene in store windows!

It is necessary only to touch on advertising's contribution to the social welfare of America in teaching the public to protect itself against fire, against fraud and deception, against thievery, moths and rust, against old age, disease and death.

So powerful and all pervasive is advertising that I am inclined to think that if I were a sociologist interested in carrying on some great crusade in the interest of humanity, and if I could enlist in my crusade either the nation's editors or its advertisers, but not both, I should choose the advertisers.

I should choose the advertisers for several reasons. First, because they would find some way to harness my

crusade to their selfish interests. Those selfish interests would lead them to iterate and reiterate their and my messages tirelessly, day after day, week after week, month after month; whereas it would be almost death to any editor's selfish interest were he to harangue on any one idea so constantly. An editor's success consists not in convincing people, but in interesting them and holding their interest issue after issue so that his publisher may offer the periodical's advertising pages to advertisers with the guarantee that his editorial pages interest readers to such an extent that business men may profitably buy space in his advertising columns to convince people of the merits of their wares or their services.

A second reason for my choice would be that the editor and the advertiser approach the use of the space they are to fill with entirely different presumptions. The editor can start with the knowledge that the person purchasing or opening his periodical does so because he or she wants to read it, in part at least. The advertiser must start with the opposite assumption.

ONE advertising writer of my acquaintance has a card under the glass top of his desk reading: *They Don't Want to Read It*. This little sign crystallizes the problem facing the advertiser. If he is to succeed he must literally make people read his messages (in words or pictures) day in and day out, week in and week out, month in and month out, year in and year out, whether they will or not, by rendering them so graphic and so compellingly interesting as to be absolutely inescapable. I should prefer to have my crusade in the hands of men who realize that necessity.

I am aware that of late years some editors have ceased to take it for granted that the public will read the material they have to offer, and they have injected into their pages certain material calculated to "sell" their stories and their articles to the reading public. But in doing this they have only given point to the wisdom of choosing the advertiser as a crusading companion, for these editors have merely borrowed a few of the arrows from the advertiser's quiver, leaving unused others which I should like to have employed in my crusade.

Still another reason for my choice would be that, whereas the editor must make the public come to him, must lure the public into his pages, the advertiser commonly seeks out the public and places his message where it must be seen—in street cars, on the highways,

DIGNIFIED Attention Getting DISPLAYS



Inexpensively Planned
TO MOVE YOUR GOODS

from your Dealers' shelves

Electrically Illuminated

Rich in dignified colors

GET 100% USE

Your dealer can't throw
them away

They Command Respect

CREATE CONFIDENCE

THEY SELL YOUR GOODS

Let Us Show You How!

ANIMATED PRODUCTS CORPORATION

19 W. 27th St. New York.

on the roofs of buildings in letters that illuminate the night, in the programs of theatrical performances, on novelties that men carry in their pockets and women cherish for their handbags, in store windows, on the sides of wagons which traverse crowded city streets, and, lately, even in the sky in letters of smoke, not to mention the invasion of people's homes and men's offices and factories by means of direct-by-mail promotion matter, or the use of the conventional mediums of advertising, such as magazines, newspapers, farm journals and business and technical publications which send out vast quantities of printed matter each year.

The choice of advertisers rather than editors is no disparagement of editors; unless they performed their work with a high degree of efficiency and maintained the interest of their readers there would be no periodicals worth advertising in, and therefore no great blanketing mediums to carry the advertisers' messages and my crusade at low cost and good effect to the great general public.

BUT the modern crusader does not have to choose between editors and advertisers; he has both, and the work of each supplements the other. The editor of a great woman's magazine tells mothers how to raise their babies properly, and a hundred advertisers not only offer her the means of so doing but keep her reminded daily by reiterating the need for proper feeding, fresh air, daily baths, proper clothing, hygienic nursery conditions, and so on, until it is drilled in the consciousness of American women to an extent that makes them better mothers. Nor is the advertiser content to stop with his publication advertising. Often he issues, as part of his advertising, promotion booklets—written in many instances by the foremost authorities on the subjects treated—which he sends broadcast into the homes of America, rich and poor alike, telling mothers in simple language, illustrated with pictures that even the illiterate can "read," how to raise their babies, and putting that information in such convenient form that it is saved for reference in many instances and becomes a factor for hygiene and social improvement in thousands and thousands of homes all over the country.

It would be interesting to carry this discussion further, but space limitations require that we come back to our question: Is advertising paying its way socially? As a force, a business institution, and entirely apart from the merchandise or service it helps to sell, is it adding enough to the health, happiness, security, culture, education and general well-being of the great American public to compensate the nation for the evils it carries with it? I make no pretense of being a sociologist, and I have no hesitancy in saying that I cannot answer the question definitely. I have merely marshalled some of the evidence for the affirmative that the reader may judge for himself.

An Unusual Productive Market Completely Covered At One Cost

You can cover the Akron Market by using the paper that circulates 45,091 net paid copies daily in an area which has approximately 70,000 families, a 65% COVERAGE.

Akron is essentially and totally an industrial city. Its population is composed 88% of English reading people, nearly all of whom are American born. **AMONG THIS 88% THE BEACON JOURNAL CIRCULATES 90%.**

The Beacon Journal will assume the full responsibility of making any advertising campaign a success.

IT GIVES THOROUGH COVERAGE AT ONE COST.

Sworn statement of circulation shows that The Beacon Journal has approximately 2000 city carrier circulation more in Akron than all other English reading papers combined; that in total circulation it leads each of its competitors by **NINETY PER CENT.**

The Beacon Journal Akron, Ohio

New York
M. C. Watson
270 Madison Ave.

Chicago
Story, Brooks & Finley
360 N. Michigan Blvd

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.

NOW READY!
Comic Cram Cuts for Houseorgans, Folders, Booklets, etc. Many subjects. Special service. Send Tactful for Proofs.
THE CRAM STUDIOS.
7109 MUSKOGON, MICH.



PROVE IT! SHOW THE LETTER

If your salesmen 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 that way.

Write for samples and prices.

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

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

Notre Dame - - - 27
Stanford - - - 10

We also have some
fast stepping men
on the

SOUTH BEND NEWS-TIMES

who can put your
product in the
"win" column.

A 24 hour paper printed
daily and Sunday

Lorenzen & Thompson, Inc.
National Representatives

NEW YORK CHICAGO
19 West 44th St. 909 Peoples Gas Bldg.



Bird's-eye view of Houston, Texas, where the twenty-first annual convention of the Associated Advertising Clubs of the World will be held

Going to Houston

PROGRAMS are already in the making for the twenty-first annual convention of the Associated Advertising Clubs of the World, to be held in Houston, May 9-14. C. K. Woodbridge, general chairman of the program committee, is having digests made of the many letters that have come to him from officers of the National Advertising Commission and others, and these digests are to be sent to the chairmen of the various departments of the commission as suggestions to those who will be responsible for the departmental programs.

"On the general program sessions at Houston," says Mr. Woodbridge, "there will be not more than six or seven speakers following the opening ceremonies on Monday morning, May 11. The various departments will offer altogether more than 200 speakers. On the general programs there will be presented speakers who will deal with the problems of distribution and advertising in a broad, general way, leaving it to the departmental speakers to discuss the more or less technical problems of the various groups."

George W. Hopkins, vice-president of the Charles W. Hoyt Company, Inc., will lead the group of New York Club members to the convention, succeeding Herman Halsted, who resigned recently. Mr. Hopkins has been appointed chairman of the Off-to-Houston Committee of the New York Advertising Club. He is a former vice-president of the A. A. C. of W.

Exhibits in connection with the convention will be housed in Houston's \$2,000,000 civic auditorium. Sufficient room is available for all the sales-building displays which are expected from various parts of the United States, Europe and Pan-America.

Twenty-one South and Central American countries have been invited by the

Federal State Department to send business and civic representatives to the convention.

One of the social features of the convention will be a motor car trip to Galveston, May 13, piloted by twenty-five Army airplanes. The aviators will perform stunts en route. It is the intention to pick up by plane Lou Holland, Jesse Neal and distinguished foreign visitors, and convey them to the Galveston Auditorium for the afternoon business session of the convention.

Joseph B. Mills, of the J. L. Hudson Company, Detroit, Mich., will prepare the program for the Direct Mail Department.

The Association of Newspaper Classified Advertising Managers, which has applied for membership in the A. A. C. of W. as a department of the National Advertising Commission, will hold its annual convention in Houston, May 10-14, in conjunction with the general convention.

Mrs. Miriam A. Ferguson, Governor of Texas, has formally accepted an invitation to attend the Houston convention.

A Woman's Advertising Club has been organized at Houston to provide for the needs of women delegates and visitors. The club has applied for affiliation with the Associated Advertising Clubs. Incidentally, the new organization is the 324th club and the eighteenth woman's club in the A. A. C. of W.

Dates for the Houston convention and that of the Chamber of Commerce of the United States will not conflict. The annual convention of the Chamber of Commerce will be held in Washington the week of May 18. There have been inquiries from various sources as to the possibility of these conventions falling upon the same dates.


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 7966

O where you will in the advertising field—in the spacebuyer's office, the agency president's office; as a matter of fact, on the desks of all agency executives; in the advertising manager's office—there you will find STANDARD RATE AND DATA SERVICE *always* in evidence.



The Expanded Syndicate Plan

we have put into effect on RADIO MERCHANDISING, affords the radio manufacturer who advertises in the publication a greater value for his money than has ever been offered by any radio publication in the whole history of the industry.

It affords these things, definitely, concretely; the advertising co-operation of every live jobber in the country; the absolute assurance of coverage of every retail and wholesale outlet for radio merchandise.

No manufacturer who is desirous of securing distribution or who wishes to speed up turnover where distribution is secured, can afford to overlook this publication.

You should have complete details.

We Will Send Them on Request

RADIO
Merchandising
THE MACHINERY OF THE RADIO TRADE

243 W. 39th St., New York City

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 77th ST.
NEW YORK**



Radio

It won't be long, I imagine, before I am one of the millions who spend a good part of their evenings "listening in." The virus is at work. Yet it is a fact that, thus far, no radio advertiser has made even a dent on my mind. I haven't the faintest conception of what kind of receiver I should buy or how much I should pay for it.

I have read more than one issue of the *Radio News* and I have waded through page after page of radio advertisements. Honestly, I know less about radios than when I started to inform myself about them.

In radio advertisements, I find all sorts of words and phrases which mean no more to me than if they were Choctaw—"frequency amplification," "tickler coil," "potentiometer," "vernier effect," "variable inductance," etc., etc.

It may be that it is difficult for manufacturers of radio to tell their story in a way that the everyday man can grasp, but I should like to see one of them try it. If he did, he would have a better chance to get some of my money than he has, at present.

His Overhead Is Too High

On Broadway, a few days ago, Mrs. Jamoc ran into a theatrical producer whom she and I have known for a dozen years or more.

"Putting on anything good, nowadays?" she asked.

"No," said Mr. Blank. "There's no demand for it. Besides, my overhead is too high!"

A Multimillionaire Newsboy

A certain very well known New Yorker, whose income tax for 1923 was in the neighborhood of a hundred thousand dollars, visited, a few months ago, the little city in which he was born and brought up and where, as a boy, he eked out a living by delivering newspapers.

One morning, during his brief stay, he arose at four, dressed, ate a hurried breakfast, and long before five was at the "newsy's" door of the building in which the local daily is printed. He found there the boy who "covers" the route which, forty or forty-five years ago, he served. He not only shoul-

dered his half of that boy's load of newspapers but accompanied him over the entire route.

"It was a wonderful experience," he told a friend of mine. "I shook hands with everybody I met, told them who I was and that, nearly half a century ago, I had done precisely what I was doing that day. I laughed with them. I cried with them. Not in years have I had such a thrill."

And Now T. Is "In Pictures"

It seems to me, sometimes, that I number among my acquaintances more than my fair share of men who live "casually"—that is, who have no permanent business connection but who live or try to live by their wits.

Among these men is one whom my wife has known since she was a girl. He is well past middle age. When he is quite himself, he might pass for forty. When, as happens not infrequently, he is recovering from a debauch, he looks as if he would never see seventy again.

This man's wife—his third, by the way—decided, some months ago, to try to add to the family's income by "going into pictures." She secured a letter of introduction to a well-known motion picture director. Her husband, having nothing better to do, at the moment, went with her when she presented this letter—"to see that she wasn't insulted," as he expresses it.

The picture man read the letter of introduction, ran an appraising eye up and down Mrs. T. and shook his head. "Sorry," he said, "but I can't use you."

There was something in the picture man's tone that T. did not like.

"Why not?" he exploded.

The picture man turned, ran that same appraising eye up and down T., got up from his chair, looked him up and down again and asked: "Ever been in pictures?"

"I should say not," T. snorted.

"Like to?"

"NO!!!"

"I've got a part, right now, that would fit you like a glove."

"NO!!!"

"\$20 a day!"

"NO!!!"

"And a good luncheon!"

"No!"

"Make it \$25!"

They compromised at \$25 and a taxi to and from the studio.

And now T. is "in pictures." He has not yet reached the dignity of being "featured," but he has hopes.

JAMOC.

Mr. Maurer Solves His Farm Problem

[CONTINUED FROM PAGE 26]

shipped by members of the association.

As far as I can ascertain, no effort has ever been made in this section to extend the idea of cooperative marketing so as to include butter, poultry products or grains. Nor, strange to say, has any progress been made in so far as cooperative buying is concerned. That will come, eventually, but not, I believe, as quickly as enthusiasts think.

One great trouble with farming is that, in spite of the never-ending "drift" from country to city—estimated as about a million a year—there are still too many farmers. The real "farm problem" is not to raise more stuff, but to sell, at a profit, the stuff that is raised.

In the work of endeavoring to better farm conditions, the American Farm Bureau Federation is at the moment the most important single factor. Its purpose can be expressed in a single sentence—it is trying to make the farmer think. Occupying space in a Chicago skyscraper, it is organized and operated along lines very similar to any other successful business enterprise.

In every county in which the Farm Bureau has thoroughly established itself, there is a farm adviser. These farm advisers are graduates of agricultural colleges, and are not only practical farmers themselves but have something which the majority of farmers lack—an understanding of scientific farming. This knowledge is at the disposal of every member of the county Farm Bureau. The "advisers" are engaged, usually under a contract, for a term of years by the Board of Directors of the county Bureau and are paid from \$3,000 to \$4,000 a year. A part of their salary is paid by the State.

I have had more than one talk with Mr. Merritt, the Clark County farm adviser, and from him I have gained a pretty fair idea of what he does. Briefly, his "job" is to collect, verify and disseminate information that will help the farmer. He is "on tap" at all times. If, for example, Mr. Maurer is undecided as to whether to plant more corn and less wheat or more wheat and less corn, all he has to do is—call up Mr. Merritt. Merritt will tell him. If it seems best to do so, Merritt will analyze the soil of any part of the Maurer farm—or the farm of any other member of the County Farm Bureau. He will furnish members with formulas for chicken feed; or he will suggest a ration that will make hogs put on weight quickly. He advises members in regard to marketing their output. He helps them when they want to buy or sell a bull or a horse or a wagon or a cultivator. He en-

Motion Pictures make a powerful weapon for the salesman —we make them!



GOOD picture is worth a thousand words," someone has said. "A good motion picture is worth ten albums of still photographs!"—is equally true.

With motion pictures your salesman can practically take his prospect from one end of the earth to the other. He can show a hat, from all angles; the action of a machine; the facilities of a manufacturing plant; the riding qualities of an automobile; the best way of packing goods; in short, he can bring anything that can be seen with the eye, straight into the prospect's office.

We have made a great many motion pictures for salesmen's use. We will be glad to discuss the availability of motion pictures in your selling, on request.

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.

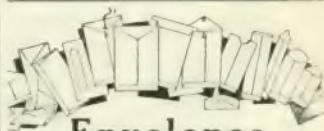
For 15 years the leading best equipped business research organization.

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.



Envelopes

PLAIN, PRINTED OR LITHOGRAPHED FOR EVERY PURPOSE

Send for Samples—Prices that are Interesting

HESSÉ ENVELOPE AND LITHO. CO.
4161 North Kingshighway ST. LOUIS



Vernon Room

MARCH MUSICALES

EVERY SATURDAY EVENING

February 28th to March 28th

— THIRD YEAR —

Louis Graveure - Nina Morgana - Arpad Sandor
 Pablo Casals - Louise Hunter - Edward Gendron
 Vladimir De Pachmann - Ina Bourskaya - Mildred Dilling
 Efreim Zimbalist - Rafaelo Diaz - Kathryn Meisle
 Anna Case - Tandy Mackenzie - Richard Hale

CHALFONTE-HADDON HALL

ATLANTIC CITY

Details of these Musicales together with hotel folder
 and rates on request

LEEDS AND LIPPINCOTT COMPANY

courages them to use fertilizers; and he tells them which particular kind of fertilizer is best for their needs. He presides at the meetings of the County Farm Bureau and, at all times, acts as an inspiration and a check—an inspiration to do better work, a check against going to extremes or embarking on unwise ventures.

The American Farm Bureau Federation is, as I have said, the most important single factor in the work of endeavoring to better farm conditions. Yet, it is not growing as rapidly as one would think it should. Before me, as I write, is the Federation's Annual Report for the twelve months ended October 31, 1924. It is not wholly encouraging. There was a considerable falling off in both membership and income.

The Federation is strongest in the Central States—Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas. In these states about 12 per cent of the white farm families are paid-up members. It is weakest in the Southern states, where only about 1½ per cent of white farm families are members. In the Eastern states about 7 per cent and in the Western states about 8 per cent of farm families are members.

It is worth noting that in England about 70 per cent of the farmers are reported to be members of the general farm organization. In Denmark the proportion is still higher—86 per cent. These figures, as the Federation's annual report says, are "a reminder to us that we still have a long way to go in Farm Bureau organization work."

BUT there is one department of farm organization work in which substantial progress is being made, and that is mutual insurance "against loss or damage by fire and lightning, (on) farmers' detached dwellings, barns and all other farm buildings; school houses and churches and such property as may be properly contained therein; also other property on the premises, and owned by the insured; also live stock, as horses, mules, colts, cattle, sheep and hogs . . . also hay and grain in the stack, corn in the crib, and grain in the granary, anywhere in the territory of the company, for any time not exceeding five years."

To return to the Farm Bureau Federation: I make no claim that I have put it under a microscope and examined it as thoroughly as a chemist examines a clot of blood or a cake of soap. But, it seems to me, the Farm Bureau Federation's program is altogether too ambitious. It covers thirty-nine items, ranging from price fixing to an appreciation of the farm bloc in Congress, and includes such diverse subjects as Muscle Shoals, the electrification of railroads, the Colorado River project, immigration and super-power. Most of these matters concern the farmer no more and no less than they concern millions of other men.

Please do not make the mistake of

COMPLETE information on the gas industry —lists of manufactured and natural gas companies, members of associations, important nearby foreign gas companies, and much other valuable information is given in this volume. Price \$10, \$7.50 to gas companies. Robbins Publishing Company, Inc., 52 Vanderbilt Avenue, New York.

BROWN'S DIRECTORY
 of American Gas Companies



thinking that I am not in sympathy with the purposes of the Farm Bureau Federation. But, as I see it, the problem which farmers face is to sell, at a profit, the stuff they raise—rather than to raise more stuff. That alone—to make farmers better salesmen—is a job big enough for any organization. To do that one thing will require two—and it may be three—generations of continuous effort.

The movement from country to city is estimated at a million persons a year. Most people, when they hear this figure mentioned, shake their heads despairingly and ask, "What are we coming to?" But the late Secretary of Agriculture Wallace, who knew a lot more about farms and farmers than most men do, wasn't a bit alarmed. More than once, when people told him what was occurring, he said, "Fine! I wish they would go faster."

Undoubtedly, what Mr. Wallace had in mind was that there are too many—not too few—farmers, and that when the balance between food producers and food consumers is restored the first-named class will be better off than it is now.

MR. MAURER has his own ideas on this subject. "You people in cities make things which you expect us to buy. If you make too many things or we aren't prosperous enough to buy our share of the things that are made, there's trouble."

If I were asked which of the many modern conveniences adds most to the comfort of farm life, I should say, unhesitatingly, electricity. And when I said that I would be merely repeating what every woman with whom I talked during my stay in southern Illinois told me. "Give us electricity," they said.

Electricity would relieve the farmer's wife and daughter of much, if not all, of the monotonous work they do. It would run their sewing machines, their churns, their vacuum cleaners. It would do a good share of their cooking and heating. And it would make their evenings trebly enjoyable. City people laugh when they are told that the farmer and his wife are usually in bed by nine o'clock. These same people would themselves be in bed by that hour if all they had in the way of illumination was an oil lamp.

To conclude, I should be lacking in courtesy if I did not express my gratitude not only to Mr. and Mrs. Maurer but also to all the other good and kindly folk whom I met during my visit to the Maurer farm. Honest themselves, they take it for granted that everybody else is equally honest. Hospitable, unassuming, law-abiding, they are the greatest asset this country has. And if by what I have written for the FORTNIGHTLY I have helped to "interpret" them to the advertising world, I shall feel repaid.

[This is the last of four articles by Mr. Campbell describing life on a typical farm in a typical farming community. The first article appeared in ADVERTISING AND SELLING FORTNIGHTLY, December 17, 1924.]

Press-Tested Electrotypes

The Test Proof Tells

The greatest improvement in electrotyping processes in recent years is the Test Press.

We have Special Test Presses in both our two plants. Every Reilly plate is tried out, criticised and corrected.

The Test Proof Tells

REILLY Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840



House Organs

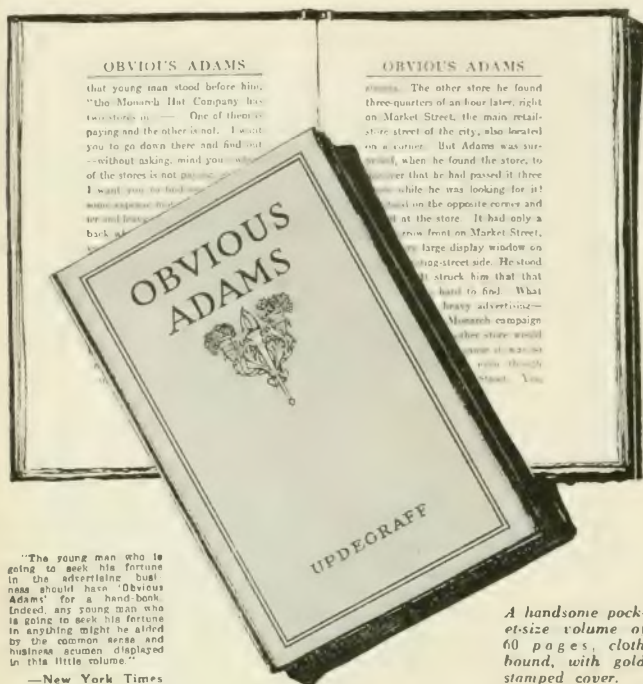
We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
605 Gaston Building :: Cleveland, Ohio

May
our typography have
an opportunity
to talk for
you?

WIENES TYPOGRAPHIC
SERVICE-INC

203 W 40 St Lon 7034



"The young man who is going to seek his fortune in the advertising business about here '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"

FEW 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, 40c per copy |
| 100 copies or more, 44c per copy |
| 50 copies or more, 46c per copy |
| 25 copies or more, 48c per copy |
| 10 copies or more, 50c per copy |
| Single copies, 55c postpaid |

KELLOGG PUBLISHING CO., SPRINGFIELD, MASS.

(Fill out this order coupon, detach and mail with check or purchase order.)

KELLOGG PUBLISHING COMPANY
Springfield, Massachusetts

Date.....

Enclosed find Check Purchase Order for \$.... for copies of *Obvious Adams*.

Firm Name

Address

Name and title of individual ordering.....

A Substitute for the Salesman's Hat

[CONTINUED FROM PAGE 38]

to have a constitutional objection to studying or explaining; they want to do nothing but sell.

The campaign, which represented a large investment on the part of the company, was threatening to flivver because the salesmen weren't carrying it around under their hats as one of their interests, when the advertising manager jumped into the breach and turned the trick by launching a small dealer house organ, about half of which was devoted each issue to a special presentation of the new idea, picturesquely illustrated to make it both interesting and graphic. Not only was the dealer informed by this means, and his cooperation presently enlisted, but it had another interesting result: dealers here and there began to ask questions of the salesmen and for their own protection they had to post themselves promptly on the plan!

THE danger of the house organ as an aid to the sales department in creating a bond of friendship between the house and the trade is that, like a salesman who habitually talks too long or talks altogether from his own standpoint and ignores the prospective customer's natural interests, it will talk on and on and on, page after page, presenting material of unquestioned interest to the house but of little personal interest to the dealer or buyer either as a dealer or buyer or as a human being. Such a publication is merely a boresome salesman in printed form. The dealer or buyer may "see" it for the first issue or two, as he will "see" a new salesman; but presently he will be "out," or at least "not interested," when the envelope or the publication is laid on his desk, as he is when the tedious salesman calls. And into the waste basket the publication will go, unread.

There are two good ways of guarding against this. One way is definitely to limit the publication to twelve, or better still to eight or even four pages. That is about all the copy any concern ought to expect a buyer or dealer to read. And with the many matters crowding upon him for attention, it is all the average buyer or dealer can or will read. And the copy has to be mighty interesting to hold his attention for even that many pages.

Which brings up the second way of guarding against the "not interested" reaction. That way is to gather together the copy for each issue before it is put in type, or at least before it is put to press, and stand up in front of a vacant desk in a room by yourself and read it aloud, from beginning to end, visualizing yourself as reading it to some definite hard-boiled buyer or dealer seated at the desk listening—or, more accurately, trying not to listen! If you find yourself feeling like apolo-

gizing for the length of an article along about the middle of it, or feel the need of making any comment whatever, you can know that the article or item you are reading needs revision. Either it cries to be cut, or else it needs a brisker or brighter treatment that will keep it live and interesting.

This reading test for house organ copy is merciless, but it is exceedingly effective in keeping a publication from developing into a boring house organ solo, entitled, "You have no idea how good we are!"

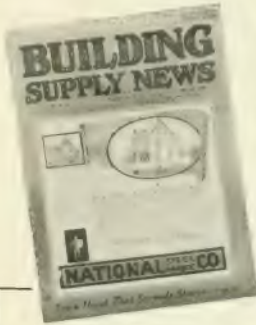
It isn't even necessary that a house organ have pages at all, as a matter of fact. Some very effective little publications have been printed on blotters, shipping tags, strips of proof paper, etc. And there seems to be a growing tendency for business houses to publish what amounts to a house organ in one, two or four pages of the publications circulating to its prospects. The advertisements are breezy and informal and present the advertiser's story from many angles.

Not size, but spirit, friendliness and regularity are the important factors in any house organ. An almost unbelievable amount of friendliness, news, ideas, pictures and human interest material can be crammed into a little four or eight-page monthly visitor, which the sales manager can send out regularly, not only to his customers, but to those he hopes to attract as customers. If intelligently edited it will do much to bind the trade firmly to the house, so that if Salesman Baker gets restless and takes it into his head to seek a job elsewhere, he will not find it so easy to take the trade with him, for it will not be under his hat!

Conference on Domestic Distribution

Under the auspices of the Chamber of Commerce of the United States, a conference was held in Washington, January 14 and 15 last, to consider the essential phases of the distribution of merchandise from the producer to the consumer. Leading trade groups were represented, including retailers, jobbers and manufacturers. An outcome of the Conference was the plan to delegate to six committees the work of conducting inquiries into different phases of the broader problem of distribution and five permanent chairmen were appointed to take charge of the work. These are: A. Lincoln Filene, of William Filene Sons Company, Boston Trade Relations; Stanley Resor, president of the J. Walter Thompson Company, Market Analysis; Robert Ellis, HESSIG Drug Company, Memphis, Business Methods; Dr. Melvin T. Copeland, director Bureau of Business Research, Harvard, Distribution Methods; Congressman Sidney Anderson, former chairman of the Joint Congressional Committee on Agricultural Inquiry, Public Relations to Distribution. By special resolution the Conference requested Secretary Hoover to designate the members of the Committee on Business Statistics. The Conference will meet later in the year to hear the report of the special committees.

A MESSAGE OF MUCH SIGNIFICANCE—



To Every Manufacturer of Building Supplies

This paragraph is taken from a letter we have just received from one of the best known dealers* in the south.

"As to the various advertisements in the Dealers' Own Paper, it seems to me that I am more interested and read with more pleasure the particular ads of the lines which we carry from the fact I presume, that I am proud to know that the _____ Company have connections with manufacturers that believe in placing their ads with good folks, and with a paper that is 100% for the dealer and with a paper that should be read by every building material outfit in the country from President to teamster. I know from personal experience that it is impossible for me to read the Building Supply News from cover to cover without getting some new thought, a new idea or a possible new connection that will turn into dollars if followed up.

"Your full page ads are wonderful."

We can't see what we need to add, to convince you that you should use The Dealers' Own Paper—not only to secure new dealers—but also to keep your regular dealers keyed up on your service and the quality of your material.

BUILDING SUPPLY NEWS

407 South Dearborn Street

CHICAGO, ILL.

A. B. C.

*Name on request

A. B. P.

THE DRAWING MASTER



All-Metal Adjustable Pantograph

Indispensable for rough-outs, layouts, enlargements, reductions, and wherever a drawing board is used.

Fully adjustable, with an extremely simple and correct construction, adjustable in every direction. Made of the finest materials and absolutely guaranteed.

From your favorite dealer or direct from us for only \$3.00 postpaid
DRAWING-AIDE COMPANY
206 Caxton Bldg. Cleveland, Ohio

HOTEL ST. JAMES

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

AN 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



Made for Standard Kid Co.

The achievement of pleasing results with lens, lights and accessories is the art and the joy of photography.

Hi. Williams

Fashion Camera Studios
Penn. 1223-6

213 West 39th Street
New York City

*Welcome
to New York and*
The Alamac
*A PERFECT new
hotel that appreciates
your patronage and offers
600 finely furnished rooms,
each with bath, shower
and servitor. Three excep-
tional restaurants. Con-
venient to everything yet
away from noisy con-
gestion.*
The Alamac
 71ST ST. AND BROADWAY
Late Ownership-Management

Reducing Industrial Waste

EFFORTS to reduce some of the avoidable wastes prevalent in industry are rapidly expanding, it is reported by the Department of Manufacture of the Chamber of Commerce of the United States through simplification—the elimination of excess variations, duplications and over-diversity from common commodity lines. Experience has shown, the department finds, that this process of cleaning out items of low or special demand has the effect of stimulating, rather than stifling, inventive genius and individuality.

Two of the most recent simplification programs developed were for steel reinforcing bars and cotton duck. In the first line eleven sizes of bars to be available in three grades of steel were established as the recognized schedule. In the opinion of the producers, distributors and consumers, these 33 possible varieties are sufficient for all ordinary purposes and were adopted in place of 51 sizes that were previously made.

The range of diversity was even greater in the case of cotton duck. Here there were some 432 varieties of a special character listed and they will be obtainable upon quantity orders, but will not be carried as regular stock goods.

These simplified schedules became effective January 1, 1925, and November 1, 1924, respectively, and remain operative for a period of one year, at which time they are subject to revision.

Both of these programs were carried out under the procedure developed by the Division of Simplified Practice of the Department of Commerce and the Department of Manufacture of the United States Chamber of Commerce. These two bodies have directed their efforts in the coordination and centralization of this work for a period of several years and already a large number of industries have availed themselves of this service.

F. C. Eihell

Formerly with the Yale and Towne Manufacturing Company, Stamford, Conn., has been appointed advertising manager of the Republic Varnish Company, Newark, N. J.

Martin Advertising Agency

New York, has been appointed advertising counsel for the Rubberstone Corporation, same city, manufacturers of composition tile flooring.

Barton, Durstine & Osborn, Inc.

New York, have been appointed advertising agents for the Pepperell Manufacturing Company, Biddeford, Me.

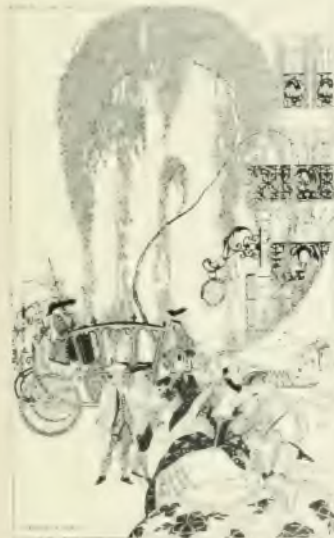
John A. Scott

Has joined the staff of Farnsworth & Brown, New York, as art director. Mr. Scott was formerly associated with the H. K. McCann Company.

Recently Published

BY THE WESTON COMPANY, LTD., Sydney, Australia "Australasian Advertisers' Manual and Newspaper Directory," 1924 edition. Contains complete statistics of all publications in Australia and New Zealand in available form. Comprehensive information about municipal and provincial regulations governing advertising. The book is an indicator of the great advances made in typography and photo-engraving on that continent and is beautifully illustrated throughout with line and color cuts.

BY THE ART DIRECTORS CLUB, New York—"Third Annual of Advertising Art. Photograph of exhibits at the Third Exhibition of the Art Director's Club. Color, black and white, phantasy, mass contrasts—a collection of the best in advertising illustration. Reproduced



herewith is one of S. Wendell Mitchell's drawings for Hudnut's "Book of DuBarry." The "annual" is indicative of the high quality that is now being demanded and attained in advertising art. Price, \$7.50.

BY THE McCALL COMPANY, New York City—"McCall's Magazine Blue Book of Circulation." A compendium showing news stand and mail circulation of *McCall's Magazine* in every county, every city of over 1000 population in every State of the United States, with population tabulation.

BY HUTCHINSON & COMPANY, London, England—"How to Write Advertisements," by Constance E. Miller. A complete text, including chapters on the study of the product and its market, determining copy policy, headlines, collateral advertising, typography, and slogans and trade figures. Price, 6 shillings.

**Take Your Own Case,
Mr. Busy Executive—**

If you have but little time for the weekly trade magazine in your own field, have the men who say "OK" in the oil business more?

The weekly news magazines may get the casual attention of executives, but these men keep up with the trend of oil affairs by reading the magazine that is edited especially for them—that separates the wheat from the chaff in the news—that discusses in an authoritative way the general developments in the business as a whole—and in whose editorial judgment they have confidence.



Oil Trade is a monthly. It fills the needs of the busy executive in the oil industry. That's why its advertising pages are so worth while if you want to reach the men at the top.

The
Oil Trade

A. B. C.

A. B. P.

Including Oil Trade Journal and Oil News

350 Madison Ave., New York

Chicago New York Tulsa Houston

Also Publisher of Fuel Oil and The Petroleum Register

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 "very Jewish" daily of the United States. A home paper of distinct result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

\$63,393 from One Letter!

\$63,393.00 worth of merchandise sold with a letter of less than \$100.00. Send \$5. 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, House Memoranda. Subscription \$2 a year for 12 numbers full of selling ideas. Anything that can be sold can be sold by mail!

POSTAGE: GREAT BRITISH ST. NEW YORK, N.Y.

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 IGLSTROEM COMPANY

Maassillon, Ohio Good Salesmen Wanted

LAST year the gas utilities financed a \$450,000,000 building and expansion program. This year a still greater amount will be spent. We will be glad to tell you how your product can be applied to this industry, which is covered 99.47% by Gas Age-Record, the only A. B. C. and A. B. P. paper serving the field.

Gas Age-Record
52 Vanderbilt Ave.
New York

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."

Good Salesmen as a Liability

[CONTINUED FROM PAGE 23]

case of having a star who demoralized the whole force, so Bronson went.

When we dropped Wilson even competitors were surprised. For years he had been a success on the territory—he still was getting satisfactory volume. We asked him if he wanted to take another territory. He did not. He had already built up one territory over a period of twenty years and did not want to go into a new field. He had his friends where he was. If we did not want to leave him there, he would resign. He had enough money anyway—had married money—had a nice farm—was really staying on the job more as a favor to the house than for any other reason.

What greased the skids for Wilson was a good market analysis of his territory. There are many unkind criticisms made about outside investigations. Possibly because the average outside investigation is so brutally frank that it steps on sore feet; it causes shrieks of discomfort.

This outside investigation began because one of the stockholders of the company happened to be also a stockholder in a leading store in one of Wilson's towns. Wilson was not getting business from that store, although he reported calling regularly. When it was checked up it was found that, while he did call, he made no effort to sell—in fact, gave the buyer to understand that there was an arrangement with another merchant.

That led to a possibility of there being other similar cases. So an outside concern checked up on the territory. It found three hundred and fifty dealers who could handle the line to advantage. It found that only two hundred were buying at all, and that of the others at least a hundred could be sold with reasonable effort.

BUT for years Wilson had worked that market. His friends had grown in business. They hated to see competition come in. When a small store opened nearby, Wilson did not call on the newcomer. He made it plain to the older and larger merchants that he would refrain from making these calls. But over a period of years some of the older merchants went out of business, while a good number of the small beginners grew into large accounts. After he had refrained from calling on them for years he hated to make a start, so he just let them slide.

It was then that the house thought a change would be a good thing. This Wilson refused, and so was dropped. The new man walked into many a store and came out with nice business. It took a little explaining to old customers, but on the basis of good business those explanations were in order and effective.

Nine sales managers out of ten are

"Evidence of Leadership"

Continuing to demonstrate ability to produce extraordinary results for advertisers, THE SUN continued its progressive growth in 1924 with another great upward swing in advertising.

The Sun gained more than two and a half million lines of advertising in 1924 in excess of 1923 on top of more than a million lines gained in 1923, and this following a gain greater than that of all other New York evening newspapers combined in 1922.

The Sun, printed six days a week without a Sunday edition, published 13,268,308 lines of advertising in 1924, practically all high quality display and display-classified advertising.

The Sun gained 650,000 lines of National Advertising in 1924 in excess of 1923—one of the greatest gains made by any newspaper.

The Sun published more high quality Manhattan Department Store advertising in 1924 than any other New York evening newspaper, more six days a week excluding Sunday than any New York morning newspaper published in seven and gained substantially in this important classification.

With an unequaled high quality circulation averaging more than 250,000 in the world's greatest market, with rigid standards of advertising censorship and propriety, with expert typographical treatment given to advertisements in its columns, THE SUN is one of the great advertising media for products and services of good quality.

The



Sun

280 Broadway

New York



Have You The Courage Of The Utterly Obvious?

ISN'T it your notion that there is too much getting-red-in-the-face about advertising?

Too much of the straining and struggling to dig up some Heaven born selling idea, when what's needed is a down-to-Earth one?

Isn't it so, that suffocated in the midst of some beautifully bound portfolios of selling plans, and advertising campaigns, is some simple little thing, which although ignored, is the really big business-building idea?

Isn't it also so, that if we were to come along and point out that very utterly obvious thing, more than likely, you wouldn't consider it for a minute?

You would say—"why man, there is nothing new to that. We have known about it for years. What we want is something new. Something crisp or clever. Something that will make people stop, look and listen."

Then we would reply: "The trouble is you haven't the courage to use the utterly obvious. And so you insist on spending needless money winding in and around the maze of advertising scenery, when by using the utterly obvious you could at once cut cross lots."

On the utterly obvious are all our campaigns based. "Putting long pants on a tea kettle," is one of them.

Regardless of what your product is, you might find our 19 years of specializing in the utterly obvious, well worth looking into.

TUTHILL ADVERTISING AGENCY

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

overly conscientious in holding men and in giving a salesman another and still another chance. This is as it should be.

One leading sales manager said to me not long ago: "When we hold a man a year, it means not less than five thousand dollars that we have tied up in him. We can't just drop him and get another man. In a year the right man has learned the line, has developed an acquaintance in his market and, if he is a good man and a hard worker, he is in position to commence producing. If we have made a mistake and have to admit failure in the man, we are out as much, if not more, than the man is."

SO sales manager after sales manager hangs on to men after they have proven their unfitness. There is always the fear that maybe a man who may turn the corner yet is going to get away from the company.

Then there is the fear of letting an older man go because he might be inclined to go with a competitor. The sales manager who has had experience along that line is quite philosophical. Many men who in the end prove unsatisfactory to their house go to a competitor and prove a real stumbling block to their old employer. This is not an article about men who go to the other house, but one thing can be said to stiffen the morale of the sales manager who has to let a man go, and that is that the chances are a hundred to one that, while the man can without doubt get another job with another house, the salesman himself is likely to do a foolish thing when he gets a competing line to sell in his old territory.

While promiscuous discharging of salesmen is just about the most foolish thing a sales manager can do, so much has been said and written about the importance of hanging onto a man and giving him more training that it is high time to take a good plain look at the cases of the men who should, in all fairness to the house, be let go.

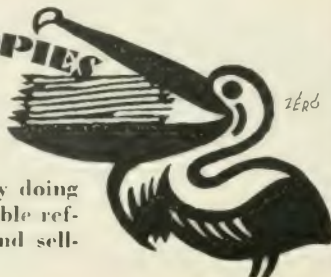
When the sales manager can sit down calmly and analyze his man and set down on one hand all the good points in the man and then on the other hand set down the defects, and when the defects clearly outweigh the good points and when it develops that the man is a liability to the house, then it is high time to admit the fact, although it is regrettable, and to recognize the fact that an operation is necessary.

Dr. Daniel Starch

Will direct the activities of the Department of Organized Research established by the American Association of Advertising Agencies. The department will collect, analyze and classify information as to circulation of leading periodicals. Dr. Starch is Associate Professor of Marketing at the Harvard Business School and an authority on the problems of advertising and marketing research. He is the author of several important books on psychology and advertising.

KEEP YOUR COPIES

AT the conclusion of each volume of the Fortnightly an index will be published and mailed to you. By doing so you will acquire an invaluable reference book on advertising and selling.



Demonstrating Crews in Marketing

[CONTINUED FROM PAGE 18]

found the method a very effective means of promoting sales and distributing his apparatus. The jobber knows the field and carries the accounts. His men cover territory every two weeks or so and are able to line up prospects. The factory representative assists the jobber's salesman in closing contracts whenever this becomes necessary, and when occasion arises makes demonstrations under competitive conditions. When the equipment is installed the factory representatives service the equipment.

A company that makes tubing has developed what really amounts to an extensive system of missionary work by employing a demonstrating crew. It sends ten or fifteen men to its factory for a training course that lasts approximately six months. After the course is completed these men are sent out into the field primarily to break the ground for the product and only incidentally to function as salesmen. All orders, however, are usually turned over to the company's jobbing representatives.

Another concern follows a somewhat similar procedure in the railroad field, to which a great deal of its output goes. The missionary men for this company call upon the railroad mechanical men, explain the merits of the product and use every legitimate means to get the responsible mechanics to specify the product in their next requisitions.

PLANS such as the foregoing, or adaptations of them, have been found advantageous not only on the basis of actual returns, but on the basis of forming an excellent training school for salesmen.

Several concerns that have tried the plan of sending crews out in the field to demonstrate their equipment state that they have found the method too expensive and that even the returns after a number of years did not justify the expense. Many machine tool builders believe that it would run the cost of their equipment up too high if they had to sell their products on the basis of demonstration. They are perfectly willing to give service after the sale is made, but doubt the feasibility of demonstrating their machines in operation before the sale is made. Several of the larger manufacturers of machine tools do all their demonstration work after the machine has been bought and set up in the buyer's plant. These concerns employ a number of field men who simply service the machines and act as a check-up on tool performance rather than as adjuncts to the sales force in advance of the sale.

It is obviously impossible for a machine tool salesman to carry a sample around with him ready to demonstrate.

"You know," said the architect, "I was just looking through a lot of architectural advertisements, and it struck me all over again that the manufacturer must advertise and keep on advertising. Besides keeping the established man sold he has to reach all those young firms that start up each year and get so many of the good jobs."

Ask us for the latest statistics on building activity—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 Plumb- | Radios |
| Addressing Machines | ing | Rugs and Floor Cover- |
| Automobiles | Heating Equipment | ing |
| Cameras and Kodaks | Furniture | Roofing |
| Cement | Fixtures | Bulletins and Signs |
| Clocks | Kitchen Equipment | Tires |
| Coffee | Letter Heads | Typewriters |
| Dishes | Pianos | Vacuum Cleaners |
| Envelopes | Pipe Organs | Victrolas |
| Files and Cabinets | Paper | Window Glass |

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., Clinton 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 _____

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yet some concerns achieve the same result in other ways. One of the largest manufacturers of hoist cranes and vessel loading and unloading equipment has found it feasible to take prospective customers on a tour of inspection, to examine and see in operation similar equipment to that in which the prospect may be interested. In some instances the same company makes use of moving picture films with portable projecting machines, the films showing the operations of its ore unloaders in use along the Great Lakes. Often the only way in which a company that markets a line of heavy machinery can demonstrate its product is by taking a prospective customer to some plant where like machinery is in operation.

DISCUSSION of the place of shop demonstrations in the selling of mechanical equipment opens a subject that can be argued pro and con indefinitely. To use or not to use demonstrating crews as an aid to sales constitutes a question that each interested manufacturer must answer for himself—always with an eye to the conditions that confront him and with a full knowledge of his own particular marketing problems.

The demonstration method has proved itself of the greatest value when introducing a new product. In the case of a concern whose product has been on the market for years and has become favorably known to the field in general, demonstration as an initial step to actual sale is hardly necessary. Such a concern is in favorable position to do its selling before any demonstration is made in the purchaser's plant, because most plant owners are already familiar with the product before they buy it. Where it becomes necessary to prove the worth of a product that has been newly introduced—a machine tool or other piece of apparatus that comes into active competition with equipment that has succeeded in gaining a hold on the market—then this form of selling undoubtedly has its value as it has its advocates.

Hill Company Elections

The Albert P. Hill Company, Inc., Pittsburgh, has elected H. A. Barton, vice-president and H. O. Reif, secretary of the organization. Mr. Barton was formerly with Street & Finney and the Joseph Richards Company. Mr. Reif has been connected with the Hill company for two years.

"Food Products Merchandiser"

Will be the new name of the *Food Products Retailer* which has just been purchased by the Olsen Publishing Company, Milwaukee. Cliff F. Woods will be manager of the new magazine.

II. A. Robert

Advertising and business manager of *La Presse*, Montreal, died suddenly of apoplexy January 14.

Advertising Calendar

JANUARY 29-30—Convention of the Financial Advertisers' Association in Detroit, Mich.

JANUARY 29-30—Annual convention of the Fifth District of the Associated Advertising Clubs of the World, comprising the States of Michigan, Kentucky and Ohio, to be held at Detroit, Mich. The National Advertising Commission will meet in Detroit at the same time.

FEBRUARY 13—Monthly meeting of Eastern Industrial Advertisers, Benjamin Franklin Hotel, Philadelphia, Pa.

FEBRUARY 16-18—Annual convention of the Seventh District of the Associated Advertising Clubs of the World, (Missouri, Kansas, Oklahoma, Arkansas and Louisiana) at Wichita, Kan.

MAY 9-14—Associated Advertising Clubs of the World, Houston, Texas.

MAY 10-14—Annual convention Association of Newspaper Classified Advertising Managers, at Houston, Tex. in conjunction with general convention of A. C. of W.

MAY 10-15—Association of Newspaper Advertising Executives, Houston, Texas.

JUNE 2—Advertising Managers' Conference, William Penn Hotel, Pittsburgh, Pa.

JULY 20-24—Convention of the Pacific Coast Advertising Clubs at Seattle, Wash.

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

Winter Golf League of Advertising Interests

Played its twenty-first tournament at Pinehurst, N. C., during the week of January 12-17. Championship was won by G. H. Hartman, of J. L. Sugden Advertising Company, Chicago, who defeated Robert Finney, New York, 2 and 1.

In the second division William Campbell defeated W. R. Hotchkiss, 3 and 2. Third division, C. A. Speakman defeated H. B. O'Brien, 2 and 1. Fourth division, W. F. Beckerle defeated Charles E. Beane, 3 and 1. Fifth division, C. E. Johnson defeated Gilbert T. Hodges, 3 and 2. Sixth division, Max Landay defeated Julius Mathews by default.

Special event was won by Dr. A. R. Gardner, New York, with a score of 83; a handicap of 12 gave him a net of 71. Alton Fluk, Pittsburgh, was runner-up, with 92. His handicap of 20 made his net 72. The women's nine holes contest was won by Mrs. C. A. Handler, Boston, with a net of 41. Mrs. W. E. Smith and W. O. Smith, Brooklyn, won mixed foursomes with a net of 71. Mrs. A. Handler and George H. Williams were second with a net of 74.

W. C. Smith won the special eighteen-hole contest, which was open to those who had not won a net of 68. H. Lester Tyrrel was runner-up.

W. R. Hotchkiss of The Standard Corporation, New York, was elected president of the league for the coming year. Other officers are: Elmer Rich, president Simozine Company, Chicago, vice-president; S. Wilbur Corman, of the Corman Company, New York, treasurer; Gilbert T. Hodges, advertising manager Frank A. Munsey Company, New York, secretary.

Ralph B. Wilson

Formerly of the Goodyear Tire and Rubber Company, has been appointed manager of central station sales for the Electric Vacuum Cleaner Company, Inc., Cleveland.



Rate for advertisements inserted in this department is 36 cents a line—6 pr. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

DESK SPACE WANTED
Either with advertising agency or book publisher, by artist specializing in black and white design and illustrations, book jackets, etc. Must be in vicinity of Grand Central Station or Times Square. Moderate rental. Box 225, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Help Wanted

BETWEEN JOBS
A man of good character, personality and address can find a profitable part-time occupation selling subscriptions to business men for high grade business publication. Box 234, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

SOMEWHERE MAKING IN THE MAKING
would develop into a crackjack good advertising salesman if given opportunity, training and experience.

He would have to be a worker, keen and alert, to take full advantage of his opportunities, and a "hound on the trail" when he picks up the scent of an order.

Ablivity to furnish good copy ideas would be a valuable qualification.

I WANT THAT MAN for my business paper—established many years and the leader in its field.

Replies will be ignored unless definite salary requirements are given.

Replies to be sent to Box 232 in care of Advertising and Selling Fortnightly, 52 Vanderbilt Ave., New York City.

Position Wanted

ADVERTISING and sales director would like to talk with any manufacturer who contemplates marketing a new product, or extending the sales of a product in the toilet goods or patent or sundry line. Have advertised and merchandised some of the best-known products in this field; expert in preparing campaigns; specializing in dealer co-operation and sales production; no stock-selling proposition considered, and will deal only with responsible principals with ample capital having meritorious products; references of unusual excellence. Box 235, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Position Wanted

ADVERTISING & SALES DEPARTMENT.

Age 28. Education, 3 years university, specializing in advertising and marketing. 13 years experience canvasser, reporter, salesman cotton goods. Salary secondary. Box 226, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

ADVERTISING

manager, seven years' experience; now advertising manager for large manufacturer; alert, original, sound; exceptional record; Age 27; college training; excellent reasons compel me to change position. Box 230, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

A COPY MAN WITH A BACKGROUND of Selling, Buying and Copywriting experience. An Idea Man who can tie down to the "sellable" appeal, make his own rough layouts and present his story in clear, common-sense English. Now doing free-lance work. Seeks permanent connection either as an advertising manager or with an advertising agency. Edward Mitchell, Jr., 139 South Washington Ave., Dunellen, N. J.

ASSISTANT SALES MANAGER

An understudy for a big man. A sales promotion man with selling experience. Have written and directed advertising. Field research experience. Box 231, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

SALES-ADVERTISING EXECUTIVE

A new connection is desired by a man who is now sales and advertising manager of a large drug products business. He has previously held executive positions in large office equipment, paint and hardware corporations, and has had advertising agency experience. In addition to his domestic experience, he has established and organized large businesses in foreign countries. He is 36 years old, has a 100% personal and business record, and would like to be investigated by any concern needing a \$10,000 man. Box 236, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

COPY WRITER

who can write effective copy and prepare layout desires to connect with advertising agency. Also know stenography. Have had three and one half years training at N. Y. University. Experience also covers five years' retail and wholesale selling. 26 years of age. Address: 52 Vanderbilt Ave., New York City.

Fourteen years in ad-rooms of both large and small daily papers, and in job-rooms an direct-business, catalog and booklet composition, with technical knowledge of advertising, together with some practical experience in local retail advertising and sales letters, should make me a valuable assistant to advertising manager of large department store or manufacturing concern. I am willing to go any place a real opportunity is open. Reasonable salary until ability is proven. C. E. Schuyler, P.O. Box 23, Trinidad, Colorado.

The DeMolay Councilor



A Magazine for Young Men

These young men buy shoes, hats, neckwear, clothing, automobiles, shaving equipment, hair preparations, athletic suits, athletic equipment, musical instruments and instruction, hiking equipment, camping paraphernalia, fountain pens, educational courses, physical instruction, books, furniture, robes, jewelry, insignia, utensils for serving refreshments, indoor and outdoor games, radio, novelties and many other things.

Is Salsinger right?

The following is an excerpt from H. G. Salsinger's widely read column, "The Umpire," which appeared in a recent issue of the Detroit News:

"THOSE IMPRESSIONS FOUNDED SO STRONGLY in youth sometimes never die. The men who sat in the bleachers as boys and watched 'King' Kelly run bases and belabored him for his skill, would never admit that Tyus Raymond Cobb could approach him as a base runner. The men that, as boys, watched Anson and Thompson, Brantner and Deahanty, slug base balls, are not totally convinced that Babe Ruth can hit a ball further than these idols of past generations. And the fellows that watched Amos Rusie burn his last ball over the plate will still tell you that Walter Johnson in his best day never showed the speed of Rusie. Some day there will probably be another player like Cobb. If there is the men who used to watch Cobb when he was in his prime as a ball player will scoff at the thought that he might have a successor. The boys who have been watching Ruth drive balls over the outfield fences will never admit that another man can hit a ball as far as Ruth did, no matter how far he hits it, and those who saw Johnson when his fast one was at the peak of its speed are never going to permit any other pitcher to be called the 'fastest fast ball pitcher of all time.' Not while they can talk."

Most of us are convinced that the champions that reigned in the days of our boyhood were far superior to those of the present time. No one, we think at times, can tell us differently.

This is only natural. The greats of the past that we still feel were the real giants of sport were the heroes of our boyhood. They were our great idols. In youth imagination plays havoc with the sense of proportion. Truthfully, we do not possess what may be called a real sense of proportion. The mind is highly imaginative and impressionistic and what are men of average stature become giants and their deeds arouse in us a wonderment and admiration that is pure and wholesome, an admiration that still has to strike its first disillusionment or be tainted by its first touch of cynicism.

What would you give to impress your trade-name and product indelibly upon the minds of 135,000 young men between the ages of sixteen and twenty-one?

The DeMolay Councilor offers an audience of 135,000 young men, on the threshold of manhood. They read the DeMolay Councilor because it is a good, live, readable magazine, covering topics of vital interest to them, and affecting their daily lives. It is interesting and inspiring.

Have you a message for them?

Tell it to them with both immediate and future profit.

The DeMolay Councilor A Magazine for Young Men

NEW YORK

Sam J. Doffy,
1 West 16th St.,
WABK 6082

Twelfth Floor Reserve Bank Building, Kansas City, Missouri

EDWIN J. SEIFRIT, Advertising Manager

CHICAGO

E. F. Lorenzen,
505 Peoples Gas Bldg.,
Harrison 1099



Making "a bee-line" for actual buyers

A VALVE salesman makes a bee-line for the power plant, because the power plant engineer *needs* valves and buys them.

A tool salesman seeks the factory superintendent or master mechanic, for tools are necessary to production.

A coffee salesman naturally calls on the grocery trade, because the housewife buys coffee from her grocer.

A silk salesman knows the dry goods merchant is the outlet for silks.

Calling on trades, industries or businesses which have a known need for a product, is common sense selling.

And it is equally common sense advertising to direct your printed salesmen to these same people, in publications where you can make an extensive *specialized* appeal. This you can do in Business Papers that are read by executives in those trades or industries which have need for the commodity you wish to sell,—papers that are vital factors in the every day business life of these executives.

Business Papers of the high-quality A.B.P. type are forceful and result producing "members" of the sales staff of practically every successful manufacturer in America.

We shall be pleased to tell you more about Business Papers and how they can be made powerful sales stimulants at low cost.

Please write to—

THE ASSOCIATED BUSINESS PAPERS, INC.
Headquarters: 220 West 42nd Street, New York, N. Y.

*Over 120 papers reaching 54 fields of
trade and industry*

A. B. P.

"Member of The Associated Business Papers, Inc." means proven circulations, PLUS the highest standards in all other departments.



Keeping the wires hot keeps the news hot

Speed is essential to oil reader interest.

F

EW, if any, or any two business papers, make a larger annual use of the telegraph than National Petroleum News. For instance, ten thousand words were telegraphed over night from Ft. Worth, Tex., to Cleveland, O., to get out the news of the big annual meeting of the American Petroleum Institute. In addition, that week there was the usual run of last minute news, of many thousand words sent by telegraph. As a result, you will find it, virtually without exception, in the office of every executive whose influence counts in decisions on purchases. Oil executives **MUST** keep pace with developments—N. P. N. gives them these developments *first*.

NATIONAL PETROLEUM NEWS

Offices:

CLEVELAND
812 Huron Road

NEW YORK
342 Madison Ave.

HOUSTON, TEX.
608 West Building

Member A. B. C.

Offices:

TULSA, OKLA.
608 Bank of
Commerce Bldg.

CHICAGO
360 N. Michigan
Avenue

Member A. B. P.