

Advertising & Selling

FORTNIGHTLY



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Kansas City

SEPTEMBER 23, 1925

15 CENTS A COPY

In this issue:

“Are You Sacrificing Future Markets for Immediate Sales?” By WALTER F. WYMAN; “Consumer Stockholders and Their Good Will Sales Value” By J. GEORGE FREDERICK; “Let’s Stop Guessing About Copy” By S. H. GIELLERUP; “Coordinating the Steps of a Sampling Campaign” By Thomas J. Grace

To the sellers of hats in Chicago:

991,179 Heads to Hat!

In Chicago, according to the latest government census, there are 991,179 males 15 years of age and over.

If each one of these buys 2 hats a year—a low estimate—that aggregates 1,982,358 hats sold annually in Chicago alone.

Are you selling your share of these hats?

To sell more hats in Chicago, follow the lead of experienced advertisers in this market and advertise more in The Chicago Daily News.

Because it paid them, advertisers bought 9,890,113 agate lines of display advertising in The Chicago Daily News in the first eight months of 1925, the greatest amount of space they ever bought in any Chicago daily newspaper in any similar period of any year.

These 9,890,113 agate lines of display advertising—1,878,372 lines more than were carried by its nearest competitor, a morning newspaper—are conclusive evidence of the increasing value of The Chicago Daily News to the advertisers of America.

Among the approximately 1,200,000 daily readers of the 400,000 average daily circulation of The Daily News—there are about half a million masculine heads to cover with hats—2 hats a year for each. Figure it out yourself. Here is a market that warrants increasing your selling message in

THE CHICAGO DAILY NEWS

First in Chicago

When coordinating advertising with sales becomes a normal part of your day's work

THERE are some agencies whose discussions with their clients deal with sales as often as they do with advertising. Being accepted as part of the advertiser's sales department, they receive current manufacturing schedules and sales sheets from their clients. Then they analyze these statements as if the product and its problems were their own.

These agencies expect to be and are drawn into all policy matters, such as jobber and distributor relationships, shifts in the sales organization, sales quotas, sales territories, sales contests, compensation for salesmen and a host of other matters.

Such agencies take an active part in the education of jobbers, distributors and retailers. They deal not alone with the advertising which is, after such cooperation, truly a force for

sales back of the product, but with the soundest methods of marketing the product through the human sales force as well. Then they carry the same message to the client's own sales organization.

Such service on the part of the agency is hard work and tedious work and costly work. But the results of it come back in loyal customers and in growing appropriations.

Your client has a deep and abiding confidence in you. All the facts and figures of the business are at your command. You are a part of the firm; a trusted member of the family. You belong!

With such a relationship as this the great and mysterious problem of Coordinating Advertising with Sales becomes only a normal part of your day's work.*

**From "Coordinating Advertising with Sales," an address delivered before the 1925 Convention of Associated Advertising Clubs of the World, by Arthur W. Sullivan, Vice-President, Joseph Richards Company, Inc. This address is notable for the new ideal of advertising agency service which it develops, an ideal which represents the policy of Joseph Richards Company, Inc., in its relationship with its clients. Any interested business executive may obtain a copy of Mr. Sullivan's address by writing us. Joseph Richards Company, Inc., 251 Park Avenue, New York.*

"FACTS FIRST ~ ~ THEN ADVERTISING"

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
SILVER KING GINGER ALE
BONDED FLOORS
TAO TEA BALLS
NEW-SKIN

What we've done for others we can do for you.



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

Page 5—The News Digest

John F. Schiller

Formerly with the Macfadden Publications, has been appointed to the New York office of the *Philadelphia Public Ledger*.

Export Advertising Round Table

Will hold the first of its series of luncheons, Tuesday noon, September 22, at the Advertising Club of New York. C. K. Woodbridge, president of the Dictaphone Corporation, and president of the Associated Advertising Clubs of the World, will be the speaker.

Evans, Kip & Hackett, Inc.

Formerly Evans & Barnhill, Inc., New York advertising agency, have established an office at Springfield, Mass. H. F. Osteyee, for several years president of the Constructive Advertising Agency in that city, will manage the new office. Evans, Kip & Hackett, Inc., have taken over the accounts of that agency.

Charles C. Green Advertising Agency, Inc.

New York office, will direct advertising for the Orangeine Chemical Company, the Dill Company, Norristown, Pa., and the Dr. D. P. Ordway Plaster Company, Camden, Me.

Metropolitan Advertising Golf Association

Held its final tournament of the year at Briarcliff, N. Y., on September 15. There were about ninety members present. The golf was followed by a dinner and dance at the Briarcliff Hotel. The association also elected its officers for the coming year. R. P. Clayberger was elected president; Walter Jenkins, vice-president; R. B. Stewart, treasurer, and L. D. Fernald, secretary. The matches were hard fought, many of them going extra holes. In addition to the men's tournament there was a Kickers' Handicap for the wives and relatives of the men who competed. Mrs. Edgar Gould was the winner. The following are the results of the men's tournament: Low Gross, a. m.—J. N. McDonald, 81; Low Net, a. m.—R. B. Bowen, 89-25-64 net; Low Gross, p. m.—Tied, C. T. Sweeny, 84, and J. M. McDonald, 84; First Low Net, p. m.—C. S. Hemmingway, 70; W. C. Garwick, 73; W. A. Sturgis, 74.

Advertising Club of Los Angeles

Announces the creation of a new branch of service, through a welfare committee, for the establishment of contact with club members overtaken by accident, illness or other misfortune. Charles E. Bireley, now retired, formerly member of the Bireley & Elson Printing Company, has been appointed chairman.



The Thumbnail Business Review

By Floyd W. Parsons

LEADERS of American industry are succeeding in their effort to establish a sound foundation for a satisfactory business expansion this fall and winter. Aside from cotton, most of the crops are made. Cereal production will about equal the last five-year average, while potatoes and cotton will likely show a falling off. Prices for practically all products are on a high level so that the purchasing power of the agricultural community will be most satisfactory. Agriculture will contribute less to foreign trade this year, but the loss will be made up largely by an increase in our exports of manufactured goods. The products of our factories now constitute 60 per cent of our exports to foreign lands.

¶ An investigation of 12 important industries indicates an increase in activity in August as compared with July. At the same time there was a decrease in business failures. Building made a new record in August with a total of \$589,700,000. This most recent total represents an increase of 25 per cent over a year ago. The production of motor vehicles in August was 11 per cent larger than the July output. Production and shipments of cement also reached record figures during August, with an increase of more than a million barrels over the same month last year.

¶ However, other nations are not progressing in the same satisfactory manner as is the United States. There is a depression in the Orient; crop-killing weather in Russia; a serious state of unemployment in Great Britain; an unpromising slackness of trade in Germany, and a state of unsettled finances in France.

Harold W. Yost

Mainland manager for the Hawaiian Tourist Bureau, San Francisco, has been appointed chairman of the new Speakers' Bureau of the Pacific Coast Advertising Clubs' Association.

Harford Powel, Jr.

Account executive of Barton, Durstine & Osborn, has resigned to become editor of *The Youth's Companion*, recently purchased by The Atlantic Monthly Company.

Arthur M. Loomis

Member of the firm of Loomis, Dow & Company, certified accountants, of Los Angeles, has been appointed chairman of the Associated Advertising Clubs of the World Convention Committee.

Graphic Art Leaders Exhibit

Has been prepared under the auspices of the Graphic Arts Division of the D. L. Ward Company, Philadelphia. More than 1200 specimens were received and from among these the judges selected first, second and third prizes and five honorable mentions. William Edwin Rudge, New York, took first prize with a book on "Italian Old Style Type," done for the Lanston Monotype Company. The second prize went to the Grabhorn Press of San Francisco, and the third prize to John Henry Nash, also of San Francisco. The five honorable mentions were awarded to the Beck Engraving Company of Philadelphia, Currier & Harford of New York, Franklin Printing Company of Philadelphia, Perry-Estabrook Press, Inc., of Cambridge, Mass., and The Merrimount Press of Boston. The exhibit will be shown in a large number of cities throughout the country and will be the official exhibit of the Direct Mail Advertising Association, at which convention it will be displayed in October.

The Power, Alexander & Jenkins Company

Detroit, will direct advertising for The Premier Manufacturing Company, same city, manufacturers of Debeo battery chargers for radio and automobile use.

R. E. Wright

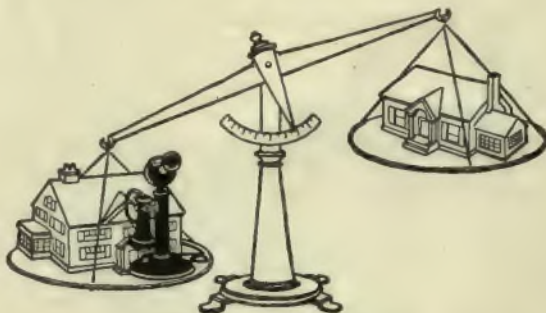
Manager, savings department, First Wisconsin National Bank, was elected president of the Milwaukee Advertising Club at the first fall meeting. Other officers elected were I. C. Buntman, vice-president; William Dittman, secretary; John Brown, treasurer. Members of the board of governors are C. C. Younggreen, Harry A. Walsh, Frank Jennings, Burr Lee and Cliff Loew.

R. R. Glenn

Of the Central Advertisers' Agency, Wichita, Kan., died of appendicitis, September 17, 1925. He had been in the advertising profession for about twenty-five years and had enjoyed a wide acquaintance in the East and Middle West.

[ADDITIONAL NEWS ON OTHER PAGES]

The home with the telephone is the market for your goods



Every manufacturer who advertises has occasion to ask himself this question: Where is the market for my goods? How can I divide the people of this country into those whom I can reach and sell easily and those on whom it does not pay to spend money or effort?

All sorts of measuring sticks and divining rods have been applied to population. The distribution of the income tax has been one guide. The ownership of a home is another. The possession of a motor car a third. All these have their advantages, but all are superseded by the thoroughness, comprehensiveness and definiteness of the telephone list. Here are 8,419,668 homes with telephones (disregarding all business connections) which have risen to a certain standard of living, of incomes, of expenditure, that makes the telephone necessary and possible. The presence of this simple device divides that family from all others who have not yet reached the telephone state of prosperity.

Since there must be a division of some kind, since it is obviously impossible to sell the entire population of the United States, since it is absolutely necessary to concentrate on those who are able to buy and who are

reachable by advertising and other selling appeals, the telephone is the surest index. It draws a line through population. One-third of the country's homes have telephones and it is conservative to estimate that they buy two-thirds of the advertised commodities sold.

It is a good thing for the national advertiser to aim at—market coverage of the eight and one half million families who have telephones—and obviously the telephone subscriber circulation of a number of magazines must be added together to total more than eight and a half million.

The telephone market has been staked out and more and more sales and advertising managers are using the distribution of the telephone to check up the distribution of their own product. The telephone is one of the surest indexes of buying power and it likewise points the way to the best advertising mediums.

Because in the ten years (1915-1924) The Digest has continuously circularized telephone subscribers, it has increased its circulation to more than 1,300,000 copies per week and can make to all manufacturers of nationally advertised products this definite statement:

The home with
a telephone is the
best market
and the best million telephone
homes are subscribers
to

The Literary Digest

TRENTON, NEW JERSEY

CITY OF DIVERSIFIED INDUSTRIES

AN IDEAL TEST MARKET

TRENTON is usually one of the cities selected by manufacturers who desire to test their merchandise and advertising in certain markets before attempting to secure national distribution.

With more than *400 factories* engaged in the manufacture of *97 different kinds of goods* valued at more than \$125,000,000, Trenton is not affected by trade slumps as in the case of cities dependent on a few industries.

The Trenton Trading Zone (a radius of 20 miles), had a population of 195,000, the make-up of which is quite similar to that in metropolitan centres.

The Times whose circulation for the first six months of 1925 as per ABC Audit was 39,448, offers advertisers the only possible coverage of Trenton and its numerous surrounding towns.

TRENTON (N. J.) TIMES

KELLY-SMITH CO., *National Representatives*

MARBRIDGE BUILDING, NEW YORK

LYTTON BUILDING, CHICAGO

NO matter which!

Study the subscription galleys of any one of the Condé Nast Group—Vogue, Vanity Fair, House & Garden.

Try to find any difference in the buying power of each magazine's subscribers.

They live in the same part of town. They belong to the same clubs. They shop in the same stores. They have the same standards of living.

Some of them are especially keen about their homes, and take House & Garden.

Some of them are especially keen about their clothes, and take Vogue.

Some of them are especially keen about their brains, and take Vanity Fair.

But, no matter which of our magazines they subscribe to, their homes, clothes, surroundings and appointments are all of the best. They are the nice people of the town—the charge customers—the good spenders.

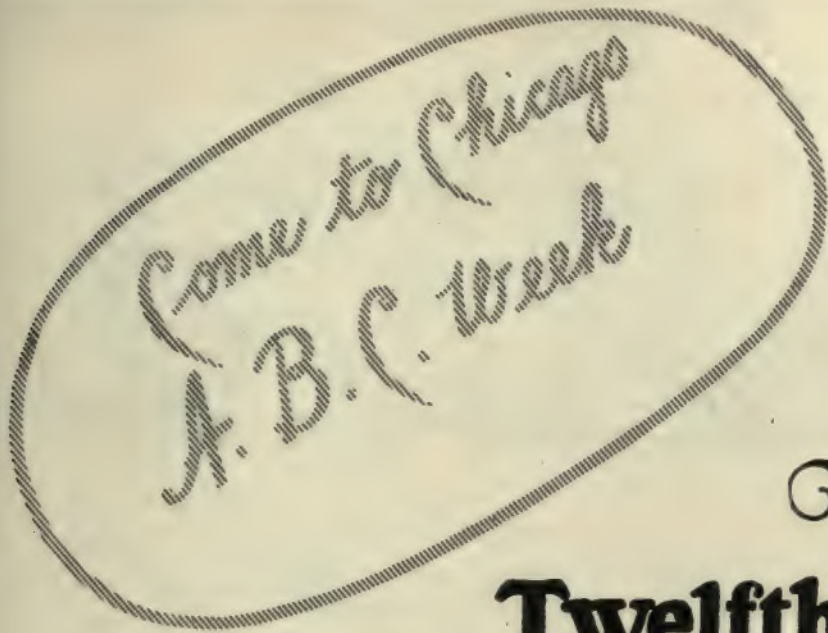
They are prospects for EVERY kind of quality merchandise.

That's why you ought to use the Group!

**VOGUE
VANITY FAIR
HOUSE & GARDEN**

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations



The
Twelfth Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel LaSalle
Chicago

October 15th & 16th

NINETEEN · TWENTY · FIVE

The **DINNER**

NIGHT OF OCTOBER, 16th

will be at the

Hotel LaSalle

Make your reservations early





THORNTON W. BURGESS wrote his first animal story for People's Home Journal in March 1913. Since then a children's story by him has appeared in every issue. The October story, "Why Jerry Muskrat is Long-Headed" will be our one hundred and fifty second.



To-day Mr. Burgess's admirers, young and old, are literally numbered by the millions. Each month his stories in the People's Home Journal about Peter Rabbit, Johnny Chuck and their friends—pictured inimitably by Harrison Cady—bring joy and helpful entertainment to hundreds of thousands of small town homes. These stories are also being used in schools throughout the country for wild life studies.



We mention the Thornton W. Burgess Green Meadow Club stories as illustrative of the unfaltering continuity of People's Home Journal editorial policy. As with these stories, so with our inspirational fiction and our constructive home service departments, we have adhered steadfastly, year in and year out, to certain dominant principles of small-town appeal.

PEOPLE'S HOME JOURNAL

In First Four Weeks Under New Ownership

Winston-Salem Journal

The seven day morning newspaper of Winston-Salem, N. C., added these new and exclusive features

Consolidated Press

David Lawrence
Robert T. Small
John B. Foster
Lawrence Perry
and other writers

Three Famous Writers

Mark Sullivan
Dr. Frank Crane and
Edgar Guest

Two Continued Stories

"Limited Mail"
(Daily and Sunday)
"The Unholy Three"
(Sunday only)

Lecocq Cartoon Service

New Comic Strips

Briggs
Petey Dink
Glimericks

Seven Day Picture Page

Central Press

all these with our

Associated Press leased wire
N. E. A. Service and complete
features

Special Raleigh State Bureau
Special Washington Bureau
Staff of state correspondents
and complete city coverage

and a Full Page Comic strip daily

The Nebbs
Out Our Way
Salesman Sam
Our Boarding House
Boots and Her Buddies
Mom 'n Pop
Everett True
Mudd Center Folks
Freckles and His Friends
Jack Daws' Adventures

Combine to make the Winston-Salem Journal the complete Family Paper of North Carolina

Winston-Salem

admitted by any person acquainted with
North Carolina to be

Leader of North Carolina

In Industry—In Wealth—In Population

North Carolina

admitted by any person acquainted with the
"New South" to be

Leading the South

In Education—In Textile—In Good Roads

Keep your eye on

{ The Morning Journal and on Winston-Salem and on North Carolina

WINSTON-SALEM JOURNAL

Daily and Sunday—A. B. C.

Santford Martin, Editor—Owen Moon, Publisher—Wm. K. Hoyt, Manager

KELLY-SMITH COMPANY

National Advertising Representatives

Lytton Bldg., Chicago

Marbridge Bldg., New York City



Take Any Yardstick

THE leadership of *Marine Engineering and Shipping Age* stands pre-eminent in the marine industry regardless of the yardstick you may use.

*Want the
Proof?*

Marine Engineering



American Marine Exposition

The November issue of *Marine Engineering and Shipping Age* will be the Exposition Number and will be distributed at the American Marine Exposition, 212 Anti-Air Craft Regiment Armory at 62nd Street and Columbus Avenue, New York City, during Marine Week, November 9-14. Copies of this issue will also be distributed at the meetings of the various marine societies which will be held in New York during

Marine Week, including the meetings of the Society of Naval Architects and Marine Engineers.

This additional distribution of *Marine Engineering and Shipping Age* at the Exposition together with the regular paid circulation, the largest of any marine publication, will make the November issue of exceptional value to advertisers. More detailed information will be gladly furnished on request.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago

6007 Euclid Ave., Cleveland

New Orleans

Mandeville, La.

San Francisco

Washington, D. C.

London

and Shipping Age

COLOR YOUR APPEAL

Consider a Magazine Long Noted for Its Color

The SPUR

The list at the left includes some of the prominent advertisers who within recent months, have used Color in The SPUR

BOHN
CRANE
FAIRFACTS
KOHLER
RUSSELL & ERWIN
BLUE BOAR
HERBERT TAREYTON
LUCKY STRIKE
PALL MALL
CADILLAC
LINCOLN
MARMON
PIERCE-ARROW
FIRESTONE
FISK
U. S. RUBBER
STANDARD OIL
B. ALTMAN
LISTERINE
NETTLETON
STEINWAY
STORY & CLARK
UNITED FRUIT

Because of the

SUPERIOR REPRODUCTION which is possible on the large size (10x14 $\frac{1}{2}$) pages of delicately tinted stock; mechanical skill and attention to details helping to secure results.

EDITORIAL ENVIRONMENT that makes "every page a 'work of art' in a perfectly arranged and variedly interesting 'gallery'."

SELECT CIRCULATION that takes the Color page where it is appreciated, into fine homes, leading clubs, resort hotels, steamship lounges, railway observation cars, wherever people of better purchasing power are found.

APPRECIABLE ECONOMY which lies in a low differential between Black and White and Color; thus, making The SPUR unusually attractive to advertisers, old and new, who know, or want to gauge, the value to them of Color.

*Now is the time to think of CHRISTMAS—An Ideal Season for Color.
For Color Information, Rates, Suggestions, Service, Write*

The SPUR

425 FIFTH AVENUE

NEW YORK CITY

CHICAGO

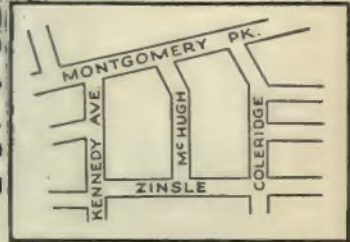
Burton R. Freer
122 So. Michigan Blvd.

LONDON

PARIS

BOSTON

Travers D. Carman
194 Boylston Street



In this part of Kennedy Heights are 123 residence buildings. Here, 76 Enquirers are delivered every morning.

“On top of the world” with Mrs. Kennedy Heights

Stand on the brow of the bluff overlooking Norwood. The whole world, it seems, lies at your feet and the high plateau on which you stand must surely be fabled “land o’ dreams.

And so it is—to Mrs. Kennedy Heights. Here a host of her dreams have come true. That trim brick bungalow; that car in the driveway; and the baby girl playing in the checkered sunlight of the screened-in porch—there’s a dream indeed!

Vines are already weaving a frame about the living room windows; by next spring the hedge in front will be waist-high. Oh, Mrs. Kennedy Heights’ home will be worth going miles to see. And the interior is just as attractive—everything tasteful and practical, too.

Yet Mrs. Kennedy Heights will tell you her beautiful new home has not cost so much. Shopping wisdom—that’s the secret. And here The Daily Enquirer has helped her. For Mrs. Kennedy Heights reads this paper as regularly as the breakfast hour comes round. And her neighbors read it, too. In this community are 432 residence buildings; here, 297 Daily Enquirers are delivered.

Mrs. Kennedy Heights will be buying for that home of hers and that family of hers for years to come. If you, Mr. Advertiser, would turn some of her buying in your direction, the way is open: Advertise to her in the great morning paper she reads!



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

L. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI

“Goes to the home,



ENQUIRER

stays in the home”



This is a
DELINEATOR House
Built by a
DELINEATOR Reader

From a
DELINEATOR House Plan

The

in

DELINEATOR

Founder of BETTER HOMES IN AMERICA

CHICAGO

NEW YORK

SAN FRANCISCO

Advertising & Selling

FORTNIGHTLY

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WHOSE is the most authoritative opinion as to the selling power of various individual advertisements — the advertising man's or the consumer's? And exactly to what extent may the opinions of the latter be regarded as criteria? These questions are answered and enlarged upon by Mr. Giellerup in this issue. The tests which are described are detailed and illuminating, and they bring to light some rather startling disparities between the opinions of the two above-mentioned groups concerning a certain series of advertisements.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:
F. K. KRETSCHMAR
TODD BARTON

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 Swetland Bldg.; Superior 1817

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

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

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

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

Copyright, 1925

Circulation That Parallels Sales Effort

THE community system of market analysis, in its broadest sense, is more than a plan for selling *Cosmopolitan* to its readers. The method is one of general importance and value—an instrument in sales building, just as applicable to any other sales or advertising effort as it is to marketing this magazine.

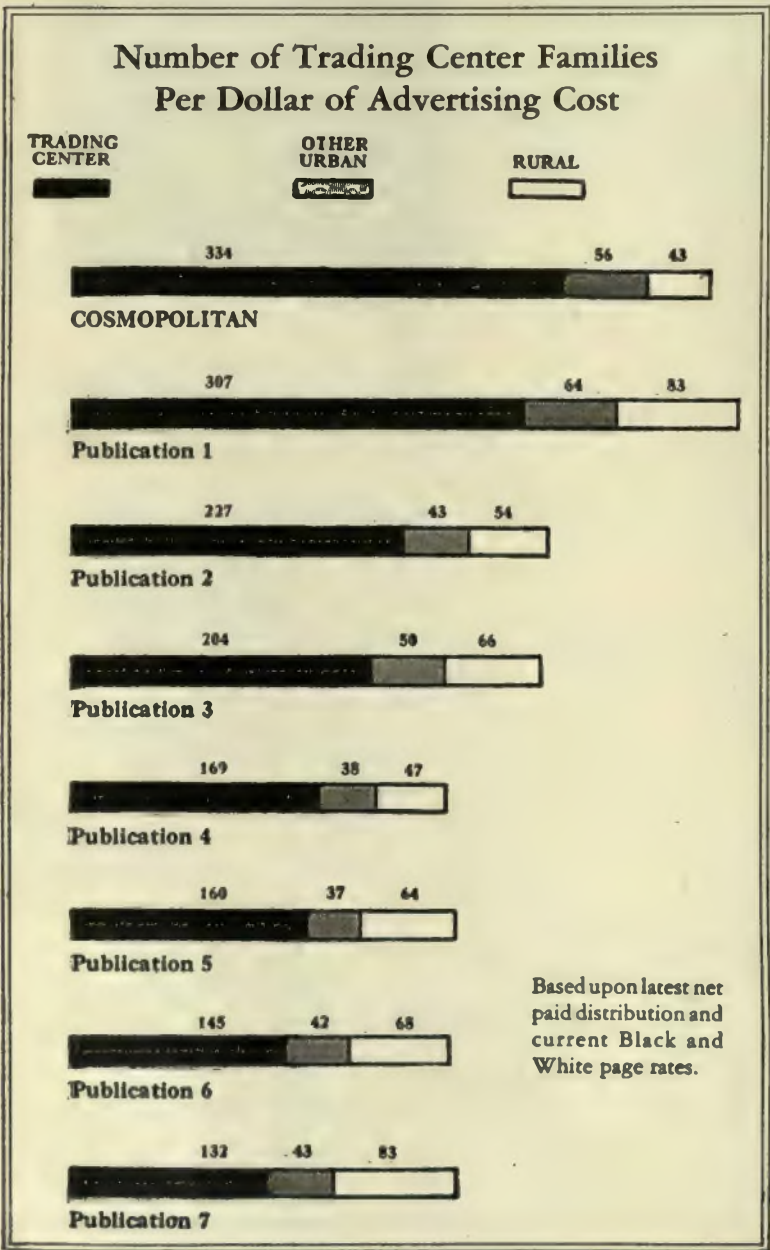
In the purchase of circulation, the advertiser recognizes distinctions in value as to type of reader. But there is another important factor in measuring circulation—consideration of *where* the reader lives. This, in our opinion, is a still further refinement of circulation value

that enables the advertiser to control more scientifically the cost of selling.

By its circulation concentration in the 663 Key Trading Centers, *Cosmopolitan* accurately parallels the intensive sales efforts made by all successful manufacturers to cultivate the dominant market which the Trading Centers represent. *Cosmopolitan's* concentration in this market, as compared with other important national publications, is shown on the accompanying chart.

As surely as "things equal to the same thing are equal to each other," the fact must prevail that as *Cosmopolitan's* sale is built by sound marketing methods, so the pages of *Cosmopolitan* give the manufacturer the foundation for a sound system of marketing his product.

Number of Trading Center Families Per Dollar of Advertising Cost



Based upon latest net paid distribution and current Black and White page rates.

Hearst's International
 Combined with
COSMOPOLITAN

SEPTEMBER 23, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

Are You Sacrificing Future Markets for Immediate Sales?

By Walter F. Wyman

General Sales Manager, The Carter's Ink Company

THERE is no question but that we have entered into an era in which only the fittest will survive and in which the weak spots in marketing will be tested as never before since 1913.

In the past twenty-five years the self-elected leaders of merchandising have frequently and all but openly claimed that aggressive, well-balanced methods would sell anything. It must be confessed that these exponents of what was once "intensive," later "high pressure," and now "sales engineering plus" tactics can point (if not with pride) to many seeming proofs of their statement. But it must be remembered that with the exceptions of 1908, 1913, 1914 and up to 1921, the public has bought so freely that a buyer's mistakes moved out of dealers' stocks before the educating moment of loss was reached.

The dealer was seldom even alarmed and seldom forced to cut prices and profits, even to move purchases made without semblance of sound reason and certainly not backed by sound value. Thus, in the main, both our wholesalers and our retailers up to 1921 have been fortunate because of consumer willingness to overpay and to accept less than best values. This good fortune had all but abolished caution, all but decayed the common sense which must be behind business success.

Since the fall of 1920 in some



© Brown Bros.

cases, and since early 1921 in the balance, American business has forced, either consciously or unconsciously, a new condition and one

which now must be considered as normal rather than any other standard we have ever known. In the long future ahead it will not be safe merely to be able to sell the merchant, or safe for the merchant to buy merely on the basis of his previous success in re-selling at a profit the exact article again offered.

Already manufacturers are finding that their contingent liabilities, not only from stock which the retailer has previously moved rapidly, but also from wholesalers, is amounting to a dangerous total. For the same manufacturers who took advantage of sellers' market rigidly to eliminate many trade abuses are now caught by a condition which they fail to visualize. When their problems were largely to manufacture to meet demand which poured in steadily they simply refused to consider as a problem the growing tendency of dealers to regard goods as returnable—a condition which, strangely enough, came into being even in boom times.

In many industries today, the retailer, regardless of whether he has paid for an invoice or not, regards the merchandise as his own when it sells, but as the manufacturer's when it fails to move rapidly from his shelves.

But it is not such a single phase of business as the returned-merchandise problem that each manufacturer should now face. After all,

returned merchandise at worst threatens only certain industries with loss instead of profit, and, more frequently, only certain enterprises within certain industries.

Every American manufacturer during the next decade must fight for continued profitable existence, unless he is so blessed by fortune that his products are quasi monopolies or at least that they are so essential and his manufacturing costs so pleasingly low that he can withstand organized competition as well as the new buying attitude. In building marketing policies that will wear, there are three leading elements of importance that must be carefully analyzed: (1) Product, (2) price, (3) terms of sale. All three claims bear directly upon the character building of marketing policies and failure to consider any one of the three, or even wrongful em-

phasis on any one of the three, endangers the entire structure.

The idea that "good, up-to-the-minute, high-pressure methods will sell anything" has all but disappeared in connection with the sale of merchandise. Remnants of the idea are still to be found in connection with the marketing of more or less fraudulent securities, but even in that field appealing to the weakness of human nature which desires much for little it is pleasing to report diminishing returns. In the long future ahead the consumer looms as the outstanding figure. It will not be enough for an article to be sold by the manufacturer to the wholesaler, by the wholesaler to the retailer, and from the retailer's shelves to the consumer. Beyond that point the article must render service which will satisfy the consumer with its value.

Each product must live up to the ultimate user's expectations in: (A) Economy, (B) Service, (C) Convenience, (D) Comfort, (E) Luxury—taken singly or in combination.

The consumer "knows the War is over" and expects after-the-war values in at least one of these five factors. If he purchases an article to reduce his cost of doing business or his household cost of living, that product must live up to his expectations of economy in use. The manufacturer no longer can expect his ad lib. claims for economy to pass unchallenged if they are built upon the sands of unusual conditions. The recent failures in the field of household machinery proved conclusively that the moment the consumer remembers the maker's claims he promptly advises at least the circle

[CONTINUED ON PAGE 47]

Guaranteeing via the Sample

By Malcolm Wingate

"IF you think you have sunk money fast enough to take your breath away in advertising by means of white space in publications, through direct-by-mail methods, or through demonstrators," said an experienced national advertiser, "then try sampling. If you do you will find your hair rising on end of its own accord. I know of few more effective ways to get rid of a bank balance."

Visit any food show and the reason for this will be apparent.

Everybody wants samples. Everybody reaches out instinctively for something that may be had for nothing and the result is that an enormous number of samples fall into the hands of people who are anything but prospective customers. In this manner the purpose of sampling is so often sidetracked; but not so its expense.

Colgate & Company have used sampling in almost every conceivable form for many years, and they have a pretty good idea of the advantages



and disadvantages of most methods. Just recently they have evolved a scheme which eliminates much of the waste caused by the samples falling on barren soil. It is being used in connection with their rapid shave cream. When a customer now buys a tube of this he finds attached to it a generous sample of the same product. The wrapper on the sample tells the story. It reads: "This Giant Tube is our guarantee of or faith in Rapid Shave Cream. Please try it. If you don't get the best shave

you ever had, return the regular sized package to your dealer and your money will be refunded." Thus the customer can give the regular rapid shave cream a trial of at least two weeks and still retain the privilege of returning and having his money refunded.

This system has its obvious advantages. We can readily assume that very few people will demand their money back after having enjoyed several weeks of free shaving lather. Then again in the few cases

where it is returned to the dealer it can be put back in stock or returned to the manufacturer for credit.

One of the big advantages of this system is that it keeps the sample out of the hands of the mere curiosity seeker, because it calls for an outlay of money before the sample can be obtained. Incidentally this method permits the amount of product sold for a given price to be temporarily increased and then later decreased without fear of controversy with its purchasers.

Customer Stockholders and Their Good Will Sales Value

By J. George Frederick

"TO my mind," said the banker, "one of the strongest reasons why you should decide on this move is because it will put your stocks out in the hands of the public, and thereby very favorably affect your good-will."

"But what far-reaching value can a few hundred stockholders have for my good-will?" replied the manufacturer, skeptically.

The banker smiled. "A few hundred, did you say? I will give you my personal guarantee that inside of three months we will have your stock in the hands of no less than 100,000 people—probably more.

"A hundred thousand owners of your stock," the banker continued, "almost certainly means 100,000 customers for your goods; permanent customers. It proves itself in my own household. My wife owns some Swift & Company stock, and only Swift hams, bacon, etc., come into our house. That particular company has long been aware of this situation, and each year it issues a very handsome booklet, meant for stockholders; a booklet which its advertising department prepares with as much, if not more, care than if it were for the regular sales channels of distribution."

"A hundred thousand stockholder customers," mused the manufacturer. "Why, man, the way we figure, a customer is worth \$50 a year to us. That means—if all the stockholders will be new customers, that they will be worth \$5,000,000 as an asset!"

"Well, of course," smiled the



STOCKHOLDERS are almost invariably customers of the concern in which they hold the interest. The more stock sold, the more good will created and the more customers partially removed from competition

banker, "it is likely that the best prospects for sale of your stock will be among your present customers. But the retailers of securities all over the country who will buy your stock from us will undoubtedly, in effect, be good salesmen for your goods. The clinching of good-will which occurs when one of your customers buys your stock is a tremendously valuable thing; it makes the stockholder rather immune from competition; more responsive to your advertising, a more loyal, more

free user of your goods. And very naturally, also a booster for you to other people."

No subject of recent discussion has had the stunning surprise in it that has come out of the matter of widespread stock ownership. The tremendous development in this field has taken place since the Armistice. It is not a mere matter of doubling the number of stockholders. It appears, in many instances, to be a matter of trebling and quadrupling.

For instance, in the telephone and telegraph field there were 107,000 stockholders in 1918 and 371,600 in 1925. This is actually more than trebling the number of individual owners of such stocks; and for marketing executives the leadership of the telephone and telegraph stocks in this regard is particularly significant, for the companies in this field have been consistent and extensive advertisers in many types of media.

The New York Central has made astonishing progress in a new direction, putting on a campaign to sell stock to their employees. The

number of shareholders in the New York Central as a result is now 78,000 instead of 36,000. Individual utility companies have made striking records in widening the distribution of their stock. The Consolidated Gas Company of New York in 1922 had about 12,000 stockholders and this year, three years later, it has over 60,000—largely made up of employees and consumers. This is an astounding ratio of increase, but nevertheless this record is duplicated by some others.

The Decline of an American Industry

And What Our Small Arms Manufacturers Could Learn from the Automobile Manufacturers

By E. T. Keyser

THE first revolver that I dropped into my hip pocket cost me \$10.50 over the counter and no questions asked by the dealer. Any family could have as many pistols distributed through its house as its finances permitted and a burglar calling upon said family realized that he was taking chances of subsequently assuming the rôle of amateur lead mine—so, he called infrequently.

Any reputable citizen could easily procure a license to carry a pocket cannon and those who might desire to hold him up also took a long chance on not being perforated in the operation.

In those days, the average automobile cost about \$4,000—cash—and was barred from our parks and many thoroughfares. When an autoist passed a restive team of horses, it was his job to run off the side of the road and stop until the team was placated. He had no rights and was the target for all sorts of abuse—for which he must stand or fare badly in the courts.

Today, a pistol, supposedly as good, certainly no better, retails at \$25.00 and the purchaser must display a license or permit before the dealer will hand one over. To carry it or keep it for home protection, the owner must submit to all sorts of red tape and acquire a pull with the authorities.

Meanwhile the average cost of the automobile has dropped to considerably less than \$1,000.00 and anyone

Editor's Note

IN view of the propaganda in many of our leading magazines and newspapers (and several editorials in the FORTNIGHTLY) directed against the unrestricted sale of firearms, we believe our readers will be interested in this article which presents one phase of the other side of the story. While Mr. Keyser does not advocate the promiscuous sale of pistols to minors, morons and irresponsibles, he does point out that the present precarious situation of the American small arms manufacturers is due in no small part to their failure to recognize the need of legitimately influencing public opinion.

Without wish to prejudice any of our readers against the ultimate advisability of Mr. Keyser's suggestion, we cannot refrain from quoting herewith a paragraph from an interview with District Attorney J. H. Banton of New York County, which recently appeared in the *New York Times*:

"Undoubtedly the pistol, the small, deadly weapon so easily hidden and so effectively used upon occasion, is the greatest agent of violent crime and makes possible unnumbered depredations against society that could be prevented by strict prohibitive measures. . . . Let us prohibit interstate shipments except to duly consigned persons. . . . I think we should also ask the cooperation of the press and periodicals everywhere in checking the sale of firearms. Many publications print advertisements of deadly weapons, apparently with no thought of the consequences."

Possibly Mr. Banton's views would be altered by such publicity as Mr. Keyser advocates.

who can read and write, is not blind or badly crippled can obtain a license to run it.

It has been given the freedom of all parks and roads, including the once famous New York Harlem River Speedway and, despite the fact that more people are killed and injured by it each month than by firearms during the entire year, the public has been educated to the view that it is reckless drivers, not the auto which is at fault.

The car has been of such assistance to criminals that it has de-

veloped a new technique in hold ups and burglary, while the indifference to the sound of pistol shots in our city streets is due to the fact that they may be distinguished only by an expert from the back-firing muffler of some careless autoist.

The house holder who wings a burglar today is in for anything from a prison sentence to a mighty bad grilling while an autoist, at the expense of a few dollars for an insurance premium, can damage property up to \$1,000 or two individuals up to \$5,000 each and his insurance company will take all legal expenses and bother off his hands and mind.

For larger amounts, in premiums, he can do more expensive hell raising.

The reputable citizen is told that he must look to police protection against banditry—that any effective means of self protection are crime inducing.

At the same time, the authorities, acknowledging how helpless they are to protect the innocent and law abiding autoist, from time to time endeavor to enact compulsory auto insurance in order that victims whom they are unable to save from other's recklessness may get something in the way of compensation for injuries from financially irresponsible car owners.

Starting as the protector of the business and professional man and the traveler and the home guard of the reputable house holding voter, the pistol has sunk, in the eyes of the

They Auction Second-Hand Machinery by Mail

By A. Rowden King

THE idea of conducting an auction sale *by mail* is something unique. As far as is known, it had never been tried until the Intertype Corporation first hit upon the novel idea and tried it out in April of this year.

The Intertype Corporation makes machines for the mechanical setting of type for printing purposes. Its new machinery is fairly expensive and, as is the practice in many another industry, it follows the plan frequently of accepting old, second-hand typesetting machines in part payment for new Intertypes. Thus the corporation often had on hand more second-hand machines in good condition than it could ordinarily dispose of by usual methods. And it was in connection with the selling of these machines that the idea of the auction sale by mail suggested itself.

The trade customs and practices in this business are, in many respects, very similar to those obtaining with the selling of manufacturing machinery of most kinds. Such typesetting machines are frequently bought by individuals and organizations who already are established users of them, including publishers, printers, schools, colleges, etc., for the purpose of displacing less desirable models.

Following out the idea of the auction by mail campaign, four "traded-in" machines of different models were selected and set aside for this novel sale. An announcement of the sale was sent by mail to a list of several hundred known users of typesetting machines and to prospects. This announcement named the four models and contained descriptive details of each of them.

Nothing was left to the imagination in this direction. The copy could scarcely have been written in more detail if it had been intended especially for a mail-order catalog.

model machine, but there was a difference of two days in the post-marks on the envelopes containing their bids. The first bidder received the machine in question, but within a few weeks a new Intertype was sold by us to the losing bidder, thus making this auction by mail doubly valuable to us.

"We achieved more than the results hoped for. In addition to selling four traded-in machines, the corporation was enabled to get in touch with many unsuspected prospects, thus being able to pave the way for the making of new friendships by Intertype salesmen which later resulted in a large number of Intertype sales."

Indeed the sale was considered so successful that the corporation only recently mailed out to a larger number of known users of typesetting machines than before an announcement of a new and enlarged auction by mail, the results from which are expected to be even better than those from the previous effort in this direction.

A part of this announcement is here reproduced which will un-

doubtedly prove of vital interest to many sales managers and merchandisers generally who are continually on the lookout for new and promising methods of selling.

Just how far the auction by mail method of merchandising is capable of being developed remains to be seen. Of necessity, it undoubtedly can be applied only to that type of merchandise with which the unit of sale is a large one. In other words, only manufactured products costing at least several hundreds of dollars each at a minimum price can be handled satisfactorily in this manner.

AUCTION BY MAIL! — AUCTION!

These Linotype Machines at Your Own Price

— — — — —

Due to record sales this year of Standardized, Universally Interchangeable Intertypes which have replaced several hundred machines of other manufacture, we will duplicate the successful auction sale conducted last April. For those who can use an overhauled machine of such construction this auction sale will provide the opportunity to buy at bargain prices.

To the highest bidder, we will ship the following overhauled Linotypes, equipped with 124 gals and new Intertype matrices of your own selection.

One Model Five	One Model Nine
One Model Eight	One Model Fourteen

These machines are the pick of a large number which have been replaced by Standardized Intertypes.

This will be an absolute sale. The machines will positively be sold to the highest bidder, regardless of the number of bids received, or the amounts bid. In case more than one bid of the same amount is received, the one bearing the earliest postal date will be considered as the highest bid.

Make your best bid on the model desired, cash or deferred payments, F. O. B. Brooklyn, N. Y. Use the form below. Bids will be received up to 12 o'clock noon September 30, 1925. SEND YOUR BID AT ONCE. These machines are going to be sold without restrictions of any kind. Don't lose this opportunity.

Intertype Corporation.

INTERTYPE CORPORATION
1440 BROADWAY, NEW YORK CITY

I bid \$..... for Model..... Linotype, F.O.B. Brooklyn, N. Y. I agree to pay

(1) Cash less 5% discount by sight draft attached to bill of lading

(2) OR 20% cash when bid is accepted, balance in 40 equal monthly notes @ 6%, secured by customary chattel mortgage.

NAME.....

ADDRESS.....

Use above coupon when making bid

The plan of the sale was also explained and a coupon was provided for the convenience of the bidder. A given day and hour at the end of the month was established and explained as the time set for the closing of the sale. Each machine was to be "knocked down" to the highest bidder.

Of the result in the case of this auction conducted by mail last April G. C. Willings, vice-president of the Intertype Corporation, has this to say:

"In one case, two bidders offered exactly the same price for the same

Let's Stop Guessing About Copy

If You Want to Know What Will Make Readers Buy, Ask Them

By S. H. Giellerup

SUPPOSE someone challenges your judgment on a particular advertisement, or you challenge his. How do you decide who is right? Do you settle the question by discussion? By conference? By compromise?

There is a far better way. For several years investigators have been looking for it. Running the advertisements and checking sales or inquiries they felt was a clumsy method. They sought one that would be more accurate; a quicker, simpler method; a method that cost less.

"Are people able to tell you which advertisement will most quickly get them to buy?" That was the question the investigators asked themselves. Then followed experiments. They submitted advertisements to relatively small but typical groups of readers. They averaged these readers' opinions.

Prof. Daniel Starch in his book, "Principles of Advertising," describes some of the forty or fifty experiments made by him. He refers to similar experiments made by Hollingsworth and Strong. *The conclusions of these men are that the method is sound.*

But is it? It would be disastrous to take its merit for granted. To accept on a basis of hunch, guesswork, or individual opinion, a method the very object of which is to do away with hunch, guesswork and individual opinion regarding the likes and dislikes of millions of readers.

I did not wish to take it for granted. Neither did my associates. We wanted to see for ourselves, and see we did.

The first test of its merit was made with advertisements of a famous toilet article, one that 92 magazine readers out of 100 are familiar with. There had been some differences of opinion about appeals. Four

different types of copy had been proposed. Each type had its protagonists. A test was necessary, and the test most readily acceptable to all concerned was a test by sales. But, before the test by sales was made, the advertisements were submitted to the public and to a number of individual advertising men.

to a special offer was made. But it was hidden. Readers could not know that two articles were offered for the price of one unless they read to the end of the text.

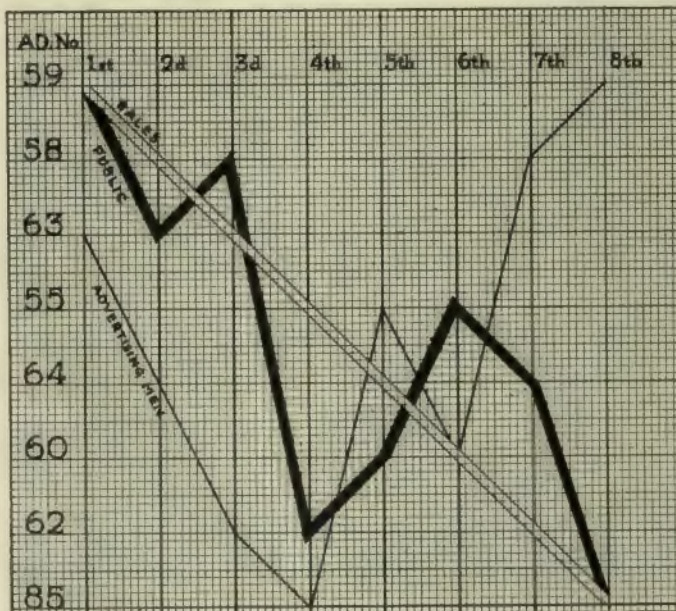
The advertisement appeared in six cities—Hartford, Allentown, Springfield, Ohio, Ft. Wayne, Duluth and Mobile. Sales were made at a lower cost in some cities than in others. This and other factors were taken into account in the final reckoning.

Before the advertisement appeared they were submitted, as already mentioned, to the public. A letter was written and mailed to several hundred people in Albany and Syracuse. We got their names from the telephone books. Each was a residential subscriber; otherwise they were picked at random.

Proofs of the advertisements were inclosed and the recipient was asked to choose. Sixty-nine complied. The ranking of the eight advertisements was based on these sixty-nine opinions.

Some may feel that the inability of the advertising men to predict the result is a reflection on the profession. Consider, however, that there were only three advertising men. There were sixty nine readers. It is seldom that you can get a true cross-section of human preferences from less than thirty people. Hence it cannot be said that the opinion of an individual advertising man is of less weight than the opinion of an individual reader. But it can be said that no one advertising man knows the likes and dislikes of enough people to foretell what thousands, often millions of people will choose to read.

In this respect the advertiser is no different from the publisher of books or songs, from the producer of films or plays. Phenomenal successes cannot be predicted. Until



The public was asked "Which of these advertisements will most quickly get you to buy?" The advertising men were asked "Which of these advertisements do you think will make the most sales?" The two answers were very different; the advertisement placed first by the public was placed last by the advertising men.

Then the advertisements ran. Sales were counted. The public won. The advertisements which people said would most quickly get them to buy *made the most sales.*

This was the first of several such experiments. The results of others will be given in future articles. You can decide for yourself whether the method is sound. Perhaps you will want to test it yourself.

The main difficulty in such tests is the checking of sales. It is necessary to know the results from *each* advertisement. In the test referred

Coordinating the Steps of a Sampling Campaign

By *Thomas J. Grace*

Sales Manager, Gorton-Pew Fisheries Company, Gloucester, Mass.

SAMPLING from house to house—crew work as it is often called—is one of the best known methods of introducing a grocery specialty. However, after the territory has been decided upon it is necessary that a good specialty salesman be sent into this market. He calls upon the local retail grocers, tells them what the house intends to do, and asks their support. That is, that they feature the goods in store windows, on shelves and on counters, that they make use of the advertising material which he gives them, and, in general, cooperate with the sampling crew in that town. At the same time, grocers who do not have the goods in stock are expected to order from the retail salesman.

After the actual sampling is done, very frequently billboard campaigns or perhaps newspaper advertising comes along as a follow-up in order to capitalize on the expensive campaign that has been put across in that town. Then when that is done the salesman is brought back into the market. He calls on the retail grocer again, goes all over with him

Portions of an address delivered before the advertising class of Columbia University under the direction of H. B. Le Quatte, president of Churchill-Hall, Inc.

the work that has been done, finds out whether or not it has been productive, whether women have been inquiring for the product, and tries to get, as nearly as he can, a fairly accurate idea of the number of people who really have responded to the sampling work.

Now there is another form of crew work that is just a little bit different from sampling. This deals with demonstrations, and to do that work it is really necessary to hire young ladies of very high intelligence. It is necessary to get into the home and interview the lady of the house and show her in a very diplomatic way how to use the product that you intend to demonstrate. That is not always very easy. But you can always get people to do it if you go the right way about it.

When those ladies get into the homes, they must make a practical demonstration that will last from fifteen to twenty minutes in each house. If the lady called upon is not a user of the product, the demonstrator will endeavor to sell her an order, to be delivered through the local grocer. That

signed order will be turned over to a man already placed in the market, who will take that order to the retail grocer and endeavor to sell him.

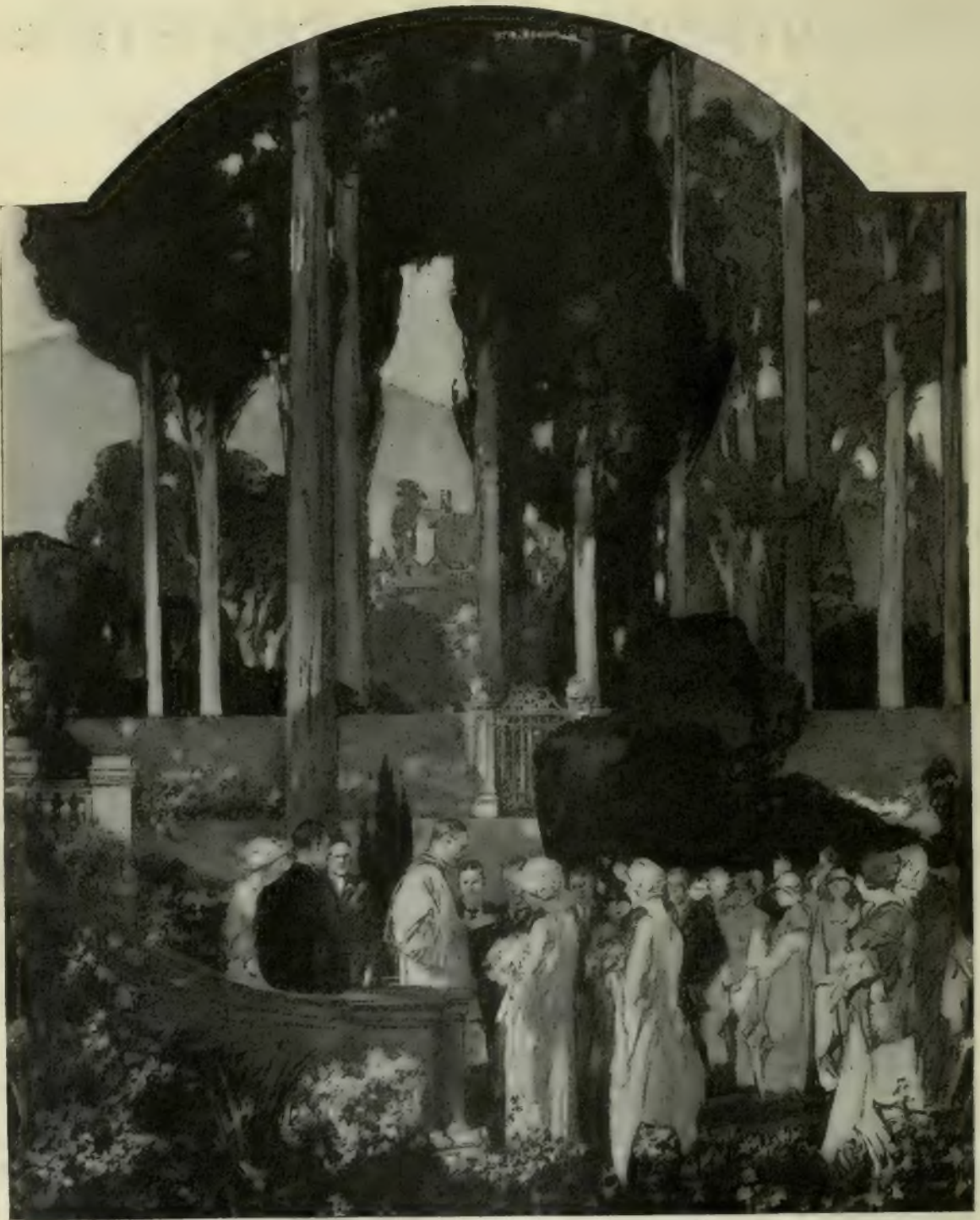
This is very much more expensive than sampling work, because the young ladies whom it is necessary to hire for that kind of work expect, and are entitled to, a pretty good salary. And sometimes, depending upon the size of the market, there will be six or eight or perhaps twelve of those ladies working in the one market at the same time.

[CONTINUED ON PAGE 62]



© Brown Bros.

ADVERTISING at the source of supply is essential to the success of a sampling campaign. Subsequent advertising in newspapers, on billboards and through pamphlets increases the urge to buy, but it is the advertising material so displayed as to catch the attention of the customer when he enters the store that connects the buying idea with the impressions gained previously



Drawn by F. R. Gruger for International Silver Co.

MR. FREDERIC R. GRUGER, according to a reliable and confidential agent, can make the smallest-size Brownie Kodak lie down, roll over, and jump through. To an exasperated inquiry from the proprietor of an expensive lens he replied, in effect: "No, I don't know anything about cameras. But I know something about light." . . . The series of his drawings which is now doing so much to dramatize solid-silver wedding gifts for International Silver is proof of his modest explanation. For with no more delicate an instrument than a stub of charcoal he renders the whole range of color from white phlox in the foreground to black cypress beyond the wall, making his planes not by perspective but by light. And if you ever heard Mr. Gruger digress on the subject of Brangwyn, Rubens and Company, you will understand a little of the enthusiasm he has for making *whole pictures* like this one

The Magic of Things in Selling

By Arthur T. Corbett

RECENTLY an Atlanta furniture store succeeded in getting that Southern city about two-thirds agog by sending out, to prominent citizens, miniature hour-glasses without a word of explanation. The Mayor received the first one, and he couldn't figure it out. The reporters got wind of it and all the papers carried an item about it. And then other citizens began to receive the mysterious little time measurers, and they became curious. Who was sending them? What were they all about?

Finally the secret came out: The Haverty Furniture Company was to celebrate its 40th anniversary with a big sale and it had taken this method of stirring up curiosity.

Now the point that interests me about this stunt—and the significance behind it, it seems to me, is this: a *thing* was used instead of a piece of printed matter.

Why are we men who are responsible for advertising and sales so everlastingly tied to letters and printed matter? Why do we not use more *things* to attract attention, arouse curiosity, stimulate interest, develop conviction?

One of the most successful salesmen I know, who has landed a great many big orders, rarely writes a letter; yet much of his selling is done by mail. He does it with *things*—novelties, toys, books, flowers, pictures, whatever will help him to say what he wants to say in a way that will attract attention and make his message stick.

For example, he may be walking along the street and pass a novelty shop and see in the window some novelty that strikes him as if it might be made to help him register a certain idea or fact or argument on a prospective customer. He will stop in, buy it, and mail it, with his card attached on which he will write a message calculated to drive home this idea or fact or argument.

What happens? The recipient opens the package—and who doesn't like to open packages?—and takes out the article, and for the time being his mind is more than likely to be completely filled with the thought this salesman is trying to get across to him.

He can't file the thing, as he could a letter. And he hasn't the impulse to throw it into the waste-basket, as he might a piece of printed matter, for it has a certain amount of intrinsic value. What can he do with it?

Well, generally he places it on his desk, just north of his blotter, and it stands there for hours, or even for days, reminding him of this salesman and of the message the salesman is trying to get over to him.

Struggle against it as he will, he can't avoid grappling with whatever the salesman intended he should grapple with, whether an idea, an argument, or a set of facts or figures.

But this salesman doesn't confine himself to novelties. I recall once when he was just about convinced that he was not going to be able to land a certain order because of price, he analyzed the situation and then stopped in at a paint store and bought a small can of a certain well-known varnish and mailed it to the prospect with his card tied to the neck of the can. On the card he wrote:

"You've seen this varnish advertised and you know what a reputation it has. It is an expensive varnish *but it is worth all it costs because it will stand the gaff.* Our ——— are finished with this varnish and that's *one* of the reasons they are worth the few dollars extra that they cost."

HE had told the prospect this before, but he knew it hadn't registered; so he sent him the can. Then he set out to visualize the other outstanding qualities of his product that were responsible for its cost and its quality, by finding *things* that would impress his arguments. After the second mailing (which was a pocket knife and a small block of the wood from which certain parts of his product are made, with instructions to the prospect to test the quality of the wood for himself with the knife) and before he could find a suitable third mailing, he received the order with a letter from the prospect reading in so many words, "I surrender!"

To another prospect who was stall-

ing on price this salesman sent a book. It had nothing to do with his product or his line of business, but in it was just one paragraph which was so cogent as an argument for his product that he bought the book and turned down a corner of the page on which this paragraph appeared and in the margin beside it wrote with a red pencil: "This writer must have been thinking of our ——— when he wrote this!" and signed his name. Then he mailed it and waited awhile.

WHAT could the man do? He couldn't throw the book away. He laid it on the corner of his desk, and there it stayed for two days, reminding him of this salesman's argument every time he glanced at it. The result was that on the afternoon of the second day, when the salesman called, he promptly landed the order.

"I'd send a man a bowl of gold fish or a cake of maple sugar or a toy airplane or a pair of pliers or a copy of *Life* or a plate of hot biscuits from a nearby restaurant—or anything else you might mention within reason—if I figured it would help put over a sale for me," declared this salesman.

Obviously, the "packaged sales argument" is most appropriate when the prospect list is composed of one—or a half hundred—and where the expense of a small printed edition would be prohibitive from a cost standpoint. Moreover, I have found that thinking in terms of *sales impressions* usually results in an improvement of big printed editions. It is not the number of words or the variety of pictures or the number of colors of ink that makes a booklet or a folder or an illustrated letter effective. It is the quickness, ease and simplicity with which a sales argument is registered on the mind of a buyer, and in obtaining these results no effort or reasonable expense should be spared.

And after all, isn't that what is needed in selling today; the kind of strategy that will short-cut to the prospect's attention and register sales points so definitely and so strikingly that he can neither escape them nor forget them?

When the Salesman Backs the Credit Man

By J. H. Tregoe

THE question of salesmanship in the commodity field is of interest to my profession because there is not that amity and understanding between sales and credits that should prevail in order that our country's business might have the advantage of an alliance and a better understanding between two important phases of business activity. In order to cultivate that spirit the salesman will have to cultivate a credit sense and the credit man will have to cultivate a sales sense. When that happens there will be more joy and greater satisfaction in business.

I am not laying out an easy task. It is most difficult to understand the elements of credit. Credit has become a profession. Dealing with it properly is professional work, and to cultivate a credit sense requires the study that is not always given to an allied subject. But it is a worthwhile study, for the salesman who knows the proper uses of credit and how easily it may be abused, is a better and more profitable salesman for his house, and a better business man for that knowledge.

Some business men speak of credit as though it were something commonplace when it is actually something most extraordinary. Remove credit from our Nation today and seven-tenths of our enterprises would shrivel up and be unable to function. We haven't enough money in this Nation to do its business.

As I write this article millions of dollars' worth of commodities are finding their way all over this Nation on terms of credit. What does this mean? It means that a value has been exchanged for a human element; and it also means that a sale and delivery of goods on credit terms is only a half-way sale. Not until the credit in this transaction



J. H. Tregoe

Executive Manager, National Association of Credit Men

has been extinguished and repaid, is the sale complete and satisfactory and one that gives profit to you and your house.

When you approach the buyer and induce him to take more than he can digest you pat yourself on the back and say, "Good fellow! I am a capital salesman."

I recall the instance of a young chap who started for the Pacific coast. When he took his first order he sent it to his house and wrote, "Send me a check for \$100. This is a feather in my cap." The house, unfortunately, had failed and a facetious credit manager sent back two feathers and replied, "Place one under each arm and fly home. The house is busted."

Selling goods right means that credit is right. And what is credit?

Credit is the man you are selling, not yourself. We make a great mistake in saying "credit granting". There is no such thing. We do not grant credit; we take credit. You give your commodities and take the buyer's credit in exchange for them. That is the transaction and the elements back of the credit—the elements to make it safe credit—are Character, Capacity and Capital.

When you look around at a stock of merchandise, when you try to appraise what a merchant may need in the way of goods, you must appraise him to make it a satisfactory, a practical and a sensible sale. You must try to discover if that buyer possesses the elements which will assure that when the contract expires the credit will be extinguished and your house will get the value.

The credit facilities of our Nation have made possible the great commerce of which we are so proud. Yet in that commerce there is a serious annual wastage because we have not appraised the buyer properly. The National Association of Credit Men in 1924 calculated this wastage at the great sum of \$500,000,000; the loss to the legitimate merchant by competing with distress merchandise put the total loss at \$700,000,000. These facts warn us that we need salesmen who look at quality sales and not only at quantity sales.

We are at the present time in a period of danger because our great credit system is being used for the development of a type of sale which, if expanded much farther would, in a time of distress, bring its reaction in greater distress. This is the type of sale that encourages extravagance and causes people to mortgage future incomes for immediate satisfaction. Credit that is used for individual purposes, for individual

[CONTINUED ON PAGE 66]

THE · EDITORIAL · PAGE

Blocking the Wheels of Progress

OUT in Denver the retail grocers seem to have scored a victory over the rolling grocery store—"Your Store at Your Door"—by obtaining the passage of a city ordinance placing a license fee of six hundred dollars per year on such trucks. In effect the city is charging a rental of fifty dollars per month for each "truck" operated as a rolling grocery store.

If the rolling grocery store—or any other kind of "rolling" store—actually uses the streets and facilities of the city to an extent that justifies such a "rental," it is only right that it should collect it in the interest of its citizens; but if this ordinance is inspired primarily to make it hard for the rolling grocery to compete with the stationary one, then it becomes at least questionable whether the best interests of the citizens of Denver are being furthered.

To interfere with any honest attempt to increase the convenience or efficiency of distribution is merely to block the wheels of progress. If the rolling grocery store is uneconomic or impractical, it will roll itself out of its job without the aid of any city ordinance; if it can serve the public better or more cheaply, public interest dictates that it be given a fair chance. The crying need today is for lower distributing costs.

A Neighborly Spirit in Advertising

WHEN *Time* moved its publication headquarters to Cleveland two of the department stores of that city, Halle's and William Taylor Son & Co., devoted space in their regular advertisements in the newspapers to welcoming the publication to Cleveland.

This is a fine neighborly spirit which is steadily growing among advertisers. Not that it is done entirely unselfishly, for such advertising can be, and perhaps generally is, counted upon to build more good-will for the advertiser than the same amount of space devoted to any other message; but nevertheless and notwithstanding, it is a gratifying development in advertising practice for it increases good-will among and toward business men.

Hidden Profits in Industry

EVERY so often a manufacturer should stand off and look at his business, department by department, or product by product, or process by process, and ask himself: "Are there any by-products of this business that we should be marketing and are not?"

The history of business during the past decade is rich in stories of businesses that have found large profits hidden away in by-products that had for years been looked upon as waste materials until some man with imagination or scientific training came along and asked, "Why cannot this be sold to such and such an industry for this or that purpose?" or "Why cannot this be treated so and so and made marketable?"

Some marketable by-products are so hidden that no amount of imagination would discover them; yet they

might be discovered by an industrial chemist. Not long since an industrial plant had an analysis made of the water used in one of its processes, which had for years poured into the river which flows past this plant, only to find that it contained a valuable chemical, created in the process, for which there is a good market at a price which makes its extraction gratifyingly profitable. All these years that profit had been pouring into the river!

A business generally succeeds in proportion to the success of its management in marketing the whole business, and of late years many a concern has actually paid its dividends with the money realized on some by-product that had for a generation been regarded as so much waste!

A Market Protection Stipulation

A WELL-KNOWN manufacturing concern making a line of products that are influenced by style changes has constantly to face the problem of disposing of its closing-out numbers at special prices without disturbing the retail trade generally. The concern meets this problem by incorporating in the order at the special reduced price the stipulation that "these goods must not be advertised either under their brand name or this company's name as manufacturers." This does not mean, of course, that buyers cannot offer these goods at a reduced price and display them in their regular containers; but it does mean that advertising capital cannot be made of the sale in a way that might seriously disturb the retail market for these products locally and antagonize other dealers stocking the same merchandise at regular prices.

Is Florida Being Over-Advertised?

FLORIDA is a wonderful State, but just at present it is going through the travail of a professionally manipulated real estate boom which is very likely some day to turn out to be something of a boomerang. And then people will say Florida was over-advertised.

Florida is not being over-advertised; Florida is being over-publicized. Not legitimate advertising, but diabolically clever publicity is responsible for the present epidemic of Floridaphobia. When the professional manipulators pull up stakes and strike out for their next stand (and already rumors are afloat as to where it will be), Florida will be better off; and then she will find that her growth and development are best served, not by boom publicity, but by well planned and carefully executed advertising, carried on conservatively and consistently over a period of years.

Good Agency Practice

IT speaks well for advertising agency thoroughness when an agency sends two of the young women from its organization to clerk in a department store that they may practically test out their selling arguments for a certain product before the agency ventures to spend its client's money in advertising.

Selling the Tropics

By Charles W. Stokes

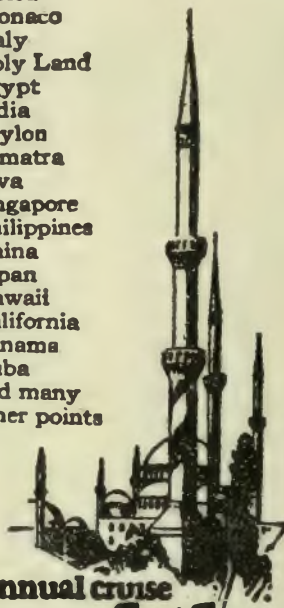
THERE is scarcely any other business which in the past has felt the influence of the seasons so markedly as the Atlantic steamship business. Manufacturers of almost every commodity of a purely seasonal appeal have succeeded in finding in the exceedingly wide climatic range of the North American continent a series of out-of-season outlets; but with the approach of winter steamship travel has gone dead. Tourist travel to Europe, reaching its peak-load eastbound in June and July and westbound in July and August, practically disappears by the end of October; not even the advertising of Switzerland or the Riviera as winter resorts have been able to offer any appreciable stimulant. The remaining comparatively thin trickle of business travel has not been sufficient to maintain in service the magnificent ocean greyhounds that ply between this country and Europe in summer, and the custom has been to tie them up in a dry dock and overhaul them.

One cannot figure what it costs to tie up the *Mauretania* or the *Homeric*, from Christmas to the end of April, probably thousands of dollars per day in overhead and lost traffic. But such was the inevitability of the Atlantic business—until one day some one discovered Winter Cruises, and then, instead of being a dead loss to their owners, the crack liners began selling an entirely new product. That discovery was, as a matter of fact, made several years ago; but only in the last half dozen years or so has the Winter Cruise trade reached its present well-organized proportions. And this trade has been built up almost entirely by advertising.

To illustrate the scale which the Winter Cruise business has reached, there already are being advertised 29 cruises next winter, all sailing from New York between October and the end of March. Of these cruises, 7 are around the world, 11 to the Mediterranean, 10 to the West Indies and one to Africa. There are sundry others, not exactly on the cruise basis because they are not on the "all-expense" basis, to South America, etc. These services will be performed by 20 steamships, all of

Visiting:

Madeira
Gibraltar
Africa
Monaco
Italy
Holy Land
Egypt
India
Ceylon
Sumatra
Java
Singapore
Philippines
China
Japan
Hawaii
California
Panama
Cuba
and many
other points



third annual cruise
**round the
world
Canadian
Pacific**

See this world before the next

Empress of Scotland
(25,000 tons, 699 feet)
From New York Dec. 3rd
129 days—54 on shore
Christmas in Holy Land
New Year's Eve in Cairo
Canadian Pacific management
throughout. \$1750 up, including
all expenses.

World's Greatest Travel System.

them of the "floating palace" type that the exigencies of North Atlantic travel have created in the last decade.

Of these 29 Cruises, 10 are advertised by tourist agencies acquiring ships under charter, the other 19 by steamship companies direct. They will probably carry between 12 and 15 thousand passengers.

The "conducted party" is a very old idea in travel. Any railway, steamship or tourist agency can quote you a rate around the world, for example, and the ticket that you get, though it might be a yard or two long, has sufficient coupons attached to cover almost every foreseeable contingency, even down to marmalade for breakfast at a hotel in Buitzenborg, Java.

But you have to use a very assorted list of railways, hotels and steamships, and each one loses its interest for you when you leave it. You pack up and next day you are unpacking somewhere else and creating a new temporary home. A long trip is a long succession of temporary homes, of packing and unpacking. At each place you visit, if you visit it for any extended time and wish to enjoy the ordinary amenities of life, you have to create new acquaintances.

On the cruise, however, you have only one home, and that is the steamship which not only waits for you on your occasional absences on shore, but ultimately brings you back to your final port. Your stateroom becomes your home for as long as the cruise lasts, and you do not pack up until off Sandy Hook. And as for company, the same crowd travels with you practically the whole way.

The cruise habit has been built up almost entirely by advertising. Much space is used, bigger space than the steamship companies usually take for advertising ordinary services, and as a rule definite practices have been established in regard to the media used. Appealing as they do to either a thoughtful, cultured, or rich class, they have now begun to learn by experience which form of advertising produces the most prospects; and such is now the competition in the cruise business that every prospect is very consistently followed up. The "copy note" of cruise advertising is color and romance—the color of the Orient, of India, of Tropic Seas; the romance of strange peoples and strange customs. To this is added a hurry-up note—"See the world now, while it is changing, and before it is standardized."

Perhaps the most notable thing

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

Chester E. Haring
F. W. Hatch
Clara S. Hawkins
P. M. Hollister
F. G. Hubbard
Matthew Hufnagel
S. P. Irvin
Henry S. Jones
Charles D. Kaiser
Dorothy Kenney
R. N. King
D. P. Kingston
Charles J. Lumb
Robert D. MacMillen
Wm. C. Magee
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Leslie S. Pearl
Harford Powel, jr.
T. Arnold Rau
Winfield Shiras
Irene Smith
John C. Sterling
J. Burton Stevens
William M. Strong
Charles Wadsworth
D. B. Wheeler
C. S. Woolley



NEW YORK
383 MADISON AVENUE

BOSTON
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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



Cultivating Prospects

A new day in selling has arrived. It has opened up vast new markets, territory heretofore unexplored, unworked.

It is the day of aggressive and intensive *community* selling. Manufacturers are leading their dealers into the very homes of prospective consumers. Not all manufacturers! Just those leaders in their respective industries, who see the far-reaching effect of dealer education and dealer *sales action* on volume—profits—dividends.

Send your dealers into the nooks and corners of their markets regularly, persistently and in a standardized, nationally organized way.

Help *your* dealers to make sales calls regularly and persistently by Direct Mail at a few cents per sales call—thereby paving the salesway for personal contact.

Electrograph is helping some of the foremost manufacturers to train thousands of dealers to carry their sales ground into the homes of millions of selected prospects regularly.

Electrograph merchandising counsel and Electrograph facilities are available to manufacturers who want to start now, for 1926, to equip their dealer organizations with this new, modern method of cultivating and selling consumers. Evidence and details on application.

Electrograph

Created **DIRECT-MAIL** Localized
Individualized
Distributed.

THE ELECTROGRAPH COMPANY
Home Office: 725 W. Grand Boulevard • Detroit, Mich.

First Manning

Written by Our Readers

Extracts from letters, critical and complimentary,
that reach our editorial desk.

Concerning Reader Interest

I HAVE had ample evidence of the FORTNIGHTLY's grip on its readers. I spent an hour yesterday unselling one of our clients from his determination to use two half pages in different parts of the same magazine instead of the page I had scheduled. He had been reading Lynn Sumner's articles and was itching to apply what he had read. Needless to say, his proposition was one which required full page display.

But he was reading—and *thinking*.

WILLARD G. MYERS, *President*,
Myers-Beeson-Golden, Inc.,
New York.

Too Many Sizes

THE FORTNIGHTLY states that out of four hundred and ninety-six class publications there are ninety-five page sizes. I believe, however, that a careful survey would reveal that in many cases the page sizes vary only to a small degree.

Some months ago we decided to run a series of advertisements on one of our machines. Our schedule called for the series to be run concurrently in three different trade papers, the pages of which varied somewhat in size. We wanted our advertisements to be well balanced from the actual content to the margin of the page around it, and we also wanted to produce our advertisement at the lowest possible cost consistent with quality. But we did not want to make three different sized plates for the papers. We solved the problem in this way. First we measured the type space size in the pages of all three papers, and from these measurements we made a compromise, so to speak, between the maximum and the minimum in making our plate. Electrotypes were made from the original and sent to three papers. Mortises were left in each plate so that each paper could insert the correct key. The size we decided upon left ample margin in the smallest sized page and not too much in the largest.

It would be impossible to do this in cases where page sizes vary widely and this fact prompts a suggestion which I think is both plausible and logical. If trade papers and magazines must vary in size to keep their individuality, would it not be possible for them to vary only to a slight degree? One-half or three-quarters

of an inch in width or length, to my mind, gives quite a difference in appearance. It therefore seems to me that if publishers, especially in the trade paper field, could collaborate and work out a scale of page sizes together with a corresponding scale of type space sizes a vast amount of mechanical waste would be eliminated for their advertisers.

F. E. BUMP, JR., *Advertising Manager*,
Gisholt Machine Company,
Madison, Wis.

"Truth in Advertising Selling"

THE writer can well understand Mr. Edison's feelings. We have had the slogan for some years past, "Truth in Advertising." It is high time we had another slogan: "Truth in Advertising Selling." Doubtless every manufacturer whose credit rating is satisfactory is besieged by a host of sellers of advertising space or media who din into his ears the fact that "it pays to advertise."

Certain it is that advertising will not pay the manufacturer who buys a little advertising here and a little advertising there, and who falls for this salesman's plausible arguments regarding his medium without relating it to a well defined program. Such advertising expenditure will not pay anybody. It is just as necessary to keep the eye on the ball, the sales objectives to be attained, and to follow through in advertising, as it is in developing one's golf game.

S. E. CONYBEARE, *Advertising Manager*,
Linoleum Division, Armstrong Cork Co.

"Fearful of the Agency"

MR. JOHN C. STEPHAN'S letter mentioning the manufacturer "who is literally fearful of the advertising agency," hardly scratches the surface of the case.

During the past year literally scores of substantial, well-established concerns, with ratings that might warm the cockles of any agency man's heart—have come to us to learn about "this business of advertising" and have quite frankly admitted their fear of advertising agencies. Many of these concerns have developed into conscientious and successful advertisers. And through a long-drawn-out process of education we have managed to convince them that the advertising agent is not the

brigand that rumor has painted him.

I agree entirely with Mr. Stephan in his suggestion that the American Association of Advertising Agencies "publish a campaign in the larger newspapers, at least in the industrial centers, directed to the manufacturer who has never advertised but who believes that he will some day." I might add that the money might be spent economically by taking space first in the trade and industrial papers.

C. A. RHEINSTROM, *Advertising Service Bureau*.

MacFadden Publications, Inc.,
New York City.

Cooperation in Department Store Buying

YOU have certainly started something which should prove of interest to the department stores. We know the situations that the writer of your article speaks of do exist, and of course, every first class department store management is endeavoring to minimize the errors of its buyers.

That there is trouble on both sides does not in any way make it less important for the department store management to see that the troubles complained of are negligible. Unfortunately, I have known of a case where a very large New York department store learned of graft being demanded by a department head, and as impossible as it may seem, stated that, as the buyer was making money for them, they did not see what they could do.

That the manufacturers and department stores (and the statement should doubtless be all retailers) should get together for a better arrangement as to manufacturing at the *right time* is an important fact, and that such will be accomplished if enough publicity is given to the matter (such publicity as you have started) is an assured fact.

Your correspondent hits the nail squarely on the head when he states that too much effort is being made by those having charge of the buying (and this, of course, brings the merchandise manager into the scene) to secure bargains, and too little effort made for completeness of stocks, turnover, profits, etc.

The department stores are unnecessarily reducing each other's profits, in forcing merchandise price cuts, when the season is at its height to "get ahead of the other fellow," instead of reaping the benefit of the purchases made, thus requiring a larger percent-marking, to meet expenses.

It would seem good business to have the pros and cons placed before the United States Chamber of Commerce, the National Retail Dry Goods Association, and such other organizations, and more definitely, perhaps with better results, by the management of the stores in *individual cities*.

JOHN SHEPARD, JR., *President*.

The Shepard Stores,
Boston Providence



For Better Homes
For Better Living
For Authentic Fashions

More than a Million Readers
look to this, their favorite
Publication—and they accept
merchandise advertised in its
pages as completely worthy,
because

**GOOD
HOUSEKEEPING
SAYS
SO**

Selling the Retailer by Mail

Pricing and Mark-Ups That Yield the Most Profit

By *Ralph K. Wadsworth*

WHENEVER you speak of mail order, most people infer a direct to the consumer business. And yet it is probably true that the volume of sales by manufacturers and jobbers direct by mail to the retailer is fully as large, if not larger, than that by mail to the consumer. Yet there is probably not a manufacturer or wholesaler who could not open up even more sales to the retailer by better mail order advertising and merchandising.

One of the biggest problems has to do with the correct pricing of your goods. If you set prices too high, usually you lose business; if you put them too low, you sacrifice your profits. And while it is true that in doing a wholesale business by mail you employ practically the same principles you use in selling the consumer by mail, there are some phases that require even closer watching. For example, your knowledge of proper price ranges, mark-ups and market variations is even more vital in wholesale merchandising because you are doing business with men who may know your merchandise almost as well as you do and may be just as good judges of value.

It is therefore imperative that the utmost care be exercised at all times in the pricing of goods.

In the mail order wholesale distribution of hardware, mill supplies, electrical goods, household utensils, automobile parts and accessories, automobile tires and such items, the following percentages of gross profit will be found to represent the average:

	Per Cent
1—Operating expense	10
2—Selling expense (advertising) ..	7
3—Buying and supervision	1½
4—Shrinkage (returns, etc.)	3
5—Net profits	5
Total gross profit	26½

saler selling to the trade has to face is that of advertised brands. Usually he is able to cut the standard price but little, and he does not always feel he is getting his proper gross profit.

If the item is a patented article which cannot be reproduced, the wholesaler has two options: either he can handle the article at a loss or on short margin, or he can drop the article from his line. If the goods can be reproduced under another brand, the wholesaler can build an individual, distinctive selling story around his substitute brand.

Here is where expert mail order advertising and merchandising knowledge can come to your assistance. Upon the strength of your selling story and the appeal of your general layout largely depends the limit of your mark-up or gross profit.

A few years ago a business associate of mine was assigned to write a selling story around a new automobile accessory, an automobile seat cover. This he did very well, entering into the quality

and beauty of the item and suggesting its use as applied to luxurious furniture, as well as the finest automobiles. A real human interest appeal resulted.

Somewhere an error was made in the price and this item was catalogued at a price 40 per cent above that of all competition. In spite of this handicap, the mail order copy or selling story proved so successful that not long after the manufacturer made a personal visit to comment on the excellent business being done on his seat cover.

Mark-up and price ranges are,



A GOOD example of how a quality story can be built around a quality article for the purpose of obtaining a better price than usual

Gross profit, or mark-up, in this case is figured against the selling price. In other words, if 100 per cent represents your price to the dealer, 26½ per cent of that is gross profit and 73½ per cent actual cost of merchandise to yourself.

YOU will notice that the usual method of figuring costs (mentioned in a previous article) is employed in wholesale selling as in retail. Operating expense still calls for more money than any other single item.

One of the problems every whole-

THE history of many an advertisement might read: Sired by inspiration, mothered by hard work, bred by brains, artistry, experience and expense—but missed by millions. ¶ ¶ If your salesmen had to call in crowds upon prospects who had no time or chance to see them, they couldn't do business either. ¶ ¶ In the first eight months of 1925, New York City newspapers carried 101,810,399 agate lines of advertising. But one New York paper, with the largest circulations in America, carried only 2,989,536 agate lines—every advertisement presented on a small page that could be wholly seen, in a small paper that could be wholly read and was wholly interesting to all its circulation throughout all its pages. ¶ ¶ Is it any wonder that every advertisement can do more work, reach more prospects, sell more goods in the New York News? ¶ ¶ Get the facts!



August Circulations
Averages for the month

Daily 944,785
Sunday 1,142,666
(The Largest Circulations in America)

THE NEWS
New York's Picture Newspaper

25 Park Place, NEW YORK
Tribune Tower, Chicago

Loose Talk Hurts Advertising

By Jefferson Thomas

MIGHT it not be a good thing for advertising if every periodical with a page rate of more than two thousand dollars made one-quarter page the maximum space that an advertiser could buy in one issue?

Certainly the alleged "high cost of advertising," visualized by the "man in the street" in the page rates of a few magazines having large circulations, is rapidly becoming a source of danger to all advertising.

Today, as never before in the history of modern advertising, the consuming public is discussing the costs of advertising, too often with no more actual knowledge of the facts and with no greater understanding of the factors of application than is possessed by the average member of Congress or by the average member of a State legislature.

In all the talk about what it costs to advertise, the favorite object lesson is a weekly that leads the periodical field in circulation. "A page in the *Saturday Evening Post* costs seven thousand dollars" is the common basis for calculations which multiply that figure by the number of advertising pages in a typical number of the *Post*, the resulting total by the number of issues per year, and so on, ad infinitum.

Other journals of slightly smaller circulations and somewhat lower rates are then referred to as establishing the fact that the price for space charged by the *Saturday Evening Post* is not unusual. "Here, too, is the *Literary Digest*," orates the self-constituted advertising critic, "with a little more than half as many subscribers as the *Post*, that exacts four thousand dollars from advertisers for a page of space in a single issue."

References to circulation are seldom so made, however, as to convey to the lay mind any real conception of the relation thereof to advertising rates. There is almost no consideration of the accomplishments of the advertising. The legislative and the corner grocery discussions alike are lacking in recognition of the economic force of advertising. Its performance in reducing over-

head, lowering costs of distribution, enlarging output without increasing manufacturing investment, and so on, the critics complacently ignore.

Advertising costing so much is paid for by consumers and notably adds to the prices of the things they buy, it is asserted and argued. Eliminate the cost of advertising and reduce the cost of goods is the prescription the critics offer, directly or by implication. Continued for a few years more, the prevailing tendency to consider advertising as costing too much will grow into definite antagonism most harmful to all legitimate advertising endeavor. It is high time that the serious aspects of the situation were recognized and faced by advertising men.

In any consideration of ways and means for offsetting the evil influence of the present popular tendency to discuss advertising as a costly luxury, there should be first established the contributing causes. Of outstanding importance among these will be found the attitude toward advertising of the average editorial and reportorial mind. Stories of advertising club meetings, of advertising trade conventions, of legislative discussions of advertising, except where inspired through supplied copy, are misleading if not openly antagonistic in nine cases out of ten.

AN authority on advertising of a world-wide reputation makes a noonday address before the Advertising Club of Bigburg covering the economics of advertising. The *Evening Eagle* quotes the speaker as believing Bigburg to be destined for metropolitan achievements and dismisses his talk with a few lines evidencing the reporter's absence from the meeting and the failure of the club officials to furnish him any data. Next day the *Morning Monitor* gives the event a stick or two, based on information secured from some club member by telephone and attributing to the speaker remarks having very little resemblance to what he actually said. Even he may be quoted as instancing the cost of advertising to illustrate its importance!

The next night Bigburg's City

Council entertains a request from the local Chamber of Commerce for an appropriation of two thousand dollars to assist in putting on a trade journal campaign to attract factories in a field for which the city possesses unusual advantages. An eloquent member from the tenth ward, in private life a highly esteemed groceryman, makes an impassioned speech against granting the request, sarcastically calling on high heaven for information as to how results can be expected from such a small sum when a page one time in the *Saturday Evening Post* costs seven thousand dollars! Whatever answer may be given to this councilman's argument, both the *Eagle* and the *Monitor* will play up his questions, and the people next day congratulate themselves on having a representative not afraid to attack the high costs of advertising.

THE lengthened shadow of the personality of the grocer-councilman—perhaps even the gentleman himself—is a member of the next State legislature, representing the Bigburg district. An appropriation for advertising purposes, proposed by aggressive business interests, comes up for action. The Bigburg member enlarges on the "high costs of advertising," in an opposing speech, using for illustrative purposes the seven thousand dollar a page rate of the *Post*. Press associations and special correspondents repeat the mystic figures in their accounts of the discussion, and both Bigburg papers play up the performance. Senator Suggs and Congressman Crumb, from the State in which Bigburg is located, with their ears to the ground regarding possible opponents in the next election, are inspired by their home papers to attack vigorously advertising's high costs at the first opportunity. They talk about that seven thousand dollar a page rate, the Washington correspondents do their part and Bigburg people get the story once more in the local newspapers.

Is it any wonder that the folks in a thousand Bigburgs, reading day after day that one magazine for one page in one issue charges seven thousand dollars, begin to wonder

[CONTINUED ON PAGE 74]

HOW HIGH?

*The final limit
of every business*

*is decided before
you begin to build*



FIRST—A SAFE ADVERTISING FRAMEWORK

BEFORE you sink too big sums in your sales-structure, decide how high, how wide, how deep it logically should be and build along engineering lines to reach that result as soon as possible. *Plan your success.*

If the product is sold through department and dry goods stores, *build in* a sufficient framework of Economist Group promotion. There is no other way to get the same strength and the same safety—so surely and so soon.

The business papers that make the Economist Group are part of the business lives of the nation's 35,000



foremost stores. These stores do more than 75% of the total business done in dry goods and department store lines!

By their own prestige and promotion, these stores can do

more for any product than the man who makes it can. If the Economist Group is properly used to tell the merchant why a product is right—the merchant himself will tell and sell the millions.

If the Economist Group is properly used by you, *your product* will march straight on to the success it deserves—rewarding you as far as in it lies. No other means will help you make such progress!

The ECONOMIST GROUP

239 West 39th Street, New York.

Ten principal cities

DRY GOODS ECONOMIST—National, Weekly

MERCHANT-ECONOMIST—Zoned, Fortnightly

[Our 35,000 stores in more than 10,000 centers do over 75% of the country's retail business in dry goods and department store lines]

Handling the Difficult Full Column

THE question as to the advisability of using full column proportions when they are so difficult of composition is one that naturally arises. There are, however, good and sufficient reasons and more campaigns are being dedicated to that size than ever before. Novelty in the physical forms of advertising in newspapers is most desirable, and the shape, form and style of a campaign as it appears on the printed page is highly important. There has been much standardization in newspaper advertising sizes and a recent investigation revealed that 40 per cent of all campaigns used three columns, ten inches, and that there was the same degree of standardization in other sizes. Thus it is rather obvious that any breaking away from convention in this regard means the securing of increased visual attention because of the very difference in style.

In a great many cases full column advertisements are not carefully planned. The columns fail to sustain interest from top to bottom. They are broken up, composed of spotty zones of interest, and lack continuity. There is a certain monotony in their composition and although they may start off with alert headlines they soon disintegrate, for neither artist nor typographer can keep up the pace. However, their weakness lies not in the limitations of the area but in the poorness of composition.

Full column advertising when properly handled has, however, many distinct advantages. It affords great opportunity for unique art display. The physical form is unusual and text set in single column measure is easy to read because it is the conventional newspaper style. Moreover column space has a tendency to get the outside position—something most desirable—and it stands out by itself on first visual display, while advertisements in other sizes are usually compelled to meet competition on every side. Several things must be taken into consideration, however, if single column advertisements are to be successful.

Abstracted from "The Progress of Newspaper Advertising," published by The Bureau of Advertising of the American Newspaper Publishers Association.

There goes the Bride!

THE smarter the wedding, the more likely you are to discover a multitude of Ovington's gifts in the goods of the bride.

For when one person of good taste seeks gifts for another, then does the name of Ovington's fly quickly to the mind and to the lips.

And yet, the lips will testify and the mind will perceive that the prices are always very low.

OVINGTON'S
"The Gift Shop of Fifth Avenue, Inc."
Fifth Avenue at 39th Street

What a lot of Receiving the Bride does!

As the guests make up to the receiving line, they talk of every subject in the world from how Aunt Nellie is, to the exquisite collection of the bridal gifts, and how many of them came from Ovington's.

OVINGTON'S
"The Gift Shop of Fifth Avenue, Inc."
Fifth Avenue at 39th Street

The line may linger, the line may falter, but the admiration of the gifts from Ovington's will linger long and false never!

*Embroidered Quilt:
"Isn't it fortunate you are married and get such lovely gifts."*

The illustration should be all inclusive in its range, and compel the reader to run from top to bottom at a single glance. The best illustration of all is the one which takes the elongated space into consideration and deliberately plans to guide the reader down to the last line. Borders are seldom desirable, for they tend to make column space seem smaller than it actually is.

Ovington's, a New York shop, has taught many national advertisers what can be done in column space, and two examples from the long-continued metropolitan series are here produced for the lesson in composition they so neatly teach. The single column which down its entire length becomes the aisle of a church with minister at the top waiting, and the happy couple marching up to him lower in the composition, and with the congregation as the border is an excellent study of action composition and sustained interest. The other is an equally successful narrow measure display picturing what happens when many guests are invited to a social function. By winding the guests here and there down the column a perfect continuity of visual interest is sustained.

Another advantage of single column advertisements is that they have a certain rememberable quality that causes the public to become conscious that a certain message is being delivered in a certain set fashion. This is particularly true when the familiar newspaper columnist method is used. At first glance this type looks like a syndicated feature or local columnist's "stuff." Humor is mingled with the copy and it is signed by the sales manager.

Still another method is to make the column a sort of a department containing valuable information with much reference, of course, to the advertisers' commodities.

More experimenting in the novelty use of newspaper space would be valuable. There should be more variety. It is being tried in magazines. The column in this latter field has won universal recognition as a powerful and valuable unit provided all of the hazards and handicaps are taken into consideration in advance.

Here's The True Cleveland Market

The territory on this map is that which "A.B.C." also defines as the "True Cleveland Trading Radius." This is the territory in which Cleveland newspapers distribute their "City and Suburban" circulation. The Cleveland Press has 41,043 more circulation here than the other evening newspaper, and 43,512 more circulation here than the largest morning newspaper.

A MAP on the front cover of the Cleveland Telephone Directory details the cities and towns in northern Ohio which the Cleveland business man can call by giving his local operator the number wanted. This is the district in which the telephone company has found that the Cleveland business man does business—and has adjusted its facilities to meet that demand. This is the area over which Cleveland has influence. This is the *true* "Cleveland Market."

This is *our* "Market." 82% of Press circulation is concentrated here, where The Press has 41,043 more circulation than any other daily newspaper.

This is *your* "Market." Akron isn't in it. Toledo isn't in it. Ashtabula isn't in it. When you want to talk to people in those cities, go there and use the 'phones or the newspapers. It's less expensive. When you want to talk to *Cleveland* "Market" people, use the Cleveland Bell Telephone Company—or The Press. You can reach thousands more with the latter.

The Cleveland Press

FIRST
IN
CLEVELAND!

NATIONAL REPRESENTATIVES:— ALLIED NEWSPAPERS, INC.,
250 Park Ave., New York City 410 N. Michigan Blvd., Chicago
CLEVELAND, CINCINNATI, SAN FRANCISCO, SEATTLE, LOS ANGELES

A
SCRIPPS-HOWARD
NEWSPAPER

THE 8-pt PAGE

by
Odds Bodkins



NORDYKE METZGER of the Travel Tour Department of the Dollar Steamship Line writes me thus interestingly from Richmond, Va.:

"My work keeps me in pretty constant hearing of the clumpity-clump-clump of Pullman car wheels over the kinks in the shining thin ribbons of steel that connect American cities. In lurching through many a long train, I have noticed that—'Passengers are forbidden to ride on the platform,' 'Passengers must not stand on the platform,' 'Passengers are warned not to stand on the platform,' and several other varieties of warning and don'ts.

"It would be hard to tell which form of this notice is the most ineffectual, for the platforms are usually occupied by men or women, enjoying a little quiet smoke and relief from constant sitting. There seems to be something about the sway and roar of the platform that invites travelers to this forbidden territory.

"One of the Southern railroads has found a way to do without the obnoxious "verboten" signs, and yet keep its passengers in the safer places provided for them. The solution is almost incredibly simple—the windows of the vestibule doors are placed so low that if one stands on the platform, his eyes come above the top of the window frame. You simply can't see out without stooping at an uncomfortable angle. Passengers do not loiter on the platforms of those trains.

"It seems to me there is an important point involved here—axiomatic, almost trite: Don't tell people they should or should not do a thing, or that they must or must not do it. Create the conditions that will make them want to do what you want them to. It may be the longest way around, but it is certainly the shortest way through."

—8-pt.—

I notice by the English newspapers that Lever Brothers, Limited, of Port Sunlight, have adopted our own Lever Brothers' Lifebuoy advertising character—"Mother—the health doctor"—and are using it right along in their advertising. It is like unexpectedly meeting an old friend on the Strand, to come upon "Mother's" familiar face in one of these English journals. At that, she seems very much at home in her new environment.

—8-pt.—

I had thought to read "The Demon Diggers," a 32-page booklet put out by the Oral Hygiene Committee of Greater New York to interest children

in caring for their teeth, to my son, Odds, Jr.

But I shall be denied that pleasure, for young Odds beat me to it. He found the booklet on my desk, inspected it interestedly, and sneaked out to the couch hammock on the porch with it. At luncheon today he told me all about it.

To understand why I was relieved of the job of reading this booklet as a literary dose of dental prophylaxis, you need but glance at this picture, which is only one of eleven of the same character which embellish the book.

6 THE DEMON DIGGERS



I cherish a suspicion that I should not have a dreaded appointment with my dentist next Monday at 11 had there been such booklets as this when I was a boy!

—8-pt.—

If I did not already carry income insurance I think I should have "fallen" for the letter I received from The Guardian Life Insurance Company, this one paragraph of which struck me with particular force:

"Some day you are going to have an old man on your hands. That old man will be YOU. Is he going to be a happy old man, able to retire from business and take things easy? Or, like the great majority of men, will he have to keep struggling along under the

burden of making both the ends meet?"
Mighty good "sell" in a question like that!

—8-pt.—

Rochester Jones of the Erickson Company is much taken with two advertisements from *Parks and Recreation* which he has clipped out and sent me. And I confess I am, too. One of them reads:

Elephants, Chetahs,
Black Leopards, Monkeys,
Rare Birds, Animals
and Snakes
FROM THE FAR EAST

Write for Special List of Animals
and Prices
Direct Shipment from the Far East.
A Few Rare Specimens from Tibet.

Snake King
Brownsville, Texas

What romance behind such an advertisement! And how alluring the idea of building up a mail-order business in wild animals from the Far East! One is led to wonder if the usual mail-order guarantee of "money back if you are not entirely satisfied" goes with each elephant, leopard and boa constrictor!

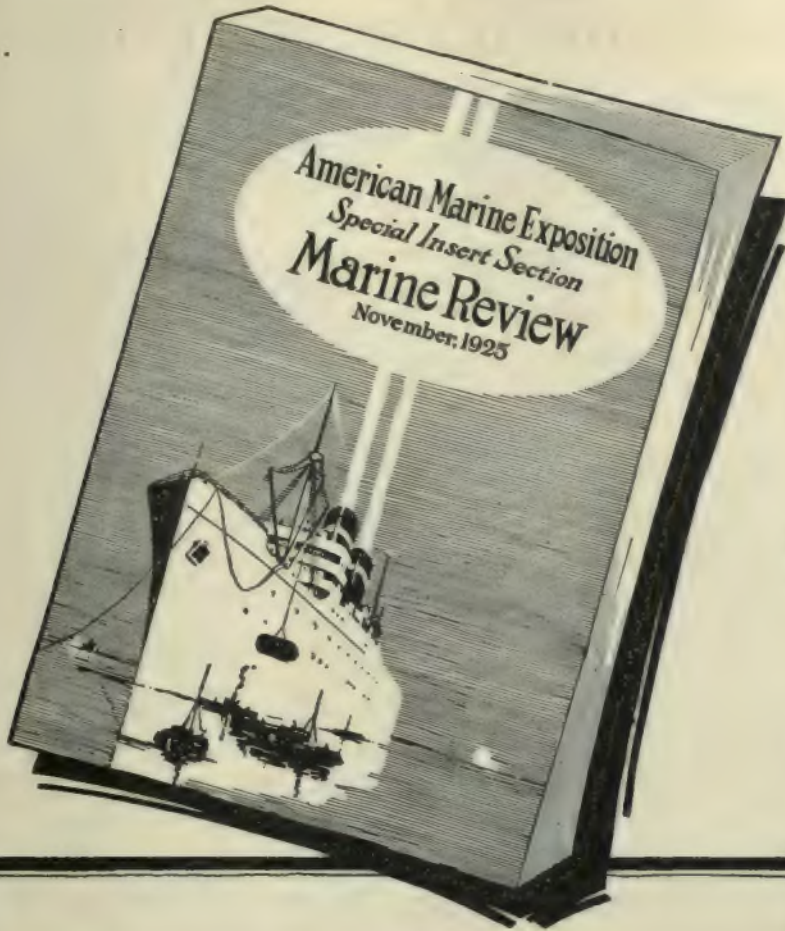
The second of the two advertisements make an even more definite bid for mail orders, for it quotes prices:

SEA LIONS
Medium \$100.00 Large \$150.00
(Should be shipped before hot weather)

CALIFORNIA MAMMALS,
BIRDS AND REPTILES
We also have for sale to bona fide
public zoos only:
KANGAROOS, EMUS, WOMBATS,
POSSUM
and other
AUSTRALIAN FAUNA

Zoological Society of
San Diego, California

If I had any suitable place to keep it, I should be tempted to order a "medium" Sea Lion! I confess to being puzzled over the reluctance of the Zoological Society of San Diego to sell kangaroos, emus and wombats to any but bona fide public zoos. I never cherished a desire to possess a wombat before, but since it seems to be difficult for a layman to purchase one of these diprotodont burrowing marsupials of the genus *Phascalomys*, I can feel myself succumbing to a perverse desire to secure one for Odds, Jr.



Reach This
Billion
Dollar
Industry—
Through
MARINE REVIEW
for November

IF you have *anything* to offer the marine industry—*any* product or service of interest to this business of transportation by water—plan now to take advantage of the opportunity the November Number offers you to secure permanent, high-power publicity at minimum cost.

In this big issue—grouped in a special insert section printed in two colors on high grade coated paper—will be found all the real news of the outstanding marine event of the past two years—the American Marine Exposition, planned to be held in New York, November 9-14.

Bound in attractive cover, this insert section will be distributed separately to visitors at

the Show. Included as part of the regular November number it will be distributed to the owners and operators of more than 80 per cent of the tonnage under the American Flag and will reach all the leading shipbuilding and repair companies throughout the world.

To the man who attends the exposition as well as the one who does not, the special insert section will be of high reference value through all the months to come. It will be saved. Read and re-read. Referred to time and again. The advertisers represented benefit accordingly.

Reservations of space are being made now. Write us today for full details. Let us help you cash in on this opportunity of the year.

NEW YORK

CLEVELAND

LONDON

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

The
Business of
Transportation
by Water

Marine Review

Customer Stockholders and Their Good Will Sales Value

[CONTINUED FROM PAGE 21]

Here we begin to sense the astounding economic revolution—for it amounts to a revolution, according to so excellent an economist as Professor Thomas Nixon Carver. American industry is slowly and bloodlessly falling into the actual ownership of the average man. Employee and customer alike have almost as powerful a voice and financial interest in many of the corporations whose products they use or from whose prosperity they derive their daily bread.

Professor Carver holds that since 1916 there have been substantial decreases in the total of dividends paid to people earning incomes of \$20,000 and over; moderate increases in dividends to those earning \$5,000 to \$20,000, and a *very large increase* in dividends to those having an income of less than \$5,000. Since 1902 stockholders of American corporations in general have trebled and employee stockholders have doubled. The heads of labor banks are calculating that \$25,000,000,000 annually is paid to industrial workers; six or seven billion dollars of which is saved—which, of course, also means invested.

The most exciting element of the whole subject is the fact that this movement is *not yet at the peak of growth*. It is due to go on for at least three or four years. Not content with being a mere industrial shareholder, a movement of very large proportions is now taking place in labor banking. Thirty labor banks are now in existence with combined resources of \$200,000,000. More than a score of others are actually in process of development. As many or most of these are the creatures of labor unions, naturally they are the property of working men; such frac-

tional ownership must be shared by a great many millions of laboring men. But not alone labor banks are owned popularly, but also many other of the 30,000 banks of the country. Even the National City

ment of what Professor Carver has dared to call a new economic Utopia!

For the advertiser developing customers and good-will, it has a very special application, as has already been indicated. Corporation antagonism once was a very real factor in securing trade. Some great corporations in years gone by actually sold through subsidiaries, purposely to mask their supposedly unwelcome identity. Much of the trust-busting and corporation-baiting has come from customers in the past who had a bitter feeling of "paying the piper" for the benefit of plutocrats, whom they imagined were shaped after the fashion of F. Opper's drawings of corpulent, cruel monsters of finance. After a more mellow period of experience with American corporations of the sane, progressive sort who have lowered prices by increased mass production and made the public thoroughly acquainted with their product through good advertising, the public has not only learned to purchase with greater confidence, but has learned to make a double profit—first by the economy of purchase; and, second, by a dividend check.

It is apparent that a new policy is emerging in American manufacture of popular articles—a policy of permitting the American public to be financial partners for the sake of more closely cementing relations and more thoroughly stabilizing demand. It is significant that among the great packing houses of Chicago, the one that has not gone through receivership has been Swift & Company, whose policy for a number of years back has been that of widening the public purchase of its securities.

An old time banker in the Street

FRANK E. DAVIS FISH COMPANY
 FEDERAL, MAILING AND DISTRIBUTION
 Salt Mackerel
 Codfish, Fresh Lobster, Etc.
 MAIL ORDER DEALERS
 GLOUCESTER MASS.
 September 9, 1925.

Dear Customer:

Many of our customers are asking stockholders of their companies. We should like to tell you about our own public, professional stock. Nearly all our professional stock is held by customers and it divides quarterly, making 72 a year, has been paid with regularity, being. These customers, besides the dividend, get a 1% discount on all purchases.

Perhaps you would like to make a stellar investment, and there is an opportunity now. With a growing business, we find we can profitably use more capital, and at this time will issue a little more of our customer-preferred stock. This is the first since 1921 and will be about 200 shares.

If you have funds for investment or consider that you should plan to change, please consider this an invitation to purchase Frank E. Davis Fish Company of Preferred Stock. You know that we are dealing in an essential food product — you know just how to care for our business, and we can decide at once if you would like to invest in some of these shares. Shares are \$100, each which is the value and, if interested, send check for the number of shares desired.

Very truly yours,
 Frank E. Davis Fish Company
Frank E. Davis, Pres.

FED/RZ1

How the Frank E. Davis Fish Company, an organization which distributes entirely by direct mail, utilizes its chosen medium and its efficient mailing list in making stockholders of its satisfied customers

Bank has 8000 stockholders, and other large banks nearly the same number.

Fifteen million Americans clip coupons and receive dividend checks in the mail; and this has deep reverberations in the psychology and activating of Americans. As some of the intelligent agitators for destructive revolution have admitted since discovering these facts, they spell the doom of radicalism in America and hail the actual achieve-

The Sun

Leads All New York Evening Newspapers

IN August, as in July of this year, the New York Sun published a larger volume of advertising than any other New York evening newspaper.

The Sun published in August 826,146 lines of high class advertising. This is 62,326 lines more than was published in any other New York evening newspaper.

The Sun gained 194,940 lines of advertising in August of this year compared with August of last year, which is a greater gain than the aggregate gain of all other New York evening newspapers.

Moreover, The Sun with its gain of 194,940 lines for August over August last year made a much greater gain than any one of the New York morning newspapers in week-day issues.

For merchants and manufacturers alike, The Sun is the greatest selling force in the New York market.

The preference that advertisers show for The Sun is based on The Sun's ability to produce satisfactory results—which is due, in turn, to a large, high-class and unusually responsive circulation.

The Sun

280 Broadway

New York

WASHINGTON, D. C.
Munsey Building

BOSTON
Old South Building

CHICAGO
208 La Salle St.

SAN FRANCISCO
First National Bank Building

LOS ANGELES
Van Nuys Building

PARIS
49 Avenue de l'Opera

LONDON
40-43 Fleet St.



Where Sales are Made

SUPERFICIALLY, motor cars are sold in the dealer's display room. Actually they are sold wherever car-owners meet and discuss their experiences.

All of a demonstrator's enthusiasm and oratory can't sell a car to a man who, last night, heard his friend tell of how soon the closed body of his last car of that make "went bad."

Some car manufacturers apparently want to emulate the ostrich. They seem to believe that if they hide their heads in the sand and pay no attention to what last year's buyers are saying, what last year's buyers say can't hurt them. The shrewder manufacturer recognizes that this year's performance is a controlling factor in next year's business.

WHERE SALES ARE MADE—in clubs, shops, homes and wherever car men meet and compare experiences. The "where" of the "where" is the "where" of the "where."

Railway AUTOMOBILES BODIES

Railway Body Division, The Baker B & L COMPANY, Cleveland, Ohio, U. S. A.

Prepared by The Powers-House Co.

THE older "Western Reserve" business institutions are marked by two characteristics—sound and conservative management and the ability to maintain profits.

Q We take sincere pride in the number of such institutions which retain Powers-House as their advertising counsel.

The
Powers & House
Advertising Co.

HANNA BLDG. Est. 1913 CLEVELAND

Marsh K. Powers President Frank E. House, Jr. V. Pres. & Gen. Mgr. Gordon Rieley Secretary

who had placed before him requests to participate in issues of stock for various popular commodities, has always, until recently, pulled a wry face. He said (disdainfully) that he preferred railways, steel companies, public utilities, etc., to pie-baking corporations, washing machine factories, etc. It is an old-fashioned slant, which is now rather swiftly going out, for popular commodities have demonstrated a far greater stability and profitable development than many of the old time "safe and sane" securities which were once the only thing Wall Street respected.

On the other hand manufacturers whose plants have been held as family investments for many years, as close corporations, have discovered that competitors who have widened their appeal to investors have not only secured more and completely adequate capital for larger growth, but have, in addition, made immense numbers of permanent customers and boosters in the process. An additional spur has been the tax situation, which has inhibited large individual owners in such corporations from taking profits out of their business in the old-fashioned wholesale way, and has given them incentive to refinance their business along modern lines.

Oliver S. Annable

Formerly New York district sales manager of the Fowler Shirt Company, has joined the advertising staff of the *Christian Science Monitor*.

Rickard & Company

New York, will direct advertising for the Crown Central Petroleum Company, same city.

C. C. Winningham

Detroit, will direct advertising for LaChoy Food Products, Inc., same city.

W. E. Stroud

Formerly in charge of the St. Louis office of the Chilton Class Journal Company, has been appointed vice-president of the Patterson Publishing Company, Chicago.

Russel T. Gray, Inc.

Chicago, is the new name of the industrial advertising service formerly conducted under the name of Russel T. Gray.

The St. Louis Photo-Engravers Club

Will entertain the executive committee of the American Photo-Engravers Association at a meeting on October 2 and 3. Members of the A. P. E. A. from all parts of the country will also attend the meeting.

Joseph Lewis

Formerly manager of the production department of the Chilton Class Journal Company, has joined the sales staff of the Bingham Photo-Engraving Company, Inc., New York.

Are You Sacrificing Future Markets?

[CONTINUED FROM PAGE 20]

of his acquaintance that these are not fully fulfilled.

Those who have attended both formal and informal meetings of purchasing agents know that those makers who base their name for preference upon the serviceability of their product must make good in actual conditions of use. One manufacturer of floor coverings inadvisedly featured "long wear." Today his market is confined to those who have not sought the experience of other users. If this particular manufacturer had been alive to the change in the market he would have featured the appearance—the luxury—of his product, on which basis his claims would have been justified.

EVEN on the rather intangible basis of "convenience" the seller should beware of unwise claims. Sportsmen have all but publicly blacklisted one manufacturer of camp and trail utensils because his illustrations mislead. He makes a line which is excellent, not on the basis of convenience in use, but of economy in space. To be sure, this is a convenience, but of an entirely different type than his text and illustrations suggest. His articles are miniatures, well adapted to the needs of a single sportsman but hopelessly inadequate for the requirements of even a small group.

It is really amazing how many manufacturers fail to comprehend what comfort means. Frequently their own high standards of living make them blind to the truth that their necessities are the comforts of others. In these cases they offend good selling only by their failure to capitalize the value merits of their products. All too frequently, however, manufacturers today are robbing their future of its legitimate and fullest opportunity by emphasizing the "comfort" of their articles when they are, in reality, excusing their appearance or their complications.

In the majority of these cases the argument should be that of economy, and in the balance of the cases the service rendered by their product. Consumers, today, when they pay substantial prices expect in many articles the comfort which comes from pride in possession as well as physical comfort. It is most paradoxical to claim comfort for sunporch furniture or for a pair of health shoes when the appearance of either is in itself a discomfort to the purchaser.

Perhaps the fewest mistakes that are being made in connection with a correct selection of sales appeal lies in the "luxury" class. It must be added that perhaps the most successful merchandising in the last three years is to the credit of this group. Necessity, very possibly, is responsible for the

No Newspaper in America has grown as fast as The Detroit Times



the reason is
popular demand



an index of
RESPONSIVENESS

As sponsor in Detroit for Greater Movie Season Essay Contest, The Detroit Times received more than 50,000 written essays. This responsiveness extends to the advertising columns.

A
NEW PICTURE
IN THE
PRESIDENT'S OFFICE

That big photograph showing the entire plant. It's being removed from the President's office. He isn't worried about production. His factories can supply all demands.

The birdseye view of the factory is being replaced by a group picture of dealers. This is the photograph that the wide-awake manufacturer is studying right now, because his real problem is distribution.

How can he make these dealers better merchandisers of his product? How can he get them to push his goods over competitive lines? How can he make the dealer a working factor in his sales organization?

Caxton has the answer to these questions. We can show any manufacturer how he can increase his profits through Caxton dealer to consumer service which gives him full control over his dealers' sales activities.

Ask us to explain this to you direct or to your advertising agency. The whole thing is very simple. The dealer pays for the service.

THE CAXTON COMPANY

Caxton Building, *Cleveland*



uniform excellence of portrayal of the luxuries of travel, of the truly elegant house appointments, of landscape gardening, and of the highest class of men's and women's wear.

In a difficult market "luxury products" have done amazingly well. When they have produced red figures on ledgers it has been due either to local distribution in a most depressed market or to the failure of the seller to capitalize every argument.

THE consumer expects more rather than less than he expected in the pre-war era. He is paying more—and he expects to get more. While in many lines he has accepted the inevitable retail price of today, nevertheless, he expects more for the higher price. The automobile owner no longer makes excuses for the manufacturer when his newly-purchased car fails to start from his curb the morning after its delivery. He is not content with the explanation that "the vacuum tank was not properly adjusted." He resents the delivery of an article not up to standard in every particular.

If he buys a camembert cheese at his grocer's and finds it of a rubbery texture, he has no hesitancy today in returning that cheese—whereas, the same consumer, in pre-war years, would have contented himself in "making a kick the next time he purchased."

In a preceding paragraph it has been intimated that appearance means more today to the user than ever in mercantile history. The user who pays today's higher prices expects the article he purchases to "look the price." This is true in fountain pens; it is true in automobiles. Radio manufacturers are finding difficulty in disposing of sets and parts where these do not conform to the user's expectation of finished appearance.

One of the effects of the consumer attitude in this new era is the insistence that each purchase made must stand comparison with competitive offerings. In the old days it was enough for a product to be serviceable and to meet the user's own conceptions of what he wanted. Today, with the average article almost double the cost its 1913 predecessor, the consumer feels that he must be able to justify each and every purchase he makes. This inevitably means that whatever he buys must not only serve his purpose but must stand comparison with the purchases of his friends, acquaintances and even those whose competitive purchases he sees on the street.

Because of the high standards of "useability" set by certain products known in every home, users today are insisting that a product be not only useable, but that it must be useable to the average consumer. While the American housewife has become accustomed to machinery in the home in the form of the vacuum cleaner, the electric washing machine, the electric ironer, and various other electrical appliances which require at least a mini-

mum of mechanical intelligence, the maker of a product requiring even the same amount of skill as is required in the use of an electric ironer should make his product useable to the average consumer, either by the construction of his device or by corresponding education of the public to the use of his device.

There is an excellent mechanism which saves coal when used in connection with a hot air furnace or a steam or hot water heater. But it is excellent only to the chosen few. For the directions which accompany the device leave so much to the imagination that only those who are mechanically inclined use it advisedly or correctly. Because one of the management officials of the corporation which manages this device was recently given the typewritten instructions which had been left with a care-taker during the absence of an owner last winter, an entire change was accomplished. The moment this management official compared the directions given by this consumer owner with the instructions issued by his company, he saw the superiority of the consumer's directions—and, more than that, conceived from the incident an entirely new policy of sales appeal.

IN the next ten years, and possibly for a far longer period, true value will be the acid test. This by no means will bar the sale of luxuries, for there is value in luxuries just as there is value in necessities. This is such a compelling truth that we see on every side of us that the luxury of today, *because of its value*, becomes the necessity of tomorrow. The consumer's reason for the recent reductions in prices of closed models of automobiles, is that they were not good value, in many cases, at the higher price. The luxury of a closed car in the hands of the average buyer becomes good value when he can see that its excess cost over an open model is not beyond his comprehension of values.

In many quarters there is a mistaken idea that the new insistence on the part of the consumer for better values, means that the present and near future is precarious, from the profit standpoint. This is decidedly not the case, so far as the willingness of the consumer to pay those who serve him a fair profit. On the contrary, the successful manufacturer today and the successful manufacturer in the next decade must, in many cases, allow a greater profit margin to those who enter into the distribution of his products. For, due to the rapid growth of trade associations, the average wholesaler and the average retailer are becoming acquainted with the profit margin which each must receive on each article in order for him to show a profit on his business as a whole.

The management official today who feels that his own problem of profit-making is solved by paring down the profit margin of his distributors is

No keener judge of advertising values ever lived than Colonel Emery Mapes, founder of the Cream of Wheat Company.

Long before the A. B. C. was even thought of he had an idea that magazines should not only show how much circulation they had, but prove just how they obtained it.

While editorial content and mechanical appearance counted for much, he knew that "fine feathers do not make fine birds" and determined the advertising value of circulation by the methods employed to get it.

The idea is still good. It always will be.

And we might add that Cream of Wheat advertising has appeared in Needlecraft Magazine for twelve consecutive years.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

ELLIOTT D. ODELL
Eastern Manager
New York

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

*Advertising was only **ONE** of
EIGHT things we recommended
—and the last one, at that!*

H E HAD a product to be marketed and he engaged us to "look after the advertising."

W HEN WE presented our recommendations he was amazed, for advertising was only one of *eight* things we recommended—and the last one, at that!

H E HAD supposed we would submit some dummy layouts and a list of mediums, but instead we submitted a sales "objective." On that "objective" we centered all of our recommendations. Some had to do with sales policies, some with production policies, some with the geography of distribution, some with organization policies, and so on, with advertising at the end.

W E KNEW that if we could get his business "in balance" and the ef-

forts of his whole organization focussed sharply on the definite "objective," he could appropriate money for advertising with assurance that every dollar he spent would buy progress toward that "objective." Progress for his business, rather than mere publicity for his product.

T HIS is our usual method of approaching an advertising problem; to crystallize our client's needs and problems, whether they pertain to production, distribution, sales, good-will or prestige, and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical methods, and carry these plans through to the last detail, after they have been approved by our client.

*Why we can afford to focus on "Objectives"
rather than on "Billing"*

O UR CHARGES are based upon the amount of work required by a client, rather than on the volume of advertising done.

F ROM the beginning the founder of this agency realized that while he could expect a certain income from agency commissions, in

many cases the commissions earned by an account would not pay for the kind of job he wanted to do. At least, not in the early stages of the work. He believed it would serve the best interests of his clients if he could be independent of "billing."

THERE SEEMED to be just one way to make certain this independence. That was to charge every client a substantial fee as the basis of his remuneration, regardless of the amount of advertising to be done or the methods to be employed.

THIS IDEA has developed into what is now known as the Lillibridge "Fee-and-Budget System." This system is a combination of the fee system (we charge a mini-

mum fee of one thousand dollars per month) and the sound business practice of making out separate budgets covering every phase of an advertising program *before* it is undertaken.

WITH SUCH carefully worked out budgets a client knows *in advance* not only the amount of his advertising bills, but also where every dollar he appropriates for advertising is going and what it is expected to accomplish for him. And because we are assured of a fair return for our time and skill and labor, the client is just that much surer that every dollar's worth of his appropriation will produce every dollar's worth of results that his and our combined skill and experience can make it produce.

The Lillibridge Way of Advertising

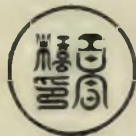
COMMEMORATING THE 25th anniversary of our establishment in business, we have written a book, "The Lillibridge Way of Advertising," a copy of which

we will be glad to send, gratis, to the responsible head of any company who may be interested in learning more about our service.

RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

Established 1899



Incorporated 1909

NO. 8 WEST 40TH STREET
New York

Telling It to the Boy Scouts



Boy Scouts as Civic Benefactors—

Many times Boy Scouts act the role of Civic benefactors. There is a case at hand in Canby, Minnesota. There the Scouts have bought three lots and are constructing a public playground which will contain tennis and volley ball courts, a baseball diamond, a ski jump, and a swimming pool.

This is but one illustration of Boy Scout enterprise. Boys like this are worthwhile prospects for your products. Many thousands of them in the 550,000 Boy Scout membership can be reached thru their official and favorite magazine, *Boys' Life*. We have facts and figures on this market which we would like to show you.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Ave.
New York, N. Y.

Lincoln Bldg.
Los Angeles, Cal.

37 So. Wabash Ave.
Chicago, Ill.

entertaining a most dangerous line of thought. Even in this epoch in which we can look for comparatively slight diminutions in manufacturing costs (for the economies in modern merchandising were preceded by economies in modern production), we must not fail to allow distributors a margin of profit which will make our products attractive to them.

We must appreciate the truth that both retailer and wholesaler know that in this critical period starvation paper profits on one item cannot now be easily made up on other articles. Even though our line be unusually blessed with strong, definite and specialized consumer demand the maker of today cannot safely attempt to force his distributors to narrow profit margins.

SIMILARLY, it is a poor management official who adopts for himself a price policy which will not stand the test. If retailers and wholesalers have found that their best interests lie in handling and featuring only products which carry a full profit margin, it is folly for the manufacturer to adopt for himself a counter-policy. The best managed businesses in the past few years have quietly eliminated by consolidation or replacement items which did not yield them a fair profit margin.

The price which a manufacturer offers must allow the jobber to make sales which will increase his net profits and not decrease them. The price set must allow the direct buying retailer to cover all cases and still show an attractive profit, otherwise the most that can be expected is that the article will be handed out on name call.

Too many enterprises today think of terms of sale as merely a matter of "1 per cent 10 days, net 30 days." The correct policy governing terms of sale includes recognition of at least six factors: (1) F. O. B. point; (2) cash discount; (3) time for turn-over; (4) quantity discounts; (5) advance datings; (6) convenient shipping periods.

Competitive conditions are now seen to have a distinct bearing on F. O. B. points. Until recently, many manufacturers, particularly in the East, have been content to quote "F.O.B. factory" or "F.O.B. New York." As the Middle West and Far West have changed from customers to competitors, new conditions have come into being. Where the weight of the product is high compared to its selling price, we are each month witnessing the establishment of new factories, not for their added production capacity but in order to meet competitive F.O.B. points.

On the other hand, there is a steady, if slow, revising downward of cash discounts. This is due principally to two causes. The first is a growing belief that any cash discount in excess of rates for borrowing money is not sound business economics. The second is the growing understanding that many of the existing high cash discounts came into being in an age when there was

ELECTRICAL
ANIMATED
AND
STILL

DISPLAYS

for
WINDOW,
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.
19 WEST 27th ST. NEW YORK

Research on Installment Selling

This is of paramount importance to-day—and yet few facts had been compiled until this research was completed. Almost 100 typewritten pages; details of vital and hard-to-get kind.

PRICE, \$150.00

THE BUSINESS BOURSE

15 West 37th St., New York City
Tel.: Fitzroy 6720

confusion between merchandise discounts and cash discounts. Not only are we seeing 5 per cent discounts reduced to 2 per cent, but we are seeing a better balancing between the number of days in which cash discount can be claimed and the number of days which are allowed net. Beyond this, we are seeing everywhere endeavors on the part of both manufacturers and associations to curb the real evil of abusing the cash discount terms.

The moment it is recognized that credit is a form of supplying capital, reform is inevitable. For the function of credit is to enable the purchaser who buys to sell again in sufficient time so that he can sell enough of his purchase to pay for his buyings from the proceeds of his sales.

When the amount of time is not sufficient, the wholesaler or retailer finds himself cramped and unable to enjoy his widest selling influence. If the time allowed is too great, it permits the wholesaler or retailer to speculate with the manufacturer's money.

One of the more serious problems in building policies which will wear lies in the field of quantity discounts. More and more it is recognized that in many cases it is the big buyer and not the small buyer who has not been fairly treated. More and more it is seen that many a manufacturer has solicited unprofitable small business at the expense of the large buyer.

ONE management official recently defended a decided change in price policy in these words:

"We have now on our books 18,000 direct-buying accounts. A year of investigation has shown us that at least 6000 of these—all small buyers—are unprofitable to us and should be served by wholesalers. Something over 9000 more customers show us a profit which will keep our organization intact and pay our bills and taxes. But it is the remaining 3000—all large buyers—who pay our dividends."

He continued by pointing out that while his company had a system of quantity discounts, any dealer who could purchase \$1,000 annually received just as favorable prices as dealers who bought \$50,000 annually. To be sure, larger buyers did have certain forms of service, particularly in connection with demonstrators and specialty salesmen. But this was merely a drop in the bucket compared to their greater desirability.

In building marketing policies which will wear, the first and foremost essential is equitable treatment of the consumer. He must receive both value and service.

The wholesaler must receive profit, service and accommodation. The retailer must receive profit, service, accommodation and intelligent individual handling of his peculiar problems. A marketing policy built squarely around these considerations will wear—and the manufacturers who build such policies will prosper.



Engraving is your Most Useful Tool Do You Really Understand It?

Halftones, dropouts, vignettes, process plates—we all use these terms glibly enough. Yet how many of us clearly understand even the most elementary principles of these or the many other processes that comprise photo-engraving? And how much time, money and energy might be saved by a clearer knowledge of what can and cannot be done by photo-engraving!

A Veritable Gold-Mine of Engraving Information Can Now Be Yours!

Now you have the opportunity of *really knowing* engraving—of understanding every detail of every process of engraving—of getting the most for your engraving money by being able to talk to your engraver in his own language.

All in this Book—the Knowledge of the Country's Leading Engraving Experts

Harry A. Groesbeck, Jr., General Manager of the Walker Engraving Company, has written this excellent volume in an effort to clarify the facts about engraving. And now this knowledge is all yours. Clearly stated, profusely illustrated, and searchingly indexed so that your question on any point can be quickly and satisfactorily answered—at the price of \$7.50.

Send Now for Free Examination

Contents

Basic principles of photo-engraving, Making a photo-engraving, Principles of photography, Lenses and light, The Camera, Making a line negative, Making a halftone negative, Negative turning and inserting, Photographic printing on metal, Etching, Routing, Halftone finishing, Laying tints, Color work, Photography of colors, Proofing and presses, Blocking, Electrotyping stereotypes, Repairs and corrections, Preparation of copy, Special methods and other processes.

Get your copy of "The Process and Practice of Photo-Engraving" now. No money is required. Merely fill out and mail the coupon below. Keep the book for ten days and if it does not convincingly demonstrate its ability to save you many times its price in money, time and energy, return it with no obligation. But mail the coupon now!

The Process and Practice of Photo-Engraving—By Harry A. Groesbeck, Jr.

Size 8½ x 11—260 pages—280 special illustrations—blue buckram binding. Stamped in gold.

Doubleday, Page & Co.
Garden City, New York

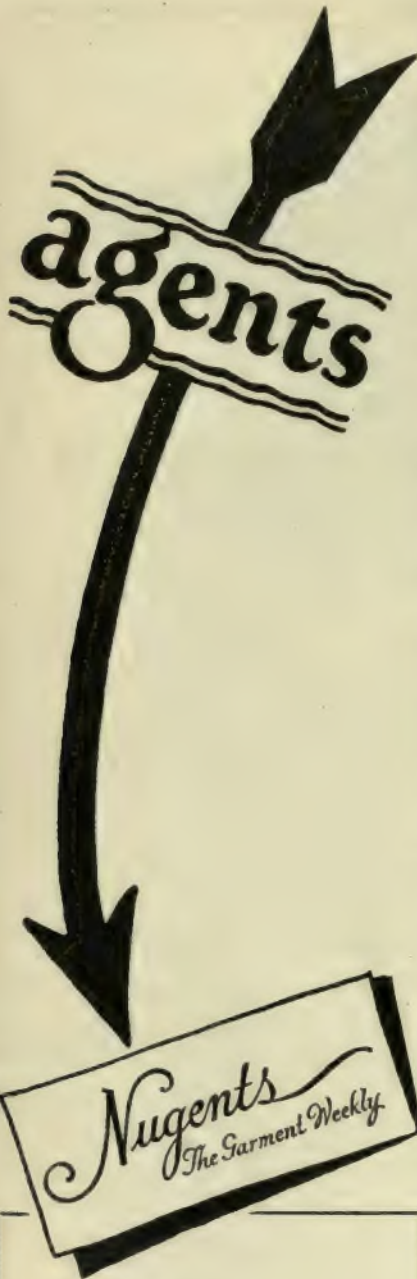
Send me a copy of Harry A. Groesbeck, Jr.'s authoritative work, "The Process and Practice of Photo-Engraving." If, at the end of ten days, I find it unsatisfactory, I will return it to you. If not, you may bill me for \$7.50.

Name

Address City

State..... Position..... Company.....

—and Now Concerning Copy



Achieves

100%

COVERAGE

OF ALL REGISTERED
READY-TO-WEAR BUYERS
ARRIVING IN NEW YORK
EVERY DAY.

That's only PART of
the reason why NU-
GENTS' advertising
pages pay such con-
tinuous dividends
to advertisers.

Published by

THE ALLEN BUSINESS PAPERS, Inc.
1225 Broadway New York

"I HAVE DECLINED propositions to turn out advertisements for various manufactured products because I felt I merely would be a hired hand, exploiting this, that or the other thing for so much a word. But I reached for this opportunity. I knew I could put my horse in it—could with sincerity in-dorse the article I was praising."

Thus Irvin Cobb, one of the most sincere and much more modest of the magazine writers, as he steps of his own free will and command into a series of next-to-reading-matter advertisements for Sweet Caporal cigarettes.

Irvin Cobb is sincere and forthright in person, action and expression. There isn't any doubt that he means what he implies in that apology—that he wouldn't praise an article for cash unless he could do it with sincerity, and that there isn't much honesty about a boughten testimonial, even from a brilliant hack.

We repeat that Mr. Cobb's whole record is one of sincerity. For that record is the only thing that stands between his *apologia* and a shrill cry of "Applesauce," which, if traced, may be found to spring from our personal larynx.

EVERY SO OFTEN a nice tame author, who naturally is an observant cuss, sees commerce crowding into his prospect and writes a piece about writers of advertising. Julian Street did one, in which he undertook to show copy-writers that Clearness, Force and Gimp are just as good in advertising copy as they are in the editorial pages or on checks. After a gently self-conscious amble of some 2500 words he concluded that brevity was the soul of short copy.

Periodically, the schools teaching advertising capture an author and have him talk to the "copy class" on the Relation Between Writing and Copy-Writing, and he gets lots of applause and inquiries about whether editors actually read contributions, and what is the best way to break into the writing game, and this serves as a pleasant diversion both to himself and to the class.

MEANWHILE the Grand Army of professional writers marches on writing for so much a word, regarding the Coxey's Army of copy-writers who are also writing for so-much-more-for-much-less-words, as a bunch of Eskimo stepbrothers with unsocial cleft palates.

And never—well, hardly ever—the twain shall meet. Mr. Cobb has darn near done it in this Sweet Cap series. Except for his momentary lapse into

self-justification—it must be that, and not a sly bid for credence—the advertisement is a chatty, colloquial, sequential, and smoky document, with some of the salt and the richness that makes Cobb's best writing so admirable. That he should exert his artistic strength, and try his dexterity on so difficult a technical job, was straining at a gnat, to be sure, but he did it for honest pay, and because he was conscientious, he strained.

The first advertisement is so good that it would be exactly as good without his name! If he left his name out, the odious paragraph of apology would delete itself.

We dare the American Tobacco Company to run the advertisement without Mr. Cobb's name.

They will not take the dare.

SO, UNDAUNTED, and determined that this Cobb advertisement shall serve a good purpose for advertising in general, we submit an idea for any campaign:

Get it written by Mr. Cobb, or Mr. Tarkington, or Mr. Street, or Mr. Lardner, or Mr. Rogers. It will be good reading. Run it without the author's name. Run it with no clue to him except a parenthesis to read "*This advertisement was written by a good author; perhaps you know him, but his name doesn't make any difference. For it is our duty to tell you about our product in the best available terms, just as it is our duty to picture it by a good painter and just as it is our duty to buy our raw materials from the most reliable sources.*" That is brag, but it is true, and true brag is often good advertising.

What will result? It will be taken largely at its face value, which should be high, not only in workmanship, but in novelty.

The skeptics will read it mercilessly, to see where the hireling is to be disbelieved, and so will challenge the author's nicest skill; if they are critically satisfied, they will have received from the advertisement the desired impression (though by a second route). If they are critically displeased, they will not necessarily be hostile to the product itself, but are likely to tolerate it as a worthy article suffering a momentary misrepresentation at the hands of an author.

IN OTHER WORDS, it has as good a chance as all unsigned advertisements, and a lot better chance than any advertisement from the pen of an untrained writer.

And what is more, two or three such



Handsome Mahogany-finish Bookcase—FREE

Now Ready!

New large printing

Encyclopaedia Britannica

in the New Form

At an Amazing Reduction in price!

TODAY you can obtain the Encyclopædia Britannica, printed in large type from the authentic Cambridge plates, complete and unabridged, at a reduction of 46%. And with each set a handsome mahogany-finish bookcase is given free while this offer lasts.

This unique opportunity is made possible because we have just completed a large new printing of the Britannica in the New Form, the most popular issue of this or any similar work ever published.

The publication of this New Form marks an epoch in the history of the Britannica. Its success is unprecedented. In all the history of publishing, we believe, there is no record to compare with it. Within less than twelve months,

three huge printings have been sold. Now a fourth printing of 10,000 sets is just being received from the binders.

This means that we can now offer you one of these wonderful complete sets, the latest edition in large, easy-to-read type, for 46 per cent less than the Cambridge issue which is famous throughout the world. Here is the ideal Britannica at a price so low everyone can afford it.

Small First Payment—Easy Monthly Terms

A very small first payment will put the complete set of 16 double volumes and bookcase in your home immediately and you can pay the balance in easy monthly payments, so small that they will never be missed.

Seize this opportunity before it is too

late! The time is now—it is the opportunity for which you have been waiting. So make sure of your set. Before you turn the page, send the attached coupon for free booklet (it commits you in no way) and we will mail you full particulars of this wonderful offer.

Why the Price Is So Low

The story of the New Form is a story of a unique idea involving revolutionary changes in the publication of the Britannica. This idea was the logical outcome of years of experience; it crystallized the recommendations of thousands of users and owners.

Our object was to produce the Britannica in a New Form with these specifications—and they have been carried out to the letter:

- 1—Large type, easy to read.
- 2—Complete and latest text.
(Nothing omitted, nothing altered.)
- 3—Fully illustrated.
(All the original plates, maps, etc.)
- 4—Sweeping reduction in price.

First of all, we made a striking innovation. It was decided to bind this issue of the Britannica in 16 double volumes instead of 32 single volumes. That one change enabled us to save nearly 50% of the binding cost.

This innovation was made possible by the use of the famous Britannica Opacity Paper, which is very thin but beautifully white and opaque.

Then it was determined to print this issue from the plates of the latest, revised Cambridge issue, the famous large page, large type issue Britannica which is known throughout the civilized world and sells for twice as much. By doing this it was possible to save thousands of dollars, because we did not have to reset 33,000 pages of type.

Contents Identical with Issues Selling for Twice as Much

The use of these plates is your guarantee that the text is identical with that of the finest de luxe sets.

The Britannica in the New Form is the newest and latest issue, containing not only a full and authoritative account of the World War and its momentous consequences, but all the latest developments in industry, art, science, invention, etc. It contains 49,000,000 words, 33,000 pages and 15,600 illustrations—so much material as 476 books of average size printed on ordinary paper.

The Encyclopædia Britannica is the one book you cannot afford not to own. Within its 33,000 pages you will find the quintessence of the world's knowledge.

Write for FREE Booklet

It tells all about the Britannica in the New Form, reproduces a number of specimen pages (many in color), explains the easy terms of payment, and tells the fascinating story of how our experts made possible such an amazing reduction in price. 56 pages of interesting, instructive reading. Free on request if you mail the coupon promptly.



Mail this Coupon today! →

THE ENCYCLOPÆDIA BRITANNICA, INC. A & S 5-1A
342 Madison Avenue, New York

Please send me, without cost or obligation, a copy of your 56-page book describing the Encyclopædia Britannica in the New Form at the special 46% saving and full details of your plan of small monthly payments.

Name.....

Address.....

Mahogany-finish bookcase free while this offer lasts!

PERSONAL SERVICE

It isn't the size of an agency that insures the success of your advertising selling. Resultful service depends upon the particular abilities of a few individuals in the agency.

Sometimes the same type of individuals have been known to open small agencies of their own.

If you are in the technical field and would appreciate a service where the principals do the work, we have something of interest to tell you.

Arthur Henry Co.

INC.

Advertising

1487 BROADWAY
NEW YORK

Telephone BRYANT 8078

campaigns for different products will have two or three alarming results:

1. 24,582 authors will begin to canvass the advertising world for what they think is easy money—

2. —the great majority of them, coming to advertising on a slumming expedition, will go back to their studios rudely disappointed, as the great majority of "serious" artists have gone back home from their slumming expeditions—

3. —which will give the author's league a revaluation of affairs and make Julian Street (formerly of Street & Finney), quit writing fiction articles about copy-writing.

4. Some of the authors will do well, and the copy-writers will get some stiff and wholesome competition, and begin to write their heads off. They will experiment with new forms, and practise long and bitterly with the technical instruments of the author himself, instead of sitting smugly within the double-barred confines of the cell which the bad copy-writer calls a "special form of writing."

5. —which can only result in a greater tolerance on the part of advertisers toward new styles of copy—

6. —and with a general stirring-about, the result is certain to be better copy, and more productive.

This suggestion is a long way from Mr. Cobb and Sweet Caps, and yet not so long neither.

p. s. His second Sweet Cap advertisement is good, too. Both of them are much better copy than an advertisement he once wrote for hire for Jack Tar Togs.

Charles W. Wrigley Company

Outdoor advertising, Chicago, announces the appointment of J. T. Bailey, formerly Detroit representative of the Donaldson Lithographing Company, Newport, Ky., as vice-president. He will be in charge of the Detroit office.

L. S. Goldsmith

New York, will direct advertising for Amsco Products, Inc., same city manufacturers of radio equipment.

V. Vivaudou, Inc.

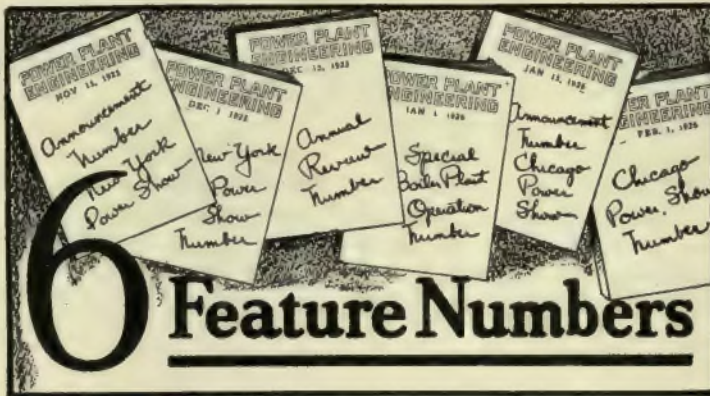
Has obtained an injunction enjoining Vivi, Inc., from the use of the word "Vivi" either separately or in combination in connection with the advertising or sale of its toilet preparations, and from "all other acts calculated to cause its products to be passed off for those of V. Vivaudou, Inc."

Walter F. Wyman

General Sales Manager, The Carter's Ink Company, has been appointed chairman of the Export Departmental, the newest division of the Direct Mail Advertising Association.

Arthur Rapetti

Sales promotion manager of The Mennen Company, Newark, N. J., has resigned his position.



THE Six Feature Numbers of Power Plant Engineering listed below will cover the two great Power Shows, also the engineering achievements of 1925, and the important developments in boiler plant operation.

- | | |
|--|--|
| 1 Nov. 15, 1925—Announcement Number, New York Power Show. | 4 Jan. 1, 1926—Special Textbook Number on Boiler Plant Operation. |
| 2 Dec. 1, 1925—New York Power Show Number. | 5 Jan. 15, 1926—Announcement Number, Chicago Power Show. |
| 3 Dec. 15, 1925—Annual Review Number. | 6 Feb. 1, 1926—Chicago Power Show Number. |

How these Six Feature Numbers will serve the 23,242 subscribers to Power Plant Engineering and how your advertising may influence their decision in equipping their plants, is shown in a bulletin sent on request.

POWER PLANT ENGINEERING

537 So. Dearborn St., Chicago

The Fisherman Who Cussed and Quit



ONCE there was a fisherman who knew his line. And his hooks and equipment were the real stuff. He said: "If this doesn't get 'em, they are nailed to the bottom." There were plenty there all right, but they stayed in the river. All he really needed for success was a little information on where the fish hung out and their favorite form of diet. But the fisherman didn't know. He just cussed and quit and blamed it on the river.

Many an advertiser would have gained

far richer results from the South had he known more about its reading and buying habits. A little study of circulation figures would have shown him that you can't reach the South through magazines alone.

Magazine circulations are comparatively small in the South. Newspapers are relatively more important. These are facts borne out by cold figures. The Southerner reads his daily paper from Weather Report to Want Ads. No hasty scanning of headlines. The newspaper advertiser gets full benefit—and rates are lower in the South.

Always potentially rich in its vast natural resources, the New South is rich in fact. Prosperity is here to stay. Each year finds a multitude of new buyers with money in their hands, waiting for the sales message to reach them. It can reach them in newspapers.

The Southern Newspaper Publishers' Association at Chattanooga, Tennessee, will gladly furnish definite information on the South as a market for your product. Write to them or to any of the newspapers listed below.

These Newspapers Furnish the Most Thorough and Economical Means of Reaching 10 Great States

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile News-Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

DeLand News
Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Lakeland Star-Telegram
Miami Herald
Miami News
Orlando Reporter-Star

Orlando Sentinel
Palm Beach News
Sanford Herald
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal
Augusta Herald
Columbus Ledger
Moultrie Observer
Savannah News
Thomasville Times-Enterprise
Waycross Journal-Herald

KENTUCKY

Paducah Sun

LOUISIANA

Baton Rouge State-Times
LaFayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States

New Orleans Item-Tribune
New Orleans Times-Picayune
Shreveport Times

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Hickory Record
Kinston Free Press
Raleigh News & Observer
Raleigh Times
Rocky Mt. Telegram
Salisbury Post
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News & Courier
Columbia Record
Columbia State

Rock Hill Herald
Spartanburg Sun
Sumter Item

TENNESSEE

Chattanooga News
Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Greeneville Democrat-Sun
Knoxville Journal
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner

VIRGINIA

Clifton Forge Review
Danville Bee
Danville News
Danville Register
Fredericksburg Daily Star
Lynchburg Advance
Lynchburg News
Richmond News Leader
Roanoke Times
Roanoke World News
Staunton Leader
Staunton News-Leader
Winchester Star

VIRGINIA-TENNESSEE

Bristol Herald-Courier
Bristol News



"Sell it South Through Newspapers"



THE FISHER-BROWN AGENCY of St. Louis recently forwarded us a renewal contract, saying: "It is gratifying now after the first season of advertising our client in your publication to be able to send you an additional contract for an increased number of insertions.

"Luck plays no part whatever in the delivery of a contract for this client. Hard, fast rules are set, rigidly fixed, and every effort stressed to obtain satisfactory results for all advertising that appears in publications."

Plain language, isn't it? And doesn't it tell you why *Furniture Manufacturer and Artisan* should be on your list, if it isn't now? Write us about it—we have more interesting information you may wish.

The Furniture

Manufacturer & Artisan

GRAND RAPIDS, MICHIGAN
A. B. C. A. B. P.

Real Interest—

The *Womans Press* is the official organ of the Y. W. C. A. and is devoted to Y. W. C. A. work and affairs.

A magazine such as this is bound to have great influence. Especially when one considers that it reaches the 600,000 Y. W. C. A. membership and also those who have charge of spending the Y. W. C. A. budget.

Advertising here benefits by *Womans Press* influence with its readers. Let us send you a sample copy.

*The
Womans Press*

600 Lexington Ave.
New York

Definitions for Writing Advertisements

THE Better Business Bureau of the San Francisco Advertising Club in the interest of promoting the "Truth in Advertising" slogan has drawn up a compact and comprehensive set of rules and definitions for application to the writing of advertising copy. Assuming that untruthful advertising is often the result of ignorance rather than malice, these rules strive to educate.

In preparing copy it is suggested that the writer answer to himself the following questions:

1. What do you know about the goods you are advertising?

2. What do you want the public to believe?

3. What has the public a right to believe from your copy?

The rules themselves follow with concrete definitions.

Use Correct Names for Materials.

Wool means all wool.

Silk means all silk.

Rayon means all rayon.

Rayon Silk should never be used.

If More Than One Material Is Used All Must Be Mentioned.

For example: Wool and cotton—silk and wool—rayon and silk—wool, cotton and silk—wool, cotton and rayon.

Headings.

Be sure to qualify any materials differing from that used in the heading. For example: Silk dresses—Canton Crêpe, Crêpe de Chine, Faille (silk and wool).

Popular Fabric Terms Which Do Not Denote Material Contents.

The material contents should always accompany the following terms whenever used:

Velveteen, Flannelette, Sateen, Velour, Damask, Silkette, Domet Flannel.

Popular Fabric Terms Which Denote All Wool Fabrics.

When these terms are used on fabrics other than all wool the material content should be used:

Flannel, Serge, Worsted, Chinchilla cloth, Eiderdown, Cashmere.

Popular Fabric Terms Which Denote All Silk Fabrics.

When these terms are used on fabrics other than all silk the material content should be used:

Satin, Pongee, Velvet, Chiffon, Faille, Canton Crêpe, Crêpe de Chine, Charmeuse, Foulard, Taffeta, Duvetyn.

Wool Mixed and Silk Mixed.

Instead of using these expressions, the material content should be named, i.e., "wool and cotton"—"silk and cotton."

Silk Hosiery.

Always mention any parts of the hose that are not made of silk, i.e.,

"Silk hosiery (lisle tops and feet").

Furs.

Use the true name of the fur.

Trade Mark Names.

Use these only when you are sure they are correct.

Comparative Prices.

Be sure they are correct. Where a range of prices is used give the lowest as well as the highest. In advertising merchandise reduced from a higher price, the last price at which merchandise was on sale before being reduced should be given.

Jewelry.

Platinum—Should contain 925/1000 of pure platinum or metals of platinum group such as iridium, osmium, palladium, rhodium, and ruthenium. *Gold*—The karat content should be used, i.e., "14K gold."

Gold Filled—If the karat stamp is used it should be preceded by fraction indicating the gold content, i.e., 1/10 14K.

Sterling Silver—Should assay 925/1000.

Silver Plate—If plated ware is included under the heading of silver it should be designated as silver plated ware.

Ivory—Composition or celluloid products should be advertised as imitation, manufactured or artificial.

Pearls—When not real should be described as artificial, imitation or manufactured.

Seconds.

The fact that merchandise is of second quality should be displayed prominently in advertising. The word "seconds" should be used without adjective qualification.

Spanish Prisoner.

The time-worn threadbare graft of the Spanish prisoner No. 2674 of Madrid, Spain, recurs with persistent frequency.

Some months ago the newspapers carried the story that the Spanish Prisoner (?) had been jailed, and that this graft was now over.

It would appear, however, that he is still very much alive and active. Not later than July 3, 1925, a member of this Bureau received the "come-on" letter.

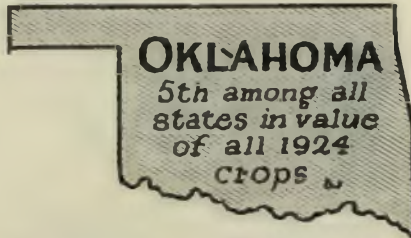
Despite the years of publicity given to exposing this swindle, uninformed people are still falling for it. Advise your friends that the Bureau has a complete file on this situation and it is open to any inquirer, be he member or not.

Good Will.

"Good will is the disposition of the well pleased customer to return to the place where he has been well treated."—United States Supreme Court.

What States were highest in Crop Values in 1924?

*no sales program can
be complete unless it
includes*



STATE RANKS

In Crop Values as
Shown by U. S.
Government Figures

(DURING 1924 OKLAHOMA LED THE FOLLOWING STATES IN VALUATION OF ALL CROPS—SUCH AS WHEAT, COTTON, CORN, BARLEY, FRUITS, ETC.)

Oklahoma*	\$427,934,000
California	423,698,000
Minnesota	408,829,000
Nebraska	369,779,000
Missouri	351,017,000
North Dakota	347,515,000
Ohio	330,724,000
North Carolina	320,485,000
New York	309,493,000
Wisconsin	290,257,000
Pennsylvania	285,757,000
Indiana	277,873,000
Michigan	268,674,000
Georgia	263,090,000
Alabama	243,994,000
Arkansas	241,636,000
South Dakota	238,916,000
Kentucky	232,412,000
Tennessee	230,333,000
Mississippi	223,024,000
Virginia	191,346,000
South Carolina	176,728,000
Louisiana	158,646,000
Montana	144,463,000
Washington	137,815,000
Colorado	128,318,000
Oregon	84,897,000
Idaho	84,857,000
Florida	82,705,000
West Virginia	75,348,000
Maryland	74,091,000
New Jersey	60,434,000
Maine	47,576,000
Massachusetts	47,541,000
Vermont	45,687,000
Utah	45,030,000
Connecticut	40,133,000
New Mexico	38,544,000
Arizona	35,556,000
Wyoming	29,098,000
New Hampshire	19,811,000
Delaware	19,662,000
Nevada	9,333,000
Rhode Island	4,461,000

*Exceeded in 1924 total crop values by only four states:
Texas\$920,081,000
Illinois554,108,000
Iowa531,136,000
Kansas453,924,000

OKLAHOMA is the fifth richest farm market in the United States, and as such it merits a place on every farm paper schedule.

To influence the buying power of this wealthy rural market you will naturally use the Oklahoma Farmer-Stockman, Oklahoma's only farm paper.

Widen and fortify your sales hold in Oklahoma now . . . for latest government figures indicate a 1925 cotton production greater than the bumper crop of last year.

Read the "State Ranks" to the right. Be sure you know the richest farm markets!

In 1924 Oklahoma ranked first in broom corn production, second in cotton, fourth in wheat, and fifth in the total value of all crops.

The OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY

CARL WILLIAMS, Editor

RALPH MILLER, Advertising Manager

E. KATZ SPECIAL ADV. AGENCY: New York, Chicago, Kansas City, Atlanta, San Francisco

What will close Scrutiny



*How one manufacturer, applying the McGraw-Hill
"Four Principles of Industrial Marketing,"
discovered new opportunities for
increased sales and profits*

THIS MANUFACTURER had been spreading his sales effort over more than thirty industries. His salesmen had endeavored to sell prospects in all these different fields, although many of the industries they covered could not possibly use their products in appreciable amounts. Consequently, much time and effort were wasted on unprofitable markets.

With so many fields to cover, the salesmen could not become experts in the application of their type of equipment to the needs of any specific industry. They were generalists, and the manufacturer was compelled to accept an

inconspicuous position in the general classification "machinery manufacturers." His "Jack of all trades" policy had gained him no recognition as "master" of any.

Applying the McGraw-Hill "Four Principles of Industrial Marketing" this manufacturer accomplished the following:

1 MARKET DETERMINATION. He classified his worthwhile prospects into six distinct groups in which he found 80% of his potential market. These six groups were then set up for thorough study and intensive sales development.

of your Market Reveal?

- 2 **BUYING HABITS.** With but six markets to concentrate on, he became familiar with the buying habits of each, thus reducing his sales resistance. Moreover he was better able to discuss the applications of his machinery to these industries.
- 3 **CHANNELS OF APPROACH.** He concentrated his sales promotion work on six markets in a direct and specific manner. The waste of "casting bread upon the waters" gave place to direct and resultful methods.
- 4 **APEALS THAT INFLUENCE.** He is advertising and selling in specific terms instead of generalizing. His story carries a message of vital interest to the buyers of each market.

THE net result is that this manufacturer by studying the specific application of his equipment to the industries where his largest potential volume lay, and concentrating his efforts in the industries, found greatly enlarged opportunity for sales. And he also found greater opportunity for profit by standardizing production on fewer types of application.

What Will Close Scrutiny of Your Market Reveal?

WILL you also find a few industries so outstanding in their importance to you that they over-shadow all others? Will you find that you can simplify your selling by classifying your worth-while prospects into groups with similar buying habits?

Whatever you find, a true inventory of your sales possibilities in each industry is as necessary as an inventory of finished products and materials on hand.

If you haven't available the necessary data upon which to base a study of your markets, the McGraw-Hill Company may be able to help you.

The McGraw-Hill Company is the focal point for information on the activities of many industries. The moves of industry are mirrored there and reflected to the world through fifteen McGraw-Hill publications.

The knowledge of industry gained by 50 years of intimate contact is at the service of manufacturers who seek to sell industry most efficiently.

It will be a pleasure to assist manufacturers and their advertising agents in analyzing their markets and applying the McGraw-Hill "Four Principles of Industrial Marketing" to their own selling and advertising.

The first step will be to read "Industrial Marketing" which graphically covers the results of a broad study of the buying habits of industry. This book will be sent upon request to any manufacturer whose market embraces any of the industries covered by the McGraw-Hill publications.

McGRAW-HILL COMPANY, Inc., NEW YORK, CHICAGO, PHILADELPHIA. CLEVELAND. ST. LOUIS, SAN FRANCISCO, LONDON, PUBLISHERS OF

McGRAW-HILL PUBLICATIONS

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

Mining
ENGINEERING & MINING JOURNAL PRESS
COAL AGE
Radio
RADIO RETAILING
RADIO TRADE DIRECTORY

Electrical
ELECTRICAL WORLD
JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING

Industrial
POWER . AMERICAN MACHINIST
CHEMICAL & METALLURGICAL
ENGINEERING
INDUSTRIAL ENGINEER

Overseas
AMERICAN MACHINIST
(EUROPEAN EDITION)
INGENIERIA INTERNACIONAL

Construction & Civil Engineering
ENGINEERING NEWS-RECORD
Transportation
ELECTRIC RAILWAY JOURNAL
BUS TRANSPORTATION

This advertisement is the fifth of the series which is appearing in the *New York Times*, *Philadelphia Public Ledger*, *Pittsburgh Gazette-Times*, *Cleveland Plain Dealer*, *Detroit Free Press*, *Chicago Tribune* and *New York Herald-Tribune*; in *Printers' Ink*, *Advertising and Selling Fortnightly*, *Class*, and in the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, and to awaken a keener interest in the correct principles of industrial selling.

The Earhart Color Plan

is in daily use in many concerns doing the finest Printing, Engraving and Advertising in America.



Nearly a million impressions were required to produce 4,000 copies.



It is a practical instrument representing the summed up study and experience of 40 years by a recognized authority on color.



It does not require the exact matching of colors. Harmonious combinations can be selected without waste of time.



It is very easily understood and workable.



Sells for \$12.50 and is worth many times its cost.



Order your copy today.



The Feicke Printing Co.
424-36 Pioneer Street
Cincinnati, Ohio

Coordinating the Steps of a Sampling Campaign

[CONTINUED FROM PAGE 25]

The firm that I am now connected with does not do any sampling or any house to house demonstration work. Our products are entirely food products. We have done a great deal of introductory work in territory that we call virgin territory—territory where our products and our name or reputation are entirely unknown. We go in there on perhaps one item which we propose to advertise. First we select the markets and figure out in our own way what the possibilities are. Take, for illustration, a city that has a population of about 120,000. We will say that 120,000 means that there are approximately 400 stores there. We hit at that this way: We estimate that there is about 300 population to the average grocery store, or figuring it another way, about 60 families or sixty regular customers to the regular grocery store. And figuring five to the family, that is 300 population. That then gives us 400 stores in an average market of 120,000.

Right at the beginning we eliminate 20 per cent of those 400 as being small stores, or, perhaps, stores which are run by foreign speaking people who may or may not be interested in our product at the first time around. So we eliminate those in our first working. We figure that 60 per cent of the 320 stores that are left are enterprises we should sell in our first canvass. This, understand me, is not an actuality at all; it is merely an estimate. That gives us 192 stores that we feel we should get our product in on the first working. And 40 per cent of that 192 or 76 stores, should buy about five cases, which would leave 116 stores that would buy perhaps one case.

I PICKED out a city of 120,000 because that could be worked by one salesman, and if you take 400 stores, that would mean about one month's work—100 calls a week or about an average of 15 or 16 calls a day. Sometimes they will make 20. Some salesmen do not work Saturdays; others do. But 100 calls a week is about the average. And that is about a month's work.

The volume of business would tell us about how much we could expect out of that market. It would also give us an idea of how much money we should spend in advertising in our introductory campaign.

After we pick out the town, we consult with our advertising agency. They will tell us the best medium of publicity to use in that market,

whether it is newspapers or some other form. If it is the former we immediately get the circulation of that newspaper, not only the city, but the suburban and country circulation. After we work the city, we make up a route of those little suburban centers, based on the circulation of the newspaper, and we go right in to those towns and do the same work exactly as we do in the city.

I NCIDENTALLY, while we are working the trade and doing our introductory work, our arrangement with the newspaper has already been made and our contracts have been closed, so that our men can go in to the retail grocer and tell him that we have contracted for a certain lineage and a certain amount of newspaper space that is going to start immediately, as we get our distribution. We don't spend five cents in advertising until such time as we have the goods in the store—on the retailer's shelf—so that when the lady sees the ad in the paper and is impressed sufficiently with it so that she wants to try the product, she can go there and get it. You will readily see what might happen if she was curious from having read the ad, then went and tried to get the product in two or three stores, and couldn't buy it. She would lose interest immediately and the advertising effort would be largely lost.

As an example of what may happen in a case like this, let me cite the experience of a woman friend of mine. A certain manufacturer of canned pork and beans advertised extensively in a city I know of. On advertisement there was a coupon which entitled any woman who would clip it out to obtain from her grocer a can of that particular brand free of charge. This woman did exactly that, only to be told by the grocer that he did not carry that brand. "But I will be very glad to give you a can of Blank's," he added, naming the advertiser's leading competitor. Thus the advertising appropriation of one company served only to forward the interests of its rival.

After doing our introductory work in those towns we figure that we get about a 40 per cent repeat about every three months. That figure is based upon our actual experience in selling our own product. So if you take that 40 per cent and figure it against your introductory business, you can get a fairly good idea of just how much business you can expect to get out of that one market, out of that one center (by the market, I mean not only the city

but the suburban) in a year. That enables you to work out a fairly good estimate on your year's business all over the territory where you have done your introductory work, and you can at the same time figure how much business you are going to get for the money you have to spend on more introductory work.

THERE is another plan we use to very great advantage when we are doing introductory work. Our product is merchandised through the wholesale grocery. Our men go out and sell the retail grocer. They take the order from the retail grocer and turn it over to the wholesale grocer to be filled. You can realize that it is pretty expensive also to go out and do a whole lot of this specialty work, and then turn the business over to somebody else to be filled. We have to give the jobber his trade discount, and where we do specialty work all the business goes over to the jobber. Naturally we expect him to support us.

A wholesale grocer located in a small center has sometimes from eight to twenty-five salesmen. They go off to all the small places, work all the cross-road country stores, and every one of them has his own particular route. Naturally they reach a tremendous distribution that we couldn't begin to take care of with our own small force of specialty salesmen. You can appreciate what it means to a concern like ours to get the support of the jobber's salesmen, in obtaining distribution. We not only do it during the introductory period, but very frequently after the goods have been introduced. Occasionally you have to keep your sales effort up so that the entire burden does not rest on the advertising. After the introductory work is done we take the salesmen out, but we leave a local man in charge there to look after the territory.

We also support our publicity by advertising material that we get out ourselves. We have show cards of various kinds, booklets, pamphlets, material for window decoration, and things of that nature. Some people think that the advertising is going to do the whole job. We don't. We believe the best way to cash in on your advertising is to get your advertising right in the store where the lady or the gentleman, as the case may be, who comes in to buy, will see it. In that way he will connect up what he sees right in front of the store with what he has already seen in the newspapers or magazines or billboards, and then you have the two together. You have your advertising right at your source of supply.

Geo. S. Macdonald and Associates

New York, has purchased *The Radio Dealer* and allied publications, and has formed the Radio Dealer Publishing Company, Inc. Mr. L. A. Nixon, who has been in active management of *The Radio Dealer* group, will remain with the organization as vice-president.

AMERICAN SHOEMAKING

PUBLISHED EXCLUSIVELY FOR MAKERS OF SHOES
AND THEIR DEPARTMENT HEADS AND BUYERS

LEADS

IN

PAID SUBSCRIBERS

PAGES OF ADVERTISING

PAGES OF INTERESTING READING

RESULTS FOR ADVERTISERS

WANT ADVERTISING

\$200,000,000

EXPENDED ANNUALLY BY SHOE MANUFACTURERS
FOR EQUIPMENT AND SUPPLIES
AS WELL AS MILLIONS FOR RAW MATERIALS

*Reach This Field
Through*

AMERICAN SHOEMAKING

683 ATLANTIC AVE.

BOSTON, MASS.

MEMBER A. B. C.

Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a midwest primary market. Gives real co-operation. An Arthur Capper publication.

Topeka, Kansas

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated

15 Moore St., New York City
R. W. Ferrel, Manager

Shoe and Leather Reporter

Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

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

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesman Wanted



Make your letters pay bigger dividends

Your every-day mail can be made to bring thousands of extra dollars in sales or good will if you put the right interest, personality and power into what you write.

Let S. Roland Hall, a business-writing expert, help you. His ideas cost a mere trifle compared to the possibilities.

In the four "meaty" volumes of Practical Business Writing, the author has put a remarkable treatment of a great range of business letters—from sales, adjustment and collection letters to letters for salesmen, dealers, women, farmers, technical people, etc., a wealth of definite examples, illustrations and experiences. "Destined to be the Bible of the movement to set letters in their rightful place," says Dr. Dignan of LaSalle Extension University.

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.

In addition, these helpful books deal with writing business items for newspapers, articles for magazines, the editing of house organs, writing effective advertisements, making surveys, preparing reports, etc.—information that every business and professional man needs. The author was formerly principal of the International Schools of Advertising and Salesmanship, is now a successful advertising agent and counselor. Has helped thousands to improve their skill in writing. His aid may be worth many hundreds of dollars to you.

**Sent on approval
No money down
Small monthly payments**

Judge the value of this dollars-and-cents set of books for yourself. The coupon below will put them on your desk.

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. 9-23-25



Field Day for Cleveland Chapter of Four A's

ABOUT 150 representatives and members of the Cleveland chapter of the American Association of Advertising Agencies were present at the annual field day of that organization which was held on Friday, Sept. 11, at Nela Park, Cleveland. The general committee under the direction of C. L. Eshleman of Griswold-Eshleman had arranged a varied and attractive program which included athletic events and a diverting entertainment in the evening.

In order to facilitate the success of the field events the party was divided into two groups—golfers and non-golfers. The former held a tournament of twenty-seven holes—a nine hole qualifying round in the morning and eighteen holes in the afternoon. Frank Orchard of Butterick Publications, Wilbur Eichelberg, *American Legion Weekly*, and E. G. Meister, International Trade Press, all tied for low gross for the twenty-seven holes with 132. Frank Orchard won the match play; B. A. Collins won flight "A" with a gross of 95, net 58; E. B. Stone, Curtis Publications, led flight "B" with a gross of 100, net 60; and R. C. Chappick, *McCall's Magazine*, was winner of the blind par holes.

Among the non-golfers, the winning indoor baseball team players were: Joseph Scolaro of Guy S. Osborne; W. E. Brewster, *Christian Science Monitor*; S. A. Lewis and Vance Chamberlin, both of Griswold-Eshleman; R. G. Smith, *Building Supply News*; F. X. Gaughen, Capper Publications. Henry Leshner, *Motor Age*, who played on the losing team, was awarded a special prize for being of the most help to the winners. The winning tennis team was composed of W. E. Brewster and F. X. Gaughen. Winners at horse shoes were Hutchinson of the *New York Journal*, and S. A. Lewis. G. E. Gilbertson of Robert E. Ward won the swimming race, and Hutchinson took first

honors in the plunge for distance.

The evening's program consisted of the presentation of prizes to the winners of the day's events and a theatrical entertainment given by the "talent" of the chapter. The efforts of the latter were received with greatest enthusiasm and approval by the audience.

The entertainment took the form of a vaudeville show complete in five acts, the first of which was a skit entitled "Love Will Find a Way." The stellar rôles were handled admirably by J. H. Jameson of the H. K. McCann Company and R. F. Moore of Dunlap-Ward. The loud and continued applause at the end of this offering evidenced the histrionic ability of these two gentlemen. John Pollock of *Collier's* had the leading and only rôle in the next act, which was billed as "Modern Inventions" (with apologies to Ed Wynn). So excellent was Mr. Pollock's performance, and so enthusiastic was its reception that any apologies seem superfluous. After this came "Short Turns and Encores," enacted by the "Curtis Bunch" with much gusto and considerable talent. The costumes for this piece were designed by the Bailey Company of Cleveland and were the object of much favorable comment on the part of the audience. This was followed by Orchard and Lynch in "The Most Important Thing About Advertising Is the Contract (if it runs)." These two gentlemen maintained with ease the high standard set by their predecessors. As a fitting climax to an evening replete with brilliant exhibitions of the Thespian art, the Business Papers Dramatic League presented "Coverage, Mr. Smith." This piece called for some especially clever acting, and the League was fortunate in being able to secure the services of such scintillating geniuses as F. W. Schultz and C. S. Baur, both of *The Iron Age*; J. P. Newman of McGraw-Hill and W. J. Feddery of the *Hardware Age*.

Three Hippodromes to Hold Them

New York's largest theatre is the famous Hippodrome. Under its spacious roof they can seat over 5,000 people—the population of a small town.

But it would take over *three* Hippodromes to hold all the readers of *Electrical Merchandising*—over 15,000 of them. Quite an audience for the electrical manufacturer, even if these 15,000 people were just consumers.

But they are more than consumers—these 15,000 readers. They are the purchasing agents for the 65,000,000 people in the United States who live in electrically-wired homes.

Who are these 15,000 buyers of electrical materials and equipment? They are electrical dealers, electrical contractors, jobbers, lighting companies selling electrical merchandise and hardware and department stores with electrical departments. Last year they rang up \$750,000,000 on their cash registers. This sum represented their sales of electrical appliances, lighting fixtures, portable lamps, wiring supplies, etc.

If you have something to sell to the electrical trade you have a distribution problem—you must pick out proper outlets for your wares. Other manufacturers are building distribution and promoting sales through the advertising pages of *Electrical Merchandising* because it has the largest circulation of any electrical trade publication. So can you!

A copy of an interesting booklet, "The Man Who Has the Biggest Electrical Job in America," by Howard A. Lewis, will be sent to electrical manufacturers and their advertising counselors upon request.

ELECTRICAL MERCHANDISING

Tenth Avenue at 36th Street, New York

a McGraw-Hill publication

78% Sales

NEWs stand sales of **THE FORUM** for the past six months have averaged 78% of distribution—this in spite of the fact that distribution of copies to news stands was increased by over 70% during that period.

Such an achievement for a quality magazine is particularly striking in view of a generally dull Summer season. It marks the rapidly growing appreciation of **THE FORUM's** editorial policy.

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Discussion

247 PARK AVENUE · NEW YORK CITY

Salesman Backs the Credit Man

[CONTINUED FROM PAGE 28]

consumption, for individual satisfaction, for individual extravagance is a great misuse of that element. We are facing in this country a peak of instalment credit that has reached the sum of at least three billion dollars. Some merchants find business slow. Others do not find it entirely satisfactory, yet there is a satisfactory volume of commodities moving. Why is that? It is because some people are not using their incomes properly. They are cheating themselves by getting something for a dollar down and a dollar a week until eternity.

THE prosperity of this country is going to depend upon the entire business group unless national credit should go to pieces. Analyze every panic we have had in this country and you will find that it was due to the misuse of credit. You cannot take credit and play with it. You cannot manufacture credit. Credit is a human element based on the three things that I have mentioned before: Character, Capacity and Capital. When credit is expanded unduly the breath of suspicion comes and confidence is immediately upset. A rush occurs and a disturbance that is sometimes disastrous follows.

In 1920 if it had not been for our magnificent banking and currency system—the Federal Reserve System—we would have had the most costly panic in the history of the Nation. We had to sit by and take it because we could not hold our sales in leash. We could not control prices which by some methods of selling had become uncontrollable and unsafe.

It is so easy for the salesman in his zeal to sell a man several thousand dollars worth of goods when several hundred dollars worth would be sufficient to meet the needs of the buyer. The salesman has as large a responsibility as the credit man to maintain the sanctity of the credit contract and the wholesomeness of business in such a case. The salesman is first in the field and he can do a great deal of good for the credit man. He must be a user of credit and not an abuser. If he is this he is a good salesman in the true sense of the word.

I like to see the little fellows with possibilities and potential powers trained into good merchants by credit men. When I appraise the worth and value of a salesman, I want to see the merchants he has made and not the merchants he has broken by his sales.

Advertising Specialty Association

Has completed the program for the twenty-second annual convention of the association, which will be held in Chicago, September 21-24, inclusive.

Advertising  Typographers

Custom-built Ads

Typographically all booklets and ads are ready-made or custom-built. Pittsford is strictly a custom shop. Here your printed matter is never cut to a stock pattern.

Ben C. Pittsford Company
431 South Dearborn St.
Phone Harrison 7131

DISPLAY advertising forms of Advertising and Selling Fortnightly close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the October 21st issue must reach us not later than October 12th. Classified advertisements will be accepted up to Saturday, October 17th.

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.
Compare the editorial contents of all the architectural journals, then you will understand why **THE AMERICAN ARCHITECT's** circulation is constantly increasing and why it holds a high renewal percentage.
Also why it annually carries the largest volume of advertising in its field.
Further information sent on request.
243 West 39th St. New York

MOVING

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

Let's Stop Guessing About Copy

[CONTINUED FROM PAGE 24]

the people gave their verdict no publisher believed that "Uncle Tom's Cabin" or "The End of a Perfect Day" would sell in the millions. Producers were not at all certain that "The Covered Wagon" would earn its cost; that "Abie's Irish Rose" would not be a financial failure.

Much money is invested in single advertisements. More money usually than it costs to publish a song or book. More, frequently, than it costs to produce the average play or picture. When these other ventures fail the loss is measurable. When an advertisement fails you may never know it. You may continue your campaign in the belief that the losing advertisement is as successful as the others.

Some method must be used to check up on advertisements; some way to separate the sheep from the goats. I have said that this new method provides a more accurate test than either sales or inquiries. Many factors besides the copy enter into a sale. Publications differ in reader interest; towns differ in appreciation of your product. Seasonal changes occur. Dealers in some places are aggressive; elsewhere indifferent. Some advertisements receive good position; others poor.

So advertisers are seldom able to include in a sales test a sufficient number of towns or a sufficient number of insertions for inequalities to be completely lost in the average. When proofs are submitted to readers, however, all factors except the advertisement itself are excluded. The result becomes an exact measure of comparative value.

I have said that this method is quick and simple. You can easily see why. No need to wait for the advertisements to be published. No need to wait for sales to be checked. After the proofs are ready you merely put them in the hands of typical readers and await their judgment. The cost is usually less than a third of testing by sales or inquiries.

Now to answer some objections. Did we ask, in the instance just described, enough people? Isn't sixty-nine a small number on which to predicate the likes and dislikes of millions? No, it is not too small. Usually a lesser number of opinions give the desired result. On one questionnaire the combined opinions of thirty-one people on a set of buying appeals were substantially the same as the combined opinions of twenty thousand. The differences were minor ones. I have much evidence on this score; at some future time I hope to present some of it in these pages.

A common objection is that people are conscious of making a choice, and that this consciousness prevents them from giving you a worth-while answer; that they attempt to make a choice which will reflect credit on their taste or intelligence. The answer to that ob-

"It's Difficult for Girls"

a new serial by

Dorothy Black

beginning in our December issue

Henry Holt & Company say of her: "In Dorothy Black the publishers believe they have made a great discovery. She belongs to the literary family of Eleanor Hallowall Abbott, 'Elizabeth' Temple Bailey, and Gene Stratton Porter. Her first serial, 'Romance—The Loveliest Thing,' appeared in Ladies' Home Journal, and her short stories have been accepted by The Delineator and the Pictorial Review."

One of the secrets of our leadership in the Small Town magazine field is that we give to our subscribers

Good Fiction

(First Serial Rights)

There is no way to attain reader confidence except by making a real investment in high grade editorial content.

People's Popular Monthly

Des Moines, Iowa

CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

1,000,000 Circulation

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.

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



A TAYLOR THERMOMETER
ADVERTISES 24 HOURS EVERY DAY
Agents whose clients' products are in keeping with thermometer advertising recommend Taylor Outdoor or Indoor Advertising Thermometers. All year round publicity, because of universal human interest in temperature.
Write for catalog and quantity prices.

Taylor Brothers Company

INCORPORATED, N. Y. N-33

(Division of Taylor Instrument Companies)

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

Dr. Sweetland's Column

In which will
be told stories
of direct-mail
campaigns he
has created.



Whiskers Are Responsible For This Victory

Repetti, Inc., of Long Island City, through an advertising arrangement with the American Safety Razor Company which permitted them to offer a Gem Minute Man model safety razor with each carton of the famous Repetti Caramels.

A direct mail campaign consisting of four inexpensive broadsides were mailed to a list of 7500 jobbers telling of this interesting offer. The results were phenomenal. 300 telegraphic orders, calling for from one to ten cases of caramels, were received from the "early birds," in addition to over a hundred mail orders. All of these were received from *new jobbers*, please bear in mind—and up to the present, 75% of them have repeated, becoming steady customers. No other form of advertising was used to exploit this offer.



Although the expense of this campaign was extremely low in comparison with the business received — after the year's sales from the new accounts have been totaled up, the advertising cost will be forgotten entirely.

If you don't believe that big business can be secured economically by direct mail—just ask Repetti.

We shall gladly give the details of this campaign to those interested.

jection is easy. Never mind the analysis of people's mental reactions. The big question is: "Does the advertisement which people say will most quickly get them to buy—does that advertisement make the most sales?" Well, it does.

So, if you want to know what will make readers buy—stop guessing—ask them. Don't ask a few advertising men and let it go at that. The advertising man's opinion is very worth while on matters of advertising. I certainly do not wish to impugn his judgment about that. Years of experience have taught me that when it comes to advertising the average business man is a babe in the woods. But if you are seeking to know which of two headlines millions of people will be most likely to read, don't ask an advertising man to tell you out of his own experience. He won't be able to tell you which of the two his own wife would choose. How can he speak for a multitude of people whom he has never met?

But, you insist, how about a *group* of advertising men, say about seven or eight of them, around a conference table? It is almost impossible to determine the public's choice in this way. In the first place, some one of the group's members will dominate. He may dominate through superior prestige, knowledge or position. He may dominate through his persuasive ability, or he may dominate through the energy with which he champions his opinion. Personalities enter, too. Some of the group may hesitate to vote against the work of a friendly associate. Your public doesn't hold meetings to decide which advertisement to read—people read as individuals.

Moreover, in only the rarest of instances do seven or eight opinions seem to be enough. Here again the conference method fails. As a rule, it takes somewhere between thirty-five and seventy-five opinions to get an average that will hold. It took one hundred and fifty opinions to show the difference in value between two types of appeal for a certain product.

Now consider the way in which much copy is written. An investigation having been made, a report is given to the writer. Or, perhaps, the writer made the investigation himself. He talked with a great many people probably and returned to his desk feeling thoroughly familiar with the attitude of the public toward his product. He knew what it liked and what it disliked. So he sat down to write.

But the moment he touched pencil, pen, or typewriter key, the moment he began *expressing* what he had learned, a new factor entered. That factor was "words." The dictionary defines words as people *ought* to know them. It gives the exact meaning according to the lexicographers. But people seldom know the exact meaning of a word; only the exception can repeat to you the dictionary's definition. They understand words only approximately, and each person gives a word his own particular shade

In SOUTH BEND It's the NEWS-TIMES

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

We lead in local advertising.

Member of A.B.C.

Represented by

Lorenzen & Thompson, Inc.
New York

Chicago

San Francisco

The Advertiser's Weekly

The Organ of British Advertising

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

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

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

Subscriptions 85 annually, post free.
Advertisement rates on application to
New York Office
9 E. 38th St. N. Y. City
or
New England Office—c/o Mr. Frank E. Willis, 148 State St., Boston, Mass.

SWEETLAND ADVERTISING
INCORPORATED
DIRECT MAIL CAMPAIGNS
25 WEST 43rd ST.
NEW YORK

of meaning. Starch points out the fact, and I have observed it in my own work, that the idea itself is less of a factor than the words in which it is expressed. A poor argument in the words of a clever salesman wins. The best of arguments in the words of a poor salesman loses. The value of a writer's work is measured by how closely he comes to the words and phrases which millions of people accept.

An observation by G. Lynn Sumner fits perfectly at this point. "You as an individual or I as an individual absolutely cannot foretell with assurance what a large group of people are going to think about. . . . We can guess, of course, and the more experience we have had the more accurately we may be able to guess, but we never can completely submerge our own individual tastes and opinions. A song writer may write one song that will be an enormous popular hit and sell a million copies. He may write another that seems to him to be just as catchy, just as full of sentiment, and it may fall as flat as the proverbial Aunt Jemima."

Again, I repeat, the big question is—Does the advertisement which people say will most quickly get them to buy actually make the most sales? I have figures to show that it does. Other people have figures that show the same. After that, what? How can the method be most profitably applied? I have seen more than three hundred sets of advertisements, headlines, pictures, texts, submitted to typical readers. I have faced and, I believe, conquered many of the difficulties which come with the organization of such a large-scale effort. My experiences during this work make a fascinating story, too long a story, however, to find a place in this article. What I want to leave with you now is a reasonable conviction that the method is sound, or a desire to check it up and see for yourself. As for myself, I feel, as does a speaker I recently heard over the radio, "It is the taste of the fish that decides the kind of bait to be used, not the taste of the angler."

Ralph Starr Butler

Formerly advertising manager of the United States Rubber Company, has been appointed advertising manager of the Devoe & Reynolds Company, Inc., of New York, paints and varnishes. He will succeed Theodore E. Damm who will devote part of his time to sales activities.

W. J. Munro

Formerly associated with the Cleveland office of MacManus, Inc., Detroit advertising agency, has been appointed vice-president of the household brush division of The Osborn Manufacturing Company, Cleveland.

A. J. Slomanson

Formerly associated with Halister Clark, Inc., New York advertising agency, has joined the Macfadden Publications, Inc., New York.

Textile Industry A Profitable Field

The treasurer and manager of one of the most successful cotton mills in the United States pays 18% dividends and the stock sells for 250—has just written us a letter on a matter of service and ends the letter:

"It is mighty fortunate for the textile industry that it has a trade paper like the American Wool and Cotton Reporter." This letter is on file and it is wholly distinct and legible over the signature of the treasurer and manager referred to—anyone can see. It is an unsolicited testimonial.

This corporation operates two mills in New England. It owns its own hydro-electric plants, its own steam plants, its own dyeing, bleaching and finishing plant, two distinct mill villages. It is very rich and buys gilt-edged securities. Here is a corporation that buys everything necessary for the upkeep and operation of two cotton mills, two steam plants, two hydro-electric plants, a dyeing, bleaching and finishing plant and two mill villages.

There are hundreds of corporations just like this in the textile industry, hundreds of mill treasurers and managers to whom the American Wool and Cotton Reporter is the law and the prophets.

Advertisers in the American Wool and Cotton Reporter reach mills of this kind, the advertising appeals to men who have faith in the medium carrying the advertising.

Standard 7 x 10 Page

Established 1887

Charter Member A. B. C.

American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue
Boston

518 Johnston Bldg.
Charlotte, N. C.

BINDERS FOR ADVERTISING AND SELLING FORTNIGHTLY

They have stiff, cloth-covered covers and are die stamped in gold lettering. Each binder will hold one volume (thirteen issues). The price is \$1.85, which includes postage.

ADVERTISING AND SELLING FORTNIGHTLY
9 East 38th St., New York City

Have you ordered your copy of

Crain's Market Data Book and Directory

1925-1926 Edition Now Ready!

The Indispensable Advertiser's Reference Book

Marketing Facts!—Publication Data!

The basic facts regarding every trade, industry and profession. Five hundred pages crammed with the information you need in planning your advertising and sales promotion work. Authoritative data—no guess work.

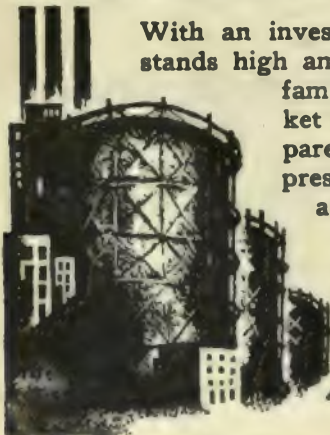
Every section contains a complete classified list of publications serving the field with rates, circulations and mechanical requirements.

The only published list of foreign business papers.

*Sent on approval—Price \$5.00
Order Now!*

G. D. Crain, Jr., Publisher
537 S. Dearborn St., Chicago

"Impressive Facts About the Gas Industry"



With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**

Decline of American Industry

[CONTINUED FROM PAGE 22]

the law to the status of an item of the burglar's kit and the bandit's equipment—thereby facilitating the activities of these latter gentry.

Starting as the pariah of the highway, the automobile has risen to the position of an honored accessory of everyday life, despite its deadliness.

The view that the automobile in itself is all right and that it is the job of the authorities to curb its misusers is fair and correct. But the acceptance by the authorities of this viewpoint was forced upon them by the popular will, inspired by intelligent and effective publicity and advertising propaganda, originating with automobile boards of trade and manufacturers' and dealers' associations.

THE attitude of the same authorities, that the pistol, itself, and not its misusers is to be condemned is the natural stand of a would-be effort-saving body of public officials and hysterical fanatics in private life, who would have handed the auto the same treatment if the aforesaid automobile associations had not forced them, through skilfully guided public opinion, to act otherwise.

Which hangs the entire blame for the obloquy which has overtaken the pistol right on to the pistol manufacturers and their publicity staffs. Instead of meeting the situation with a campaign of education, along the very lines that were utilized by the automobile associations, they have sat supinely and allowed their product to be traduced and discriminated against.

While the automobile trade has educated its customers to stand in line for high priced licenses, waste time in ineffective, so-called road tests, pay additional gasoline taxes, take out fire, theft and accident policies, the pistol manufacturers have done nothing either to educate their patrons in the methods of obtaining pistol carrying permits or by publicity and advertising campaigns shown the public the reasonableness of permitting the reputable citizen to place himself on a protective equality with the element to whom the Sullivan and other similar laws give undue advantage.

Instead they have relied upon the editors of the sporting goods trade and class publications to make any effort that was to be made, with a result that one of the largest of our American small arms manufacturers recently closed their plant for a period of months and foreign arms, which may be more secretly obtained by the criminal class are constantly being circulated in this country.

As a result of this policy of silence, the domestic demand for American small arms, undoubtedly the finest weapons ever produced in their line,

represents today but a fraction of what it should, to the detriment of the retailers, the manufacturers and the law abiding American public.

If I were a builder of pocket fire-arms I would utilize several kegs of printers' ink to impress the American public and its law makers with the fact that while an automobile can quite conveniently kill six persons at one time, the most effective pistol can only put one individual out of business at each shot and that anyone fit to navigate a motor car could be trusted with a pistol.

Roland F. Murphy

Formerly with the Boston Better Business Commission, has joined the headquarters staff of the National Better Business Bureau.

Power, Alexander & Jenkins Company

Detroit, will direct advertising for Lesia Brothers, same city, manufacturers of "1 in 5" carbon remover.

Dorrance, Sullivan & Company

New York, will direct advertising for The Bright Star Battery Company, Hoboken, N. J., manufacturers of radio and flashlight batteries and Bright Star flashlights.

R. A. Hummel

Formerly manager of the paint department of the Outdoor Advertising Agency of America, Inc., New York, has become associated with A. E. Fiegel of the same city, painted signs.

Louis W. Monroe

Has been appointed manager of the Boston office of Doremus & Company advertising agency.

The H. K. McCann Company

Announces the removal of its New York offices on October 10 to 285 Madison Avenue. The move involves both the uptown and downtown offices of this organization, which will now be consolidated.

Charles T. Stoll

Formerly of Stoll & Thayer, advertising artists, is now associated with Lenz & Janssen Company, photographic illustrators, New York City.

H. Charles Sieck

Los Angeles advertising agency, moved to the Walter P. Story Building, Sixth and Broadway, Sept. 1, 1925.

New York Business Publishers Association

Announces that its golf tournament which was to have been held on Sept. 22, has been indefinitely postponed because of the conflicting dates of other tournaments and conventions.

Philip Ritter Company, Inc.

Announce the removal of their offices to the Pennsylvania Building, 225 West Thirty-fourth Street, New York City.

Good Looks

MERCHANDISING

The Magazine of the Toiletries Trade

HERBERT R. MAVES, *Editor*
 MISS RUTH LEIGH, *Associate Editor*
 MRS. CHRISTINE FREDERICK, *Associate Editor*
 GAYB LITTLE, *Managing Editor*

COVERS BY
Haskell Coffin

A monthly circulation of 35,000 copies, syndicated by influential jobbers, distributed to toilet goods buyers in every department store in the country, every drug store rated at \$5,000 or more in every town of 4,000 or over, and to every beauty shop that sells toilet goods.

The editorial content of Good Looks Merchandising, though confined exclusively to the field of toilet goods, *marks a new era in trade paper publishing.*

Advertising rates and sample copies will be mailed on request.

MERCHANDISING MAGAZINES, INC.

243 West 39th Street
 New York, N. Y.

Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



MAY 7, 1924 10 COPIES A COPY
In This Issue
 "Summed Phases" By Eleanor Stone Collins, "One Day at Litterton" By Kenneth Giffin, "Always Learn an Laughing" By Sula Marston Brown, "What's Afoot in Industry" By Fanny W. Frazee

If you don't receive the Fortnightly regularly

Advertising and Selling Fortnightly
 9 East 38th St., New York City

Please enter my subscription for one year (26 issues). Send me bill for \$3.00 when first issue is mailed.

Name

Address

Company

Position

Announcing The Revised KELLOGG CHAIN STORE LISTS



Complete—Authentic—Up-to-date

Nearly double the number of chains listed in the original Kellogg Lists are contained in the revised editions just published. All information given in these lists is authentic and up-to-the-minute.

Kellogg Lists Contain

—name of Parent Company, Number of Stores or Branches, Address of Buying Headquarters, Principal Lines of Merchandise carried and occasional items of special information as to policies. A set of these valuable lists will give you a complete picture of the Chain Store Movement which is gaining momentum throughout the country by leaps and bounds. In them you will find just the information you need for sales campaigns and other similar activities directed toward chain stores.

Used and Endorsed by

Sales and Advertising Departments, Advertising Agencies, Publishers' Research Departments, Commercial Research Bureaus, Trade Publications, Commercial Clubs and Trade Associations.

The prices of Kellogg Lists are unusually low despite the painstaking research required to compile them, the verifying and checking to make them accurate, the necessity of writing many thousands of letters, and the large investment of money required to publish them.

Send Your Order NOW to

KELLOGG PUBLISHING CO.

25 Lyman Street

Springfield, Mass.

KELLOGG CHAIN STORE LISTS

THE JEWELERS' CIRCULAR,
New York, has for many years published more advertising than have seven other jewelry journals combined.

BUILDING AGE and The BUILDERS' JOURNAL

Subscribers have proven purchasing power of nearly two billion dollars yearly. Reaches contractors, builders, architects, etc., of known responsibility. Published monthly for 46 years.
Member A. B. C. and A. B. I.

239 West 39th St., New York; First National Bank Building Chicago; 320 Market St., San Francisco.

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 13,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

Making Up Industrial Advertising Budgets

By William H. Hodge

THE five great fields of public utility service—electric, gas, electric railway, telephone and water supply—constitute the second largest industrial group in the country. Only agriculture exceeds them in invested capital. Part of the daily lives of the people and deeply influencing the industrial life of the nation, the utilities and their time, labor and money-saving work, are more popularly esteemed as time goes on. This public appreciation and good will increases each year, as the utilities better learn the uses of advertising and full, frank publicity of their affairs.

In 1923 the public utilities of the United States are estimated to have spent \$20,000,000 for advertising; in 1924 \$23,000,000, and the budget for 1925 is \$25,000,000, as nearly as can be ascertained.

It is safe to say that advertising has shortened by one-half the time necessary to reach the present national status of utilities development, and has saved vastly more in wages *not* paid to house to house canvassers, than it has cost. Discard these values accruing to the public and you have left a third value of even greater significance, namely the services of advertising to enable the public and the utilities to understand each other and come to agreements permitting utility development. Through advertising progressive utilities found their voice and the people obtained a knowledge of their real purposes, policies and practices.

Customer Ownership has substantially reduced the cost of selling equity securities. Approximately it has cut this cost in two throughout the country—or from \$8 a share to \$4 a share, and in many cases, much less than the latter figure. No one will deny that the cost of raising capital has an important bearing on the price of utility service to the consumer. Neither will any one deny that advertising is a prime essential of customer ownership development. You simply cannot reach the people—meaning all self-supporting adults—in any other way that any company can afford to pay for.

Whether or not advertising of any kind may become a burden, rather than an economy, to the consumer seems to be one simply of relative cost. It is only through the making and study of annual advertising budgets that we can obtain information which will show whether expenditures are too much or too little, and on just what bases these expenditures rest and their relation to the business, the earnings and the consumer.

There is a widespread demand at present for information of this kind. As the head of the Public Utilities Advertising Association I have received inquiries revealing the effort being

AJD
The Only Denne in Canadian Advertising
Canada may be "just over the border," but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. Let us tell you why.
A-J-DENNE & Company Ltd.
Reford Bldg. TORONTO.

made by utility organizations to determine how much should be spent in advertising of various descriptions, and to ascertain if there is any unanimity of rules and practices which may be regarded as standardized.

The first thing that one learns in making up a utilities advertising budget is that you cannot take a percentage of gross earnings and apply it as a measuring unit as among the five utility industries or even among the utility organizations of any single class of these industries. For example there is an entirely different set of considerations governing the advertising policy of an electric railway, compared with an electric light and power company; there are elements in a gas company's advertising that have no place in that of a telephone company, while the waterworks business is almost in a class by itself. Again, if we could establish a standard gross earnings percentage for the power companies, it would be all out of line with such a percentage for the tractions or the telephone organizations. The portion of advertising expenditures chargeable to operating expense is so small compared to the earnings that it cannot possibly be an expansive factor in the making of rates. Its effect on rates can be one way only towards holding them down and further reducing them by building up volume of business and earnings.

INSTITUTIONAL or good will advertising is now receiving much attention. By this is meant advertising which informs the public regarding the structure, achievements, plans, policies and character of an organization or an industry. Progressive utilities have done a considerable amount of this kind of advertising for years. It is apparent that we shall see a great deal more of it in the immediate future. For any industry to tell its story in an adequate manner it is necessary to employ advertising because much of this information is not news, nor is it of sufficient, timely interest to warrant extended publication as part of the reading or editorial contents of general publications. We must do the job ourselves in our own way in advertising space bought and paid for at the usual rates.

There is no more possibility of making a success out of the utility business in this age minus expert advertising than there is in trying to get along without good engineers, capable accountants and auditors, salesmen and trained workers. When the same grade of advertising ability is employed as in the other activities of the business, waste is cut down sharply, efficiency is advanced and a wholesome effect is apparent in business, earnings and public good will. Any operative executive who has placed advertising on the proper plane in his organization will corroborate these statements. The waste in expertly conducted utilities advertising nowadays is negligible.

*Inviting
and
Appealing
Photography
that does
full justice
to the
advertiser's
product*



FREDERICK BRADLEY
435 FIFTH AVENUE, NEW YORK

::

Photography for Advertisers
TELEPHONE CALEDONIA 5645

Your Story in PICTURE leaves NOTHING UNTOLD



DOWN in Yucatan stand elaborate records of one of the world's most ancient and most cultured civilizations—undecipherable. Far cruder races left their histories in picture—and are better known today than that truly cultured race.

The story in picture was, and is, the most easily understood record man can make. Modern photo-engraving can make *your* story as vivid as an actual living demonstration. If you are not utilizing its fullest powers we can help you.

GATCHEL & MANNING, INC.

C. A. STINSON, Pres.

Photo-Engravers



W. Washington Sq.

230 South 7th St.

PHILADELPHIA

To National Advertisers:

We are now accepting orders for back covers in COLUMBIA during 1926 at our recently announced reduced rate.

While the majority of our 1926 back covers have already been contracted for by national advertisers, a few are still available and will be allotted promptly on receipt of non-cancellable order.

At our new rate which goes into effect with the January, 1926, issue, back cover position in COLUMBIA represents an outstanding value for the national advertiser.

We urge prompt action on the part of advertisers desiring to take advantage of this opportunity to obtain COLUMBIA back covers during 1926.

COLUMBIA

The Largest Catholic Magazine in the World

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

Net Paid Circulation **757,540** Member of A. B. C.

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

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

Loose Talk Hurts Advertising

[CONTINUED FROM PAGE 38]

how much of that seven thousand, and of a hundred other seven thousands, each of them pays! What does it matter that a capable agency man or competent publishers' representative succeeds fully in convincing Bigburg's leading manufacturer that the apparent high cost of advertising is justified by the results? Is the situation helped by the fact that complete demonstrations of the economies effected by advertising are repeatedly made before the seventeen members of the Bigburg Advertising Club? Wherein lies any hope for a better popular understanding of the matter because a convention of advertising men meets in Bigburg and discusses at length the fundamentals of efficient sales methods, bringing out that the public is faithfully and economically served by good advertising? The real facts won't get across to the people so long as the newspaper stories distort or ignore them.

BY no means is it my purpose to intimate that there is any intentional effort on the part of newspapers to over-emphasize the price of magazine space or other advertising costs. The trouble is abysmal ignorance of advertising on the part of reporters and editors, and neglect of publishers, business managers and advertising managers to attempt the education of the former—plus the old, old jealousy between counting rooms and editorial offices. In so far as there is animus in the matter, on the part of editors or reporters, generally it is as much directed toward the business end of the newspapers as against the magazines. Perhaps in somewhat less aggravated degree than is characteristic of newspapers, the popular periodicals fall into the unfavorable treatment of advertising in most of the fiction referring to it that they print. The difficulties in the way of correcting the conditions outlined I fully appreciate and in my judgment it will require years of concerted effort to overcome their ill effects.

Further, I am convinced that before they can hope to win any case at the bar of public opinion for the justification of advertising costs, advertising men must come into this high court with clean hands. In the first place, I feel that they must relieve themselves of disposition to talk the costs of advertising instead of the results—some of us may have the habit of using that seven thousand dollar figure too freely in attempts to influence clients. Secondly, I am quite sure, advertising men will be required to prove that units of space for which large sums of money must be paid, really are necessary for the great mass of advertisers. Unless there is full and complete justification for the use of large space, ac-

If it "puts it over" with the dealer—it's an

INSON-FREEMAN WINDOW DISPLAY



327 E. 29th St.
Lexington 5780
New York City

Get Our Samples Before Ordering

Letterheads

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

HIGGINS & GOLLMAR, Inc.

Manufacturing Lithographers

30 Ferry Street • New York, N. Y.

ALL BUSINESS STATIONERY FORMS
LABELS

ADVERTISING DISPLAYS

ording to present customs, that can be interpreted to average men and women in facts and figures they understand, the advertising world may safely anticipate serious consequences from the growing popularity of criticism directed towards "the high cost of advertising." If such indisputable evidence in defense of the practice of using large and expensive space is available, the sooner it is reduced to words of one syllable and put into circulation by methods that can be depended upon as effective, the sooner we may hope for the elimination or lessening of the greatest existing menace to advertising—popular distrust of it as carrying a cost oppressive to the public.

National Better Business Bureau

Of the Associated Advertising Clubs of the World announces that the Truth-in-Advertising movement in the United States and the British Isles has elicited inquiries from representative business men in Holland and Australia, with a view to forming National Better Business Bureaus there.

Direct Mail Advertising Association

Announces that the general speakers program has been completed for the association's eighth annual convention which will be held in Boston, October 28-30, inclusive. The speakers include the following: G. Lynn Sumner, president, Association of National Advertisers; Alvin C. Dodd, manager, Domestic Distribution Department, United States Chamber of Commerce; R. W. Ashcroft, F. E. Partridge Rubber Company; Arthur Brisbane, The Hearst Publications; Ray N. Fellows, advertising manager, The Addressograph Company; George C. Hubbs, sales manager, Ajax Motor Company; John C. Redington, president, Duplex Envelope Corporation; Richard H. Lee, counsel and manager, National Council of Business Mail Users; Edward T. Hall, vice-president, Ralston Puren Company; Glenn Muffly, Commercial Research Laboratory, Chicago; Jerome P. Fleishman, The Jerome P. Fleishman Personalized Advertising Service; Robert L. Blanchard, vice-president, Van Kannel Revolving Door Company; Marco Morrow, The Capper Publications.

Charles C. Green Advertising Agency, Inc.

Philadelphia office, will direct advertising for H. Kellogg & Sons for Hartley's English Marmalade and Lyle's Syrup, both manufactured in England.

O. S. Tyson & Company, Inc.

New York, will direct advertising for The Gordon-Davis Engineering Company, Inc., same city, manufacturers of the new Gordon Dryer.

Gilbert H. Durston

Formerly advertising manager of The Elgin A. Simonds Company, Syracuse, N. Y., has been appointed advertising manager of The Mohawk Mills, Inc., Amsterdam, N. Y.

NO—we are not an advertising agency

We are not selling advertising space, advertising plans, advertising designs, nor advertising copy.

Nor are we "merchandising experts," though we have been studying markets and marketing in practically every field for some fifteen years.

All we have to sell to advertisers is a little plain common sense. It may be summed up so:

Find out from those who buy, and sell, and use your product what you ought to advertise, and how.

Get from them *their* reasons why they buy your merchandise, as against *your* reasons why they ought to.

And find out, too, while you are at it, what you have already bought with the advertising money you have spent—in knowledge of your product and in good will.

Oh yes, you *can* find out—don't let anyone tell you that you can't.

But it takes our kind of organization, experienced and unbiased, to get *facts that are facts*.

Your advertising agency will appreciate your giving them proven facts, instead of opinions or traditions. With them, they can make your advertising doubly productive.

They have as much right, you know, to expect you to know the facts about your business, as you have to expect them to know their business.

Remember that more money is wasted in advertising through lack of information, or misinformation, than through lack of ability or genius on the part of the people who do the job.

We would like to see a small part of that waste used to prevent it.

It will probably cost you less than you expect to get the information that you need.

Eastman Service embraces:

1. Situation Study and Report. An organized review of the client's sales organization, selling costs, sales and advertising policies, management, plans, methods and problems.

Such a study may be made independently, or as a preliminary to a market survey—it is a necessary preliminary if recommendations are required.

2. Market Survey. An Eastman Report on your market is as complete and authentic as the audit of a certified public accountant on your books. It substitutes facts for guesswork as the basis for your sales and advertising plans.

The size of the job, and consequent cost, vary with the requirements.

3. Sales Service. On occasion, we take over the entire responsibility—or serve as an auxiliary to the sales department—in carrying out the selling plans developed from the survey.

This service is rendered on a monthly fee, plus costs.

Consultation at our offices without charge. At clients' or prospective clients' offices, where travel is involved, there is a moderate charge for time and expense.

R. O. EASTMAN, Incorporated
Cleveland New York

Comparisons

VERY, very frequently comparisons are odious. Especially are they so to those at whose expense they are made.

Yet, comparisons are necessary. They are the only means by which we may determine upon quantities and values. If we wish to measure a piece of land we compare it with a standard—a square foot, an acre, a square mile.

Recently, I had a most interesting chat with my friend, Mr. Williams, of Kalamazoo. He mentioned the fact that a client of his had been brought to task for making a positive claim in its advertising for one of its products. Objection was made that comparisons should be avoided.

In our conversation, Mr. Williams brought out the thought that comparisons are unavoidable. That purchasing itself depends upon comparisons.

This garment at a certain price must be compared with other garments at the same or various prices before an intelligent selection can be made. The comparison must embrace consideration of material, design, workmanship, suitability, etc.

One magazine must be compared with other magazines for suitability, reader-interest, responsiveness, rate per page-per-thousand, etc.

The buyer must make the comparisons. The seller must help him. The honest seller helps him to select that which is best for his needs.

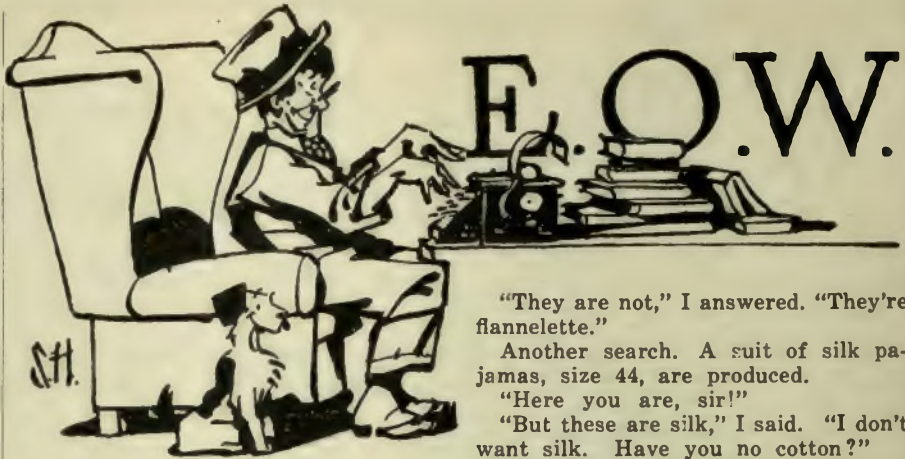
The honest seller is the shrewd seller. The dishonest seller foists. Eventually he licks himself.

The capable buyer can make his own comparisons. But heaven help the incapable one, in this day and age of dexterous selling.

A. R. Maujer.

for
INDUSTRIAL POWER
410 So. Dearborn St.
Chicago, Ill.

INDUSTRIAL POWER can stand and docs welcome comparison.



Edinburgh

"This Fellow Is an American"

Though I am of Scotch (and Holland) descent, I have a great admiration for the English—or rather for certain English characteristics. Their patience, their honesty, their good-nature, their willingness to give and take—these are qualities for which the English are second to no other race.

The Scotch, on the other hand, give one the impression of being a much harder people than the English. They have more granite in their souls. Yet it is a fact that at every hotel and "board-residence" in Scotland which I have honored with my presence during the last six weeks, I have, within twelve hours of my arrival, found myself on a friendly basis with my fellow-guests.

The Scotch attitude seems to be: "This fellow is an American. Let's be civil to him." The English attitude seems to be: "This fellow is an American. Let us pay no attention to him."

Salesmanship!

"A suit of pajamas, please. Cotton. Size 40," said I to a salesman in an Edinburgh haberdashery yesterday.

"Yes, sir! Yes, sir!"

He took the covers off half a dozen boxes, untied as many paper parcels and at last placed before me a suit of flannelette pajamas, size 36.

"These are not what I asked for," I said.

"No?"

More unpacking, more untying. Finally, "They're very good value, sir. Only twelve shillings!"

"Haven't you any cotton pajamas?" I asked.

"Oh, no, sir! Cotton pajamas aren't worn in Edinburgh."

I went to another store—a very large store—one of the largest stores in Edinburgh.

"A suit of pajamas, please. Cotton. Size 40."

The salesman looked me over. "American," he said to himself. "Easy mark!"

In due time he produced a suit of flannelette pajamas.

"No," said I, firmly. "I want cotton."

"These are cotton."

"They are not," I answered. "They're flannelette."

Another search. A suit of silk pajamas, size 44, are produced.

"Here you are, sir!"

"But these are silk," I said. "I don't want silk. Have you no cotton?"

"Beg pardon, sir. These are cotton. They look like silk. They are called silk. Really, sir, they are 80 per cent cotton. Only sixteen shillings. Very cheap at the price. Yes, sir."

At a third store, I got what I asked for—but only after an argument. The salesman insisted that size 40 was too small for me—"you should wear a 44, sir."

A Scotsman's Golfing Paradise

Lossiemouth, a tiny fishing village overlooking the Moray Firth in the north of Scotland has become quite a famous holiday resort in recent years. It has what they call, over here, "bracing climate." It also has a superb golf course—one of the finest in the British Isles.

I shall never forget my sensation the first time I played over the Lossiemouth course. At 10.30 p. m.—think of it!—it was light enough to play golf. That, I am inclined to believe, is one reason why Lossiemouth is so popular with the Scots. They can get in a game between breakfast and luncheon; another between tea and dinner; a third, after dinner—all for five shillings a day; or half that, if they have a monthly ticket.

Edinburgh!

Scotsmen, when they try to describe Edinburgh, lose the power of speech. All they can do is wave their hands, grunt and shake their heads. The city, really, is exceptionally beautiful—clean, well-planned, with a wealth of historic interest. For here lived, at one time or another, a very considerable proportion of the men whose names are known to those of us who are of English or Scotch descent.

Five blocks from where this is written is the house in which Scott wrote the Waverly novels. Five blocks in another direction is the house in which "Robert Louis" was born. Byron romped, as a boy, in St. Andrews Square, a quarter of a mile away. Thomas De Quincey lived and died in Edinburgh. So did Hume, the historian, Dr. Johnston, Boswell, Darwin, Burns, John Knox, Smollett, Adam Smith, Oliver Cromwell—they all, at one time or another, were of Edinburgh. JAMOC.

If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

The Human Side of a Great Business Publication

Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.

This is the element that molds opinion, creates good will and makes or mars its success.



Charles J. Heale, Market Editor



MEET Charles J. Heale, the able Market Editor of **HARDWARE AGE**. Mr. Heale has been with **HARDWARE AGE** since 1916. During the greater part of that time he has specialized on market prices and market conditions.

In conjunction with his market work, he has made a careful study of hardware merchandising, and is known as an expert news reporter and an authoritative writer on retail sales and display methods. This phase of his activities led him into hundreds of retail stores, and made him a welcome guest at numerous hardware conventions. It also gave him a personal acquaintanceship with thousands of hardware merchants in all parts of the country.

During 1923 and 1924 he served as Resident Editor in Cleveland, Ohio, where his

outstanding ability resulted in promotion to his present position in the home office.

It is as Market Editor, however, that Mr. Heale is rendering his greatest service to those who buy and sell hardware. His keen insight into market conditions, his reputation for accuracy, and his pleasing personality have opened to him all the varied sources of hardware market information.

Each week he personally obtains the New York market report. This, with the market information sent in by the resident editors in the principal market centers, forms a reliable, recognized buying guide for the retail hardware trade.

To Mr. Heale belongs much of the credit for the intensely practical market and merchandising information, which marks **HARDWARE AGE** as the **ESSENTIAL** business publication of the hardware field.

"The Most Influential Hardware Paper"

Hardware Age

A. B. C.  A. B. R.

239 West 39th Street New York City

bring a friend along

1-2-3

days of snappy schooling in "Breaking into the dealer's window"

Extracts from experience on distribution and installation of sales displays

Novel ideas and modern methods for wooing and winning the dealer's cooperation

100 exhibits of masterpiece material

The results of retailers—the progress of producers

All organized, summarized, for YOU

Speakers of national note. Entertainment of exceptional excellence

Of course you're coming

And BRING ALONG A FRIEND!

WINDOW DISPLAY Advertising Association

Edgewater Beach Hotel, Chicago
October 6, 7, 8



Wire your reservation now to C. E. Johnson, 1119 W. Jackson Blvd., Chicago

Advertising and Selling Fortnightly
9 East 38th St.
New York, N. Y.

Please send me the following bound volumes at \$5.00 each:

- Volume I, May 9, 1923, to Oct. 24, 1923.
- Volume II, Nov. 7, 1923, to Apr. 23, 1924.
- Volume III, May 7, 1924, to Oct. 22, 1924.
- Volume IV, Nov. 5, 1924, to Apr. 22, 1925.

I enclose check to cover.

Name

Address

City

Bound copies of Volume IV are now ready. The volume is cross-filed under title of article and name of author, making it valuable for reference purposes. Price \$5.00 each, including postage.

A few copies of I, II and III available at the same price.

Pricing and Mark-Ups

[CONTINUED FROM PAGE 36]

therefore, greatly affected by the strength and power of your selling appeal. The price appeal, of course, always brings quicker results, but not always the proper amount of profit.

I could cite a number of instances where a highly advertised article was catalogued alongside an unknown brand, and the unknown brand far outsold the nationally advertised item, even though it carried a higher price.

If you are a manufacturer of men's clothing and know that you have to secure a certain average of gross profit, it would seem comparatively simple to take your costs and add the necessary per cent. You would not continue this practice long, however, because your sales would drop and you would soon be out of business.

Competition is keenest in your best selling items. For that reason you may often find it necessary to figure them at less than your average mark-up. On other articles you may be able to figure 10 per cent more, and thus help to maintain the average for the department.

IN settling the prices for his goods a buyer sometimes makes the mistake of watching his costs too closely. The head of a large Massachusetts firm at one time found that the buyer of his dress department never seemed able to make much profit. One day in watching him closely the president noticed the buyer studying costs rather carefully in setting the price; so he decided to teach him a lesson.

That week the various manufacturers sent in their new samples for inspection. The president of the company told the buyer not to do anything until he (the president) saw the line first. Stepping up to each garment, he removed the cost tags and substituted blanks. Then he called in the buyer and told him to set the prices. Plainly, he was puzzled, but he knew his trade and so he started marking each garment what he thought it would bring.

Two or three other buyers of closely allied lines in his firm were then called in and asked to do the same thing. Then they compared notes. The result was illuminating. Some dresses costing \$25 were priced at \$28 and others \$15 were marked at \$25.

The lesson was not lost. That season the buyer showed a good net profit and practically saved his job.

This matter of watching your gross profit and the prices you should charge has many useful applications, not only for the mail order house but for every merchant or manufacturer as well. There are, of course, many angles to the problem of wholesale mail order selling, but certainly this one of pricing and gross profit requires the closest attention, and probably no buyer or manufacturer would claim that he is applying it 100 per cent.



RECENTLY
PUBLISHED

BY THE FARM JOURNAL, Philadelphia, Pa.—“Farm Autos and Accessories.” Contains extensive data on the farm market for automobiles, tools and automobile devices. Charts, graphs and maps show value, distribution, etc., of farm owned cars throughout the country. In addition to the quantity of purchases, the types, makes, seasons, market opportunities and similar merchandising information, this report analyzes buying motives, principal business uses and other angles of special interest to advertisers.

BY ROSE & SPANJER, INC., Newark, N. J.—“Dictionary of Printed Ideas,” by C. D. Maddy and Ralph M. Caplan. A survey of the field of printed ideas as it exists today, from the standpoint of the advertising man, the manufacturer, the retailer and the general public. All the various phases are defined, briefly explained and arranged alphabetically arranged in lexicon form. Price \$1.

BY ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES—“Digest of Convention Proceedings.” Carefully edited version of verbatim stenographic report of sessions of the A. N. A. E. Convention at Houston, Tex., in May. Divided into six sections, namely: opening business session, classified advertising, local display advertising, national advertising, general problems of advertising management, and closing business matters.

BY THE MILWAUKEE JOURNAL, Milwaukee, Wis.—“Consumer Analysis of the Greater Milwaukee Market.” A comprehensive tabulation of the consumption of various commodities in the Milwaukee market for the past year, compiled from replies received from questionnaires sent out at random to approximately 3 per cent of the representative population of the city. Published in four volumes.

BY PRENTICE-HALL, INC.—“Advertising Procedure,” by Otto Kleppner. Approaches advertising from the angle of actual procedure in a style that is specific and to the point. Mr. Kleppner develops the theory that the beginning of every advertisement was an idea. Made clearer by several useful and condensed charts. 539 pages; gold stamped binding. Price, \$5.

BY “THE INDIANAPOLIS NEWS,” Indianapolis, Ind.—“Confidential Market Survey.” A compilation of tables showing the sale of cigars in the Indianapolis market during the past year in comparison with the similar table for previous years. Lists percentages of distribution, best sellers, and volume of sale of each brand, together with the lineage of advertising each used in the *Indianapolis News*. Divided into two groups: those selling for ten cents or more, and those selling for less than ten cents.

APPLIANCES purchased through gas companies have a total value of approximately \$45,000,000. This indicates the tremendous influence of the gas company in the merchandising of gas appliances. The important men in every gas company read *Gas Age-Record*. It covers the industry 99.47%. Perhaps your product can be adapted to this rapidly growing field. Why not write us?



Gas Age-Record

9 East 38th Street,

New York

A. B. C.

A. B. P.

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.



Gas Age-Record

"The Spokesman of the Gas Industry"

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Advertising Calendar

SEPTEMBER 21-24—Advertising Specialty Association, Chicago, Ill.

SEPTEMBER 22-25—National Better Business Commission, Indianapolis, Ind.

SEPTEMBER, 28-30—Directory and Reference Media Department, New York City.

SEPTEMBER, 29-30—Sixth annual meeting of the National Publishers Association, Shawnee-on-Deleware, Pa.

OCTOBER 1-4—International Congress of the Business Press, Paris, France.

OCTOBER 2-3—Conference of Advertising Club Executives, Indianapolis, Ind.

OCTOBER 5-6—National Advertising Commission, St. Louis, Mo.

OCTOBER 6-8—Convention of Window Display Advertising Association, Chicago.

OCTOBER 7-8—American Association of Advertising Agencies, New York City.

OCTOBER 12-13—First District Convention of Associated Advertising Clubs, Springfield, Mass.

OCTOBER 13-15—Associated Business Papers, Inc., Chicago, Ill.

OCTOBER 14-16—Financial Advertisers' Association, Columbus, Ohio.

OCTOBER 15-16—Audit Bureau of Circulations, Chicago, Ill.

OCTOBER 19-21—Industrial Advertisers Association Convention, Atlantic City, N. J.

OCTOBER 26-27—Convention of Mail Advertising Service Association International, Boston, Mass.

OCTOBER 26-28 (tentative)—Insurance Advertising Conference, Boston, Mass.

OCTOBER 26-30—Poster Advertising Association, Kansas City, Mo.

OCTOBER 28-30—Convention of the Direct Mail Advertising Association, Boston, Mass.

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

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

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

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

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

The Boston Export Round Table

Announces the election of the following officers for the year 1925-1926: Honorary chairman, Walter F. Wyman, The Carter's Ink Company, Boston, Mass.; chairman, Henry H. Morse, Florence Stove Company, Boston, Mass.; secretary, Harvey A. Sweetser, Boston, Mass.

R. C. Scrymiger

Has been elected a director of Critchfield & Company, Chicago advertising agency. He will be in charge of service at their Detroit offices.

Cecil. Barreto & Cecil, Inc.

New York office, will direct advertising for The Colonial Radio Corporation, Long Island City, N. Y.



Business Opportunities

An unusual mail order opportunity reaching 40,000 of the best consumer buyers in the United States. The entire cost is only 1c. a name including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York City.

More than 100,000,000 pounds, \$25,000,000 worth of Babbitt Metals consumed annually in U. S. Patents recently secured embrace formula and process that will reduce cost to consumers 30 per cent. Owner of Patents has been successfully making and marketing Babbitt metals 25 years, would give up a \$10,000 job to promote a \$300,000 organization for handling a Million Dollar annual business with 100 per cent profit to stockholders. Address inquiries to Box 308, Adv. and Selling Fort., 9 East 38th St., New York City.

WANTED—ADVERTISING MANAGER AND PARTNER

Two owners of established, well financed agricultural monthly in country's best selling territory need advertising manager, and will sell third interest with \$1,500 to \$2,000 down payment and liberal terms to party who can qualify. Besides obvious qualifications in salesmanship, executive and managerial ability is desirable as future opportunities include possibility of managing entire business. Illness of one owner makes quick action necessary. Replies should give character and business references, experience and training, age, family, present earning capacity. Correspondence mutually confidential. Address Box No. 299 Adv. and Selling Fort., 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing.
Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.
14 West 40th St., New York City.
Telephone Penn. 3566.

MULTIGRAPHING—\$2.50 per thousand, any size. Why pay more? Addressing, filling in, and mailing.

FEDERAL LETTER COMPANY
70 5th Ave. Phone WATkins 4263

Service

DISTINCTIVE COPY SERVICE

Complete campaigns—features—readers verse—house organs published—advertisers anywhere write—Forrest W. Tebbetts, 623 Knickerbocker Bldg., New York City.

YOU KNOW YOUR BUSINESS BEST!

But send along that last Sales Letter for reconstruction. Let me inject a "Sales Stimulating" Urge that will make "them"—Buy—Now! Fee \$3.00.

S. EMPSON ALCOCK
129 Times Plaza, Brooklyn, N. Y.

Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Position Wanted

ARTIST—Woman, Serious, Earnest, Creative—not headstrong! Decorative nudes, draped figures, design, lettering for flat and embossed printing. \$55. Vandever Post Office, Box 7, Brooklyn, New York.

ADVERTISING MAN! RESULTS

wants part-time connection; former head women's apparel chain advertising; successful record with retailers manufacturers, mail order firms; salary reasonable. Finkel, Concourse Building, Jersey City, N. J.

Visualizer—one who specializes in layouts, lettering and decoration—desires connection with good advertising agency. Box No. 305, Advertising and Selling Fortnightly, 9 East 38th St., New York City.

ADVERTISING MAN with a long successful record desires a permanent connection with a growing agency or an advertising department as a copywriter or production man; thorough, practical advertising experience, publication and direct mail, ideas, copy, layout, typography and printing. Box No. 312, Adv. and Selling Fort., 9 East 38th St., New York City.

PRACTICAL ALL ROUND MAN FOR SMALL AGENCY

Now employed Assistant to Advertising Manager out of town. Wish to relocate in New York. Desire position with opportunity for training in Agency practice. Have complete knowledge space buying, media, layout and general advertising. Copy writing experience especially transportation and resorts. Box 297, Adv. and Selling Fort., 9 East 38th St., New York City.

SALES PROMOTION DIRECT MAIL

Young man experienced planning, laying out and writing effective sales letters, folders, booklets, dealer helps, etc. College graduate. Capable organizing and building up department or assist in established department. Prove worth on reasonable starting salary. Address—Advertiser, 109 Hampton St., Cranford, N. J.

GENERAL MANAGER

I have a successful record covering seven years organizing, managing and promoting sales, advertising and general business development. This experience has been founded on eight years of accounting, auditing, finance and systematizing. I am 32, married, tactful, ambitious and possess a pleasing personality and appearance. I am not satisfied with my present connection on account of its limitations, and am in search of a position where hard work and results will be rewarded. I can negotiate immediately. Box No. 301, Adv. and Selling Fort., 9 East 38th St., New York City.

Help Wanted

WANTED: Advertising representative on Pacific Coast for the Packing House News, the only Fruit and Vegetable Packing House and Scientific Marketing Journal in the world. Satisfactory terms to right man. State experience and references. Address: Peninsular Publishing Company, 52 Vanderbilt Avenue, New York, N. Y.

Wanted: Advertising representative for a hardware trade journal, strictly commission basis, to represent us in St. Louis territory and also a man for the Chicago territory or would consider a man to cover both territories. Box 310, Adv. and Selling Fort., 9 East 38th St., New York City.

Do You Live In Chicago, Boston, Cincinnati or Pittsburgh?

If you are calling on Advertising Agencies, Publishers, Manufacturers, Sales and Advertising Managers, you can earn considerable extra money if you will ask them for their order for us. For full details write, telling something about yourself. Address Box 306, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING SALESMAN with good local trade connections, a hustler, to handle as a side line an advertising product suitable for all classes of retail, wholesale and manufacturing trade. Commission. Box 307, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISEMENT WRITER by Agency, must be experienced in writing diversified copy and familiar with layouts; give full particulars. Box No. 311, Adv. and Selling Fort., 9 East 38th St., New York City.

Branch Office Service

NEW YORK MAIL ADDRESS \$2.00 MONTHLY

Other services \$3.00 up. Office services. Telephone messages taken \$5.00. Write for circular. Room 501, 32 Union Square, Telephone Stuyvesant 8300.

Miscellaneous

AGENTS' names neatly typewritten from our one day old inquiry letters. Price right.

K. WORLD

166 W. Washington, Chicago

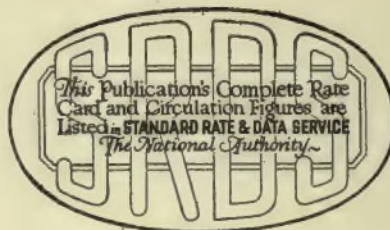
BOUND VOLUMES

A bound volume of Advertising and Selling Fortnightly makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.

“Within the past few days, I have completed quite a job—requiring almost constant use of **STANDARD RATE AND DATA SERVICE**. After doing this, I cannot help but write you a few lines to express my appreciation of your Service.

*D. J. Crimmins, Contract Manager,
Harry C. Michaels Company,
An Advertising Agency
New York City.*

~~XXXX~~



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letter-heads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in **STANDARD RATE & DATA SERVICE**.

~~XXXX~~

STANDARD RATE & DATA SERVICE

536 LAKE SHORE DRIVE

CHICAGO

New York

San Francisco

London

An Announcement—



ALLEN C. RANKIN

Allen C. Rankin, for five years in charge of national automotive advertising for the Chicago Evening American, now represents the following newspapers in the national automotive field:

BOSTON AMERICAN
WISCONSIN NEWS
CHICAGO AMERICAN

DETROIT TIMES
ROCHESTER JOURNAL
SYRACUSE TELEGRAM

Mr. Rankin brings to his new duties long association with the industry, wide acquaintance and a particular genius for rendering helpful service.

All matters pertaining to national automotive advertising in these six newspapers should be addressed to:

ALLEN C. RANKIN

1032 Hearst Building

::

::

Chicago

Country-wide prosperity mounts to new levels

with the highest peak in The Chicago Territory

“IT is safe to say,” declares The National City Bank of New York, in their August bulletin on business conditions, “that the country has not had so good a basis for sound and general prosperity heretofore since the war.”

Facts, definite and irrefutable, back this opinion, leaving not a whisper to challenge it even from the most lugubrious blue or the most radical red.

Measure the future by whatever business barometer you will, the forecast remains equally bright.

Consider car loadings, the truest indication of commodities shipped: On August 8th, continuing on the upgrade, they reached 30,280,136 cars for the year; 1,781,946 over the same period in 1924 and above both 1923 and 1922. The week ending August 15th broke all records for the year and set a new high point over every previous year.

Study building activity:

For the first six months of the year Dodge Corporation reports that contracts let total \$2,660,174,000 in the 36 states east of the Rockies, an increase of more than \$300,000,000 over the corresponding months last year and \$600,000,000 over 1923.

Look at the business most highly responsive to the prosperity and optimism of the public—mail order selling:

The sales total for the leading mail order house on July 1st was 14% greater than during the first six months in 1924. The month of July showed a 27% gain.

Or automobiles: A new high point has been scaled by the automotive industry. During the first half of the year sales were 5.8% over 1924. But this is even more significant: 1924 started with 324,546 motor vehicles sold in January, rose slightly higher, then dropped to 254,075 for June. Sales in January, 1925, started at 241,068 for the month, rose to a new high level in March, still higher in April, and maintained the level at 402,696 cars in June.

On the farms, what there? There isn't a single menacing cloud on the agricultural sun. Moreover, farmers last year largely liquidated their debts. This year they will have a reserve to spend.

Thumb the books of our financial institutions: Bank debits, the total payments by check, for the United States are 15.9% over last year for the six weeks ending August 5th.

This is prosperity, a prosperity not fostered by war needs, calamity or a buying orgy; but created by a sound, substantial, healthy condition throughout the entire nation.

This is prosperity on which merchandising men may well look covetously. And, as they analyze the United States looking for the strategic zones upon which to center their selling and advertising activity, they

will not have to look long to find the most prosperous market of them all.

Fortune has smiled most bountifully on The Chicago Territory—that rich area concentrated in Illinois, Indiana, Iowa, Wisconsin and Michigan.

When you think of the car loading records, remember Chicago is the railroad center of the country.

While the 36 states reporting gained 14% in building, the increase in these five states was 30%.

BUILDING—6 Months Ending July 1st	
36 States East of the Rockies	
1924	\$2,321,634,000
1925	\$2,660,174,000
5 States of Chicago Territory	
1924	—\$535,867,000
1925	\$746,345,000
Increases Over 1924 in Percentages	
36 STATES	14%
CHICAGO TERRITORY	30%

Here 21% of the nation's motor vehicles are owned.

Here is the corn belt, and corn is the most promising of all the grains and cereals this year. Here the percentage of increase in bank debits shows a substantial lead over the high national average.

How other manufacturers and selling organizations are cashing in on The Chicago Territory prosperity forms a story of value to any executive before he formulates his next selling campaign.

It is a story of an intensive, economical method of selling without a parallel, in our knowledge, for producing results.

Will you hear it. Ask a Chicago Tribune man to call.

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