

Advertising & Selling

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FORTNIGHTLY



Painted by Norman Rockwell for Encyclopedia Britannica

NOVEMBER 18, 1925

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In this issue:

"Seven and One-Half Years Is Average Life of Retailer" By DE LESLIE
JOES; "How Much Have Advertisements Changed Since 1921?" By
S. H. Giellerup; "Sales Control in Direct Mail Exporting" By H. H.
MORSE; "Frank Trufax's Letters to His Salesmen" By A. J. NEWMAN

AN EVER EXPANDING TIRE MARKET

Chicago's yearly purchase of automobiles, according to conservative business statisticians, is already more than 25,000 a year, and increasing faster than population.

There is scarcely another automotive market in the world, equal to this. Today there are 330,200 automotive vehicles licensed in Chicago—and they use a vast number of tires and a staggering amount of other accessories.

Chicago motorists, like other Chicago buyers, "shop" largely through The Chicago Daily News, the directory and guide of the great majority of financially competent Chicago buyers. The lineage figures tell the story.

In the first 9 months of 1925, The Chicago Daily News published 532,957 agate lines of automotive advertising, as against 392,231 lines published by the daily newspaper having the next high record in this classification.

The reason for this is that most Chicago buyers look, for advertising information and guidance, to

THE CHICAGO DAILY NEWS

First in Chicago

Fighting , , ,

with their backs to the wall!

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

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

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

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

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

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

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

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

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

*The advertising started June 7

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

And monthly records are still being broken!

* * *

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

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

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

An Advertising Agency, Established 1874
Member American Association Advertising Agencies

RICHARDS "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
ORPHOS TOOTH PASTE
BONDED FLOORS
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

Martin Ullman Studios, Inc.

New York, announce that Marshall Roland and K. von Siegl, artists, have joined their staff.

Klau-Van Pietersem-Dunlap-Younggreen, Inc.

Milwaukee, will direct advertising for The Moine Manufacturing Company, Racine, Wisconsin, manufacturers of cellular and tubular radiators for the automotive field, and builders of radiator equipment of all kinds for the industrial field.

Hoyt Catlin

Has resigned his position as advertising manager of The Bryant Electric Company, Bridgeport, Conn., to join Edward T. T. Williams and Associates, New York advertising agency, as associate and production manager. Mr. Hoyt has also resigned as president of The Advertising Club of Bridgeport. He will be succeeded in this position by Alfred G. Guion, director of publicity of the Bridgeport Brass Company.

Eastman, Scott & Company

Atlanta, Ga., will direct the campaign of national advertising now being undertaken by that city.

E. M. Burke, Inc.

Have been appointed national representatives for the Duluth *News Tribune*.

Cole-McDonald-Wood, Inc.

Detroit advertising agency, announces the establishment of a radio broadcasting advertisement department under the direction of Harold M. Hastings, space buyer for the company.

West Virginia Pulp & Paper Company

Announces the opening of a Pacific Coast sales office at 503 Market Street, San Francisco, Cal. This office is under the management of George L. Rodier.

Evans Associates, Inc.

Chicago, will direct advertising for the Thomas W. Noble Company, manufacturers of concrete block machinery and for the John C. Moninger Company, manufacturers of commercial greenhouses and conservatories, both of the same city.

Lord & Thomas

Chicago, will direct advertising for the Republic Brass & Manufacturing Company, makers of "Hush-flush Valves," and for the O. U. Dust Company, manufacturers of a new dust mop. Both concerns are located in Los Angeles, Cal.



The Thumbail Business Review

By Floyd W. Parsons

THE trend of business continues toward increased activity. Many industries are running near to capacity. Money is plentiful and rates show no signs of tightening. The curve of freight loadings has flattened out, but is continuing above the million mark. The index of commodity prices is tending slightly toward a lower level.

Manufacturing continues to show improvement, the largest increase being in the textile industry. About the only industry showing a decline in recent weeks has been manufactured food-stuff. There is almost a unanimity of opinion that there will be no slackening in trade until after the first of the year. The general belief is that the full benefit of the harvest will not be felt until we are into winter.

One of the hopeful signs of the times is the unwillingness of business men to overbuy. This is tending to prevent an unhealthy inflation. Never has the feeling of optimism throughout the country been more widespread. The coal strike is continuing and may prove to be a serious matter before it is settled. It is not at all impossible that the soft coal mines will become involved in the dispute. There is the further likelihood of a demand for higher wages by railroad employees. The situation in the building industry has its threatening side.

From the talk of many, one might be led to suppose that nothing could ever happen again in our country to give us a moment's worry. The fact is that the more we prepare for trouble, the longer it will be in coming and the better fortified we will be to meet it. There is every reason to believe in a purchasing policy that will cover requirements throughout the winter, but conservatism should be exercised.

O. S. Tyson & Company, Inc.

New York, will direct advertising for Thomas E. Murray, Inc., engineers, same city.

George Batten Company, Inc.

New York, will direct advertising for the Happiness Candy Stores, same city.

William M. Zintl

Of the advertising sales department of the Curtis Publishing Company, has been appointed director of sales of the Paint and Varnish Division of the Paint, Lacquer and Chemicals Department of E. I. du Pont de Nemours & Company.

"Fire and Water Engineering"

New York, announces that they have consolidated *Fire Engineer* with their publication, and that they will establish on Jan. 1, 1926, from the existing publications, two new publications to be known as *Water Works Engineering* and *Fire Engineering*.

E. T. Sadler Company

Chicago advertising agency, announces the appointment of Fred A. Koenig, formerly extension director of the Holstein-Friesian Association of America, as agricultural account executive, and of David T. Golden, formerly of the Ernest J. Krueger Engraving Company, as space buyer and production manager.

Franklin A. Wales

Chicago, has been appointed Western representative of the *Daily Abendpost*, Rochester, N. Y.

The Buchen Company

Chicago, will direct advertising for the Bucyrus Company of South Milwaukee, manufacturers of steam shovels, railway cranes, etc.

Lucien M. Brouillette

Chicago, will direct advertising for the Avalon Beach Company, Escambia Bay, Fla.

"Chicago Tribune"

Announces that Joseph R. Patterson, co-publisher of the *Chicago Tribune*, the *New York Daily News* and *Liberty*, will make his headquarters in New York during the coming year, where he will have direct charge of the *Daily News* and *Liberty*. Colonel Robert R. McCormick, the other co-publisher, will remain in Chicago, and manage the *Tribune* and the paper manufacturing industries of these publications. He will continue as president of the *Tribune* and as first vice-president and treasurer of the *Daily News* and *Liberty*. Mr. Patterson will remain as president of the *Daily News* and *Liberty*, and as vice-president and secretary of the *Tribune*. The directorates of the companies remain the same with the exception of the addition of William H. Field and Max Annenberg to that of *Liberty*. Mr. Annenberg becomes second vice-president and general manager of the magazine.

[ADDITIONAL NEWS ON OTHER PAGES]

Advertise to Telephone Subscribers



Old methods of finding and measuring the market for concentrated advertising effort are superseded by the Telephone List.

The Telephone List marks off from the total families in the United States the 8,419,668 homes with telephones.

These homes with telephones are something more than homes which can afford telephones. They are homes of families that need telephones, because the wider demands of their daily lives require this labor-saving device. It is not the telephone, but what it stands for that makes these homes better markets. The telephone means greater social activity, greater buying power and a scale of living in which the telephone rent is negligible beside the help it affords. More than that, the telephone reveals a state of mind toward the community, a desire to keep in touch, a wish to know, which makes telephone subscribers receptive to sellers of worth while goods.

Therefore, the families of telephone homes are magazine readers as well as better buyers. They can be reached by mag-

azine advertising. The same open, curious state of mind that demands the telephone demands the magazine, and especially the magazine of information.

That is what links The Digest so closely to the telephone home. Both are labor-saving devices. Both are means to an end. The telephone keeps one in touch with the world. The Digest brings the acts and thoughts of the world to the home. The telephone saves miles of traveling. The Digest saves hours of reading.

Because of this close analogy between the telephone and The Digest, and because the presence of the telephone reveals the most worth while home to cultivate, The Digest has devoted its advertising campaigns primarily to the telephone homes, for ten years.

In the ten years (1915-1924) The Digest has mailed more than fifty million circulars to telephone subscribers. It has increased its circulation to more than 1,300,000 copies per week and can make to the advertiser this definite statement:

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

The Literary Digest

Life presents ...

Andy Consumer

Reproduced from a full page in LIFE



I DON'T WANT ANY SOUP FACTORY MAKING ONE CAN OF SOUP FOR ME

I DON'T want any soup factory making one can of soup for me. And I don't want my soap tailor made. I can't afford it.

When it comes to soap and soap, I don't want to be exclusive. I want to be one of 1,000,000 customers.

So, if you are a manufacturer, don't come around to me with a tape measure and say that you would like to measure me for soap or soap. First go get 1,000,000 other guys like me, and then I'll listen.

My reason for being so unexclusive is this: I figure that if you get 1,000,000 other customers, your soap or soap is bound to be good. You can afford to take pains with

it. You can hire a lot of experts to experiment their heads off. You can put in the best soap or soap machinery in the world. Your soap will be SOME soap. Your soap will WASH DIRT.

If I place my order with you personally for one can of soap or take it and it might be good, or it might NOT. And if I didn't like it and kicked, you should worry!

But with 1,000,000 other birds to please, you will please or perish. I should worry!

The only way I know for you to get 1,000,000 other buyers is for you to advertise. I should worry!

*Andy
Consumer*

THE NATIONAL ADVERTISERS BETTER NOT
ADVERTISE MONEY THAT HAS RECEIVED A RIGHT

(That national advertising really forms nation-wide cooperative buying leagues—a big point of this squawk of Andy Consumer in a recent number of LIFE. LIFE is giving Andy space for a series in which he tells national advertisers where to get off (so loud that his fellow consumers can hear the idea).)

ANDY'S an arrogant little guy who feels the importance of his consumership.

Many other consumers have had the impression that advertising wheedles them into buying things they don't want, at prices higher than they would be without the advertising added in.

But Andy realizes that national advertising merely puts advertisers in his pow-wow—er—that it is a promise to him of quality—a bet—a bond—and that it actually makes lower prices possible.

So he lords it over you national advertisers in LIFE—laughs at you a little.

We invented him and we give him the space for his advertising audacities, for the benefit of LIFE advertisers, present and future. Andy is roundabout, but he is throwing a new light on advertising.

ANDY CONSUMER'S talks on advertising are published in pamphlet form. If you can distribute copies to salesmen, dealers or customers, LIFE will gladly furnish, at cost, reprints or plates of this series.

L i f e

127 Federal Street
BOSTON, MASS.

598 Madison Avenue
NEW YORK, N. Y.

360 N. Michigan Avenue
CHICAGO, ILL.

FOR ANY quality product—tooth paste or motor car, confection or grand piano, food or fabric—the class market is of primary importance.

Class families demand by name and buy in quantity.

Stores stock what they demand.

The upper third of the mass families emulate, so far as possible, their purchases and habits.

It costs very little to cover the class field thoroughly; far less than it costs to cover even a fair amount of the mass field.

Vogue, Vanity Fair, House & Garden offer you 335,000 of the total 390,000 families with annual incomes of \$6,000 or more.

And we can start you advertising to these influential class families for as little as \$15,000.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations

TRENTON, NEW JERSEY

"The City of Diversified Industries"

Home of the New \$5,000,000 Linoleum Plant of the
W. & J. SLOANE COMPANY

A FEW years' experience in selling both furniture and fixtures, and after an extensive and complete survey of the linoleum market in this country, the W. & J. Sloane Company, one of Fifth Avenue's oldest firms, is about to enter the linoleum, tile and manufacturing of linoleum on a scientific basis.

Its investigation showed that the popularity of various types and patterns of linoleum varies in different sections of the country. Consequently the data gathered and the experience of the company's production executives have enabled them to devise a plan which eliminates slow turnover. They have designed a line which meets 90% of the needs of any retailer or dealer without including stocks of slow selling patterns.

Rather than manufacture the new W. & J. Sloane linoleum in a makeshift factory, the company is now constructing a \$5,000,000 mill, which will be the best word in linoleum plants. It incorporates 127 distinct improvements in the manufacture of linoleum. It is also one of the country's largest linoleum mills and will give work to a very great number of employees.

This is another Elben of a vision about the industries of Trenton. For reprints of other advertisements request envelope "P."

Trenton Times

TRENTON, NEW JERSEY

Kelly-Smith Co.
NATIONAL REPRESENTATIVES

Marlboro Bldg. | Lytton Bldg.
New York | Chicago



General View of W. & J. Sloane's \$5,000,000 Plant

THE map below shows the trading area of Lima, Ohio. It is interesting because of the influence that this surrounding section has on the retail sales of Lima.



This influence is evidenced by the fact that some months ago, the twenty leading merchants of Lima started a publication known as "Opportunity Days." It is published monthly in the form of a newspaper and contains, not only their various advertisements and the latest fashion hints, but also feature articles telling about the advantages of shopping in Lima.

Thirty thousand copies are distributed without charge each month to women living outside of Lima and in this trading area. The effort and cost represented is an indication of the high regard that these Lima merchants have for the purchasing power of these surrounding small towns.

Of course, no manufacturer can afford to cultivate all such trading areas with the

same intensive methods that these Lima merchants are using. There are too many of them. However, a manufacturer can afford to use *PEOPLE'S HOME JOURNAL* as he will get not only a concentration of circulation in this and all similar trading areas, but he will have the added advantage of associating his advertising with practical service material appealing only to an alert audience.

In passing it is interesting to note that a manufacturer by advertising in the PEOPLE'S HOME JOURNAL can reach 5,627 families in this Lima trading area, or nearly one-fifth of the 30,000 families which are so attractive to these Lima merchants, at a total cost of approximately \$21.32 a month, and he can tell his story in full page space.



WE are quoting from an advertisement that recently appeared in a Chicago newspaper—

"Scores of manufacturers are concentrating their sales and advertising effort in metropolitan centers. There they encounter the stiffest possible competition, which they may try to meet with destructive price reductions. Result—sometimes losses instead of profits.

"But outside the cities, there are Eleven and a Half Million families living in towns of 2,500 population and on farms, offering an unusually prosperous and permanent market for much of the production of American Factories."

We wish to take this opportunity of thanking the Mitchell-Faust Advertising Company for publishing this advertisement. We have been serving this small town market faithfully for forty years and we, too, know its possibilities.

PEOPLE'S HOME JOURNAL

FULL SPEED AHEAD!



The Cincinnati Post's city and suburban circulation in October, 1925, was 19,600 greater than in October, 1924

The Cincinnati Post

A Scripps-Haward Newspaper

MEMBER OF THE A. B. C.

Represented in the National Advertising Field by Allied Newspapers, Inc.

NEW YORK

CHICAGO

CLEVELAND


CINCINNATI

SAN FRANCISCO

LOS ANGELES

SEATTLE

LEE CRONJ PUBLIC LIBRARY



Advertisers in
GOOD HOUSEKEEPING
build on a sound
foundation

Advertisers who have long
realized the basic value of
Good Housekeeping -

1886-1925

Royal Baking Powder Company

A. P. W. Paper Company

Florence Mfg. Company

Grand Rapids Refrigerator Co.

Hill Dryer Company

Peter Henderson

Dingee & Conard

James Vick

John Lewis Childs

Poor Old Braddock



It is reported that his men hit a lot of trees—but the plagued enemy scattered and *would not* draw up in columns to be shot at, as expected. However, his American Rangers, who knew the territory, brought back the nicest scalps of the season.

It is eminently true of the South that advertising must be geared to local conditions. You can't cover the South with magazines alone. Magazine circulations are too scattered. In ten wealthy Southern States, even the greatest magazine has a circulation equal to only about 1% of the total population. But the local newspapers cover the territory economically and effectively. The South reads newspapers largely, believes in them thoroughly—and

newspaper advertisers prosper like the young Bay trees. Here's a vast market, newly alive to its own possibilities, showing enormous increases in wealth. Here are newspapers whose merchandising service is specialized to local conditions.

For detailed information on the South as a market, write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee, or to any of the newspapers listed below.

Braddock looked at his troops and rubbed his hands. Their red coats would dominate any landscape, they had shiny guns, they brushed their hair neatly with military brushes. They always stepped out briskly with the left foot. It was "good-bye" to the enemy. He divided his score-card into spaces for "French" and "Indians" with plenty of room for the "Grand Total," and marched for Fort Duquesne.

The South Knows These Newspapers and These Newspapers Know the South

ALABAMA

Aniston Star
Birmingham Age-Herald
Birmingham News
Montville Times
Mobile News-Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News

FLORIDA

Do Land 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
La Fayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Daily States

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

MISSISSIPPI

Greenwood Commonwealth
Gulfport & Biloxi Herald

NORTH CAROLINA

Ashville Citizen
Ashville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advertiser
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 Herald
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

Charleston News & Courier
Columbia Herald
Columbia State



"Sell it South Through Newspapers"

Another Big Month for THE NEW YORK SUN

In October this year The New York Sun carried 1,642,102 lines of advertising, against 1,382,630 lines in October last year—a gain of 259,472 lines.

This lineage leads everything in the New York evening field and beats the nearest evening paper by 41,278 lines. Indeed, for four consecutive months—July, August, September and October—The Sun has carried more advertising each month than any other New York evening newspaper.

The Sun's gain of 259,472 lines in October this year over October last year lacks only 10,000 lines of beating the combined gains for this same period of the Evening Journal, the Evening World and the Evening Post—the individual gains of all three of these newspapers added together.

A better understanding of what advertising building of this sort means is found in the fact that these great gains in The Sun's advertising volume are all made from advertising of the very first quality. The Sun stands rigidly for character and quality in its advertising columns, precisely the same as it stands for character and quality in its reading columns, and the readers of The Sun understand this.

The advertisers and advertising agents of the country, shrewd, keen men who know their business, are not putting advertising in The Sun as a compliment to The Sun or to its owner. They are putting advertising in The Sun because it is good business to put it there—because The Sun has a clientèle of men and women who have money to spend and who spend it freely alike for their necessities and their pleasures—a larger concentrated audience of character and substance in the metropolis of the nation than advertisers can reach through any other newspaper. It is this audience that the sound business man wants to meet and does meet through his advertising in The Sun.

Incidentally, The Sun might add that in this day, advertising is everywhere measured by the agate line—not by the column. The agate line is a standard that never varies; newspaper columns may and do differ greatly in length.

The



Sun

280 Broadway

New York

WASHINGTON, D. C.
Munsey Building

BOSTON
Old South Building

CHICAGO
208 La Salle St.

LOS ANGELES
Van Noy Building

PARIS
49 Avenue de l'Opera

SAN FRANCISCO
First National Bank Building

LONDON
40-43 Fleet St.

ADVERTISERS in Country Town Newspapers

- Cover their markets intensively.
- Secure direct benefit of entire circulation.
- Change dead distribution into active sales.
- Speed up turn-over for dealers.
- Advertise in counties where goods are on sale.
- Direct advertising to spots where it is needed.
- Get 100% out of every advertising dollar.
- Increase as well as stimulate distribution.
- Reach a vast buying power.
- Appeal to a class of friendly readers.
- Advertise where local news has greatest reader interest.
- Secure maximum editorial appeal.
- Advertising never buried or lost.
- Get full position—next to reading.
- Reach both village and rural markets.
- Interest people willing to buy good products.

Our story will interest all advertising and sales executives, who want to get the greatest possible value out of every advertising dollar.

The country newspapers, represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any market, group of States, counties, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminate waste.

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country newspapers—47½ Million Readers

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

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT

It came from Alaska!

A pathetic little letter filled with trouble and asking help.

She was a young wife and expecting her first baby. Her husband was stationed in the extreme northern part of Alaska. The nearest doctor was a hundred miles away. It was thirty miles to the nearest white woman.

If she left her husband and returned to civilization she could not rejoin him for many months—and this was her first baby.

Both she and her husband were inexperienced. There was no one to whom she could turn. What should she do? How could she meet the situation?

This was the desperate appeal that came to The Delineator's Happy Child Department. It went direct to Dr. L. Emmett Holt, founder of the Happy Child Department and, up to his death, its editorial adviser.

It was too late to send books. Even a letter by fastest post from New York could not reach Seattle in time to catch the boat for Alaska—the last steamer sailing that season.

But he could telegraph—and over the wires flashed a message to a medical friend in Seattle. Thus the books were collected and sent—on that last steamer.

Service!

The young wife had written that they had a radio—their only link with civilization during the long bitter months.

So Governor Scott Bone, of Alaska, learning of this through the Editor of The Delineator, arranged for a series of talks on the care of the baby—helpful, expert advice on what to do and, much more important, how to do it. These were broadcast over the radio for all mothers in that region—but especially for that far-away and isolated mother.

Service!

Who can say it did not save her life and that of the baby? Do you wonder she was deeply grateful to The Delineator for the service rendered by Dr. Holt and the Happy Child Department?

This is Delineator service—personal, helpful, friendly. This is the service given by Dr. Henry L. K. Shaw, now editorial adviser of the Happy Child Department. This is the service you find in all departments: Beauty, Health, Home-Making, House Decoration, Home-Building, Etiquette. Back of each article, on every page, in the heart of each editor is this same spirit of service.

What better place to advertise *your* service—*your* products, than in the magazine of service, The Delineator.

THE DELINEATOR

Butterick Building
New York

If you are interested send for list of service material The Delineator offers its readers. Address H. S. Lines, Butterick Building, New York, N.Y. No obligation.

Advertising & Selling

FORTNIGHTLY

Seven and One-Half Years Is the Average Life of a Retailer	19
DE LESLIE JONES	
How Farm Women Are Modernizing Their Kitchens	21
BESS M. ROWE	
How Much Have Advertisements Changed Since 1921?	22
S. H. GIELLERUP	
I Want to Break Into the Advertising Game	24
Straight Line Sales Control in Direct Mail Exporting	25
HENRY H. MORSE	
Frank Trufax's Letters to His Salesmen	27
A. J. NEWMAN	
Seriousness of Coal Situation Becoming Apparent	28
FLOYD W. PARSONS	
The Editorial Page	29
An Englishman Talks About Cooperative Marketing	30
JAMES M. CAMPBELL	
Yes, the French Are Different	32
GEORGE BURNHAM	
Are Propagandists Putting Advertising on the Defensive?	34
ELMER T. WIBLE	
Mailing Dates That Bring the Best Results	36
RALPH K. WADSWORTH	
A Goulash Avenue Grocer Talks to Sales Managers	38
LOUIS BREWER	
Advertisers Take Aggressive in Price Maintenance Battle	40
J. GEORGE FREDERICK	
Speeding Up Turnover to Increase Profits	42
GENERAL BRICE P. DISQUE	
The 8-Pt. Page by ODDS BODKINS	44
In Sharper Focus	68
ARTHUR CAPPER R. N. FELLOWS	
E. O. W.	76



HELD in the Mayflower Hotel, Washington, D. C., on Monday, Tuesday and Wednesday of this week is the annual meeting of the Association of National Advertisers. The keynote of the meeting was announced as "Tying up Advertising with Sales," in keeping with the Association's policy of striving for greater effectiveness and economy in advertising, selling and distribution.

The program takes in morning and afternoon sessions on two of the three days and a morning session only on the last. Evening entertainment includes a dinner dance and entertainment on Monday and the annual banquet of the Association on Tuesday. Also scheduled are special group meetings on more specialized subjects.

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NEW ORLEANS:
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Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swettland Bldg.; Superior 1817

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

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

Copyright, 1925

Making a Great Product GREATER!

COSMOPOLITAN has for years been the magazine through which great fiction writers of our time have given the world the first glimpses of their work. For years, too, COSMOPOLITAN has been the magazine that has developed and given to the public the art of the world's great illustrators.

Persistence in such a policy generously carried out as to volume and quality made Cosmopolitan one of the great magazine institutions of the American home. So much so, that, even at 35c a copy, more people bought it monthly than purchased any other publication of its kind. And its circulation went to well over a million copies, an unheard of thing at such a price.

A few short months ago, a new and higher standard was set. With Cosmopolitan was combined Hearst's International and into one single magazine came, as though on one great stage, a grouping of authors, writers, and artists such as never before had been assembled.

The results have been not only gratifying but startling. Also they are important to every manufacturer interested in a policy of constant betterment of an already fine product. Actually hundreds of thousands of new purchasers have been added to the number that not long ago was considered an astonishing attainment.

A magazine is an institution. A great magazine is a great institution. A magazine like Cosmopolitan, sought out each month by the American people at a price clearly proving its position, and staying for thirty days as a part of their everyday life, is a unique institution as well as a great one.

TODAY on the counter of the little general store in the frontier towns of Alaska—in the hotels at Palm Beach and "on the corner" in every city in this country, December COSMOPOLITAN is being purchased by people who wish to stimulate their lives and their living by reading the work of the really great writers of the hour.

Get a copy and see why this announcement holds such interest and significance for you

To Advertisers:

Cosmopolitan has just announced an increase in its advertising rates.

NOVEMBER 18, 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*

Seven and One-Half Years Is the Average Life of a Retailer!

By De Leslie Jones

THIS is a day when the retailer is under more minute examination than ever before, not only by himself, but by others interested in his fate and in his function.

Rarely before has anyone troubled to analyze the retailer from the more fundamental statistical points of view, such as, for instance, his average length of life. Paul Findlay, a short while ago, made such a calculation, and in covering ten types of retail trades found that the average life of each was 7.57 years, and that the individual length of average life was as follows: hardware, 7.9 years; shoes, 7.4 years; drugs, 7.4 years; jewelry, 7.2 years; groceries, 7.1 years; dry goods, 6.9 years; books and stationery, 6.9 years; furniture, 6.8 years; wall paper, 6.7 years; clothing, 6.4 years.

Like so many other newly analyzed points of view, this one is full of surprises. The grocery trade is not, as many have always believed, the lowest in the scale. It maintains its general average surprisingly well,



Courtesy "The Retail Grocer"

THE short life of the retail store is proverbial although we have very few definite facts to which we may attribute this condition directly. Possibly, as has often been claimed, there are too many retailers in proportion to the population, but more likely the reason for the frequent selling out sales with which we come in contact are caused by inadequate capital and short-sighted buying policies which result in dead or slowly moving stocks which accumulate only to rot on the shelves to the detriment of the dealer's business

especially in view of its numerical preponderance. There are 400,000 grocers in the country and no other type of retailer in this group comes within hailing distance of such a total number. The greatest surprise of all, however, lies in the fact that retailers of all types have so nearly

an equally short life! It appears to be no more than a cycle of time long enough for dissipating the initial capital and then descending to the inevitable failure. So short a hold on life suggests a waste in distribution which has hardly been mentioned; the waste of forced sales, bankruptcies, losses of investments, etc.

If the country's million retailers all fail or go out of business, for one reason or another, every seven years (speaking in averages), it is certainly cause for serious reflection on the part of manufacturers who use the retailer as an outlet. The delicate balance and narrow margins deciding the differences between failure and success are perhaps most perfectly illustrated in the fact that although the hardware retailer has the longest life of all, nevertheless, according to a speaker at a recent convention of the National Hardware Association, the average retail hardware dealer's profit on sales in 1924 was only 0.44 of one per cent. According to a recent report of the Harvard Bureau

of Business Research the average net profit showing of 545 individual independent retail grocery stores was one-ninth of one per cent, which is even worse than the hardware dealers.

To approach the subject from still another angle, according to the compilation of data from retail investigations by universities, governments, etc., the manufacturer or producer gets 67.5 cents and the distributors 32.5 cents out of each dollar that the consumer spends with retailers. The highest is the shoe distributor, who gets 44.8 cents. The furniture distributor is next, with 43.6 cents, and the jeweler gets 40 cents. It would, therefore, seem to be demonstrated that the rate of return to the distributor bears no relation to average success and length of life.

If we look at it from the point of view of turnover the statistics are

equally baffling, for the hardware dealer's rate of turnover is only 2.1, which is lower than the grocer's, the druggist's, or the clothing dealer's. Only shoes have a lower turnover (1.9). There is, if anything, a contrary relationship, since the trades having the lowest turnover (hardware and shoes) have nevertheless the longest life. The following are the turnover rates for various retail lines:

	Pro- ducer	Whole- saler	Re- tailer	Com- bined
Clothing .. .	2.8	4.5	3.7	
Drugs	2.3	3.6	2.3	0.9
Groceries .. .	4.6	5.6	5.3	1.9
Hardware .. .	2.8	3.6	2.1	0.9
Shoes	3.2	3.7	1.9	0.4
Average of five classes	31	41	3.5	1.3

A clue is perhaps to be found in the fact that there is universal complaint against dead stocks. Mr. H. D. Keim, salesmanager of E. R. Squibb & Son, reported recently that a survey among 1223 dealers indi-

cated that a maximum number of brands of dentifrice found on one dealer's shelves was 70 and the average was 43. Only seven brands of these 43 were really nationally advertised, actually moving brands. Every purchaser of bankrupt stocks knows the appalling number of non-moving brands which such stocks invariably include. The inability to turn over such dead stocks has usually been the millstone which dragged down the retailer to his grave. Such dead stocks have an accumulative deadliness. The dealer just starting in business may have only one per cent of ill advised merchandise, but year by year this one per cent increases until, like a swimmer with lead in his pockets, he can no longer keep afloat.

It is this situation which drastic modern methods are apparently determined to cure. The chain store

[CONTINUED ON PAGE 55]

Humanizing the Bank

THE advertisement reproduced here, removed bodily from a recent issue of a New York newspaper, illustrates admirably a new idea which is becoming popular in bank advertising. It is one of a series, the object of which, stated in its simplest terms, is to "humanize the bank."

The Seaboard National Bank in furnishing publicity for its trust department, features wills. Realizing how few men, even alert, active business men, understand the multitude of technicalities, complications and responsibilities which are involved in the death of a person of property, this bank has collected data from probate court records regarding some of the more unusual cases which have come to light in recent years.

Every man is urged to make his will and to avoid freak provisions and legal loopholes through which the cream of his estate may be dissipated. The great importance of the will itself is emphasized, as well as the helplessness of the beneficiaries if the utmost care is not taken to provide for every



**When
a door was taken into court**

There have been many cases where the will of a man has been taken into court and the result has been a great deal of trouble and expense for the family. The Seaboard National Bank has collected data from probate court records regarding some of the more unusual cases which have come to light in recent years. This booklet, "Seven Ways to Protect Your Family and Property," which is sent free upon request, contains a short description of the incident which brings it graphically before the reader's mind and awakens him to its implications as applied to his own case.

THE SEABOARD NATIONAL BANK
OF THE CITY OF NEW YORK
233 Broadway 23 East 43rd Street

contingency. That the bank will furnish expert advice and that its trust department is trained to a high degree of efficiency constitute the principal selling points.

In conjunction with this campaign the bank has published a booklet, five by eight inches, entitled "Seven Ways to Protect Your Family and Property," which is sent free upon request. In it are outlined several emergencies which may arise after death which would have serious effects upon the family and property of the deceased; contingencies which his dependents, lacking experience and prostrated by grief, are ill prepared to meet. Seven separate plans for overcoming such difficulties by Seaboard National Bank service are detailed.

Each advertisement of the series headlines some unusual incident in will probate which is admirably illustrated in pen and ink at the top of the layout. There follows a short description of the incident which brings it graphically before the reader's mind and awakens him to its implications as applied to his own case.



THE "before and after" of one farm wife's kitchen. The photograph on the left, above, shows a kitchen which might be taken as typical in many ways of the old school of rural cuisine. But the housewife was eager for improvement, and under the impetus of a "Kitchen Improvement Contest" and with the aid of a Home Furnishing Specialist, she achieved the result shown on the right.

How Farm Women Are Modernizing Their Kitchens

An Organized Movement for Rural Home Betterment Which Is of Vast Importance to Manufacturers

By Bess M. Rowe

PERHAPS no single lemon pie has ever gained so much fame as one baked in Yellowstone County, Montana. Plans for a Kitchen Improvement Contest were under way in the county and in one community there was a farm woman who was willing to cooperate.

In the community, her kitchen had been considered very satisfactory. It was not too large and was fairly well equipped, but the work in it seemed to be never-ending. Instead of telling the owner that her daily kitchen marathon was due to the poor arrangement of her equipment, the wise Home Demonstration Agent asked her to wear a pedometer for a few days and check up on the distance she walked doing different tasks. When she found that she walked a quarter of a mile mak-

ing a lemon pie, she decided that she would enter the contest and find some way to cut down her mileage. Not only this, but the attention of

the whole community was focussed on her kitchen and the changes made in it. Probably no single pie has ever been productive of such definite and tangible results!

Just what is a Kitchen Improvement Contest? Exactly what its name implies. The farm women of a given county become interested in making their kitchens pleasanter and more efficient workshops. In many cases local merchants cooperate by offering prizes—from stainless steel paring knives to ranges and kitchen cabinets.

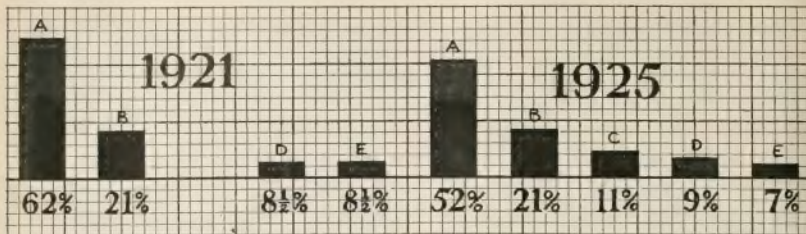
The kitchens entered are usually scattered through the various communities in the county and become real demonstration centers to the entire community.

At the beginning of the contest the kitchens are scored and definite suggestions for improvement are made.



A PRIZE-WINNING model kitchen on an Indiana farm. Here is indeed a long step ahead from the old well, the water bucket and the lemon pie which required a quarter of a mile of footwork in its construction

[CONTINUED ON PAGE 46]



ALMOST every advertisement so far printed falls into one of five lay-out classifications. Forty-seven 1921 advertisements and one hundred and eleven 1925 advertisements were distributed among these classifications, as shown above. Examples and detailed descriptions are given in the following article

How Much Have Advertisements Changed Since 1921?

A Study of Ten Features of Each of 158 Advertisements Reveals the Trend of the Last Four Years

By S. H. Giellerup

WHAT changes have occurred in lay-out styles?

Is today's copy longer or shorter?

Are drawings still as far ahead of photographs in the race for popularity?

How have the fashions in type-faces changed?

Is the advertisement without a headline gaining in favor or losing?

Are advertisers giving more, or less, space to their headlines?

To what extent are hand-lettered headlines supplanting those set in type?

Is there a tendency to leave out the logotype?

Is it occupying more or less space than it used to?

Are the coupon and keyed offer decreasing or increasing in popularity?

* * *

The image of the past is, in our business, indelibly preserved. Time and the wrecking gang bring to earth most of the architect's work. Lawyers win their cases in the minds of judges and juries; doctors record their failures and successes on the short-lived body. Engineers, chemists, farmers, build the present on the ruins of the past.

But the work of the artist, and the work of the writer is preserved. The work of the advertising man, modern hybrid, composed of merchant, writer, artist, is not only preserved, but in the pages of forgotten issues remains in the form and in the place where once it swayed men's thoughts.

Here I stood in the autumn of 1925; what kind of advertisements did I see in the autumn of 1921? Memory might play me false, but the bound volume of back issues never. I chose *The Saturday Evening Post*. I compared the second issue in October, 1925, with the second issue in October, 1921. I found, as I had anticipated, that some of the currents of progress had run swiftly and others sluggishly. I found, as I had not anticipated, that some of the things I *thought* had changed remained the same; that others had changed surprisingly much.

The last four years have been a triumph for the artist. The old advertisements, even though only four years old, look crude. In other ways, too, the artist's genius has been felt. The one great change in lay-out styles is the direct result of his struggle for the beautiful. His

influence on type-face fashions in these four years has been marked.

The 1921 issue contained forty-seven one and two-page advertisements; the 1925—business being better—one hundred and eleven. A careful study of these one hundred and fifty-eight revealed much that casual observation overlooked. So I determined to be thorough, even to the fault of being statistical. I checked up more than fifteen hundred and eighty items, made more than five hundred measurements, and counted close to 40,000 words.

Only one important change is evident in lay-out styles. The Semi-Editorial Lay-out, described and pictured on another page, did not exist in 1921. Today it claims one advertisement in nine. From the ranks of the Conventional Lay-out have come the converts. Surprisingly, the improvement in art has not brought with it an increase in Poster Lay-outs, the percentage of these having remained the same.

Today's copy is a trifle shorter. Reading advertisements averaged 315 words then; 280 now. Poster advertisements, on the other hand, today use more text than formerly, 88 words where 54 were once suffi-

cient. The general average for 1921 was 250 words, and for 1925, 241.

The camera is not making rapid progress in its competition with brush, crayon and pen. While 32 per cent of the 1921 advertisements used photographs, only 25 per cent included them in 1925.

This particular magazine does not accept advertisements which contain type faces not on its list. This list, however, includes all of the most popular faces and it is interesting to note how advertising taste has changed with respect to these.

Three faces are no longer used to the same extent, two are used more frequently, and one new face appears today which was not present in 1921. The following table shows the changes. No effort has been made to differentiate between light

face and bold face, the type family being the sole classification.

Type Family	Percentage of advertisers using it in	
	1921	1925
Caslon	39	28
Bookman	23	8.5
Cheltenham	18	4.5
Garamond	0	11
Goudy	6.5	30
Kennerley	10	12.5

The trend seems to be in the nature of "glorifying the American headline." From three standpoints it has grown in prominence since 1921. In the first place, while 23 per cent of the old advertisements got along without hide or hair of it, only 12 per cent dispense with it today. Secondly, advertisers today

devote more space to it; headlines today are larger. Four years ago they averaged 6 inches by 1 inch. Now they are 7 $\frac{3}{4}$ inches by 1 $\frac{1}{4}$ inches. Then, only 45 per cent of them were deemed worth the artist's time for lettering. But 56 per cent of this year's headlines never saw the type-box.

Just the opposite trend is evident in the treatment of the logotype, or name slug. Once the name Campbell's Soups appeared not only in the pictured can, but was spread across the bottom sixth of the advertisement. In 1921, only 10.5 per cent dared to leave it out; in 1925, 13.5 per cent. Once occupying 10.25 per cent of each page, it has now shrunk to the point where it occurs to occupy 7.25 per cent. Compare it with the headline:

[CONTINUED ON PAGE 54]

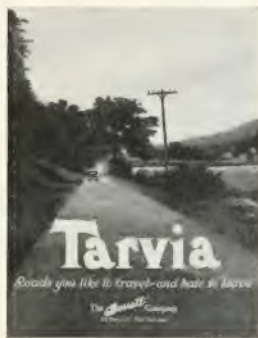


The man coming out can always tell you more than the man going in

Five
GENERAL
CORD

MADE IN ABBOTT CORD BY THE GENERAL TIRE AND RUBBER COMPANY

Advertisement A



Advertisement B

They wear holes in your pocketbook when they wear holes in their shoes

I used to be in the habit of getting my feet wet from the water of "Bates shoes for the money"

ENDICOTT-JOHNSON

BEST SHOES FOR THE MONEY

Advertisement C

A New Radio Principle!

Four essential improvements result

Now a practical and clear radio offers you the advantages for which you have been waiting. It is the only radio that can be used in any room. It is the only radio that can be used in any room. It is the only radio that can be used in any room.

1925—THE SIMPLE WAY

Advertisement D

A—The CONVENTIONAL style. Fairly short text set en bloc, this text being part of a design. The illustration is then set at the top or sweeps down around the right or left flank.

B—The POSTER style. No description necessary.

C—The SEMI-EDITORIAL style. Fairly long text, set so as to be extremely readable, and not as part of a design. An obvious effort is made to make the page elegant and simple.

D—The FULL EDITORIAL style. Gives the text the place of honor. Contains subheads. Has news appearance. Illustrations are let into the text rather than the text being poured into the space left after the illustrations have been placed.

E—The ECCENTRIC style. In these an effort is made. Sometimes this effort extends to the elements themselves, the pictures, the headlines, the type, but usually it stops with the arrangement of the elements. Often this unusual arrangement hinders reading.

THE LATEST DESIGN POST

FIRST—After Twenty Years Research

DIANA

THE LIGHT STRAIGHT EIGHT

REPORT OF A RESEARCH ORGANIZATION

Advertisement E

"I Want to Break Into the Advertising Game"

I HAVE counted as many as fourteen in a single week. Eager, bright-eyed youngsters, each armed with an engaging smile and an earnest desire to "break into the advertising game."

I used to be mildly amused by that term "breaking in." It savors, somehow, of safe-cracking, or storming an ancient citadel. Something like that, anyhow. But here of late I have come to the conclusion that the expression may be an exceedingly apt one. Probably these applicants are finding that it is literally a case of "breaking in."

What to do about these struggling young folks has always been a problem in our office. I imagine a good many other advertising organizations have encountered the same situation.

We could not possibly employ all of the applicants even though we had a heart—and an exchequer—as spacious as a bank vault. And yet I feel—just as every established advertising man must feel—a very definite sense of responsibility for an on-coming generation.

We have been over the road, and we are supposed to know something at least about getting through the tangled traffic and off on the right trail.

The question is, "How can we help these beginners to begin?"

Once upon a time I used to make a practice of sending all of the job-hunters to the secretary of our local Advertising Club, thinking that perhaps he might know of a likely opening. I abandoned the practice rather abruptly one bright sunny morning when I chanced to encounter the said secretary on the



ADVERTISING owes an obligation to itself, to the men who have raised it to its present place, and to the public which has been educated to believe in it. Its social position is now well up among the elite of the business world, but its future rests with the new generation, these "breakers-in" who swarm to it every day. From these ranks will come the advertising men of 1945, and it is up to the advertising men of today to use a little discretion in their selection

broad highway, and was duly informed that he would break my so-and-so neck if I didn't desist. I desisted.

And I am still faced with the problem of how to counsel my callers.

A goodly number of the applicants can dismiss with mighty little effort—drifters, floaters, fortune-hunters. They have heard that all advertising men are millionaires; that they know no sorrow and are unacquainted with grief. These gentlemen have a notion that we simply hold out our plate, and, lo, it

is mysteriously filled with gravy.

When a man of this type gets the facts—and gets them straight—when he learns that the charlatan hasn't a chance, he gracefully fades from the scene.

There's another type of applicant we don't waste much time with. I'm referring to the chap who doesn't know what it is all about. He is willing to work hard, and he has no unreasonable ideas as to salary. He is eager to "start in just anywhere and work up."

Well, personally, I'm not overly optimistic about the chap who is ready to start in wherever fate happens to drop him and "work up." My experience is that more often than not he doesn't "work up," he works in—a rut. And it takes a charge of dynamite to get him a notch higher.

Somebody once asked Elbert Hubbard the question, "Are you an advertising man?" Hubbard smiled, "No, but I know the lingo."

Well, when a young man comes along looking for a job in the advertising business I want him to "know the lingo." I am not, I believe, un-

reasonable in my insistence that an applicant should be versed in the fundamental processes of creating and disseminating various forms of advertising.

Moreover, he should have a pretty clear idea of the niche he can best fill in the advertising business, profession, or whatever it is being called this season. He should know whether he is most likely to succeed in mechanical production, in creative work, or in the sales division.

I hold that unless your job hunter knows at least that much about ad-

[CONTINUED ON PAGE 78]

Coordinating Sales Control in Direct Mail Exporting

By Henry H. Morse

STRAIT line sales control means that newspaper and magazine advertising, direct mail and salesmen are not permitted to work wastefully by trying to do alone that which they can do better in connection with one another. Straight line sales control means that the work of these three sales forces or as many as are used shall be timed together so the effect of one blow will not pass before the second blow is struck.

It means that one captain is in command of all forces, and an attack is supported by a barrage or a cavalry charge as the need dictates. It means that the different instruments in the orchestra are in tune, are keeping time and are rendering the same symphony. Beyond this it means that the same executive is using the forces in a manner that will produce the maximum net profit over a long term of years.

Portions of an address before the Direct Mail Advertising Association Convention, Boston, Mass.

The export department of that big mail order house, Montgomery Ward, under the leadership of Maynard Howell (now dead), and later under Carl Wynne (now conducting an export business of his own) has done direct mail selling abroad in a way that commands respect. But it is certain that the best results are obtained from a balanced campaign where as many tools as are available are used and each is used to accomplish the purpose for which it is adapted.

For a fairly complete campaign we need the following instruments: (1) Direct mail; (2) newspaper and magazine advertising; (3) salesmen. Together these tools can be successfully used for the purpose of persuading the prospective customer in a foreign country to exchange his gold for American goods, and each one of these tools taken by itself is adapted to some

particular part of that task. If because of circumstances all *three* tools are not available, the remaining *two* can be made to serve, but the results will not be so satisfactory.

It would be well to run over an export campaign of the Regal Shoe Company, not because it has any claim to excellence but because it illustrates how through straight line sales control, each instrument is made to prepare the way for the

[CONTINUED ON PAGE 66]



© Estine Gallery



SELLING shoes in South America is a task which requires more than a little finesse. The language is different, the customers and business methods are different, and the American product is thrown in direct competition with native competitors. To overcome these many obstacles and to produce the greatest possible business, it is advisable to coordinate the selling efforts under a single head



THE KOHLER OF KOHLER
 ENAMELED PLUMBING WARE
 IS THE ONLY ONE THAT
 IS GUARANTEED TO
 LAST FOR YEARS
 AND IS THE ONLY ONE
 THAT IS MADE IN
 THE U. S. A.

KOHLER of KOHLER

Enameled Plumbing Ware



A
 THE KOHLER OF KOHLER
 ENAMELED PLUMBING WARE
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KOHLER of KOHLER

Enameled Plumbing Ware

THEY didn't have to use a tableau by Ben Ali Haggin to produce just about the pleasantest bathroom advertisements imaginable. They didn't have to list the specifications of every spigot. All they did was to show children putting a bathroom on the blink as only children can. And all they are accomplishing is to sell good bathrooms to everyone in this Nearer-to-Godliness Republic—whether the purchasers happen to think of the children as kids or "kiddies." Copy writers and others will please note that the word *quality* appears only once in the above advertisements.

Frank Trufax's Letters to His Salesmen

A Fictitious Cigar Jobber Discourses on Sales Problems for the Benefit of a Real Company and Its Real Distributors

By A. J. Newman

Who Is the Star Salesman?

To My Salesmen:

Before I get going on this sales letter, I want to thank all of you boys for the close attention you gave my letter on Distribution. You didn't merely read it but you have given evidence of having studied it, and what's the consequence?

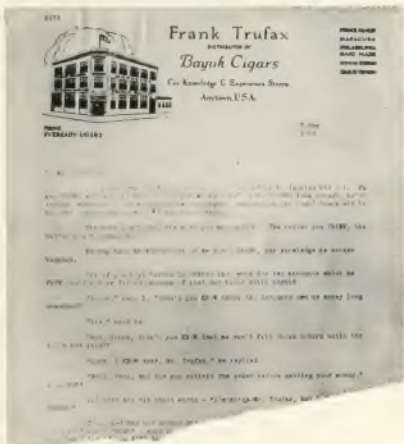
Our last month's business showed an increase of 24 per cent over same month last year and 38 per cent over best month this year, of which 19 per cent is attributable to increased distribution.

Boys, my hat is off to you—I knew it could be done.

The keen satisfaction I enjoyed at having my confidence in your ability confirmed is just a little lessened by a remark of one of the boys to me. He said, "Mr. Trufax, I now have what might be called a perfect distribution on Bayuk Brands—that's about all I can do. If they don't sell, it isn't up to me." WOW!

Now, boys, listen—these sales letters are just between ourselves so you must not heat up under the collar when I use regular man-to-man he words in expressing myself to that salesman as well as to any of the rest of us who feel the same way he does.

He's got DISTRIBUTION and says that's all he can do. Why, man alive, he's merely started. Building business on a brand is like building a house. Distribution of brand is



AS general sales manager of Bayuk Cigars, Inc., Mr. Newman makes use of this novel method of helping out the company's distributors with their everyday sales problems. The fictitious distributor, Frank Trufax (self-explanatory name), is a fabrication of Mr. Newman's but the problems about which he writes his imaginary salesmen are all too real. A portion of one of these letters is reproduced above. So popular did they become with the trade that Mr. Newman acceded to popular demand and had the series compiled into a booklet which was distributed *gratis* upon request

similar to the foundation of a house but you don't cash in on your brand until you build on your distribution, any more so than you make use of the foundation until you build on it your house.

When you do all you can on Distribution, then you commence to do all you can *with* Distribution, and then, boys, is when you start to sweat.

Distribution virtually means that the dealers have been caused to *BUY*—now it is up to you to get them to *SELL*. A *SALES-MAN* can do the former but it takes a *SALES-MAN* to do the latter! There's a heap of difference between selling cigars and making cigars sell—if we make 'em sell, we don't have to sell 'em, and that's not intended for a pun either.

All right, then, what spark of activity on your part will serve to kindle a fire on Bayuk Brands by the smoker?

Get this answer—*your own personal advertising*. Advertising by means of the attractive window posters that Bayuk furnish; by case strips, by transparencies, etc.

Think of the enthusiasm in Bayuk Brands you engender in the dealer's mind when he sees you really trying to get him customers on your cigars. Don't you think he will be more interested in your brands when you display such striking evidence of your own interest?

I don't expect you to go up the streets loaded like a truck-horse with advertising matter, but let me tell you something—the more you want to increase your sales, the more you should like to advertise, because just as sure as three and three are six, advertising makes selling easier.

I remember a few years ago visiting my old friend, Mr. Gogetem of Up & Doing, one of the most progressive cigar distributors in the

[CONTINUED ON PAGE 60]

Seriousness of Coal Situation Is Becoming Apparent

By Floyd W. Parsons

THE public is beginning to show an interest in the fuel situation. I have watched a lot of strikes, but never can I remember a time when the average citizen evidenced so little concern over a shut-down of the mines. This condition has probably been more astonishing to me because at no time in the past have I felt so apprehensive about our national fuel supply as I have in recent weeks.

Recently I have had several talks with John Lewis, President of the United Mine Workers of America. These little chats have strengthened the belief in my mind that the present fight will stir the country as no strike has done in many years. Lewis says, "We'll win in a walk." He is not banking much on public sympathy. He does not expect to win by employing arbitration or by compromise. The miners' president does not entertain the notion that wage advances will come to his followers through the workings of faith, loyalty or justice. He is a practicalist—not a moralist. His policy is founded on the belief that the public cares very little about the trials and tribulations of the miner. His methods of persuasion are through blasting rather than coaxing.

Notwithstanding the immense amount of discussion that has taken place concerning coal, the "man on the street" is poorly informed on the subject. He has a ridiculous notion concerning the importance of substitute fuel. He believes that the miners' strike is based on pure greed, and that they have started their fight at a time when victory is hopeless.

The operators deny that recent changes in preparation methods will net them millions. They call attention to the large earnings of 19,000 miners who receive from \$2,151 up to \$3,947 for a year's work. Mr.



Floyd W. Parsons

Lewis answers that these are contract miners, representing the real aristocracy of coal-mining labor. He says that "two-thirds of the anthracite miners receive less than \$5.60 a day," and asks, "What chance has a man to live decently and raise a family on such an income?"

LET no one assume that I am here setting forth a brief to support the case of the miner. As a matter of fact, I am entirely out of sympathy with some of the policies of Mr. Lewis and his union. I see no solution except through federal regulation of the industry. Coal mining will always be a menace to the general business of our country so long as one man, or group of men, can stop the normal flow of coal to market and thereby create a fuel famine. Not once in the long history of coal mining has the American public, or its representatives in the government made a single move that was calculated to serve as more than a mere palliative in the treatment of

this serious national evil.

Mr. Lewis is opposed to arbitration, which is a principle that would necessarily be a cornerstone for any program of federal control. The miners' president insists that no action shall be taken which will curtail the power of the union to shut down the mines and bring about a fuel famine. He has learned from experience that about the only way to make the public listen to his story is to develop a situation that actually touches peoples' lives and puts fear into their hearts. It is for this reason that the strike may spread to the bituminous field. The miners' trump card is their power to cut off a large part of the production of soft coal. When this will happen, and if at all, depends on the nature of developments in the next few weeks.

If the anthracite strike should take a turn threatening the life of the union, the immediate results would be an extension of the fight to the soft-coal fields. When Congress convenes in December, if not before, there will be plenty of meddling with the situation, and the outcome may be very serious. To those who say that the miners in the bituminous fields are bound by the Jacksonville agreement, Mr. Lewis can reply that the largest soft-coal companies immediately scrapped this contract as soon as they found it inexpedient to observe its terms. The strikes already in force in West Virginia and in Western Pennsylvania appear to be quite effective, notwithstanding reports to the contrary.

The entire situation is filled with pallor. Lewis runs his union just as he would manage a great business corporation. His first, and practically his only consideration, is the welfare of the union miners. He is autocratic, confident and fearless. I have not observed that he feels any

[CONTINUED ON PAGE 51]

THE · EDITORIAL · PAGE

The Starting Point for Expansion

IN his new book, *The Phantom Public*, Walter Lippmann makes the point that there is no fixed public, but rather many publics varying in their composition in the presence of any specific issue. What applies to issues applies also to products. There is a Jello public, a Wrigley public, a Cantilever Shoe public, a Statler public, a Valspar public, a Pro-phy-lac-tic public, a Lux public, and so on.

The mistake many manufacturers make is in thinking that their publics are fixed. With a dozen or a score or a hundred competitors trying to secure those publics for themselves, and creating fresh competitive "issues," how can they be fixed? Like Alice in *Through the Looking Glass*, who had to go "that fast" just to keep up, it takes a certain definite advertising expenditure "just to keep up." It would be well for every advertiser to give some thought to this factor and come as near as possible to an estimate of how large an expenditure that is, so that he can start from that point in planning to expand his market.

Sealing a Trade Name

THE Tide Water Oil Sales Corporation, distressed over the problem of "bootleg gasoline," which it describes as "cheap, third-rate stuff being sold in New York through gasoline pumps which bear the names of well known high-grade gasoline," has finally worked out a method of protecting itself from this ruinous substitution.

Upon the intake pipe of every underground tank which feeds a Tydol pump in New York City a seal has been placed, controlled entirely by this company. Each time the tank is filled the intake pipe is resealed. As set forth by the company, this virtually amounts to buying gasoline from a sealed container, just as one buys crackers or breakfast food or tobacco.

It will be interesting to watch the working out of this idea, for if it is successful it may suggest the solution to a number of other serious substitution problems.

Add: Benefits House-to-House Selling

THERE was much sound sense in the talk delivered by F. S. Beveridge, vice-president of the Fuller Brush Company, at the recent Babson Business Conference. His subject was "The Future of Direct Selling."

In addition to bringing out clearly the points that house-to-house selling on a large scale is a comparatively new venture and should still be considered in an experimental stage, and that the buying public, not competitors or legislators, must ultimately judge as to whether it shall succeed or not, he advanced the argument that such selling supplements, and even actually assists, the retailer in the case of articles which require demonstration and educational work.

Looking at the matter still more broadly, it begins to be evident that the success of some companies doing

house-to-house selling has assisted retailers to a realization of the need for more aggressive sales and educational effort on their own part.

When a crew of trained men can come into a store's territory and stir up a large volume of new business as the house-to-house canvassers frequently do, it begins to be apparent that retail selling is still too static. If direct selling does nothing more than arouse the retailers of America from their inertia it will have done a big thing for business.

A Significant Marketing Trend

ACCORDING to a chart published in the Nov. 7 issue of *The New York Evening Post*, 1925 sales of 4 mail order houses which in 1919 were at an index figure of 100, reached 120; sales of 359 department stores reached 130; sales of five 5-and-10-cent chains reached 205; sales of 27 grocery chain stores reached the astonishing figure of 255.

"Adventures in Redesign"

THAT there is frequently a fresh, interesting angle from which to approach the marketing to industry of a normally uninspiring technical product is brought out strikingly by the current advertising of the Youngstown Pressed Steel Co., of Warren, Ohio.

This enterprising company is offering a booklet which it calls "Adventures in Redesign," which is aimed to interest manufacturers of products now made up of cast-metal parts in the idea of pressing them from steel instead.

We mention this case not because the idea of substituting one metal or process for another is new; but because this company has shown ingenuity and advertising acumen in the selection of a sales approach which vitalizes the whole idea: "Adventures in Redesign."

Where Big Businesses Comes from

IF any small manufacturer is discouraged or doubtful for the future, let him read *The Story of The Pantry Shelf* by Butterick:

Charles Williams Post made the first Postum in a barn. Messrs. Loose and Wiles were retail bakers and confectioners.

J. L. Kraft was a grocery clerk who started with a capital of \$65.00 to peddle cheese from a one-horse wagon.

Charles Hires ran a drug store in Philadelphia.

In 1869 H. J. Heinz planted a small plot in horseradish. He and two women and a boy grated and bottled the root. Mr. Gorton worked in a cotton mill. He had a liking for fish and packed salt mackerel in his cellar after working hours.

Coca-Cola was first made in the kitchen of an old home adjoining Dr. Pemberton's drug store.

E. A. Stuart, president of Carnation Milk Products Company, drove a team of mules in a construction gang on the Santa Fe. Later he ran a grocery store and in 1899 bought a bankrupt condensery in Kent, Washington.

From such humble beginnings sprang most of America's large and prosperous corporations of 1925. From similar humble beginnings will probably spring many of the large and prosperous corporations of 1950.

An Englishman Writes About Cooperative Marketing

By James M. Campbell

WHAT is, in my opinion, the best book about large scale cooperative marketing in the United States was written, not as you might suppose, by an American, but by an Englishman—R. B. Forrester, M. A., Cassel Lecturer in Commerce in the University of London. It was published a few months ago by His Majesty's Stationery Office, and sells for 1s. 6d.—about 37 cents in American money. It deals with:

The Economic Background (of the Co-operative Movement); its extent, magnitude and localization; types of large-scale cooperative organizations; membership contracts and membership service; organization and management problems—pooling and orderly marketing; forms of financial organization; cooperative marketing associations in relation to state and federal law; the economic significance of large scale cooperative marketing associations, etc.

As every reader of the FORTNIGHTLY knows, several of the large scale cooperative marketing associations are "large scale" advertisers who have made themselves and their products known from coast to coast. What Professor Forrester has to say about two of these associations is worth reading. Here are his comments:

The California Fruit Growers' Exchange

THE California Fruit Growers Exchange has at present (1924) 10,500 members, 218 local packing units, 20 district exchanges, and a central sales organization. The whole system is held together by a series of contracts; the grower signs a contract with the local association, from which he may withdraw by filing a notice with the secretary of the association during a specified period or before a certain date of any year. Most associations have five-year contracts, although a few undertake an obligation for one or three years. A twenty-year contract, revokable at the end of any year, upon notice, is made between the districts and the locals; each district has a similar contract with the California Fruit Growers Exchange central. The association is built up upon the locals, and authority travels through from



© Brown Bros.

grower to local, local to district, and district to central.

The Economic Services of the Exchange

1. The California Fruit Growers Exchange markets 70 per cent of the citrus fruit of California.
2. It has standardized production by unifying grade standards for oranges and lemons; it has improved handling practices.
3. It has created a comprehensive system of salaried agencies, which is an innovation in the marketing of perishable products, and has attempted to reduce hazard to a minimum in distribution.

4. Stimulation of the demand of consumers has been attained by advertisement, a study of retailer's requirements, and the introduction of juice extractors. Further, the marketing season for oranges has been expanded by planting the Valencia orange.

5. The association has been active in procuring favorable freight rates, refrigerator service, and in dealing with questions of damage in transit.

6. The use of by-products reducing waste is a notable achievement, although such enterprises operate under the handicap of a fluctuating supply.

Surely not even the severest critic of advertising can find fault with a program such as this.

The New York Dairymen's League

THE present organization which dates from 1921 is a non-stock, non-profit, pooling association, which bargains with dealers as to prices and accepts responsibility for the surplus of its members; its membership has varied considerably but is now (1924) roughly 65,000 with a cow constituency of 750,000; it works 126 plants of which it owns 93 and leases the remainder; its employees number almost 3000 including salesmen and its receiving stations are over 950. The turnover for the year ending 31st March, 1923, was \$82,000,000 and the pounds of milk handled was 3,359,000,000.

The area covered by the association stretches in the form of a triangle to Buffalo and Niagara in the West, to the St. Lawrence in the North, and to Pennsylvania in the South, covering parts of four other States besides New York, an outside distance being roughly 400 miles from the city market where 90 per cent of the association's sales are made. The League supplied directly and through dealers 40 to 42 per cent of the milk receipts of New York in 1923, the actual percentages being association 11 per cent, association dealers 29, outsiders 60; for the first 7 months of 1924, the figures were association 12 per cent, dealers 28, outsiders 60.

The League is the largest milk producers' association in the world and its present departmental organization is elaborate; it includes a production department including all forms of processing, a veterinary division, sections dealing with research, laboratory work, sales and advertisement, export, engineering for the operating and maintaining of 38 refrigeration plants, a bureau of nutrition, traffic, warehousing and purchasing divisions as well as the general accounting and statistical control departments and an important membership service branch covering

[CONTINUED ON PAGE 74]

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.
Francis Corcoran
Margaret Crane
Thoreau Cronyn
Webster David
C. L. Davis
Rowland Davis
Ernest Donohue
B. C. Duffy
Roy S. Durstine
George O. Everett
G. G. Flory
R. C. Gellert
B. E. Giffen
Geo. F. Gouge
Gilson B. Gray
Dorothy Greig
Mabel P. Hanford

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



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



THE Frenchman does not advertise the same way we do. His methods are probably more effective—with the French.



Yes, the French Are Different

By George Burnham

THE French seldom do things exactly as we do them. For instance, they are accustomed to fight with their feet, a practice which is frowned upon in the best sporting circles of Third Avenue and Shelby, Montana. But for the moment we are not concerned with the pugilistic propensities—or home life—of that noble race which covered itself with glory at Verdun in a matter of a few thousand lives and later with criticism in the American press in a matter of a few million francs. What does interest us is a few bits of advertising matter, typically if not indigenously French, which have survived the censor, the Atlantic Ocean and the American postal authorities to trickle through to us.

These take the form of direct-by-mail pieces; little folders, circulars or what-not, which owe their distinction to their cover designs. From a somewhat rusty knowledge of *la langue Française* which dates back to our sophomore days and to a somewhat intimate association with the late *guerre*, it is not difficult to deduce that most of these at hand emanate from shops which cater to the ladies of the *beau monde*. This conviction is strengthened by one in particular, from "*Chez Edith*," which, entering wholeheartedly the great French industry of "doing the Americans," has printed the text in so-called English as well as the more

comme il faut French. Edith, it seems, specializes in high grade shoes for ladies and carries a special side line of *bas fins et boucles riches*. Unfortunately her circular appears in too many and too vivid colors, and



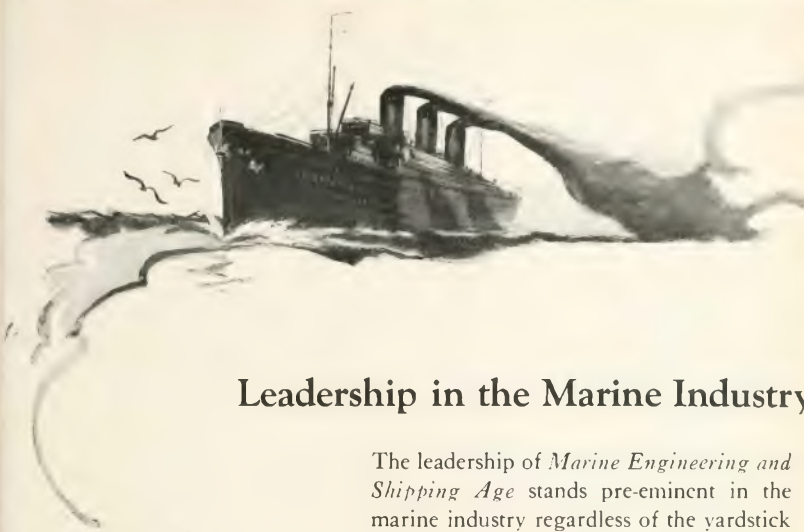
her *chaussures de haut luxe* approach the bizarre too closely to be here reproduced in prosaic halftone.

The informally clothed gentleman emerging from the well illustrates the sales message of the *Théâtre de Paris* (*Direction Léon Volterra*) which, we are given to understand,

is presenting "*La Vérité Toute Nue*," *Pièce en 3 Actes. Tous les soirs—Matinées: Jeudis et Dimanches, à 2 heures 1/2*. That this unconventional gentleman and the somewhat involved title just quoted should be in any way related to our own old classic "Nothing But the Truth" would seem to be stretching a point pretty far, but such is the case according to the claims of the producer. Possibly this is a tribute supreme to the Gallic imagination, but if such is the case we should hate to see the French conception of such an epigrammatic drama as "Cradle Snatchers," for instance.

The example from "*Milon*"—*Bonneter* as the technique and dress styles indicate, dates back to the gay days when the *ancien régime* was in its prime. This illustration was taken bodily from a print of the seventeenth or eighteenth century—a type familiar today to all specialists in period furnishing. Typically French in conception, execution and slant, it might be called the piquant progenitor of the *Vie Parisienne* school for glorifying the feminine anatomy. One gathers that "*Milon's*" is a hosiery emporium, and the folder conveys the additional information that they carry an exclusive line of *Paletots, Boléros, Combinaisons, Chemises, Culottes, Genouillères, Chaussons, Ceintures*, etc.—words alien to the French departments of our best universities and

[CONTINUED ON PAGE 80]



Leadership in the Marine Industry

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

It is the only publication devoted exclusively to the Engineering side of Ship Building, Ship Repair and Ship Operation and its influence among those with purchasing power in the marine industry is evidenced by the classification of its subscribers in the Audit Bureau of Circulations report.

Ask for sample copy of our Weekly Bulletin of Advance Information which is mailed to advertisers every Friday.



Established 1897

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

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago
New Orleans, Mandeville, La.

6007 Euclid Ave., Cleveland
San Francisco Washington, D. C. London

Marine Engineering and Shipping Age

Are Propagandists Putting Advertising on the Defensive?

By Elmer T. Wible

Advertising Manager, Pittsburgh Steel Company

DURING recent months we have heard a great deal of propaganda about advertising, proclaiming to the public its wonders, its benefits and its merchandising economies. On the whole I believe that advertising is a public benefaction. I believe in a great many cases that it is instrumental in reducing the cost and also the retail selling price of commodities; and that in other cases where it perhaps does not reduce the cost and possibly increases the cost, it is yet desirable because the result is of benefit to the public.

At the same time I am convinced that it is a great mistake for those interested in the work of advertising to undertake to point out to the general public the value or economy of advertising. Such advertising propaganda has some justification in theory, but I have not yet seen a single instance where in practice it did not, in my opinion, defeat its own purpose.

In the first place, the public should not be made conscious of advertising. If a member of the public looks at an advertisement, brings it to the attention of his companion and says, "That's a fine ad," the value of that advertisement is very close to zero; the advertisement has been seen as an advertisement and in all probability the message has not registered. If, on the other hand, the reader, upon seeing the advertisement, reads it and says, "By George, that's just what I want," the advertisement has served its purpose 100 per cent and the reader is scarcely, if at all, aware that he has read an advertisement.

It seems to me that all the propaganda concerning advertising which we have seen and heard in recent months and years has tended to increase the public's consciousness of advertising as such and just to this extent has lessened its value as a means of transmitting a message. The seriousness of this is further complicated by a great deal of loose

talk about the cost of advertising. Advertising men seem to take a great delight in astounding the fire-side group by the comment that "Do you know that advertisement cost \$12,000?" followed, of course, by the explanation that that price is only for one insertion.

We who work and deal with advertising only get in still deeper water when we undertake to convince any part of the consuming public that the money spent for advertising is justified and reduces the cost of merchandise. Immediately we are on the defensive in undertaking such exoneration of advertising.

Personal salesmanship is an accepted factor in the matter of merchandise distribution. Each year a tremendous amount of money is expended for salesmen's salaries, traveling expenses, etc. I have never heard the public object to this great expenditure. When a man buys a suit of clothes or a plow, it never occurs to him to wonder whether several dollars of his expenditure is due to the traveling salesman "evil."

BUT suppose the sales managers of the United States as a group begin to endeavor to justify personal selling; issue propaganda pointing out that personal selling is an essential factor in distribution; that even though some millions or billions of dollars are expended in this way, the larger sales bring about economies which actually effect reductions in the selling prices of products. What would be the result?

Very soon the public would begin to talk about the great economic waste of personal selling; would begin to wonder how many dollars of personal selling cost are represented in a suit of clothes; would even begin to look upon the luxurious and comfortable hotel lobbies as expensive lairs maintained for the comfort of these parasites of commerce.

Aren't we doing a similarly foolish thing in endeavoring to justify advertising? The very fact that we

try to justify it is indicative to the public that it needs justification, and implants in the public mind the doubt as to whether it has any rightful place in the present scheme of things.

The automobile is probably our most outstanding example of the benefits to the public of lower prices brought about by extensive use and attendant large volume production in which advertising claims a lot of credit. Although the automobile has been its own best advertisement, the kind of advertising we are now thinking about has been a factor in giving us wonderful automobiles at prices within reach of millions.

AT least one automobile manufacturer, however, and one of the largest advertisers in the industry, is contributing to the general belief that advertising increases the cost of automobiles. This manufacturer imposes an advertising charge upon his dealers and the dealers add this to their delivered prices, apparently upon the advice of the manufacturer. Upon one model in this line I happen to know this advertising charge is \$10. The dealer's delivered price is f.o.b. factory, plus tax, plus freight, plus \$10 advertising, plus sales certificate; I don't know why the dealer does not plus his rent, plus salesmen's commission, plus a new spring hat, and other expenses. In this case it is apparent that the manufacturer's own representatives, his distributors, dealers, and a great many ultimate consumers, in all numbering many thousands, are shown by this very concrete and (to them) conclusive example that advertising does increase the price.

Agricultural interests are getting more and more into advertising. The best known instances of this are the California growers. As I understand it, and probably as it is understood by these growers, the primary purpose of such cooperative agricultural advertising is to increase the selling price of the

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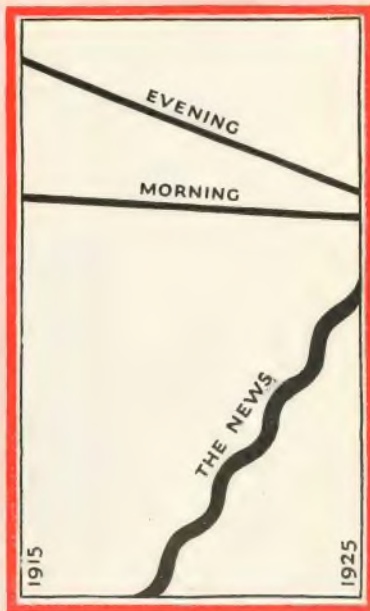
10 YEARS

of New York newspaper
circulation history told
in 3 lines

CONSIDER the chart: In the last ten years in New York City the total volume of standard size MORNING newspaper circulation has decreased 3.3%—the total circulation of all standard size EVENING papers has shrunk 25.6% . . . The total circulation of ALL standard size papers, morning and evening, has decreased 16.2% in ten years—despite the fact that New York's population has had an increase of about a million people in that time.

BUT the tabloid News, starting from nothing in 1919, has gained almost a million circulation in the past six years!

The national advertiser has a tremendous new vital growing force in The News. With the largest circulation in America, morning, evening or Sunday, it is the first medium available that covers the whole city market . . . With the small page in the small paper, advertising is made more efficient, more easily seen and read, and suffers less from competition . . . And the cost is much lower! . . . Get the facts!



Total circulations of all standard size New York MORNING newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915 . 1,422,718
ending Oct. 1, 1925 . 1,375,181

Decrease 47,537 . 3.3%

Total circulations of all New York EVENING newspapers, according to Government statements, for six months' period

ending Oct. 1, 1915 . 1,932,440
ending Oct. 1, 1925 . 1,435,953

Decrease 496,487 . 25.2%

Total circulations of ALL standard size New York papers, morning and evening, according to Government statements, for six months' period

ending Oct. 1, 1915 . 3,355,158
ending Oct. 1, 1925 . 2,811,134

Decrease 544,024 . 16.2%

THE NEWS
New York's Picture Newspaper
25 PARK PLACE, NEW YORK
Tribune Tower, Chicago

OCTOBER CIRCULATION AVERAGES: DAILY 965,378 — SUNDAY 1,180,350

Mailing Dates That Bring the Best Results

By Ralph K. Wadsworth

AVARIATION of a few days or weeks in the mailing dates of your catalog or direct mail literature will often produce surprising results. For that matter, the same thing is true of publication advertisements. You may not be trying to sell the public refrigerators in January or heaters in July, but you may easily overlook an opportunity of obtaining more sales or inquiries by delaying or advancing your mailings a few days or weeks.

Disregard of this principle was largely responsible for the failure of a mail campaign by an Eastern premium house. This firm decided to go into the mail order business, and at great expense laid out a typical mail order fall and winter catalog with a line of shoes, coats, dresses and underwear. At the end of the season when the figures were all in, they discovered, to their surprise, that the catalog did not produce anywhere near the sales required.

An investigation revealed the fact that they had literally cut their sales season in half by mailing too late. Guided by retail store experience, the proprietor did not send out his catalog until the end of October. As mail order customers practically stop ordering from a fall catalog ten days before Christmas, his catalog had a life of only six weeks! In contrast to this, Bellas Hess and other established mail order houses send out their catalog by the first of September, giving it a life of fifteen or sixteen weeks. Better planning of this man's mailing date would have given him a season two and one-half times as long as he actually experienced.

The importance of the right mailing date is fully appreciated by such firms as Montgomery Ward & Company. Let the big catalog come out a day behind schedule and someone has to do some pretty tall explaining to the officers of the company.

Such houses maintain a special organization to study weather reports, crop statistics and similar data. There is little use sending



AS an executive in the Sales Department of Montgomery Ward & Company Mr. Wadsworth gained a wide knowledge of mail order merchandising. He is now vice-president, of Grant & Wadsworth

their customers a catalog before they have harvested their crops and received the money for them. If, for example, in the State of Kansas the harvest season is ten days late, they will delay the mailing accordingly in that territory, but adhere to the regular mailing schedule in the other states. Or if the season is earlier than usual, the mailing dates for catalogs are advanced accordingly. This principle, of course, can be applied to any line of business.

Holidays have a bad effect on mailings. It seems that people are too taken up with merrymaking and vacation plans to give serious attention to any literature then received. This is confirmed by the experience of advertisers running keyed copy in magazines and newspapers on such holidays as Labor Day, Thanksgiving or Christmas. They do not receive nearly the return they can expect from a normal day or month.

The Christmas season is the biggest of the year for department stores, and people buy right up to

the preceding day. With the mail order houses, on the contrary, orders start to drop off very fast ten days before Christmas, and three days previous the volume becomes comparatively small. This is largely due to the fact that mail order customers are apprehensive lest they will not receive their merchandise in time for Christmas unless ordered sufficiently in advance.

Often the question is raised as to the probable life of a catalog or direct mailing piece. Such a problem came up a while ago with regard to a manufacturer I know. At present their catalog is small enough to put into the pocket. This catalog is printed twice a year, but each edition is mailed twice during the season to each customer. And the surprising thing is that they secure almost as much business from the second mailing to the same customers as they do from the first!

Due to its small size the life of this catalog is comparatively short; in a few weeks it becomes lost. The question was raised whether it would be better for them to print a larger catalog that would presumably have a longer life and make it do for the whole season.

The life of each type of catalog is carefully worked out by such houses as Montgomery Ward & Company. There are two large catalogs of approximately 900 pages printed annually, each with a season of about six months. One, the spring and summer book, is mailed in January and continues in effect until July; the second, the fall and winter catalog, goes out from Aug. 1 to September and continues in effect until Jan. 1.

Thus it will be seen that, generally, the larger and bulkier your catalog, the longer its life will be.

The life of your mailing pieces has an important bearing on your selection of mailing dates. If your catalog has only a short life, you will naturally want to mail it at the peak of the season when your customers have the most money and are in a buying mood for your product.

ALL OF US KNOW

"Mrs. Astorbilt" demands that a gown or wrap have a Fifth Avenue label, that her silverware have a noted hallmark, and that the furnishings of her homes, in city or country, possess the undeniable impress of Quality.

"Mr. Astorbilt" desires an address of distinction, a motor of established reputation, a banking connection of widely known reliability.

These People Want the Best. They Can Afford It. And They Read

The SPUR

Its Pages Mirror the Lives of Men and Women of Means

Indicative of the Quality of The SPUR are these noteworthy messages, found among the advertisements in the November 1 issue:

"Versions of The Black Décoletté, Sponsored by Dreccoll."—B. ALTMAN & CO.

"Jewelers for 115 Years."—BLACK, STARR & FROST.

Reproducing Pipe Organs and Reproducing Pianos (4 pages).—DUO-ART.

Whole Floor Apartments, \$14,000 and up.—817 FIFTH AVENUE.

"Dual Valve Six" at \$5,250 and \$7,000.—PIERCE-ARROW.

"Offices in More Than 50 Leading Cities."—NATIONAL CITY COMPANY.

And there are more than 300 other appeal-to-quality advertisements, bearing such names as: Abercrombie & Fitch, Beechnut Bacon, Brooks Bros., Clicquot, E. P. Dutton, Fisher Bodies, Gar Wood Boats, Gruen Watches, Guaranty Trust, Houbigant, Kelly Cords, Knox Hats, Lincoln Motors, Listerine, Miami-Biltmore, Packard, Pathex, Revillon, Russwin, Southern Pacific, Studebaker, White Star, Winton Engines, Wurlitzer Grand Pianos, Etc.

The Two November Issues carry a total of 103,836 Lines of Advertising

For a comprehensive information book telling all about The SPUR, write to

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425 FIFTH AVENUE

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122 So. Michigan Blvd.

LONDON

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BOSTON

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194 Boylston Street

A Goulash Avenue Grocer Talks to Sales Managers

By Louis Brewer

AS pointed out in my previous article, the retail store where I gathered the material for these articles is located on Avenue "B," formerly known as Goulash Avenue because of the large percentage of Hungarian population, and the inevitable Hungarian restaurants dotting both sides of the avenue. Competition is keen among the independent groceries on Goulash Avenue. Some of them open at five a. m. I opened mine at six a. m. One of the reasons for the early opening hour is that the grocer is obliged to count about 400 rolls and 75 loaves of bread, and if there is a discrepancy on the first count it has to be done over again. I kept the store open until nine p. m.; therefore, I know what the grocer is up against at all hours of the day. If more advertising and sales managers would see the retailer at work during the rush hours instead of during the few hours of lull in the store—or perhaps never see him at all—there would be fewer advertising failures.

It is quite true that the foreign-born retailer, schooled in European shopkeeping, is not a merchant as judged by American standards. And the reason is this: Very few of the European makers of manufactured articles do their own selling. In almost all cases the manufacturer relies for his distribution on a peculiar type of intermediary, which is a cross between what is known in this country as a jobber and a manufacturer's selling agent. This agent has no interest beyond the immediate profit that can be realized, and doesn't give a tinker's dam about the ultimate consumer. Such things as scientific merchandising as we know it in the U. S., decent profits, honesty, are only abstract thoughts to him, whereas it is a matter of common knowledge with us that these things are indispensable to any lasting success in marketing on a large scale in this country. Moreover, a highly organized sales and advertising department, in the charge of men who are getting more pay in American dollars than the entire



cabinet in most of the European countries, and who concentrate all their energies to create a demand for a single article, is practically unknown in Europe.

Those of us who lived in Europe have learned from observation that in almost every country the prevailing conception of the ultimate consumer is that a pair of sox is a pair of sox and nothing more, and that the idea of asking for them by a trade mark is absurd. There is only one consideration: *i. e.*—price, and price only. They know little of the power of identified merchandise, and are not yet convinced that the average man will pay more for an article after it has proved itself to possess unusual merit. This mental attitude is responsible for the comparatively low standard of business practices. This condition is also responsible for the fact that the European trained shopkeeper is a natural born bargainer. Production costs in general have very little to do with selling prices. The custom is to "charge all the traffic can bear," hence there are no fixed prices, and

every transaction is a catch-as-catch-can battle and a compromise between what the shopkeeper asks and what the customer can and will pay. The following anecdote is illuminating of the commercial candor as it prevails in Central and Eastern Europe:

Customer: "How much for this suit of clothes?"

Merchant: "Forty gulden."

Customer: "I'll give you ten gulden."

Merchant: "All right, take it, I have only one price."

Failure to take into account this lack of familiarity of the foreign-born retailer with the selling methods which are as much a part of an American business man's equipment as golf score comparisons at important conferences, is responsible for many advertising campaigns in the foreign-language papers that bat around 200.

Notwithstanding the fact that, measured by American standards, these Goulash Avenue grocers cannot be considered merchants, they are, nevertheless, better entrenched, and have less to fear from the ever-growing menace of chain-store competition than the grocers in the American neighborhood. The American retailer in an American community is usually looked down upon by most of his patrons. Just the opposite condition exists in the foreign section, where he is looked up to and is classed as a capitalist. He is somewhat higher in the social scale than his customers, who are mainly working people, and is often called upon to act as their legal advisor. He is very often called upon to write letters to the gas company, to the school teacher, and to make important telephone calls, as many of his immigrant housewife customers have only a distant acquaintance with the English language. Therefore, if he keeps his store fairly clean—clean enough to satisfy the not-too-high standard required by his trade—he has not much to worry about from chain-store competition.

"Caveman" salesmanship tactics will antagonize the European-trained dealer more quickly than anything

[CONTINUED ON PAGE 63]

[[Tell and sell the merchant—and
he'll tell and sell the millions]]

YOU have never seen an architect, or an engineer, or a builder who was any less than certain that his work would stand up.

Advertising is a form of building—and while it probably never can be as exact a science as the steel-and-stone school, it can and must stick close to commonsense at every step. It must be as sound and as strong and as everlastingly safe as experience and judgment can make it.

In our field of dry goods and department store merchandising, the advertising framework is dealer interest, dealer confidence, dealer enthusiasm—because this dealer is a super-dealer, his store a super-store, his influence for the success of your product *paramount*. Without his active interest, no product can succeed.

In this field, The Economist Group is an inevitable element of the framework—because of its unique contacts with *all* the half-million and over de-



AS IN BUILDING ▶ ▶ ▶ SO IN
ADVERTISING ▶ ▶ ▶ LET THE
FRAMEWORK BE STRONG

partment stores and with thousands more on down the line—and because of its unique every-week service to its market.

If you have anything to do with the advertising of dry goods and department store lines, build enough framework and build it strong enough. Use The Economist Group and use it rightly. There is no other way to get the same safety and the same strength... and, before it is too late, let us help with the planning.



The ECONOMIST GROUP

239 West 39th St., N. Y.

DRY GOODS ECONOMIST—National, Weekly

MERCHANT-ECONOMIST—Zoned, Fortnightly

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

Advertisers Take Aggressive in Price Maintenance Battle

By J. George Frederick

THE apparently never-ending battle for price maintenance is becoming more bold and determined. Advertisers are taking the aggressive after having been cowed for years by the advice of attorneys who found the situation too full of legal complications to see clearly through it.

Not long ago THE FORTNIGHTLY described the especially bold challenge of "Cream of Wheat," which laid down with great bluntness the decision as to its course, and its determination to cut off from its lists all price cutters.

The most recent advertiser to take the aggressive is Coty, Inc., New York, (perfumers) who, for several years, has been the victim of one of the most shameless exhibitions of price piracy ever known by an advertiser. Coty, Inc., has now worked out a price maintenance policy which is well considered, determined and practical. It has divided the country into 275 sales districts. In these districts dealers who wish to buy through distributors can do so through the exclusive distributor appointed by Coty for this purpose. These local

exclusive distributors carry complete stocks, and are at all times in a position to supply dealers.

It will be seen readily that this new Coty plan has the merit of being in line with the marked general trend in the merchandising field toward exclusive zone distributors, and is, also, high strategy in the war on price cutting. It puts Coty distribution entirely in the hands of especially selected distributors who are entirely won over to price maintenance, and makes it difficult for price cutters to get any Coty goods.

[CONTINUED ON PAGE 73]

The Squibb Sales Policy

CONCERNING DISTRIBUTION

Squibb's Drugs and Medicinal Products that are used by the professional druggist and the physician, or by the public upon physicians' prescriptions, are sold only through the professional retail druggists, who alone are qualified to dispense them.

Squibb's Household Products, such as Milk of Magnesia, Liquid Petrolatum, Bicarbonate of Soda, Epsom Salt, Castor Oil and Cod-Liver Oil, which products the Medical Profession considers to be entirely safe for the public to use without prescription, are distributed primarily through the professional retail druggists, but may also be handled by such department stores as have a drug department in charge of a registered pharmacist. We do not advocate or encourage the establishment of drug departments in department stores, but we cannot refuse to execute orders for household products, if such drug departments are conducted by registered pharmacists.

Squibb's Toilet Preparations, such as Talcum Powder, Nursery Powder, Zinc Stearate, Cold Cream, Benzoinated Cream and Dental Cream, are distributed primarily through the professional retail druggists, but are also handled by department stores in their toilet goods department. This is in accordance with well-established trade practice, which is recognized by every manufacturer of toilet articles.

OUR ATTITUDE TOWARD AGGRESSIVE PRICE-CUTTING

Aggressive price-cutting is to be condemned as destructive of every interest involved. It means the sacrifice on the part of the retailer of necessary profits—of profits without which he cannot render the service to the Medical Profession and to the public, which is expected from him.

Every transaction that does not earn at least the overhead expenses represents a definite loss. The theory that such loss is made good by profit on articles sold at regular prices is fallacious. Aggressive price-cutting permanently injures the earning power of the store, as it tends to establish selling prices that spell ruin to the dealer. Aggressive price-cutting demoralizes customers, for it reduces them to mere bargain hunters and in-

evitably destroys their confidence in the integrity and honesty of the store.

The only safe practice is—to earn your overhead and reasonable profit on every sale. The retailer who disregards this fundamental rule of sound business places himself upon the slippery road to disappointment and failure.

We are not unmindful of the causes that lead to ruinous price-cutting, and we sympathize with the retailer who knows that he is not making the profits that his service requires, and yet feels compelled to follow the path of self-destruction because other retailers do the same.

We also recognize that modern merchandising requires of the retailer that he arrange special sales from time to time, in order to stimulate business and increase the volume of sales. Such special sales, however, must not depend on ruinous price-cutting on popular products with the intent to use them as bait to attract patronage, in the hope of selling also other, and often inferior, products.

We are firmly opposed to such unsound and unfair trade practices, which tend to destroy legitimate retailing. Some method must be found to stem the tide which threatens to overwhelm the professional retail druggist. He is an absolutely necessary factor in our economic life.

While the laws do not permit us to dictate to any customer at what prices he is to sell the goods bought from us, and while we will have no agreement or understanding with any customer regarding the re-sale of our products, we nevertheless wish it distinctly understood that we disapprove of the sale at retail of any Squibb product at a price that does not leave the retailer a reasonable profit after covering his overhead expenses. If any retailer sells any Squibb product at a price which does not leave such reasonable profit, we must consider his action as unfriendly toward us and detrimental to our business.

Under our Sales Policy thus outlined we reserve our legal right to refuse to sell our products to any distributor who destructively cuts prices and demoralizes our market.

E. R. SQUIBB & SONS

How one large company outlines its policies for the benefit of its customers through the medium of its house organ. Reprinted from *The Memoranda*, published by E. R. Squibb & Sons.



The *True* Cleveland Market— *Everybody Says So!*

The Cleveland Press says so, the 22 leading Cleveland merchants say so, A.B.C. says so, the Cleveland Bell Telephone Company says so, Editor and Publisher's "Space Buyers Guide" says so. Ask *anybody* in Cleveland—and they'll say so too.

The Press
is the
First
Advertising
Buy in
Cleveland

The Press is the First Advertising Buy in Cleveland because it has the largest city—largest city and suburban—largest True Cleveland Market—largest total daily circulation in Cleveland, or Ohio, and publishes advertising at Cleveland's lowest milline rate.

A folder just off the press tells all about the newspaper situation in Cleveland and the True Cleveland Market.

Write for your copy.

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

Speeding Up the Turnover to Increase the Profits

By General Brice P. Disque

IT is my purpose to show you that by increasing the turnover of a given stock of goods from two to eight times a year, assuming a uniform volume of business is maintained, gross profit is also increased on the investment from about 33 per cent to 133 per cent. If that can be done, a man with a 20 per cent investment can turn over his money five times, if he handles it intelligently.

Once I went into a store in Detroit and in the course of twenty minutes I saw three women ask for black ribbon and be told that it was not in stock. Black is the biggest selling color in ribbons. The year before I joined our company, it failed to ship \$400,000 worth of business, because the goods were not in stock. These things impressed me with the necessity of finding some way to maintain the stocks of merchandise in a reasonable fashion. We had about \$2,000,000 worth of goods, and we were constantly out of such colors as pink, black and white and a great deal of business was lost because of this.

It wasn't a simple matter to find a method, since there are necessarily something like 8000 different items made by ribbon manufacturers. I say necessarily, because the trade demands it. Of those items, some 5000 are regarded as necessary to complete a department in a store. Any department store manager or buyer can think of 5000 different kinds and never have too many.

While I was with the Army Supply Depot in Manila we had to supply an army of 65,000 men. Seems a great number, but when you think of the various departments, you can realize that the army—six months from its base as far as supplies were concerned—had to have supplies in stock or they couldn't oper-

GENERAL DISQUE, veteran of many years of peaceful army life as well as of the late war, is now president of Johnson-Cowdin-Emmerich, Inc., manufacturers of ribbons. Because of long and colorful line of experiences which embraced control of army supply depots, government manufacturing, and a period of service as warden of the Michigan State Penitentiary, he was selected by the War Department to supervise the obtaining of wood for use in the manufacture of airplanes during the Great War. For his organizing and executive ability he was awarded the rank of general.

Now he has turned his remarkable ability into the field of merchandising, where, in the handling of a difficult line, he has evolved the plan which is outlined here. Its great spur to turnover and consequent enlarged profit to dealers, its lowered cost to manufacturer and consumer, all justify the importance attached to it by the Marketing and Distribution Council of the New York Advertising Club, before whom this address was delivered.

ate. Through that necessity, systems were developed, which are applicable to industry, and I have applied them here.

My problem is not a question of speeding turnover. It is more vital that the man in business recognize the return he can get on the money he has to invest. If a man has \$1,000,000 and runs a department the way the average department store runs its ribbon department, he makes no more money than a man who has \$400,000 and uses it intelligently.

OUR aim is to supply stores with several dozen different items in quantities just large enough to meet current demands. We have stores carrying merchandise inventories of \$1,000 up to \$60,000. The first problem is to determine how many of these items we can honestly recommend for a given volume of business. Accordingly we decide that if a store is doing \$100,000 ribbon business per year and most of it at 40 per cent mark-up, it leaves \$60,000 for those goods. We assume that one-half are fancies, in which we are only casually interested, as there is no profit in them.

This leaves \$30,000 which the store will pay for staple merchandise. We assume a four time turnover, which leaves \$7,500 that the store should have invested in stock.

We have 125 stores on our records, and we have an intimate picture of what they are doing. Their average turnover had been two times per year, so we adopted the plan of four times per year. Assuming it was too high and was doubling the average, we arrived at a figure of \$7,500. The problem was as to the number of these 8000 items which should be carried in their stock. After several months' re-

search, we arranged a set of tables. The items are divided into 150 colors and 16 widths.

There are about thirty different patterns which belong in a department store. We discovered that the satin taffeta, size five, color black, was a big selling item. White, blue, pink were also big sellers, so all tables were constructed in accordance with our researches. We went into an intricate method of determining requirements, and then set up standards for different stocks. We arrived at a standard of stock for every store, which standard, assuming that store had a demand similar to the country at large, consisted of the most saleable articles.

We then set up a standard for the store and started it off by taking inventory of its stock, and slashing it wherever expedient so that it could not be replenished or increased until the store had reduced its stock below the standard we had set. We built forms for record-keeping and gave each store a set showing the quantity of each ribbon of each different width, which they should have in stock at all times. Once a week the store counts stock and fills out the forms, automatically ordering

[CONTINUED ON PAGE 64]

The 69c that means \$517,000,000

IF YOU SELL ANYTHING that passes over the electrical shop's counter you ought to look long and thoughtfully at the tall pile of pennies on the left. Out of every dollar the electrical retailer gets he spends 69 cents for merchandise.

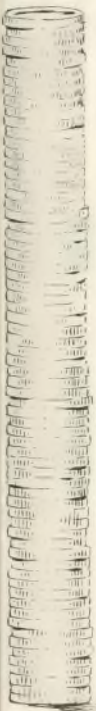
Sixty-nine cents in itself is not an exciting sum of money. But the electrical retailers of the country last year took in so many dollars that they bought \$517,000,000 worth of electrical appliances, portable lamps, lighting equipment, novelties, wiring devices and allied products from manufacturers.

Now the significant thing is that these electrical retailers—15,000

electric light companies selling merchandise
electrical dealers
electrical contractor-dealers
electrical contractors
electrical specialty shops
department stores with electrical departments
hardware stores with electrical departments,
etc.,

are readers of *Electrical Merchandising*, the business magazine of the electrical trade.

So if you or your client have a claim on the \$517,000,000 in the electrical retailer's pocketbook you had better tell him your story in *Electrical Merchandising*.



68.9 Cents

Paid Out for Merchandise
69 Cents



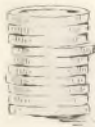
7.4 Cents

Paid Out for Administrative
Expense,
Management,
etc.



3.3 Cents

Paid Out for Rent, Light,
Heat, etc.



9.4 Cents

Paid Out for Selling, Clerk
Hire, etc.



2.7 Cents

Paid Out for
Publicity
Advertising,
Windows, etc.



4.2 Cents

Paid Out for Other Expenses
Including Free Service



4.1 Cents

PROFIT

What Happens to the Dollar
You Spend in an Electrical Shop

P. S.—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 City

A.B.C.

A MCGRAW-HILL PUBLICATION

A.B.P.

THE 8-pt PAGE

by
Odds Bodkins



WHILE in Detroit recently I was interested to study the advertisements being run in the newspapers by the Detroit Convention and Tourists' Bureau in a campaign to raise a fund of \$150,000 to be used in bringing conventions to that city.

Whereas most city-booming copy is made up of a lot of Babbitty literary bombast, whoever wrote this Detroit copy marshalled an array of facts and figures that would have wrung a subscription from Sinclair Lewis himself!

Under a heading reading, "Will you invest one dollar to get \$909 next year?" the advertisement states:

Actual figures show that every convention delegate who comes to Detroit spends an average of \$20.00 a day:

For the Real Estate convention it was \$50.00 daily for four days; for the Railway, Firemen and Engineers it was \$15.00 every day for thirty days.

Careful investigation shows that 412,000 delegates in 1925 spent \$33,930,000. \$200,000 (two hundred or more) add another \$18,000,000 (or more).

This tremendous sum was distributed on the "first turn" as follows:

Merchandise, 26.0 per cent; restaurants, 23.5; hotels and rooms, 20.3; automobiles, accessories, garages, gas and oil, 11.5; transportation, 7.0; taxicabs, jitneys, motor buses, street railways, 3.3; theaters, amusements, 2.5; confectionery, cigars and miscellaneous, 6.9.

On the "second turn" alone these millions of dollars passed through thousands of other hands.

Every citizen of Detroit was benefited. For the average dollar passes through 31 hands in the course of a year—and every one of the 31 profits accordingly.

You can triple these dollars next year by a very small investment—bring yourself greater returns than you have ever before obtained.

Every dollar spent to bring out-of-town money to Detroit in 1925 brought back \$909.

The cost was .0011—eleven one-hundredths of 1 per cent.

Invest a few dollars now and get returns of 909 to 1 within fifteen months.

Not content with this impressive presentation of the value of conventions, the advertisement goes on to state: "A house-to-house survey on both sides of the street in eight blocks scattered throughout the city shows that in one in every twenty families came to Detroit as the direct result of a convention."

Does not this array of specific facts and figures shame the average copy writer, content to sit at his desk day after day grinding out the same old generalities in lieu of salesmanship?

—8-pt.—

I've talked with several agency copy writers about this and they say, "Yes, but at our office they don't encourage us to go out in the field to hunt for facts and figures and actual cases. They think we ought to be right at our desks every hour of every day."

"Well, then," I counter, "how about

spending a few evenings, or half a dozen Saturday afternoons, (and some dollars, too, if necessary) to do the job on your own hook? Why not ferret out facts and figures and specific instances and use-experiences and all that sort of thing for yourself, and make your copy so amazing in its effectiveness that the boss will begin to ask you how such and such a thing should be advertised, and how you want to go about working out the campaign, and will a 50-per cent increase in salary for next year be satisfactory?"

It's a rather long question, and strongly reminiscent of Horatio Alger (my secretary says), and perhaps that is why most of the men I have asked have not given a satisfactory answer. And then again, perhaps—oh, well, as someone remarked to me the other day, human beings are very quick to seek their level and remarkably content to stay there!

—8-pt.—

"To give you an idea how we value windows," says David Meyer, superintendent of windows of the United Cigar Stores Company, "only recently an official of our company said that in his opinion the store rented by us for \$10,000 per year meant that we were paying \$7,000 per year rent for the windows and only \$3,000 a year for the balance of the store."

Rather startling statement, that. But why not?

—8-pt.—

From my local weekly paper I clip this advertisement, which occupied a space six inches d. c., as being a rather unique bit of copy display. Twelve

FRANKLIN METAL WEATHER STRIP CO
314 East 98th Street - New York, N.Y.

Franklin Metal Weather Strip	314 East 98th St. New York	Will Prevent Raining Windows	Make Doors Storm Proof
Keep Out Wind	Keep Out Heat	Keep Out Rain	Keep Out Drafts
Less Coal Bills	Increase Comfort	Save in Insurance	Remove Old Windows

It costs little to accomplish much
A representative will call all 200 branch offices without obligation

pages, each given equal prominence without confusion.

And how the advertisement stood out on the page by virtue of its design!

—8-pt.—

Now develops a contest as concerning who sent the first advertisement across the country by the telephotographic process. In the July 15 issue of the FORTNIGHTLY appeared the announcement of an advertisement of the California Pear Growers' Association which was telephotographed from San Francisco to New York. The date of this transmission, which was claimed to be the first ever flashed across the country by this new process, was July 5, 1925, at 1.45 p. m.

It seems, however, that this was not the first telephotographic advertisement, for Ray D. Lillibridge, Incorporated, submits an advertisement for Wagner Electric Corporation, of St. Louis, which occupied the front cover of the June 15, 1925, issue of *Journal of Electricity*, which was telephotographed on June 7, 1925.

Can anybody establish a prior claim?

—8-pt.—

Judging by the figures compiled by The Meredith publications and published recently in a booklet entitled *What Farmers Eat*, the farmer has not been properly introduced to grape fruit, nor to ginger ale. For only 22 per cent of the farm families questioned bought fresh grape fruit, and only 4 per cent confessed to purchasing ginger ale. Both of these products had to be advertised into general use, and apparently the farm hasn't been won over yet.

—8-pt.—

I rise to ask: Are there too many conventions?

Are we all spending too much time, money and energy in attending these gatherings?

Is it not possible that the journals of the various trades and professions are weekly or fortnightly or monthly conventions, in which the problems of the trade or profession are discussed, ideas are interchanged, trends are charted, and most of the other really important convention ends served?

Announcing



The
Munsey Combination

Comprising

MUNSEY'S MAGAZINE
 ARGOSY-ALLSTORY WEEKLY
 FLYNN'S WEEKLY

Sold in combination only, effective November 1, 1925

Circulation 475,000

Page Rate \$630

Member All Fiction Field—A. B. C.

All previous rate cards for Munsey's Magazine and for the Argosy Combination are hereby withdrawn.

THE FRANK A. MUNSEY COMPANY

GILBERT T. HODGES, Advertising Director

280 Broadway, New York

Chicago

Boston

How Farm Women Are Modernizing Their Kitchens

[CONTINUED FROM PAGE 21]

ment are made. The owner, however, really works out her own problem, the Home Demonstration Agent and the State Home Management Specialist acting only in an advisory capacity. At the end of a given time—usually three or four months—the kitchens are scored again and the prize awarded to the woman who has made the greatest improvement in proportion to the time and money she has expended.

Meanwhile, the farm women of the county have been meeting in community groups for a definite study of the principles of kitchen planning—size; wall and floor finishes; grouping equipment for efficiency; height of working surfaces; selection and care of equipment of all kinds.

The thought and originality shown by the women who really make a study of their kitchens is amazing. Mrs. Lee Blevins lives in a two-room "homestead shack" in Platte County, Wyoming—a dry farming county. In spite of the limited funds at her disposal (their contest came at the close of several years of drought) Mrs. Blevins listed sixty separate and distinct changes which she made in her kitchen during the contest.

These ranged from putting up a holder for the ball of twine, to putting down a new floor, painting all the woodwork, and refinishing her chairs and table. Here, as in most other places where this work has been done, it was carried over the next year into a general project for improving other parts of the house.

WHETHER the work is done on the basis of a "contest" or just because the women are interested to save their time and energy for home-keeping instead of expending it all in housekeeping, the plan of doing the work is much the same.

A sufficient number of communities in the county are interested in the work to secure the services of the State Home Management Specialist; groups in these communities are organized by the Home Demonstration Agent or the County Agricultural Agent; each community chooses from its group one or two "community project leaders"; these project leaders meet once a month with the State Home Management Specialist at some central point in the county; here they receive definite instruction, supplemented by mimeographed or printed material to take back home with them; following this "Leader Training School" each community group meets and receives this

same instruction from its project leaders; at the close of the series the project leaders secure reports from the women in their groups telling in detail of the work which has been done by the individual members as a result of the project work. As a grand finale there is a county-wide "Achievement Day" meeting at which the women from the different communities come together for an all-day meeting.

This plan has been worked out because it would be absolutely impossible for the Home Demonstration Agents and State Specialists to meet directly with all of the community groups which are demanding the work. Probably the average number of women reached by each project leader can be fairly estimated at ten, though one woman in Ohio definitely passed on to 133 other women the instruction she received in the health project.

SOME very interesting results have been reported in the home management project. Tennessee decided last spring that they would tie up their kitchen improvement work with their Better Homes Week. They started in February and by the middle of May more than 4000 kitchens in Tennessee had been improved in one or more ways. In Wyandot County, Ohio, 375 women carried on the work; in Valley County, Montana, 75 kitchens were entered in the contest.

From Richland and Yellowstone Counties, Montana, we have some equally interesting figures. During the contests in those two sparsely settled counties, 729 pieces of equipment were added; light and ventilation were improved in 70 kitchens; in 37 kitchens water was brought into the house and sinks and drains added; storage space was increased in 40 homes; ceilings and walls were refinished in 82 homes and floors in 47; linoleum was added in 38 homes and old linoleum was either waxed or varnished in 13 more; 60 kitchens had changes made to add to their attractiveness as well as to their efficiency.

The work in home improvement does not stop in the kitchen, although it is apt to start there because on the farm the kitchen is the center of the farm business as well as the home activities. In almost every case the work has carried over from the kitchen into the other parts of the house. In some cases it has started with a general Home Furnishing Project.

The figures from one Home Furnishing Specialist in Iowa, for the period

from Jan. 1 to June 30, 1925, show how the work of one person was made to count through the "local leader" system. This project included color and design in the home; floor coverings; curtains and draperies; pictures for the home; selection and arrangement of furniture; and refinishing furniture.

IN this six months period the State Specialist held 244 meetings at which she trained 523 local leaders. These leaders, in turn, held 1205 meetings at which they passed on the information to 12,333 women. Definite reports show that 15,205 people in 1771 Iowa communities received direct help in this project in this six months. As a result 62 demonstrations were established; 328 rooms were redecorated; 524 windows had new draperies; 459 unattractive pictures were discarded and many pictures were reframed and rehung; 334 pieces of furniture were refinished. A total of 4026 definite suggestions were adopted.

These are just a few scattering figures chosen as typical of the project in various parts of the country.

Home Demonstration agents as a group worked with farm girls carrying on 273,481 demonstrations related to the farm home, training the farm homemakers of the future. These figures are significant as indicating the present trend in the thoughts and interests of farm women. With new means of communication the farm home is becoming a larger and larger factor in the general market. Farm women have always been thoughtful buyers; work such as is outlined above is fast making them well informed and discriminating buyers.

A man from one of our great universities was in a rural community talking on rural community organization. Finally an old farmer said, "I'm not just sure of all the things you've been talking about, but if by your ideas of community organization you mean to go and stand at the crossroads where the procession is going to pass instead of hanging around by the side of the road where it's already gone by, I'm for you."

Large manufacturers and distributors are in somewhat the same position today. Are you going to stand by the side of the road where the town and city trade alone have passed or are you going to move on to the crossroads where the trade of the farm home meets that of the home in the town or city? This is the challenge informed, up-to-date farm women buyers are offering you today.



At Mrs. Terrace Park's *where the world is always young*

This winter, when the snow whirls over the tennis courts and fairways, chestnuts will be popping on the hearth of Mrs. Terrace Park's, and happy couples will be dancing to the music of the radio. The world will still be young.

And so it is, always. Two of Mrs. Terrace Park's children are at the University, but to her friends—and they are legion—she is just as young as ever. Because she has learned how to live. Three seasons of the year she hears and answers the call of out-of-doors. And for those days when the weather frowns on sports, there are books and music, bridge and literary clubs, parties and visits with her friends. Yet while living her "country home" life, Mrs. Terrace Park is very much a part of Cincinnati. The theatres and symphony see her regularly; the shops value her patronage.

But these are not the only Cincinnati institutions that Mrs. Terrace Park knows. The Daily Enquirer she counts as one of her best friends. Doesn't it bring all the news to her breakfast table? Doesn't she depend upon it for her shopping information?

Perhaps, Mr. Advertiser, you are one of the many merchants who are using The Daily Enquirer to link their stores with Mrs. Terrace Park's community. Perhaps you are reaching 83 of the 136 residence buildings through this medium. If you are not, it will pay you—in dollars—to investigate the advertising opportunity which The Daily Enquirer offers.

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

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

THE CINCINNATI

"Goes to the home,



ENQUIRER

stays in the home"

The New Easy
Cutting Oster
Die Stock
Is Ready

A TOOL IT PAYS TO PUSH



The Oster Die Stock is the most efficient and accurate type ever made. It is used to make dies for cutting paper, cloth, and other materials. It is easy to use and does not require any special skill. It is the most important tool for the printer, publisher, and advertiser.

The Oster Manufacturing Company
1007 E. 10th Street, Des Moines, Iowa

OSTER

Manufacturers of the most complete line of die-cutting machines in the world

Prepared by The Powers-House Co.

Two November Pictures

Nov. 1912—a single office, a single desk, a hopeful young man and a contract from a new client

Nov. 1925—a fully departmentalized agency of thirty-five workers, the same young man, now thirteen years older, at one of the desks and the same contract that was brand new in November 1912 still in force in November 1925

—The—

Powers House

Advertising Co.

HANNA BLDG. Est. 1912 CLEVELAND

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

Putting Advertising on the Defensive

[CONTINUED FROM PAGE 34]

products advertised. Pretty difficult here to convince the persons concerned that advertising reduces prices.

Please remember that I am not trying to discredit advertising. I said before, I believe for the most part that it is entirely justified. I do not believe that we can gain anything by propaganda in its behalf.

A LOCAL department store sells under its own private brand a line of shoes at a standard price of \$8.50. These shoes are made by one of the prominent shoe manufacturers of the country, and I have every reason to believe these private brand shoes are of the same brand and quality sold elsewhere under this manufacturer's name. The manufacturer advertises his shoes (under his own name) to sell at \$10 and \$12. In many instances you can lift the private brand label in the shoe and find the manufacturer's label underneath, indicating that these shoes are from the manufacturer's regular stocks. Now, as a consumer am I to conclude that I would profit by buying these shoes under the manufacturer's label and pay \$10 or \$12 for them?

By certain comments above I have implied that I do not consider advertising is 100 per cent of benefit to the public. Because advertising is a young giant and not a great deal known about it as yet, there is a great deal of waste, and waste in advertising is an economic tax upon the public. A great deal of proprietary medicine advertising can hardly be considered as public benefaction. A certain nationally advertised tooth brush, I understand, is made in Japan at a cost of approximately 5c., advertised at a cost of 14c., and sold to the public at 50c. (except at cut rate stores). Perhaps even this expenditure is justified, but I cannot believe that it reduces the cost of the tooth brushes.

I do not consider it beyond possibility that vendors, in their mad competition for markets, cannot, at some stage of their ever increasing intense sales and advertising efforts, pass the point where this merchandising expense ceases to be a factor in more economical merchandising, and because of the operation of the law of diminishing returns, becomes an expense adding to the cost of the merchandise, and, consequently, an economic tax upon the public.

As advertising men let us keep our feet on the ground. Let us not idolize advertising, and in the spirit of the old monarchical subjects in their belief that "the king can do no wrong," blindly believe that advertising, regardless of how it is practised, or to what extreme it is carried, is inherently so pure and sweet and wholesome that it can do no wrong. "If this be heresy, then make the most of it!"



Control of Sales Costs ~ based on *exact information*

In the face of a rising wage scale, improved methods and machines have kept production and administrative costs within control, while sales costs have constantly been rising.

High sales costs add nothing to values. They merely increase prices or decrease profits. To control sales costs, to bring them to a point where a fair price includes a fair profit, requires a planned sales program based on an accurate knowledge of markets and buying habits.

Hundreds of trained men representing the Business Paper publishers are spread out over the country; are constantly in touch with the latest developments and the current needs of all industries and professions. These Business Paper publishers can give you facts and figures about your markets and their cultivation that will make a sound foundation for planned selling.

Business men who are concerned about the increased cost of selling are invited to enlist the cooperation of the member papers of the A. B. P. through the Executive Office.

THE ASSOCIATED BUSINESS PAPERS, INC.

Executive Offices: 220 West 42nd Street, New York, N. Y.

Over 120 Papers Reaching 54 Fields of Trade and Industry

A. B. P.

"Member of the Associated Business Papers, Inc." means proven circulation, plus the highest standards in all other departments.



agents



A few of the many representative garment manufacturers who find CONSISTENT ADVERTISING

in
NUGENTS
HIGHLY PROFITABLE

Published by

The Allen Business Papers, Inc.
1225 Broadway New York City

Advertising Associations Merge at Convention

ADVERTISING history was made at Kansas City during the last week in October, when there emerged from the thirty-fifth annual convention of the Poster Advertising Association of the United States and Canada the Outdoor Advertising Association of America. This immeasurably more potent organization was the result of the merger of the Poster association with the Painted Outdoor Advertising Association.

As a definite means of intrrenching the medium in the industrial fabric of the nation for all time the ethical and business standards of advertising practice which had prevailed for many years were written into the constitution and bylaws, and a five-year program was entered upon which will have the effect of making all outdoor structures controlled by the members of the new association throughout the United States and Canada uniform in construction, and placed in accordance with the wishes of the public.

The first president of the consolidated association, which now takes in the lithographed poster and painted display industries, is Harry F. O'Mealia, head of the O'Mealia Outdoor Advertising Company of Jersey City, N. J. Kerwin H. Fulton, president of the General Outdoor Advertising Company, of New York, is chairman of the board of directors. The action of the Kansas City convention in enlarging the scope of the new organization is of special interest to all classes of advertisers, because it means tremendously effective work in outdoor publicity in their behalf in the year which will elapse before the next annual convention at Atlanta, Ga. It marks the opening of a new era in outdoor advertising on the American continent.

The standards of practice, which were reaffirmed, provide the following: First, that no structures are to be erected by any member of the association which will be considered a hazard to traffic; second, no structures are to be erected on purely residential streets; third, no structures are to be erected which will mar or impair natural scenic beauty; fourth, no structures to be erected within the limits of State or municipal highways; fifth, structures to be erected *only* upon land owned or leased by member companies.

With regard to the advertising copy which shall appear on poster panels or in painted display, the association rules provide: First, that no copy is to offend the moral sense of the public, and second, that no copy shall be permitted which infringes upon or induces violation of the Constitution of the United

States or any laws or ordinances thereof.

The adoption of the five-year program, which carries with it the requirement that one-fifth of the work shall have been accomplished at the end of each year, means an expenditure of millions of dollars in relocating and rebuilding all over the country of poster panels and painted bulletins which do not at present conform to the regulations. But the increase in good will from the public is expected amply to compensate for the outlay.

John W. O'Leary, president of the United States Chamber of Commerce, told the convention that its action in adopting stringent standards governing outdoor advertising structures and the advertising copy appearing on them marked a tremendous step ahead in the field of advertising. Lou Holland, former president of the Associated Advertising Clubs of the World, commended both the merger and the five-year program, and added, "Outdoor advertising is effective in a wonderful way. Posters today are works of art."

THE keynote of the convention was struck by Mr. Fulton when, in commenting upon the steps which had led to the consolidation of the associations into the Outdoor Advertising Association of America, he declared: "In every step we have taken the public interest has been carefully considered. We realize that our medium is peculiarly a public medium, and it is our responsibility to see that it pleases the public in every way."

In pleasing the public, of course, the advertiser must first be pleased. It is in this respect that the consolidated organization will be most effective. The new constitution and program places particular emphasis upon service. With the various phases of the outdoor medium now under uniform regulation promulgated by a single group, the advertiser can place either poster or painted display with association members and know that the same high grade service will be maintained in the smallest towns as well as in the largest cities. Vast improvement in advertising values is thus obtained, which in turn, means that there will be increased sales value.

The recent convention, wherein the utmost harmony prevailed, was the best possible evidence that nearly two thousand plant owners who are operating in over 14,000 cities and towns in the United States and Canada are bending all their efforts to make outdoor advertising more efficient, more scientific and more artistic."



Impression and Repetition

These two requisites of every successful advertising campaign join forces when Outdoor Advertising is the medium of presentation. Adding to these the Plus Value of Dealer Influence it will be evident why the leading advertisers endorse our medium.

General Outdoor Advertising Co.
INCORPORATED

550 West 57th Street
New York City

Branch Office in 31101st
Chicago, Illinois
Harrison & Loomis Bldg.



Consumer Contact

Your dealer's store—multiplied—is your business. Is its proprietor waiting for trade to come to him—as the majority of dealers traditionally do—or is he aggressively going out after business?

The dealer's store is "the neck of the bottle" of distribution. If it is clogged with antiquated merchandising methods the flow of your product is either dammed or retarded.

A big part of the responsibility of the dealer's ability as a tradesman is justly the manufacturer's. He needs your leadership, your suggestions and your active cooperation.

Appeal to his potential market in your name and his. To the consumer your name and that of your product mean infinitely more when it is tied up with his local merchant.

Electrograph specializes in this tie-up—by its exclusive system of dealer-to-consumer direct mail. It is now operating—for both manufacturers and their dealers—campaigns, which have been functioning with increased sales success year after year.

Electrograph clients have found that consumer demand comes only after consumer contact . . . and that the more intensified and localized that contact the more it magnifies itself in dealer sales and factory dominance.

Look into Electrograph dealer-to-consumer direct mail. Learn more about how this sales tested plan operates nationally and with all the detail work taken off the shoulders of both the manufacturer and the dealer. Investigate . . . before you appropriate for 1926.

Electrograph

Circle DIRECT-MAIL National
Incorporated
1914

THE ELECTROGRAPH COMPANY
Home Office: 725 West Grand Boulevard Detroit, Mich

Fred McHenry

The Coal Situation Is Becoming Serious

[CONTINUED FROM PAGE 28]

heavy obligation to the public and I am sure he could be ruthless if occasion demanded. He is the sort of fellow who either wins a great victory with the odds hopelessly against him, or who, in defeat, leaves wreckage on all sides.

The public's smug assurance that no danger threatens because of the plentiful supply of substitutes, indicates how easy it is for people to pin their faith to a fallacy. The anthracite operators are not worried about substitutes, nor are the miners. The attempts of some of our people to frighten the belligerents by threatening a loss of anthracite markets, has done nothing more than delude the public. Anthracite is almost entirely a domestic fuel, and to burn soft coal in its place will mean that clean cities will be enveloped in a cloud of smoke rendering great injury to health and destruction to property. Soft coal cannot be burned in household furnaces without the production of smoke clouds shutting off sunlight, increasing pulmonary ailments, blackening our buildings and causing the people in our so-called hard-coal cities staggering losses that will far exceed the original cost of the coal itself.

THE real truth about substitutes is that they can relieve the situation only to a very limited extent even if no bituminous strike develops and an adequate supply of soft coal continues to be available. The gas industry, with its present facilities, by extending itself might furnish additional quantities of gas to take the place of 2,000,000 tons of coal. That would mean nearly a 20 per cent increase in the country's production of gas this winter. Our coke plants might give us substitutes for 5,000,000 tons. Natural gas will help us very little, if any at all, and as for oil, I would say that if reserves could be drawn upon to the extent of 40,000,000 barrels of fuel oil, we would have achieved something well-nigh impossible. Since it requires upward of four barrels of oil to take the place of a ton of coal, it is evident that our total effort along the line of providing substitutes for raw coal this winter would net us fuel of one kind and another equal to about 17,000,000 tons of coal. That is less than two months' production of anthracite or two weeks' production of bituminous coal.

Aurora Advertising Club

Has been revived and the final organization effected. The following officers have been elected: president, C. W. Hoefer, the *Aurora Beacon-News*; vice-president, W. F. Hitchcock, the *Aurora Letter Company*; secretary, J. M. Strotz, the Advertising Bureau; treasurer, C. H. Curtis, F. O. Peterson & Sons.

**no one
newspaper can
"cover" a market
as big as
Greater Detroit
—but the
Detroit Times
reaches 230,000
families
each evening and
275,000 Sundays;
which is
a big slice of
a rich sales field**



THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED



Effective Simplicity

I HAVE just read with a great deal of interest the inscription over the grave of the Unknown Soldier in Westminster Abbey as printed in E. O. W. I find that you have omitted the line "Greater Love Hath No Man Than This," a line that impressed me greatly when I read it last April. I find, too, in your quotation of the inscription on Edith Cavell's monument that you provided the quotation from what, I believe, was her last letter, something to the effect that it was not enough to die, that it must be without hate or rancor. It struck me so peculiarly apropos because the simple inscription "Dawn, Brussels, October 12, 1915" seemed so in keeping with the sentiment she expressed.

The reference to these inscriptions in your column is the first time I have even seen them called to the attention of advertising men or writers. The inscription on the grave of the Unknown Soldier impressed me as a wonderfully effective bit of writing. It might well be studied by copy writers who strive so feverishly to get away from the simplicity that sometimes proves so tremendously effective.

DAVID R. ERWIN, Advertising
Department,
Burroughs Adding Machine Co.,
Detroit, Mich.

Dangers of Over-Expansion

IT seems to me that altogether too few manufacturers—big manufacturers or would-be-big manufacturers—allow themselves to be governed by rules of ordinary common sense and good judgment when it comes to the question of expanding their businesses. In the face of the numerous failures directly traceable to this cause, the tendency to ignore natural and economic laws continues in force.

Consider the case of the typical small manufacturer who, by the over-zealousness of an inspired sales force, is suddenly confronted by orders such as he had fondly dreamed of in his more balmy moments. Reality having stood between him and his dreams over a long period of the past, he is totally unprepared to handle anything like this volume of business. In order to do so he would require capital, and to acquire this capital he would be obliged either to relinquish his control of the business or to go heavily into debt. But the temptation is great and he is apt to be only too prone to gamble on the future.

The stability of many a company is threatened by such over-selling, reckless campaigning and desperate efforts to hold the unconsolidated ground thus gained. A few succeed by the grace of God and an efficient production staff. But the majority fall by the wayside, victims of their own eagerness. And it is all so foolish and unnecessary.

B. V. DE WOLF,
Providence, R. I.

As Professional People Are Designated

TO the office of the big advertising executive of a great company come daily dozens of men on strictly business calls. There are representatives of the newspapers, of the magazines, of trade papers, of street car card companies; there are direct-by-mail men, outdoor advertising men, general agency men of various classifications, and so on *ad infinitum*. But to the layman they are all merely "advertising men," including the advertising executive of the company to whose office they all come. To call them "newspaper advertising men," "magazine advertising men," or "advertising agency men" does not mean much.

I think that when the different advertising men are known by names that classify them better, and when the whole group that actually produces the advertising is designated by some one word, you'll find that the whole advertising business will be looked upon more as a profession than as something anyone can be. As things stand today professional people are divided among doctors, lawyers, architects, etc., and these designations are subdivided again among specialists, as doctors—surgeons, diagnosticians, oculists, etc.

Of course, these classifications do not grow up over night, and I realize that no such mushroom growth would be possible in advertising. But this is something the men at the head of the advertising business might well think about.

Just as a suggestion, how about "ad-ver-ti-sor"? This, it seems to me, would fit better than "advertisan" as used by Mr. Willard Myers' friend from Altruria in a recent issue of the FORTNIGHTLY. "Advertisan" implies the mechanical, and the profession is anything but that. But, as I say, this is just a suggestion. I should be glad to hear any others.

F. R. MOERKE,
Red Bluff, Cal.

More About "The Man in the Street"

WHAT Mr. Bates says in his article "Asking the Man in the Street" (FORTNIGHTLY, Nov. 4) is, I believe, true enough; but he fails to point out the factor which as a rule makes consumer tests of copy entirely misleading.

When you ask the consumer to select, from a magazine or newspaper, the advertisements which most powerfully impel him to buy, the chances are he will do nothing of the kind.

In spite of all your instructions, he will immediately transmogrify himself from a consumer into an advertising critic. Subconsciously he will say to himself, "Aha, begosh! Here's where I show 'em what a whale of a lot I know about advertising." And instead of evaluating an advertisement as you have instructed him to do, he judges illustrations by the standards of what he thinks he knows about art; exercises his personal judgment as to what is appropriate display and typography; gives preference to flashy, flamboyant copy which he regards as "clever," and ends up by giving you the benefit of his quite worthless judgment as to what is "a good ad."

One of the most striking illustrations of this type of result which has come under my notice was the case of a lady—one of a "class" upon which a consumer test was being made—who checked and graded for selling value the advertisements in a magazine.

She gave the "A" mark to a handsome full page vacuum cleaner advertisement. Before she turned her magazine in, she was observed to make a memorandum in her note book, and inquiry disclosed the fact that she had written down the name and manufacturer's address of another vacuum cleaner, intending to write for further information concerning it. The advertisement was a quarter-page affair, none too attractive in appearance. The lady naively stated that the cleaner it advertised "sounded just like what she needed," and she wanted to find out all about it.

I have participated in, or closely observed, quite a number of tests and questionnaires, some of which elicited information of much value; but consumer tests on the selling value of copy failed to impress me with anything except their utter futility.

LERoy FAIRMAN,
Charles C. Green Advertising
Agency, Inc.,
New York, N. Y.

EDITED FOR PEOPLE YOU WANT TO SELL



A copy of
BETTER HOMES and
GARDENS is yours for the asking

IN more than 700,000 homes in cities, towns and suburbs, BETTER HOMES and GARDENS serves as a friend and counsellor in planning that *better* home of tomorrow.

It brings fresh inspiration each month to encourage this great family to get that *dream home*. It stirs the interest of those who own their homes to a greater appreciation of home ownership. It creates an active army of folks constantly doing something to improve their homes.

These home-minded people read BETTER HOMES and GARDENS because it supplies their need for practical guidance in home building. Truly, this is *their* magazine because it is edited for *them*.

And because they are interested in actively improving their homes and surroundings, they are the people you want to sell. In BETTER HOMES and GARDENS they get your message at a time when they are thinking about their homes.

This is the reason so many advertisers find they get results from BETTER HOMES and GARDENS at half the average cost. Be sure to get the facts on this market before you close your next list.

7 0 0 , 0 0 0 N E T P A I D

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

New York
St. Louis

Chicago
Minneapolis

DES MOINES, IOWA

San Francisco
Kansas City

Consumer Demand

?

YES, by all means, build up consumer demand. Shout to the four winds of heaven your message. You know your goods are right so tell the world, but don't forget to tell the names of the dealers who carry your goods, also prevent these same dealers from selling another line "just as good."

This can best be done by Caxton Applied Direct Advertising which is built around the dealer, sells him and his store to his community and makes him talk your own language to each and every one of your potential prospects; and if your product is one selling for \$50.00 or more he will pay for your advertising, by the Caxton method.



THE CAXTON COMPANY

Cleveland

Advertisements Have Changed Since 1921

[CONTINUED FROM PAGE 23]

	1921	1925
Headline	6 x 1	7 3/4 x 1 1/4
Logotype	7 x 1 1/2	6 x 1 1/2

Some magazines carry much advertising of products which do not lend themselves to coupon or keyed offers. The magazine I studied was one of them. In 1921, 17 per cent of the advertisements carried coupons, or keyed offers, and in 1925, 18 per cent. This comparison would have greater significance, I felt, if it were made between two issues of a magazine that normally contained a larger percentage of keyed advertisements, so on this one point I made a comparison of the September, 1925 and 1921, issues of a leading monthly. Of the 71 advertisements appearing in 1921, 38 per cent contained coupons or keyed offers, whereas, of the 101 advertisements in 1925, the percentage was 44. Thus, there seems to be a slight trend in favor of keyed response.

The H. H. Reber Company

Publishers' representatives, New York, has been appointed Eastern representative for the *Diesel & Oil Engine Journal*, published by the Technical Publishing Company, Los Angeles, Cal.

J. W. Ferguson

Formerly associated with *Editor & Publisher*, has been appointed associate manager of the *Canandaigua*, New York, *Daily Messenger*.

The Penton Publishing Company

Cleveland, announces the election of the following officers: Charles J. Stark, president; H. Cole Estep, first vice-president; John D. Pease, second vice-president; F. V. Cole, secretary. John A. Penton has again become chairman of the board. Mr. Stark remains editor of *Iron Trade Review*; Mr. Estep has charge of *The Foundry* and the monthly publications of the company; Mr. Pease is director of advertising sales; Mr. Cole is circulation manager. Earl L. Shaner is now managing editor of *Iron Trade Review* and *Daily Metal Trade*, and J. F. Froggett has been appointed senior editor of the Penton publications.

C. C. Winningham

Detroit, will direct advertising for the General Necessities Corporation, same city, manufacturers of Absopure Refrigerators, electric refrigeration.

James T. Heed

Publishers' representative, formerly assistant advertising manager of the Western Newspaper Union, has been appointed to represent *The Messenger of the Sacred Heart* in the Chicago territory.

The Average Life of a Retailer

[CONTINUED FROM PAGE 20]

is a drastic cure, but the newest cure among independent retailers is cooperative buying and its natural corollary—cooperative working off of dead stocks.

Such cooperative buying or cooperative advertising groups, at their weekly meetings, examine the individual dealers' stocks, and if some dealers are unfortunate in having too much dead-weight, the burden is distributed or a drive is planned. Thus the deadly, stagnating poisons of the retail trade are flushed off; and it is very likely that the mortality rate among dealers will steadily decrease as cooperative buying, chain store selling and more scientific retailing increases. It is very significant that within the past year at least a dozen "retail institutes" and schools have been opened in various parts of the country, some by retailers in cooperation, and others by universities aided by retailers.

It is also asserted that there are too many stores, it having been calculated recently that there is a retail store of some sort for every 24 families in the United States. There is a grocer at present for about every 61 families, and a drug store for every 435 families.

Theoretically it is undoubtedly true that there are too many retailers. The nub of the situation seems to be that nothing can be done about it, so long as people are willing to risk an inadequate amount of capital, to work for an inadequate return on their capital, and to live in false hopes of succeeding. That these hopes of succeeding in the retail business are, to an appalling degree false, is illustrated by this simple fact of the seven-year average length of life. If some omnipotent power could rearrange retail outlets, lessening the number and increasing the individual retailer's efficiency and facilities, undoubtedly it would be an improvement, but it would, no doubt, be at the cost of that American initiative and "the right to fail" (or to succeed) which is our prize possession.

That such improvement of the individual retailer is definitely needed is proved by comparing the retail store with the chain store. For instance, the volume of business of a representative group of chain stores, 326 in number, operating 1751 unit stores, averages a yearly volume of \$69,000 per store. On the other hand, 50,290 independently owned drug stores average only about \$24,000 annual volume. The vital element of success, therefore, is shown to be the need for greater volume per individual store, in order that a more adequate return may be available per dealer investment and per man employed.

Researches made by universities, while somewhat more obscurely theoretical, also indicate certain directions

Intensity of reader interest is the fundamental element of advertising value.

It is this all-powerful, irrepressible element that makes Needlecraft Magazine the great advertising medium it is

It is reflected on the sales sheets of many of America's shrewdest merchandisers, who advertise their good goods in Needlecraft year in and year out.

It is shown unmistakably in Needlecraft's own subscription list of 1,000,000 representative American women, a recent analysis of which revealed that 16.5% have subscribed for 1 year; 9.9% for 2 years; 10.9% 3 years, 18.4% 4 to 5 years; 19.9% 6 to 10 years, and 24.4% 10 years and longer.

Fortunate the advertiser who can direct such loyalty to his product.

ROBERT B. JOHNSTON,

Advertising Manager

Fill in, tear out and mail this coupon



Member A. B. C.

Robert B. Johnston, Advertising Manager
Needlecraft Magazine
50 E. 42nd St., New York, N. Y.

Send complete analysis of Needlecraft Magazine's circulation and reason why it can increase the sale of

Name of firm _____
Address _____

Individual _____

Address _____

A SURVEY —free

Under the Title
"The Remaining Building Shortage and Probable 1926 Construction"

We have published the results of a country-wide survey made through Chambers of Commerce.

The data includes a list of the kinds of structures needed, how many needed and where needed, with analysis and deductions, charts and graphs of vital import to everyone interested in the building field.

A copy will be sent, without charge, to any manufacturer of building products or to any advertising agency handling building accounts. Address

BUILDING AGE AND NATIONAL BUILDER

239 West 39th Street
New York

Chicago—First National Bank Bldg.
Cleveland—Hippodrome Building
Detroit—Dime Bank Building
San Francisco—320 Market St.

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

in which the efficiency of retailing can be increased and the cost of distribution lessened. These researches indicate: (1) that a reduced and better controlled inventory will increase the rate of turnover, the profit and the average capital invested; (2) that the improvement of buying and selling so as to stabilize production and minimize fluctuations will also add greatly to the efficiency of retailing.

The more alert manufacturers complain that retailers are far behind industrial purchasers in ordering sufficiently in advance to allow stabilized production and thus provide lower costs and make possible both lower prices to the consumer and better profit to retailers.

It seems to appear that retail salesmanship in the United States is at a considerably lower level than the retail salesmanship of European shops. A considerable part of the hope for longer life for retailers lies in improving this salesmanship, and only within a comparatively few years past has there been any organized attempt throughout the country in this direction.

The manufacturers' and advertisers' interest in increasing the length of life of retailers is very decisive and definite. Not only are there expensive credit losses due to failures, but much of the price disorganization comes from distress merchandise bought in at bankruptcy sales or sold out under duress by retailers with the pressure of creditors behind them.

A longer life to retailers will do much to obviate the price cutting evil and to remove the job lot and bankruptcy stocks which, like the second-hand cars in the automobile field, are seriously hurting sound merchandising.

The manufacturer and advertiser, in particular, can afford to lend aid and effort to the struggle to put the length of life of the retailer above the 7-year average now prevailing, for they have the most at stake.

The Atlas Publishing Corporation

St. Louis, Mo., publishers of *Photoplay News*, announce the appointment of the following representatives: New York, Michael Altschuler, 503 Fifth Ave.; Chicago, E. H. Moran, 307 North Michigan Ave.; Kansas City, J. H. Miller, Interstate Building.

Joseph J. Hartigan

Formerly with Critchfield & Company, Chicago advertising agency, has become associated with Campbell-Ewald Company, Detroit advertising agency, as a space buyer.

L. Barth & Company, Inc.

Is the new name of L. Barth & Son, Inc., hotel and restaurant furnishings and equipment, which has recently effected a merger with Albert Pick & Company. The latter organization will retain its original name. The concerns will immediately consolidate operations and purchasing.



October the Greatest
Month in the History
of the DISPATCH

2,081,944

Lines of Paid Advertising
Published in October

The Greatest Volume of Any
Month in the Half Century History
of The Columbus Dispatch.

A Gain of 191,858 Lines Over
October, 1924

Largest Circulation Daily 103,526

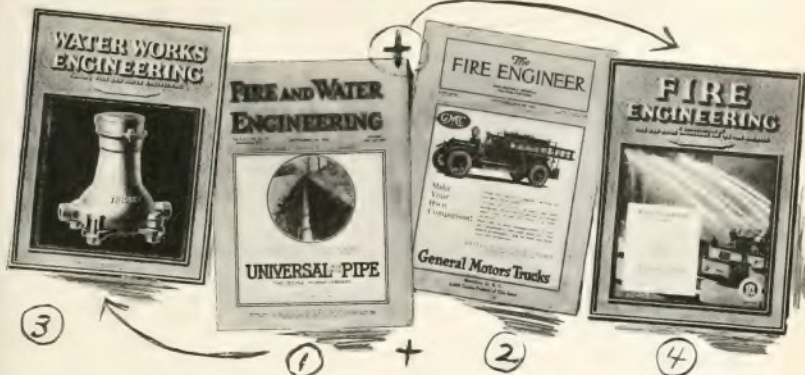
Columbus Dispatch

(A OHIO'S GREATEST HOME DAILY)

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

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

Thus, space reservations and copy for display advertisements to appear in the December 16th issue must reach us not later than December 7th. Classified advertisements will be accepted up to Saturday, December 12th.



A CONSOLIDATION—and a SPLIT!

We are glad to announce that on January 1st the consolidation of *Fire and Water Engineering* (1) (Established 1877, Member A. B. C. and A. B. P.) with *The Fire Engineer* (2) (Established 1912, Member A. B. C.) will make immediately possible a division that has long awaited the psychological moment—the split into separate magazines covering the two fundamental fields of Water Supply and Fire Protection,—“*Water Works Engineering*” (3) and “*Fire Engineering*” (4).

WATER WORKS ENGINEERING

will be published 24 times a year, the 1st and 15th of each month, embodying all of the tremendously popular water works features of *Fire and Water Engineering*, a paper that enjoys the fullest confidence and cooperation of the American Water Works Association and other leading water work bodies. It has long been regarded as the outstanding water works publication. New features of great practical value are being added. *Water Works Engineering* will reach more Water Works Superintendents, Water Commissioners, Water Companies, Managers and Engineers than any other paper of the field. An Editorial Advisory Board comprising six of the foremost water engineering authorities of the country will supervise the editorial development of *Water Works Engineering*. (*Fire and Water Engineering's* Membership in both the A. B. C. and the A. B. P. will be retained.)

FIRE ENGINEERING

will be published 24 times a year, the 10th and 25th of each month. A consolidation of *Fire and Water Engineering* and *The Fire Engineer*, long recognized as the leading fire weekly and the leading monthly, respectively. The consolidated publication will reach more Fire Chiefs, Fire Commissioners, Industrial Fire Marshals, Fire Underwriters and Fire Officials generally than all other fire publications combined. Both publishing organizations will remain intact enabling *Fire Engineering* to cover even more effectively than heretofore the current news and the technical phases of the fire field. An Editorial Advisory Board composed of leaders in the field is being added, together with other editorial improvements of great value. (A. B. C. and A. B. P. Membership will be retained.)

Write for sample copies of these new publications and any further information you may require. At your service!

I. H. Case

Fred Shepperd

Karl M. Mann

FIRE AND WATER ENGINEERING, Inc.

*Publishers of "Water Works Engineering,"
"Fire Engineering" and "Farm Electric News."*

225 West 34th St., N. Y. C.

NOTICE THE DIVERSITY OF PROBLEMS.

Here is a list of our clients and each firm a leader in its line.

Leadership springs from other causes than advertising but leadership once attained, places a responsibility on advertising that cannot be measured.

Often a prospective client will call on us to inspect our facilities, to get an impression of the personnel and to discuss his problem. Usually his first question is: What experience have you had in my line?

Inasmuch as we have been in this business more than twenty years it is altogether likely that we have had a good deal of experience in his line, but we always wish we could honestly say none.

For no two problems, even in the same line, are similar and experience with one rarely proves helpful to the other.

For instance: Seventeen years with The Sherwin-Williams Company gave us some, but not much advantage, when we encountered the very different problems of the Murphy Varnish

Company, with which we are just starting a relationship.

No—our claims to your consideration are based almost entirely on such skill as we may have in our own line, which is advertising, rather than in an intimate knowledge of yours.

Black, Starr & Frost
JEWELERS

Hartford Fire Insurance Co.
INSURANCE

Cheney Brothers
SILKS

H. J. Heinz Company
THE 57 VARIETIES

Cluett, Peabody & Co.
ARROW COLLARS and SHIRTS

Murphy Varnish Company
VARNISHES and LACQUERS

Crane & Company
BUSINESS PAPERS

The New Jersey Zinc Co.
ZINC PRODUCTS

Eaton, Crane & Pike Co.
SOCIAL STATIONERY

Norris, Inc.
CANDIES

Estey Organ Company
PIPE ORGANS

Southern Cotton Oil Trading Co.
WESSON OIL and SNOWDRIFT

CALKINS & HOLDEN, INC.

2 4 7 P A R K A V E N U E · N E W Y O R K

In Use By

- Advertising Agencies
- National Advertisers
- Printers
- Engravers
- Lithographers, Etc.

SELECT COLORS THAT HARMONIZE

The Earhart Color Plan is in daily use in many concerns doing the finest Printing, Engraving and Advertising in America, and is of inestimable value to buyers of printing.

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

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

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.
426-36 Pioneer Street
Cincinnati, Ohio

Frank Trufax's Letters to His Salesmen

[CONTINUED FROM PAGE 27]

West. It was on a Saturday morning. Coming out of the shipping room, I saw a man with advertising material of all description. I asked, "Mr. Gogetem, who is that fellow? Is he your advertising man?"

He replied, "No, that's our Star Salesman."

I remarked, "Gee-whiz, he looks like an advertising man to me." To which the reply came, "That's why he's our Star Salesman."

A world of thought for you, boys, in that incident, which is built on fact, not fiction.

Don't get into your head that advertising lowers your dignity as a salesman—the dignity of any position is dependent upon what you actually ACCOMPLISH—not on what you TRY to do. You can get dignity all right by putting emphasis on the D-I-G.

Now, boys, let's apply our selling efforts to get the initial order; then let's make our advertising efforts guarantee the duplicate order. Let's look upon intelligent advertising as the second wind of our selling endeavors; consider Advertising as your publicity partner and make it work to Sell the Goods like you work to Sell the Man.

With all best wishes.

Yours, for more publicity,
FRANK TRUFAX.

I Never Had a Call

To My Salesmen:

One of our boys, who has only been with us three or four weeks, came up to me the other day and in a rather apologetic manner said, "Mr. Trufax, would you mind using as a topic for one of your sales letters 'The dealer who says 'I never had a call—Will wait until a demand is created'?"

Mighty glad to oblige him but before I get up steam on this subject, let me say this to all of you. Never apologize for bringing your troubles to me. I want to know your handicaps. Who knows but that the very problem you are battling over today was solved yesterday by or for one of your fellow salesmen; so why not get the benefit of our clearing-house for bum checks on business?

Now to get to work on the fellow who tries to throw you out of your selling-stride by slipping you the "I never had a call" alibi.

I am not going to couch my remarks in categorical form—that is: if the dealer says so and so, you should reply so and so, but instead will do my doggondest to make you acquainted with this type of dealer and the ridiculousness and inconsistency of his stall.

If I can only get you to see him as he really is, you will be able to handle him when you meet up with him again.

To start off with, this excuse originated in 1200 B. C. and is pulled in every city and hamlet in the country by certain dealers every time a brand makes its initial bow to them.

Give an ear to a legitimate reason why a dealer can't buy, but go deaf, but not dumb, when this "Wait for a demand" excuse is handed out to you.

Now, just consider this dealer for a minute. When he decided to go into business, he selected his town and the location of his store. Then he waited until the "citizens of our fair city" petitioned him to start his "Merchandise Emporium." In other words, he "waited for a call" from the inhabitants before he opened up. He did all this, didn't he? He did not! He opened up with the belief that he would have salable goods for them when they did visit his store, and if he is still awake to the selling game of today, he knows he must occasionally stock a new brand to keep pace with the consumer in his quest for a change or something new.

Don't you see that adding a new brand now and then without a call is the same thing in principle, as opening up his store at the start without a call?

From another angle, let's try to figure out how this dealer obtained his original stock of brands. With his four bare walls and an empty showcase, did he wait until the folks came in and specified their brand and then make purchase and so, at the end of 288 or 289 days, have a fairly complete assortment of brands? Did he do this? I ask you. Not on your life!

All brands were new to him then and not one mite older than your brand is to him today. Your brands may be new to HIM, but can he say it is new and unwanted by his customers?

And, how about the smoker who casually drifts into his store, who could be made a customer—he buys and likes Bayuk's "Ripe Tobacco Cigars" and wants some more. He doesn't find them in this "wait-for-a-call" dealer's store. Yes, maybe he takes something else but does he go back again? 100 to 1 he doesn't—why should he? And, does he think that dealer is a live one or a dead one?

If that dealer was building a hotel of 200 rooms, how many rooms would he equip with a bath? Would he wait "for a call" for a room and bath before he equipped so many rooms with baths or would he stock his hotel with so many rooms and baths before "he had a call"?

Say, for example, he has from 20 to

Over
\$20,000,000,000
Annually

That is the Combined
Purchasing Power
of the
SUBSCRIBERS

TO

BEST'S INSURANCE NEWS

FIRE AND MARINE EDITION—CASUALTY AND MISCELLANEOUS EDITION—LIFE EDITION

Three Monthly Issues Published Regularly Since 1899

WHO READS BEST'S INSURANCE NEWS?

THE EXECUTIVES OF
Insurance Companies (practically all)
Insurance Agents and Brokers
Mercantile and Business Concerns
Banks and Trust Companies

A FEW OF THE NATIONALLY KNOWN BUSINESS CONCERNS NOW USING OUR PUBLICATIONS OR SERVICE

E. L. Du Pont de Nemours & Co., Wilmington, Del.
Hardie-Tynes Manufacturing Co., Birmingham, Ala.
Union Oil Company of California, Los Angeles, Cal.
San Diego Con. Gas & Elec. Co., San Diego, Cal.
Fruit Growers Supply Co., San Francisco, Cal.
Canadian Pacific Railway Co., Montreal, Canada
Great Western Sugar Co., Denver, Colo.
Warner Bros. Co., Bridgeport, Conn.
Winchester Repeating Arms Co., New Haven, Conn.
Denver Dry Goods Company, Denver, Colo.
International Harvester Co., Chicago, Ill.
Marshall Field & Co., Chicago, Ill.
Montgomery Ward & Co., Chicago, Ill.
Quaker Oats Co., Chicago, Ill.
Swift & Co., Chicago, Ill.
Allied Packers, Inc., Chicago, Ill.
Armour & Co., Chicago, Ill.
Armour Leather Co., Chicago, Ill.
Egion National Warch Co., Chicago, Ill.
Hubben Holberg & Co., Indianapolis, Ind.
General Motors Corp., Detroit, Mich.
Kokomo Rubber Co., Kokomo, Ind.
Indiana Truck Corp., Marion, Ind.
O. J. Moore Grocery Co., Sioux City, Iowa.
Elmer F. Bagley Investment Co., Topeka, Kans.

Mengel Co., Louisville, Ky.
Ohio Manufacturing Co., New Orleans, La.
Remis Bros. Bag Co., Boston, Mass.
Fred T. Ley & Co., Inc., Springfield, Mass.
Detroit Edison Co., Detroit, Mich.
Dodge Bros. Inc., Detroit, Mich.
S. S. Kresge Co., Detroit, Mich.
Northern Pacific Railroad Co., St. Paul, Minn.
 Pillsbury Flour Mills, Minneapolis, Minn.
Threefoot Bros. Co., Meridian, Miss.
Baltimore & Ohio Railroad Co., Baltimore, Md.
Weyth Hardware Manufacturing Co., St. Joseph, Mo.
Famous & Barr Co., St. Louis, Mo.
Laclede Christy Clay Products Co., St. Louis, Mo.
Lesser Goldman Cotton Co., St. Louis, Mo.
American Tobacco Co., New York, N. Y.
Sculin Steel Co., St. Louis, Mo.
Missoula Mercantile Co., Missoula, Mont.
Union Iron Works, Bangor, Me.
Iren Biscuit Co., Omaha, Nebraska.
Famous Players-Lasky Co., New York, N. Y.
General Cigar Co., Inc., New York, N. Y.
International Paper Co., New York, N. Y.
Kelly Springfield Tire Co., New York, N. Y.
McCrory Stores Corp., New York, N. Y.
National Biscuit Co., New York, N. Y.
American Car & Foundry Co., New York, N. Y.
American Linseed Co., New York, N. Y.

Arbuckle Bros., New York, N. Y.
Borden Co., New York, N. Y.
Continental Can Co., New York, N. Y.
Cosmopolitan Shipping Co., Inc., New York, N. Y.
Henry L. Doherty & Co., New York, N. Y.
Bankers Trust Company, New York, N. Y.
Eric Railroad Co., New York, N. Y.
I. P. Morgan & Co., New York, N. Y.
Ford Motor Co., Detroit, Mich.
Otis Elevator Co., New York, N. Y.
J. C. Penney Co., Inc., New York, N. Y.
Abraham & Straus, Inc., Brooklyn, N. Y.
Endicott-Johnson Corp., Endicott, N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.
Diebold Safe & Lock Co., Canton, Ohio.
Proctor & Gamble Co., Cincinnati, Ohio.
Chesapeake & Ohio Railroad Co., Cleveland, Ohio.
Grasselli Chemical Co., Cleveland, Ohio.
Sherwin-Williams Co., Cleveland, Ohio.
F. & R. Lazarus Co., Columbus, Ohio.
National Cash Register Co., Dayton, Ohio.
Virginia Carolina Chemical Co., Richmond, Va.
Pacific Steamship Co., Seattle, Wash.
W. N. Pitcher Shoe Co., Milwaukee, Wis.
Horlick's Malted Milk Co., Racine, Wis.
Autsar Co., Ardmore, Pa.

A Brand New Advertising Medium IN A 26 Year Old Publication

Advertising Rates For Each Edition As Follows:

Single Adv.	1/2 Page	Reduced Rates for more than one insertion of same size					
		2	3	6	9	12	
Back cover	\$400	\$60	\$400	\$270	\$325	\$700	\$900
Inside front cover	80	50	155	230	415	640	800
Inside back cover	75	45	155	200	300	525	700
Full page	80	50	155	200	260	500	650
Half page	40	25	85	90	155	280	350
Quarter page	18	10	35	30	95	165	170

1899
★
1925



"On that the name stands"

INCH CARD INSERTIONS—\$30—PER YEAR
\$10 EXTRA FOR EACH ADDITIONAL COLUMN PER INSERT

ALFRED M. BEST COMPANY, Inc.
75 Fulton Street, New York

The Great American Family of K-C



Arthur Brisbane Sees an Opportunity

ARTHUR BRISBANE, that shrewd public psychologist, clearly divined the opportunity which **COLUMBIA** offers the advertiser when he said:

"There is a field in Catholic publications for every really high-grade advertiser, for everything, especially, that appeals to the American family, as a family—from the most high priced automobile to the ingenious present for the soldier or sailor. This truthful statement we seek here to impress upon the able advertising agents of the country, constantly on the alert for new avenues of distribution. Through the Catholic publications, as in no other medium, you can reach directly and surely millions of well-to-do Catholic families. And your advertisement will appear in publications that are not read and tossed aside, but kept and cherished from month to month."

COLUMBIA

The Largest Catholic Magazine in the World

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

Net Paid
Circulation

757,443

Member of
A. B. C.

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

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

National Miller

Established 1893

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

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

100 customers coming into his store each day. How does he know that none would buy a so-called new brand "on sight" and yet hesitate to make a call if the brand was not seen?

Did you ever stop to think why you go to the Post Office for stamps? Funny question, isn't it? But, listen, you go to the Post Office for stamps because you know you can get them there! That's why, too, a lot of trade *doesn't* go to some store for up-to-date merchandise, because they doubt if it can be purchased in the "wait-for-a-call" store.

How many calls did Henry Ford have for an automobile before he made his first famous "flivver"?

How many calls did Alexander Graham Bell have for a telephone before he put over his wonderful invention?

How did Ford know people would buy his car until he gave them a chance to do so?

How did Bell know folks would buy a 'phone until he first gave them the opportunity?

How does a dealer know whether a "Never-had-a-call" product will sell unless he first BUYS it so as to be able to SELL it?

Doesn't just a mere display of a product frequently sell it? Did you ever go into a haberdasher store for a couple of collars and come out with a couple collars and a \$2 scarf? Why?

Then, again, the dealer may harp on being satisfied with the old brands—they suit his trade—why make a change? How can he tell whether or not your "Never-had-a-call" brand might not please his customers better unless he affords a chance to make a comparison?

The simile may be a little far-fetched but it seems to me that waiting for a call before making a purchase is just like waiting for Old Man Winter to "make a call" before stocking up the coal-bins.

A Peace Treaty would last about one minute with these "wait for a demand" style of dealers were you to infer that they can't sell goods, and yet when they only hand out that which is actually demanded, what are they—salesmen or automatons? And, boys, if we can't overcome this silly stall of "I never had a call," what are we—salesmen or order takers?

We are SALESMEN! Let's make good our honorable title.

Yours, from A to Z,
FRANK TRUFAX.

E. D. Ring

Formerly associated with Marquis Regan Inc., New York, has purchased an interest in the St. Paul Advertising Company, St. Paul, Minn., and is now connected with the latter company as vice-president.

Tracy Parry Company, Inc.

Philadelphia advertising agency, has moved its offices from the Lafayette Building, Fifth and Chestnut Streets, to the new Public Ledger Building on Independence Square.

Better Direct-Mail Results!



Catch the eye with Selling Aid Cutlet Picture... sales ideas. Increase "pull"... Send 10c today for proofs and advertising plans.

SELLING AID

808 Wabash Ave., Chicago

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

THE JOHN IJELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

A Grocer Talks to Sales Manager

[CONTINUED FROM PAGE 38]

else. Some of these human dynamo-type specialty salesmen breeze into the store and, without asking permission, begin to tack signs all over the door and walls. By bulldozing the polite foreigner they often get an order, not knowing that the wily storekeeper signed on the dotted line merely to get rid of the pest. Consequently the goods are refused on delivery, and the signs are ripped off two minutes after the salesman leaves the store. Goulash Avenue grocers insist upon being treated with courtesy, and are no "easy pickings" for window display hogs.

ANOTHER thing to be borne in mind is that just because some of these grocers are not as alert as Americans and are not perfect English conversationalists, they are not "dumb," and there is no occasion for showing any condescension nor of yelling at them as though they were hard of hearing.

Now I'm going to make a confession, for which I expect to be blackballed by the Retail Grocers' Association. Most of the goods given to the foreign language dealers to be distributed as "free" samples never reach the public. They are considered as "velvet" for the family and immediate relations.

An ex-grocer of my acquaintance now makes a good living by purchasing canned goods with soiled labels at auctions, then fitting them with new labels obtained from "bootleg" sources. He threw some interesting light on the results of loading down the dealers' shelves with trade marked merchandise in the foreign section. This bootlegger in canned goods is also an expert appraiser of grocery stocks and is often engaged to take stock of stores by prospective purchasers. One store he knows of has changed owners four times during the past six years—not at all unusual on the East Side of New York—and he claims he found the original lot of cans purchased in 1921 at the last stock taking in 1924. According to this expert appraiser, most dealers are inclined to look upon the various nationally advertised canned and package goods as something with which to decorate shelves, and think it would be a crime to spoil a row by taking one down!

The Department of Commerce under the guidance of Mr. Hoover is doing admirable work toward eliminating some of the flagrant abuses in retail circles. It issued a most educational and informative Bulletin. But the problem is how will the 2100 Italian grocers in New York who do not even have a distant acquaintance with the English language, derive any benefit from it? Perhaps it may be advisable to issue extracts from it in the important foreign tongues, say Italian, German and Yiddish.

\$150,000.00

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

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

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

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

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

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

May we advise you?

American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue
Boston

380 Bourne Bldg.
Philadelphia

518 Johnston Bldg.
Charlotte, N. C.

154 Nassau St., Room 902,
New York

Here's the Typical Y. W. C. A. Member—

Sell Her Through the Womans Press

A normal young woman of normal tastes who buys for herself, and often for her family, the necessities, and those luxuries we consider semi-necessities, which are essential to comfortable living

600,000 of her, reached and in-

fluenced by The Womans Press, official magazine of the Young Women's Christian Association, comprise a rich market—one worth investigating

Let us send you rates and a sample copy.

The Womans Press

600 Lexington Avenue

New York

December 1925

Our Thirtieth Anniversary

is marked by

One Million Circulation

December is the first month of our million net paid circulation.

Change of Page Size

From 760 to 680 lines.

Bought More Land and Equipment

35% More Advertising

is ordered for 1926 than at this time last year for 1925.

THE HOMECRAFT Magazine

Most of our departments are home departments mainly of interest to the woman—the head of the home—but departments also of interest to men and children.

People's Popular Monthly

Des Moines, Iowa

CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

1,000,000 Circulation

Speeding Up Turnover to Increase Profits

[CONTINUED FROM PAGE 42]

enough material to bring their stock up to par.

These forms are sent to each store and the maximum amount for that store is filed in on them when they leave our office. There is a sufficient supply for three months. If the allotment is ten and there are six in stock, four are shipped immediately, etc. Stock is provided for one-quarter of the year on these blanks.

OUR forms are made so that one can be used every day. It takes a girl twenty minutes to count the stock of one pattern and once each week she comes back to the same pattern and in that way we get 52 checks a year and replenish stocks that often if necessary. The maximum turnover is 24. We endeavor to keep it below that.

Our office, from our control sheet, sees that the store maintains a reasonable stock in a department, and also uses this control sheet to determine what we must manufacture for the next year. We carry a control sheet for every width of every pattern for every customer.

An interesting thing happened when we first started our scheme. One store had a stock of \$20,000 worth of staple ribbons; our standard for them was something like \$12,000. We made up the first assortment about the first of October and they were astounded at the small stock we were providing. This was two years ago. To make sure to protect them we sent them \$6,000 worth of staple goods to keep in their store unopened, merely to play safe. They were at liberty to use them if required. They did not even open the boxes. Everybody expected the holiday business to swell demand. They went through the holiday season without opening the reserve stock, and the goods were recently sent back to our San Francisco plant. This proves that our system provides ample stock at a lower total volume of stock carried than has generally been supposed to be necessary.

The next time we adjusted the records we standardized their stock to \$9,000. This was based on the experience of each quarter of a year's business.

An average store started this plan in 1923 and had, let us say, a stock of \$18,980. On June 30 of this year \$6,900 was the average for the year. Sales were running \$6,200 per quarter and are \$6,100 average for the last year; so that in spite of the fact that the average department store has lost some 16 per cent in sales in ribbons, this store has maintained its average on an inventory that has gone down practically from \$19,000 to an average of \$6,900. The turnover, originally, was 1¼. On June 30 it was 3.55. It

ELECTRICAL
ANIMATED
AND
STILL

DISPLAYS

for
WINDOW
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.
19 WEST 37th ST. NEW YORK

Live Data On Selling Goods In England

With the incorporation of the Business Research Services, Ltd.—Aldwych House, Aldwych, London, (A. L. McCredie, Director), we are able to offer special facilities and information on the English market. Also to make confidential researches of English and European markets and render high class counsel free from bias.

THE BUSINESS BOURSE

J. GEORGE FREDERICK, Pres.
15 West 37th St., New York City

In London, represented by Business Research Service, Aldwych House, Strand

will be over four by the end of this year. You can readily see the effect on profits. The earnings of this branch of the business annually were \$3,600. The earnings June 30 were \$6,660, or an increase from 19 per cent of their investment to 97 per cent. No doubt net earnings will be 133 per cent on their investment. This plan obviates the necessity of our sending dozens of salesmen tramping about the country. It makes for better salesmen and for better distribution, as the salesmen are passing along sound ideas to the girls, managers, etc., of these departments. Every time a salesman goes to a city today he has something definite to do and his expenditures are thoroughly justified. This plan eliminates the necessity for salesmen spending ridiculous sums in entertaining buyers. In some places they may make friends by the latter method, but we don't want that sort of friends. Our arrangements are made with the heads of stores. We don't put our plan in until they see that they need it. We set up a standard stock, and they must keep it up. Our arrangements are made with merchandise men, managers and presidents, and with the concurrence of the department manager.

Reorders are automatic. We take care of adjusting their stocks on hand. Keep this in mind, however. The manufacturer operating this plan, after he has set it up, is restricted entirely to replacing goods that have already been sold.

Yankee Salesmen on the Job

GOOD intentions still go astray. The Wembley exhibition in England is meant to show what the British Empire can do in the way of supplying goods. It is part of a great propaganda designed to increase in the parts of the world under the British flag the use of goods which have their origin under the same flag.

In June of this year the exhibitors of last year who had obtained the favor of the judges received their diplomas of merit. They evoked a great deal of admiration, until one of the lucky exhibitors happened to hold his diploma to the light. A very distinct undermark stood out. It read "Made in U. S. A."

In the midst of the ensuing riot of denunciation for officials of the exhibition a bitter Scotchman wanted to know if the medals which had been distributed had been struck in Germany.

Reprinted from *Nation's Business Magazine*, November, 1925.

The Strobridge Lithographing Company

Cincinnati, has recently purchased The Henderson Lithographing Company of Norwood, Ohio, which will be operated by a new corporation under the same name. Its entire capital stock is owned by The Strobridge Lithographing Company and the directors of the two companies are substantially identical.



A Modern dry goods store in a small town doing most of its business with the farmer—Beitman, Wolf & Co., Wabash, Indiana.



"Dependent on the Farmer's Wife"

Beitman, Wolf & Co., established in 1863, is the largest store in Wabash, Indiana (population 9,872). It has a complete grocery department, dry goods, shoes, ready-to-wear, millinery, men's clothing and luggage. Ready-to-wear dress up to \$85 and hosiery up to \$5 per pair is indicative of the range of merchandise.

Fifty per cent of its trade is farm trade.

"The farmer and his wife are our most stable customers," says Mr. Beitman. "He has more means to

tide himself over a period of depression than the wage earner.

"His credit is always good. He seeks a comfortable living, attractive clothes and all the luxuries that the average person craves. He furnishes a market for our best merchandise which includes many advertised lines."

* * *

The farmer's wife of 1925, prosperous with a good harvest, is a market worth catering to. You can reach this market effectively and economically through the advertising pages of *The Farmer's Wife*.

THE FARMER'S WIFE
St. Paul Minnesota

Printed salesmanship is entirely different from any other method of contact between manufacturer and the buying public.

And no manufacturer can get maximum results from advertising selling without expert help in its preparation.

We are specialists in producing printed salesmanship for technical advertisers.

Our booklet "Technical Advertising" will be cheerfully mailed to you upon request.

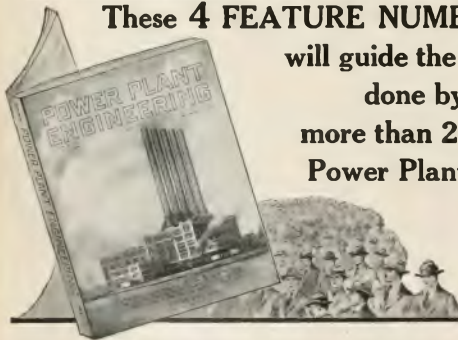
Arthur Henry Co.

INC.
Advertising

1487 BROADWAY
NEW YORK

Telephone BRYANT 8078

These 4 FEATURE NUMBERS
will guide the buying
done by
more than 23,000
Power Plant Men



**POWER PLANT
ENGINEERING**
537 So. Dearborn

Street
Chicago, Ill.
A. B. P.
A. B. C.

AT THIS time when improvements and expansion in the power plant field are greater than ever before, the December 15 "Annual Review Number" of Power Plant Engineering will summarize engineering progress during 1925 and will furnish the basis for the 1926 plans of the executives in the leading plants.

It is because interest in modern methods and equipment is centered in the boiler plant that the January 1, 1926, Reference and Textbook Number of Power Plant Engineering will be made a complete treatise on "Boiler Plant Operation"

Advance information on the exhibits at the Chicago Power Show will be given in the January 15 Announcement Number of this show and the February 1, "Chicago Power Show" Number will give the program of important engineering meetings.

To have your products share in the special interest the men with buying authority will have in these Four Feature Numbers, reserve space now.

Copy and cuts should reach us not later than November 25, to show proofs of advertisements to be published in the December 15 Annual Review Number.

Sales Control in Mail Exporting

[CONTINUED FROM PAGE 25]

following effort, and profit from the effort previously made.

First, three letters were drafted and mailed to a carefully selected list of dealers in the six Central American countries, Panama and the north coast cities of Colombia. Enclosures for the second and third letters were specially prepared.

The first letter expressed an interest in the dealer, his city and his country (this was immediately after the war when national feeling was very high) and also stated that a representative of the Regal Shoe Co. was planning to visit the country, and if possible would call on the dealer. The second letter treated more of business, telling something of conditions in the United States and especially the situation in the shoe industry, on the supposition that every live merchant is interested in anything connected with his industry. The third letter explained that the representative would have with him samples of some of the latest Regal creations, and would be empowered to appoint exclusive sales representatives in some of the cities visited, if the size and taste of the city and the standing of the merchant warranted it. Also that the representative would write later giving the exact date he would be in the city (a thing the export manager could not tell in advance because of the difficulty of securing passage on boats at that time). New samples were made up for this salesman, the lasts and patterns were put into the factory and every precaution was taken to insure the factory being able to get all the fancy leathers shown in the samples. There was to be no chance of orders being different from samples.

TWO half-page advertisements were run in two export magazines. They were as much as possible on the order of reading notices featuring the salesman's trip. In every instance as far as I know the salesman was received like an expected guest when he presented his card. He had no difficulty in introducing the topic of shoes and displaying his samples as illustrations of his shoe talk. The possibility of an exclusive selling arrangement was frequently broached by the dealer, and the results of the trip were far more satisfactory than if the direct mail, advertising and salesman had not been tied together.

Let us for a moment consider an ideal campaign for dealer orders in Argentina. Ideals are not difficult to attain in export work, and dreaming is the first step in accomplishment. Suppose we have investigated and tested the market, and have stocked our warehouse, or our distributor's, with an adequate supply of salable merchandise. There are two widely read dailies in

Argentina. We shall take space in both of these for a short while, say eight insertions covering a period of four weeks. This is primarily consumer advertising, and is timed to appear after the dealers have ordered and received their merchandise but, although this is consumer advertising, we are interested in its effect on the dealer, so we have copies of the advertisement prepared in advance, bound in a simple but attractive portfolio, and given to the salesman, for this advertising with actual dates of insertion is thoroughly salable.

WHILE the distributor is schooling his salesman in our product, which may be new to them, and working out selling tactics, we in the home office mail letters to each prospect on his list. There is something interesting in an envelope bearing a foreign stamp, a letter from a foreign manufacturer telling about a local distributor shows that distributor in a new light, a letter from the factory seems to give more authentic information regarding the merchandise than the same letter signed by the local distributor.

The salesman refers to the letters, refreshes the prospect's memory in regard to their message, and starts his real selling talk where the last letter dropped it. Perfect coordination, no tiring of the prospect, no wasted time. It is like the second installment in a serial story. The order is taken, the merchandise shown by the salesman is that featured in the newspaper advertising and that stocked in the warehouse. The distributor ships the order promptly, the newspaper advertising appears, and just as the promise of the advertising helped sell the merchandise to the dealer, so the advertisements help him sell it to the consumer, and the dealer is ready to re-order.

All three of the essentials in a selling campaign (direct mail, salesman, and newspaper and magazine advertising) are strong sales weapons, but their effectiveness is more than doubled if they are used in connection with one another in a carefully planned, coordinated campaign, such as is only possible under straight line sales control.

The Clark Collard Company

Chicago, will direct advertising for the Diamond Vacuum Products Company, same city, manufacturers of Diatron radio tubes.

Peter P. Carney

Head of the sales promotion department of the Winchester Repeating Arms Company, will retire from that firm at the end of this year.

Klau-Van Pietersom-Dunlap-Younggreen, Inc.

Milwaukee, will direct advertising for the Hoberg Paper & Fibre Company, Green Bay, Wisconsin.

The Point of Penetration



IN opening an oyster there is just one point where the old knife slips in—and the oyster slides out.

The retail shoe market of the United States is like that—just one point of penetration where advertising most easily and quickly catches the respectful attention of the most merchants, and breaks ground for the salesman.

It is the Boot and Shoe Recorder—paid circulation 13,865.

BOOT and SHOE RECORDER

207 South Street
Boston

Chicago
Cincinnati
St. Louis

A. B. P.



A. B. C.

New York
Rochester
Philadelphia

"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

In Sharper Focus

Arthur Capper

WHEN Senator Capper makes a political campaign he drives overland in a motor car. Frequently he calls a halt, climbs out of the car, straddles a barbed wire fence and wades through the soft dirt of the field out to where a farmer is working. Then they have a talk. That is how he finds out what is going on. It is



characteristic of him. He always has demanded exact knowledge of what the man he is attempting to serve thinks and feels. He does it both as a publisher and as a United States Senator. It was a part of his procedure during his two terms as governor of Kansas. It explains his amazing popularity among farm folks, not only in Kansas but throughout the United States.

Capper started in the publishing business as a printer and quit that job to take one as a reporter at half his former salary, because he wanted to learn the publishing business. He resigned as city editor of the *Topeka Daily Capital* to become a reporter on a New York daily for the same reason.

With \$1,000 he had saved and \$1,200 he borrowed, Senator Capper entered the publishing field by buying the *North Topeka Mail*. Later he bought the *Kansas Breeze* and combined the two. He paid \$1,000 in cash and assumed \$54,000 in notes to buy the *Topeka Daily Capital*, on which he had started as a typesetter.

Since then he has built up the biggest publishing business west of the Mississippi River. Today he publishes two daily newspapers, *The Topeka Daily Capital* and the *Daily Kansas*, Kansas City, Kan.; three monthly papers, *Capper's Farmer*, *The Household* and *Capper's Magazine*; a weekly newspaper, *Capper's Weekly*, and five

state farm papers, *Kansas Farmer*, *Missouri Ruralist*, *Ohio Farmer*, *Michigan Farmer* and *Pennsylvania Farmer*. He employs more than 700 persons in Topeka, in addition to scores of others in branch offices throughout the United States.

Senator Capper is serving his second term as United States Senator, having been re-elected by the largest majority ever given a candidate for this office in Kansas. He takes an active part in the management of his publishing business and reads every paper carefully. That insistence on knowing and having the facts on which to base his action along any line is the chief characteristic of the man, and the most significant.

R. N. Fellows

By Himself

Born in Wisconsin—on a farm, like many other advertising and sales executives in New York, Chicago and Peoria. Sixty days later my proud (?) parents disqualified me as a "dirt farmer" Congressman by moving to the nearest "city" of 600—and later to Madison, seat of the University made famous by such illustrious "grads" as "Ned" Jordan of "Playboy" fame.

A checkered public school career, coupled with extensive newspaper ex-



perience (as a carrier) found me ready for my first great marketing opportunity—offered me by the local druggist, "jerking" soda and selling a stamp now and then.

"But as Destiny would not be denied, "Prexy" Van Hise called me to assist him in running the University of Wisconsin, as office boy. Here at last, learning HOW LITTLE I knew (and having never forgotten since) I finally responded to the call of "higher education" and attended the University of Wisconsin—selling supplies to District Schools during vacations—until finan-

THE PROCESS AND PRACTICE OF PHOTO-ENGRAVING

"The Process and Practice of Photo-Engraving"

By Harry A. Groesbeck, Jr.

General Mgr., Walker Engraving Company

260 Pages—280 Illustrations

\$7.50—10 Days Free Examination

This authoritative volume, "The Process and Practice of Photo-Engraving," has created a sensation wherever it has been seen. For the first time the art of photo-engraving has had an explanation that a layman can understand.

Clear, Concise and Informative

The volume is a veritable source-book on photo-engraving. In it is condensed the knowledge of those who have been engraving ever from infancy to its present state. To have it on your desk is to have the benefit of the forty years' experience of the country's authorities on modern engraving practice.

Like an Extended Trip Through an Engraving Plant

A trip through the most modern engraving plant could not be more informative than a reading of this volume. Starting with basic principles, the book takes you through the entire range of engraving. And the 280 specially prepared illustrations make the text even more lucid and explicit.

Here Are the 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; Roulage; Half-tone finishing; Laying tints; Color work; Photography of colors; Pressing and presses; Drinking; Electrotyping stereotypes; Banners and corrections; Preparation of copy; Special methods and other processes.

Free Examination!

"The Process and Practice of Photo-Engraving" will save you many times its cover dollar and a half purchase price. It will enable you to eliminate mistakes—it will enable you to give proper instructions to your engraver—and to know before hand how the engraving will look when it's finished. Fill out the coupon now and get the book for ten days free examination.

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



UNIT coverage or quantity —which?

Power aims to put its advertisers in touch with the buyers in the worthwhile power plants of the country no matter where they may be located or what kind of a product power is being used to produce.

To accomplish this *Power's* circulation department seeks to add units rather than individuals. Regardless of cost it must find, sell and satisfy the men responsible for power plant design, power generation and power utilization.

Which is why you will find *Power* wherever there are worthwhile power plants, the circulation being heaviest where there are the most plants.

The above map illustrates at once the power distribution of the country and the circulation distribution of *Power*.

Does not this method of subscription building appeal to you as the method of greatest value in sales development?

A. B. C.

POWER

A. B. P.

Tenth Avenue at 36th Street, New York

A McGraw-Hill Publication



RICO TOMASO

Rico Tomaso comes from Chicago with a notable record in the illustrative field. In the New York advertising market, the quick recognition of his ability has been most gratifying to us. Mr. TOMASO is exclusively identified with VAN NAME & HILLS, INC Eleven East Thirty Eighth Street, New York—an organization of creative artists to the advertising profession.

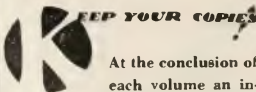
CALEDONIA 9716 - 9717 - 9718

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

AJD
The Only Denne in Canadian Advertising

We render a complete and intelligent Advertising and Marketing Service for manufacturers who desire maximum results from their efforts in Canada. Correspondence invited.

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



At the conclusion of each volume an index will be published and mailed to you.

cial stress made a Chicago \$10 a week rent-collecting job look like a bootlegger's bank account.

Six weeks later Chicago Real Estate deflated (so far as the particular renting office was concerned) and without undue urging, I accepted, without his knowing about it, J. Ogden Armour's call for a bookkeeper at his glue works "back of the yards."

As figures and I had never been on speaking terms, I soon admitted that Mr. Armour's requirements could be more accurately and painlessly filled by a comptometer, whereupon the object under discussion took up advertising—with H. Channon Co., the Chicago machinery house.

After a hectic 8 months' career, during which I soared from copy man to "Advertising Manager for a day"—I joined the Addressograph Company in 1910—where the happiest 15 years of my life have fitted away, as the poets say—and where I hope to spend at least the next 100 years as Advertising Manager in Charge of Sales.

Have written no books, but lots of booklets. Have made no public addresses, but countless sleep-producing talks—400 good Englishmen slept through one at London Convention last summer. The Americans were wise—they stayed away.

For reasons unknown, elected three times as Vice-President of Association of National Advertisers—and now a director.

Hobbies: Wife, home, talking Addressograph when anyone will listen. Don't play golf, bridge or Mah Jong—but among other insanity symptoms, I am guilty of dialling for DX on radio—helping speed cops keep their jobs; accepting printers' and engravers' promises, etc.

Achievements: Special, or what will you: Keeping same wife for 12 years; same job 15 years; many friends, many years—and always seeing everyone and anyone who calls as quickly as possible, because as a salesman for 20 years, I know what the "too busy" executive loses more than he gains.

Photo shows me (third from left) at a recent Addressograph Sales Convention "Keeping in Step" with three members of the "World's Finest Sales Force."

Thomas M. Hollingshead

Business manager of the St. Louis *Globe-Democrat*, died Nov. 10 at the age of sixty-six.

T. D. Harman

President of the National Stockman and Farmer Publishing Company, Pittsburgh, died Nov. 10 at his home. Mr. Harman was president of the organization for twenty-five years.

R. D. Mansfield

Formerly with the McGraw-Hill Company, has become associated with the Blackman Company, Inc., New York advertising agency.

Charles Herman Herman

Treasurer of the Elevator Supplies Company, Inc., Hoboken, N. J., died on Nov. 1, 1925, at his home in Manlewood, N. J. Mr. Herman had been connected with the elevator industry for fifteen years.

Trade Organizations in Public Favor

By Gilbert H. Montague

THE courts, the Administration, and the public are today more friendly toward trade associations, business combinations and business generally, than they have been at any time since the first anti-trust laws were enacted, nearly a generation ago.

Largely this situation, with all the opportunities and responsibilities that attend it, has resulted from the liberal interpretation of the anti-trust laws expressed by the Supreme Court last June in the Cement and Maple Flooring decisions.

Intelligence, the Supreme Court declared, is not necessarily a crime.

Business men who, in the exercise of their sound independent judgment, avoid the accumulation of surplus stocks, and abstain from ruining one another by cut-throat competition, and intelligently seek to produce, to distribute, and to sell, with some rational conformity to the state of the market, should not, the Supreme Court held, be treated as criminals.

Intelligent, rational business conduct, the Supreme Court said, does not become a crime, even though it be based upon trade information and trade statistics that are gathered and disseminated by a trade association, and even though such information and statistics tend to stabilize industry, and to bring about fairer price levels.

If trade associations, business combinations, and business men, big and little, will continue, during the next few years, to give signal demonstration to the courts, the Administration, and the public that the confidence reposed in them by the Supreme Court has not been misplaced, the present sympathetic attitude toward business may, eventually, become a national habit.

This prospect presents enormous opportunities to trade associations and business men in every branch of American industry.

These opportunities will all be forfeited, however, unless the cautions and the warnings which the Supreme Court in its recent decisions reiterated and emphasized are conscientiously observed, according to the essential spirit and purpose that really underlie our anti-trust laws.

Unless these responsibilities are frankly recognized, and punctiliously met, they may result in emphatic reversal of the present favorable attitude of the courts, the Administration, and the public, and a renewal of the former unsympathetic attitude of the Government toward trade associations, business combinations, and business generally, and perhaps a recrudescence of popular and political anti-trust agitation, with the possibility of new drastic legislation by Congress.

Portions of an address before Academy of Political Science, New York City.

One Advertisement of 34 Pages

The largest and finest radio trade advertisement that has ever been published by any trade paper appears in the OCTOBER 15th issue of



"The Big Book with the Orange Cover"

This remarkable 34-page colored insert appearing exclusively in THE TALKING MACHINE WORLD features



and is sponsored by the Zenith Radio Corp., Chicago, in conjunction with 28 Zenith Distributors throughout the country.

Send for a copy of this insert
It is well worth your attention

TALKING MACHINE WORLD
383 MADISON AVE., NEW YORK

Published by EDWARD LYMAN BILL, INC.

BUILDING AGE and The BUILDERS' JOURNAL

Subscribers have been purchasing issues of nearly two million dollars worth of contracts, builders, architects, etc., of known responsibility, published monthly for 45 years.

Member A. B. C. and A. B. P.
239 West 39th St., New York; First National Bank Building Chicago; 320 Market St., San Francisco

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.

THE AMERICAN ARCHITECT


A. B. C. Est. 1876 A. B. P.
The Golden Age of Architecture has taken place during the last 18 years.
THE AMERICAN ARCHITECT will commemorate its 50th birthday by issuing a Golden Anniversary Number on January 30th, 1926, tracing the progress of architecture during that 50 year period. Full details concerning this historical issue will be sent on request.
243 West 39th St. New York

To
Reach

Lumber Manufacturers,
Woodworking Plants
and Building Material
Dealers use the

American Lumberman

A. B. C. Est. 1873 CHICAGO, ILL.



CHATTANOOGA

"Dynamo of Dixie"

Strategic location, within easy access of all principal southern points, is one of Chattanooga's advantages as a distributing center in the South.

Write today for information about Chattanooga's advantages as applied to your particular business.

CHATTANOOGA
Clearing House Association
890 James Building
Chattanooga, Tennessee

VISIT CHATTANOOGA

See the many famous Scenic and Historic points of interest in and about the "Scenic Center of the South."

Editor's Responsibility to the Advertiser

By E. J. Mehren

BEFORE answering the question posed in the title of this article, we need to understand the editor's responsibility broadly. It is his job to provide the reading matter. His task is, first, to cover the field adequately so that all information gets into his pages, and, second, to build up such a reputation for integrity that the reader will persistently turn to his paper for information and guidance. That is the sum and substance of the responsibility of the editor.



E. J. Mehren

Vice-President, McGraw-Hill Company

advertiser every day by interpreting to the advertising manager and the advertising salesmen of his papers the conditions in the field, the methods of buying goods, the changing practices and changing demands of consumers, etc.

Then again the manufacturer has a certain responsibility to the editor. He senses news values, the advertising values of developments made by his organization. What more natural, therefore, than

that he should want to put news and data about these developments into the hands of the editor as quickly as possible. If the editor has any responsibility to the manufacturer, then the manufacturer, in turn, has this reciprocal responsibility to the editor.

Harking back to my own days as an editor, I can recall many stories that came to me because of the initiative of an advertising man. Sensing the news value of the development, he persuaded his own organization to release the material and place it in my hands while it was fresh, while the field would "get a kick" out of it. He did a good turn for his own organization. He did a good turn for me, because he enabled me better to serve my readers.

The manufacturer, in turn, has the responsibility of seeing that he is promptly supplied with worthwhile material, of trying to meet the standards he has set up for the benefit of his readers, and of strenuously supporting him in his insistence upon the maintenance of these standards.

These standards consistently maintained in reader confidence, and reader confidence is the forerunner and creator of an effective advertising medium. If this sequence—high editorial standards, creating reader confidence, and reader confidence creating advertising value—be understood, the unity of interest between editor and advertiser will be appreciated and there will be no misunderstanding between them.

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

The Complete Book of ENGRAVING and PRINTING



"Commercial Engraving and Printing" by Charles W. Harleman (Second Printing Revised), tells how to choose art, process of reproduction, plate, paper, color, etc. A mine of information for the advertising man, artist, printer, salesman or student. 840 pages, over 1500 illustrations, 25 related subjects. Send an approval, no advance payment. Write for free prospectus showing sample pages, contents, terms and other information.

Commercial Engraving Pub. Co., Dept. TV, Indianapolis, Ind.

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.

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. 8, 1925.

I enclose check to cover.

Name

Address

City

Advertisers in Price Maintenance Battle

[CONTINUED FROM PAGE 40]

Coty, Inc., has frankly stated that it believes every merchant should have the right to run his own business, and that it looks upon price cutting as a trade evil; and that it will exercise, if need be, its legal right to refuse to sell anyone who does not sell at the suggested prices.

The Coty leak-hole in the past was that a sliding scale of quantity discounts was operated. This, as is well known, has tempted jobbers to give away some or all of their quantity discount; or has tempted the retailer buying in larger quantity to give it away to the public. It is this "giving it away to the public" which has pulled the wool over the eyes of legislators and others who want the public to get any such free gifts offered. But the trouble is that they are not free gifts at all—they are expertly calculated baits, and are about as "free" as the hook that a fisherman gives free to the fish. It is a paying proposition for the store that can get away with it, as long as others don't do it—to sell a recognized dollar's worth for 90 cents, and charge to advertising the 10 cents "lost."

BUT for the first time since the price maintenance horizon became clouded with legislation ten or a dozen years ago, advertisers are today taking aggressive steps to see that retailers who practise such guerrilla warfare are shut off from their supply. It can't be done, as was once the case, by injunctions and legal procedure, but the right to sell to whom you please, with or without a reason, is now "safe for sound business"—O.K.'d. by the Supreme Court.

Meanwhile there is still some opposition and lack of understanding of this great issue by the Federal Trade Commission. In September The Armand Company, as well as 15 wholesale druggists and the Fair in Chicago, were cited in a complaint charging not only "conspiracy to restrain trade," but "monopoly" on account of its resale price maintenance plan. It is alleged that the exclusive distributors are aids in the price maintaining system.

None of these Federal Trade Commission buzzings have in the slightest degree deterred the new group of aggressive advertisers who are, confidently and with deliberate emphasis, announcing their unshakable determination to sell only to those who will maintain the suggested retail prices.

We shall see, in a few years, a far more general courageous stand on this question, the fundamental economics of which is gradually clearing up in the view even of legislators and courts, who so long have had only a very amateurish grasp of this, one of the crucial friction points of economics.

Suppose YOU Figure the Percentages!

We have moved FAST, haven't we?

Issue	Distribution to News Company for newsstands	Total Print order
July 1, 1925	7,900	42,500
July 15, 1925	8,500	44,000
Aug. 1, 1925	11,100	49,000
Aug. 15, 1925	14,500	57,000
Sept. 1, 1925	14,100	47,000
Sept. 15, 1925	37,200	70,000
Oct. 1, 1925	26,500	61,000
Oct. 15, 1925	31,100	65,000
Nov. 1, 1925	43,350	81,000

We advanced the rate

from **\$300** to

\$350 per page

But believe it will be necessary to announce another advance soon.

ADVERTISING LINEAGE UP TOO!

1925 306,234

1924 226,814

Increase 79,420

These figures are based on income up to November 30th issue each year, and include an extra issue in 1924.

You ain't seen nothin' yet—WATCH US!

FORBES

WALTER DREY, Vice-President

120 Fifth Avenue, New York

Western Advertising Manager

H. S. Irving
Tribune Tower Building
Chicago, Ill.

Financial Advertising Manager

Edwin V. Dannenberg
120 Fifth Avenue
New York

Eastern Advertising Manager

Frank H. Burns
Little Building
Boston, Mass.

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

Special Holiday Stamping Offer

Until January 1, 1926, we will stamp your name, or a friend's name, in gold on the front cover of any McGraw-Hill book without additional charge. Orders for stamped books should be accompanied by price and, of course, stamped copies are not returnable.

Strong—

PSYCHOLOGY OF SELLING AND ADVERTISING

461 pages, 5 x 8, illustrated, \$4.00

This book presents a sound discussion of the practical application of psychological principles to sales and advertising methods.

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

Larned—

ILLUSTRATION IN ADVERTISING

319 pages, 6 x 9, 212 illustrations, \$4.00

This book gives a thoroughly constructive discussion of the use of Art to increase the effectiveness of Advertising.

It considers advertising illustrations in their relation to the copy, to the product, to the market and to the psychology of the consuming public. Practically every illustrative treatment is given detailed attention. Methods, effects and requirements are explained definitely.

Pratt—

SELLING BY MAIL

428 pages, 5 x 8, illustrated, \$4.00 net, post-paid

The author has drawn on his long experience in this work for definite, concrete analysis of mail-order possibilities, market factors, campaign preparations, mailing lists, mail-order appeals, mail-order copy, layout, illustration, booklet and catalog making, sales letters, order blanks, follow-up, credit and collection practice—every element that enters into the successful capture of a mail market.

White—

MARKET ANALYSIS

New second Edition, 438 pages, 5½ x 8, 79 charts and diagrams, \$4.00

A thorough revision of this pioneer book on market analysis, presenting new chapters on organizations for market research, agency market research, industrial and community surveys and newspaper surveys.

SPECIAL HOLIDAY COUPON

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

Send me the books checked with name stamped in gold on front cover. I enclose proper remittance and understand that stamped books are not returnable.

(Name to be stamped.)

Send me the books checked for ten days' free examination. I enclose return the books, postpaid, in 10 days or to return for them then.

Strong—Psychology of Selling and Advertising, \$4.00

Larned—Illustration in Advertising, \$4.00

Pratt—Selling by Mail, \$4.00

White—Market Analysis, \$4.00

3 1/2 x 11-3/4 in.

An Englishman Writes of Cooperative Marketing

[CONTINUED FROM PAGE 30]

the matter of contracts, field work and local organization.

Two departments deserve attention; (1) the sales and advertising branch which has as its objects to improve the marketing of fluid milk and to sell favorably all by-products; the trade brand adopted is Dairy Lea and over 358,000 dollars were spent in advertising in the year 1922-23. Drives and campaigns are organized and the country is worked systematically by means of newspapers, magazines, trade papers, electric signs, posters, window and counter displays. In the fluid milk business the League took over two large distributing plants in New York and New Jersey and entered the direct-to-the-consumer business; the tendency is to develop this side of the work. Export sales are also pushed by special representatives in London, Singapore, South Africa, East Africa, and West Africa; (2) the membership service branch which makes the business contact of each farmer with the association. This includes a contract section which deals with withdrawals, new members, breach of contract, distribution of members by districts and so on. The figures provided by this section show the reasons for the difference between the total number of members and the number who pool their milk; all checking of dealers' milk sheets is carried out and the detailed character of the work done along with the accountants' task of writing monthly cheques illustrates the view often expressed that calculating machines have made the giant cooperative feasible.

From the standpoint of the advertiser, the most interesting portions of Professor Forrester's report are those which have to do with Distribution, Selling, Advertisement and the Sale of Surpluses. They are as follows:

Distribution and Selling

THE question of how far cooperative associations control the distribution and sale of their produce depends upon the character of the produce. A useful generalization from which to start, however, is that commonly they sell through the intermediary links, wholesale jobber and retail, more rarely they may strike through to the retail trade; in other words, the cooperatives organize marketing services to the wholesale stage and after that exercise indirect control over their product by advertisement, checking consumers' prices, and by negotiation with dealers and jobbers. In general they trade in the central and terminal markets, deal with key positions such as the existence and sale of surpluses, but do not usually send their salesmen into the consumers' markets. In the case of milk societies in smaller centers direct sales to consumers may be undertaken,

and even the large organizations such as the Twin City Milk Producers of Minneapolis and St. Paul and the New York Dairymen's League venture into this field, but in these two latter cases the entry into the retail trade is partly of the nature of a strategic move. In general they stop at the wholesaling functions and the management of surplus. The large fruit organizations may sell through the ordinary wholesale and brokerage channels, and some of them employ staffs of salaried agents to push their products and try to establish their connection through the widespread advertisement of trade brands. Egg associations push through to the terminal markets, and in the case of the Californian group employ an overhead selling agency. Wheat, livestock, cotton, tobacco, and wool are commonly carried to the terminal market stage by the large associations.

A SELLING plan necessitates preparation and organization along two lines, (1) some agency must be set up or employed to collect information about markets, the probable demand in different centers, to find customers, and build up a regular good-will; (2) on the information furnished, some other department must direct shipments at the right time. A large cooperative may set up its own news service through its own officers or in alliance with a large commercial agency; the Federal Department of Agriculture has entered this field and provides day to day information as to the state of certain markets; one advantage of an official news service is that it can be used for different articles having different seasons, and a reporting service can be maintained at moderate cost which is better than any one group of producers could maintain for themselves. The association may choose to employ a commercial agency with a nation wide organization to collect information, and to direct shipments. Movement of the commodity to market is most regular when controlled by a central body. It must be noted that in case of some federal types, authority over acceptance of orders and dispatch to market is handed over to district or local units and the central unit is an agency.

It is frequently said that the cooperative marketing enterprises get for the producers the prices yielded by supply and demand at the point of consumption rather than at the point of production. All that is meant by this is, however, that if the cooperative under takings are feeding the market they must accept responsibility for storage, finance, and surplus, in place of the middleman, and therefore producers' prices and consumers' prices will be more strictly parallel, since the risks of the wholesaler and retailer are standardized or shifted on to the shoulders of the association.

Some account has already been given

of the sales departments of certain large marketing undertakings; the plans commonly aim at eliminating risk and guesswork in moving the commodity to market, stimulating consumers' demand, extending the marketing season, improving the transportation service and utilizing by-products. The example of the citrus fruit growers shows these features; there is the system of market and production reports and the planning of distribution of supplies; new markets are developed and the consuming capacity of old ones increased; consumers' requirements are studied and attempts are made to improve retailing methods, such as display and the advantage of quick turnover on a small margin; new channels of consumption may be opened up such as orangeade, the use of fountain juice extractors; the marketing season has been extended by planting new types of oranges, and by-products have been utilized. Advertisement has been widely used in newspaper, magazine, poster and street cars; dealer-service men have been employed to secure the attention and interest of retailers in citrus fruits, and trade brands have been the subject of special campaigns.

Advertisement and Sale of Surpluses

THE position and use of advertisement has been greatly extended of recent years and a special feature is the employment of advertisement to dispose of large crops. The public, it has been pointed out, is never fully aware of the existence of a large crop and low prices. A low price well advertised will, it is found, pay much better than a still lower price left unadvertised. In dealing with gluts at the period of the season when supply is at its maximum, it has been found that selling campaigns move the product quickly into consumption and the view is held that, if advertisement were confined to times of peakload marketing, and to the pushing of well-known trade brands, it would achieve more than if used in a miscellaneous manner. It must be kept in mind, however, that much advertisement is competitive in its effect; it is not producing to any great extent a genuine all-round expansion in the consumption of food products. This is recognized by certain fruit organizations which do their best to oust other fruits from consumption in order to expand their own market. It is seen in the relation of the consumption of milk to the consumption of butter and cheese. The demand for all food products is not seriously expanded by simultaneous advertisement campaigns of special commodities. Again, in times of prosperity, it is relatively easy to increase sales by advertisement, but in times of depression the task is one of great difficulty.

The widespread tendency to create specialties and trade brands is of considerable interest both in the home and international trade of the U. S. A. It rests upon the view that the public can be persuaded to buy a high-grade article at a relatively high price provided it is branded and well advertised instead of a lower quality at a lower price; this is already put into operation with certain fruits, vegetables and butter.

Note the Italics. Yet, some people, say, "college professors don't know anything about business." Huh!

WANTED: An Opportunity to Help Build a Few Conspicuous Successes

There are good reasons why we can be exceptionally helpful to:

- A FOOD ACCOUNT that will not conflict with
MUELLER'S MACARONI
- A TOILET GOODS account that will not conflict with the products of
V. VIVAUDOU, Inc.
- A HOUSEHOLD UTENSIL account that will not conflict with
WISS SHEARS
- A MUSICAL INSTRUMENT account that will not conflict with
HOHNER HARMONICAS
- A TOOL ACCOUNT that will not conflict with
KRAEUTER PLIERS
- A SPORTING GOODS ACCOUNT that will not conflict with
KROYDON GOLF CLUBS

ALL the advertisers mentioned above are conspicuous successes. We do not claim that we made them so. They would have succeeded without us—but they are kind enough to say that our assistance has been of unusual value because in each instance we were able to supply the close and constant services of a man experienced in handling their special problems.

Our clients have helped us as much as we have helped them. The knowledge we have absorbed and the experience we have gained in our contact with them is at your disposal.

A word from you will put you in touch with the man in our organization who speaks the language of your business most fluently. He will not weary you with many words, but what he says will have meat in it.

Charles C. Green Advertising Agency Inc.

450 Fourth Avenue
NEW YORK

MONTREAL

Estey Building
PHILADELPHIA

HAVANA

Advertising and Selling FORTNIGHTLY

Markets, Merchandising & Media



Published by Charles C. Green, Advertising Agency, Inc., 450 Fourth Avenue, New York, N. Y. Entered as Second-Class Matter, October 10, 1924, Post Office at New York, N. Y., under No. 100,000. Accepted for mailing at special rate of \$3.00 per copy provided for in Section 1103, Act of October 3, 1917, authorized on July 1, 1925.

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



THERE is only one industrial journal, having A B C circulation, devoted entirely to the interests of the furniture manufacturing industry. That is *The Furniture Manufacturer & Artisan*.

You will find this journal in practically every worth-while furniture factory in the United States, and it reaches a number of the large plants in foreign countries.

For considerably less than \$1,000 it will carry your sales message to these manufacturers on a full page basis each month for a year. We'd like to tell you more about it and show you a copy. May we?

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

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 Point of Contact

Every student of business knows that it is advertising—of one kind or another—which has made Big Business possible.

A department store—to cite only one example—may have the most varied stock of goods that can be brought together; but if it does not advertise, it simply does not exist, in so far as a large percentage of the buying public is concerned.

No longer is there any doubt in the minds of business men as to whether or not they should advertise. What disturbs them is what happens at the Point of Contact with buyers. That is the link in the chain of business which needs more attention than any other.

There Would Be a Howl!

Why is it that fruit-stores, almost without exception, "hog" a hundred or it may be, two hundred square feet of street-space?

Is it necessary, in order to sell fruit, that it be exposed to dirt, dust and the inspection of errant canines?

If any big down-town department store dared to do what every Levantine fruit-dealer does as a matter of course—pile fifty boxes of fruit and vegetables on the sidewalk in front of his place of business—there would be a howl.

What's Wrong with This Business?

Experience has taught me two things:

(1) If you want to get in line for promotion, go to the Boss with a constructive suggestion for its betterment, every time you see anything wrong in the business with which you are connected.

(2) If you want to get fired, tell your associates and subordinates "what's wrong with this business," every time you have an opportunity to do so.

Advertising Moves Houses

The most interesting Adventure in Advertising I've ever had? This one, beyond a doubt.

The vice-president of a company with which I was connected, some

years ago, came to me one day and asked me if I could help him solve a problem which was bothering him not a little. The factory at L———, he told me, was outside the city limits—three quarters of a mile from a car-line, a mile and a half from the center of town and considerably further than that from those parts of L——— where houses could be rented at moderate prices.

The result was that the company was having trouble in holding its men—they did not like the idea of spending two hours or more a day getting to and from work.

What had I to suggest?

"Why not put up a couple of hundred houses near the factory?" I asked.

"Building costs are very high, at present," said Mr. T. "Seems too bad," he continued, "that we did not locate the factory near So-and-So"—naming a suburb on the western edge of L———. "There are plenty of houses there, most of them empty."

Then it was the Idea came to me.

"How many?" I asked. "Fifty?"

"More than that. A hundred at least," Mr. T. replied.

"Good!" said I. "Here is my suggestion—that we insert a 'blind' ad. in the L——— Journal to about this effect: Wanted, for removal purposes, twelve frame houses in good condition. Will pay cash."

"Twelve! We want a hundred," said Mr. T.

"Yes," I answered. "But don't let sellers know that. If you do, up go prices."

Mr. T. thought a moment or two. "Go ahead," said he. The advertisement—two inches, single column—was inserted. Total cost \$6.00.

A month later, I passed through L——— on a westbound train. The first thing I saw, as I approached the town, was a good-looking frame house being moved along the road leading to the factory. In the course of the next ten minutes, I saw twenty-two others. Advertising did it.

Names

What splendid ear-filling names many of the towns and cities in Maryland, Virginia and North and South Carolina bear! Westminster, Oxford, Cambridge, Salisbury, Raleigh, Wilmington, Lancaster, Chester, Norfolk, Richmond, Hampton, Portsmouth—no question about where the men who settled those places came from.

Reread the names! Every one of them is historic.

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 humanelement 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.



Dalton M. Andrews, Western Editor

DALTON M. ANDREWS graduated into the HARDWARE AGE editorial staff from the trade associations. For eight years he was field secretary of the Minnesota and South Dakota Retail Hardware Associations; his job was to travel continuously among the members of those associations, helping them in matters of store arrangement, buying and selling, as well as advising them in the conduct of their business.

He has installed accounting systems in a great many stores, and was instrumental in organizing permanent credit bureaus for the interchange of credit information in over fifty towns and cities.

As Western Editor of HARDWARE AGE, with headquarters in Chicago, Mr. Andrews continues to offer the benefit of his wide

experience personally to merchants of the Central Western States, and through his articles, to the entire hardware trade. His market reports, analyses and forecasts for the Central West form a very important feature of the service HARDWARE AGE renders its readers.

The securing of Mr. Andrews for this important editorial post is but another example of that enterprise, which, through the creation of an organization of able business writers and counsellors, has earned for HARDWARE AGE the respect and interest of its readers, and caused it to become in ever increasing measure the outstanding medium of merchandising and sales development for the entire hardware field.

Advertising Managers and Agency Executives!

Send for your copy of "How Can I Increase My Sales Through the Hardware Field?"

"The Most Influential Hardware Paper"

Hardware Age

A. B. C.  A. B. Z.

239 West 39th Street New York City

Your Story in PICTURE leaves NOTHING UNTOLD

WHEN all is said that can be said — there is much left to say that *can't* be said.

It may be quality, better implied than stated. It may be an urge for immediate action — more powerful when subtly implied than when badly suggested.

Tell your complete story in picture. And let your picture tell *its* complete story through good engravings.



GATCHEL & MANNING, Inc.

C. A. STINSON, Pres.

Photo-Engravers

W. Washington Sq.

230 South 7th St.

PHILADELPHIA



NEW RATES

DUE to the remarkable growth in circulation of the FORUM in 1925, a new schedule of advertising rates will become effective January 1, 1926, based on a guaranteed circulation of forty thousand net paid.

General	\$150 per page
Publishers	\$100 per page
Back Covers	\$200 per page
Inside Covers	\$175 per page

Advertisers paying the above rates will be guaranteed an average circulation for the first six months of 1926 of forty thousand net paid A. B. C. and will be rebated pro rata if the circulation falls below this average.

Advertisers placing contracts for 1926 business prior to the closing of the January issue, *i. e.*, November 25, can hold the present rates.

Member Advt Bureau of Circulations

FORUM

America's Quality Magazine of Discussion

247 PARK AVENUE

NEW YORK CITY

I Want to Break Into Advertising

[CONTINUED FROM PAGE 24]

vertising he can't be certain that he really wants to "break into the advertising game."

And it isn't so much to ask. You can get a fairly intelligent survey of the field by reading a few consecutive issues of the leading advertising journals. Someone has probably swiped the current numbers from the reading room of the public library. But there are newsdealers.

I CAN never quite understand the attitude of the young man who walks into an office seeking an advertising job with no preparation for the work.

Wouldn't it be just as sensible for you or me to seek out some legal light and say, "I understand lawyering is a good, steady, genteel business. How do you break into it? What are your hours? How much do you pay, and when do I start?"

Or we might say to the corner grocer, "I want to do some grocing. I never heard of a grocer completely starving to death, so I've decided to give the business a whirl. Where do you acquire your prunes and potatoes? And how much sugar shall I give for a pound?"

But let's assume, for a moment or so, that our applicant is neither a drifter nor a dunce.

Perhaps he took an advertising course in college — (and they have some pretty good courses nowadays.) Maybe he studied in night school, or took correspondence instruction. The main thing is that he has tackled advertising in all sincerity.

Now, when such a youngster asks — as he usually does — "How do you get a start in advertising, anyway?" I'm blamed if I know what to tell him!

"But there must be a way," he insists. "How did you get started?"

Well, how did I get started? The whole thing is a bit hazy, but as near as I can figure out, I'm in the advertising business today because old Colonel Matthews bought a pair of tight shoes.

The Colonel was my boss. He edited a small-town weekly paper and wrote most of the ads for our local merchants. As I have said, the Colonel bought a pair of shoes (come to think of it, I believe he took them on back subscription.) The shoes were too small. Or maybe the Colonel's feet were too big. I have a very poor memory for details. Anyhow, the Colonel was in no mood to stride Pegasus. So I got a job as jockey. I wrote and set an ad for our leading hardware merchant. Contrary to expectations, the advertising contract was not cancelled. This was, no doubt, due to the fact that the hardware dealer never read the paper. He was a Republican. Our household journal was, as he termed it, "of the opposite sex."

Encouraged, I next lent my pen to

the Second National Bank. After that experience I took it over to a haberdashery and traded sundry seductive sentences for a Sunday suit. The suit did not wear nearly as well as the ads. The latter were inserted on a t. f. contract and promptly forgotten. For all I know they're running yet!

In the fullness of time, I moved on to a city paper, and continued to do a bit of ad writing on the side.

One day I talked a certain manufacturing concern, which shall be nameless and blameless, into the conviction that the small sum invested in my weekly wage for advertising service, might not be a total loss.

And then—well, I was "in!"

But the ways of advertising have changed in these times of research, questionnaires and trade investigations. The "profession" has become complicated and highly organized, and the breaking-in process lacks the sweet simplicity and directness of other days. And here is where advertising faces the challenge of time.

Advertising owes an obligation to itself, to the men who have raised it to its present plane, and to the public which has been educated to believe in it. It has attracted and is attracting brains, education and good taste. Its social position is well up among the elite of the business world, but its future rests with the new generation, these "breakers-in" who swarm to it every day. From these ranks will come the advertising men of 1935 and 1945, and it is up to the advertising men of 1925 to work their vaunted brains more than casually in the selection of these, their successors.

Advertising's success entails an obligation and a duty which the future is challenging. What will be advertising's answer?

The Syracuse Newspapers, Inc.

Is the name of the new corporation which will publish *The Syracuse Journal*, which was recently consolidated with *The Syracuse Telegram* and *The Syracuse Sunday American*. The officers of the corporation are: President, Harvey D. Burrill; vice-president, Stewart F. Hancock; treasurer, M. M. Andrews; secretary, Louis D. Burrill. The directors are: William Randolph Hearst, Harvey D. Burrill and Stewart F. Hancock.

American Bottlers of Carbonated Beverages

Announce that a four-year national advertising campaign will be inaugurated shortly. The campaign will be financed by an equitable prorating of contributions from the bottlers and their supply houses.

Conc. Rothenberg & Noe, Inc.

Is the new name of Cone, Hunton & Woodman, Inc. Mr. George Noe has been secretary and in charge of the Chicago office for the past two years. Mr. G. V. Rothenberg came into the organization Nov. 1, 1925, as vice-president and will be located in the New York office.

Market Information

When you want it

In a form convenient to use

In the 1925-1926 edition of Crain's Market Data Book and Directory of Industrial, Trade and Class Publications, you can find statistics and vital facts concerning a hundred markets of trade and industry.

This is the sort of information upon which intelligent, effective advertising must be based—figures on the size of industries, their requirements of power and machinery and equipment—figures on their buying habits and buying peculiarities. The essential facts upon which to plan specialized advertising to these specialized markets.

And—classified according to markets, and listed immediately following the material on each market are lists of the business papers covering the various fields, giving essential information of frequency of publication, rates, page size, circulation, etc.

The whole adequately indexed for easy and quick reference. Contains the only published list of foreign business papers.

So sure are we that you will find this just the sort of source book of market information you have always wanted, or that you will want this new and revised edition if you have had preceding editions that we will send a copy on approval for ten days—at the end of which you can either send your check for \$5.00, or you may return the book without any obligation.

Crain's Market Data Book and Directory

G. D. CRAIN, Jr., Publisher

537 South Dearborn Street, CHICAGO

If dealers like it—
and use it—
it's an
**EINSON-FREEMAN
WINDOW DISPLAY**

327 E. 29th St.
Lexington 3780
New York City



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. Perrell, 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.

Advertisers' Index



[a]	[i]
Allen Business Papers, Inc., The 50	Igelstroem Co., The J. 62
American Architect, The 71	
American Lumberman 71	[j]
American Press Association 15	Jewelers' Circular, The 70
American Wool & Cotton Reporter 63	
Animated Products Corp. 64	[l]
Associated Business Papers, Inc. 49	Life 7
	Literary Digest, The 6
[b]	[m]
Bakers' Weekly 71	Market Place 81
Barton, Dursjine & Osborne, Inc. 31	McGraw-Hill Book Co. 74
Best Co., Alfred M. 61	Munsey Co., Frank A. 45
Better Homes & Gardens 53	
Boot and Shoe Recorder 67	[n]
Building Age and National Journal 56	National Miller 62
Business Bourse, The 64	National Register Publishing Co. 79
Butterick Publishing Co. 16	Needlecraft Pub. Co. 55
	New York Daily News 35
[c]	New York Sun 14
Calkins & Holden, Inc. 58-59	[p]
Caxton Co., The 54	Peoples Home Journal 10
Chattanooga Community Adv. Assn. 72	Peoples Popular Monthly 64
Chicago Daily News, The	Power 69
Inside Front Cover	Power Boating Inside Back Cover
Back Cover	Power Plant Engineering 66
Chicago Tribune, The 47	Powers-House Co., The 48
Cincinnati Enquirer, The 47	
Cincinnati Post 11	[r]
Cleveland Press, The 41	Richards Co., Inc., Joseph 3
Columbia 62	
Columbia Dispatch 56	[s]
Condé Nast Group 8	Selling Aid 62
Cosmopolitan, The 18	Shoe & Leather Reporter 79
Crain's Market Data Book 79	Simmons-Boardman Pub. Co. 33
	South Bend News-Times 16
[d]	Southern Newspaper Publishers Assn. 3
Delineator, The 16	Spur, The 37
Denne & Co., Ltd., A. J. 70	[t]
Detroit Times 51	Talking Machine World 71
Doubleday Page & Co. 68	Topeka Daily Capital 62
	Trenton Times, The 9
[e]	[u]
Economist Group 39	United Publishers Corp. 39
Einson & Freeman Co. 79	
Electrical Merchandising 43	[v]
Electrograph Co., The Insert Facing 51	Van Name & Hills, Inc. 70
Erickson Co., The 4	
[f]	[w]
Farmer's Wife, The 65	Womans Press, The 63
Feicke Printing Co. 60	
Fire & Water Engineering 57	
Forbes Magazine 73	
Fort Worth Star-Telegram 82	
Forum, The 78	
Furniture Manufacturer & Artisan, The 76	
[g]	
Gatchel & Manning, Inc. 78	
General Outdoor Adv. Co., Inc.	
Insert Facing 50	
Good Housekeeping 12	
Green Adv. Agency, C. C. 75	
[h]	
Hardware Age 77	
Henry Co., Inc., A. 66	

Yes, the French Are Different

[CONTINUED FROM PAGE 32]

practically unknown to Americans in the late war, at least in the *Vin Blanc* sector where the heaviest fighting took place.

Typical of a totally different French technique is the announcement of "*Deux Claudine*," the bobbed-haired Diana reproduced in this article. The lithic grace of the figure, its fragile daintiness and the exquisite delicacy of the *ensemble* make for a high degree of subtle effectiveness. It is printed in on white stock in three colors; gold—the firm name, dress, hair and feet of the figure; red—the face, arms and legs of the figure, the bow, and the smaller lettering at the bottom of the piece; and gray—the slanting, bold-line shadow effects in the background. Inside the folder is a simple announcement addressed to *Madame*, printed in attractive lettering in the same gray. *Lingerie de luxe* and *vêtements de sport* are featured.

The fourth of the reproduced examples, the futuristic statue effect in solid black and white, invites you to look over "*sa collection de Robes et Manteaux . . . a des prix très raisonnables.*" So much is clear, and since the advent of Michael Arlen *pour le sport* has become a household word, but the rest of the text floors me. For further information phone *Seine* 66-19 and ask for M. Martheinchart.

Advertising Calendar

NOVEMBER 19-20—Tenth District Convention, Associated Advertising Clubs of the World, Fort Worth, Tex.

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

JANUARY 21-24, 1926—Sixth District Convention, Associated Advertising Clubs of the World, Chicago.

APRIL 5-6, 1926—First formal session of Insurance Advertising Men of the Pacific Coast, Los Angeles, Cal.

APRIL 7-9, 1926—Direct Mail Advertising Association Convention, Los Angeles, Cal.

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

MAY 1-5, 1926—Fourteenth District Convention, Associated Advertising Clubs of the World, Blackpool, England.

JUNE 19-21, 1926—Fourth Annual Convention, Insurance Advertising Conference, Philadelphia.

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

JULY 5-8, 1926—Twelfth District Convention, Associated Advertising Clubs of the World, San Francisco.

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

The Church That Advertising Built

By E. P. Beebe

IN April, 1924, a young lawyer residing in Flushing, Long Island, felt that there was need of an English Lutheran Church in his neighborhood. He decided that if it were to come into existence he must resort to modern methods of publicity and advertising. His first move was to insert an ad in the Flushing papers requesting all those who were interested in his project to meet at his residence. Several people did so and thus the nucleus of the organization was formed. This first step was followed by having two theological students make a survey of the Flushing territory. These two made a house-to-house canvass and obtained a mailing list of over three hundred families not affiliated with any church. This list was used as a basis for an intensive direct mail campaign which was supplemented by newspaper advertisements with regard to hours of services, the work of the church, etc. The campaign was so successful that in short time a desirable residence for the church was secured.

About this time one of the above-mentioned divinity students assumed charge as pastor. He carried out the policy of advertising the church and never neglected an opportunity to gain publicity for it. A direct mail campaign was and is still being conducted, and in addition to this there is a follow-up system of invitations and reminders to absentees which has built up a Sunday school. In April, 1925, a permanent pastor was installed. As time went on the expenses of the church naturally increased, but at the same time its income increased more than proportionately until it is now nearly six thousand dollars a year.

One day as the pastor was going from house to house a little girl asked him what he was selling. "Seats in Sunday school," he replied. "Well, I want two. My brother and I want to go." That explains it. He has been selling the people the idea of his church and what it stands for. No wonder church executives in Manhattan cry out—A miracle of missions! A self-supporting church originated by laymen through an advertisement—unheard of in church annals. An index of what is to come when business methods are applied to church work.

George B. Norton

Advertising manager of Coppes Brothers & Zook, Nappanee, Ind., manufacturers of Nappanee Dutch Kitchenets, has been appointed general sales manager in charge of sales and advertising. He succeeds F. S. Fenton, Jr., who has become general sales manager of the household appliance divisions of the Wayne Tank & Pump Company, Fort Wayne, Ind.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.60. Forms close Saturday noon before date of issue.

Business Opportunities

The Intercollegiate Sales Service wishes to secure exclusive connections with reliable firms dealing in the chief students' supplies, such as jewelry, pennants, pillowcases, blankets, golf apparel, athletic goods, etc., on brokerage basis. Many small and middle size college town stores do not carry full "college" lines; therefore the opportunity to sell in the collegiate trade is excellent. Write for further information, stating, without, what you have to offer in the above lines. Intercollegiate Sales Service, Watertown, N. Y.

Service

COMPLETE MAIL ADVERTISING SERVICE

Work done in a manner to please the most exacting. Lists supplied, addressing, folding, inserting, sealing, stamping, mailing. Equipped for quantity production on a quality basis. DEHAAN CIRCULAR LETTER CO., INC. 222 West 18th Street, Watkins 1408

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.

Position Wanted

ADVERTISING SOLICITOR of experience with good sales record, personality and appearance, wishes new connection with high grade publication. College graduate 33 years. Box No. 329, Adv. and Selling Fort., 9 East 38th St., New York City.

Advertising Agency Associate—Successful salesman, exceptional copywriter, thoroughly versed in advertising and allied arts, seeks connection with progressive agency, highly qualified for both contact work and production. Box No. 313, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING PRODUCTION MANAGER, capable director of art and production departments, has thorough agency and business experience. Creative typographer and visualizer. Box No. 327, Adv. and Selling Fort., 9 East 38th St., New York City.

SALESMAN—High class, well acquainted in Philadelphia and vicinity, wishes to connect with reliable concern that wants active representation in this territory. Commission basis. Box No. 324, Adv. and Selling Fort., 9 East 38th St., New York City.

ADVERTISING COPY WRITER Desires few small accounts for spare time. Experienced and with plenty of common sense, able to write attractive, effective copy. Box No. 326, Adv. and Selling Fort., 9 East 38th St., New York City.

Position Wanted

CIRCULATION MANAGER AVAILABLE A real subscription getter; with fine past record on technical, trade and business publications. Knows all branches of subscription work. Systems, Records, Mail Campaigns, Sales Force. Valuable man for publisher who wishes to increase his circulation. Let him tell you about his experience. Box No. 330, Adv. and Selling Fort., 9 East 38th St., New York City.

FOR SOME AGENCY OR ADVERTISER—A "FIND"

I know a young lady who has a superlative knowledge of merchandise gained thru working in the merchandise comparison and control departments of one of America's largest stores. In addition, she has taste, the ability to write, and is a college graduate. For some agency or advertiser she would make an excellent research worker. Or, with very little training she could write first class copy. In an organization that considers the future possibilities of those it employs, she will prove a real "find." Moderate starting salary. Further particulars may be had from P. L. Box No. 331, Adv. and Selling Fort., 9 East 38th St., New York City.

Help Wanted

SALESMEN of the highest calibre, used to earning upwards of \$10,000 yearly. Advance commission, full co-operation. Outdoor Advertising Associates, 631 Singer Building, New York City.

PRINCIPAL ASSISTANT to advertising manager of prominent industrial equipment manufacturing. Must know D-T-A-I-S of printing, engraving, artwork, layouts, campaigns, schedules, etc. Engineering graduate preferred. Will be held responsible for department routine, mechanical production and some graphic creative work. Box No. 388, Adv. and Selling Fort., 9 East 38th St., New York City.

Salesman: One who is calling on advertising agencies, advertising and sales managers, manufacturers; who desires to increase his earning on part or full time; with little effort; the suggestion is all that is necessary. The prospect will not conflict with your present work but will help you in a closer contact with your clients—commission and bonus. Give full details of your present work—territory you cover. Reference. Address Box 309, Adv. and Selling Fort., 9 East 38th St., New York City.

Miscellaneous

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 \$3.00 per volume. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Fortnightly copies for reference. Stiff cloth covered cover and die-stamped in gold lettering, each holding one volume (13 issues) \$1.85 including postage. Send your check to Adv. and Selling Fort., 9 East 38th St., New York City.

ANNOUNCEMENT

Effective November 1, 1925

Fort Worth Star-Telegram Announces the Purchase of the Fort Worth Record

The Publishers of the Star-Telegram will in future publish

Fort Worth Star-Telegram **Fort Worth Record-Telegram**
Evenings except Sunday *Mornings except Sunday*

Fort Worth Star-Telegram and Sunday Record
Sunday Mornings

NATIONAL ADVERTISERS will find these mediums unexcelled for full coverage of Fort Worth and its trade territory, West Texas, one of the richest sections of the entire South in per capita wealth and buying power. Over 1,000 cities and towns will be served, 95 per cent in West Texas.

LARGEST CIRCULATION IN THE SOUTH

Daily Combination
120,000

Sunday Morning
125,000

RATES (Flat)

Daily Combination 25c per agate line

Sunday Morning 25c per agate line

The best features of both papers will be retained and the morning *Record-Telegram* will be a complete, high class medium in every detail.

Market investigations made for National Advertisers. Merchandise Service rendered in accordance with established newspaper Standards of Practice.

Fort Worth Star-Telegram

Fort Worth Record-Telegram

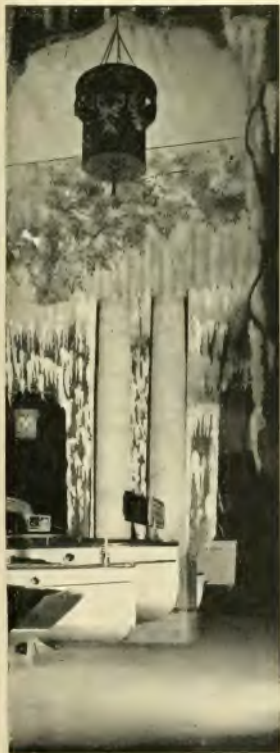
Fort Worth Star-Telegram and Sunday Record

Member Audit Bureau of Circulations

AMON G. CARTER
President and Publisher

A. L. SHUMAN
Vice-Pres. and Adv. Mgr.

*...Where Romance
Holds Rendezvous
with Reality*



GLEAMING mahogany hulls and polished fittings... towering masts and taut, white sails... bright lights and laughter... splendid looking men and women... warmth and music... that's the national power boat show.

On the streets the whirling snow, but here... at Grand Central Palace... visions of glorious sun-filled days to come... lazy days of drifting on landlocked lakes or rivers... soul-filling cruises on the seven seas in the dream ship found here.

Romance holds rendezvous with reality when the Power Boat Show fills Grand Central Palace. That's why you find it thronged with thousands upon thousands of visitors each year. Young and old, rich and poor, their interest in boats and boating holds them all.

This year the date is Jan. 22-30. February, of course, is the Show number of Power Boating. It will, as for many years in the past, be distributed to hundreds of visitors at the show. It will, in even greater measure than ever before, carry the entire story of the show to thousands who can't attend in person.

Forms close the 5th of January. Send your space reservation now or let us give you any further information you may wish.

AT THE **POWER BOATING** SHOW

New York

Penton Building
CLEVELAND

London

One of the Penton Publications

Why Studebaker uses pages in The Chicago Tribune

*Big Space Brings Sales
Increase of \$1,126,000
in 60 days and bridges
years of time in put-
ting over a new story*

STUDEBAKER has always been noted as a newspaper advertiser. It has kept its schedules going year in and year out in from 1,000 to 2,000 newspapers.

Success has rewarded the confident reliance of Studebaker on this powerful sales building agent. Sales have grown steadily. Hundreds of other makes have gone out of existence while Studebaker has flourished.

Recently the \$10,000,000 body plants at South Bend were completed—the climax of the dream of President A. R. Erskine, who for years has been investing millions in plant and equipment designed to create a complete manufacturing institution.

And Studebaker now had a story to tell—the story of "One Proft" Cars. The problem was to convert this great manufacturing story into sales; to capitalize quickly and efficiently the millions invested in plants.

Studebaker had always been a consistent newspaper advertiser. Ninety per cent of the total advertising appropriation had gone for the purchase of newspaper space.

To put over the new story no radical change was made in the policy which had proved so successful for Studebaker. But it was decided to use bigger space in big newspapers.

A campaign of full pages in metropolitan newspapers was inaugurated. In Chicago one or more full pages appeared in The Tribune each week.

The results have been astonishing.

During the first two months of this campaign the business of the Studebaker Sales Company of Chicago increased \$1,126,000 over the same period of 1924.

Henry R. Levy, president of The Studebaker Sales Company of Chicago, gives full credit to Tribune advertising.

"The effect of the page advertisements in The Chicago Tribune has been amazing," he writes. "At a period of the year when the Summer slump should have begun, our salesrooms were filled with buyers.

"They were familiar with the arguments and facts presented in the body of these Tribune pages. The big space had attracted them and impressed them as no small copy could have done. They had read and studied the ads, which contained vital facts bearing upon the large expenditures they contemplated. Then they came in to see the cars, half sold when they entered the salesroom.

"Our merchandise lived up to the expectations aroused by the advertisements. As a result we registered a gain in sale in Chicago amounting to \$1,126,000 during the two months when the first full pages appeared in The Chicago Tribune.

"Our story, which might have taken years to establish in the public mind if we had used small space, is now quite generally understood by automobile buyers after less than three months of full page copy."

Studebaker's experience is but one of many similar achievements by manufacturers who have used dominating space in this dominating medium. A Tribune man whose experience may be invaluable to your future growth will be glad to call at your request.

The Chicago Tribune

The World's Greatest Newspaper

Circulation More Than 670,000 Daily; More Than 1,000,000 Sunday