

Advertising & Selling

FORTNIGHTLY



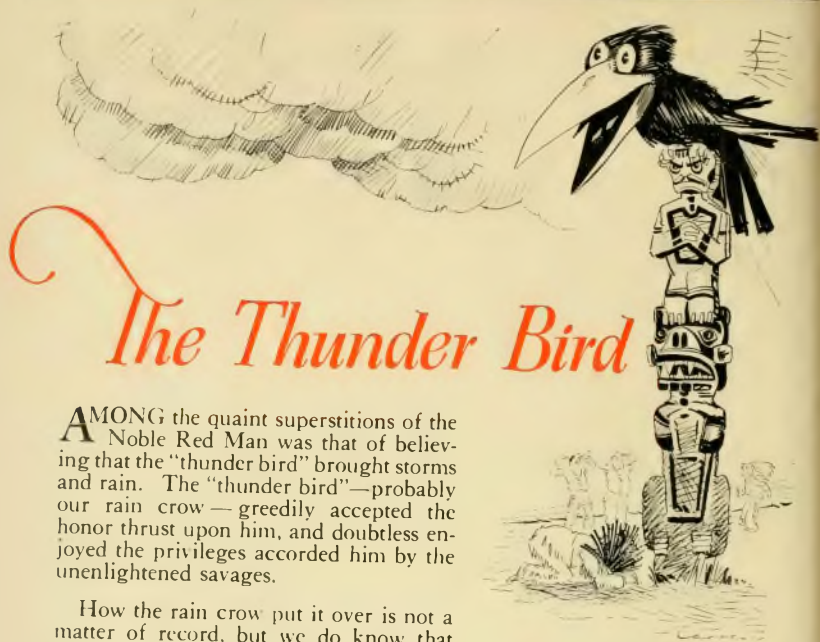
Drawn by Pruett Carter for Packer Manufacturing Co.

APRIL 7, 1926

15 CENTS A COPY

In this issue:

"Sand In Their Shoes" By AMOS STOTE; "Yes, We Fired Our Salesmen For the Winter" By G. H. CLEVELAND; "Management, Banker-Control and Advertising" By J. G. FREDERICK; "Do Prize Contests Destroy Public Confidence?" By H. J. DONNELLY; "Why Quarrel With Account Turnover?"



The Thunder Bird

AMONG the quaint superstitions of the Noble Red Man was that of believing that the "thunder bird" brought storms and rain. The "thunder bird"—probably our rain crow—greedily accepted the honor thrust upon him, and doubtless enjoyed the privileges accorded him by the unenlightened savages.

How the rain crow put it over is not a matter of record, but we do know that among advertising mediums there are many "thunder birds" that claim credit for bringing showers of orders. They get away with it because some business concerns do not accurately check up on sources. Those that do check up know from experience that newspapers built on a sound reader interest and confidence produce the greatest results for advertisers. They know that this is the reason why, among Chicago daily newspapers, The Chicago Daily News produces the greatest results. And for this reason advertisers place the greatest proportion of their advertising in

In 1925 The Chicago Daily News published 15,730,825 agate lines of display advertising—2,674,339 lines more than the second daily paper.

THE CHICAGO DAILY NEWS

First in Chicago

A book about your business

by the folks
who buy
your goods



In a long experience we have compiled many "Books of Facts" for individual manufacturers. They cover many industries and many channels of trade: groceries, drugs, furniture, shoes, etc.



HOW often have you fumbled hopefully through books on marketing only to lay them aside because they did not apply to your particular problems? How often have you wished that somewhere you might turn to a volume and find answers to the intricate questions of your own business?

There is such a book. Its name is the Richards Book of Facts. Your copy of this book does not exist as yet, because, unlike any other book, a Richards Book of Facts is prepared for the individual manufacturer. It presents a study of that manufacturer's product and marketing methods as disclosed by a field survey in which hundreds, sometimes thousands, of consumers, retailers, and wholesalers are interviewed.

When your Richards Book of Facts is made, you will find in it, not theory, not

out-of-date accounts of someone's else business, but trustworthy information to guide you and us in the making of advertising and sales plans.


As one manufacturer says about his Richards Book of Facts, "We feel that it insures our money will not be spent until results are certain."

We will gladly tell you how a Richards Book of Facts may be prepared for your business and used as the basis of the advertising which we do for you.

A copy of our new booklet entitled "Business Research," which describes the place of research in modern business, will be sent free on request. Address JOSEPH RICHARDS COMPANY, INC., 255 Park Avenue, New York City. *An Advertising Agency Established 1874.*

Richards

Facts first ~ then Advertising



Results Per Dollar

THERE are many valuable indices to a medium's value: circulation, rate, prestige, reader character, the factors that determine reader interest and responsiveness, relative standing in its field and even its physical appearance. Greater than any of these is its ability to deliver most results in sales per dollar of cost. Proof of this is its advertising endorsement.

WHEN the stern test of results per dollar is applied to any advertising medium, all sophistries, claims, assertions and promises become thin air.

Advertisers don't advertise for fun, glory, pride, or to gratify their public or board of directors—but for profits.

A medium is no different from a salesman, it should produce—or else!

Mediums that have proved their productivity, demonstrated their ability to deliver most results per dollar of cost, are never dropped from the list.

A problem is to discover the medium that can produce most results per dollar before any of the precious appropriation is en-

trusted to it. That can be done, almost infallibly.

When advertisers, year after year, in face of the specious attraction of lower rates, in spite of selling arguments presented by competition with all the vigor and emphasis of desperation, continue to invest more dollars in one newspaper than in both of its contemporaries combined, they have demonstrated to you and to the world beyond all doubt or argument that it has consistently delivered greatest results per dollar for them.

In the rich Indianapolis Radius (population 1,992,713) no other newspaper has ever approached The Indianapolis News in either advertising endorsement or in results per dollar.



THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL
110 East 42nd Street

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ
The Tower Building

Page 5—The News Digest

Harry E. Martin

Formerly publicity manager of the Guardian Trust Company, Cleveland, Ohio, has become vice-president and editor of Retail Trade Publications, Inc., same city, publishers of *Store Operation* and *Variety Goods Magazine*.

Morley W. Jennings

Formerly with *Duns International Review*, has joined The Gage Publishing Company, New York, to represent their publications, *Electrical Record* and *Electricidad en America*, in Michigan and Indiana. His headquarters will be in Detroit, Mich.

"Children, The Magazine for Parents"

Is the name of a new monthly periodical to be published in September by The Parents Publishing Association, Inc., 353 Fourth Avenue, New York. George J. Hecht, editor of *Better Times*, is president and chairman of the editorial board, and Arthur E. Carpenter, lately advertising manager of *The Outlook*, is advertising manager.

M. H. Newton

Formerly Cleveland manager of *Electric Railway Journal* and *Bus Transportation*, has been appointed director of advertising service of the McGraw-Hill Publishing Company.

Cowan, Dempsey & Dengler, Inc.

New York, announce that Hugo Parton and Frederic J. Suhr, both formerly with George Batten Company, Inc., same city, have joined the organization as partners.

Gould Pumps, Inc.

Is the new name adopted by The Goulds Manufacturing Company, Seneca Falls, N. Y.

Campbell-Euuld Company

Detroit, will direct mail order advertising for Scher-Hirst Company, made-to-order men's clothes, and MacGregor Company, ready-made men's clothes, both of Cleveland; and the Detroit School of Trades and the Roberts Portable Tub Company, both of Detroit.

David D. Cooke

Has resigned as an associate partner in the George L. Dyer Company, Inc., New York, to become vice-president in Arnold Joerens Company, Inc., Chicago.

Hal C. Trump

Until recently Detroit manager of the Critchfield & Company, Chicago, advertising agency, has become associated with the Fred M. Randall Company, Chicago, as account executive in their Detroit office.



The Thumbnail Business Review

By Floyd W. Parsons

WILL the slump in the stock market seriously affect business? That is a common question heard on all sides. So many millions of people have money invested in securities that it is impossible for prices to show a steady decline without destroying confidence in many quarters and creating pessimism. While there has not been much let-up in production, late information shows a falling off in new business. If this continues for long, production must also decline with an accompanying increase in unemployment.

▲ A moderate slackening of business activities started back in January before the shake-down in the stock market. The curve of wholesale prices started to fall last November and the bottom does not appear to have been reached. On the other hand, spring plowing conditions are generally favorable. Mild weather in March aided Western stock ranges. Corporation earnings for 1925 were a half billion dollars ahead of 1924. This means there is much money to be spent. Production of crude oil holds up remarkably well. Foreign trade conditions are normal. Railroads are still handling a record traffic. The stock market slump so far has not caused the usual cancellations.

▲ Many insist that the sharp decline in prices of securities represents a necessary correction and actually strengthens the situation. Stock prices were untenable in view of current earnings. The fact that industry could not be coaxed into excesses, that credit is good and inventories light, should prevent any business recession from becoming drastic or long-lived.

W. Hunter Sneed

Has resigned as publicity division manager of the Detroit District Office of Westinghouse Electric & Manufacturing Company, to become advertising and sales promotion manager of Edwin L. Wiegand Company, electrical heating engineers, Pittsburgh, Pa.

M. L. Crocether

Formerly advertising manager of the *Oklahoma Farmer*, and for the past two years manager of the *Oklahoma City News*, has been appointed advertising manager of *Capper's Farmer*, effective May first. His headquarters will be in New York.

M. J. Eisler

Formerly advertising manager of the Knox Hat Company, has been appointed advertising manager of Huyler's, New York.

Harry O. Clayberger

Formerly with Calkins & Holden, Inc., and Sherman & Lebau, Inc., New York, has opened a new agency, Clayberger Advertising Service, in Tampa, Fla.

Chester L. Rice

For five years a New York representative of *The Iron Age*, has resigned to become a member of the Eastern sales staff of ADVERTISING AND SELLING FORTNIGHTLY.

A. Raymond Hopper

Formerly with the H. E. Lesan Advertising Agency, Inc., New York, has joined G. Howard Harmon, Inc., same city.

Edwin Bird Wilson, Inc.

New York, will act as advertising counsel for The Continental and Commercial Banks, Chicago.

The Arthur Hirshon Company, Inc.

Is the name of a new advertising agency which has been organized with offices at 1440 Broadway, New York, under the direction of Arthur Hirshon, formerly sales and advertising manager of I. Blyn & Sons, Inc., same city.

J. L. Lavin

For the past four years sales manager of the Eastern Advertising Company, has been appointed vice-president in charge of sales and advertising of Teletone Corporation, New York.

Fred F. Umlauff

Formerly with Federal Advertising Agency, Inc., New York, has joined the Plan Department of the Street Railways Advertising Company, same city.

The Green & Van Sant Company

Baltimore, Md., will direct advertising for The H. I. Rust Company, Washington, D. C., mortgage loan specialists.

[ADDITIONAL NEWS ON OTHER PAGES]

SELLING INFLUENCES ENJOYED BY
the Selby Shoe Company through Photoplay



① Mrs. Young, frequent and ardent attender of moving pictures—



② —catches from the screen suggestions of style and attractive merchandise of every kind.



③ Photoplay in her home rekindles the yearnings born on the screen.



④ Selby Shoe Company advertising in Photoplay focuses her buying decisions—



⑤ —and renewal of the chain of selling influences at the point of sale results in—



⑥ —that happiest of happy endings—the sale.

Moving Pictures *DO* Move

THEY move the attenders of pictures to new interests—and higher living standards generally.

Moving pictures are *most moving* with the most enthusiastic and frequent devotees of pictures.

It is they who are the most frequently exposed to buying temptations. Generally, they are the most youthful, always they

are the most impressionable of your prospects.

The most enthusiastic devotees of moving pictures are, of course, the 550,000 buyers of Photoplay.

Think of what an extraordinary chain of selling influences working in your behalf may be ripened and crystallized to your profit through advertising in Photoplay.

PHOTOPLAY

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, Publisher

C. W. FULLER, Advertising Manager

221 West 57th St., New York

750 N. Michigan Ave., Chicago

127 Federal St., Boston

The Shortest — and Cheapest Route to Quality New Jersey

THE Northern Nine Counties of New Jersey represent a quality market almost unique in all America.



Charm, The Magazine of New Jersey Home Interests, reaches this quality market selectively and inclusively.

Here—adjacent to the New York market and a part of it—are half a million families, who are among the most prosperous and well-to-do in the Union. More than 80,000 of them report incomes of \$3,000 and over—only one other state in the country reporting a higher per capita showing.

Charm's circulation in these nine counties amounts to 81,237—virtually a hand picking of the better class families of the territory. It is the largest circulation of any magazine—and by far the best.

The editorial influence which Charm brings to bear upon this audience is one contributing to their major interest in more beautiful homes, in finer clothes, in beauty, in sports and the out-of-doors—to those interests, in short, to which better class merchandise of every kind is indispensable.

Ask us, please, to tell you more about how to reach this outstanding quality market through



CHARM
*The Magazine of
New Jersey Home Interests*

Office of the Advertising Manager, 28 West 44th Street, New York



Why the "Key Men" read the "Key Paper"

Diversity—unity!

THESE PAGES torn from recent issues illustrate the surprising diversity of editorial contents in the *American Machinist*.

But do you realize that underneath this diversity runs a fundamental unity?

Through all metal working manufacturing plants—whether they produce locomotives or baby carriages, automobiles or plows, teaspoons or turbines, typewriters or steam shovels, move common problems.

Problems of raw materials, machines, tools, material handling, shop lighting, shop routine, labor, cost accounting.

THEREFORE the men in charge of production and engineering in mechanical America read the *American Machinist* eagerly each week for its stream of ideas both from their own fields and other fields of manufacture.

Therefore the makers of machine shop equipment, tools and supplies, find the *American Machinist* an essential link in marketing their products.

Do you sell to industry?

Then the *American Machinist* is essential to YOU, too.

American Machinist

Tenth Avenue and 36th Street
New York

Life presents ...

Andy Consumer

Reproduced from a full page in LIFE

*Andy, I spent
one of those
electric washing machines*



GO AHEAD AND MAKE US WANT

MRS. CONSUMER says I'm a little lazy, anyway.

Sometimes I get mighty mad at advertising—tempting me all the time. I wish it would leave me be. If it weren't for advertising, I wouldn't know what I was missing.

If it hadn't been for radiator-advertising, we'd still have stoves and heat burners in our house instead of steam heat. Bath room ads gave Mrs. Consumer a bid for a fancy bath room. (All foolishness!)

Good, I had to bump myself to pay for that heating plate and bath room. Had to work hard for a spell. I was sore.

Still, it is nice to have to stake a lot of money, and a real estate man

told me I had doubled the sale value of my house with that boiler and bath. So I'm way ahead financially.

I began to see it is advertising that makes America hum. It gives folks like me a good idea of what something. And the world is so much the better for our having a little harder.

Looking at the ads makes me think I've GOT to succeed. Every advertiser is an advertisement for success.

I guess one reason there is so much success in America is because there is so much advertising—of things to want—things to work for.

*Andy
Consumer*

THE NATIONAL ADVERTISER SAYS HIS ADVERTISING MONEY THAT HIS PRODUCT IS RIGHT

(A little lazy, anyway—Andy himself admits it—and he claims to be a typical consumer. Advertising, then, should be made as easy as possible for them—as in LIFE, where every ad. has high visibility, and where the environment stimulates the reader to alert and watchful attention to everything going on.)

EVERY advertiser attempts to write his copy from the consumer's point of view.

When LIFE decided to produce a series of ads. to advertise advertising to the public, we realized we must, above all things, be sympathetic with the consumer point of view.

We went the limit.

"We will get a consumer to write it," we said.

We looked all one afternoon for a consumer who could not only consume but who could write his consumer attitude towards advertising. We found none.

"Well, we will create one," we said—and the result is Andy Consumer and his series of ads. to advertisers, now appearing in LIFE.

It is your story told to LIFE's millions of readers. (We think millions. We have reason to believe more people see LIFE per copy than any other magazine alive.)

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.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

Proclaiming a Service to Industry

In workshop and laboratory, servants of science work with hands that never falter and hearts that never waver for the good of mankind. Pasteur was one of the few who gained publicity enough to bring popular fame.

The American Photo-Engravers Association for fifteen years has faithfully carried on a program of scientific and economic progress of value to the nation's industry. It is still but little known, except to its business constituents.

The aims of the Association are to produce better printing plates under happier conditions; to insure stability and character in member plants; to foster the artistic impulses in engraving.

The Ideals of the Association are being brought into fulfillment thru a campaign of education for the members and a service whereby the clients of members are given constructive, helpful suggestions.

When a photo-engraver displays the seal and slogan of the Association, you may know him to be a man worthy of confidence and a craftsman deserving of respect. He is pledged to uphold the standards of practice and the code of ethics of the Association, which closes with this eloquent paragraph:

"And finally, let the photo-engraver be ever diligent in business; quick to perceive the good and alert to repel the evil; ever mindful of the rights of others; as quick to take blame as to place it on others; courteous and considerate of others, particularly if they be less fortunate than himself; in every way a true American gentleman."

Space does not allow the printing of the full roster of the Association. It is a page from the blue book of craftsmanship. As a token of our geographical scope the names and addresses of all officers, chairmen and members of district committees are printed on the opposite page.

[If you would know us better, read the Association booklet "The Relighted Lamp of Paul Revere" which is supplied, on request, by members at the same offices direct.]



YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD

ADVANCE THE PHOTO-ENGRAVING INDUSTRY AND THE INTERESTS OF THE MEN IN IT

Officers and Committees of the American Photo-Engravers Association for 1925-26

E. W. HOFFER, President
 U. W. HOE, Sec'y. - *Zone 1*
 H. P. CAMPBELL, Sec'y. - *Zone 2*
 LOUIS FLAHER, Commissioner (Tol.)
 Bureau of Engraving Co., 9 N. Franklin St., Chicago, Ill.
 Hurst Engraving Co., 123 Madison St., Rochester, N. Y.
 Moxley Eng. & Ckt. Co., 2000 Park Ave., Seattle, Wash.
 Southern Engraving Co., 411 Schenck Ave., St. Louis, Mo.

Executive Committee
 Nestling Engraving Co., 200 Webster St., New York City
 Garfield & Klumpp, Inc., 220 North Seventh St., Philadelphia, Pa.
 Grand-Union Engraving Co., 115 Washington Ave., St. Louis, Mo.
 Beck Engraving Co., 300 Jackson St., Philadelphia, Pa.
 Knight Engraving Co., 410 Webster St., St. Louis, Mo.

Membership Committee
 W. W. HAWTIN, Chairman, Hawth Co., 39 S. Wells Street, Chicago, Ill.

- DISTRICT REPRESENTATIVES**
- No. 1 - NEW ENGLAND: D. E. FORTY, Fulton Engineering Co., 41 Portland St., Waverlet, Mass.
 - No. 2 - NEW YORK: W. M. RUFFMAN, Standard Eng. Co., 205 W. 100th St., New York City
 - No. 3 - NEW JERSEY: G. S. UNDERWOOD, 200 E. 11th St., Philadelphia, Pa.
 - No. 4 - BALTIMORE, WASHINGTON: J. H. C. HILL, 1127 Shreve Bldg., Baltimore, Md.
 - No. 5 - VIRGINIA: F. A. DABNEY, Metropolitan Eng. Co., 2000 and 20th Sts., Richmond, Va.
 - No. 6 - ATLANTA: NORMAN WIGLEY, Quality Eng. Co., Bishop Bldg., Atlanta, Ga.
 - No. 7 - NEW ORLEANS: H. G. BRILL, Anglo-American Eng. Co., 300 Duvergne St., New Orleans, La.
 - No. 8 - INDIANAPOLIS: G. W. SMITH, E. Woodson Bldg., 123 Second St., Southside, Ind.
 - No. 9 - CENTRAL EASTERN: CHAS. WEAVER, 1800, Rapid Service Engraving Co., 220 Oak St., Buffalo, N. Y.
 - No. 10 - OHIO: F. B. STEINBERG, 1242 Chester Ave., N. E. Cleveland, Ohio
 - No. 11 - MID OHIO: P. SCHEIDT, 1800, Wayne Engraving Co., 2025 Warren St., Detroit, Mich.
 - No. 12 - INDIANA: E. C. BOPEKY, Indianapolis Eng. & Engring Co., 200 E. Ohio St., Indianapolis, Ind.
 - No. 13 - ILLINOIS: E. L. M'NEE, Manning Bldg., 8 C. St., 342 Sherman St., Chicago, Ill.
 - No. 14 - MINNESOTA: H. P. BIRDAN, Minneapolis-Park Eng. Co., 2 W. 1st St., Minneapolis, Wis.
 - No. 15 - MINNESOTA'S SIBOGOTES: A. E. SCHLEIER, 300 Eng. Co., 112 E. Third St., St. Paul, Minn.
 - No. 16 - IOWA: CHAS. JOHNSON, 11th & Duvergne St., 208 E. 10th St., Omaha, Neb.
 - No. 17 - MISSOURI: W. KANSAS: W. H. UNDERHILL, Trichromer Engraving Co., 200 and 2nd Sts., Kansas City, Mo.
 - No. 18 - SOUTHWESTERN: J. J. WALDICK, Southwestern Eng. Co., Box 1120, Ft. Worth, Tex.
 - No. 19 - MOUNTAIN STATES: C. A. CLARK, Color-Color Eng. Co., Bishop Bldg., Denver, Colo.
 - No. 20 - NORTHWESTERN: CARL F. BRILLINGER, West Coast Eng. Co., 700 Madison Bldg., Portland, Ore.
 - No. 21 - CALIFORNIA: H. J. CRIPFIELD, American Eng. & Engraving Co., 212 1/2 2nd St., San Francisco, Calif.
 - No. 22 - CALIFORNIA'S SIBOGOTES: R. H. HAFFNER, Bryan Engraving Co., 227 S. Fourth St., Los Angeles, Calif.

Publicity Committee
 EDWARD EPSTEIN, Chairman, Walker Engraving Co., 91 E. 25th St., New York City
 H. C. STILES, Maxine Joyce Eng. Co., Evening Star Bldg., Washington, D. C.
 C. W. HOBBS, Bureau of Engraving Co. of Missouri, 223 S. 12th Blvd., St. Louis, Mo.
 W. J. MANN, Lamb-Helm Co., 304 Clay St., San Francisco, Calif.
 A. C. MORLEY, JR., Bishop Bldg. Eng. Co., 205 Duvergne St., New York City
 D. C. BUTTERFIELD, Waterline Engineering Co., 185 W. 42nd St., Detroit, Mich.
 PERCY MCGRIVY, 321 Representative Co., 120 E. Eighth St., Cincinnati, Ohio

Cost Committee
 GEO. H. BENDICT, Chairman, Globe Eng. & Electro. Co., 711 S. Dearborn St., Chicago, Ill.
 CHARLES SAYSSE, Nestling Eng. Co., 200 Webster St., New York City
 C. A. NELSON, Trichromer Engraving Co., 200 and 2nd Sts., Kansas City, Mo.
 W. B. LAWRENCE, 360 S. Michigan St., Detroit, Mich.
 ALBERT H. ANTC, Superior Eng. Co., 1200 Pearl St., San Francisco, Calif.

Vigilance Committee
 M. C. GOSINGER, Chairman, Schultz-Gosiger Co., 514 Main Street, Cincinnati, Ohio
 EMMETT B. OLSON, Room 1707, 1421 Broadway, New York City
 F. C. MILLER, District Committee, 418 South Market St., Chicago, Ill.
 JOHN ARNOLD, Artisan Engraving Co., 124 East 10th St., Cincinnati, Ohio
 R. B. TEACHEMER, Trichromer-Detroit Eng. Co., Seventh and Concord Sts., Kansas City, Mo.
 EARL F. JOHNSON, Knight Engraving Co., Commissioner Bldg., Portland, Ore.
 WILLIAM BRANDBURGH, Bryan Engraving Co., 227 East Fourth St., Los Angeles, Calif.

Research Committee
 CHAS. A. GROTZ, Chairman, Trichromer Engraving Co., 861 Eighth Ave., New York City
 W. T. WILKINSON, Zone 1
 JOHN STENNIS, Zone 2
 EARL KOLLES, Zone 3
 D. B. THOMAS, Zone 4
 Zone 5
 Zone 6
 Zone 7
 Zone 8
 Zone 9
 Zone 10
 Zone 11
 Zone 12
 Zone 13
 Zone 14
 Zone 15
 Zone 16
 Zone 17
 Zone 18
 Zone 19
 Zone 20
 Zone 21
 Zone 22
 Zone 23
 Zone 24
 Zone 25
 Zone 26
 Zone 27
 Zone 28
 Zone 29
 Zone 30
 Zone 31
 Zone 32
 Zone 33
 Zone 34
 Zone 35
 Zone 36
 Zone 37
 Zone 38
 Zone 39
 Zone 40
 Zone 41
 Zone 42
 Zone 43
 Zone 44
 Zone 45
 Zone 46
 Zone 47
 Zone 48
 Zone 49
 Zone 50



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 263 MONSIEUR BLOCK • CHICAGO

New Linotype Faces

Now being cut in full Linotype Series

NARCISS IS ONE OF the best and most popular of the recent European faces, designed by Professor Walter Tiemann for the famous Klingspor Foundry of Offenbach-am-Main. It is widely used abroad, particularly in France and Great Britain and promises to achieve equal popularity in America. Narciss is

GARAMOND AS REDESIGNED for the Linotype is the result of much study and research in Europe in which its design was traced back to the earliest known showing of the original GARAMOND types. The most complete and authoritative material was found in the collection of the Schriftgiesserei D. Stempel of Frankfurt-am-Main where in Garamond's time his types won such immediate

CLOISTER OLD STYLE, already widely popular among American printers, is being cut for the Linotype in sizes from 6 to 14 point in combination with Cloister Bold. The display sizes will also be cut as single-letter matrices. It is an all-purpose face derived from the famous Roman cut in 1470 at Venice by Nicholas Jenson. Cloister Bold is also cut in combination with Cloister Bold Italic as well as in combination with

DEPARTMENT OF LINOTYPE TYPOGRAPHY

MERGENTHALER LINOTYPE COMPANY

461 EIGHTH AVENUE, NEW YORK CITY

COLUMBIA

The Largest Catholic Magazine in the World

The Forhan Company is another of the great national advertisers who have grasped the opportunity presented by COLUMBIA'S powerful whole-family influence.

Forhan's began last year to place the famous "4 out of 5" message of oral hygiene before COLUMBIA readers. This year the Forhan Company's investment in COLUMBIA has been more than doubled. One of their most striking advertisements appears in color on our April back cover.

This substantially increased Forhan's investment is a tribute to the receptiveness of the three-quarters of a million homes into which COLUMBIA is delivered each month.



"4 out of every 5"



Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus—

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336

TOTAL 2,766,644

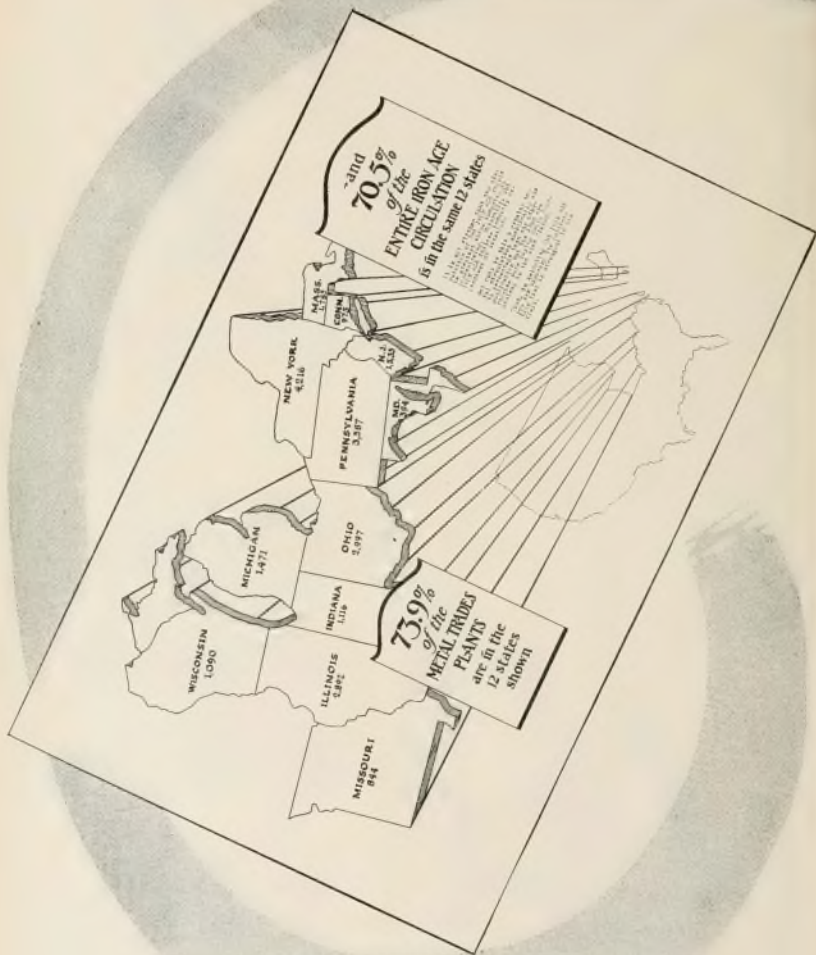
The Knights of Columbus

Publish, print and circulate COLUMBIA from their own printing plant at New Haven, Connecticut

Net Paid 757,443 A. B. C.
Circulation 757,443 Audit

Eastern Office
D. J. Gillespie, Adv. Dir.
25 W. 43rd St.
New York

Western Office
J. F. Jenkins, Western Mgr.
134 S. La Salle St.
Chicago



Facts are Facts

ON the opposite page is reproduced an advertisement of The Iron Age which leaves the true facts obscured.

The Iron Age states that 70.5% of its circulation is in the twelve states where 73.9% of the country's metalworking is concentrated; furthermore that it has a greater total circulation numerically and by percentage than any other publication in the same field, indicating that the percentage of its circulation in the twelve states is greater than that of any other publication in the same field.

Apparently the IRON TRADE REVIEW is not taken into account in these statements, because 77.5% of the circulation of IRON TRADE REVIEW is in these twelve states.

When only United States circulation is considered, 81.1% of IRON TRADE REVIEW circulation is concentrated in these same twelve states. This is a larger percentage than any other similar publication.

The figures shown on the map for each state represent the number of metal-working plants (U. S. census report) in each state.

For example, while the map shows 1116 plants in Indiana, Iron Age has 352 subscribers, according to A. B. C. report of

December 31, 1925. Wisconsin has 1090 plants and 279 subscribers. New York state 4216 plants, 2307 subscribers. Massachusetts 1785 plants, 572 subscribers. Connecticut 973 plants, 292 subscribers.

In Ohio, Michigan, Wisconsin and Indiana are 29.1% of the total number of plants in the 12 states shown on the map. These states dominate automotive production—machine tool field—lake shipping and ship-building—the mining and transportation of iron ore and the transportation of coal, ore, and grain. The geographical center of population is in Indiana. The geographical center of general industry and the steel producing industry is in Ohio. IRON TRADE REVIEW circulation excels numerically in these states.

Cleveland, the headquarters of IRON TRADE REVIEW, is the Key City of "The Heart of Industry."

IRON TRADE REVIEW circulation is growing. It gained in 1925 while the circulation of Iron Age decreased.

IRON TRADE REVIEW is growing in advertising. In 1925 it gained 177 pages of display advertising—nearly double its 1924 gain—while Iron Age lost more than 600 pages which was more than three times its 1924 loss.

To reach the iron, steel and metalworking industries use IRON TRADE REVIEW, which is published every week and is a member of Associated Business Papers and of the Audit Bureau of Circulations.



Partial List of Financial Advertisers

In The Atlantic Monthly

The National City Company, New York City
 Halsey, Stuart and Company, New York City
 Mortgage Security Corporation of America, Norfolk, Virginia
 Hornblower & Weeks, New York
 National Union Mortgage Company, Baltimore
 William R. Compton Company, St. Louis
 First National Bank, Boston, Massachusetts
 Paine, Webber and Company, New York City
 Old Colony Trust Company, Boston, Massachusetts
 S. W. Straus and Company, Chicago
 Adair Realty and Trust Company, Atlanta, Georgia
 The First National Company, Baltimore, Maryland



Why Do Investment Bankers and Bond Houses Advertise in The Atlantic Monthly?

BECAUSE its circulation is principally among those who have surplus money to invest and because those who have this particular kind of money comprise a class, interested in no investment but that of seasoned and gilt edged character. By the same token, manufacturers and merchandisers of standard commodities of every sort advertise in The Atlantic because its circulation is among those who can and do buy as taste dictates—not as limited by necessity.

THE ATLANTIC MONTHLY

Circulation is made up of investors, home owners, drivers of medium and high priced motor cars, those who travel, those who enjoy the niceties; in short, of those who live well because they have the means to do so.

Such a circulation is a Quality Market of the most responsive sort. Such a circulation offers the greatest possible percentage of returns on advertising space cost. May we give you specific instances?

THE ATLANTIC MONTHLY

8 ARLINGTON STREET

BOSTON, MASS.

A Quality Group Magazine

Rebate-backed, guaranteed circulation, 110,000 (A. B. C.) with an excess of 12 per cent at current rates.

Advertising & Selling

FORTNIGHTLY

Sand In Their Shoes AMOS STOTE	19
A Holiday from Advertising NORMAN KRICHBAUM	20
Management, Banker-Control and Advertising J. GEORGE FREDERICK	21
Yes, We Fired Our Salesmen for the Winter G. H. CLEVELAND	22
This Thing Called Continuity MARSH K. POWERS	23
Don't Try to Squeeze Your Men Into a Common Mold GEORGE MANSFIELD	25
Why Quarrel With Account Turnover? J. C. W.	27
Coupon Clipping Has Become a Popular National Sport JAMES H. COLLINS	28
The Editorial Page	29
A Banker Views Distribution O. H. CHENEY	30
Do Consumer Contests Destroy Public Confidence? HORACE J. DONNELLY, JR.	32
Reaching Small Industrial Users Who Buy Through Distributors W. S. LOCKWOOD	34
Where Is Group Buying Leading? DE LESLIE JONES	36
Why Not Make an Editorial Layout? LOUIS C. PEDLAR	38
What Type Illustration for the Catalog Page? RALPH K. WADSWORTH	40
The 8-Pt. Page by ODDS BODKINS	42
The Open Forum	52
In Sharper Focus GEORGE BURTON HOTCHKISS	72
E. O. W.	76



Courtesy Coral Gables

WHAT has happened in Florida? What is happening and what is going to happen? These questions have become perennial and emanate from curious if unadventurous Northerners on every side. Their answers are made difficult by the inhibitions and prejudices of those who have been on the ground. But such first-hand information is always refreshing.

In this issue Amos Stote, one of "the noble army of advertising men which invaded the land of the Everglades, sunshine and subdivisions," tells entertainingly of conditions as they are and were in advertising, in real estate and in general. Mr. Stote does not set himself up as any authority, but he speaks directly from the scene of action, and his words have a ring of sincerity.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 3770

NEW YORK:
F. K. KRETSCHMAR
CHESTER L. RICE

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

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

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

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

LONDON:
65 and 67 Shoe Lane, E. C. 4J
Telephone Holborn 1930

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy
Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925

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

Copyright, 1926



In Washington, D. C.

*Better than One Home out of Four
is a Cosmopolitan Home*

AND DESPITE the fact that there are so many apartment houses in Washington, 28.1% of Cosmopolitan readers in Washington own their own homes.... A remarkable showing you'll admit for Cosmopolitan in the wealthiest city per capita in the United States.

These facts are from Cosmopolitan's reader survey of eighty-seven cities. This was prepared at an expense of some \$25,000 and is now available in book form. These books, however, are not for sale. Nor are they given away. But they will be loaned to any advertiser or advertising agent upon request.

APRIL 7, 1926

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editor: 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*

Sand in Their Shoes

What Has Become of the Noble Army of Advertising Men
Which Invaded Florida?

By Amos Stote

WHAT has become of the noble army of advertising men which marched out of the Northland and invaded the land of the Everglades, sunshine and subdivisions?

How many of these men have survived—as advertising men? What are these survivors doing—in advertising? How did they “get that way”? Under what conditions are they working? Are they glad they went South? Do they tell the truth when they write home of the fortunes they are making? Are they South to stay? What effect upon Florida is, and will be, this crusade?

If there has been any census taken of the number of advertising men who left the North and actually arrived in Florida, I don't know of it. That hundreds of us have come down here is certain. That some have already returned home is equally certain. Many are still here, and will remain here.

There has been much spoofing about Florida, almost as much as there has been flaming praise. Some of the spoofing is compounded of disillusionment. Some has carried a heavy deposit of greedy envy. Some has been truer than was intended. Some good. Some bad.



Of the hundreds of advertising men who, like myself, adventured Florida—and the total must have run well into four figures—of these hundreds, or thousands, many have been here quite long enough to “get sand in their shoes.”

These men now talk about “our State,” “our city” (chiefly vacant lots), and lastly “our subdivisions.” There you have touched the heart of the matter—they *have* sand in their shoes, they are sold on Florida.

Climate, landscape, adventure have all got into their blood. They are Floridians. In six months, frequently less, they are old timers. They are spiritual natives. They talk about “these tourists” and “these bloomin’ Northerners who come down here and try to tell us their states are more than miserable mistakes.”

Perhaps some keen analyst will smirk and say that I belong to that class. Perhaps I do. But I don't think so. What I will admit is that after the other states get through all their attacks on this state, and the smoke of their firing clears away, they are going to be almighty surprised and chagrined to find that under cover of the firing whole regiments of their citizens have deserted and gone over the border.

For there are reasons for Florida; reasons that man did not create; reasons which man cannot destroy.

These make up Florida's strength. They are now, at this very moment, stabilizing Florida, just as surely as the Federal Reserve Banking System stabilized the banking and commercial interests of this country during those depressing days of '20 and '21.

You will find these advertising

men scattered all over the state. Some are selling, or trying to sell, lots and acreage. Some are working on newspapers in various capacities. Some are giving the milling public crowding the streets an opportunity to buy stock in several kinds of corporations. Some have joined local advertising and publicity service organizations. Publicity, it must be understood, is frequently the tail that wags the dog. And the tail is no docked affair, for many of these simple and equally opinionated souls down here still believe they can get something for nothing; that you can educate children by dropping alphabet crackers into their bowls of milk, which is about as effective a course of instruction as publicity, usually, is educational.

And some of the advertising men down here have made, and may be still making, more money than they ever hoped to make back home; while some are getting more money than they ever hoped to get, from back home, and still can't raise the return fare.

SINCE coming to Florida I have received letters from advertising men in different parts of the country, even from Canada, asking about the opportunities for them to "clean up" down here. One chap wrote me that a Northern advertising man then in Florida had sent him word that copy writers were making five hundred dollars a day in this land of large figures.

If there are copy men in Florida

who are making that sum, or half of it, per day, I have not met any of them.

At the time real estate was rioting in a speculative whirlwind of passing from hand to hand over night so that it had more owners in a week than a movie star has husbands in a lifetime, there is no question but that some advertising men had short runs of stupendous accretions of real cash.

That wealth usually came to them through one of two sources. Either they went into lot speculation and made rapid turnovers while the market was booming; or they worked on an "over-ride" and so shared in the gross profits of the real estate companies employing them.

[CONTINUED ON PAGE 44]

A Holiday from Advertising

By Norman Krichbaum

THEY say we never think highly enough of our health, our reputation, our friends, until any one of these is gone. Deprivation gives point to the value of anything very much worth possessing.

I sometimes reflect that this same homespun philosophy might be applied with equal virtue to the unkindler critics of advertising.

Within the day I listened to an address by a man who would be fairly described as an eminent thinker on social and economic matters. This personage referred briefly to advertising as the art of persuading people to buy something they do not want—for inadequate reasons.

Such an opinion of advertising, unfortunately, may be accepted as reasonably expressive of the state of mind of many thousands if not millions of supposedly intelligent Americans. The profession has been pigeon-holed, in their minds, as a non-productive, parasitical, sham-show business. The pedestal of opprobrium some times occupied by the "slick salesman" seems now to become an inheritance of the advertising man. Even our passive critics (and they are legion) look upon us with a kind of quizzical indulgence, and are ever ready to pass a good-natured *bon mot* on the things that "these advertising men get away with." One need not have recourse to the comic magazines for trick definitions of advertising.

Acrid or passive, might not these critics receive a response of some vigor if such a move as a year's cessation of all advertising could be put into effect?

Most of us are influenced every day of our lives,

in the things we do and the things we buy, by advertising. Few of us, possibly, stop to realize it. Advertising is taken for granted—but it is scarcely taken for what it is worth. Pitifully few people, I wager, ever pause to consider what a complete encyclopedia of buying habits American advertising has become. They rarely reckon how much more easily, speedily, and satisfactorily everyone selects, from the stupefying various marts of the country, his especial preferences. They give too much thought to the magnitude of advertising and not enough to its accomplishment. Every year that advertising functions, the purchases of a nation are made with a lower ratio of effort and waste of time—and they are made with all the facts before the purchaser, without even his asking for them. Advertising, considered entirely, is an open book of buying news and data, a loose-leaf catalog of the nation's goods, kept constantly up-to-date, in which anyone may read if he chooses, but without compulsion. And they do read!

As a stark contrast to this situation, imagine for a moment, if you can, what would happen to our whole purchasing set-up if advertising could be made arbitrarily to stop functioning suddenly, say for just one year. I wonder if the highly humorous critics of advertising would be able to form better buying habits, or make their selections and purchases more quickly and cheaply, than they do now.

I can't help feeling that the experiment would work untold good to all advertising. It would be a lasting vindication—if such a thing were needed.

Management, Banker-Control and Advertising

By J. George Frederick

NOT since the days of "trust-busting" has there been so much stir in Wall Street and among the financial heads and managers of corporations, as in recent months when Professor Ripley of Harvard protested vigorously against the rapidly growing practice of selling non-voting stock in industrial corporations to the public while the bankers themselves, owning very little stock, retained control. The practice is thoroughly indefensible and is recognized so by most thoughtful bankers and publicists. Advertising men who can think are particularly interested as they have for years protested against the banker-domination of industry which has, until very recent times, worked decidedly against the free development of their profession. The advertising world should, therefore, be very specially concerned with the outcome of the present interest in this subject. Even Congress, with its perennial belligerence toward corporations, was startled when the Interstate Commerce Commission recently denied approval for the Van Sweringen railway merger, principally because of the feature of its non-voting stock. Together with the setback to the Ward Baking merger, which was to eclipse in capitalization even the United States Steel Corporation, this development definitely indicates that a conservative Republican administration has taken the cue from liberal economic thinkers and put a ban upon a further spread of the non-voting stock system of financing.

In the past few years a tremendous amount of re-financing has been done in industry, and from one-third to one-half of it has been done by this new method. The now famous Dodge Brothers Automobile Company, re-financed by Clarence



Dillon, was an outstanding operation of this sort. As has been rather cynically pointed out, Mr. Dillon used his credit to buy the Dodge Company at \$146,000,000, then turned around with great speed to sell \$160,000,000 in bonds, preferred stock, and Class A common, none of which has any voting right. Only the 500,000 shares of Class B common have voting power. Thus Mr. Dillon paid himself a handsome profit for assuming complete charge of the Dodge Company, without responsibility to the owners of the \$160,000,000. This type of operation has been performed over and over again in recent years, and the public very distinctly "holds the bag" while the bankers need not

even perturb themselves to secure proxies, since they have already made themselves a present of the control.

The advertisers' interest in the situation lies in the focusing of control upon non-managing directors or bankers, whose outlook toward advertising in the past has been absolutely archaic. Only in recent years have bankers become aware to any real degree of the value of publicity to industry as a working force of the first magnitude. One cannot say that they have been blind of late to advertising, because, as a matter of fact, this new "coup," through the manipulation of non-voting stock, is really one of the cleverest and most typically banker-like exhibitions of astuteness ever known. They have picked, as their special toothsome delicacy, the companies with unusual trademark reputations and solid businesses built up by advertising. At the time of the Dodge purchase I described in the FORTNIGHTLY how Mr. Dillon boldly bid beyond all other bankers for the Dodge good-will built up by years of publicity and which

he has now cashed into actual money. No other banker, not even J. P. Morgan, believed the Dodge good will was worth so much, but Mr. Dillon has not only proved it, but retains control of the company as a free souvenir of his judgment of advertising values.

A full baker's dozen of some of the oldest trade-marked names in the country have changed hands in the past year or two and been re-financed—many of them on this non-voting stock plan—and it becomes a grave question to the advertising world whether this centralization of control will mean more or less opportunities. I have gone on record as saying that it will probably mean more advertising; but

[CONTINUED ON PAGE 78]

Yes, We Fired Our Salesmen For the Winter

By G. H. Cleveland

SOUNDS rather cold-blooded, doesn't it? Perhaps it is, but we decided it wasn't any more so than the way some of our salesmen had treated us. Ten years ago we wouldn't have thought of such a thing. In those days when we hired a man, we expected to keep him permanently, and he expected to stay with us. Conditions are different now; so are salesmen, and so are we. I think we were the slowest to change and it took some nasty scratches, kicks and bites to make us realize that we couldn't play the part of fond papa to our sales staff any more. Since the men demand more and give less, we have decided to meet them half way on that basis.

Like hundreds of other manufacturers, we have a dull selling season, during which our salesmen can't earn cigarette money. Our selling year is divided into about eight active months and four hibernating months. Until now we have carried our salesmen through the winter, paying them their full salary and accepting the meager results. If a salesman had made good the previous summer, we felt that we should keep him on in spite of the winter loss, so that we could have his services when things picked up again. This year we decided we would do things differently and see what happened. So we fired our salesmen, promising to take the best back in the spring, if they cared to return.

There was nothing hurried about our decision. We considered everything, pro and con. We shed our tears in advance for the salesmen who might not come back, and we gracefully salaamed to the thousands of dollars we would save during the winter. So last fall, when the sure indications of slackening of sales made their appearance, we gave all of our salesmen thirty days' notice. For some it was an outright firing; for others it was only for the winter.

We did not merely hand the boys a blue slip, but we tried to show each exactly how much money he would lose for us if we carried him through the winter, and how impossible it



would be to give him a raise in the spring, or perhaps in the entire year. Then we told each man that if he came back in the spring we would pay him a larger salary. We didn't say what the increase would be, because we couldn't determine accurately what he would be worth until he was actually off our payroll and we could check his previous expenses and results right down to the last penny. We thought also that if we guessed at what the raise in

pay would be, it would look smaller to the salesman every month and, knowing the limit, he might make a determined effort during the winter to get a permanent job with someone else at our new figure.

It was about a year ago that we started to think seriously about firing all of our men for the winter. Shortly after the first of March we had received a letter from our Milwaukee man, tendering his resignation because a candy manufacturer had offered him more money than we were paying.

Sulphur and brimstone! Here is the story of that salesman!

He was jobless and strictly on his uppers when we discovered him in Denver. We spent money educating him to sell our line and, not having a permanent place for him in Denver, transferred him to Milwaukee at our own expense. Then we moved his family there, still at our expense. Finally, winter came and with it our dull selling season. We carried him at a loss all through that, planning to get our return in the spring. What we got was his resignation. From start to finish he didn't last twelve months. We reminded the salesman of all this, but he persisted in resigning and so broke the camel's back.

Two months previously a salesman hooked us in Florida by faking his reports and selling real estate on our time. We are not vindictive, but we would like to have some prospective employer request our opinion of him. This salesman had been carried through two previous winters at a bad loss.

Then there was the salesman in Ohio whose brilliant spells were just a little more frequent than his slumps. We kept him on in spite of misgivings. While with us he had to have an operation, and to whom should he turn for help to pay his hospital bill but the boss. His method of quitting was to stop working on the twelfth of the month, hang around until he got his check on the fifteenth, and then wire in his resignation to take effect imme-

[CONTINUED ON PAGE 60]



The best surprise of all—a
KODAK

Kodak Company, Rochester, N. Y.

This Thing Called Continuity

By Marsh K. Powers

THERE are certain idols in the realm of advertising which, apparently, must be approached with bowed head, hushed voice and awesome reverence. Continuity, the maintenance of a "family resemblance" between successive advertisements, is one of these fetishes.

Nowhere in the literature of advertising—so far as my own reading extends—has anyone had the effrontery to question the holiness of this particular advertising goddess.

Therefore, if for no other reason, isn't it time to get up close to this idol of ours and determine whether she assays solid metal clear through, or whether she has fortuitously been the recipient of considerable gilt? There have been idols with clay feet.

One of the responsibilities which I conceive to be fundamental with the FORTNIGHTLY is to usher just such topics out into the limelight and foster attempts to analyze the soundness of accepted valuations. Advertising cannot afford to be guilty of unquestioning worship. If the accepted valuation is confirmed, well and good—the effort involved has not been wasted.

To furnish a common starting point, a working definition is necessary. Let us start with this: Continuity, in its advertising sense,

connotes the repetition throughout an advertiser's advertising of habitual methods of display—arrangement of layouts, type-faces, copy method, style of illustration and other components—so that a recurring similarity is achieved. The ultimate effect of continuity is to make the reading public so familiar with the advertiser's "style" that a reader instantly identifies the source of any advertisement in the series.

The two statements in the paragraph above are, I believe, wholly fair and accurate. Accept them, however, and you are promptly on your way to some startling corollaries which hold equally true.

FOR instance, the utmost in continuity would be achieved by the repetition of a single advertisement without change or modification. Logic would carry an unquestioning advocate of continuity through to that point.

If the utter logic of the continuity argument carries through to the constant repetition of a single advertisement, then why isn't such repetition practised by the advocates and disciples of continuity?

The answer is obvious—advertisers desire their sales-arguments to be read and reread, studied and reviewed, time and again, until interest is changed to conviction and

conviction crystallized into action.

Since few advertisers assume that their buying public will read one identical, unvarying message over and over again, month after month, they wisely throw overboard their insistence on continuity, as far as copy is concerned, and change the phrasing of their sales message with each successive insertion. Their continuity is then limited wholly to matters of display—of general appearance.

Each one of us—separating ourselves from our business or professional selves—can name a rather extensive list of advertisers whose advertising we instantly recognize. Even were the trademarks and name displays to be eliminated and obliterated, we would still know the sources of the advertisements.

Tests on consumers have shown such recognition of advertisers to be widespread. It goes beyond the borders of the advertising world—in fact, if it failed in that, continuity would be a purposeless goal.

If our goddess of continuity is going to betray clay feet, it is this question of recognition value which is going to disclose them.

Separate yourself again from your advertising self, and you will probably agree that the ability to recognize the displays of many advertisers has certain definite effects on

your ordinary layman reading habits.

For one thing, it enables you to reject many advertisements from your attention.

You quickly turn the page containing the advertisement of the commodity whose sales-message you assume you already know thoroughly. If the familiar display holds no promise of newness in content, over goes the page. You are incurious and will not search to discover whether a new development is, perhaps, tucked away in its standardized paragraphs. Your eye, consciously or unconsciously, is seeking novelty, news, progress—information of a kind which augments rather than merely duplicates your present fund.

Replica advertisements penetrate into your consciousness as reminders of a commodity's existence, but it is the advertisement which hits your eye as unusual that stands the best chance of halting and holding your attention and thus getting its sales-chance at you.

The more rigid the adherence to a set pattern, the more certain is prompt recognition and the less the suggestion of a new justification for the advertisement.

The advertisements which come within our reading range of vision we either (1) read (or sample and then abandon)—or (2) recognize and pass without reading—or (3) ignore, this latter because they fail through any strategem of display, illustration or headline to awaken either curiosity or interest.

Regardless of whether or not an advertiser takes the reading habit described in the preceding paragraphs into account in his planning, he cannot escape its operation. He can, however, if he wishes, prepare for it by deciding, in advance of the establishment of an advertising policy, whether he wants his advertising read or whether it is sufficient to his sales volume to have it recognized.

If recognition is sufficient, then the message and its wording are of relatively minor importance. Individuality of display, individuality of art technique and individuality of type composition become the all-



BLACK STARR & FROST

The unique styling of their new leather and brocade dress shoes, and their unusual arrangement and setting, make this first quality shoeing which was a step in a lot of shoes.

WHOLESALE AND RETAIL
217th AVENUE, CORNER 42nd STREET, NEW YORK

out investigating into the contents of those advertisements? And how much actual sales-creating force is there in an advertisement which is recognized but left unread?

These are not idle queries nor oratorical questions. They are basic questions aimed to try to establish a line of demarcation down that dangerous borderland where continuity merges into monotony.

Unfortunately, the laboratory investigator cannot help us materially in arriving at an answer. The conclusions from his researches must almost unavoidably be weighted in favor of continuity, because his question-answers are not backing the opinions they express with their own cold cash. He cannot give us any gauge as to what part (if any) of the impressions he tabulates are convictions sufficient to open the "impresses's" purse. And there is a world of difference between "liking an ad" and going out and spending money for the thing it advertises.

The success of advertisers who have practiced continuity is not in itself sufficient evidence. It is wholly possible that continuity of sales argument combined with variety in presentation would have accelerated materially the successes achieved by the other policy.

The continuity-adherent very probably registers on you the maximum impression as to the volume of his advertising, but does he get you to read his sales-message the maximum number of times? And which is of greater effect on you as a potential purchaser of his product?

To select any single individual and then quote his personal reactions as in any degree typifying the reactions of our many million readers would obviously be an absurdity. Nevertheless, simply for what they are worth as individual incidents, let me tell here two or three personal experiences with continuity and with departures from it.

Ivory Soap is an old and seasoned advertiser. Frankly, I had never expected to read another Ivory Soap advertisement, except from a professional advertising viewpoint—that is, to observe its technique. One

1916

More Than 250,000 People Have Taken Delivery

None is an ideal time to enroll in the Ford Weekly Purchase Plan.

More than a quarter of a million people have taken delivery of Fords and trucks under this easy method of financing. The average enrollment period has been five months.

Think what that means! At the average rate of participation you could enroll soon—you can have your car for cash.

See the nearest Authorized Ford Dealer today. Let him explain how you can really arrange to drive your own car this summer by paying just a few dollars each week.

Ford Motor Company.

Ford

SOME fairly typical examples of advertisements which lay great stress on the continuity idea. In this article Mr. Powers brings some interesting speculations to bear regarding the actual value of adopting a set style in order to make your insertions quickly recognizable

important factors for consideration.

A serious question, however, automatically suggests itself at this point. How many advertisers are in a position to be content simply with having their advertising recognized?

And other questions are—How many rigid adherents of continuity have not actually created a situation in which considerable sections of their buying public are satisfied to recognize their advertisements with-

[CONTINUED ON PAGE 65]

Don't Try To Squeeze Your Men Into a Common Mold

By George Mansfield

THE fast train was being delayed by a succession of blizzards and nobody seemed to mind; for, by an odd chance, every man in the smoking room was a sales manager. Sales managers have not been nearly so gregarious as advertising managers or other business officials, but they seem to loosen their tongues freely in the accidental association which takes place in the pullman smoker.

"Why is it?" asked one man, between puffs, "that we sales managers have fiddled with so many of these fake character reading experts and systems?"

"Humph," ejaculated some one, "that's a good question. Only last week I was having a hot fight with Bill Brown, who we all know has a big reputation as a sales manager. I was astounded to find him swearing by a system of reading salesmen's characters by their handwriting."

"That's nothing," put in another, "I bumped into the sales manager of the Smith-Jones Corporation some time ago and found he was still faling for the old stuff about phrenology."

"I know a chap with two hundred salesmen under him," said another, "who swears he gets his best results by hiring only Irishmen, because he says they have the most fight in them."

"Ha, ha," said somebody else; "I can better that. Jim Holway, whom you know is sales manager of the Blank-Blank Company, the biggest hardware concern in the country, says he judges men by the breadth of their seats!"

Everybody laughed, but the limit of absurdity was not yet reached.

"I know another chap who insists that the fellow who wears a number 17 collar is the real man-eating salesman," volunteered one who had not yet spoken.

"Why?" chorused the others.

"Because he says he's got a bull neck and that means aggressiveness," was the reply.

"And then there's a chap I know,"

continued the first speaker, "who has fifty or twenty saleswomen in his employ, and he invariably insists on picking only those who have had an unfortunate love experience."

More laughter.

"Why?" was again the question.

"Because, he says, the woman who gets over and through with love gives her whole heart and brains to business; gets down to brass tacks in other words."

By this time the company was in lively good humor and ready to carry the subject further.

"The thing is more than a joke," continued the first speaker. "It is a commentary on the gullibility and mentality of some sales managers—even some good ones. The absolute worthlessness of so-called character reading systems have been shown half a dozen times by really competent analysts. Only the other day I read of a professor at Columbia University who had spent several years analyzing the subject of facial characteristics in relation to mental qualities and had found absolutely nothing but contradictions."

"BUT," said one man, "we do make judgments of men from their appearances, don't we?"

"We sure do," interpolated another, "and where are we to draw the line between truth and bunk, or between what works and what doesn't work?"

"I'll tell you, boys, what I believe," said the man with the grayest hair in the group. "I've picked a lot of salesmen in my time and I'll admit that I study candidates pretty closely. I've gone through many of these phases of believing in signs. I've made some good picks and some poor ones. My first conclusion on the whole matter is that nobody ought to make a judgment on a man on first interviewing him; and my second conclusion is that in order to size up an applicant really effectively, at least three other people besides yourself ought to do it, and the results should be pooled or averaged. That cuts down human error."

"But then you admit you can read character from the applicant's appearance?"

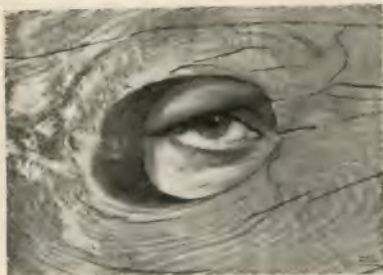
"Oh yes; of course you can," was the reply; "but there's a great deal of difference between common sense judgments and the use of some arbitrary method. You notice that in many of these character reading systems, people are invariably tempted to draw very ambitious conclusions and formulate a lot of rules of thumb. I never found any reliable except ordinary basic elements. Take the mere question of health and vitality. Common sense will tell you that a salesman needs plenty of both. Vitality has a lot to do with so-called punch and pep, which we used to believe you could squirt into a salesman as a doctor gives a man a hypodermic. Now any doctor will tell you that a man whose digestive or nervous system is out of order will show signs of it that you can easily recognize. On the other hand, a great deal of vitality rarely fails to show itself; a man may even have just ordinary health but a tremendous amount of vitality and nerve force. A man's walk, and the way he sits may be indications of his unusual alertness. Some shrewd men I know like to see a man enter the office before he is presented, in order to judge him on these points. A salesman entering an office can carry an "air" with him that breathes ability, confidence and knowledge. And yet it may be due entirely to good health and vitality."

"I AGREE with everything you say," said another, "but I lay the stress on personality. I think it's a mistake to look for facial or other signs, for I've known them all to fail. But I've never seen real personality fail, and I make it a big point to develop my men's."

"What do you mean, 'personality'?" asked some one.

"I mean," continued the speaker, "not an imposed, manufactured or standardized quality, built up by the sales manager, but the strengthening and sharpening up of the salesmen's

[CONTINUED ON PAGE 80]



Wellsworth
Glasses



You know "Stop-Look-Listen" means danger,
But do you know when your EYES signal Danger?
Have Your Eyes Examined



YOU'LL find eyes in outdoor advertising several centuries before Christ . . . the Egyptians chiseled them all over the place, and Mr. Kipling's pre-historic advertising artist made eyes on a bleached goatskin. The consistently human race can't avoid the magnetism of one eye for another, so in making trick photographs of eyes under threat or strain, the American Optical Company has chosen a means of getting attention which is as sure-fire as it is obvious. The technical nicety of its use of these pictures is that they have been handled in an un-obvious way; the sound sense of the photographs is that every time you are persuaded to think of your own eyes, the American Optical Company's products are a little more likely to find their way to your face. The photographs were made by Oliver Calvert Underhill

Why Quarrel With "Account Turnover"?

By J. C. W.

THE advertising agency, as a business institution, has matured rapidly. It has sloughed off, in its really short career, a deal of hocus pocus. Less and less it affects the high hat whence come bunnies and *crêpe de Chine* sneeze rags. More and more it gets down to the fundamentals of keeping the train of sales moving—extracting the flat wheels, keeping the road-bed tight and trim, and occasionally even putting on the air brakes.

The typical agency of this present day has shed a variety of externals, so to speak, and stripped the deck pretty clear for action—at least comparatively, when we think of the debris of buncombe, experimentation, ignorance, and downright gambling that distinguished many an outfit of twenty years ago.

Increasingly since its attainment of mental puberty, this advertising institution has harbored an altogether wholesome ambition to chuck cornerwads also a certain vague business reputation for unsteadiness, and to supplant this rather embarrassing aura with something more in the nature of a halo of soundness, conservatism, stability. This tendency, to repeat, is both encouraging and to be encouraged.

But when it comes to consideration of one specific feature in this same march toward stability, we must halt and draw up the company for inspection.

I refer to the fairly recent and recurrent general orders from some of our more outstanding advertising philosophers, broadcast in the nature of a newer ethics, and directed against the so-called shocking *agency account turnover*.

All of you are familiar with the mode of these arraignments, the principal burden of which is that an unorganized but pernicious system of piracy on the part of the agencies is in force. This, coupled with an amazingly fickle attitude on the part of most advertisers toward agency connections, constitutes, in the minds of the apostles aforesaid, a conundrum, menace, or what you will.

Now, as one with considerable experience in agency service, as well as fairly broad opportunity to watch the workings of many agencies with their clients, this conception of agency relations is one I would seriously question.

Agency accounts always have and still do change hands freely, and quite frequently with little of reason which is apparent to the parties not chiefly concerned. But, for a moment, let us survey this whole bugbear of account turnover from another angle and one which may possibly be somewhat broader than the customary starting point of such discussions.

Just what is there about agency service, as a business function, that makes it immune from the ordinary entailment of competition in the general business picture? Why is it not as logically competitive as plenty of other business services?

AT this point your advocate of account stability is apt to be on his Nettletons at once with this counter-thrust: Agency service is not a species of shop-keeping in which shelf stuff is knocked down to the highest bidder, or at the neatest discounts—it is a professional matter, comparable to the service of a doctor, lawyer, banker, or engineer, and must be considered in that light.

Is it, though, on second thought? These professional servants possess a more strictly defined category of goods to sell, don't they? Their procedure in any given case, it seems to me, is much more positively indicated, more in the nature of a prescription circumscribed by set practice. It's in the book, or usually so.

No, that analogy does not seem quite perfect. Advertising is not in the book. Antiphlogistine, corpus delicti, 7 per cent, and stress limits—you can grab hold of these and sling them at your adversary. But for the saving of our young lives, and by the grace of permutations and combinations, how can any of us figure how many separate, distinct and

different plans of advertising might be submitted on Mr. Stout's Renowned Corpulence Killer?

No, I am not inwardly satisfied with that analogy, not by the historic and lamented jug-full. There is a wide divergency in plan and policy, to say nothing of detail, in the manners in which any two agencies would be likely to handle any given problem. The advertiser will emphatically not buy the same thing from both of them.

While we are considering the buyer's (that is the advertiser's) side, let's ask one other question. Isn't it his inalienable right to shop around until he is suited? Is he not logically a pretty good judge of whether his advertising needs the infusion of some new blood? Is he to be bound by any combine in restraint of brains?

To proceed further, but from the agency's own perspective, does not an awareness of constant competition keep an agency on its toes and prevent it from being lulled into complacency and perhaps indifference? Let the agency appreciate the fact that it must be on its mettle, always, and ten to one the advertiser will appreciate it also.

Is it not something of a confession of weakness for an agency to complain about rival buccaneering and to sue for quarter at all? Agency sharpshooting on accounts, it seems to me, can hardly be effective where the victim does not expose himself. A barricade of pretty performance is proof against it. Otherwise the advertiser is not so smart as he ought to be, and the less said of him the better.

THE agency in this respect is practically the arbiter of its own fortunes, and if it chooses to subordinate a puncture-proof service to robbery on the high seas, and high-other agencies' accounts, it has no one to blame but itself.

This brings me to the crux of the whole matter, and it is my belief that nothing but high-grade, productive service on the part of an agency

[CONTINUED ON PAGE 51]



© Brown Bros.

Coupon Clipping Has Become a Popular National Sport

By James H. Collins

CATLIN is an advertising man. Also, until about six months ago, he was an administrator. Then he handed over, to a young lady who had reached twenty-one, several thousand dollars in cash, the proceeds of property left by her mother.

"What are you going to do with it?" was his natural question. Catlin is fifty, and conservative, and has forgotten that twenty-one may be a very advanced age. He took it for granted that the money would soon be spent.

"Invest it in some good bonds," said the girl.

"But you've been talking about buying a car, and touring."

"Oh—that! With the money I earn, when I can afford it. This other is capital, and mustn't be spent for such things."

"But why bonds? Do you know that I invested your money in bonds ten years ago, when it came to me? And in all these years there has never been a time when I could have sold them for as much as I paid. Bonds may be perfectly sound, paying interest, and the principal when it comes due, yet if you want to sell them you must often take a loss. It is just fool luck that bonds happen to be high now, otherwise I'd have had to make good several hundred dollars in settling with you."

"My aunt has some bonds, and I think there's nothing more thrilling in life than cutting the coupons," insisted the young lady.

"But this capital of yours ought to be where you can get it easily in an emergency, and get all of it," persisted Catlin. "Why not carry it in two or three different savings banks? The interest would be almost as high as good bonds yield. Savings banks invest in bonds. They take the fluctuations of the market, and the losses, and pay you one hundred cents on the dollar when you want your money."

"THERE'S a thought in that," agreed the young lady. "I'll mull it over."

But a few weeks later she told Catlin that the whole sum had been put into bonds.

"What kind of bonds?" Catlin asked.

"All recommended by my bank," said the young lady, mentioning several gilt-edge listed securities. "Don't worry, old dear—it's all right."

Which set Catlin thinking as an advertising man. When he was twenty-one bonds, if heard of at all, were something that concerned none but a few bloated capitalists in Wall Street, enemies of the people; or were something like stocks, in

which folks that his folks knew had foolishly lost their money. Now, here in this new generation, the very babes and sucklings understood investment matters, and said "Bonds, of course," when they had money to be put away. They had cut Auntie's coupons at the age they were snipping out paper dolls. Bonds enjoyed the same confidence as the savings bank and the life insurance company, which in Catlin's boyhood were as solidly established in public opinion, but which had been open to doubt in his father's youth.

Catlin got to musing, reminiscently, about happenings in the advertising business some fifteen years ago, when the periodicals inaugurated investment departments and services in their back pages. Bonds were discussed, and investment questions answered for readers. Bond houses flanked these departments with advertisements. From very small beginnings, a nation-wide interest in bonds was created, and then this confidence that his young heiress possessed. A remarkable demonstration of the power of the printed word, when put behind a sound proposition, in a persistent, constructive campaign!

Bonds are first considered nowadays whenever anybody has money to put out at interest. The widow and orphan think of bonds alone.

[CONTINUED ON PAGE 70]

THE • EDITORIAL • PAGE

The Set-Back of a "Shake-Down"

IT would be a healthy thing for business if manufacturers had to make their plans and establish the selling price of their manufactures with as definite a margin within which to work as the jobber or the banker.

The banker knows that in the normal conduct of any banking business (leaving out of consideration the promotion operation indulged in by the larger banks) he must operate on a small margin, and that he has little or no advantage over competing banks except as he can build good-will more economically and in general operate on a lower overhead.

The jobber knows definitely in advance the margin (depending to some extent on volume) on which he must operate his business and earn his profit. It is like a fence around his business within which he must earn his living.

The manufacturer, on the other hand, and particularly if he is embarking on a new business, is likely to think of his margin as anything between zero and a hundred or a thousand per cent, depending on how "successful" or how lucky he is. He sees no fence around his business.

Yet there is such a fence around most businesses—the fence of competition. The trouble is, it is not so plainly visible as the bankers' fence or the jobbers' fence. It may not show up until the manufacturer bumps into it, and then it may develop to be a veritable stone wall standing between him and success.

Thinking he has an undefined margin within which to operate, instead of realizing in advance that the sum total of competition in any line ultimately establishes a margin within which any business in that line must operate if it is to succeed, he builds too elaborately a plant, sets up offices and builds an organization all out of relation to this margin, and in general conducts his business on indefinite hopes rather than definite knowledge—until the day of reckoning.

Then there is the inevitable "shake-down," the drastic cut in personnel, the wave of economy in the factory and the office, the tightening of strings on the sales force, often the curtailment of extensive advertising plans prematurely launched, and in general a visitation of common sense. Had this come at the start in the form of a realization that a fence existed, the business would have avoided the set back of a "shake-down," a phenomenon growing all too common in American business.



A Survey of Retail Decentralization

AT the suggestion of retail interests in the United States, the Department of Commerce through its Domestic Commerce Division, has made a comprehensive study of one of the most pressing problems confronting retail business today—the problem of the automobile in the shopping center.

Congestion of motor traffic on down-town streets has resulted in what appears to be a decentralization movement in retailing which may in time revolutionize com-

munity planning and the buying and selling of merchandise in many lines.

This survey has been published in the form of a Trade Information Bulletin (No. 394) entitled "Vehicular Traffic Congestion and Retail Business," a copy of which may be obtained free of charge by addressing the Bureau of Foreign and Domestic Commerce at Washington.



Our Hats Off to Boca Grande

APROPOS of the recent real estate discussion between Messrs. Joseph P. Day and Heywood Brown which was reflected to these pages, we present herewith an advertisement which appeared in last week's issue of *The New Yorker*:

Boca Grande, Florida

From every standpoint of the amusement industry and the real estate promoter, Boca Grande is a dead town. It always has been dead and probably always will be. That is why it appeals to many live people.

It doesn't quarrel with any of the bigger and better movements. It simply let's them alone. It has no Chamber of Commerce, no dredges or sand-suckers, and nothing proposed for 1930. Boca Grande is simply a haven for those who prefer to roll their own in the way of amusement. Providence did a perfectly satisfactory job in making this a lovely place to swim and fish and golf, and we who have been wintering here since long before the boom came and went, let it go at that.

You might like Boca Grande a lot. Many clever people do. It is an adventure in naturalness. Let us send you a book about it. It is a very nice book and not too much exaggerated.

In our humble opinion this is the best real estate advertisement that has come out of Florida.



Proving Shakespeare Wrong

IN the last ten years there has been a distinct tendency to make roses smell sweeter by renaming them.

The undertaker, for instance, has become convinced that his name has been a handicap and a blotch upon his modern "scutcheon." Literature is filled with jocose and moribund references to him—

Ye undertakers, tell us—

Why is the principle concealed

For which you make this mighty stir?

So now the undertaker has meditated and in convention resolved that henceforth his name shall be *marician*.

Then there are the electrical supply dealers who now have reflected upon what's-in-a-name and decided they shall ring down the corridors of Time as *electragists*.

Finally, Fred Fitch of Iowa ponders over the present and peers into the future of barbers, and declares that barbers and beauty shop operators—nay, even chirotonors, tonsorial artists and just plain or garden variety of hairdressers—are in truth one. "They treat the skin," plausibly argues Fred, "and to unite them in a single profession I offer them the word *dermatician*. It leads the barbers out of the wilderness of shaving and haircutting and opens a new era."

Far be it from our purpose to discourage the budding self-consciousness of craft now taking place in America. It is, in sober truth, a real mark of progress. But we urge a meticulous code of ethics—and a sense of humor.

A Banker Views Distribution

By O. H. Cheney

Vice-President, American Exchange-Pacific National Bank, New York

THE apparent confusion in the present trends of distribution is of vital importance to all bankers as such. Unless we understand the significance of these new trends we are handicapped in acting as bankers in every true sense of the name. It would be better for us all if we could at one sweep scrap all our ideas of distribution—all our prevailing ideas of the routing of commodities from producer to consumer. A good many of these belong back in the days of horsehair sofas and crinoline—or perhaps in the days of horsecars and long skirts. Our knowledge of our distribution system as a whole is to a vital degree antiquated, and it is that because changes have been coming so radically and so rapidly.

This is a machine age, and we have come to picture distribution also as a machine. Such is not the case, and as long as we think of it in mechanical terms we shall fail to understand it. It is a living thing—a growing thing—hungry, active, restless, ever-changing. It has not even definite parts with definite functions. Any part can attempt to assume any function, and protest meetings, lawsuits, government commission investigations, municipal ordinances and Federal legislation can be of little use. The functions of the retailer, the wholesaler and the manufacturer are not included in the Ten Commandments or the Constitution of the United States. If a retailer wants to assume some functions of the wholesaler, if a wholesaler wants to assume some functions of the manufacturer, or if a manufacturer wants to assume some functions of a retailer, there is no law which can stop him except the inexorable economic laws of efficiency and profit.

Competition today is the striving of those with goods to find the most economical outlets and of those with



outlets to find the most marketable goods. The nourishment of business is profit, and the living organs in this living system of distribution are reaching out for nourishment in every possible direction. Each must grow, each utters its will to grow, and if necessary it will grow at the expense of the other organs and crowd them to death.

INSTALMENT selling seems to me to be another aspect of another problem which has been agitating the merchandising world—that is, hand-to-mouth buying. Hand-to-mouth buying is widespread in many industries, and while some have accepted the condition and adapted themselves to it, others are still fighting it. The object of both instalment selling and hand-to-mouth buying is to cut down financing, stocks and responsibility and to increase turnover. To force buying ahead the manufacturer and retailer are encouraging the consumer's anticipation of needs. But hand-to-mouth buying is the revolt of the distributor against overloading and high-pressure salesmanship; it is the distributor's answer to forcible

feeding by the manufacturer.

How has the banker's function been changing during these years of merchandising unrest? It seems to me that the banker's participation in the financing of production and distribution may be tending to become more indirect. Bank credit is being used at more points, perhaps, in the chain of distribution, but it is not extended directly by the banker. With the growth of larger industrial and commercial units, financing is done more through securities and in other ways. Transactions in which the dominant elements were formerly personal are now becoming formalized and impersonal. When the distributor buys from hand-to-mouth, the financing burden is thrown on the manufacturer. For this reason there is a tendency towards centralization of credits in the manufacturing centers instead of distribution throughout the consuming centers.

The degree of banking participation in the chain of production and distribution is in some measure dependent on the length of time involved in the process. In spite of nationalized distribution and in spite of increasing numbers of middlemen and intermediary producers and distributors, the time element has been materially shortened. Production has been speeded up, as in the automobile industry. Or, as in the case of the clothing industry, the manufacturer is now buying his fabrics four months nearer the time of actual consumption than he was three years ago. Railroad service has increased in efficiency and goods are not tied up so long in transport. At every point the time function of bank credit is being reduced in importance. To sum it up in a crude sentence, I should say that the banker is now dealing more with paper than with people or commodities.

As bankers we have not fully realized the significance of these present trends in merchandising. We have

Abstracted from an address delivered before the Association of Uptown Bankers, New York.

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
John D. Anderson
J. A. Archbald, jr.
R. P. Bagg
W. R. Baker, jr.
F. T. Baldwin
Bruce Barton
Robert Barton
Carl Burger
G. Kane Campbell
H. G. Canda
A. D. Chiquoine, jr.
Margaret Crane
Thoreau Cronyn
J. Davis Danforth
Webster David
C. L. Davis
Rowland Davis
Ernest Donohue
B. C. Duffy
Roy S. Durstine
Harriet Elias
George O. Everett
G. G. Flory
K. D. Frankenstein
R. C. Gellert
B. E. Giffen
Geo. F. Gouge
L. F. Grant
Gilson B. Gray
E. Dorothy Greig
Mabel P. Hanford

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

Do Consumer Contests Destroy Public Confidence?

By Horace J. Donnelly, Jr.
National Better Business Bureau, Inc.

WHAT is the legitimate function of prize award contests or competitions in advertising? Is an actual advertising need fulfilled, or are they merely used by the majority of advertisers as an artificial sales stimulus—often reacting unfavorably on the advertiser?

Certain types of prize offerings, based on the judgment of competent officials, including the writing of prize essays, and slogans, or suggestions for a name or selling idea, serve a proper function in the advertising field when their provisions comply with the existing laws.

There is another type of prize contest, however, that the authorities are powerless to stop, regardless of the hardship worked on the public. The solution of a simple word or picture puzzle, the securing of subscriptions to little-known publications, the "free lot" bait, are all forms of contests that substitute "skill" and "effort" for the element of "chance," and thereby avoid the operation of the lottery laws. However, these contests, to the initiated, assume an insidious form, and it is such effort that works toward a destruction of public confidence in other types of advertising.

An interesting study of the social effect of such contests presents itself in the following actual case:

A fifteen year old girl, with an ambition to act on the silver screen, saw in an advertisement of a movie contest conducted by a middle Western paper her chance to attain the realization of her ideal. This girl, the only child of a factory worker who was accustomed to grant her every wish, entered the contest and received instructions to obtain



WHICH IS WHICH?
Name the pictures of 4 famous stars. Prize and 50c postage. Mail to: National Better Business Bureau, 935 Ryon Bldg., Kansas City, Mo. Send in by April 15, 1926. Prizes of \$25 each.

Name These Stars and You May WIN \$500

If you can recognize the above movie stars, indicate their names by correct number given above and mail solution at once for my GREAT PRIZE OFFER. I'll send you a check for \$25 for each face, as below.

You Have 110 Chances to Win Cash Prizes—In Addition Everyone Positively Can Get \$1

As soon as I hear from you I'll send full information about this wonderful offer whereby I am going to distribute nearly \$1600 in cash prizes. I'll also send you in the same letter a check good for \$25 for each

- | PRIZES | |
|--------|---------|
| 1st | — \$300 |
| 2nd | — 200 |
| 3rd | — 100 |
| 4th | — 50 |
| 5th | — 40 |
| 6th | — 30 |
| 7th | — 20 |
| 8th | — 15 |
| 9th | — 10 |
| 10th | — 5 |

100 Others Get \$2 Each

\$100 For Promptness
Solve puzzle in 1 day or less. Prizes will be sent to you by check or cash on delivery. No need to return puzzle.

FREE Mail-Order Transfer Prizes
No shipping charges. Prizes will be sent to you by check or cash on delivery. No need to return puzzle.

100 Others Get \$2 Each. FAMOUS STARS PUZZLE, 935 Ryon Bldg., Kansas City, Mo.

CAN YOU SOLVE THIS?
DIERFLAG
The above letters when properly arranged form the name of a late president. Everyone sending in the correct solution will be awarded a building lot, also \$2500 fee, FREE and clear of all commissions, located in one of our subdivisions between New York and Atlantic City. This offer expires December 15, 1926.
115 West 64th Street Dept. 509 New York City

ABOVE are reproduced two of the "prize contest" advertisements described in this article. The reader will note that great "science and skill" are required. This is to evade the jurisdiction of the Post Office Department lottery legislation, but contestants soon discover that the "skill" involved does not really begin until after the puzzle solution has been sent in

ideal "votes" through the sale of subscriptions. Instead of soliciting subscriptions, she found it much easier to obtain the money from her parents, and in this manner various

sums were sent to the "Movie Editor," until several hundred dollars had passed. Then a letter was received advising the girl that she was practically assured of one of the first three prizes—if her final order contained several hundred dollars' worth of additional subscriptions. This money likewise came from dotting parents who could ill afford to lose it, and when the contest closed the girl was offered, not the trip to Hollywood and a chance in the movies, but a small article of jewelry having a very nominal value.

The prize contest had struck like lightning at a home that could ill afford the price that had been paid for such an expensive lesson.

Various rules and regulations are set up to govern the conduct of contests, but often the Post Office Department is compelled to take action under the lottery laws. More generally, however, the promoters are able to keep within the law, simply because the experience of years in the conduct of such schemes gives them a detailed knowledge of the loopholes of the law.

Regardless of the legality of such schemes, there is always a possibility of a transgression of the moral law, for such contests as mentioned above are only successful when the appeal reaches a particular class of the consuming public, composed generally of those individuals who can ill afford the sacrifices usually encountered. Children, housewives, invalids, shut-ins and others of the classes that have a little spare time on their hands are all fertile soil to the ambitious seed planted in their minds through contest advertising.

[CONTINUED ON PAGE 66]

Thornton W. Burgess



The Thornton W. Burgess Green Meadow Club stories for children, appearing in every issue, are a part of the well rounded editorial service of People's Home Journal which means so much to our readers and to our advertisers.

PEOPLE'S HOME JOURNAL

950,000 Net Paid

Reaching Small Industrial Users Who Buy Through Distributors

By W. S. Lockwood

Advertising Manager, Johns-Manville, Inc.

THE group of Johns-Manville products about which I am going to speak specifically is what we term "Power Specialties." It includes packings, high temperature cements, and one or two other specialties to which I need merely refer. Packings and high temperature cements are used almost exclusively by industry. The very knowledge of them does not extend beyond our industrial life.

How would you advertise such materials as are grouped under the general term of "Power Specialties?" Ask yourself not only how you would advertise this group, but how you would coordinate your advertising, your sales, and your manufacturing.

Remember that these materials must, almost of necessity, be sold through two channels. A considerable quantity of them must be sold through distributors. There are said to be 200,000 power producing units in the United States and about 190,000 of them are so small that each one in itself uses so little of these materials that it could not possibly pay to have salesmen calling on them directly. Yet the total used by all these plants is large, and the business is worth the having. The only way to serve these small power producing units, efficiently and economically, is through distributors.

But take the other 10,000 power producing units; which, incidentally, produce more power than all of the 190,000 put together. There is a



ASSUMING that, roughly, 20 per cent of the men in this country are in some way directly interested in industry, Johns-Manville figured that advertising "To Men in Industry" in *The Saturday Evening Post* would enable them to reach about half a million of the men, mostly small producers of power, that they might reach through no altogether technical medium. This campaign is tied up closely with another running in the business papers going directly to the ten thousand major power producers

very different situation. Many of these concerns are great public utilities; many of them are huge manufacturers who wouldn't think of buying through distributors. Not only do they feel that they must buy from the manufacturer directly, but they feel that they want the manufacturer's engineering service on his materials.

SO we have a double sales problem. We have to sell some industrial concerns through distributors, and we have to sell others directly through our own sales and engineering departments. That further complicates the advertising problem.

Not only the advertising problem, but the sales and the manufacturing problems were, in the past, still further complicated by the fact that there was a special kind of packing

for almost every kind of a joint. The stockroom of the ordinary power plant might have forty or fifty different kinds of packings, little odds and ends of each kind, a lot of it going to waste.

We corrected that, and here is where our manufacture and our sales and our advertising got together to very good purpose. We reduced the number of essential packings to seven. These we called our "Standard 7," and we advertised them as such, manufactured them as such and sold them as such. Today all any power plant needs, from the largest to the smallest, is a supply of these seven packings. Some few plants do not need all these seven; small

plants don't need more than two or three of them. But even the largest plants can, in nearly all cases, meet absolutely every packing requirement from some one of these seven packings.

In times past we didn't know of any way to advertise these various materials except through business papers. Now the power plant press, that is, papers like *Power* and *Power Plant Engineering* would not give us a circulation of more than about thirty or forty thousand, while there are two hundred thousand independent power producing units that we wished to reach. One hundred and ninety thousand could not be reached by salesmen, because we could not afford to have salesmen visit them.

It was at this period in our development that we formulated a policy to which we have since ad-

[CONTINUED ON PAGE 79]

Portions of an address delivered before the Advertising Club of New York.

An ag^{grav}ate^d line!

AGGRAVATE-v.t. To make heavy or heavier; to add to; to increase; also to load; burden. *Obs.* "To *aggravate* thy store." *Shak.* — from *Webster's New International Dictionary*

THIS is an agate line, actual size, as it appears in the large standard size newspapers, *like this:*



BUT if you put your agate line in The News, with its tabloid page

like this:



—then it acquires the visibility and high attention value of *this:* (This is the advertiser's AGATE LINE!)

CONSEQUENTLY every agate line in The News is *aggravated* advertising, given added weight, importance and attention, greater value by the tabloid page, before the News *Marvelous* MILLION circulation!

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

Where Is Group Buying Leading?

By De Leslie Jones

FOR the past ten years there has been growing slowly a tremendous movement in what is called "group buying"—which means association, centralized or syndicate buying by corporations or otherwise federated groups of retail units. This movement started with so-called buying syndicates, mainly for department stores, some twenty years ago. Then the chain stores greatly widened this movement, which in turn gave an impetus to the trade association method of cooperative buying. The independent retailer, casting about for some means of beating the chain stores at their own game, hit upon the group buying method and has to an unusual degree perfected it. There are now literally hundreds of group buying organizations, especially in the grocery field, which seem to be thriving and saving from 5 to 8 per cent on their purchases. These group buying methods are of a few distinct sorts:

1. Incorporated group buying syndicates operating only for a comparatively few stores.
2. Loosely federated groups doing only a part of the buying for the stores in their groups.
3. Trade associations.
4. Local federations of retailers in only one community.

The two fields most directly affected have been groceries and dry goods, although there are cooperative buying groups in many other fields. Not long ago one was promoted for the building material field.

The national advertisers' interest in this situation is a significant one, as it threatens to change the face of the whole selling problem. The chain stores have centralized buying to a sufficiently wide extent to put a rather different complexion on distribution; but as the entire field becomes centralized more and more it would almost seem as though the old-time drummer or salesman would, in time, become obsolete. Naturally, under such a plan dealer stimulation, the securing of initial distribution, and field sales work generally assume a character entirely strange to the old-time seller of merchandise. The technique of

sales promotion and of sales management also are altered. It is nothing to be feared, however, as it is one of those inevitable trends in distribution which must come because of its contribution to the reduction of distribution cost.

The real pressure comes upon the untraded, unadvertised line of goods which has nothing to offer the group buyer except price. In this situation the group buyers very often prefer private brand or contract merchandise or job lots, and, therefore, the seller of goods who is unknown to the public is at a very serious disadvantage.

In all likelihood we will now see the decline of the innumerable small companies concentrating on one article with limited capital and small resources. On the other hand, we will see, and are seeing today, greatly enlarged food corporations taking on new products and thus becoming owners of large families of products, each one of which will be far more able to cope with the group buying situation.

NATURALLY, there is decided opposition to the group buying development, and this opposition invariably is sharpest from the small manufacturer who gets little attention from the group buyer. It is notorious that the large buying organizations, especially those for department store groups, give incredibly small attention to salesmen who come to interest them in a new article. Even well known manufacturing concerns often experience difficulty in doing business with them.

As a sidelight on this matter, one of these buying organizations recently decided to eliminate the handshake between the buyer and the salesman, viewing the gesture as wholly unnecessary and even insincere sentimentality. Such an icy point of view is symptomatic of the extremely cold blooded attitude which the group buyer, constantly besieged by the great press of salesmen, has developed. Old-time salesmanship was able to cope with the individually independent retailer because that retailer was in most cases of lesser mentality and, fur-

thermore, had more time to listen to salesmen. The salesman now meets a worried, hurried, blasé buyer, often of a higher mentality than himself. He has his mind pretty well made up as to what he wants or doesn't want, and most of the finesse of salesmanship is brought to naught.

IN the women's wear field, where there are numbers of small manufacturers without nationally known trademarks, resentment has been particularly marked. These manufacturers base their opposition on various counts. One is because it restricts sales, except within limits on goods selected to be featured under various self-owned or private brand labels by the group-buying organization. These manufacturers are being compelled, practically without choice, to become private brand manufacturers, with all the dangers and hazards which any student of distribution knows to be attached to private brand manufacture. Price becomes stressed to the exclusion of more important factors. A manufacturer with a contract from a group-buying organization may or may not get a renewal, and if he does not, he is back where he started, on a par with a newly organized manufacturer. He is operating a precarious treadmill in a blind alley.

As some of these objectors to group buying point out, the success of chain store buying is in no way a real comparison between other methods of group buying. Chain stores operate under a direct-owned system of unit stores, whereas many group buyers represent stores of different individualities and operate a wholly different scheme of group buying. Furthermore, the chain store is known to have been converted in recent years to the more extensive use of nationally advertised trademark articles; whereas, the group buying plan is to a large extent a device to enforce the private brand idea upon manufacturers. Instead of being a cooperative mode of selling, whereby the stores act as more effective distributors of nationally manufactured and advertised goods, in many instances, they

[CONTINUED ON PAGE 75]



IOWANS like to see the news as they read it. So The Des Moines Register and Tribune maintains a staff of five photographers working from one of the best equipped dark rooms and studios in America. They make thousands of pictures of Iowa events and people (over 7,000 in 1925).

In addition amateur and professional photographers throughout the state furnish hundreds of pictures. All the world's greatest picture gathering agencies rush their products to The Register and Tribune office. Every day in the week, morning, evening and Sunday, The Register and Tribune print a multitude of pictures, throbbing with life, thrills and human interest. Turn to any issue of The Des Moines Register and Tribune and see the result.

Giving Iowa top-notch metropolitan newspapers has built up a remarkable circulation of 170,000 daily and 150,000 Sunday (net paid) for

The Des Moines Register and Tribune

Write for these booklets, "The Shortest Route to Iowa's Pocketbook" (shows circulation in 1,000 Iowa cities and towns), and "1926 Iowa Data Book" (the most complete and usable compilation of Iowa market information ever available).

Why Not Make an Editorial Layout?

It Seems to Be the Effective Way of Presenting Any Type of Merchandise

By Louis C. Pedlar

REMEMBER when they used to sing "Everybody's Doing It"? Well, that's what is happening now to the editorial style of advertising page that was first developed some half dozen years ago by the Art Director of one of the country's leading agencies.

This man had exceptionally good taste—a nice sense of design—and, what was most important, he took his job seriously. He just figured that the art director who made the page arrangements for the editorial department of a publication could do the better looking job because there were not so many units clamoring for display on the magazine page as were usually found on the advertising page.

Consider all the many individual items that appear in almost any page advertisement. You will find that your biggest job, when it comes to making an effective layout, is to know just how important each detailed element really is, and just what it is worth in space and display. That is the thing that should be weighed carefully. Sometimes a picture can tell more than countless words of copy—and then again the heading may tell the whole story. Some products simply demand lengthy copy and others thrive on the briefest presentation. It's a smart layout man who knows how to accept all the variations and to make an interesting page every time.

You have seen many advertisements that were going through convulsive agony when all that was needed to restore them to full usefulness was the soothing, smoothing hand of the layout doctor whose emergency prescription would be "make them simple—which makes them easy to read, and consequently they are easy to look upon."

Here are the usual units that hotly contest for supremacy every line of space. Foremost is the illus-

tration—the big major one, then the smaller one, followed by the heading—the subheading—the body type—the captions under the pictures—the inviting coupon—the glorified picture of the product, and—of much importance—the round, rollicking, full faced logotype with its persistent quality of making most every

To save a life... to prevent even a day of discomfort—

THE MOST EFFECTIVE REMEDY FOR COLIC AND ALL THE PAINFUL AFFECTIONS OF THE INFANT

WATERBURY'S INFANT COLIC REMEDY

layout look somehow absurdly wrong.

I have no idea of quarreling as to whether the logotype should be shown large, small or not at all. We have met all kinds of advertisers and almost every one of them has something good to say for each variant of logotype size.

IHAVE never been able to reconcile my beliefs, however, with the securing of an expensive and what should be an intelligent drawing that has been made to harmonize with the heading and text and all telling precisely the right story—and then jamming a great big logotype, no matter how well lettered—into the most important position on

THE HANDY
BRONZED IRON
HARDWARE

HERE are two extremes in the popular editorial page arrangements. They both possess a high degree of legibility and have happily coordinated all the necessary individual units that go to make the typical successful advertising page

the page in the mistaken belief that if the customer who was looking at the advertisement, he would at least remember the name of the product.

But if the reader has a nose for news, it's just possible that, having read the end of the story, he wouldn't have much interest in going back to the beginning. There may be something in the newer idea of having the layout with its copy and all other details so well balanced and interrelated that you just feel that you are missing something important if you don't read the whole advertisement.

That's the way the agency art director reasoned it out. He studied

[CONTINUED ON PAGE 74]



HOW MUCH

directive

MAIL

[—a term defining mail that is sure to guide the business action of the men on the receiving end. Usually material of this nature is ordered, purchased, paid for.]

ANY prospect of yours whose opinion means much makes it his business to be busy mainly with the things that count. Don't expect him to spend the best part of his day studying the deluge of "direct mail" showered down upon him by promoters of this, that and everything else.

Not much! He has long ago found a way to separate the trivial from the valuable. He reads his business papers *thoughtfully and thoroughly*, because he wants their information and inspiration—because *he knows* they will better his business. He will read your advertising in them for the same reasons, in the same spirit and with the same results.

The directive influence of the DRY GOODS ECONOMIST and MERCHANT-ECONOMIST in the "best stores" of every city in

the country is far greater than you realize—until you see it in action. If you possibly can, go to the leading department stores in a dozen or so cities and find out for yourself. You'll be surprised—and convinced beyond question.

When you advertise in the Economist Group, you are using real *directive* MAIL. You are using it to reach your biggest prospects and your best business friends. Their resistivity is nil—their receptivity infinite.

The Economist Group (239 W. 39th St., New York—and principal cities) reaches buyers, merchandise managers and other executives in more than 30,000 stores in more than 10,000 cities and towns—stores doing over 75% of the total business done in dry goods and department stores lines. *Tell and sell these merchants and they'll tell and sell the millions.*

What Type of Illustration for the Catalog Page?

By *Ralph K. Wadsworth*

A GLANCE over the catalog pages of one of the large mail order firms will prove illuminating. Usually two-thirds of the space is devoted to pictures, and the merchandise is presented in such an interesting manner that more than likely you will find yourself poring over the pages for hours. One reason for this is the fact that they have given so much thought to the proper illustration of each class of goods.

The importance of employing the right art medium is illustrated in the experience of a certain New York retailer. He sent out quite a number of agents to the small towns of the Middle West and supplied them with a catalog of his latest styles with full descriptions.

The proprietor's personal preference ran to photographs, possibly because he liked the pictures of the pretty girls. On the insistence of a mail order expert, however, he was prevailed upon to portray half of his coats and dresses in wash drawings. At the end of the season he discovered, to his surprise, that the photographs were a failure in selling and that most

of his orders came from the wash drawings. I do not mean to disparage the use of photographs, but in this case they were not for him.

When it comes to choosing the proper art medium for illustrations you have the following choice:

Wash drawings, photographs, oils, pen and ink, wood cuts, dry point or charcoal, crayon or pencil.

As mail order houses have found, some treatments are better for certain classes of merchandise than others. It is not possible to generalize. For fashions, textiles and most wearing apparel, wash drawings have the preference. Where so much depends upon style line and texture, the wash drawings have certain advantages over a photograph. For example, a touch of the artist's brush or pen can give you



THE one-eyed camera actually makes an object appear smaller than it is, while two eyes give it depth and proportion. The redrawn tire illustration is really the truer representation of the two tire illustrations here reproduced

a style line that would require hours of careful fitting on the part of the dressmaker or careful retouching on the part of the air-brush man.

With one or two exceptions you will find practically all the larger mail order houses employing wash drawings for their garments and textiles. Those who do use photographs usually have them heavily retouched in order to straighten out the lines or to show details.

Sometimes you can employ a photograph as a basis for obtaining unusual effects in wash drawings. To secure action in a figure or unusual poses or high lights, many studios first take a carefully posed photograph and then copy the principal features into their wash drawings. Photographs are almost indispensable in reproducing millinery, even

where a complete wash drawing is later made.

Retail stores employ pen and ink illustrations for their retail store advertising in newspapers, but for selling a garment or dress goods from a picture, pen and ink has always proved a failure. On the other hand, carefully worked up pen and ink drawings are successfully employed for the sale of furniture and other "still life" items. Where this is done plenty of shading is employed to give "body" to the item portrayed.

Years ago wood cuts were quite generally used in general advertising, but you can search the newspapers and magazines of today almost in vain for any examples. Some advertising agencies occasionally employ them to obtain some unusual effects.

It may come as a surprise to learn that the big mail order houses are today the largest customers of wood cut studios in the country. They employ wood cuts for the illustration of such items as furniture, cutlery, glassware, certain types of jewelry, and groceries, largely because of their good printing qualities on cheap paper.

It is for the reproduction of "still life" objects that photographs have their inning. Carefully retouched by the air-brush man, they are successfully employed everywhere for the illustration of millinery, jewelry, china and merchandise of a similar character.

In the mail order field oils are too costly for general reproduction and are usually confined to catalog covers. Dry point, crayon, charcoal or pencil are not relied upon to illustrate the merchandise itself, but are often of practical benefit in showing the background or suggesting uses. A good example of the use of pencil and dry point was employed by Montgomery Ward & Company's stove department one season in a very clever manner. Instead of il-

[CONTINUED ON PAGE 58]

*Here is a national
advertising medium
available EVERY WEEK—*

QUALITY AND QUANTITY!

IT is easy to select a few mediums which will give a small quality circulation. In the MAGAZINE SECTION of the Sunday edition of The New York Times an advertiser can place his advertising messages every week in 600,000 homes before people who are the social and business leaders of their communities. The circulation of the Magazine Section is a comprehensive cross-section of the best homes in America.

HIGH RETURNS AND LOW COSTS

Advertisers who have used the MAGAZINE SECTION have made a very high average of direct sales from copy placed in each issue. Advertisers who use coupons or key numbers in their copy find the Magazine Section productive. At \$1.10 a line (less on contract) an advertiser can obtain every week an audience of the readers of 600,000 copies—readers who have shown themselves responsive to quality advertising appeal.

GOOD WILL AND DIRECT SALES

Advertisements in the Magazine Section are subject to investigation before publication, and fraudulent or misleading copy is declined. A recent questionnaire to Times readers showed that 56% of those addressed had answered advertisements in the Magazine Section.

MAGAZINE SECTION
of the
NEW YORK TIMES
[SUNDAY EDITION]

THE 8-pt PAGE

by
Odds Bodkins



RECENTLY I listened to an actor rehearse the lines of his "big scene." As the phrases came tumbling from his lips in rapid fire succession I couldn't help smiling. The stuff sounded melodramatic to the point of being burlesque. The actor smiled too, a bit ruefully. "I know. Sounds pretty mushy. Well, here's hoping the audience doesn't laugh. If they do, good night to the scene!"

Next night I saw the play open. The audience didn't laugh. They wept. I found myself sitting up straight in my seat and swallowing hard. This was no actor speaking his part. It was a man strained to the breaking point. And the gib words of the night before now seemed to well up from the very depths of his heart. Yet I was listening to the same lines, spoken by the same man—but now they were imbued with the spirit of the play.

Surely play-acting is not the only profession where it is necessary to catch the spirit of a thing to put it over. In business every organization has its message of service to "get across" to the public, and not merely the members of the advertising department, but every member, from the Big Chief down to the office boy, is responsible for the success of that message. Each must play his "part" and be so thoroughly imbued with the spirit of it that the public well feel—not that the role of cooperation and courtesy is merely assumed—but "Here is service"—and will applaud with Good Will and patronage.

House organ editors please copy!

—8-pt—

I commend to copy-writers (would-be and otherwise) a recently published book of some 945 short pieces of copy. Each little advertisement is compact, colorful and, above all, candid. The book is replete with atmosphere and personality—and has just a dash of humor. It intrigues and it invites confidence. In short, it is real "selling" literature.

The book to which I refer is *Roses*, a catalog by Bobbink & Atkins.

This from the introduction: "It has been asked of us why we grow so many different *Roses* when, obviously, it would be more profitable to curtail the number of varieties and concentrate our selling power upon a short list of well-tried sorts. . . . We love *Roses*, as well as grow *Roses*!"

Obviously. Otherwise how could they describe something like 945 species and

give to practically each one a distinct personality? The catalog first gives the name of the rose and the grower's description and then adds a paragraph of its own. I deem it well worth the space to quote from a few, for this indeed is Truth in Advertising—and Truth that carries conviction and makes sales.

An intensely interesting *Rose*, the first of the *Fernet* yellow strain. Its foliage spurs, its canes often the back, its flowers are crooked, but it is the most marvelously colored *Rose* in creation.

A *Rose* of unique coloring and very attractive form, but it is faulty in many respects. It requires considerable skill to grow it well, and will only disappoint the beginner. A connoisseur's *Rose*.

The correct name of this variety is *La Rose de la Mnie Raymond Poincare*—which is unreasonably.

A beautiful *Rose* which has been overlooked. Its foliage is weak—but there are many more popular ones with worse

One of those dependable sorts which without being striking in any way, helps keep color in the garden at all times.

It is easy to find fault with this little *Rose*, but in spite of having too few petals, opening too quickly and fading, it is still utterly charming and delightful.

I have long wondered if some skillful writer could not manage to balance the shortcomings of a product against its good points to make the latter stand out the more effectively. And here it is done!

—8-pt—

In my humble judgment Tony Sarg has done something to get excited about in this line drawing of the new Para-



mount Building, New York, which is being used in the current newspaper advertisements of this building. Newspaper advertising illustration at its best, I call it—refreshing in perspective, distinctive in treatment, interesting in detail, wonderfully printable, and tremendously inspiring in conception—"From the airways of the World!"

Oh, that we might have more advertising illustration so far above the level of mediocrity!

—8-pt—

Ed Howe observes in his well-known monthly, "He who knows his community, knows the world." Ed Howe is a wise man.

—8-pt—

Every so often I practically stop reading for a while, and of all the things I do or refrain from doing, I regard this as perhaps the most beneficial.

Reading is indeed a virtue and a necessity, nor would I in the least belittle its value. But as Emerson so wisely put it, "I had better never see a book than be warped by its attraction clean out of my own orbit, and made a satellite instead of a system."

And so, when I find myself becoming too profoundly impressed with the books I am reading, or by the writers in periodicals, I say to myself, "Bodkins, it is high time you stopped reading and did a bit of thinking and speculating on your own account."

How refreshing it is, for a change, to look at things and people and events through one's own eyes, instead of through those of professional thinkers and writers! And how stimulating to arrive at an idea or a deduction that is at variance with what these professional thinkers and writers have set forth on printed pages!

Truly, I think it would be almost as effective as a vacation if, about once in a six-month, each of us would stop reading altogether for a period of a week, and depend wholly upon our own observation and cogitations. I've never carried the experiment quite that far, but I am minded to do so. Who will join me?

A Copy for Any Advertising Executive on Request—

CONSUMER ANALYSIS of the GREATER MILWAUKEE MARKET



VOL. II—Radio—Musical Instruments—Automobiles

"We want you to know," writes Mr. Walter A. Schilling, Managing Editor of *The Radio Dealer*, "that your radio survey constitutes one of the most thorough summaries of the radio trade ever compiled. This survey is of inestimable value to every manufacturer and dealer in the field of radios and radio accessories."

The 1926 Consumer Analysis of The Greater Milwaukee Market, covers the buying habits of Greater Milwaukee consumers for the year of 1925.

This is an accurate and authentic survey—the fifth annual presentation of its kind made by the Merchandising and Research Bureau of The Milwau-

kee Journal. 4,000 certified questionnaires, personally filled by a selected list of housewives and constituting a true cross section of all Greater Milwaukee families, form the basis of compilation.

Volume II, covering Radio, Musical Instruments and Automobiles, is now ready for mailing to interested sales and advertising executives. This volume, surveying one of the country's richest and most stable markets, is well worth your most careful attention, if you are interested in any one of these three lines.

The quantity is limited. Write at once—on your letterhead.

The Milwaukee Journal

FIRST—by Merit

Sand in Their Shoes

[CONTINUED FROM PAGE 20]

If you are as ignorant as I was when I first came to Florida, it may be proper for me to say that the term "over-ride," as nearly as I can discover, is a short expression meaning a percentage of gross profits. Instead of accepting a salary, retaining fee, or piece-work method of compensation, you agree to prepare the advertising and act as general service man and advisor for one or two per cent of the gross receipts, sometimes more and sometimes less. This percentage constitutes your "over-ride."

THE "over-ride" has been a great source of income for the advertising man, in its day, in Florida. There is no doubt that some of the advertising men first on the job down here have taken out, in "pay dirt," more in a single season than they had ever made before in several years of constant labor at the same general tasks up North.

Let us hope they held on to at least some of these profits, but did not hold on too long to the "over-ride" system of payment for services rendered.

Generally speaking, it is very safe to predict that the day of this percentage plan of remuneration for advertising men in Florida has passed. This for two reasons. One is that the man who has not large credit and no small amount of negotiable assets (aside from his talents) is demanding a weekly stipend, at least a drawing account. And he is wise. The other reason is that the buyers of advertising have also learned a few things,

though as a rule they still have much to learn.

What these advertisers have learned, or, rather, are learning, is that the publishing of a florid announcement that lots are for sale no longer brings hordes of eager, greedy buyers, overwhelming them with cash payments.

TODAY the selling of a lot has become an event. At least, a minor event. And the seller does not feel inclined to hand out so carelessly a share of his pickings to some chap who has written an advertisement for him. This is especially true in view of the fact that, as is commonly recognized, the majority of real estate men do not know enough about the basic principles of advertising to be able to tell the difference between good and bad copy.

Advertising men have done much for Florida. They have done much for Florida. They have done much with Florida, and in Florida. In a very true sense they have made Florida famous. Many of them have not gone unrewarded. Many have not received the rewards they deserved. Many more have not re-

ceived the rewards they think they deserve. All of them, of us, favor the appearance of prosperity, even when the real thing is a bit fickle.

Then who can blame a chap if, when writing to friends back North who have "kidded" him about going to Florida, he declares that "advertising men down here are cleaning up five hundred dollars a day," and leaves it to be inferred that he is among those present?

Perhaps he did clean up that much for a day, for several days; possibly for weeks. Undoubtedly some did. But I say *did*, and the emphasis should be considered as bearing upon the past tense instead of upon any attempt at verification of the fact.

THERE is much money in Florida, and more is coming here. All the anti-propaganda which can be printed and talked can't stop the flow of money and people to this state. This flow can't be stopped because Florida has something, in fact several things, to offer that are as hard to find in most of these United States as they are desired by most of the people in those States.



© Underwood & Underwood



GREEDY men, mostly Northerners, have prevented hundreds of thousands of people from getting in touch with the real charm that is Florida. And the natives have been inspired to follow the example. Yet all the exploiting, all the deals and propaganda of real estate men and advertising men, cannot subtract one jot from the basic worth that puts Florida beyond the competition of most Northern States

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.



Mrs. Wyoming

... to whom living is an art

THE critic who claims the art of living is dead should visit Mrs. Wyoming in her model community. He would quickly revise his opinion. For . . .

Just take a snapshot of Mrs. Wyoming's home: How happy the choice of decorations and furniture! Everything tasteful. Everything correct. No need to tell you Mrs. Wyoming is a modern woman and an efficient housekeeper.

But glance at the library table. A program of last night's Symphony. A golf card with three par holes. Books, magazines and a bridge tally. No need to tell you of the busy life that Mrs. Wyoming leads.

And no need to ask, Mr. Advertiser, if you desire Mrs. Wyoming as a patron. She has money to spend, and she spends it.

But—how can you reach this most desirable prospect? What medium will carry your advertising message into her home? *The Enquirer* is delivered every morning to 439 of the 742 residence buildings of this smart suburb.

Besides, Mr. Advertiser, this *Enquirer* circulation is home-delivered at an hour when Mrs. Wyoming is at leisure. You talk to her when she has time and the desire to listen—*before*, not *after*, her shopping trip!

I. A. KLEIN

New York

Chicago

THE CINCINNATI

"Goes to the home,



R. J. BIDWELL CO.

San Francisco Los Angeles

ENQUIRER

stays in the home"

DISPLAYOLOGY



ALDERMAN, FAIRCHILD COMPANY
ROCHESTER, N. Y.

New York Office: Room 414, Fifth Avenue Bldg., Fifth Avenue at 23rd Street

DISPLAYOLOGISTS

DISPLAYOLOGIST — One who designs and executes display materials that exhibit goods in a manner that compels attention and causes the beholder to buy

DISPLAYOLOGY

Give the Product a Chance

FEW good products fail if they are given a chance to succeed. The right chance includes proper salesmanship, sufficient advertising, and a method of packaging that not only creates attention but causes the product to be remembered.

We are specialists in the latter phase of merchandising—displayologists.

Hundreds of products have gone forward to success as the result of packages which we have designed and executed. A clientele comprising such companies as Stromberg-Carlson Telephone Mfg. Company, Huyler's, Hickok Belt Company, Putnam Knitting Mills, Pompeian Massage Cream Company, and scores of others bear testimony to the character of our service.

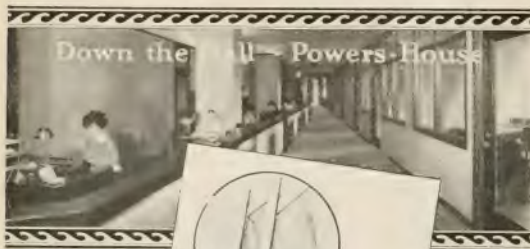
An Alderman-Fairchild Displayologist will appreciate the opportunity of visiting your plant, inspecting your line, and suggesting ways and means whereby the product will be given a better chance as the result of a better package. Of course, there is no obligation on your part unless you tell us to go ahead.

ALDERMAN, FAIRCHILD COMPANY
ROCHESTER, N.Y.

New York Office: Room 414, Fifth Avenue Bldg., Fifth Avenue at 23rd Street

DISPLAYOLOGISTS

DISPLAYOLOGIST—One who designs and executes display materials that exhibit goods in a manner that compels attention and causes the beholder to buy



Prepared by
The Powers House Co.

It isn't the picture on the cover of the seed catalog that determines how soon you'll need to replant your garden.

P-H

It's whether the seeds you plant produce short-lived annuals or hardy perennials.

P-H

It isn't the glowing phrases of the agency representative which decides whether its service will stand the test of a renewal.

P-H

When selecting an agency find out for yourself whether or not its accounts are hardy perennials.

These desirable qualities may be summed up as conditions conducive to simplified living. That does not mean that living is cheap in Florida today, or that it is especially restful in most instances. But these hardships are due to the greed of men, chiefly Northerners who have come here for the sole purpose of making money. We have prevented hundreds of thousands of people from getting in touch with the real charm that is Florida. And we have inspired the natives to follow our example and boost prices on everything from mules to young alligators. Instead of serving wisely the people who pour into this state, helping them to find its very great rewards to visitors, and taking a fair profit for the service, we have done everything but actually grab at their purses.

YET while advertising may use Florida's assets to lure people to this state, neither the advertising man nor the real estate man can add or subtract one jot or one tittle to or from the basic worth that puts Florida beyond the competition of most northern States.

It is with these advantages you must deal if you would form any opinion of accuracy concerning the future of Florida, and particularly the future of it as a place for advertising men. Florida's fine substitute for a special department of the Federal Reserve Banking System is a marvellous union of soil, landscape, coasts and climate—basic values that neither greed nor pessimism can kill.

Many of the advertising men in work down here today are laboring under severe handicaps. They must do the whole job. There is no layout man to call in, no type expert to consult, no art department to stage-set the copy, no engraving department to figure out screens, and to the securing of cuts, no accounting department to take care of charges, no checking department to look after insertions, no space buyer to get the best terms and to analyze media. In short, there is nothing for the advertising man except one pair of hands and one brain.

Even that does not conclude the working problems of the advertising man in Florida. Seeing proofs in advance of insertion, getting stated position of any kind, even as to the section of the paper in which your carefully worked out text will appear; these are requests that might, in most cases, be just as successfully made to a stone image. I have seen the advertisement of an amusement park stock offering crowded into a page which carried nothing else but church notices.)

If you don't get your copy in on time, or as soon as a paper decides to send a section of its Sunday edition to press, you may find the advertisement you ran a week or two before repeated without warning. In the event that your copy is late and not available, some one around the publication's office with a fancy for writing "ads" (a filthy term) will dash

The Powers House Co. Advertising

HANNA BUILDING - CLEVELAND, OHIO

Maude K. Powers, Pres.

Frank E. House, Jr., V. Pres. & Gen. Mgr.

Gordon Rielev, Sec'y



D & C Paper and the Artist

The artist's universal medium is—paper. He may work with marble, ivory or canvas—but if his skill is such that the world clamors to see, his final medium will be paper and printers' ink.

And he will properly ask of that paper the same things he asks of any other medium for his art—permanence, responsiveness, compliance to the mood of his particular subject.

D & C papers are fine papers. But they have the quality of enhancing whatever is printed on them, rather than emphasizing their own beauty. They are an ideal medium for the artist in pictures, the artist in type, the artist in printed selling.

There are twenty standard D & C lines, coated, uncoated and cover papers, all economically suited to their purpose.

DILL & COLLINS

Master Makers  *of Printing Papers*

List of DILL & COLLINS Co.'s distributors and their offices

ATLANTA—The Chatfield & Woods Company
BALTIMORE—J. Francis Hock & Co.
BOSTON—John Carter & Co., Inc.
BUFFALO—The Union Paper & Twine Company
CHICAGO—The Paper Mills Company
CHICAGO—Swartz Paper Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Co.
CONCORD, N. H.—John Carter & Co., Inc.
DES MOINES—Carpenter Paper Company
DETROIT—The Union Paper & Twine Co.
HARTFORD—John Carter & Co., Inc.
INDIANAPOLIS—C. P. Lesh Paper Company
JACKSONVILLE—Knight Bros. Paper Co.
KANSAS CITY—Birmingham, Little & Prosser Co.
LOS ANGELES—Blake, Moffitt & Towne
MILWAUKEE—The E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Co.
NEW YORK CITY—Marquardt, Blake & Decker, Inc.
NEW YORK CITY—Miller & Wright Paper Co.

NEW YORK CITY—M. & F. Schlosser
OMAHA—Carpenter Paper Co.
PHILADELPHIA—The Thomas W. Price Co.
PHILADELPHIA—Rice & Co., Inc.
PITTSBURGH—The Chatfield & Woods Company
PORTLAND, ORE.—Carter, Rice & Co.
PROVIDENCE—John Carter & Co., Inc.
RICHMOND—Virginia Paper Co.
ROCHESTER, N. Y.—Geo. E. Doyle Company
SACRAMENTO, CALIF.—Blake, Moffitt & Towne
SEATTLE, WASH.—Carter, Rice & Co.
ST. LOUIS—Acme Paper Company
ST. PAUL—E. J. Stillwell Paper Co.
SALT LAKE CITY—Carpenter Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SPRINGFIELD, MASS.—John Carter & Co., Inc.
TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Co.
WASHINGTON, D. C.—Virginia Paper Co.

The Territory Included in This Map is Known as "The New York City Milk Shed"

Dairymen's League
News
Circulation

Next Largest Dairy Paper
Circulation

3rd Largest
Dairy Paper
Circulation

Graph showing
the Relative Circulation
of Dairy Papers in the
"New York City Milk Shed"

Only ONE Dairy Paper Really Covers This Market

An examination of the circulation statements will show that the circulation of the Dairymen's League News is about three times the combined circulation of the two leading dairy papers in the same territory.

The "News" is the dairy paper of the East, edited by Eastern men to meet the particular dairy problems that face our farmers who rely chiefly on the sale of fluid milk in Eastern markets.

The "News" Is Farmer Owned

The subscribers to the Dairymen's League News feel a proprietary interest in the paper which they themselves established. Since the average investment of every member in the League is about \$200, this interest is active and concrete.

Almost without exception, the readers of the Dairymen's League News are actively interested in dairying. The average herd per member numbers sixteen cows, assuring a substantial income from milk, which is supplemented through the sale of poultry and other crops.

National advertising has its advantages, but the dairy farmers of the "New York City Milk Shed" can be economically reached only through the one outstanding Eastern dairy paper. The line rate is low—50¢—and the returns are so gratifying, that the "News" is carrying a steadily increasing lineage.

A request will bring you Sample Copy and Rate Card

40% of the Farm In
come in this territory
comes through the sale
of Dairy Products

**The Dairy
Paper
of the
New York City
Milk Shed**

**DAIRYMEN'S
League
NEWS**

New York
120 W. 42nd Street
F. H. Tibbitts, Bus. Mgr.
O. E. Everett, Adv. Mgr.
Phone Wisconsin 6261

Chicago
10 S. La Salle Street
John D. Rice,
Phone State 3532

off his idea of what should be said, instead of getting you on the telephone and telling you time is short.

As for misprints, words, sentences, names, addresses, even prices being juggled in composition—what of it? You can always explain the matter to anyone who asks. When you complain, you may be told this is a good way to check up on the pulling power of the publication. But seemingly all Florida publications are read here. This is a fact. You may tear your hair at mistakes but your copy is read.

WHILE these handicaps are daily facing the advertising men in Florida and are turning them into philosophers or gamblers according to their tastes, the press of this state has a record of accomplishment that is stupendous.

A wilderness becomes a town site, a town site a town, a town a city, a city a metropolis, all over night. This is accomplished by real estate men, plus advertising men. The busiest people in the community, except the real estate folks, are the newspaper people. Theirs is the most complex task of all. They have to produce metropolitan dailies with men and equipment intended to produce country weeklies. The equipment may be built up, and it has been built up to a remarkable degree. In fact, model plants are replacing the old so rapidly that they are frequently housed in buildings of which the walls and upper floors are still in process of construction.

These papers have been forced to expand. Often against the better judgment of their owners. Advertising has forced this expansion. Much of this advertising was not solicited, was not wanted. But the taking of one man's copy and the refusal of another's, no matter if the paper was already filled to bursting, has been looked upon as discrimination. So to meet the advertising requirements of all comers the papers have expanded to the confusion of all concerned.

It is thus expanded, rather than expansive situation with which the advertising man has had to deal. And where has he been able to closet himself to commune in solitude for the purpose of producing the material that will beat all the other real estate advertisements in that issue?

What has become of the advertising men who came to Florida? Was that what I started out to disclose? Impossible! Nobody knows. I don't even know what has become of myself. But I'm glad I came.

Emanuel Kleinhandler

Formerly with the George L. Dyer Co., Inc., and Lydson & Hanford Co., is now associated with Irwin Jordan Rose Co., Inc., New York advertising agency, as account executive.

Irving R. Parsons

Formerly advertising manager of Carson, Pirie, Scott & Company, Chicago, has been appointed advertising manager of *The New York Telegram*.

Why Quarrel with Account Turnover?

[CONTINUED FROM PAGE 27]

can or should permanently hold business, and that the real remedy for account-switching is not propaganda or sermonizing, but a possibility within the powers of the agency itself. That is making itself invulnerable on the account.

The agency, in all conscience, has no valid appeal to any court of record but that of its *own record*. Until the agency recognizes this inescapable axiom and applies the remedy on its own person, no great reduction in turnover is probable. The only hold on an account that is a throttle-hold is the inspiration in the client-cranium of a healthy fear of straying from the fold. Try it.

One mistake which I believe is commonly made by the advertising world at large, when an account suddenly flits, is that of hasty and uninformed judgment. The casual bystander can ill afford to reach a verdict, and publish it, when he knows little or nothing of the circumstances. The change apparently most unmotivated may have plenty of warrant and plenty of diagnosis behind it. Decidedly, a bill of wrongs against the discarded agency and a brief for the new one, written by the client, would be in many cases documents of intensely educational (not to say interesting) disclosures. All of us would love to see them.

But the entire agitation against the "wobbly" account appears to me to be a campaign conducted on the shifting sands. The average account of the average itinerancy is not a practitioner of infidelity, any more than Lucretia can be said to have committed adultery. No agency is perennially entitled to a mortgage on its accounts. Advertising has no connection with government pensions. Possession may be nine points of some mythical *lex Arcadiae*, but no agency is going to have nine lives or nine chances on any account alive and kicking. (And the fact it is kicking may be a healthier index for the agency business generally than if it had pedal paralysis). Agency merit, and not an artificial code of ethics, is going to put salt on the tail of that *rara avis*—the account which will "go no more a-roving."

Filing Equipment Bureau

Is the name of a new corporation which has been organized in Boston to establish a business service involving the production of filing equipment of every sort and the maintenance of efficient personal service. The business and equipment of the Boston Index Card Co. has been taken over by the new organization. C. H. Cobb, president of the new concern, and R. H. Charlton, treasurer, were both until recently with the Library Bureau. The Kenyon Co., Inc., Boston, will direct the advertising.

The
net paid
average
circulation
of the
Sunday
Detroit Times
for the past
six months
was in excess
of 300,000.



THE OPEN FORUM



WHEREIN INDIVIDUAL VIEWS
ARE FRANKLY EXPRESSED

Who Can Explain?

THESE is now appearing in the newspapers a series of large advertisements, the text of which is printed over the signature of the president of the New York Telephone Company.

These advertisements relate, I presume, to the current controversy as to the projected raise in telephone rates. I use the word "presume," because I have not read the advertisements in question, nor am I likely to read them.

I have a feeling that any representations made by the president of a great corporation, touching upon a moot question of serious financial consequence, will be in the nature of a shrewdly and expertly prepared brief for the interests he represents. I feel that it would not be an unbiased discussion of the questions at issue.

But here emerges a perplexing problem. Do I mean, do I really feel, that if the telephone company's advertisements were written by a professional copy-writer, and put forth by the company's advertising agents, I should accept them as a trustworthy statement of facts? Would I give them a confidence and a credence which I refuse to extend to the signed statements of the president of the company? If so, why?

If all this were merely a matter of my personal reactions, it would be of no special importance. But I have a suspicion that these reactions are far from unique. A large section of the public now accepts as trustworthy the statements made in the familiar type of commercial and corporation advertisements it sees in the magazines and newspapers; and shares my feeling of skepticism as to the unprejudiced accuracy of signed statements by officials of the same firms or corporations.

It is futile to point out the absurdity of this attitude. We all know that if a professional copy-writer should prepare this telephone series—basing his work, as he would, upon the *ex parte* brief placed in his hands by the telephone company—his copy would bring out and drive home every statement and argument that brief contained. Doubtless he would contrive to make out a better case for his client than the president could!

But we are concerned only with the mental attitude involved. Nobody ought to be more thoroughly aware of the peculiar nature of this attitude than a man who has been writing copy for thirty years; and if I confess to a strong distrust of the president's outgivings and a distinct prejudice in fa-

vor of the familiar form of professionally prepared advertisement, what about the general public? Is the public so thoroughly convinced of the trustworthiness of advertisements that they shy at other forms of publicity which do not conform to the types of advertising in which experience has taught them confidence?

I wonder if any of your readers have had experiences which throw light upon this question.

LEROY FAIRMAN, *Copy Chief*,
Charles C. Green Advertising Agency,
Inc., New York.

A World of Artificiality

I HAVE read James D. Adams' article, "What Is This Modern Advertising?" with a great deal of real admiration for his delightful literary style and for his fecundity of original and picturesque metaphor. In fact, I was so intrigued by the latter that I had to rouse myself several times to get into the necessary mood for the consideration of his critical analysis.

This is not sarcasm, but fact, and since it is fact, I wonder if he has not unconsciously yielded to the very temptation for which he has so severely taken others to task—that of extreme exaggeration and hyperbole? For in spite of all the sins of omission and commission with which he charges the copywriters and illustrators, are these crimes really so red as he has painted them?

I am in agreement with much that Mr. Adams has said. I have often marveled at the fantastic types pictured in some of the advertisements he refers to and wondered if women really wanted to resemble creations which appeared to be neither human, animal or vegetable. Apparently they do.

No doubt many of the articles with whose advertising he finds fault have no real virtues. To determine this, however, we should have to establish a strict censorship, and if the evidence were against them, the advertising should be rejected by the magazines as entirely unfit for publication.

On the other hand, some of them do possess merit, but their virtues are exaggerated. But aren't we living in a world of exaggeration and artificiality?

As to the ladies, who of us at a quick glance from behind can pick a modern grandame from a flapper? Bobbed hair, knee skirts, painted lips and faces, cigarettes and cocktails!

Will the women ever again revert to high shoes, red petticoats, hair nets,

shirt waists, pale faces and other conservatisms of the past? I think not. And if not, isn't it rather futile to speculate as to what their reactions will be three or four years hence?

If the ladies are living in a fool's paradise and getting any joy out of the hope that they can buy in bottles or jars that which will make them thinner, younger or prettier, why begrudge them the pleasure of that illusion? After all, anticipation is about all we get out of this dreary existence.

MAURICE SWITZER, *Vice-President*,
Kelly-Springfield Tire Co.,
New York.

The Publisher's Responsibility

MANY will strike hands with you on the editorial opinion expressed in your issue of March 24: "The organized interests of publishing and of advertising could profitably study and take action . . . rather than have legislation passed that says, 'This is against the law.'"

Right at this time several publishers of my acquaintance are publishing carefully worded advertisements of abortion pills. "Tuberculosis" can be legally named in advertising copy and false claims made so long as the treatment is supplied through druggists. But if the word "abortion" is used in advertising sent through the mails, the Post Office Department will step in. Consequently, extreme care is used in wording the periodical advertising that exploits aids to abortion, though the advertiser here referred to is frank enough in the circulars enclosed with the product—even admits that he cannot use the mails in carrying on his sordid traffic with women. The corner drug-store completes the transaction. The postal law is evaded.

Do these aids-to-abortion publishers know from what sort of traffic they are reaping a few dollars? I have positive knowledge that some of them do, yet the advertising continues. LAW for such advertisers and publishers seems to be the only solution. It's too bad that this should be so.

I hope that some day every publishers' and advertisers' organization will be big enough to make it impossible for a member to participate in any way in such obviously fraudulent and unclean transactions and still remain in good standing in the organization. That would be a decent step and not a very long one to take.

S. ROLAND HALL
Easton, Pa.

Facts you seldom get

*An un-
usual
booklet
on maga-
zine ideals*



*Write for
a copy.*

ISNT it strange that the side of a magazine which needs the most interpretation, usually gets the least?

Much paper and ink is devoted to so-called "interpretation" of A. B. C. figures, and advertising lineage records—which nearly every sales and advertising executive is well able to interpret without outside assistance. But there is too little interpretation of editorial policies — sometimes because such policies are lacking, sometimes because they are not worth while.

Yet its editorial purpose is the backbone of Better Homes and Gardens. That is why we had Chelsea C. Sherlock take time from his duties as editor to prepare a booklet which gives a concise presentation of that purpose.

His booklet is the key to the remarkable growth of Better Homes and Gardens. It will help you understand why Better Homes and Gardens has become so powerful an influence in more than 700,000 homes—and why the advertising orders for 1926 are already 20,000 lines ahead of the total orders for 1925.

*This booklet is sent only on individual request.
You will find it well worth writing for.*

700,000 NET PAID

BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

Are You Reaching
The **ONLY** Group
whose favorite magazine



IN A little town in Pennsylvania there are just three ex-service men. Two of those men are fine, able-bodied fellows; the third is still recovering from a gas attack.

The nearest Legion Post is twelve miles away. Yet every week those two men cover the twenty-four miles which takes them to and from their Legion meeting. Every week they tell the latest Legion news to their sick buddy.

of the *Buying Age* is the outgrowth of their *Greatest Sacrifice*

Every week they let him read their copies of the American Legion Weekly.*

For them the publication is an ever-enduring link between the present and the past. It is the symbol of their time of great sacrifice.

It means MORE to them than any other publication in the world.

Here is a magazine which BELONGS to the men who read it. It is a part of their being.

Our files are full of letters from advertisers who tell us that this unusual reader-interest is reflected in the kind of returns which they get on the money expended in the advertising pages of the publication.

**Original letter from one of these men detailing this circumstance is in our file and will be shown on request.*

The **AMERICAN** **LEGION** *Weekly*

331 Madison Avenue
New York, N. Y.

New England Representative
CARROLL J. SWAN

410 N. Michigan Ave.
Chicago, Ill.

Pacific Coast Representatives BLANCHARD—NICHOLS—COLEMAN



No Competition

If you want a magazine like The American Mercury, you must buy The American Mercury.

There is no other like it.

Nodoubt this explains why the circulation has doubled *and redoubled* in two years at 50 cents per copy.

More than 60,000 net paid circulation

THE AMERICAN MERCURY

730 Fifth Avenue
New York

A Banker Views Distribution

[CONTINUED FROM PAGE 30]

not mingled closely enough in the battles of the new competition. We have, therefore, not been of as much service to our customers as we might be. As a result, also, we have overlooked our own interests in many ways. We have missed opportunities for service and profits. We have allowed our institutions and affiliated organizations to become too inflexible. We have let other types of institutions and organizations spring up to meet these new needs and to flourish, largely through the use of bank credit. We, too, must face the new competition. Ionic marble columns, Renaissance ceilings and French bronze grills are no more protection than Grand Rapids ice-boxes, coathangers and pine shelves against the pressure of competition.

The Radio Gyp

IN dealing with the subject of slashed prices in the radio industry in the March 24 issue of the FORTNIGHTLY the article failed to mention the excellent crusading work which is being carried on against the cut-rate dealers by one of the publications directly in the radio field.

In the article under discussion, "Meet the Radio Gyp," readers may remember that the scandalous methods of unloading all kinds of merchandise and of highly questionable advertising were taken up in some detail. For much of this information R. Bigelow Lockwood, the writer, was indebted to the active and aggressive staff of *Radio Retailing*, whose tireless efforts to stabilize the chaos existing in this infant industry have been so fruitful of results as to be deserving of all the credit which may be given. The cited cases of the Providence trade situation, the incident bearing on the "King of the Gyps" and the quoted ruling of the United States Supreme Court in the case of the Beechnut Packing Company all represent directly the pioneering efforts on the part of this other publication.

The F. W. Bond Company

Chicago, moved their plant and downtown office on April 1 to 429 South Ashland Boulevard.

Young & Rubicam

Philadelphia, announce the removal of their New York office from 250 Park Avenue to the Murray Hill Building, 285 Madison Avenue.

W. R. Hotchkin

Formerly a director of the Standard Corporation and editor of Successful Store Promotion Service, has been appointed an associate director of Amos Parrish & Company, Cleveland and New York. He is to work through the New York office of the company.



NOW is the time to go after **!** big-volume boating business **!**

This is the period of peak demand. Power boat owners everywhere these spring days are fitting out their craft. They're getting them ready for days of glorious cruising, or worth-while profit making just ahead. They're in the market for new boats, engines, and the thousand and one things needed for every boat.

POWER BOATING readers are eager buyers of quality products. For nearly four out of five of our regular subscribers are boat owners. From palatial yachts to grimy workboats, and from champion speed boats to outboard engine rowboats, they own and use thousands of every kind and type.

That's why POWER BOATING offers a tremendously receptive market for every product and service used in repairing, building, and operating power boats. That's why we believe it represents the biggest dollar for dollar advertising value in the field today, and why its selection as the first-choice boating paper is easily justified.

Let us give you all the facts

Member
ABC

POWER BOATING

Member
ABP

New York

CLEVELAND

London

AMERICA'S LEADING POWER BOAT MAGAZINE

Illustrations for Catalogue Page

[CONTINUED FROM PAGE 40]

illustrating stoves as such, they were shown with the good housewife opening the oven and taking out steaming hot dishes or cooking an appetizing meal on them. The stoves were given the usual art treatment, but the illustrations of the woman and family were in pencil and dry point. These pages elicited much favorable comment.

One problem you have probably already had to face as an advertiser is the question of exaggerating the qualities of your merchandise. If you overdo it, you are likely to create disappointment and dissatisfied customers.

On this question the experience of the mail order house should prove a good guide. They are in position to know, for under their broad guarantee, the customer is invited to return the goods on any pretext whatsoever. They have found that, generally speaking, it is a good plan to exaggerate somewhat. For, after all, what you are trying to sell is an idea about your merchandise, and people are inclined to discount illustrations.

DID you ever look at the styles your mother wore when she was a girl and wonder how anyone in the world ever imagined them to be smart? Yet there was a time when those pictures represented the acme of style. The pictures haven't changed, but the mind's eye of the public is different.

A good example of the use of exaggeration is the two illustrations of tires shown in this article. One is a retouched photograph showing the tire slightly fattened and the tread made a little heavier. The other is a wash drawing considerably exaggerated.

Does this exaggeration misrepresent? Apparently not, because in spite of their wide-open guarantee the mail order houses receive practically no complaints on this score.

There is of course a limit to the amount of money to be put into illustrations. The big retail mail order houses will not have anything but the best. Those selling wholesale to the dealer often find they can successfully use a cheaper type of illustration. The dealer knows his merchandise and does not require quite as good a picture from which to form conclusions. If you have much competition, however, good pictures are a necessity.

As stated before, mail order illustrations must pass the acid test—do they pay—or go by the board? The various principles outlined above may not always apply to your business, but they certainly contain many suggestions for the manufacturer or merchant of today.

Churchill-Hall, Inc.

New York, will direct advertising for The Daven Radio Corporation.

NOTICE the manufacturers in your town who are turning to gas for fuel. When you realize that one industrial consumer uses more gas than hundreds of domestic customers, you can see what a tremendous growth the gas industry is undergoing with the active development with this type of business. Of course the demand for all types of equipment and supplies is growing correspondingly.

Let us tell you of the application of your product in the gas industry. No cost or obligation to you.

Gas Age-Record

9 East 38th Street
New York

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

We also publish *Bevan's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.*

Gas Age-Record

"The Spokesman of the Gas Industry"



Greater New York, plus all the cities and towns within a 40-mile radius, has a total population of 8,910,400. A representative poster showing covering this area costs \$450 per day.

Outdoor Advertising

8,910,400 people live within a radius of forty miles from Manhattan. The cost of a representative poster showing dominating this Greater Metropolitan District averages \$25.26 for each half-million population. (The daily circulation confronting a representative poster showing is greater than the population of a given city, town, or district.)

Now take any other single advertising medium with a circulation of a half million, and figure the amount of space in that medium you can buy for \$25.

Then contrast the relative obscurity of these few lines with the dominance of the 10 x 25-foot poster in colors.

National Outdoor Advertising Bureau

An organization providing a complete service in outdoor advertising through advertising agencies

N.E. Corner of 32nd St. and Park Ave., New York

Lytton Bldg., State St. and Jackson Blvd., Chicago

F.T. Hopkins, General Manager

General Motors Building, Detroit

H.F. Gilhofer, Western Manager

Agents

Mr. J. C. Spiess wants to know what your Ready-to-Wear clients offer!

Mr. Spiess is a store owner in a mid-west city of 27,000. He makes periodical New York buying trips—but he keeps constantly in touch with the market's current offerings through his copy of NUGENTS every week.

Mr. Spiess is typical of thousands of NUGENTS regular readers—substantial merchants in small cities. It pays well to reach these buyers regularly through advertising in

Nugents
The Sargent Weekly

—exclusively a Ready-to-wear paper, reaching 75% of the leading ready-to-wear retailers, department and drygoods stores and specialty shops in nearly 3,000 cities.

ALSO 100% coverage of the registered ready-to-wear buyers arriving in the New York market.

Published by

THE ALLEN BUSINESS PAPERS, Inc.
1225 Broadway New York

We Fired Our Salesmen for the Winter

[CONTINUED FROM PAGE 22]

diately. He had another job! Incidentally, he had not paid back all the money advanced to help him with his hospital bill, and we haven't got it yet.

I could go on and on, citing similar instances. Of course, we have had plenty of the other type of salesman, and it is unfortunate that we had to tell a number of conscientious men that this winter they had to find something else to do. It costs us just as much to carry a good man as it does a doubtful one, so we made no exceptions. We intend to give the plan a thorough trial, and this could not be done if we started to find excuses to keep this man or that man.

SALESMEN have divine rights. This we concede at once. Any salesman, at any time, is privileged to say, "Take your old job. I gotta better one." Most salesman are regular fellows about giving notice. Therefore, in changing our policy we have not deprived them of any of their rights, but have reclaimed some of our own. Salesmen will be paid better for the work they actually do than they have ever been paid before, and in return we will insist on steady production if they want a full dinner pail. When they can't or don't produce, we won't. Two and two will have to make four from now on. We're fed up with the three and one system of addition. No salesman is bigger than his order book, and calling on the trade to "keep them sold" or to "keep them lined up" means bad luck for those who do it. The one item of expense that we will be interested in seeing increased will be for additional order books.

Without exception every man whom we want back accepted our decision and promised to be on the job when we said the word. It took a little correspondence with several of them. That was to be expected, and we were prepared for it. In the end they were all satisfied that we knew what we were talking about. Our method was to analyze his territory for each, and show the maximum possible sales and the minimum possible expenses. It didn't leave room for argument.

We didn't drop each like a hot potato the minute his account was balanced. They have been getting mail regularly from us, including our weekly house organ, so they are fully informed about conditions. We know what most of them have been doing this winter and none have been without work for a day, except one man. He felt to go into a Veteran's Hospital to have an A. E. F. knee fixed so that he could cover the ground for us faster.

Have they all come back? Perhaps you will be surprised to know that all but two of them are on the job. Of the two who have not come back, one was willing if we would let him start a month later than we had planned, and if we would grant him a few special privileges. We wrote that we believed we would be happier far apart, so he is a memory now, unless he changes his mind suddenly before his successor is hired. The other doubtful salesman has asked for two more weeks before making a final decision. He is such a splendid fellow in every respect that we want him back. It is a temptation to urge him, but it would not be fair.

Now about the increase in salary. All these salesman when they come back know the job is for only eight months, so there might be the temptation to make a change if something else should turn up. What we are going to do, to try to forestall this, is to give each man just half the raise each month. Every salesman who stays the full eight months gets the other half in a lump sum at the end.

If a man quits before the eight months are up, he doesn't get the second half of the raise. Should it be necessary to fire a salesman, he will not get any of the second half. It seems to us that with the second half becoming larger each pay day, it will be mighty hard for any man to quit after the second month. He knows that he would forfeit some honest to goodness money. It makes it different from merely changing one job for another.

WE have a good use for the second half of the raise, which the salesman does not get should he quit. His place will have to be taken by a new man whom it will cost us money to educate. The second half of the raise is going to help us take care of this expense. We think this is a fair arrangement, because if any of the old men do not want to stay with us for the full eight months, they do not have to come back on April 1st. If they do come back, and then find it necessary to embarrass us by quitting during the season, we are making it possible for them to share with us the expense of training their successors.

Also, for the first time, every salesman will have a set amount of money for expenses. Every week he will get the same amount. If he can save anything, it is his. If he wants to overeat or have a room with a bath every night, it is his affair. He is saved the trouble of reporting expenses to us and we will be saved irritation and, I think, money. Transportation, of course, is

“—but our field is different, we sell gears” (...or grease, or gas producers)

YOUR highly technical product selling to a specialized industrial field cannot stump an organization that for almost ten years has specialized in advertising and selling to industry.

During this time we have found the *profitable* markets for many manufacturers with new industrial products to sell. For others, we have increased their sale on old established products by uncovering *new* methods of selling and advertising. Our industrial sales surveys form the backbone of many of today's successful conquests of industrial markets.

This is an advertising agency—and more. We handle only those accounts that sell to the industrial field. Because of that specialization, we have been able to develop unusual methods of advertising and selling which have produced unusual results for our clients.

Your copy of the booklet, “the advertising engineer,” will tell you more about this organization. It will tell you an interesting story about the advertising of machinery, tools, building

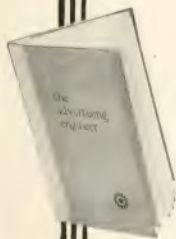
materials, electrical equipment, railroad supplies, and other products selling to various industrial fields. It will pave your way to a profitable acquaintance, if you wish.

RUSSELL T. GRAY, Inc.

Advertising Engineers

1500 Peoples Life Building
CHICAGO

Telephone Central 7750



Please do not send
for this book unless
you sell to industry.

Industrial
advertising
exclusively

"Meet
the Wife,
Too"

"No
Buried
Ads"

78%
Circulation
in
Big Buying
Centers Only

99%
Newsdealer
Circulation

4 Short Cuts

to Multiplied Consumer Influence that Liberty Offers in the Weekly Field

—*"You tell the millions—They'll tell the Dealer"*

T

HE men who advertise for cold profit—ask but one question today. "Will my ad be read by the millions?"

The success of all advertising is predicted on that question. Seasoned advertisers recognize Judy O'Grady and the Colonel's lady as the real buyers of their products.

As a result, Liberty, because it offers advertisers four unique advantages which cut advertising costs to the consumer in a major way,

has largely changed the situation in the weekly field. Its sensational rise is without parallel in advertising or in publishing.

1

"Liberty Meets the Wife, Too"

Before Liberty came, weekly publications were rated as being chiefly for men. Liberty changed that situation. Every issue appeals alike to men and women because of Liberty's unique policy of editing to both. 85% of all advertisable products are

influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of Liberty's readers are women. That means a 100% reading in the home. *Because*

Liberty appeals to the whole family its reading is multiplied.

2

"No Buried Ads"

Every ad in Liberty is printed at or near the *beginning* of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask "Will my ad be read?" when that ad is booked for Liberty.

3

Minimum Circulation Waste

78% of Liberty's total circulation is in districts which return 74% of the total taxable incomes of the country, 48% of the total motor-car

registration and in which by far the great majority of advertised products are sold.

4

99% Newsdealer Circulation

Liberty has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Liberty is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is *responsive* because it is 100% *interested* in Liberty.

Further reasons scores of America's foremost advertisers have flocked to the columns of Liberty.

In your interest and in ours, let us tell you who those advertisers are, show you the extraordinary returns they are getting. If your problem is dealer orders through consumer sales, you will want to know.

5c Liberty
A Weekly for the Whole Family

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of Liberty is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

\$250 in Cash Prizes!

CRAIN'S MARKET DATA BOOK AND DIRECTORY

announces a prize contest, which will close April 30, 1926, and which will include four prize awards for the best letters on the subject

"HOW I USE THE MARKET DATA BOOK"

The first prize is \$100 in cash; the second prize, \$75 in cash; the third prize, \$50 in cash; the fourth prize, \$25 in cash.

Everyone is eligible to compete. There are no restrictions as to the length of the letters. They may be as brief as you like, or as long.

Well-known advertising men will be the judges.

If you have had some worth-while experience in using the Market Data Book, send your letters now to

Crain's Market Data Book and Directory is the first source of market information on a hundred fields of trade and industry. It is the logical basis for intelligent market analysis, and is used by thousands of advertisers and agencies. With each division of industry is a list of the business publications covering that field, giving rates, page sizes and other information necessary in making up lists. Let us send you a copy on our liberal approval plan.

CRAIN'S MARKET DATA BOOK AND DIRECTORY

537 S. Dearborn Street

CHICAGO

the one item that will be allowed in addition to the set expense amount. Taxi-cabs and buses are not transportation.

To decide what each man should be allowed for expenses, we first lumped the 1925 accounts of all the salesmen and struck an average. Of course this meant the elimination of all waste days, because we wanted our average to be based on full time working days. Then we studied the expense account of each man and wound up the investigation by a careful comparison. We are not being too drastic in cutting down the amount the salesman previously reported, nor are we trying to make each worry along on the same budget. We recognize the fact that we might demoralize some to such an extent that their sales would suffer if we put them on an allowance which would seem fair to us but which they might consider beggarly. Also, we know that it costs more to live in some territories than it does in others. Not this year, but perhaps next year, we will be ready to pay our men a lump sum per month, which will cover both their salary and expenses.

Some manufacturers could not follow our plan because it is necessary for their salesmen to be specialists, which requires intensive training. Our men show within two weeks whether they are worth keeping. If they are not producing in good shape within that time, we can safely kiss them good-bye. If they are worth keeping, then we spend considerable effort to help them increase their efficiency in our particular line.

Perhaps we should have gone to the bankers and after making the necessary arrangements for financing, stepped out and bought another business or two so that our salesmen could keep busy all year. What I read principally from the unwritten story of the several mergers of some of the best known grocery products is the desire, and perhaps necessity, to cut down sales expense.

WE have no feeling that we have reached the goal, but think we are on the way. Perhaps we will have a terrific time holding our sales force together until fall. All we can do is to anticipate and, if emergencies arise, we are going to try to be ready for them. Certainly we had plenty of excitement when our sales force was run on the permanent basis. When the salesmen leave our employ next fall, we do not expect to be lucky enough to get any of them back in 1927. That means an entirely new sales force a year from now, and our plans are being made accordingly. Not having any sales expense for four months, we can pay salesmen more for the eight months they work for us than they could earn elsewhere. It should be mighty attractive to a lot of good salesmen who haven't located just the permanent job they have in mind. A year from now we may have a whole book to write on our experiences. Who knows?

If it has a decidedly unusual touch— it's an

EINSON-FREEMAN WINDOW DISPLAY



327 E. 29th St.
Lexington 5750
New York City

Survey of Sales Organization

You hire expert accountants to audit your books—Why not engage a sales organization expert to make a survey of your sales organization?

It will quite certainly be worth 5 times its price.

The services of J. George Frederick nationally recognized authority, are available for such work.

THE BUSINESS BOURSE

15 West 37th St., New York City

Tel.: Wisconsin 5067

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

Continuity

[CONTINUED FROM PAGE 24]

evening last fall, however, Ivory Soap caught me so completely off guard that it sent two rather solid pages of convincing narrative through my consumer-mind. To accomplish this it "changed its pace," and printed a spread head "Life and Letters of Ivory Soap." And the new copy effectively succeeded in weakening some purely personal prejudices of long standing against that particular cleanser.

OBVIOUSLY, no one article is going to discuss exhaustively all the pros and cons of so ramified a subject. The most that it can hope to accomplish is to serve as a prool to provoke thought. Because continuity has been accepted as an advertising virtue, this article has deliberately emphasized its possible weaknesses, without attempting to balance them in any way by a recital of its real or fancied virtues.

Let me, then, end this article with a series of unanswered questions—questions which any advertiser can translate into terms of his own business and his own advertising and answer to the satisfaction of his own judgment.

This might be termed a "Continuity-Catechism."

1. Where should I place the emphasis in my advertising—on getting my sales-messages read or on having my insertions recognized as mine?

2. What, if any, are the tangible values to me in having people know my "advertising style"? Wherein and how far do I profit by such familiarity? So long as I do not tamper with my trademark and name display, how much should I strive for further recognition values? What would I lose by abandoning all the other factors in my continuity?

3. Am I getting the maximum out of each idea around which an advertisement of mine is built so long as it must be forced to fit into a pre-determined style of layout and treatment? In other words, does my standardized display always represent maximum reader-interest or, in practising continuity, am I actually achieving only monotony?

4. Would it promise better results from my advertising if I judged each proposed advertisement on its own inherent, individual force and interest, instead of being satisfied so long as it fitted into a predetermined pattern? Is the style-pattern properly the dominant factor or is reader-interest more important?

5. Should the continuity I practise be continuity of sales-argument, or should it embody also the continuity of physical presentation? Should physical presentation be a means by which I induce the maximum number of readers to read my message or should it constitute a limiting factor, even to the point of restricting my opportunities for giving my sales-message continually refreshed reader-interest?

NEEDLECRAFT MAGAZINE

Announces the Appointment of

Miss Ethel McCunn

as Associate Editor

Throughout the art needlework world Miss McCunn is an acknowledged leader of her craft.

Obtaining her elementary schooling in Green Bay, Wisconsin, she finished her studies in England and Scotland.

Her innate love of the beautiful and keen interest in all forms of handicraft led her to take a full course in needlework, pottery and general designing at the Art School, Glasgow, Scotland. She then became Teacher of Design for the School for Girls, Bradford, England, and from there was called by St. Leonard's School, St. Andrews, Scotland.

After three years at St. Andrews Miss McCunn returned to her native land and became Designer of Embroidery for Bernhard Ulmann Company of New York. Later she designed for Pictorial Review.

During the past seven years she has served with notable success as manager of the Art Thread Department of the American Thread Company, and as chief editor and publisher of its Star Needlework Journal.

Miss McCunn brings to the editorial pages of Needlecraft a wealth of practical knowledge and experience, marked ability as writer, artist and designer, and an exceptionally keen editorial sense that admirably fit her to assist our present efficient corps of experts in serving the largest single body of needlework readers in the world.

ROBERT B. JOHNSTON,

Advertising Manager

Fill in, tear out and mail this coupon

Robert B. Johnston, *Advertising Manager*
Needlecraft Magazine
285 Madison Ave., New York, N. Y.

Send complete analysis of Needlecraft Magazine's circulation of 1,000,000 and reason why it can increase the sale of

Name of firm.....
Individual.....
Address.....



Member A. B. C.

"As I
see
them"



New McGraw-Hill Business Books

I've never excelled as a forecaster, a budgeteer or a chart-maker. Indeed, at times I have been inclined to poke fun at the chart-makers, and yet seriously I have had a lot of respect for the men who are keen in their observations of business signs, conditions and happenings, and who are methodical in their planning and budgeting. To gather facts without making a hobby of the undertaking, to correlate and interpret these facts rationally, and show them graphically has become one of the fine arts of business.

SO I feel that Mr. Percival White has done a favor for me and my kind to create his recent volume on "Forecasting, Planning and Budgeting in Business Management." It's a mouthful of a title and you won't find the volume an entertaining magazine-story. But it deals helpfully with the big subjects of FINDING OUT and PLANNING with respect to production, marketing, buying and other activities of business—in 262 pages and a number of good illustrations.

I SAW William Nelson Taft's "Handbook of Window Display" when it was in manuscript and regarded it as a very constructive treatise. I'm an advertising man and make my living mostly that way, but now and then I marvel at the results merchants get by just showing merchandise attractively in their windows. A druggist in my home town of 40,000 population sold some \$100 worth of popularly priced fountain pens through a window display maintained a month or two.

TAFT had a remarkable opportunity to collect good material for his book, for he is editor of the Retail Ledger and makes it his business to run down the details of the most effective window and merchandise displays of the retail stores.

THE 417-page book is full, as it should be, of interesting pictures and diagrams. The author has dealt very clearly with window values, the twelve important points of windows, tying up to news, color, motion, price and other types of cards, backgrounds, wax figures, other accessories, draperies, flower displays, lighting, systematic methods of handling window work, and so on. Brother Taft has drawn his deductions largely from actual tried-out methods and experiences. That's what business men want to-day.

Stolans Tree

Free Examination Coupon

McGraw-Hill Book Co. Inc.
120 South Ave. New York
Send me for 10 days' free examination:
White—Forecasting, Planning and Budgeting in Business Management, \$2.50
Taft—Handbook of Window Display, \$5.00
I agree to return the books, postpaid, in 10 days or to remit for them.
Name _____
Home Address _____
City _____ State _____
Position _____
Name of Company _____ AF 4-1-26

This column is advertising space of
the McGraw-Hill Book Co., Inc.

Do Prize Contests Destroy Public Confidence?

[CONTINUED FROM PAGE 32]

The law says that any contest for the distribution of prizes by lot or chance where a consideration is involved is a lottery and, therefore, illegal. Where there is an absence of all means of calculating results, and where the award is based on the "effort," "skill," "judgment" or "popularity" of the individual, there is no chance involved and, therefore, no question of a lottery arises. Thus some of the contest artists manage to escape legal liability, and at the same time accomplish their own ends, for the procuring of subscriptions has been interpreted as "effort" or sales "ability," the person selling the most subscriptions being technically the winner.

IN a young people's church publication recently appeared an advertisement containing the pictures of four prominent movie actors over the legend, "Name these Stars and you may win \$500." Any person with any knowledge whatsoever of the movies could properly designate the four stars, for the problem simply involved the selection of the proper name for each of the four pictures, from a list of four names appearing with the pictures.

But there are among us certain cynics who seek out the "nigger in the wood pile" on the theory that you cannot get something for nothing. One of these astute individuals sent in his answer with every one of the pictures incorrectly labeled. He was rewarded for his interest by a follow-up form letter from a publishing house, and the Providence that watches over prize contestants was good to him, for he was advised that:

You are indeed fortunate. You have correctly numbered every one of the pictures of famous stars shown in my advertisement, thereby entitling you to the enclosed check for \$100 to be added to your first prize of \$200.

Could it be that by some trick of fate this deliberately incorrect answer had actually won a prize, and could it be that the check for one hundred dollars was a genuine one? Both questions were answered by a further reading of the form letter. The check was payable *only* in the event that the recipient should win the first prize, and more bait is flung out through the flattering statement that:

Your success in solving the numbering puzzle shows that you possess all the qualities of First Prize Winner; that you have keen powers of observation, a good memory for faces and a mind that wills to win when challenged by a simple appearing puzzle.

And with it all the baiter is given "an additional chance to benefit further

with this great opportunity"—to get in on the ground floor, as Chester's Blackie Daw would so picturesquely put it,—and obtain another check for one hundred dollars simply by sending in immediately to the publishing company two dollars in payment of three dollars worth of subscriptions at twenty-five cents each per year. Following the carrying out of these instructions the grand main prize contest gets under way and the individual who has stayed in the game so far to the tune of two dollars receives a cut-out puzzle which must be reassembled in its proper outline and sent in to the contest editor.

It would be an interesting study in the power of the printed word to influence the great American public, if the figures were available showing the number of persons who fall for this sort of appeal and who keep on following the lure that they hope will lead to the pot of gold at the end of the rainbow, or who believe in the sugared words of the advertising writer that they have a chance for, "this small fortune now within your grasp." And so it goes—fools step in where angels fear to tread—just because some ingenious mind has a knack for disguising a subtle scheme with honey-coated words.

ANOTHER group of publications offers a \$500 prize in a contest involving the selection from a group of several the two pictures that are identical. It is a comparatively easy task to select the matched pair and those persons submitting their solution receive a form letter couched in congratulatory terms. A "Special Ten Dollar Gift Bond" is enclosed as a "special" prize for the correct solution. This "prize" with the sum of three dollars and fifty cents in cash entitles the holder, so the literature states, to a "beautiful, triple strand necklace of Genuine—Pearls, that have a retail price of \$13.50. They are imported pearls," etc.

Who among those susceptible to such an appeal would forego the benefits of this "prize" when the literature contains such a statement as:

Be careful not to misplace this bond for it is worth a great deal to you. I want you to have it because you have earned it. And remember, your answer may also win the Essex coach or \$700 in cash, when I submit it to the final judges at the close of the contest.

The something-for-nothing appeal is not restricted to any particular business. Especially noteworthy is the method employed by some real estate firms in selling lots in out-of-town subdivisions, without relying on the merits of their property to put over their

THE RETURN TO SANITY



HERE are homes where the daily visit of the postman brings a deluge of circulars.

Patient folk go through the junk and bunk to find the little that is worth the reading. Testy ones toss the lot into waste baskets.

Direct advertising, like other vogues, threatens itself with suicide.

For the legitimate direct advertisers are being swamped by the competition of those who ought never to be in the mails. Before these latter find out that they don't belong, the cost to themselves and everybody else is appalling.

What let loose this deluge? The overflow from the damming up of periodical advertising.

It goes back to the mania for millions. Mass circulation proved its worth for advertising certain kinds of goods. Tempted by this, others who could not get full value from mass circulation tried it. They found the pace too keen, the cost too high.

Then despairing of magazine advertising, they leaped into the mails. And there, too, they find themselves in a jam between diminishing returns and rising costs of postage and printing.

That is why there are clear signs of a return to the use of selective magazine circulations.

By the automatic selection of years, magazines such as THE QUALITY GROUP have built up their quotas of readers—equivalent to tried and tested mailing lists.

These magazines are welcome where circulars are not.

They generate the power of direct advertising at less cost.

They confer the prestige of magazine presentation without the wastefulness of mass circulation.

The return of advertisers to the pages of THE QUALITY GROUP signifies the return to sanity in advertising.

For THE QUALITY GROUP has stood fast where it always stood, between the mass periodicals and the mailing lists—the gathering place for readers of keen intelligence, ample purchasing power and pervasive influence.

Advertising in THE QUALITY GROUP is *next to thinking matter.*

THE QUALITY GROUP

681 FIFTH AVENUE, NEW YORK

THE ATLANTIC MONTHLY

THE GOLDEN BOOK MAGAZINE

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE

THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

A "Thought Stimulator"

Every forward looking executive should be reading the *Fortnightly* regularly for the wealth of practical material in each issue. A fact that is being rapidly realized and accepted by many who were once "too busy for another publication".

Eight thousand two hundred present subscribers offer ample testimony of our steady growth. If this happens to be one of the occasional opportunities you have of reading the *Fortnightly*, wouldn't right now be a good time to join this representative group and be a regular reader?



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

Canadian, \$3.50
Foreign, \$4.00

Enter my subscription to the *Fortnightly* for one year.

- Check for \$3.00 is enclosed.
 Send bill and I will remit promptly.

Name.....Position.....

Address.....Company.....

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

4-1-26

sales. Display advertising has appeared in various newspapers over the name of some "development" company, offering a free lot to persons successfully rearranging a jumble of letters appearing in the advertising copy. When correctly arranged the letters spell the name of a "late President of the United States."

It is hardly necessary to remark that the solution presents no difficult problem and is easily solved in a few seconds. Persons taking the bait are advised that they have "been awarded a beautiful lot size 20x100 feet". But—it is necessary that there be some indicia of ownership in the form of a deed, and the company states, "We have made special arrangements to deliver this deed of conveyance to you for the small sum of \$5.85." In some cases no mention of this small sum is made anywhere in the original puzzle advertisement although the statement "Free and clear of all encumbrances" forms an important part of the appeal. This statement may or may not have a tendency to lead prospects to believe that the lot is free to them. While it may be remarked that this sum is a trifling one in exchange for a piece of real estate, yet a further analysis of the follow-up literature would indicate that the company would be extremely interested in aiding the purchaser to increase his frontage through the sale of additional lots at prices approximating \$50. The "going fast" argument continues to appear in the literature although the original newspaper advertising has appeared for several months with varied dates set for the expiration of the offer.

What is the answer? Should the advertising profession look askance at such activity or should it be condoned and accepted by all advertisers? Newspapers having the interest of their readers at heart are fast coming to recognize the dangers lurking in misleading types of prize contests, and greater supervision of such copy is being developed. Members of the advertising profession and publishers would do well to work together to keep such activity within bounds.

Charles C. Green Advertising Agency, Inc.

New York, will direct advertising for The Blosser Company, Atlanta, Ga., and the Rapid Addressing Machine Company, New York.

C. R. Winters

Has resigned as president of the Central Advertiser's Agency, Wichita, Kan. He is succeeded by R. T. Aitchison, former vice-president.

Truth-in-Advertising Course

Given at the University of Pennsylvania on the work of the Associated Advertising Clubs of the World and Better Business Bureaus from March 1 to 15, was attended by seven hundred students of advertising. Discussions were led by H. J. Donnelly of the National Better Business Bureau.

"Chingachook bending his body
to his ear to catch the earth—
The horse of white neck and mane
—" *Logansport*, by Meloyne,
Chapter 277



"The Man with an ear to the ground"

----- reads **A. B. P. papers**
 --- writes for **A. B. P. papers**
 - advertises in **A. B. P. papers**

The man with an ear to the ground today is on the outlook for business ideas. He is listening for up-to-the-minute business news that reflects present conditions and forecasts the future as it affects him and his industry.

To this type of man, A. B. P. papers are as valuable as was a trained ear to Chingachook.

In fact, "trained ears" are a vital part of an A. B. P. paper. Seasoned writers who know the field and are in close touch with it comprise the editorial staff. And the publisher pledges as a condition of A. B. P. membership "to keep his reading columns independent of advertising considerations, and to measure all

news by this standard: "Is it real news?"

The man with an ear to the ground who sells to trade or industry has learned the value of advertising in member publications of the Associated Business Papers, Inc. He knows the effective type of reader contact he makes.

A. B. P. membership is his protection against unwise expenditures. It means more than circulation certainty, important as that is. It is a sure sign of a paper that has earned a prominent position in the field it serves.

Consult the Advisory Service Department of the A. B. P. for information in the business paper field.

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

A. B. P.

THE ASSOCIATED BUSINESS PAPERS, INC.

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

An association of none but qualified publications reaching 56 fields of trade and industry

The Heart of the Power Plant Market

IN the first eleven weeks of 1926 Power Plant Engineering has announced to its advertisers financing and appropriations for construction and improvements in the power plant field amounting to \$889,194,820.

This sum exceeds that announced in the first eleven weeks of 1925 by \$7,502,020.

Direct communications from its subscribers, correspondents and field representatives are the principal sources of this information on increased construction and this also shows that a large part of these expenditures will be made on the authority of men to whom Power Plant Engineering is the buying and operating guide.

Advertising in Power Plant Engineering influences a greater buying power than ever before.

The large market represented by the requirements of its 23,274 subscribers, and its low advertising rates make Power Plant Engineering a powerful and economical sales force.

Charter Member Associated Business Papers, Inc.

Charter Member National Publishers Association

Charter Member Chicago Business Papers Association

Charter Member Audit Bureau of Circulations

POWER PLANT ENGINEERING

Established over 30 years

537 So. Dearborn Street, Chicago, Ill.

The Daily Herald carries more classified ads than any other Mississippi newspaper

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

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.

BUILDING AGE and The BUILDERS' JOURNAL

Subscribers have proven purchasing power of nearly two billion dollars yearly. Reached contractors, builders, architects, etc., of known responsibility. Published monthly for 48 years.
Member A. B. C. and A. B. P.
215 West 29th St., New York; First National Bank Building Chicago; 329 Market St., San Francisco.

The Sport of Coupon Clipping

[CONTINUED FROM PAGE 28]

The beginner in thrift who has accumulated a few hundred dollars in the savings bank is restless until he owns a bond. The demand has spread through masses of people of such small means that the "baby bond" is available in denominations of five hundred dollars or less. The newspapers have followed with their investment departments, and although some of their financial counsel includes sound stocks, bonds are the chief thing. Lately there has been an actual shortage of bonds for investors.

EVEN more striking is the public confidence that has recently been created for stocks as investments. Yesterday, stocks were considered hazardous, if not wicked—synonymous with Wall Street's raids and orgies. Today, it is estimated that 15,000,000 people in the United States own some sort of corporation shares, and the employee and customer ownership idea is constantly increasing the number of small holders. More than one labor strike in the past few years has been quickly settled because many of the striking employees were stockholders in the company for which they worked. Labor itself has gone into banking, with its investment service for union members.

Bonds, stocks, life insurance, the savings bank, the local building and loan association and the guaranteed mortgage—these are the half-dozen popular channels for saving and investing money, used by people who have no technical knowledge of finance, familiarized through the spread of knowledge.

Who can say that this financial condition is not more generally healthy than that which pertained in the past when, through general ignorance and distrust, saving partook of the general nature of the old sock full of gold stored away behind a loose brick by the fireplace? Certainly American business today owes much of its phenomenal development to the public confidence in the existing financial structure and the public willingness to contribute to, and to become actively associated with the big industries of the country. Never could such a situation be arrived at had the old distrust persisted.

What cleared up this doubt? What established confidence and made this progressive condition possible? The answer is, of course, education of the public; education largely disseminated through the advertising columns, in space bought and paid for by the educators. Here is another triumph and distinct achievement for advertising which dawns on us only when we pause for a moment to look back on things as they were in an age that had no advertising in the sense that we know it today.



To Cover Florida Economically

Florida has a resident population of nearly one and a half million, and in the winter it entertains an equal number of winter visitors.

Being a rapidly developing state, its demands are heavy for all kinds of manufactured goods and food products. Being a winter playground, it offers a market for summer goods in winter. Being a land of exceptional wealth, its people can afford to buy.

Florida is a great, growing market which should be included in your advertising campaign. Keep Florida in mind when you make your advertising schedule, and remember this fact:

No other medium or group of media covers this state so completely and so economically as the Associated Dailies of Florida.

This group of progressive dailies in the main buying centers of Florida offers a total circulation of more than 250,000 at a comparatively low cost. You can use the entire list or any part of it.

For particular information write to any of the publications or address:

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
DeLand Daily News
Deer Lake Region
Fort Lauderdale News
Fort Myers Picayune
Fort Myers Tropical News
Fort Pierce News Tribune
Fort Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida
Times Union
Jacksonville Journal
Key West Morning Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily
Tab
Miami Tribune
New Smyrna News
Orlando Central Florida
Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palm Beach News
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Seaside Daily News
Tampa Times
Tampa Tribune

ASSOCIATED DAILIES of Florida

510 Clark Bldg., Jacksonville, Florida

wanted

A NATIONAL advertiser and international distributor of packaged and canned food products is planning an expansion of its sales organization to meet needs five and ten years from now.

It wants two young men who have spent the last year or two in business since graduating from college. They must be:

1 Interested in constructive marketing work.

2 Willing to start at the foot of the sales ladder.

ADDRESS BOX 376
ADVERTISING & SELLING
FORTNIGHTLY

Advertising  Typographers

IN THE manufacture of delicate machinery the minutest detail is tendered the greatest care and attention. In your advertising good typography is a most important factor. The Pittsford Company are type experts.

Ben C. Pittsford Company
431 So. Dearborn St., Chicago
Phone Harrison 7131

Topeka Daily Capital

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

Topeka, Kansas

In Sharper Focus

George Burton Hotchkiss

BACK in the nineties, as many of my contemporaries will remember, there was a man in Meriden, Conn., who sold printing presses by mail at the modest sum of \$3.75 (and up). I think his name was Kelsey, but whatever it was, it deserves to rank with Carnegie as a builder of libraries, if not as a public benefactor. Mr. Carnegie furnished the money for the books, and Mr. Kelsey furnished the tools.

The Kelsey (?) press was not of a kind that would inspire the prose poems of Robert H. Davis, but it did inspire the journalistic efforts of a young army of boys—myself among them. From the time I became owner of one of these Fords of publishing, it was certain that my future lay in that business. The only question was in what part of it. By degrees I became a printer, a publisher, a reporter, a copy writer, a teacher of advertising, and an author of text-books. (This is not a climax; it is a chronology.)

My first publishing venture, at the age of thirteen, was a weekly newspaper. It lived one week. Not that it was a failure, as I understand many first publications are; it yielded 100 per cent net profit. The printer told me that if I would quit publishing it, he would not charge me for the first issue. Business sense triumphed over artistic impulse. Perhaps this experience may have helped to turn me toward the business rather than the editorial side of publishing.

Nevertheless, from that time on I was pretty constantly editor of something or other, mostly high school and college publications; and combined editor, business manager, and general pooh-bah of a summer resort newspaper during my vacations.

After graduation from Yale in 1905, and an extra year to get my M. A., I took a job (pardon me, accepted an appointment) as instructor in English Composition at a Western college. Even there, I could not keep away from the newspapers, and I established a course in "journalistic writing."

Because of this, Dean Joseph French Johnson, himself an ex-newspaper man, called me to New York University to help him develop the Department of Journalism. With the idea of preparing more thoroughly for this task, I spent a year on the *Evening Sun* as a reporter.

The Department of Advertising and Marketing was not thought of at this time (1909), but a few years later the need for it had become apparent. True to precedent, I swung over to this field, and have been in it ever since.

My actual experience in advertising was at that time practically nil. Hence I went to Mr. George Batten, with the proposal that he give me a job in his office. That fine old gentleman countered with a proposal that combined genuine sportsmanship with generosity. He offered me \$100 to come in and do what I pleased and stay as long as I



liked. Fortunately, it turned out to be a pleasant arrangement for all concerned, and I continued my connection with the George Batten Company for more than two years, and there learned something about copy-writing from Jim Adams, F. R. Feland, and others of that fine organization.

Since 1914, with a brief interim of war service, I have been content to devote my energies almost entirely to the work of teaching advertising and writing about it. It is not quite so romantic or exciting to be a critic as to be a creator of advertising, but it has its compensations. It gives me a reasonable independence, a little time to play golf, and the optimistic hope of living long enough to get a Carnegie pension.

Occasionally the old itch to edit something returns. During the past year it has been satisfied by helping to edit a club magazine, "Out O' Bounds," which is all that its name implies.

Reaching A QUALITY AUDIENCE

The SPUR

Do you wish to reach these people whose incomes permit them to indulge their tastes in the more costly goods and luxuries of this world? What better places to reach them than their homes, their clubs, the steamships and limited trains on which they travel, or the fashionable hotels which they frequent? In such places The SPUR is found for it is the magazine which best reflects the varied life of these people, their interest in society, art, amateur sports, travel, fine homes. Participation in such things is only for those of wealth.

The SPUR offers an entree to this desirable market. It is the ideal medium for reaching a quality-plus audience.

A comprehensive booklet, giving advertising information, may be obtained upon request.



The SPUR

425 FIFTH AVENUE

NEW YORK CITY

CHICAGO

Burton R. Freer

122 So. Michigan Blvd.

LONDON

Ivon DeWynter

60 Haymarket

PARIS

Charlotte Angel

13 Blvd. des Italiens

BOSTON

Travers D. Carman

194 Boylston Street



Over His Door the Dealer Advertises *Your* Product

Enable the millions who read your national advertising to "spot" the place of local supply. Thus both your dealer and you will cash in to the maximum degree on your national advertising.

Your trade name or trade mark, exactly duplicated in the raised glass letters of a Flexlume Electric Sign, on the front of a local distributor's store will produce this effective and economical selling tie-up.

Let us mail you proven plans for putting this attractive "dealer help" into operation.

We also build exposed lamp and other electric signs for those who prefer to require them.

FLEXLUME CORPORATION

1460 Military Road, Buffalo, N. Y.

"Flexlume" Offices—All Principal Cities



The Day-and-Night Sign

Quality Circulation at Mass Rates

Circulation March issue over 60,000

Advertising Rate—\$150 per page

"Buy on a Rising Market"

Member Audit Bureau of Circulations

FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

Why Not Make an Editorial Layout?

[CONTINUED FROM PAGE 38]

the most effective arrangements of the best editorial pages of the publications and started in to build his advertising pages accordingly.

HERE are some of the things he found in his study of effect in editorial pages. First, a good clean appearance to the entire page—no mussy corners. The body type even in color, well distributed and always arranged so that it was easy to read. An illustration usually large and with every effort of the artist or photographer centered on making the picture dramatic. Affixed to the illustration, a caption that was terse and exciting enough to awaken curiosity as to what happened before and after the event depicted. And a heading that had all the cunning of subtle allure. Nothing jarring in such good pages—just easy to look at, easy to read.

It strikes me as passing strange that an advertiser can give over a considerable part of an expensive advertising page to a picture that, if translated into words, wouldn't be good enough for a sub-caption. Nor do I believe that expensive pictures are necessarily good ones. The measure and value of an illustration should be gauged by its effectiveness in making you read the whole advertisement. Otherwise the same hue and cry that we raise against over-emphasis of logotype or any other individual unit of the advertising page persists. We are going to do better with our advertising only when we make each part harmonious with the whole.

There was much sound logic in the late Ralph Holden's comments about advertisements. Said he, "Remember that the reader of a magazine or newspaper who turns the pages one by one has neither interest in you or your product—unless your advertisement arrests attention you have spent your money in vain."

Unquestionably the days of accentuating to the exclusion of all else the logotype name of a manufacturer's product has waned somewhat and in its place has come the difficult but more effective method of isolating the virtues of the manufacturer's product and presenting them in a manner that is at once both easy to read and certain to be considered favorably.

The Laurence Fertig Company, Inc.

New York, will direct advertising for The Climax Rubber Company, and for J. A. Marceau, Inc., perfumers.

American Golf Association of Advertising Interests

Announces that the 1926 spring tournament of the association will be held at Cooperstown, N. Y., June 19 to 26.

Where Does Group Buying Lead?

[CONTINUED FROM PAGE 36]

have the opposite effect and are simply consolidations in the interest of keeping the brand name in the dealer's hands and thus enabling him to juggle profit and price according to his haggling success with the unfortunate manufacturers who are compelled to get business that way. If persisted in it will undoubtedly drive smaller manufacturers out of business or into consolidations of their own, and therefore, into more advertising to protect their quality and trademark standards. In this way the group buying for private label goods will constantly have a poorer class of manufacturers to deal with, as a result of centering competition on price. The inevitable effect is constantly declining ratio of quality, except for those manufacturers who refuse to become the vassals of the group buyers. Manufacturers with experience and facilities for a varied line of manufacture often find, when they are accorded the precious privilege of presenting their goods to the group buyer, that they are expected to present only certain specific goods and no others; and thus their own initiative and resources are set at naught. The group buyers will not even look at their other goods. If they submit they become merely the manufacturing servants of a group of buyers.

AS David N. Mossesohn, executive chairman of the Associated Dress Industries, puts it: "It is unfair to a manufacturer to expect him to prepare a line of samples sometimes running into several hundred styles and then to expect him to select from them three, five or six numbers to be judged among dozens of others produced by competing manufacturers. The members of the association are perfectly willing to have their lines examined in competition with other lines, but they want the privilege of having their entire line reviewed and selections made from it in the same way as selections are made by buyers for individual stores. They also object to the buyers insisting that certain articles be produced for a specific price without skimming the article."

In short, the matter becomes one of basic conflict for supremacy between manufacturer and distributor, a conflict which has moved rapidly toward a climax as the distributors and retailers have become more centralized and therefore more powerful. The only answer for the manufacturer is to organize similarly and to establish his standard of quality, identified by trademark, and impress it in the minds of the public when advertising. This is the only impregnable position for a manufacturer and it is the one which is becoming more necessary as group buying become more powerful.

ADVERTISING COPY

As written for

THE BOOK ESTATE in Detroit by Oren Arbogust



from Volume 1, Number 2

BURTON NEWCOMB is Director of Properties of The Book Estate in Detroit. He wrote the following letter in reply to a request for information about their little monthly magazine: *The Book Tower*.

"YES, IT IS REAL SELLING COPY. I feel more like saying that it is literature, a kind that will live for years. Every word counts, every page sells, every idea strikes home, yet it has a music and a rhythm that holds its readers from the first to the last word and then they reread it and save it. They tell us so! It accomplishes our tremendous purpose at a low per person cost.

"I AM REMINDED that Mr. Arbogust functioned in a similar useful capacity when I managed the new Straus Building in Chicago."

There are so many things to sell, and so much advertising is being written to sell them, that I'm sure the copy which does sell is going to come mighty close to having the same characteristics as a fighting, confident, lovable salesman who is selling on commission. If you want that kind regularly, monthly, make us a visit.

OREN ARBOGUST - Advertising Copy

30 N. MICHIGAN AVE., CHICAGO

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.
50 Years of Service to the Architectural Profession and Its Results

THE AMERICAN ARCHITECT, numbers among its proud advertisers, those who keep the life of its pages in 1926 and more than 100 of its advertisers have been continuously represented for more than five years.

When considering the cultivation of this market write for information and the complete service we render.

239 West 39th St. New York

Advertising Men

and in "Commercial Engraving and Printing," by Charles W. Fleckman, a mine of usable information. Second printing, revised. 810 pages. Over 1500 illustrations. Covers 35 processes, methods and subjects relating to the graphic industries.

Mailed on approval. No advance payment. Write for FREE prospectus showing sample pages, contents, terms and other information.

Commercial Engraving Publishing Co.
Dist. W. F. INDIANAPOLIS, INDIANA

REACHING THROUGH THE MINDS OF PASTORS AND CHURCHES

Working Churches
Here is an opportunity for the laity to work with the pastor in a new way. It is a new way of working with the church. It is a new way of working with the pastor. It is a new way of working with the church. It is a new way of working with the pastor.

Now just another religious tract—just a tract—now instead of a tract—**CHURCH MANAGEMENT**
624 HERO'S ROAD, CLEVELAND, OHIO

Tangibility

"BY their works ye shall know them."

"Vot we vant is orders."

There you have it in two widely different languages.

And, no matter in what language you listen, you will find the same quest. Always the demand is for something tangible. The Scriptures say that men shall be judged by their works. The merchant says that he wants his salesmen to turn in orders, not alibis. The lover constantly craves some token of love.

The advertiser, despite the education he has received at the hands of self-interested publishers and agents, secretly, if not openly, cherishes the tangible results of his advertising.

Yesterday I was talking over the telephone with a manufacturer when he eagerly interrupted to tell me that only that morning he had received an order for one of his machines direct from his ad in a magazine. (Which magazine? Modesty forbids that I mention it!)

He got a bigger kick out of that mail order for a single machine, resulting from an advertisement, than from all of the many other orders that day received.

If I should get an order direct from this scintillating series of adjectival advertisements, I'd get a kick out of it that would make the effect of a whole barrel of the wildest white mulm seem like the gentle stimulation of a small cup of Orange Pekoe.

I don't expect my advertising here, or anywhere, to plough the ground, sprinkle the earth, plant the seed and nurture the germ to fruition and then stack the grain in the barn. But if some fine day I should stroll out that way and find a bag of flour . . . oh, boy!

Like every other human I'd regard it with fonder eyes than an oven full of loaves slowly crisping to substantial goodness.

A. R. Maujer.

for
INDUSTRIAL POWER
440 So. Dearborn Street
Chicago, Ill.

Industrial Power produces both steam and alloys. With circulation in 42,000 industrial plants and a route slip (patented) that carries it to the important-to-you men in them, do you wonder that its advertisers recommend it for its record of results?



An Awful Lot of Money

Roger & Gallet, makers of high-grade soaps and perfumes, have fallen in line. They're advertising! For years and years they fought the idea. They have, at long last, awakened to the fact that when one is in America, one must do as Americans do.

I recall, with amusement, a statement they made, quite a number of years ago, that "some of our competitors spend \$20,000 a year or more for advertising"! They seemed to think that that was an awful lot of money.

"Tain't Wuth It"

Along the New England coast is a summer hotel, whose proprietor, as recently as 1915, was very glad to care for his guests for four or five dollars a day.

In recent years luck has turned his way—so much so that last summer, at the height of the season, he asked—and got—\$125 a week.

A New York man who has his summer home near this hotel, asked the proprietor if he wasn't overdoing things a bit. "I can't see," said the New Yorker, "how you figure that a room and three meals are worth \$20.00 a day."

The hotel man spat contemptively. "Tain't wuth it," said he, "but I can git it."

A good many of us, if the truth were known, are in that position.

"Sophisticated"

New York has more than its fair share of publications which are edited for men and women who speak of themselves as "sophisticated."

I often wonder if these people know what the word they use so frequently really means. Look it up in a good dictionary.

Confiding Canadians

Coming east by the Canadian Pacific last summer a New York business woman found herself short of funds. Did she wire her bank for money? No! She wrote out a check for \$50 and presented it to the manager of the C. P. R. hotel at Lake Louise. It was cashed with a smile.

A few days later, she again found herself with only a few dollars in her purse—not enough to pay for her meals for the rest of the journey. She interviewed the dining car steward and explained her predicament to him. "That will be quite all right," he assured her. "Just let the bills run and give me your check for the total when we get to Montreal."

And that, she tells me, is exactly what she did.

Cooperation!

The stockholders of Endicott-Johnson should get a lot of satisfaction from that company's report for 1925, not only because it shows a healthy increase in sales but also—and chiefly—because it proves that cooperative methods *pay*.

Read this:

"Due to our 'Labor Policy,' we have been able to go through the period of readjustment in the shoe and leather industry with our organization intact and greatly strengthened. Contrary to current custom no cuts in wages have been necessary, but on the other hand our 17,000 working partners have earned more money, the average increase being 5 per cent over the previous year. In contrast with these higher earnings, we have through constant improvement of working conditions, considerably lowered our operating and labor costs.

"The cooperative methods inaugurated by Endicott-Johnson (and still in existence) make our workers' dollar worth \$1.25 in purchasing power. These cooperative activities include medical department, workers' stores and restaurants and settle satisfactorily for our workers the high cost of food, medicine and doctor's bills.

"And now about the future prospects of this business. As a result of our cooperative methods our whole organization is more efficient today than ever before. Our producing and distributing costs are lower. The demand for Endicott-Johnson shoes is increasing. This is evidenced by the increase of approximately \$3,000,000 in shipments during the year 1925. We view the future with confidence."

Advertising Men, All

These are great days for fiddlers, mandolinists and thrummers of the ukulele. They've all got jobs—several jobs, in fact. For, if all I hear is true, the man you listen to at 8:30 p.m. from station WAX, when the "Heavenly Twins" are twinning is heard again, an hour later, as a member of the "Lost Chord Quartette" from Station H2.

JAMOC.

"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R.R. Updegraff



From an Advertisement of Pepprell Sheets—Prepared by Barton, Yorsine & Osborn, Inc

IN our engravings none of the effectiveness of a picture is lost. Snowy linen sheets blowing madly in the lusty winds of early Spring appear in the finished reproduction with all the vividness and animation that make the original a thing of striking attractiveness. Do your present engravings retain the spirit of your originals? If not we shall be pleased to place our facilities at your disposal.

The EMPIRE STATE ENGRAVING COMPANY
 165-167 William Street, New York

Management, Banker-Control and Advertising

[CONTINUED FROM PAGE 21]

this judgment is based on confidence in the new tendency to discourage the non-voting stock idea and its resultant intensely centralized control by the bankers. It would be exceedingly unfortunate, not only for the advertising profession, but for the public and employees who buy stock in the companies whose goods they consume, if this highly centralized banker-control should slip back (as it undoubtedly would if unchecked) to the narrower ideas of advertising which so many bankers still hold.

ADVERTISING men, as they become more economically informed, have invariably noticed the repression to growth which occurs when a board of directors is composed of non-managing men instead of the actual executives of the business. When, in other words, the banker-owners sit on the board of directors as more or less inactive owners. It is very common knowledge that sales managers and advertising managers have ten times the difficulty in securing approval of modern policies from this type of board than from one composed of active business men and executives who are intimately familiar with selling and advertising problems. A study of boards of directors of many representative American corporations quickly demonstrates with what insistence bankers appear upon such boards, some of them men who practically never attend the meetings.

Consolidation and centralized financial control invariably occur to bankers as quick and easy steps toward financial health, since they eliminate duplication and effect economies. But only too few bankers think in terms of the education of new users, the increase of per capita consumption, and the pioneering for new levels. Particularly are they unlikely to utilize to a greater extent that most powerful and typical of American mass production and consumption methods: the bold and sure-footed method of price-reduction in anticipation of volume through the intelligent use of advertising. The banker is primarily a merchandiser of stock and, as Professor Ripley points out, he has been interested chiefly in how much stock he can sell to the public, rather than how much creative effort he can put into the development of an industry.

Because they are on the creative side of business, sales and advertising managers are most interested fundamentally in the widening of markets, and, therefore, their deepest concern lies in management which has vision and

courage. Anything which acts as a stay to such qualities in business management is an enemy to advertising. I hope that those who like to dig deeper into the foundations of sales and advertising will see the importance of this subject more and more clearly.

"One of the chief reasons for the success of our company, I believe," says a well-known advertising and sales manager, "is the fact that we have a board of directors that really works and really directs. We are a consolidation of a number of companies, and the board of directors is composed of the president of each one of the constituent units. You can really get action with our board and get it quickly; and it's a treat to see them at work and a stimulation to one's best to present a plan before them. They know what you are talking about, and they are as keen on the scent of good ideas as anyone could hope."

Contrast this with a story I heard just the other day, concerning one of the very largest automobile companies in America. A very able man was engaged as counsel to report on conditions in this concern, and after several months' work he presented his report. It precipitated a real explosion among the many bankers on the board of directors.

"The difference between your company and Henry Ford's," he told them, "is that one can get a decision on anything, big or small, in twenty-four hours in Ford's company; whereas in yours, the minimum appears to be six months."

HE then went on with complete, scandalous detail in his accusations, even to the fact that the company used 62 different kinds of paper clips. He showed this company up as being utterly unwieldy, without coherent policy, phlegmatic in action, without leadership in its field, and shot full of nepotism; relatives, friends and sons of the many banker-owners holding various offices. The report was summarily suppressed and the bankers in control go on selling an easy-going public millions of dollars worth of stock in a mismanaged, though prosperous, company. It must inevitably proceed to an awakening, but, as the bankers are merely responsible for the management and the public owns all the non-voting stock, who cares? Meanwhile the company is one of the least able advertisers in its field, a sample of the state which can exist when a concern is entirely in the hands of men whose interests are centered elsewhere.

HOTEL EMPIRE

New York's newest and most beautifully furnished hotel—accommodating 1034 guests
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET

\$250

ROOM WITH PRIVATE BATH

\$350

ALL OUTSIDE ROOMS

ELECTRICAL
ANIMATED
AND
STILL

for
WINDOW,
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.

19 WEST 27th ST. NEW YORK

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

THE JOHN ICGELSTROM COMPANY

Massillon, Ohio Good Salesman Wanted

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 3,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated

15 Moore St., New York City

R. W. Petrol, Manager

AD The Only Denne in Canadian Advertising

We give "on the spot" Counsel and Service to your Client in advertising, based on years of practical experience in this field. Ask our advice on methods and media.

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

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.

To } Lumber Manufacturers,
Reach } Woodworking Plants,
and Building Material
Dealers use the

American Lumberman

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

Reaching Small Producers in the Industrial Field

[CONTINUED FROM PAGE 34]

hered in regard to trade papers. We don't use industrial papers as consumer media. We will use a paper like *Power* because it cuts horizontally across the whole power producing field. It goes 100 per cent, to people who are interested in power producing problems. But we will not use a paper merely because there is a lot of power used in the field it covers. The waste of circulation in papers of that sort is too gigantic. If we attempted to buy circulation of that sort for our power specialties story we would be bankrupt. So we decided to use the publications that take a horizontal cut right across the power field, eliminating the business papers of any industry merely because power is used in that industry.

BUT we have 190,000 power producing units to reach. We have distributors who must be supported. How did we do it?

We solved the problem with a group of advertisements in the *Saturday Evening Post*, addressed "To Men in Industry." How can we expect to reach men in industry through such a medium? Here is the answer. You will find, if you check over the population of the United States, that nearly 20 per cent of us are in what is termed "Industry." You will find that about one man in five has some connection or other with a power producing unit. That means that in using the *Saturday Evening Post* and completely ignoring the general publicity of our name in these advertisements, we still reach about one-half a million people of about the sort that we want to reach with this message, and we probably reach two or three hundred thousand who are even more directly concerned with power producing problems. These are the people that we could not possibly reach in any other way. We could not reach them if we bought all the trade paper space available at about ten times the cost of what we are doing.

Now these advertisements have been effectively merchandised to our distributors and yet, at the same time, we know that they are having influence on the big power producing units that our salesmen reach directly. Of course, these advertisements are backed up by the right kind of trade paper copy, appearing in *Power*, *Power Plant Engineering* and other papers that have a horizontal coverage in the power producing field.

Of course, we have a catalog, but we do not call it a catalog. We call it

John-Manville Service to Industry, and, instead of being a catalog, it is a sort of an encyclopedia. It not only describes our materials, but it tells people how to use them. It is an engineering treatise, and as such has been very highly praised by those interested prospects in whose hands it has been placed.

Also we publish a magazine entitled, *The Power Specialist*. This is filled each month with items of interest to people who are concerned with power producing problems. This publication, although technically a house organ, is about as different from the average house organ as chalk from cheese. We have an editorial rule that nothing must go in this publication except things in which the other fellow would naturally be interested. If such articles or items advertise us and our materials, so much the better, and, of course, in a great majority of cases they do. But they have to be treated in such a way that they will interest the man to whom the publication goes. The fact that this organ is of service to its very interesting recipients is proved by some very interesting results which we recently got on a test.

We had a list of about 15,000 people that visited the Power Show last fall. Practically all of them were engineers and others interested in power producing problems. We sent out a circular letter to a portion of this list, sending sample copies of our *Power Specialist* and asking these people if they would like to receive it regularly. We got 27 per cent of replies asking to be placed on the regular list. Twenty-seven per cent! Just think of it! Where a circular letter of that sort is considered exceedingly successful if it brings 3 or 4 per cent!

SO you see, here is a fairly good example of a well rounded manufacture, sales and advertising program. It has taken a long time to accomplish what we have accomplished. It hasn't been done overnight. We don't pretend to be geniuses, but I think that, such as it is today, it stands as an exceedingly good example of how one manufacturer's problem was gradually overcome.

Ours has been a complex problem. It is still a complex problem, and yet its very complexity has taught us one valuable lesson. It has taught us the importance of simplicity. It seems to me that the more complex your problem is, the more important it is for you to strive for the greatest possible simplicity in your advertising.

DO YOU SELL ADVERTISING?

As president of a company doing a business of about one million dollars a year in advertising materials for ice cream, milk and butter trades, as well as florists, retail radio and music dealers, wholesale bakers, I am looking for an honest, high-powered salesman of character who can furnish fidelity bond, who is now already employed selling advertising specialties for some leading house and who has made a record with that house, and can prove it. I want no HAS BEEN or WHIL BE. I want men who "ARE." For such a man I can offer a better opportunity and higher earnings.

ADDRESS PRESIDENT.

Post Office Box 834, Detroit, Michigan

PROCESS PLATES

AS the engraving department of a large and old established printing house located in a small community, we produce quality process plates quickly and at low cost. Give us your requirements and we will specify delivery time, send samples of our work and quote prices.

No obligation.

FOWLER ENGRAVING CO.
Fowler, Indiana

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

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 April 21st issue must reach us not later than April 10th. Classified advertisements will be accepted up to Saturday, April 17th.

Advertisers' Index

[a]

Alderman, Fairchild Co.	46-47
Allen Business Papers, Inc., The	69
American Architect, The	75
American Legion Weekly, The	54-55
American Lumberman	78
American Machinist	8
American Mercury	56
American Photo-Engravers Assn.	10-11
Animated Products Corp.	78
Arbogust, Oren	75
Associated Business Papers, Inc., The ..	69
Associated Dailies of Florida	71
Atlantic Monthly, The	16

[b]

Bakers' Weekly	70
Barton, Durstine & Osborn, Inc.	31
Better Homes & Gardens	53
Building Age & National Builder	70
Building Supply News, Inside Bark Cover	
Business Bourse, The	64

[c]

Charm Magazine	7
Chicago Daily News, The	
Inside Front Cover	
Chicago Tribune, The	Back Cover
Church Management	75
Cincinnati Enquirer, The	45
Columbia	11
Commercial Engraving Pub. Co.	75
Cosmopolitan, The	18
Crain's Market Data Book & Directory. 61	

[d]

Dairymen's League News	50
Denne & Co., Ltd., A. J.	78
Des Moines Register & Tribune, The ..	37
Detroit Times	51
Dill & Collins Co.	49

[e]

Economist Group, The	39
Erin & Freeman Co.	61
Empire Hotel	78
Empire State Engraving Corp.	77

[f]

Flex Lume Corp.	74
Forum	74
Fowler Engraving Co.	79

[g]

Gas Age-Record	58
Gibbons, Ltd., J. J.	81
Gray, Inc., Russell T.	61
Gulfport Daily Herald, The	70

[i]

Izelstroem Co., The J.	78
Indianapolis News, The	4
Industrial Power	76
Iron Trade Review	14-15

[j]

Jewelers' Circular, The	79
-------------------------------	----

[l]

Liberty	62-63
Life	9

[m]

Market Place	81
McGraw-Hill Book Co., Inc.	66
Mergenthaler Linotype Co.	12
Milwaukee Journal, The	13

[n]

National Outdoor Advertising Bureau. 59	
National Register Publishing Co.	78
Needlecraft Magazine	65
New York Daily News, The	35
New York Times	41
Nugents (The Garment Weekly)	60

[p]

Penton Publishing Co.	57
Peoples Home Journal	33
Pittsford Co., Ben C.	72
Photoplay Magazine	6
Power Boating	57
Power Plant Engineering	70
Powers-House Co., The	48

[q]

Quality Group, The	67
--------------------------	----

[r]

Richards Co., Inc., Joseph	3
Robbins Publishing Co.	58

[s]

Shoe & Leather Reporter	78
Spur, The	73
Standard Rate & Data Service	82

[t]

Topeka Daily Capital	72
----------------------------	----

[w]

West Va. Pulp & Paper Co.	
--------------------------------	--

Insert Bet. 50-51

Your Men In a Common Mold

[CONTINUED FROM PAGE 25]

own individuality. I got my lesson some years ago when a chap who had been a bar-keeper applied for a job as a salesman. He had had absolutely no business experience, but he certainly had a lot of personality and he soon became the whirlwind on our force. He broke a lot of our rules and he did things differently from the way we had drilled our men to do them. For a while there was a lot of friction, for the other men had faithfully followed a rather standardized pattern of salesmanship which we had impressed upon them. I woke up to the fact that I had made a ten-strike by granting this new man a chance to capitalize for us his individuality, and from that time on I studied each salesman and took measures to develop him so that he could make the best use of himself. If one man was possessed of unusually strong reasoning powers, I let him stress argument; and if another was an unusually sociable fellow, I let him develop along those lines.

"YOU'RE absolutely right," was another's comment. "I think there has been far too much emphasis in all the literature of selling on a sort of a pattern of what we believe a salesman's personality should be. I had a similar experience to yours. A youngster in our factory was drafted to go out to sell because of a temporary shortage of men, and he was scared blue at the prospect. He asked me to help him 'understand this thing, salesmanship,' and when I found him trying desperately to make himself into the standard picture of a salesman, I realized what a mistake the whole thing was. I took him home with me over the week-end and told him to erase everything that he had been told. I encouraged him to be just exactly his normal factory self, without any attempts to graft on a made-up salesman's personality. 'Just go out and talk to the prospects without any sing-song story or special patter. Be yourself; be sincere; think first of the technical need of the prospect, and keep in mind that your real job is to see that he thoroughly understands the service and the facilities which this house has to offer."

"He kept telling me that he didn't know whether he was cut out to be a salesman; that he might not be slick enough to watch every point and push the prospect on the dotted line. He was a rather quiet type of man, and a first impression of him would not strike everybody as pleasing or powerful. But he was of the type that improved very definitely on a second interview, and unless you had a distinct prejudice, you were rather sure to like him. I confess I had some misgivings when I sent him out, but there was no help for it. For a couple of months his record was very indifferent, but I

began to hear from prospects themselves that they liked him and that they found him extremely helpful technically. He is now one of our very good salesmen; not a top-notch, but certainly among our best. He has never changed."

"You see," put in the older man. "What we so often do is to snuff out the individuality, or hobble it; and often graft on an artificial personality with the result that the man is rated simply as the standardized salesman whom one is always conscious of as being just a salesman. It is a principle as old as the hills that your customers should like you personally. In the old days we used to try to accomplish this by presents, by drink, and by entertainment, on the false notion that conviviality makes friendship. Nowadays personality goes a little deeper, and to be liked by your customer means that he feels your sincerity. We used to believe that you couldn't be altogether genuine and still be a salesman. You had to be a bit of an actor and a bit of an orator. But that's all passed. We quickly see through artificial masks and do business more on the basis of sound character, because sound character has a true relation to sound service. When I pick a new salesman I want to know whether he has a genuine and fixed character and personality which has the elements in it that will be liked and respected. Next I look for good health and vitality, and after that I look for mentality and adaptability. None of these things you can tell by nose and chin with any exactitude; and I stick to it that not one of us is really competent in judging all by himself, and certainly not on the first interview."

Campbell-Ewald Company

Detroit, will direct advertising for the National Association of Real Estate Boards.

Henri, Hurst & McDonald

Chicago, will direct advertising for the Strom Ball Bearing Division of the Marlin-Rockwell Corporation, same city.

New York Advertising Agency

New York, will direct advertising for S. B. Goff & Sons Company, Camden, N. J., manufacturers of pharmaceutical products.

The Chemical Catalog Company, Inc.; Pencil Points Press, Inc.

New York, announce that the interests of F. W. Robinson in these companies have been acquired by Ralph Reinhold and Edward G. Nellis. Mr. Nellis succeeds Mr. Robinson as president of the Chemical Catalog Company, Inc., and continues as vice-president of the Pencil Points Press, Inc. Francis M. Turner, Jr., has been elected vice-president and a director of the Chemical Catalog Company. Mr. Reinhold continues as president of the Pencil Points Press, Inc., and also assumes the office of treasurer of that company. W. V. Montgomery, heretofore business manager, has been elected secretary and a director.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

GET YOUR COPY OF OUR
BULLETIN OF PUBLISHING
PROPERTIES FOR SALE
Address:
HARRIS-DIBBLE CO.
341 MADISON AVE., N. Y. C.

We can now sell space and represent another trade or class publication in merit, Chicago and Western territory; selected representatives with experienced sales staff. All references. Friedman & Peck, 411 S. Dearborn St., Chicago, Ill.

DISPLAY SALESMAN must have following with high grade advertisers to finance process reproduction plant; \$5,000 required; excellent opportunity. Andrew Propper, 387 Union St., Brooklyn, N. Y.

Multigraphing

Quality and Quantity Multigraphing. Addressing, Filing In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO. INC.
120 W. 42nd St., New York City.
Telephone Wis. 3483

Position Wanted

ADVERTISING SPECIALIST. College swoman, excellent record in creative merchandising and sales promotion; widely traveled; experienced in newspaper, publicity and agency work; desires a worthwhile connection with a worthwhile advertising agency. New York preferred. Box No. 378, Adv. and Selling Port., 9 East 38th St., New York City.

ARE YOU LOOKING FOR A SALES-MANAGER?

There is now available a man who has made a successful record as sales and advertising manager of one of the foremost concerns in his field. He has the ability to handle salesmen and can initiate and execute complete campaigns. If you will outline briefly the nature of your proposition he will be glad to confer with you. Box No. 371, Adv. and Selling Port., 9 East 38th St., New York City.

An experienced woman writer who has contributed to: Farm Journal, Kansas City Star, Peoples Popular Monthly and others, would like to get out copy for house organs, manufacturers or advertising agencies. Have written ads for a number of large Charlotte, N. C. concerns. Other qualifications are:

Have had two courses in dietetics.
Nurse and wife of a physician
Mother of fine young children.
Write on food topics, care and feeding of children, miscellaneous features of interest to women in general and Household Departments. Elic. Substrand Williams, Box 235, Monroe, N. C.

Position Wanted

Young Woman with varied advertising experience seeks position with outside work—market investigations, research. No selling or canvassing. Minimum salary, \$35. Location in New York, New York. Box No. 377, Adv. and Selling Port., 9 East 38th St., New York City.

POSITION WANTED with progressive New York Publisher, Agency or Direct-mail Producer. Can show executive, promotional and selling experience as Advertising Promotion Manager for business publications, as well as working knowledge of copy, layouts, production, etc. If you have a real opportunity for a half worker write Box No. 374, Adv. and Selling Port., 9 East 38th St., New York City.

DESIRED: Connection with one of the larger advertising agencies handling the more important accounts, particularly in the automotive field. From such agencies, I should appreciate an invitation to offer evidence of my ability to produce copy originating in a trained creative imagination. Looking to possible direct employment by Avenue 15th, Vernon May, Katy, Texas.

EXECUTIVE—Long experience organizing, managing departments, businesses; expert advertising manager, copywriter, catalog compiler, systematizer; experienced selling to consumers by mail, through salesmen, and to dealers; mature judgment; requires minimum supervision. Res. Box 760, City Hall Sta., New York.

Service

FREE LANCE CARTOONIST

25 years' experience—will design snappy covers, comic pages or strips, illustrated puzzles and margin illustrations for your house-organ or other printed matter. Terms reasonable. Send copy of house-organ if convenient. Walter Wellman, Montclair, N. J.

Miscellaneous

BINDERS

Use a binder to preserve your file of Fortnightly copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding one volume (11 issues) \$1.85 including postage. Send your check to Adv. and Selling Port., 9 East 38th St., New York City.

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-bleed under title of article and name of author making it valuable for reference purposes. The cost will be \$1.00 (including postage) for each per volume. Send your check to Adv. and Selling Port., 9 East 38th St., New York City.

"GIBBONS knows CANADA"

TORONTO

Gibbons Limited, Advertising Bureau

MONTREAL

WINNIPEG

"This is to advise you that we have received the March issue of Standard Rate and Data Service and are enclosing herewith renewal card, as we are anxious not to miss an issue of the Service."

Rickenbacker Motor Company.

"Your Service has repaid us time and again, and it has become such a fixed habit to refer to Standard Rate and Data Service, that we would be lost without one."

*Harvey, Zoeller & Company,
An Advertising Agency.*



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in **STANDARD RATE & DATA SERVICE**.

USE THIS COUPON

Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois. 192....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order Official Position



“Edited For the Merchant of the Building Industry”

A simple phrase describes Building Supply News, its purpose and its field. “Edited for the Merchant of the Building Industry” is at once the phrase, the publication, the purpose, and the description of the field. Every editorial policy, every article and the entire editorial content of each issue has this one thought in mind: “Edited for the Merchant of the Building Industry.”

The Merchant of the Building Industry, in the aggregate, invests billions of dollars in yards, equipment and materials. In many communities his investment is not exceeded by any merchant in any line. His yards must both

adjoin railway trackage and be centrally located for economical handling and distribution. His equipment includes vast bins, storage space, handling machinery, fleets of delivery trucks, tractors and trailers and every modern office device. His stock includes the materials that enter into the construction and maintenance of buildings. Investment, management and sales—selling of the first magnitude—determines his success or failure.

“Edited for the Merchant of the Building Industry” describes this field, this group of men and the purpose of Building Supply News.

INDUSTRIAL PUBLICATIONS, INC.

407 South Dearborn Street

CHICAGO, ILL.

51 East 42nd Street
New York, N. Y.

Cleveland, Ohio

Winter Building Grows Fast—Page 15

What Frigidaire saw in the modern crystal globe

In the five states of The Chicago Territory there are as many electrically wired homes as in the twenty-six western and southern states shown on the map in gray—a million more than in the second zone in the "United Markets of America."



5 States-3,095,850
residential electric customers

26 States-3,098,980
residential electric customers

ZONE 7

Frigidaire pages increase Sales 300% in six months

ELECTRIC REFRIGERATION

LAST December I. K. Stover, of Stover Co., distributors of Frigidaire electric refrigeration in The Chicago Territory, wrote The Chicago Tribune: "We will have another full page in the December 14th Tribune suggesting Frigidaire for Christmas. This makes the eighth page since May 24th."

"Since the appearance of the first page in the series, our sales have more than quadrupled over the same six months of last year. Each advertisement has been productive of immediate business. . . It has brought us many applications from salesmen of a very high type and dealers within a radius of many miles."

The Delco-Light Company started to advertise Frigidaire, using national magazines, in 1923. Through 1924 they blanketed the United States, as a single market, with magazine advertising. If they had not stonned to analyze the country in 1925, considering it as a group

in zone



of individual markets, weighing one market against the other, the above letter could not have been written. Their analysis revealed facts vital to any manufacturer. In Zone 7—the compact area of Illinois, Indiana, Iowa, Michigan and Wisconsin—there were 3,095,850 residential electrical customers, as many as in 26 western and southern states combined.

Zone 7 indicated their greatest opportunity for sales, and they took advantage of it. Eight

pages were scheduled in The Chicago Sunday Tribune to reach 60% of all the families in 1151 towns of this rich area. The Tribune was the only Chicago newspaper to receive an advertising schedule. Full pages were used.

Within six months their Chicago Territory sales had more than quadrupled.

Credit to whom credit is due was given by Mr. E. G. Biechler, President of the Delco-Light Company. He wrote on January sixth, "We consider our test campaign in the Sunday Tribune a decided success and have authorized a non-cancellable schedule of at least thirteen full pages in 1926."

What consideration are you giving to Zone 7? It deserves more than the mere inclusion in a national sales and advertising program. A Chicago Tribune man will gladly answer your request for facts about this rich area that are pertinent to your industry.

The Chicago Tribune

The World's Greatest Newspaper

New England Advertising Office, 718 Chamber of Commerce Building, Boston
Eastern Advertising Office, 512 Fifth Avenue, New York

GROW WITH THE TRIBUNE IN 1926