

# Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Ray C. Dreher for Boston Insurance Co.

MAY 5, 1926

15 CENTS A COPY

*In this issue:*

“The New American Tempo” By ROBERT R. UPDEGRAFF; “Shall We Sell Our Goods Direct?” By H. B. FLARSHEIM; “History Outline of Advertising” By HENRY ECKHART; “Merchandise For Filling Stations” By H. A. HARING; “Lazy Selling” By H. P. ROBERTS; “Ned Ludd’s Revenge” By K. M. GOODE

# HERE IS THE AUTOMOTIVE INDUSTRY'S 1926 "FOLLOW-UP" IN CHICAGO

1926 automotive sales in Chicago promise to run well ahead of 1925, a year in which all records were broken. Here are noteworthy facts bearing upon this growth of sales:

In 1925, when the total advertising of cars and trucks in Chicago newspapers was increased 16% over 1924, the increase in The Chicago Daily News was 40%. Including accessories the increase for all papers was 11%, and for The Daily News 30%.

In the first three months of 1926 the total Chicago newspaper advertising of cars and trucks was increased about 40% over the same period of 1925, while the increase in The Chicago Daily News was 80%. With accessories included the increase for all papers was 35%, while the increase in The Chicago Daily News was 59%.

Sales of automobiles in Cook county (exclusive of Fords) in 1925 increased about 18% over 1924. Reports from the dealers indicate that sales in 1926 are running well ahead of 1925. The concentration of automotive advertising in The Daily News, the family newspaper which Chicago people read habitually, is paying the automotive industry as remarkably as it pays Chicago advertisers in other lines.

*The Daily News leads Chicago daily papers in both automotive display advertising and total display advertising. The record for the first three months of 1926 is:*

*Automotive Display Advertising*

THE DAILY NEWS ..... 249,689 lines  
Next paper ..... 201,292 lines

*Total Display Advertising*

THE DAILY NEWS ..... 4,144,773 lines  
Next paper ..... 3,409,471 lines



## THE CHICAGO DAILY NEWS

*First in Chicago*


ADVERTISING REPRESENTATIVES

NEW YORK  
J. B. Woodward  
110 E. 42d St.


DETROIT  
Woodward & Kelly  
Fine Arts Building

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

SAN FRANCISCO  
C. Geo. Krogness  
353 First Nat'l Bank Bldg.




Quick—bulky—  
full of **MOISTURE**  
Williams lather softens the beard  
—leaves the skin glow-smooth



**FREE** Moisture NOV

WILLIAMS COMPANY  
1111 N. W. 10th St., Miami, Fla.



These  
**Cold Days**  
your face needs  
**AFTER-SHAVING** care.



**FREE OFFER**  
AFTER-SHAVING CARE



MADE BY THE MARY HEAL  
WILLIAMS SHAVING COMPANY



This  
**LATHER**  
really  
saturates the Beard  
makes shaving easy—  
leaves the skin glow-smooth



**FREE OFFER**  
Send coupon for free trial tube



**A Real Tip**

# Facts need never be dull

A good salesman must not only have all the facts about his product at his finger-tips, but must be able to present those facts in a way that will interest prospects.

The Richards Company operates on the same principle—*facts first*—as a sound basis on which to work; *then advertising*—based upon the facts—advertising so interesting that those facts will be read.

Joseph Richards Company, Inc., 251 Park Avenue, New York City.

**RICHARDS** , , , *Facts First* , , , *then Advertising*



# Penetration

A DAILY CITY circulation of 81,898 (*The Indianapolis News*, publisher's statement to the A. B. C. for the three months ending 3/31/26) would be inconsiderable in New York City and impossible in Elmira, N. Y. In Indianapolis, Indiana, it is just right, an adequate, complete, intensive coverage of the city—one copy circulated daily to every 4.3 persons.

IN one of the ritzy North Meridian-Washington Boulevard substation areas on Indianapolis' North Side, there are 2444 families. The News circulation is 2427.

Down on the South Side, in a typical district, opposite as the poles in character, there are 2005 families. The News circulation is 1981.

That's *penetration*. Not a spotty distribution, but concentrated alike where wealth is classed as "income" and where money means the weekly pay envelope—smooth, complete, intensive coverage of the whole city, regardless of social standing, theoretical buying power or actual standards of living.

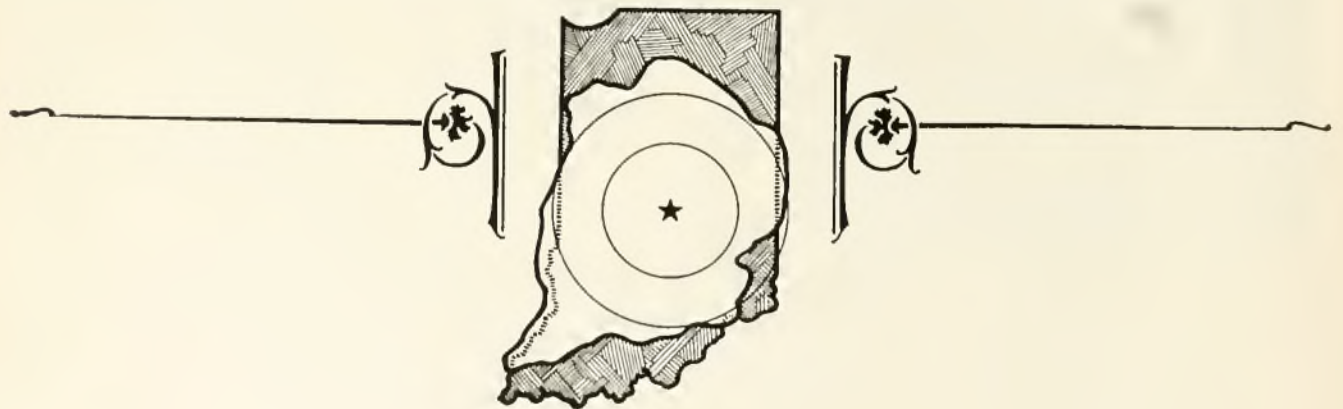
Who knows where the dividing line between

luxury products and bare necessities is? Reaching *everybody* is the safest course.

The News has "mass" circulation and it has "class" circulation, too, for it has *all* the circulation in Indianapolis worth having.

One copy to every 4.3 persons in the city! And 4.1 persons is the Census Bureau statistical family. The daily morning paper, computed on the same basis, circulates one copy to every 8.0 persons, the other evening paper one copy to 9.5. Both other daily papers *together* have lesser coverage than that of The News alone. *Only 5.4% of The News city circulation is street sales!*

In the 45-mile radius, The News circulates one copy to each 7.5 persons, a higher penetration in the whole suburban area than the second daily paper in the city *alone*.



# THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL,  
110 East 12nd Street

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ  
The Tower Building

# Page 5—The News Digest

## *E. Wesley Herner*

Formerly with Donovan-Armstrong, Philadelphia, and more recently with the Fleisher Yarn Co., same city, has joined the staff of Street & Finney, New York, as vice-president and account executive.

## *Ajax Advertising Agency*

New York, will direct advertising for the Davidson Radio Corporation, Brooklyn; the Brooklyn Metal Stamping Corporation, same city; the Federal White Cross Co., New York, and Sylkraft, an imported textile paint.

## *The Sphinx Club*

New York, elected the following officers for the coming season: president, James P. Gilroy; vice-presidents, John Irving Romer, James Wright Brown, Preston P. Lynn, Charles Dana Gibson, George Ethridge, and William H. Rankin. Sir Charles Higham of London was guest of the club at its annual ladies' dinner and dance at the Waldorf. George McManus, cartoonist, and Charles Dana Gibson were speakers.

## *Churchill-Hall, Inc.*

New York, will direct advertising for Frank A. Hoppe, Inc., Philadelphia, makers of Hoppe's nitro powder solvent, and Hoppe's lubricating oil and gun grease.

## *A. N. P. A. Bureau of Advertising*

At a recent meeting re-elected William F. Rogers, *Boston Transcript*, chairman; Garry Chandler, *Los Angeles Times*, vice-chairman, and Howard Davis, *New York Herald Tribune*, treasurer. Two new members were appointed to the committee in charge by John Stewart Bryan, *Richmond News-Leader*, newly elected president of A. N. P. A. They are F. I. Ker, *Hamilton (Ont.) Spectator*, succeeding W. C. R. Harris, *Toronto Star*, and Walter A. Strong, *Chicago Daily News*, succeeding John B. Woodward.

The remainder of the committee was reappointed as follows: William J. Hofmann, *Portland Oregonian*; Fleming Newbold, *Washington Star*; David B. Plumb, *Troy Record*; Allison Stone, *Providence Journal*; Louis Wiley, *New York Times*; E. W. Parsons, *Chicago Tribune*; Charles D. Atkinson, *Atlanta Journal*; John S. McCarens, *Cleveland Plain Dealer*; Frank H. Burgess, *La Crosse (Wis.) Tribune*, and David E. Town, Hearst newspapers. The Bureau's Chicago office has moved from the Marquette Building to 59 East Madison Street.

## *Morgan W. Daboll*

Treasurer and a director of Horatio Camp's Advertising Agency, New York, died on May 2 in the same city. As a young man he entered the employ of Holt & Company, flour exporters, with whom he remained twenty years. Subsequently he became associated with the Camp agency.



## The Thumbnail Business Review

By Floyd W. Parsons

**T**HE action of the stock market in showing a little more stability at its present level has helped materially in brightening the business outlook. The great danger is that stocks have not by any means reached the bottom of their downward swing. The lowest level touched this year was still nearly 18 points above the bottom of the March reaction of 1925. It was also 25 points above the top of the bull movement of 1922, and 19 points above the top of the boom of 1919.

Secretary Mellon asserts that the credit situation is sound. In recent weeks industrial output has shown an increase, while wholesale prices have continued to fall, reaching the lowest level since 1924. The most important declines have taken place in grains, cotton, wool, silk, coke and rubber. Car loadings continue high; grain exports are gaining; the demand for motor buses continues heavy, and there is not yet any clear evidence that we are approaching a severe slump in the sales of passenger cars. More than 12 per cent of our present production of automobiles is shipped abroad and it is quite possible that increased exports will help to offset any decline in domestic sales.

The agricultural outlook is fairly good. A heavy yield of wheat is expected in the Southwest, but the estimates for other regions indicate not more than an average crop. The late, cold spring weather has hurt corn. It has also reduced buying in agricultural regions and tended to slow up business. The index of trade activity has declined about eight points in six weeks.

While we are justified in hoping that we will avoid a major reaction in industry, it is rather too much to expect that the indicated readjustment in business has already been completed.

## *Wells Advertising Agency*

Boston, will direct advertising for the L. L. Brown Paper Co., Adams, Mass., makers of Brown's linen ledger and other high grade papers.

## *W. P. Hamann*

Recently sales and advertising manager of The Skywriting Corporation of America and formerly with the Eastern national advertising department of the *Chicago Tribune*, has joined the Eastern advertising staff of *Liberty Magazine*.

## *The Arthur Hirshon Company, Inc.*

New York, will direct advertising for the Paris-Hecker Company, manufacturers of Princess Royal Underwear.

## *The Fifth Annual Exhibition of Advertising Art of the Art Directors' Club*

New York, will be held at the Art Center, 65-67 East Fifty-Sixth Street, from May 5 to 30. For the duration of this exhibit the galleries will be kept open until 9 p. m., daily, except Sundays.

## *The John Budd Company*

New York, announce the future course of the company following upon the death of John Budd, the president. By his will, Mr. Budd distributed practically all of the stock of the corporation which he had not already given during his life time, to the following associates, who will henceforth continue the business: J. Frank Duffy and Edmund Hume of the New York office; Sylvester Blish, Mary M. Crowley, J. A. Kowalski, and Harry Mosier of the Chicago office; C. W. Wessel of the St. Louis office; and John Caldwell Myers, head of a prominent law firm in New York and for many years Mr. Budd's intimate friend and attorney. The new officers of the company are: J. Frank Duffy, president; Harry Mosier, vice-president, and Edmund Hume, secretary and treasurer.

## *Charles C. Green Advertising Agency, Inc.*

Philadelphia office will direct advertising for the Lehigh & New England Terminal Warehouse Company, Bethlehem, Pa.

## *Major Cris M. Burlingame*

Formerly with the Alexander Hamilton Institute, and previously educational director and vocational training expert in the U. S. Army, has joined The Burlingame Company, Inc., direct mail advertising producers, Chicago, where he will head the technical consulting staff.

## *George J. Kirkgasser & Company*

Chicago, will direct advertising for the Baur Lock Company, same city, manufacturers of Baur Automobile Locks, and for the Kinite Corporation, Milwaukee, makers of a new alloy used in the manufacture of dyes.

[ADDITIONAL NEWS ON OTHER PAGES]

## Fifth Avenue!

*Mecca for shoppers the country over—and Mecca for advertisers who seek the favor of this foremost of markets.*

*The New Yorker is outstandingly favored by the people who buy here—and by the merchants who sell here.*



*What can explain this extraordinary reception?*

THE swift astounding success of The New Yorker with the public has raced its circulation in little more than a year to a point crowding the fifty thousand mark. Nearly all of it in Quality New York.

But its success with the public has been matched by an even more noteworthy recognition by advertisers. Advertisers—local and national—have scheduled in The New Yorker more than 2500 pages of advertising in the year ahead: an average of more than 50 pages to the issue.

Those astute moulders of New York's buying opinions, the great Fifth Avenue merchants, were first to discover The New Yorker. They added it eagerly to their selling plans because it offers concentration and dominance in New York's quality market



*The newsstand manager of the Plaza says, "When The New Yorker comes out on Friday it rivals the morning newspapers in sales. It has long been one of our best sellers and to the class of people we like to do business with."*

—and a prestige value hitherto acquired only by the expensive purchase of national periodicals.

Now national advertisers by the score are also addressing The New Yorker's selected audience; because in addition to its prestige value, it offers a superlative opportunity for direct sales.

### *Recognition Wholesale*

It has been the country's finest advertisers, too, who have been first in their recognition: advertisers of fine motor cars, Rolls Royce, Packard, Pierce Arrow, Lincoln, Marmon and many others; the makers of hats and gowns, shoes and lingerie and silk hose and wearing apparel of every kind; railway and steamship lines; book publishers; makers of the finest perfumes and cigarettes: a great group of enterprising advertisers in every field.

It is hard to say which is of the greater significance: This adoption of The New Yorker by these most discriminating of all buyers of advertising in the national field; or the advertising of the retail merchants published under that severest of all tests, the direct sale in the store.

To national advertisers, at any rate, there is a double significance in the regular use of The New Yorker by New York's great stores and finest specialty shops.

It is irrefutable evidence of the fact that store executives, merchandise men and buyers of New York's stores are watching The New Yorker with the keenest of interest.

Where can the national advertiser place his advertising with a greater certainty of its exposure to the attention of those people who in New York have to do with the stocking and pushing of his merchandise?



*George Brown, the newsstand manager of the Ambassador, says, "We average more New Yorkers per week than any other magazine. Most of our regular customers are guests of the Ambassador."*



*H. A. Maccabe, in charge at the Roosevelt Hotel, "I believe we sell more New Yorkers than any other one magazine on our stands and most of them go to the permanent guests of the Roosevelt."*

# THE NEW YORKER

RAYMOND B. BOWEN  
*Advertising Manager*

25 West 45th Street, New York

# The Columbus Dispatch

OHIO'S GREATEST HOME DAILY

# FIRST 106,451

## In News

There is no veil of mystery over the Dispatch's constantly exceeding all other Columbus newspapers. Its great leadership is built upon sound reader interest and confidence. It renders complete service to readers. During the first quarter of 1926 the Dispatch printed 4,449,189 lines of news exceeding the other evening paper by 2,741,130 lines.

Average Daily  
Net Paid  
Circulation  
for the  
Six Months  
Period  
Ending  
April  
1st  
1926

## In Circulation

The superior news service of the Dispatch is reflected in its circulation which has grown from 72,534, April 1st, 1922, to 106,451, April 1st, 1926, greatly exceeding that of all other Columbus newspapers in City, Suburban and Country circulation. Analysis shows that 94% or 100,400 is concentrated in the 33 Ohio counties shown on the map.

## In Advertising

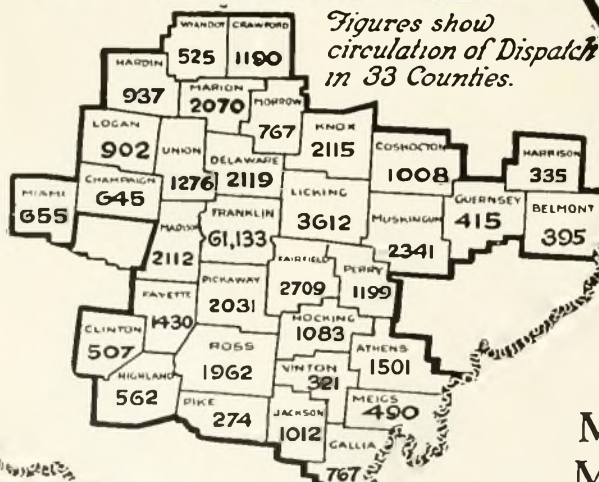
Advertisers used 5,345,741 paid lines in the Dispatch during January, February and March, a gain of 422,050 lines over the first quarter of 1925. The total advertising for the three months exceeded the linage in the other newspapers combined by 709,885 lines. During 1925 the Dispatch was FIRST in Ohio in advertising volume, publishing 2,648,383 lines more than any other newspaper.

# 33

Of Ohio's  
Great and  
Resourceful  
Counties—  
Comprise the  
Great Central  
Ohio Market  
Covered by the  
Columbus Dispatch

# OHIO

Figures show  
circulation of Dispatch  
in 33 Counties.



# The Columbus Dispatch.

HARVEY R. YOUNG  
Advertising Director

O'MARA & ORMSBEE, Inc.  
New York, Chicago,  
Detroit, San Francisco

A  
Major  
Market  
of 1,250,000  
Consumers



**L i f e** presents ...

*Andy Consumer*

Reproduced from a full page in LIFE



**I INSIST ON PAYING THAT \$1**

**M**R. CONSUMER and I have decided to buy a pretty little HORDE car. Watch our monoxide!

I understand that \$1 out of the price of every HORDE car is spent for advertising. And I, Andy Consumer, get stuck for that dollar, because I am the guy who pays and pays and pays.

They take \$1 off of me and turn around and spend it for advertising. It's highway robbery!

Well, this is once I WANT TO GET STUCK. I insist on paying that \$1

About a couple years ago Mr. HORDE decided to advertise. He was already doing pretty well, but he wanted to do better. He de-

cidied to nick \$1 off of every HORDE and spend it in magazines, newspapers, etc. I thought HORDES would go up \$1 each. Did they? No.

No, they have come down several times the last year or so. The advertising that dollar has bought has sold so many more HORDES that Mr. HORDE can make 'em for less and sell 'em about as cheap as tricycles.

If it weren't for that advertising (that \$1) I might have to pay \$50 more for my HORDE. And I'll spend \$1 any day to make \$49.

That dollar's worth of advertising is the best little spare part on a whole HORDE.

*Andy Consumer*

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

(Everybody bangs economic morals on the Ford. Excuse Andy for hanging another. But everybody knows Ford is advertising and everybody knows Ford prices have gone down and down, so Andy could not resist putting two and two together. (There are now some 7,000,000 Fords on the road. Each issue of LIFE may have this much circulation, depending on how many people read each copy.)

**N**ATIONAL advertisers have spent more than fifteen million dollars for space in little old LIFE.

"Well," said we, a few months ago, "seems as if we ought to make some sort of gesture of appreciation."

Naturally, having received fifteen million dollars for advertising space, we regard advertising as a fine thing. It occurred to us that we might thank national advertisers for their years of patronage by telling the great public (out THERE) what a fine thing advertising is for THEM.

Instantly we invented Andy Consumer—a typical consumer—and put the profound doctrine of advertising economics on his idiomatic tongue.

Some say it is the best advertising that advertising has ever had.

**A**NDY 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.

## PHOTO-ENGRAVING *proclaims the Emancipation of Women*



HOW PICTURES LEAD THE WAY FROM  
ARTIFICE TO ART . . . By JAMES WALLEN

SINCE Jenny Lind sang in Castle Garden, woman has achieved a new silhouette. Photo-engraving, likewise, has won a new freedom . . . Woman in today's corset is as sleek as a Greek girl captured in a bronze by Paul Manship. In the copper plate of the photo-engraver she is pictured to the life to captivate the multitudes.

THE AMERICAN PHOTO-ENGRAVERS ASSOCIATION,  
*mentors of progress, wish to send you their booklet,*  
*"The Relighted Lamp of Paul Revere"*



*Courtesy of LILY OF FRANCE CORSET COMPANY*

# AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO

# *Add Extra, Special Effort in the Northern Nine Counties—*



**T**HE Northern Nine Counties of New Jersey represent one of the great worth-while markets of America.

It is a part of the New York Metropolitan market—a full fourth of it, in fact; on a parity with either Manhattan or Brooklyn, and greater than all of the rest of the Metropolitan market put together.

It is great, moreover, in itself; high in the proportion of its population reporting incomes above \$3,000; high in its per capita expenditures for dwellings and better-class motor cars; high by every criterion of buying power.

In proportion of population, it represents only 2.1 per cent of the national total—but in proportion of buying power, something over 4.3 per cent.

## *Deserving of Added Effort*

Every sales manager may expect in New Jersey twice the business per capita that he may expect on the average the country over.

But most magazines of national circulation fall short in New Jersey of the extra circulation needed to match its buying power.

Charm, the Magazine of New Jersey Home Interests, offers you the opportunity to double up on your selling force with an extra, added effort on 80,000 of New Jersey's best people and finest prospects for better class merchandise.



**CHARM**  
*The Magazine of  
New Jersey Home Interests*

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



## D & C Paper and the Master Printer

Your Master Printer is one of the few real craftsmen left to this age. And the reason he still preserves the traditions of his craft, still produces work of real beauty, of thorough workmanship, is because black figures in the ledgers of our great business houses show that quality *pays*.

If you were building a home you would not permit the builder to put shoddy material in its foundations. Yet sometimes you force your builder of printing to use inferior material in that foundation of any printed job—the paper. It is unfair to him, but, most of all, unfair

to yourself—for cents saved in paper are apt to be dollars lost in results.

Dill & Collins have been master makers of quality papers for generations. And quality papers do not necessarily mean expensive papers—rather, they mean papers suited to their particular purposes. There are twenty standard D & C lines, coated, uncoated and cover papers. When you first plan your printing, whether a single catalogue or booklet or a complete advertising campaign, ask your master printer what paper he recommends, and profit by his knowledge. He is apt to select some one of the many D & C papers.

# 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—Swigart 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. Bower 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—Riegel & 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. Stilwell 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.



# MANUFACTURING INDUSTRIES

Q A vital factor  
in selling the  
manufacturing field

15 East 26th St., New York, N. Y.

RUTLEDGE BERMINGHAM

*Advertising Manager*

Publication of The Ronald Press Company

Member A.B.C.—A.B.P.



THE NEW YORK TIMES, TUESDAY, APRIL 6, 1926.

19



# You may be Losing

more... John E. Lane, of the Haven Hospital. The United States at Washington, D. C., was represented by Dr. C. C. Cummings, Surgeon-General, and by Dr. C. Senior Surgeon of the Service.

## Committees Appointed to Study Problem

Four different committees were appointed to study various aspects of the problem, to report on adequate adult weight tables and to conduct a campaign of public education in cooperation with *The Delineator*. A formal resolution was adopted commending *The Delineator* "for its interest in arranging this conference and for its cooperation in placing the matter properly before the public."

## Authoritative Articles to Appear in *The Delineator*

The practical results of the conference and the progress of its work will be reported in authoritative articles to be published in *The Delineator*. In the June issue will appear "Control Your Weight" by Dr. Wendell Phillips, president-elect of the American Medical Association. In the July issue Dr. Thomas D. Wood, Professor of Physical Education at Columbia University will contribute an article called "Watchful Weighting," which tells how one woman reduced forty pounds without injury to her health or her looks.

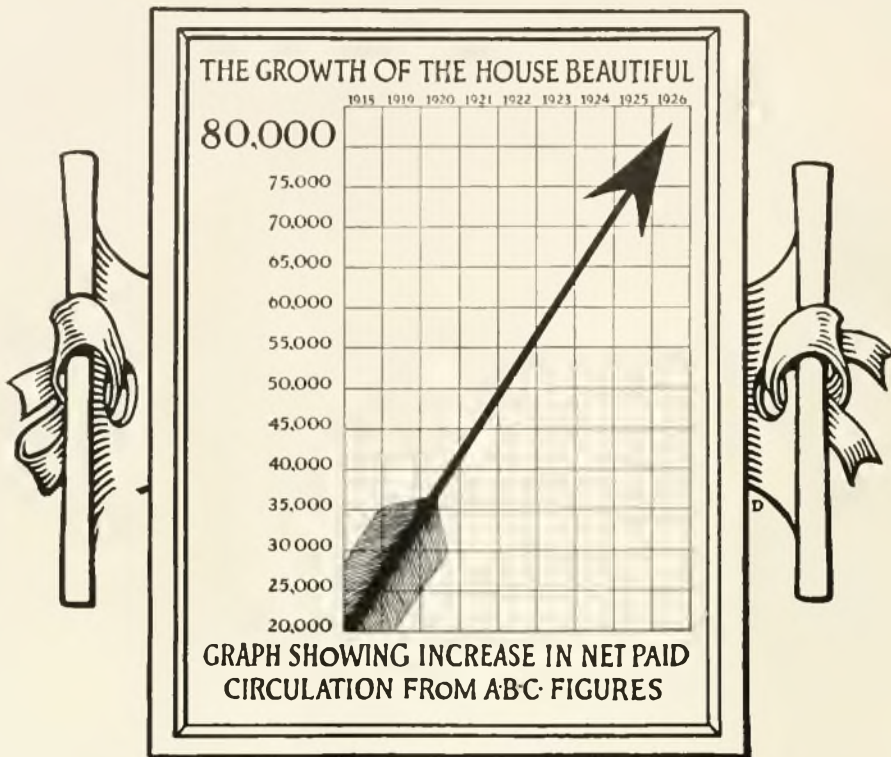
aplished  
adame More C...  
id the greatest...  
jury was selected...  
adium for her...  
500 a year whole...  
921 *The Delineator*...  
the Better Home...  
mt, which grew into a...  
is, with Herbert Hoover...  
J. James Ford of Harvard...  
922 The late Dr. L. Emmett...  
a child health education...  
The *Delineator* with the assistance...  
a greater American child...  
925-1926 The officers of the American...  
Medical Association...  
a first conference in the world to consider...  
lation of weight to health in adults, at the...  
Academy of Medicine on February twenty...  
and and twenty third

# DELI

May Issue Now on Sale at



## House Beautiful Barometer Rising Steadily Good Wind and Weather for All H. B. Advertisers



## UP SHE GOES

Yet You Pay for Only 70,000 (A.B.C.)  
During 1926

Orders received prior to June 10th will be accepted at the present rate for publication this year.

## HERE'S MORE PREMIUM VALUE TOO

Every advertisement in The House Beautiful faces or adjoins editorial. No bulk advertising spreads (except individual display), no buried "ads".

You Pay for Space Alongside Reading Matter, Why Not Get It?

*More facts on request—Write now!*

## THE HOUSE BEAUTIFUL

*A Member of the Class Group*

NO. 8 ARLINGTON STREET

BOSTON, MASS.



# Advertising & Selling

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Courtesy L. C. Smith & Corona Typewriters, Inc.

AND now the great American god, Speed, calls for a business conference in an aeroplane! Above is pictured such an actual scene, taken in the interior of a ten passenger commercial model "ship" built by the Fokker Aircraft Corporation. At first glance the idea may appear fantastic and incongruous, but actually it serves as a demonstration of the increasing speed which characterizes our time. Robert R. Updegraff discourses in this issue upon "The New American Tempo," and draws many pertinent inferences regarding present and potential changes in markets and merchandising.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

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

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## Cosmopolitan Homes

HERE, selected from the eighty-seven cities Cosmopolitan surveyed to find out how many of its readers own their own homes, are six typical Cosmopolitan residences in far-flung sections of the country.

Reading from left to right, Concord, N. H.; Washington, D. C.; Dayton, Ohio; Roanoke, Va.; San Diego, Cal. and Greenwich, Conn. are represented.

*In 1,500,000  
Homes Like These*

Cosmopolitan is read every month by both men and women.

MAY 5, 1926

# Advertising & Selling

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## The New American Tempo

*By Robert R. Updegraff*

SINCE 1900 something has happened to America. Something that is beginning to interest—and in some cases alarm—business men, even those who are not ordinarily concerned with changes or “trends” but have always been content to think within the restricted circle of their own small enterprises, or at most within the circle of the community or the industry of which they are a part.

Not that these men have broadened appreciably; they are becoming interested through concern: what might this something that has happened to America do to them?

The most casual skimming of the pages of the first volume of Mark Sullivan's new book, “Our Times,” brings out sharply the changes that have taken place in America since 1900. Page 375 may be taken as a symbol. On this page two pictures—one of Fifth Avenue, New York, in 1900: an avenue filled with horse-drawn vehicles—and a solitary automobile. The other of Fifth

Avenue in 1924; an avenue filled with motor vehicles—and a solitary horse!

It is not the *fact* so much as the *speed* with which this startling change has come about that is significant. It is illustrative of the something that has happened to America since 1900. That some-

thing is a *complete change in tempo*.

This it is that is beginning to interest all thoughtful business men, and to concern not a few. In the last century the business man had to reckon with materials, machinery, processes, labor, capital, and the competition of his fellows in the market. Over a period of years almost any normally intelligent and aggressive man could hope to build a substantial business if he went about it with singleness of purpose and was able to convince the local bankers of his integrity.

Today a new factor—the new American tempo—changes the whole problem of building a successful business. Materials, machinery, processes, labor, capital, and the competition of other men in the same business are beginning to be almost secondary to it, as an increasing number of business men in widely separated fields are discovering to their sorrow or delight, depending on whether they have missed this tempo or caught it and synchronized their enterprises with it.



© Ewing Galloway

ONE of the outstanding differences between American life in the “Gay Nineties” and in our own day is the greatly increased speed which now characterizes our entire social structure. Contrast the above photograph with present-day Fifth Avenue, or compare an advertisement in a current periodical with its “turn of the century” prototype. Mr. Updegraff does this and more. He crystallizes this new *tempo*, outlines the reasons for it, and suggests its merchandising significance



Courtesy Warner Bros.

**T**HE motion picture brings to the outlying districts the modes and manners of the metropolis. It represents a force that speeds up the entire nation and unifies its standards

The new American tempo is manifesting itself in a number of interesting ways:

First, in the public's disconcerting willingness to turn its back on established institutions, products, methods, ideas, as evidenced by the rusting rails of hundreds of abandoned trolley lines; by the difficulty a woman with long hair has experienced for the past two years in finding a hat large enough to fit her head; by the ruthless wiping out of denominational lines and the establishment of broad "community" churches; and by the fact that the only thing that saved the great solidly entrenched phonograph industry was the timely introduction of a new and vastly superior machine built on a new principle.

Next, in the public's promptness, amounting almost to aggressiveness, in accepting new products, new methods, institutions and ideas. Witness radio, balloon tires, the metropolitan tabloid pictorial newspapers, the Chrysler car, the bootlegger, Duco finish, electric refrigeration, pale ginger ale, National Cash Register stock—not to comment on the celerity with which the nation accepted its newly created bad breath!

Continuing: in the amazing frankness with which the public will now permit itself to be addressed. Some

of the so-called "personal hygiene" copy now running in our periodicals would have been unthinkable in 1900, no matter how discreetly handled, even in the editorial columns. The christening of "Mum" was an inspiration in its day, and about as far as public taste could safely be tested; today there seems no objection to dealing with spades as spades, if and only provided you say what you have to say *nicely*, and illustrate it with sufficient charm and sophistication.

Finally, in the promptness with which the public becomes accustomed to the new. So fast is the tempo of America today, that such innovations as four-wheel brakes, the stepped-back skyscraper, cooperative apartments, symphony concerts through the ether, installment buying, the Air Mail, process colors on the cover of the *Post*, Coral Gables, the oil burner, and a score more modern developments, lose their novelty so fast, and are accepted with such utter matter-of-factness, as to take away the breath of the older generation of business men.

Of course, the men who are in the throes of promoting some of these things feel that they are having a long, hard fight; but that is only because they are so close to it. When they look back a few years from now and compare their fight with the fight it took to promote some of the earlier developments—the electric light, for example—they will discover how amazingly our national tempo has become accelerated in the past few years. As one illustration of the speed with which the public now shakes off prejudices and grows used to new ideas, a well known New York department store, whose management certainly has a commercial ear to the ground, came out in its catalog last Fall with a page of merchandise for "the woman who enjoys a cigarette." Such a page was to be expected in *Vanity Fair* or *Harper's Bazar*, but to find a regular catalog page of women's smoking accessories in a practical merchandise catalog is significant.

If this new American tempo were merely an academic consideration there would be little excuse for this article; but it is a tremendously practical reality and a business factor that will probably make the next crop of millionaires—and set up the next row of headstones in the graveyard of business. It is so swift and so much a problem that, consciously or unconsciously, many of the leading banks are more worried about it today than they are about the tangible assets of a business or the "character" of its responsible executives. This month's financial state-

[CONTINUED ON PAGE 48]



Underwood &amp; Underwood

**T**HE World War stretched people's minds to accommodate great, new conceptions, then threw them into high gear and kept them running at a dizzy pace which has never slowed down to pre-war speed

# Are Publication Solicitors Guilty of Lazy Selling?

By Harlow P. Roberts

Advertising Manager, The Pepsodent Company

**I** DO not remember the appalling sum lost annually due to salesmen having to "cool their heels" in a reception room while waiting for an interview. The only trouble with the article I read on this subject was that it placed all the blame on the man granting the interview; though it is doubtful if twenty per cent of this loss could be placed against him if all facts were considered.

In the advertising field there is a tremendous loss of selling time. Much of this waste occurs in waiting for the interview, and in most cases the salesmen themselves are to blame. The chief cause of this loss among advertising solicitors is due to "lazy selling"—a term that covers a multitude of sins, and requires a few illustrations.

After interviewing hundreds of advertising solicitors, it is comparatively easy to spot and classify those addicted to lazy selling. Practically all addicts seem to work under the delusion that the advertiser spends his money to support various media rather than for his own immediate benefit. Perhaps this is an unjust censure, but the conclusion came from listening to their arguments.

*First:*—And about the worst offender—is the salesman without a carefully thought out story. The man who comes in with a bundle of figures and trusts to his ingenuity to put his story over. He requires forty-five minutes to tell what could have been said in ten minutes. He goes on the theory that because you spend money for advertising he should be able to get some of it. No thought has been given to your need for his medium nor to your problems and requirements. In the meantime, three or four other men are "waiting."

*Second:*—The aggravating fellow



who makes himself offensive by arguing against the policies of the company. The other day a man submitted a proposition we could not consider because it was contrary to policies laid down by our directors.

**T**HIS apparently displeased him for, he was quite careful to make clear that we had a very narrow-minded policy. (Some other people had used his plan and said it was good.) The fact that we had thoroughly tested that type of advertising meant nothing—we hadn't used his special pet medium. It required little short of actual physical violence to get that man out. Meanwhile two other men waited, then left to come back later. A triple waste of valuable time; a loss to the advertiser, to the salesman, and to the men waiting.

*Third:*—The "Me Too" Boys—these poor benighted chaps who cannot find a real sales appeal for their proposition. Because you use

the *XYZ Magazine* you should immediately extend your list and include the "Punk Sheet." "They are the same type, etc." You know the story.

A second variation of the "Me Too" solicitation is due to the battle for lineage between some publications. These fellows seems to feel that there is an unwritten law that an advertiser must use equal space in all similar and competing media.

Certain magazines devote an unnecessary part of their efforts to see that they get the same lineage as the leader in their group. If they are a column shy, they immediately camp on your doorstep with the continual query, "Why?"

Newspaper solicitors are also very prone to adopt the "Me Too" appeal. Where competition is keen in some city, the solicitations become almost humorous. Due to the testing out of rotogravure copy in a certain city one paper received more

lineage than the other for the campaign. What a storm that started! We had four solicitations varying from "high powered" to "sob stuff"—just to make up that difference in lineage. There was no reason or justification for our spending more money in that city. No attempt was made to give us any. It was purely a philanthropic appeal.

I wonder what those calls cost the publisher, not counting the waste of our time?

*Fourth:*—Is the man who is too lazy to find out about the company, the product, or anything else, before making a solicitation. Would that this type of lazy selling were more rare! As a rule this fellow goes on the principle that the advertiser is spending his money on a blind chance that he will get a return. He assumes that the advertiser knows little about his business and less about advertising.

[CONTINUED ON PAGE 65]

# Ned Ludd's Ripe Revenge

By Kenneth M. Goode

ON the day George Washington was inaugurated President, there lived in Leicestershire a half-witted boy named Ned Ludd. Hounded by village lads, he turned on his tormentors and pursued one home. Here he vented his wrath on a couple of frames used by the boy's parents to weave stockings. This so tickled sturdy old English humor that for long years and many miles any broken loom was ascribed to Ned Ludd.

So in 1811, twelve years later, when organized bands of English rioters destroyed the new fangled power looms that threw them out of jobs, their leader took the name of "General Ludd." Troops went out. Labor saving machinery went in. The manufacturers won.

That began the era of modern production.

Today, 115 years later, finds the cycle completed—the situation exactly reversed. The carefree American workman, with wages 148 per cent higher than before the War, buys everything his heart desires. The poor manufacturer, torn between losses on his own under-production and cut prices from his competitor's over-production, is as truly as the slaughtered Luddites a victim to modern machinery.

America today, at the peak of prosperity, finds it hard to consume even its present sub-normal output; huge factories whose profits depend on giant operations strain to cut loose.

Three years in succession the same thing has happened. Each spring each factory has said: "This is the year; business is really going to be good!" But each year, as the factories begin to warm up, the market ahead looks like the toboggan slide at Quebec.

Captains of industry know something's awry. But only a few realize how deep the change and how permanent. Only a courageous few will admit that good old-fashioned business standards are gone as surely as good old-fashioned family habits. With jazz in the home comes jazz in the store. Flaming youth and flashing trade came in together. A new rhythm has entered business.

IT is not speed alone; it is brutal, simple, direct action that tolerates no longer the time-honored wastes and weaknesses. It is a demand to have exactly the goods it wants placed in its hands exactly as it wants them. Asked to choose between style or low price, the public answers, "Both, and in a hurry!" Asked to pay cash or send a check on the first of the month, the public agrees to neither. A small down payment and the rest at convenience!

Bankers blink at this new development exactly as an elderly father looks at his flapper daughter home from finishing school. Stocks soar to the highest point in history and drop perpendicularly over night. Then Wall Street sits down to figure out whether it is any wiser collec-

tively than individually as to where the thing will end. And, as individual personality dwindles in commerce, so diminishes the interest of the banker in real people and real commodities. More and more he finds himself a super-expert in a vast variety of commercial paper.

THE manufacturer, in the meantime, must cut his prices to meet competition and cut his costs to keep profits. To survive at all he must shorten his line of distribution. Even the next decade may see the revolution completed. Manufacturers will no longer seek outsiders to sell their goods; men who control markets will either own their own factories, as the Liggett-Rexall stores do now, or dictate their own terms, as Woolworth so nearly does.

Local merchants able to climb on the band wagon will become more and more powerful, while the average manufacturer becomes less and less so. Advertising will settle down into the traces and do real work. Chain stores will increase and spread into every line. Department stores themselves will organize into chains. The great mail order houses will extend their retail stores. House-to-house selling will compete with automatic stores backed by cash-and-carry jobbers. Group buying, needless to say, will become almost universal.

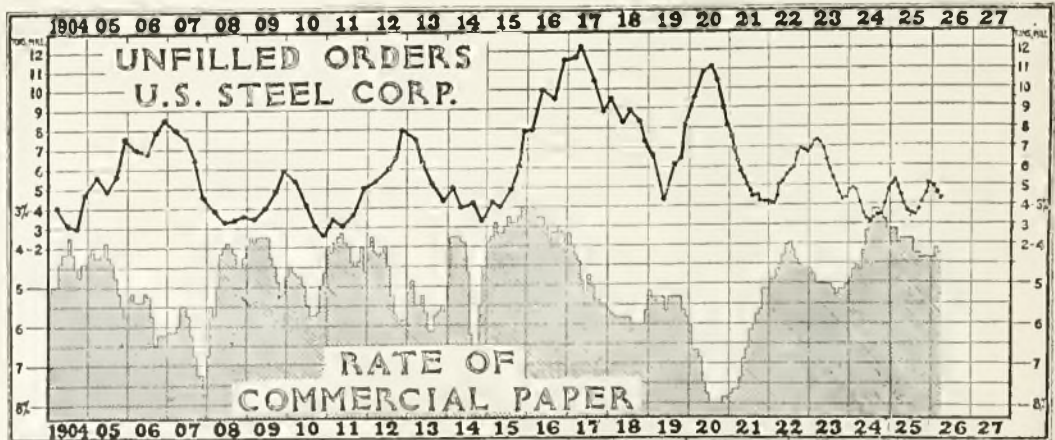
Markets are already topsy-turvy. Low prices and installment buying

[CONTINUED ON PAGE 58]

TOP LINE—Unfilled orders of U. S. Steel Corp. Its operating capacity is about 17,000,000 tons a year. The total finished steel capacity of the country is about 42,000,000 tons.

LOWER GRAPH—Discount rate of choice 4-6 mos. paper in N. Y. This reflects the supply of loanable funds.

NOTE—A brief statement of the principles of the "Business Cycle," relating to the cycles of Steel Orders in the accompanying diagram, is given in the Modern Business Text on "Investments."



Courtesy Alexander Hamilton Institute

OLD forecasts fail. The mounting of unfilled orders, once so significant, wriggles away to a mere mouse tail. Yet U. S. Steel is doing capacity business.

# Shall We Sell Direct to the Consumer?

By Henry B. Flarsheim

Secretary, Marks-Flarsheim Company, Cincinnati, Ohio

ONE of the unintended results of the recent orgy of hand-to-mouth buying on the part of retailers and jobbers was that it made thousands of manufacturers consider going direct to the consumer with their merchandise and led a large number actually to take the step.

The million-dollar-and-over annual net earnings of firms who have been direct sellers for less than five years are certainly tempting. Tempting also is the complete control of his market which straight-line selling offers the manufacturer. And when he considers that direct selling is virtually all done on a cold cash basis and compares this with his difficulties with slow-paying or bankrupt accounts, he criticizes himself for having waited so long to consider direct selling seriously.

Half a dozen manufacturers now selling the straight-line way have told us what induced them to take it up and their reasoning runs something like this:

"We already have the manufacturing plant and facilities. Additional volume of business through agents would cut our overhead costs per unit even though our profit per unit of sale were no greater than on merchandise sold through the old channels.

"The jobbers and retailers make no real effort to sell our line anyway; they simply stock it in ridiculously small quantities and then wait for someone to buy it. Their small orders mean that our salesmen's expenses have increased out of all reasonable proportion and collection



© Brown Bros.

THE house-to-house salesman and the system that stands behind him constitute one of distribution's perennial problems. Fortunes have been made and lost in this field by experimentation which has disclosed many important facts. In a series of articles, of which this is the first, Mr. Flarsheim will cover the subject thoroughly for our readers, drawing upon his unusually wide experience in directing such campaigns

expenses and credit losses make it heartbreakingly hard to keep out of the red.

"Now if we can get, say, a thousand canvassers all over the country and each one of them sells only one unit a day on a straight commission basis with no drawing accounts or expenses for us to meet—say, why didn't we do that five years ago?"

So our hypothetical manufacturer

"decoys" a few outfits being used by the successful direct sellers. He gets up one along the very same lines for his own product. Then he puts some ads in the newspapers under "Agents Wanted," runs an ad or two in the display columns of the specialty selling publications and sits back complacently to await the flood of gold.

But instead of a flood of gold our manufacturer finds that he has let himself in for at least 57 varieties of assorted grief.

He gets inquiries—lots of them. If there's one thing certain in direct-selling, it is that almost any new proposition will get lots of inquiries.

In high hopes, and with visions of a bonanza business built overnight, he sends his literature to the inquiries. And then things begin to happen. The flood of applications for selling outfits which he expected to receive never materializes. Letters that "any business man would answer" go to the postoffice and then, as far as the manufacturer can see, they drop quietly into the ocean.

Of course he receives some replies. A few are even good replies. But for

the most part the answers which struggle back are either in scrawls which would require the services of a handwriting expert to decipher or else they are long-winded, high-sounding epistles filled with vague promises of large chunks of business, promises which the manufacturer soon begins to suspect and later finds for certain are never kept.

The few agents who do start out with the line send in orders in ab-

surdly small amounts. Instead of sales of "one unit a day" they may send in one order a week—or a month—or maybe none at all.

And just about this time one of two things usually happens:

Either the manufacturer takes his loss and quits the "mail order game" altogether convinced that it is not practical for his product or sees the light. He realizes that he has started off with his left foot, that he has not found, and is not likely to find by groping blindly, the right way of developing his direct-selling business properly and profitably. Perhaps he has happened to find three or four agents who are real producers and whose volume of business convinces him that it is possible to organize a sales force that will sell his products and make money for him.

If the manufacturer has let his reasoning take the latter course, he gets in touch without delay with a

sales executive who knows straight-line marketing, and gives him a free hand in the inside development of the business. If the manufacturer is wise, he takes a back seat for a while in the management of the affairs until his own observation and experience make him capable of taking an active part in the promotion of his venture.

Now to leave our hypothetical manufacturer to his own affairs and to discuss the methods usually followed by manufacturers who have established retail and wholesale connections, and who wish to sell direct.

Many who have been established for a long period do not want to jeopardize their old business, so they organize a subsidiary under a different name in order not to antagonize their regular customers. The usual method is to have the new sales organization buy merchandise from the parent company at manufactur-

ing cost plus overhead. They attempt to keep the connection *sub rosa* and usually succeed if the matter is handled with good judgment.

A second method is employed by manufacturers who have been operating their own chains of retail outlets instead of selling to independent retailers. They organize and operate direct-selling businesses under their own names, adding them as new departments. Either direct salesmen are placed in territories not covered by their stores or the agents and the stores work hand in hand. Outstanding examples of this type of business are Feltman and Curme, Newark Shoes, Richman Clothes, and Bedell. An example with a reverse twist is the A. Nash Co., which has made a phenomenal success selling tailoring through agents and is now establishing a chain of retail stores.

The third plan is to shift the [CONTINUED ON PAGE 68]

# Annual Convention Banquet of American Newspaper Publishers



© Drucher & Baltes Co.

AS has been the established custom, the banquet of the Bureau of Advertising brought to a close the busy and eventful annual convention of the American Newspaper Publishers Association, held this year in the Waldorf-Astoria Hotel, New York. John Stewart Bryan of the *Richmond (Va.) News-Leader* and former vice-president of the association, was elected to the presidency for the coming year, succeeding in this position S. E. Thomson of the *Chicago Tribune*. Edward H. Butler of the *Buffalo Evening News* was elected vice-president, while George M. Rogers of the *Cleveland Plain Dealer* and Howard Davis of the *New York Herald Tribune* were re-elected secretary and treasurer respectively. Discussions upon many important phases of publishing, particularly as reflecting upon advertising, were discussed at the business sessions of the convention. It has been announced that the fall meeting of the association will take place at Franch Lick, Ind., at a date to be decided upon later.





THE filling station above, at right, is located in St. Louis and does a surprising business in automobile accessories, tire patches and tires. The one at right stands near the Ashokan Dam in the Catskill Mountains of New York State. Note the effective bill-board wording. The board itself stands at a turn of the road where it is in the line of vision for a quarter mile. In this article, supplementing his first article in the previous issue of *ADVERTISING & SELLING*, Mr. Haring takes up the various types of filling stations and tells of the merchandise suitable for this type of retail outlet

# Merchandise for the Filling Station

By *H. A. Haring*

IN this article, and the one that preceded it, the term "filling station" relates only to the detached gasoline filling station, as distinguished from gasoline pumps operated by garages, corner groceries, and the like. The grocery or garage, as a matter of course, offers for sale certain merchandise. They are, accordingly, not included with "filling stations" in these articles, the entire purpose being to direct attention to the detached filling station as a newly developed sales outlet. The lines of merchandise, whose makers may look to this means of disposing of their wares, is limited; and yet many brain-firing suggestions will come to any one who observes what is occurring both in city and country.

"Do filling stations grant credit?" is a question that has come from three sources within a fortnight. To this query the answer is "No," for the privately-owned filling stations, but there are exceptions where "Yes" applies. Occasionally a station will be encountered with a sign painted over the door: "Charge accounts and coupons accepted here."

The refining companies issue to

truck owners, for use of their drivers, identification cards which are good for gasoline and all other products of the refining company upon presentation. Similar cards are to some extent given to individuals for pleasure cars, to bus-line drivers and to some others. When presented, the driver signs a receipt for the supplies received; an invoice is rendered at the close of the month.

This practice is probably well known to truck owners. It is here mentioned because it has a direct bearing on introducing other merchandise through filling stations.

FILLING stations group themselves into three classes. First, is the station owned and operated by the refining company or some "oil" company, which sells, usually, only company products through employed attendants. Often these attendants are forbidden to handle side-lines; occasionally they are permitted to store up empty anti-freeze containers which, as occasion offers, they are permitted to sell for what they will bring to autoists whose cars have "run out of gas a mile down the road." Such containers, plus a

bit of contraband trafficking in gas-tank caps, is about the extent of side-line business done at company-owned stations. Stations of this class are found primarily in cities.

A SECOND grouping consists of company-leased stations. These are constructed by the oil companies to be leased for flat rental to others. The tenant is obliged to handle only company brands of gasoline and lubricants. These products are on a consignment basis, charged to the tenant only as sold, with a regauging of stock on hand whenever prices change. The tenant of a leased station is thus protected from gambling in price fluctuations. Leased stations are usually distinguished by the design or the color of the gasoline pump—those of the Standard Oil Co., for example, being their "white pumps." The lessee is permitted to handle automobile accessories and other goods at will, with the exception that the oil companies are exceedingly strict in forbidding boot-legging in alcoholic supplies. Most of them—and it is my belief that this applies to all of them—are equally sternly set against the han-

[CONTINUED ON PAGE 98]

# Is Advertising Growing Beyond the General Practitioner?

By S. H. Giellerup

WE had been talking about advertising progress. In the beginning, I had played the skeptic; had jeered at their breezy satisfaction in the Glorious Present, at their Rotarian expectation of a Still More Glorious Future.

I remember asking, "Do the agencies which you gentlemen so ably represent really know much more about advertising than they did ten years ago? And if so, what?" Serious? Of course not. But they thought I was and I let them think so—for at least an hour. At the end of it, I felt reasonably certain that Specialism in Advertising was a subject worth examining.

Quietly and unobtrusively the scope of our business has broadened, is broadening. At first a very little knowledge made advertising pay. Easy surface methods were sufficient while easy surface ore was to be mined. But the ground no longer yields the frequent nugget; and advertising space no longer pays, regardless. Success now requires greater study, much more information. Each year adds to the store of advertising data. Each year sees the facts about each branch of practice multiply. New vistas of information open, new territories to be explored burst into view.

The scope of advertising is growing beyond the grasp of the general practitioner. May we not look forward to the same rapid growth of specialism that has sprung up in law, in medicine and finance?

Compare the business of advertising with the profession of law. Who is to say which offers the greater scope for human effort? Your lawyer wrings favorable opinion from a judge, a judge whose personality, whose idiosyncrasies, are axioms to court-room habitues. Perhaps it is a group of judges, but then each judge's character is known. Perhaps it is a jury, but those twelve men confront a lawyer face to face. He reads their features, watches their gestures, notes their inclination to and from his arguments. The advertising man

puts his case to millions whom he never sees. He must wring favorable opinion from an unseen nation. Yes, I think you can assume that both horizons are as broad as vision.

The lawyers have been at it a long time. They have been able, having had more time, to learn much more about the law than we have learned of advertising. The smartest of them, the most highly paid, have discovered this: That it is much more profitable to possess a thorough knowledge of a single branch of law than a smattering of many branches. There are corporation lawyers, patent lawyers, criminal lawyers, divorce lawyers, trial lawyers, and so on, specialists all.

"A FEW LAWYERS," says Francis A. Wellman, "have gone so far as to refuse direct communication with clients excepting as they come represented by their own attorneys." This same writer describes with great clarity the need for specialism: "The conduct of a case in court is a peculiar art for which many men, however learned in the law, are not fitted; and where a lawyer has but one or even a dozen experiences in court in each year, he can never become a competent trial lawyer. . . . One experienced in the trial of causes will not require at the utmost more than one quarter of the time taken by the most learned inexperienced lawyer in developing his facts. . . . The family lawyer may have once been competent to conduct litigation; but he is out of practice—he is not *in training* for the competition."

Medicine, too, has broadened in scope. The specialist is encroaching more and more upon the field of the general practitioner. Does the family physician perform a serious operation? Not he. You call in an experienced surgeon to handle the knife. True, your family physician has performed operations in the past. He was taught the methods in school, and he practiced them no doubt during his hospital apprenticeship. But since that time he has

seldom been required to use his surgery. Bit by bit the knowledge slips from his mind. Little by little his fingers lose their skill. Finally, he avoids operating except under circumstances where a specialist cannot be procured.

In surgery, and in many other phases of medicine, the family physician's lack of practice opens the door to specialism. And there is another even more important factor. Scientific research constantly upsets old theories. The new facts suggest new methods, and soon what the general practitioner learned in college is hopelessly out of date. Yet it is physically impossible for him to keep abreast of the times in every branch of his profession.

There have, therefore, come to be infant specialists; eye, ear and throat specialists; stomach specialists, blood specialists, skin specialists. In fact, for every part of the body and for every major disease you will find some group of physicians specializing in its treatment. In dentistry, one man does nothing but extract teeth. Another fills them. Another cleans them. There are periodontists and orthodontists, roentjenologists and stomatologists, all concentrating on one particular branch of work. Then there are entire hospitals which specialize, hospitals where all the patients are suffering from but one type of disease. An immense building is now being erected in New York City where only mental ailments will be treated. In all parts of the country there are maternity hospitals and hospitals for pulmonary diseases.

THIS spread of specialism is alarming to the general practitioner, and Sir James Mackenzie, in his book "The Future of Medicine," defends him in terms which might well apply to his advertising prototype:

"If, then, to achieve the aim of medicine, it is necessary to recognize disease, and understand all the phases of its life history, it is evident that only one class of individual has the opportunity for acquiring this knowl-

[CONTINUED ON PAGE 71]



Painted by NORMAN ROCKWELL for  
EDISON LAMP WORKS OF G-E CO.

THIS Norman Rockwell person must feel pretty well satisfied with the paintings he has done for Edison MAZDA Lamps, and Edison must be happy that

they had so good an interpreter. Your "arty" artist will arch the disdainful eye-brow and deprecate the literal accuracy, the homely humor, the short-lived



Painted by NORMAN ROCKWELL for  
EDISON LAMP WORKS OF G-E CO.

caricature of Rockwell. Let him arch. Rockwell's feet are on the ground that most of us tread. His figures we know as real people—for his models are his

neighbors. His painting may or may not be thus-and-so, but his Woman Cleaning Lamps would be all right with us if she were signed Vermeer



Painted by NORMAN ROCKWELL for  
BOISON LAMP WORKS OF G-E CO.

or De Hoogh. Wise Edison, to say "Let us show pre-electric lighting so plausibly and recognizably that electricity and MAZDA will be honored for

the astonishingly fresh novelty that it really is." And wise Rockwell, to study his subject so affectionately and then to push that affection out from



Painted by NORMAN ROCKWELL for  
EDISON LAMP WORKS OF G.E. CO.

his canvas. He is the most contagious of our conscientious advertising artists—probably because he thinks advertising illustration is a job really big enough

to tackle. He has escaped at once both the risk of being too frankly commercial and the danger of being self-consciously artistic.

# Direct Mail Needs No Defence

By Leonard W. Smith

Editor, *The Mailbag*

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## Editor's Note

IN the April 21 issue of ADVERTISING & SELLING there appeared an article by an anonymous advertising agency man, attacking certain claims to omnipotence which were attributed to the exponents of direct mail. Here Mr. Smith, Editor of *The Mailbag*, takes issue with the previous writer and states the case for the attacked medium. As it is against the editorial policy of this publication to assume partisanship in any controversies of this nature, we endeavor to publish all that may be said by either side. Several more of such contributions will be found in *The Open Forum*, page 56.

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advertising, there are thousands of experimenters in the direct mail field, and to an astonishing extent they are backing their experiments with *their own* money.

Nearly all human beings are eager for set rules that eliminate continued thinking and experiment. The careful attention to multitudinous detail deters many professional advertising men from direct mail. It involves a lot of work—and it is so quickly and easily checked up.

Whether or not direct mail advocates have been or are in the wrong in impugning other mediums in order to

sell their own, is debatable. It all depends upon whether advertising exists for the benefit of the advertising industry as such or for the benefit of the producers and distributors of goods.

But there can be no question that the success of the impugning method of "selling" direct mail advertising to an advertiser rests almost entirely upon the existence in the advertiser's mind of a belief that there may be, or must be, a more efficient, more speedy, less risky way of selling through advertising than he has yet attempted.

Any stigma will do to beat a dogma, as Phillip Guedalla says, and to the dogma that direct mail selling is quicker, surer and cheaper than mass-mind selling, an attempt is now being made to apply the stigma of quackery.

The sufficient answer is that while nobody can test out national advertising by buying one, two or five per cent of a medium's circulation first, and 95 per cent more later on if it seems to be the right thing, anybody can, and most shrewd direct mailers do, test exactly that way.

If somebody jumps up with "Aha! now I've got you! We are testing national advertising exactly that way by different pieces of copy to different lists and then selecting the one that proves most efficient," the reply is "You are not pre-testing national advertising but only copy."

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MUCH would be gained in efficiency, though there might be some loss in entertainment, if those who feel called upon to expound upon advertising subjects would take the trouble to understand them first and then to stick to the point.

A little learning is a dangerous thing—but even more dangerous is a great deal of ignorance. An especially bad combination is a little learning about the thing you are defending and a vast ignorance about the thing you are attacking. Unfortunately this combination is revealed in the article, "Is Direct Mail Losing Its Directions?"

It is somewhat difficult to select from the confusion of points attempted in the article one that is definitive enough to reply to, but the careless use of the word "plan" seems most significant.

"It is hooley," says the author, "to assert as direct mail extremists do that if the product, the price, the plan and the mailing list are right, direct mail success is assured."

Well, if this is "hooley"—if it is not true that a marketable product offered to people who want it and can buy it will not inevitably sell at a profit, then all advertising, all salesmanship is a fallacy, an illusion, a non-existent thing.

The assertions that "direct mail advertising is simply mail advertising, no more, no less" and that "there is nothing more 'direct' about this method of speaking to a prospect than about most other methods" are startling revelations of ignorance about direct mail.

If it is no more direct to address a letter—even though a duplicated letter—to a man's address than it is to speak to him by way of a publication, then there is no such thing as the English language.

In the scale of selling directions the gradations are: Speaking to the prospect yourself, calling him on the phone, having your secretary call him, writing him a letter, sending a salesman to see him, mailing him a

duplicated letter, sticking a handbill in his letter box, talking to him via an advertisement in his local newspaper, and so on down to the bottom of the scale, which is including him and 3,000,000 others in an audience addressed through a general publication.

Directness implies selectivity, and selectivity is precisely the quality which sets a wide chasm between advertising on one hand and selling on the other.

There may be, no doubt there is, much that is labelled direct mail advertising which is simply advertising sent by mail, but direct mail advertising, properly speaking, is personal salesmanship only slightly attenuated.

ITS fundamental principle is the selection definitely, by name, address and usually other identifying data, of a group of specific persons with whom it is definitely attempting to complete, or to go a long way toward completing, a process called making a sale.

There is no doubt that direct mail is in the laboratory stage—but so is all other advertising.

The difference is that while a few psychologists, a few professional analysts and researchers, and a few practising advertising men in agencies, are conducting laboratory investigations and experiments to bring out the ultimate principles of

# Ladies - - - or "Cuties"?

By Sara Hamilton Birchall

**D**O American advertising men know a lady when they see her? Or do they prefer what is known on Broadway as a "cutie" decked out like a Harlem belle on a Saturday night? It would seem that the "cutie" wins.

Why these cynical questions and gloomy conclusion?

Well, we've been doing an amazing thing on *Vogue* lately. The fashion editors have been dressing models in right and in wrong clothes for fashion shows. The wrongs were terrible indeed. Their hair was wrong. They stood wrong. Their clothes were flamboyant, inappropriate, expensive. The rights, on the other hand, expressed in every detail the supreme taste of the editor-in-chief and her skilled assistants.

Naturally, the photographs of Miss Right and Miss Wrong aroused much comment in our own organization. To the amusement and despair of the fashion editors, the men admired Miss Wrong quite as frequently—indeed even more frequently—than Miss Right. Their whole tendency seemed to be to pick the cuties.

I wonder if this philistine preference isn't the reason for

so much advertising illustration that is bad from the feminine viewpoint? Perhaps some kindergarten lessons in fashion may not come amiss.

Let us begin with the cutie and the lady in the center. Their clothes are equally expensive; indeed the cutie would probably assay higher than the lady. What makes the one bad style and the other good?

The cutie is dressed in an ensemble of a rather noticeable shade of horizon blue. The dress is complicated with buttons, shirring, appliqué, a tie, an embroidered pocket. The coat is ornamented with showy silk embroidery and elaborated with a cape. The skirt is accentuatedly short. The fussiness of the costume is added to by strings of beads, a colored handkerchief, and a bouquet of flowers. White gloves are not the mode at present, but she wears them—a fussy pair of white gloves, over-

ornamented with stitching and embroidered cuffs. Her shoes are fussy in pattern of leather, in combination of color, and in complication of cut-outs and ties. Her bag is of a patterned moire silk. Her hat is over-elaborate for the present mode, and the plume is redundant. Her hair is frizzed over the ears, a mode never good and particularly bad in this era of flat, sleek, short shingles. Although she is a pretty girl with a good figure, any fashion-wise woman would dismiss her with one glance as "impossible." Her whole costume is showy, loud, full of over-elaboration and confusion of line.

The other girl is dressed with perfect taste, in an ensemble of a subtle shade of green, which is a very chic color this season. Observe the perfect fit of the coat, the small compact fur collar and cuffs, the conservative skirt length, the close-fitting, exactly-matching hat with its simple grosgrain ribbon. Her gloves are unornamented, neutral in shade. Her bag is plain green suede of a chic shape. The one note of ornamentation in her costume is the strapping of her shoes. Even there, the straps are structurally sound, not mere pointless ornamentation.

[CONTINUED ON PAGE 90]



Courtesy Vogue



**D**O you, gentlemen, see the difference? Do you see why, in presenting fashions to the feminine world, it is necessary to have every point checked by a trained woman fashion expert's knowledge?





# THE · EDITORIAL · PAGE

## III

WITH the current issue this publication enters its fourth year. We are growing accustomed to anniversaries, but we hope we never shall lose the thrill of entering upon the adventure of a new volume.

For our gratifying progress during the past year, we thank our readers; we thank the many firms and individuals who have favored us with their advertising patronage; and we thank those who have contributed to our editorial columns. All have had an important part in our development and in carrying ADVERTISING AND SELLING a step nearer to the goal of interest and usefulness toward which we are directing all our efforts.



### Seasonal Merchandise

SOME businesses are highly seasonal and can be advertised only at certain times of the year. Others are generally considered seasonal when as a matter of fact it is more a matter of assumption than of fact.

Gradually these assumptions are giving way before investigation. One of the latest to go is the assumption that all the weddings take place in June and September. These months do lead, of course, but the investigation of a manufacturer of wedding rings developed the interesting fact that June and September haven't the big lead they were pretty generally thought to have.

Following are the figures, in percentages, for the twelve months, as taken from county records all over the country:

January .....	6.8%	July .....	7.8%
February .....	6.5%	August .....	8.7%
March .....	5.8%	September .....	9.6%
April .....	7.5%	October .....	9.1%
May .....	7.6%	November .....	9.3%
June .....	12.0%	December .....	9.3%

It will be seen that November and December are almost as popular as wedding months as September, and more than three-quarters as popular as June; and that August is a big month for weddings, which will surprise many.

These figures should be of interest to many advertisers. They are important as disproving an old assumption, and as calling attention to the percentages of new homes being established every month in the year.



### Tongue-Tied Trusts

ONE of the most interesting developments in business, from an advertising standpoint, is the growing tendency for large businesses to talk their affairs over with the public in the advertising columns. Admittedly some of them are tongue-tied, and all but a few are self-conscious. But this tongue-tiedness and self-consciousness will wear off with time.

It would wear off much faster if it were not for "the private ownership of facts," to use a phrase coined by

the late Samuel Gompers. It is because they do "own" many of the facts about their businesses, and can release only those most favorable, that some of the great industries are so self-conscious: They know what they are holding back, and so long as they do know, and do hold back, they are going to have the appearance of being tongue-tied and the experience of being self-conscious. The only cure is greater honesty of mind and frankness of expression, and happily there are evidences of a growing appreciation of this.



### An Industrial Advertising Trend

WITH increasing frequency we learn of advertising agencies establishing industrial or technical departments to handle this class of accounts on a fee basis, inasmuch as the commissions developed do not as a rule compensate adequately for the work involved. This seems to have developed into a definite trend in agency practice, and it seems to us a trend in the right direction, for when an advertiser pays fully for what he gets he is very much more likely to get what he pays for.



### A Clothing Man Looks at Auto Advertising

SPRING newspapers and magazines are gorgeous with automobile advertising; and as someone has pointed out, it is advertising with brass tacks in it; not the old-time bally-hoo.

Well, it seems now that clothing manufacturers, of whom there are so many in New York, have pondered over what they saw of this automobile advertising. The recent eleven-page *Saturday Evening Post* ad of Willys-Overland particularly jarred some of them until their brains began to tick. Said one of these:

"We do nothing but envy the automobile and blame it for cutting into our business, whereas, obviously, what we should do is to unite as effectively as the automobile men, and advertise as liberally. Clothing is today, frankly, not as vivid a part of the people's consciousness as it once was, thanks to the automobile men's clever, bold advertising. There's no use complaining—we should go out and do likewise. We need more big, able, far-visioned factors in clothing advertising—Studebakers of men's clothing, Fords of women's wear, Nashs of shirts, Dodges of women's hats and Willys-Overlands of neckwear. It's all very easy to point out differences, ifs, buts and alibis generally, yet business is business and there is really no basically sound reason why in the next ten years there should not develop more powerful individual concerns, either by growth or consolidation, and more lively advertisers."

This is confession good for the soul, and as the clothing business of the country is a 2½ billion dollar business, there is ample room and certainly ample need for such development. Psychologically, the clothing people seem to have lost their lead to the auto advertiser, but perhaps not irrecoverably. In a day when women are paying 345 million dollars a year for silk stockings alone, there should certainly be more of it sold on trademark reputation, which holds the business on goodwill, not on price.

## A History Outline of Advertising—I

# "That Unenlightened Era"

By Henry Eckhart

Illustrated by Ray C. Dreher

WRITING a history of advertising might seem to offer a problem for materials. Where find something to say about "that unenlightened era" before 1900? As a matter of fact the opposite is true, and the difficulty is one of selection rather than of collection.

The Eighteenth Century beguiles with fascinating tradesmen's cards; the Sixteenth and Seventeenth, with hawkers and their weird cries. The medieval centuries reveal a striking heraldry and the elaborate symbolism of the Church. Soon one is back to Pompeii, Rome and Greece, discovering curious wall signs. It is then only a hop back to Egypt, and to a host of speculations on the pyramids and the sphinx as the advertisements of a mighty race.

Advertising history seems to divide, quite clearly, into a prehistoric era and an historic era. The prehistoric is that which contributes the museum curios; the historic, that which ushers in the business, or, if you insist, the profession of advertising. And that business might be taken to begin with the first advertising agent.

This first advertising agent proves to be an illusive gentleman. He could not have appeared until there were: first, enough publications to make his services necessary—and, second, enough advertisers to make his services profitable.



P. J. BARNUM  
at  
Castle Garden

At the close of the War for Independence, the United States boasted exactly thirty-eight newspapers which, in those days, meant thirty-eight publications of all kinds. Their livelihoods were far from secure. The advertisers were mostly individuals who offered "A Negro wench for sale" or announced shipments of "Spices from the Indies."

In England, however, the newspapers had already passed through this uncertain and unrewarded age. Advertising had been practised with much shrewdness by enterprising business men of the early and middle Eighteenth Century. It took credit for the introduction of "tee" and of "cophee," also for the distribution

of those boons to mankind, the patent medicines.

So, it is logical to suppose that the first advertising agent set up shop in England. Who he was and when he did, have not yet come to light.

The first American agent, George M. Bourne, appears on the scene in 1826, a logical date, for the adolescent United States were experiencing their first considerable boom.

Newspapers were multiplying. Already they numbered 800. Of course, 750 of these were weeklies, mostly country weeklies. Nevertheless, some of the great journalistic institutions of the country were already on firm feet, such as the *New York Evening Post*, *New York Herald*, *Boston Transcript* and the *Philadelphia Ledger* and many others.

New problems were arising, problems of preaching the advertising gospel, of making contracts in other cities, of forwarding, inserting, collecting. All these duties seemed to justify and demand a new kind of service. The advertising agent was a natural evolution.

Whether inspired by the coming of the advertising agent, or made necessary by him, the first American regulations concerning newspaper advertising were put into effect about 1830. They were the invention of James Gordon Bennett, the elder, founder of the *New York Herald*. He decided that advertisers in his paper might be seen but

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  
Kenneth Andrews  
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

should not be heard. He ruled that no advertisement might be set in type larger than "agate." So came into being those "composing room rules" which, ever since, have been plaguing the exuberant advertiser.

This "genteel" type of makeup was later imitated by the *Brooklyn Eagle*, the *Philadelphia Ledger*, and other papers. It persisted until late in the Nineteenth Century and was the father of modern classified advertising.

Either just before or just after George M. Bourne embarked in business, America's first great advertising genius appeared on the scene. He was P. T. Barnum.

Everyone credits—and curses—Barnum for having originated the adjectival type of copy. Barnum was in reality merely its most artistic exponent. All showman's copy from time immemorial has had that shameless passion for superlatives.

A copy of the *Salem Mercury*, dated 1789, contains this advertisement:

To the Curious

To be seen at Mr. Benjamin Daland's,  
near the town-pump, Salem.

#### TWO CAMELS

Male and Female, imported from Arabia.

These stupendous animals are most deserving of the attention of the curious, being the greatest natural curiosity ever exhibited to the public on this continent. They are 19 hands high—have necks near four feet long—have a large bunch on their backs, and another under their breasts, in the form of a pedestal, on which they support themselves when lying down—they have four joints in their hind legs, and will travel 12 or 14 days without drinking, and carry a burthen of 1500 wt. They are remarkably harmless and docile and will lie down and rise at command.

Then followed a Biblical passage, lending the authenticity of Father Abraham's name to the existence of such strange beasts as camels.

When still a youngster in his "teens," Barnum began practising his flamboyant art of advertising adjectivitis. He was selling lottery tickets to factory hands in Danbury, Conn. He would print up handbills in huge sizes, and deck them out with the most extravagant language. And they pulled.

Later, in the 1830's when Barnum went into the show business in New York, he continued and improved on the same tactics. He heard of a negress named Joice Heth, reputed to be 161 years old and originally the slave of George Washington's father. So he bought her for \$1,000, only to discover that she was a fake. That, however, deterred Barnum not in the least. He exploited her and her story to the limit. Soon his receipts were running to \$1,500 a week.

Eventually the old woman died. He turned to bookselling, again

using his characteristic tactics. His advertising sold the books, but his agencies swindled the profits away. Finally, he drifted into what was probably the first copy writing job in America. His salary was \$4.00 a week (this for a 32-year-old man with a family of three). His duties were to blazon the attractions of the Bowery Amphitheater. This he did in his now perfected adjectivized style. And henceforth this style became standard for all theater advertising.

On Jan. 1, 1842, Barnum opened his famous American Museum. Now thoroughly sold on advertising and on his peculiar methods, he started



in to advertise on an unprecedented scale and with unprecedented stunts. His intention was to "plough back" into advertising his entire first year's profits. But the profits came so fast that he was hard-put to spend them.

In the newspapers, his favorite device was mechanical repetition, such as in the following:

BARNUM'S AMERICAN MUSEUM  
After months of unwearyed labor and spending  
NEARLY TEN THOUSAND DOLLARS  
NEARLY TEN THOUSAND DOLLARS  
NEARLY TEN THOUSAND DOLLARS

in capturing and transporting them from that part of the Gulf of St. Lawrence nearest Labrador, the Manager is enabled to offer his visitors

TWO LIVING WHALES  
TWO LIVING WHALES  
TWO LIVING WHALES  
TWO LIVING WHALES  
TWO LIVING WHALES  
TWO LIVING WHALES

a male and a female. Everybody has read of WHALES

IN NURSERY TALES AND  
"SAILOR'S YARNS"  
IN NURSERY TALES AND  
"SAILOR'S YARNS"

everybody has read of WHALES in story, song and history, and everybody

WANTS TO SEE A WHALE  
WANTS TO SEE A WHALE  
WANTS TO SEE A WHALE  
WANTS TO SEE A WHALE

And now they have the opportunity. Barnum has

CAPTURED TWO OF THE  
LEVIATHANS  
CAPTURED TWO OF THE  
LEVIATHANS  
CAPTURED TWO OF THE  
LEVIATHANS

has built a small ocean in his Museum, filled it from the briny deep, and there

THE TWO LIVING WHALES  
THE TWO LIVING WHALES  
THE TWO LIVING WHALES  
THE TWO LIVING WHALES

measuring respectively fifteen and twenty feet in length, may be seen at all hours sporting in their native element. Who will miss the opportunity of seeing them? Another may not offer in a life time. Embrace this ere it be too late.

Barnum was also immensely fond of stunts of every kind. His imagination was as fertile as it was quick.

One morning a man came to the Museum and begged a breakfast. Barnum told him that he could have breakfast plus \$1.50 a day if he would follow certain instructions implicitly. These were the instructions:

The man was to place a brick at the corner of Broadway and Ann Street, another brick at the corner of Broadway and Vesey Street, another in front of the Astor House and another in front of St. Paul's Church. He was to continue from brick to brick on the walk. He was not to talk to any one en route, or answer any questions. At the end of every hour he was to present a ticket at the American Museum, walk through the building, pass out again and solemnly continue his brick work.

Half an hour after the man began, 500 men and women were watching him and trying to solve the mystery of his antics. Whenever he entered the museum, people bought tickets and followed him in.

Barnum's fortune sailed higher and higher. From the public forums he gave all the credit to his wide use of advertising and publicity.

Advertising could have had no more impressive endorsement. Everybody hailed its wonderful powers. All of the advertising of those days began to take on a Barnum flavor.

The Barnum style committed any sort of eccentricity to gain attention. In Barnum's lexicon, attention was 75 per cent of the value of an advertisement. Again Barnum was

[CONTINUED ON PAGE 78]



## *That Outside Point of View*

We walked into the reception room of a noted perfumer and commented on the odor which pervaded it.

“Do you notice it?” he asked in surprise.

We told him the place smelled like a breath from Araby the blest.

He said he was blessed if he could smell anything. He was so accustomed to the odor he had ceased to notice it.

Sometimes it is something important of which the manufacturer is no longer conscious, to which he has become so accustomed that for him it has ceased to exist.

One service we try to render each client is the outside point of view—to continue to look at his methods and his goods as the customer sees them—and we endeavor to preserve this point of view no matter how long we are associated with a business.

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK CITY

# Is "Truth in Advertising" Enough?

By James M. Campbell

ADVERTISING took a long step forward when the Associated Advertising Clubs of the World adopted the principle that there must be "Truth in Advertising."

Advertising took another long step forward when the *Printers' Ink* Statute was framed.

The action of the Associated Advertising Clubs marked the line of cleavage between those who employ advertising for unworthy purposes and those who use it for purposes which call for neither explanation nor defense.

All this is so much to the good. But only the incurably optimistic believe that advertising methods and standards have reached the plane of perfection. Those of us who have the best interests of advertising at heart are not yet ready to admit that further progress is impossible. We are not willing to say, "Beyond this we cannot hope to go."

Just what form further progress in advertising will take, it is difficult to say. My own belief is that advertising is likely to justify itself, to a greater extent than in the past, because, more and more, it will be the expression of a desire on the part of advertisers to render a service of value to the public. It may, for example, educate the public so that it will know how to buy more intelligently. Or it will show buyers how to get longer wear or greater satisfaction from things that are advertised.

In other words, much of the advertising of the future will, I believe, be written from the point of view of the user, rather than that of the maker. It will be "you", not "I", advertising. It will, in short, be of a nature which might be characterized as "socially-minded."

This theorizing, these speculations regarding the future of Advertising were very much in my mind when I finished reading certain documents which have to do with what is known as

DOCKET NO. 540

*Federal Trade Commission  
Complainant  
against*

*Royal Baking Powder Company  
Respondent*

Respondent was charged with violating Section 5 of the Federal Trade Commission Act in that it "has been and is publishing statements about the goods of its competitors which are false, which deceive the public and which injure its competitors and the public as well."

The defense was that respondent "has not made some of the alleged statements; that it has made others as alleged; but that such are statements of fact which respondent has a right to make, regardless of their effect upon competitors; and that there is no deception or injury to the public."

THE statements to which the Attorney for the Federal Trade Commission directed attention and which he characterized as false were taken from advertisements which respondent has caused to be published since 1900. To reproduce them in full is out of the question; but an idea of their nature can be had from the following:

"Why should we use cheap, impure, unhealthful articles of food? . . . They endanger the health; they may cost life. There are reported almost daily cases of sickness caused by eating cake, puddings or biscuit made with cheap, alum baking powders . . . alum . . . it is a corrosive poison—think of feeding it to children! Yet the manufacturers of well known alum powders are actually denying that they contain alum."

"Alum is a poison and no one can eat bread mixed with it without injury to health."

In the Brief for Respondent, counsel says, under caption, The Facts:

"For some years the public were offered as 'baking powder' two different mixtures—with no accompanying description or indication whatever of the character or composition of the mixtures to enable the public to choose between them—one of which could be made for about 40 cents and the other for about 5 cents.

"The introduction of the cheap substitute necessarily presented to every manufacturer of baking powder a choice between two courses, to wit:

1. To substitute the cheaper acid ingredient for the more expensive and compete in price, or
2. To make known the differences and compete in excellence.

"The second course was, and is, pos-

sible only if the public can be acquainted with the differences. If both can be sold only as 'baking powder,' without disclosure of differences and reasons for choice, then the cheapest necessarily will alone survive and all must make the cheapest."

Counsel for complainant produced evidence to refute the claim that baking powders containing "sodium aluminum sulphate" — in contradistinction to "alum" — are harmful; and they stressed the fact that the Referee Board of Consulting Scientific Experts, to which fact-finding body the Secretary of Agriculture under President Roosevelt, acting under authority of an Act of Congress, referred the question of whether or not baking powders containing sodium aluminum sulphate are injurious, "unanimously reported that such baking powders were not unwholesome or deleterious to health."

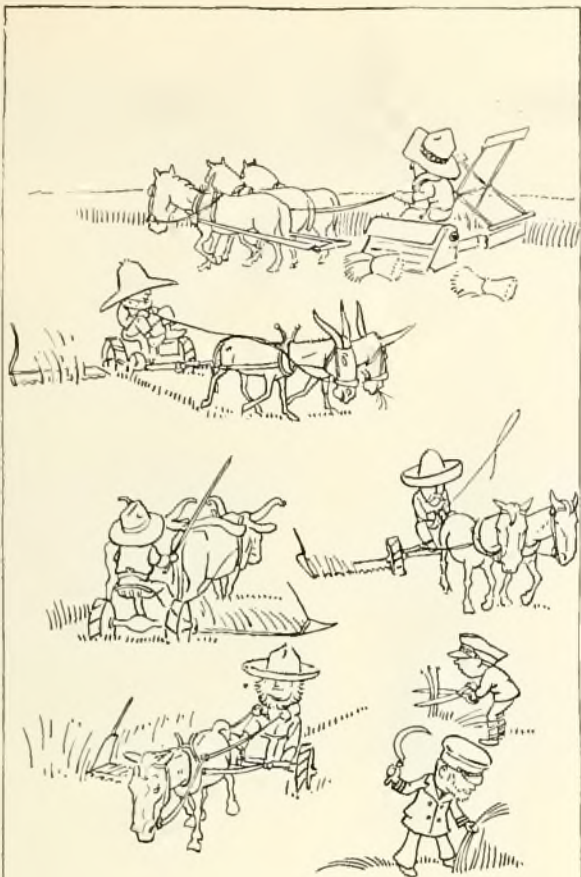
"I have no intention of 'trying' this case in the columns of ADVERTISING AND SELLING. And I accept as final—though the attorneys for the Federal Trade Commission do not, for they have asked for a rehearing—the decision dismissing the case.

WHAT interests me is that the case against the Royal Baking Powder Company ever came to trial at all.

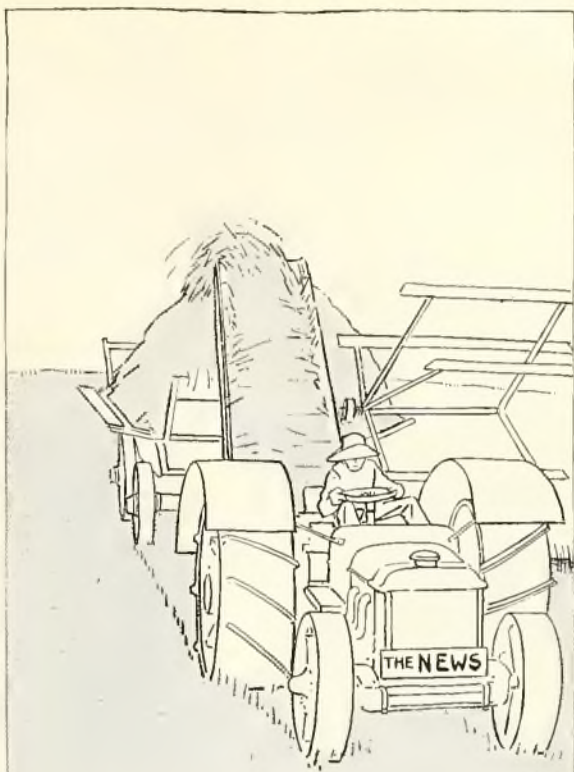
In my experience in advertising I have had a "look in" at many cases not unlike this one—cases where an advertiser went out of his way to say things about competitors which, while they may have been true, were calculated to harm them rather than help him. More than once, I am sorry to say, I have myself offended in this respect.

I recall with mingled joy and shame something which happened when I was connected with a certain western railroad. At that time, "reading notices" were regarded as the one perfect way for railroads to advertise. On one occasion, I evolved a six or seven line reader which bore the apparently harmless caption, "The Train on the Third Track." But there was a "stinger" in it. Whenever a representative of a competing railroad read that ad-

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HARVESTING in the  
New York Market—



as it should be done!

**BUMPER** sales crops in the New York market cannot be harvested with inadequate media! Nine million people in New York City and its suburbs cannot be sold through small media. Use enough circulation to cover America's largest and richest city market. Use The Daily News, with its MARVELOUS MILLION\* circulation, 95% concentrated in city and suburbs, reaching more people everywhere, mass and class alike. The small page and small paper get the copy seen, cut the advertising cost! Get the facts!

**THE**  **NEWS**  
*New York's Picture Newspaper*

Tribune Tower, Chicago

25 PARK PLACE NEW YORK

\*March 1926 Averages: Daily 1,050,033; Sunday 1,291,343

# How Many American Languages?

By David Lampe

THE last few years have seen considerable talking and writing about an "American Language." A few Henry L. Menckens have beaten the drums, and the literary saxophone players have fallen into line with an enthusiasm well nigh appalling. Advertising writers in particular have hailed the recognition of an American Language, but in their use of it they have made a discovery.

The perennial visitor-lecturer from Europe envies us. He says that a day's continual travel in Europe may mean passing through half a dozen countries, with half a dozen distinct forms of government, half a dozen different sets of habits of living, and—more trying than all—half a dozen different languages. In America, he says, one may travel for days and days continuously, without encountering a single customs officer, and without facing the necessity of talking through signs.

That's all the European knows about it!

What is this American language? The Admiral Peary of the discovery describes it as a mixture of English with all the immigrant languages, spiced by the colloquialisms of our time, our geography, our climate, and our business. Thus, "Soze your old man" is shocking English, but will in time become, if in some places it has not already become, good American.

Now what happens when an American Language is used in advertising? The national advertising writer relaxes completely. Sometimes the relaxation approaches the proportions of a trance, which may be preceded by an afternoon at a ball game or an evening at a boxing match, for purposes of getting color.

Then the keys of the Corona go through Charlestonic contortions. The writer's spirit rises as his work



progresses. His mind passes into an ecstatically philosophic state. Aren't we hypocrites, after all? Don't we talk one language and write another? Why not be natural when we write? Don't we obscure our personalities in our formulae of composition? Why not be piquant? Why overlook the opportunity to get under the skins of our readers? Why not talk to them just as they talk themselves?

AND so the advertisement is written. It is set up in type, the illustrations are made, the engravings done, and the advertisement electrotyped and placed. In a few months the writer learns with dismay that Takoma isn't using "Soze your old man" yet. The advertisement not only falls flat, but it comes in for severe criticism. The national advertising writer wends his weary way to Long Island and mails a cancellation of his subscription to "a magazine with a green cover and without even any pictures in it."

New York slang takes a long time to penetrate to the great open spaces. What is witty in New Jersey may for months remain vulgar in Kansas. A

wise crack in Northern Illinois may provoke a quick draw in the oil fields. It is difficult to find informal English—or to stick to the name, an American Language—that is engaging or charming everywhere in our land at the same time. It is too advanced in the South or too old-fashioned in the North. It is too racy in the West or too slow in the East. And so after a failure or two, the national advertising writer says that he made a mistake in the first place, when he allowed himself to be driven into following a fad.

American Language! Fiddlesticks!

The national advertising writer, with chastened spirit—sometimes with chastised spirit—goes back to his Webster and his Roget.

Then after a period of seclusion in the cloister of his craft, he emerges to read a retail advertisement in some out-of-town newspaper or other. His lip curls in scornful pity as he sees the mistake which he made, ages ago in his youth and inexperience. Some small townier is trying to write in an American Language! The national advertising writer reads on. Somehow or other, the retail advertisement holds him. His conscious, critical self derides. But his Freudian self stays with it to the signature cut. The kid is clever!

The national advertising writer decides to follow the retail fellows for a while to see if he can discover why it is that they can get away with it, while he cannot.

He gets the notion that to him America is a foreign country. He determines that there is no more use in his trying to write their language than there is in his trying to write an advertisement for the *London Times* in the language of the cabbie. He decides that if he ever wants to settle down in a small town and be-

[CONTINUED ON PAGE 60]

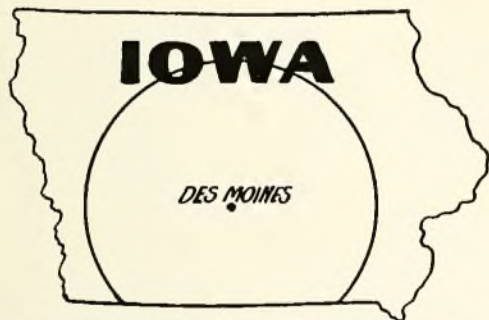


# A RETAIL CITY BUILT TO SERVE 500,000



Des Moines has 150,000 population. But its retail stores would do credit to a community of 500,000. Indeed Des Moines is geared up in a retail way to serve a population of 500,000.

And very properly for it's much the largest city in almost the exact center of a state with two and a half million population. Compare Des Moines' one hundred mile radius, for instance, with the same radius from the larger cities of Ohio.



The circle around Des Moines surrounds an area of 100 miles from the city. Note how 100 mile circles overlap in Ohio.



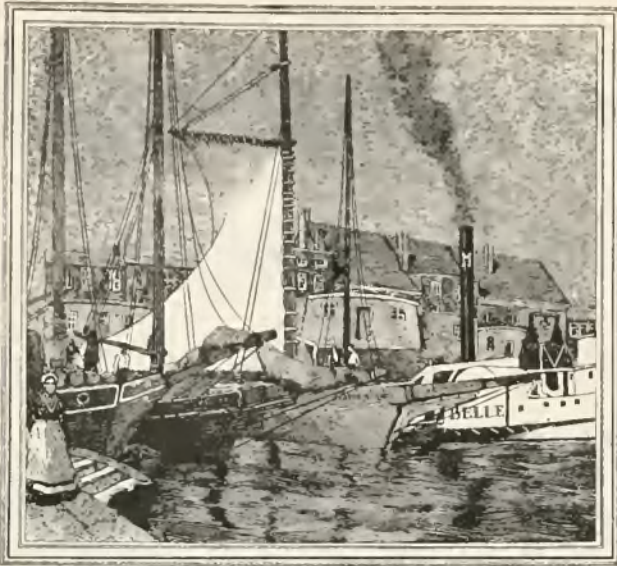
Des Moines is the big retail and jobbing center of Iowa. Improved roads are bringing even the more remote towns and farms of Iowa closer to Des Moines every day. The strategic location of Des Moines has made possible the remarkable circulation of The Des Moines Register and Tribune—much the largest of any newspaper published in a city the size of Des Moines—176,120 Daily and 152,648 Sunday (March Net Paid average).

### Data for Advertisers

"1926 Iowa Market Data Book" is filled with authoritative, up-to-date information on the Iowa market. "The Shortest Route to Iowa's Pocketbook" shows our circulation in every Iowa town and county. These booklets will be mailed on request, or may be secured from our representative.

# The Des Moines Register and Tribune

REPRESENTED BY I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Ridwell Company, San Francisco, Los Angeles, Seattle.



SMACKS AND OYSTER FLOATS NEAR FULTON MARKET AT THE FOOT OF BEEKMAN STREET, EAST RIVER, N. Y.

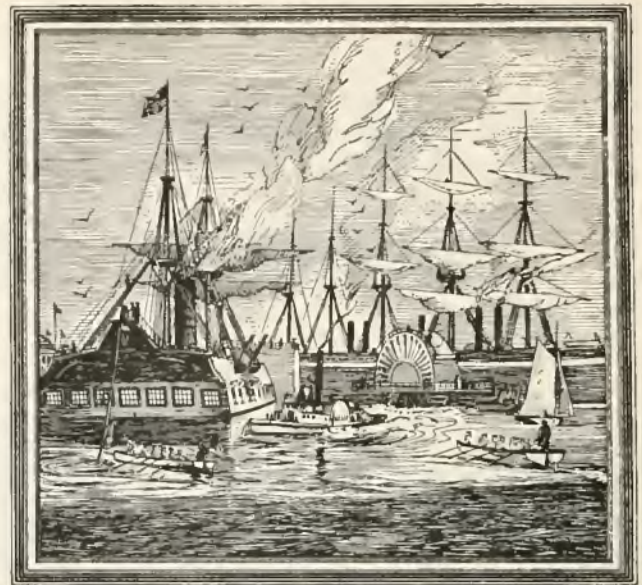
THE simple, picturesque business of providing New York's food supply and other marine industrial activities in the early sixties was just as much a problem then as now. Q—except that today's job requires a more adequate equipment and a wider experience in marine transportation engineering. Q All of which has been, and is, an important part of Moran Service through three generations.



**MORAN**  
TOWING & TRANSPORTATION  
COMPANY • 17 Battery Place, N. Y.

"Over 65 years in Service in New York Harbor"

Telephone  
Wharhall 1340



THE LAYING OF THE ATLANTIC CABLE—LINKING THE OLD WORLD WITH THE NEW

WHEN on July 27th, 1866, sailors from the "Great Eastern" and the "Medway" carried ashore the western end of 2400 miles of cable successfully laid across the Atlantic Ocean. Moran Service was an established factor in New York Harbor. Then, as now, Moran Service, facilities and equipment added immeasurably to the efficiency within the harbor of America's most important seaport.

"Over 65 years in Service in New York Harbor"  
**MORAN**  
TOWING & TRANSPORTATION  
COMPANY • 17 Battery Place, N. Y.  
Telephone Wharhall 1340

## Bringing Back the "Good Old Days"

THE white block "M" of the Moran Towing and Transportation Company has long been a familiar sight about the harbor of New York. Now it promises to become a familiar and equally welcome sight in the advertising sections of the publications devoted to marine affairs. Welcome if for no other reason than that the advertising itself is of such character and possesses such inherent worth as to set it in a little niche apart from the run of the mill insertions of similar concerns.

The Moran Company boasts a long and distinguished history. It was founded in 1861 by the late Michael Moran, one of the pioneers in towing and stevedoring in New York Harbor. Beginning with an original equipment of a single tow-boat, the company gradually grew and expanded its business from simple towage until it included a considerable volume of marine industrial transportation. During the general impetus to industrial and commercial activities which followed the close of the Spanish-American War, still

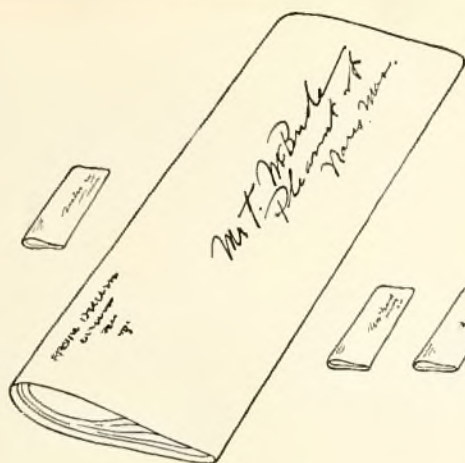
greater units were added to the equipment and a department of marine industrial transportation engineering was inaugurated. This represented a long step forward in the scientific handling of large tonnage and furnished to the clients of the Moran Company a number of very distinct advantages.

THE style and general tone of the advertising adopted by this concern represents a step quite unique in its field, but one which is entirely in keeping with the history and traditions of the company. The illustrations are in the wood cut tradition and extremely well done. The historical note is sounded from beginning to end, and both the copy and illustration bring out all the romance of American marine achievements. Amid the elaborate, archaic shipping pushes the little, snub-nosed, side-wheel tug "Belle," bearing on her ridiculously tall smokestack the "M" of the Moran Company. Historically, the "Belle" was the third of the Moran fleet. In her day she was rated as the largest

and most efficient towboat in the entire harbor.

Harbor conditions have changed since the reign of the "Belle". Freight handling in our congested harbor is no longer characterized by the sweet simplicity it enjoyed in the old days when every cargo of perishable goods was subject to the whims of wind, storm and fog. Towing a great ocean liner through a crowded harbor and into a narrow slip is a different matter from dragging a comparatively shallow draught square-rigger about the lower bay and into the river.

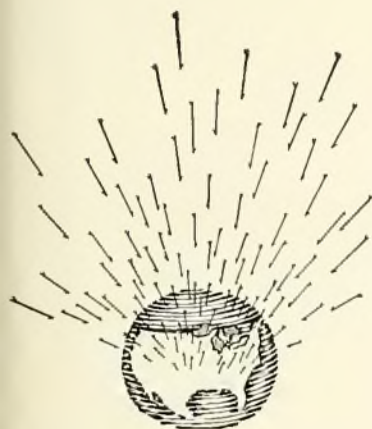
A VAST amount of science has come with the complicated conditions, and the Moran Company had grown up with its business into an intricate organization with vast equipment and a comprehensive system of telephonic stations at strategic points all about the harbor. What is more natural, therefore, than that it should follow the lead of forward-looking business into the advertising field and there carry on with its characteristic standard of excellence?



ONE of a series on the advantages of directive MAIL



# Perhaps 1 piece out of every 10 is directive MAIL



## THE ECONOMIST GROUP HITS ITS MANY MARKS

Here's a recent score:

NOTE: We wrote to 67 "better stores" from Chicago to the Pacific Coast, asking—"How many individuals in your employ are regular readers of the Dry Goods Economist or Merchant-Economist? To date, answers are in from 23 stores, as follows:

35	50	25
15	10	150
35	?	100
2	21	200
50	75	260
70	150	50
20	25	300
<hr/>		
25	readers per store	20

IT'S bad enough in the average home, but it's a lot worse in the average store. Broadsides, folders, brochures, envelope stuffers, sales letters—verily the flood-gates are open. By hundreds, by thousands mailing pieces of every size, color and content pour in on buyers and executives, to pile up on desks or get the busyman's rush to the convenient waste-basket.

Here and there in the litter are things that are wanted. Perhaps one piece out of every ten has been ordered, paid for and will be put to work. These rare few we call *directive* MAIL, because they are heeded guides to better business action.

Every issue of the Dry Goods Economist and Merchant Economist is *directive* MAIL. When your advertising argument appears as part of the merchant's business paper, he is readier to receive, take in, hold and act on your suggestion—he is, if your product and proposition fit his business. If not, why bother him at all!

Advertising can't do all your selling, but don't expect your salesmen to do your advertising. Be sure that your policies, your product and your prices are geared to the merchandising needs of the public and its purchasing agents, then tell your best friends, the "best stores," all about it—by way of the Economist Group. This is the simple and successful way to do your biggest selling job. Tell and sell the merchant, and he'll tell and sell the millions.

The ECONOMIST GROUP reaches buyers and executives in more than 30,000 stores in 10,000 cities and towns—stores doing 75% of the business done in dry goods and department store lines. Ask aid: 239 W. 39th St., New York—and principal cities.

## The ECONOMIST GROUP

DRY GOODS ECONOMIST

MERCHANT-ECONOMIST

# The Plight of Industrial Designs

*By John Dashiell Myers*

EVERY manufacturer and dealer whose products involve industrial designs, no matter how simple they may be, has a vital interest in legislation now pending in Congress which not only threatens the development of industrial art, but may seriously embarrass industry and possibly very seriously.

The substitution of copyright for patent protection for designs and the repeal of the design patent laws is the basic change embodied in this legislation, which is officially known as House Bill 6249. The change sounds simple enough, but owing to the fundamental difference between copyrights and patents, its effects are far-reaching.

The degree of protection afforded against infringement, for instance, will be much less than under the present patent laws. On the other hand, manufacturers, dealers, and the public generally will be confronted with the prospect of endless litigation under copyrights indiscriminately registered for designs which are not now entitled to protection at all, such as those lacking novelty or having merely a trivial character.

Taking a specific example, if a manufacturer developed at much expense a distinctive and very valuable industrial design and obtained a copyright registration for it, he would be unable to protect his design against anyone else who later, independently and without copying, produced a design identical with his work. Such a manufacturer would have to share his market with the producers of the later design. Under these circumstances, there will naturally be little inducement to manufacturers to spend large sums developing distinctive articles only to have their designs duplicated later by competitors who would share in their commercial possibilities without having gone to any equal trouble or expense.

Should such a manufacturer seek protection in the courts, he could not obtain relief under his copyright unless his competitor's design was in fact copied from his, and this would present an obviously difficult point for proof. This difficulty is not now raised at all as the test of infringe-

ment under the design patent laws is based solely on substantial resemblance. If one design resembles another which is patented, it may not be manufactured, used or sold without infringing, regardless of whether it is a copy or is independent work.

Another far-reaching effect of this proposed change will be that it will enable copyright monopolies to be created in designs which are now the property of any manufacturer who desires to use them. These indiscriminate copyright registrations will present a wide opportunity for harassing tactics and will breed much litigation.

A CONCERN marketing an article of a particular design which had been common property for many years would be open to attack at any time under a copyright registration which could be readily obtained by another for an identical, or substantially identical, design. Under those circumstances, there would be no infringement if the design so marketed had not been copied from the copyrighted work. But even if this satisfactorily appeared from the evidence and the concern should win, the trouble and expense of the litigation might make it an actual loser and the victim of its own suit.

Confusion of rights and consequent lawsuits will also grow out of the fact that the proposed change will make it possible for different persons to secure separate copyright registrations on identical designs. This would manifestly be a great hardship upon the one first producing such a design and copyrighting it. He and his trade might be confronted at any time with wide spread competition developed under a later copyright.

The situation would be menacing enough in instances where the design of the later registration was produced by independent work and without copying, but how much worse it would be if this were not true. Yet as copyrights are registered as a matter of routine and without examination, the door will be open for the unscrupulous readily to cloak themselves with copyright registra-

tion, and the way of the pirate will be made easier.

"The bars will be let down" in other ways and permit the copyrighting of designs of a trivial character, and many others which do not meet the requirements for a patent. This is because of the different standard determining the right to a copyright, as distinguished from a patent, and the different method by which it is secured for its owner.

One of the principal objects of the proposed change is to avoid the delay involved by examination in securing design patents. It is claimed that designs, if promptly marketed, may be copied by competitors, cheapened, and their value destroyed before patent rights can be obtained under which suit can be brought and contested.

The need, if any, does not justify the radical departure proposed. The difficulty, if it exists, is not general, but applies only to particular cases. Doubtless relief could be obtained by appropriate changes in the present laws or their administration, but even now patents are promptly granted on designs which are not open to objection.

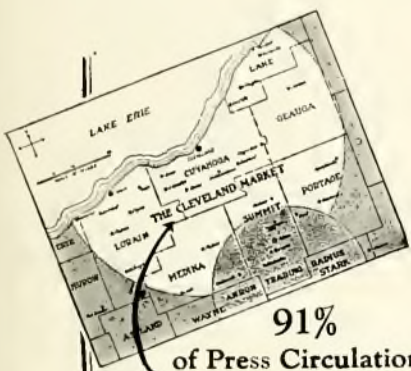
CREATORS of designs which meet the requirements of the patent laws will scarcely be willing to accept a monopoly of less value, in order to avoid the short delay involved in examination. Of course, those whose designs do not meet these requirements may be in favor of the proposed change; not, however, because of merely avoiding short delay, but because now they are not entitled to any kind of monopoly at all. This, after all, is the real purpose which lies back of this proposed change in the law.

The sum and substance of the matter lies in the fact that copyright is not an appropriate form of protection for industrial designs, because it has been developed to deal with literature and the fine arts. Industrial designs, on account of their relation to the useful arts, involve conditions of a different kind and which are more analogous to those under patents than under copyrights.

A National Advertiser Accepted Our Challenge!  
He made a survey of his own and found that —

# Advertising in Cleveland Newspapers Does Not Influence Buying in Northern Ohio Cities and Towns!

206 grocers, in 20 different Northern Ohio towns, were interviewed by this advertiser's salesmen —201 of them read one of the Cleveland newspapers—10 dealers said they had seen this manufacturer's advertising—7 of them had received calls for the merchandise advertised! Write for a complete analysis of the survey. It may mean thousands of dollars to you!



**91%**  
of Press Circulation  
is in  
**The TRUE  
Cleveland Market**

—that territory within 35 miles of Cleveland Public Square. The 45 leading Cleveland wholesalers and jobbers devote 67 per cent of their selling effort to this territory and therein derive 81.7 per cent of all their business. 96.1 per cent of the business of the 22 leading Cleveland retail stores comes from the same area. Editor and Publisher, The Cleveland Bell Telephone Co., the Audit Bureau of Circulations and The Cleveland Press AGREE that this territory is all the merchant or manufacturer need consider when advertising in Cleveland newspapers.

## This Is What The Merchants Say —

According to the Sales Manager who made the survey, the following is a true composite of the feeling of all Northern Ohio merchants interviewed:

"I have no objection to you people spending your money in Cleveland newspapers. It makes no difference to me whether you use the local paper. But don't talk about the effect of advertising in Cleveland on my customers. I see at least 100 advertising portfolios a year. I have had Cleveland newspaper circulations in Wellington quoted to me until I know them by heart. Cleveland newspapers can put up a big talk about influencing the buying of my customers—but it's all talk, and nothing else. I deal with my patrons every day. They are my neighbors and friends. I've got a lot of money tied up in merchandise I bought from fast-talking salesmen on the strength of Cleveland newspaper advertising. But I'm telling you that the people of Wellington pay little attention to Cleveland advertising. Maybe the department stores there get a little good out of Wellington circulation, but I doubt if that is worth anything near what it costs. But the manufacturer—well, I'm getting so sick of seeing proofs of ads to run in Cleveland papers, I laugh whenever they are mentioned.

"If you really mean that you want to help me sell more of your goods, then do your advertising and saleswork here in Wellington. But don't talk about how much money you are spending in Cleveland. As far as my customers and your product is concerned, Cleveland might just as well be 10,000 miles away."

**THE PRESS IS THE FIRST  
ADVERTISING BUY IN CLEVELAND!**

# The Cleveland Press

**FIRST  
IN  
CLEVELAND!**

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

**A  
SCRIPPS-HOWARD  
NEWSPAPER**

# The 8 pt. Page

by  
Odds Bodkins



**I**SERIOUSLY question this statement by E. M. Swasey in the March 29th issue of his always interesting multigraphed house-organ which peals the praises of *The American Weekly*: "Advertising would die a natural death if it were not for advertising solicitors."

I don't believe it would. Probably many of those whose advertisements appear in the public prints would not be there were it not for the skill and persistence of our brethren the magazine and newspaper representatives, and the salesmen for poster and street car and theater program advertising—and the newer salesmen of the ether. BUT—I am of the opinion that there are in the world enough men born with a passion for advertising to make a very respectable showing in the advertising columns, and many of them would be shrewd enough to pay a higher rate for space if there were less competition.

I doubt if old Thomas Doliber, founder of the Mellin's Food Company, and Walter Baker (if it was Walter himself who started Baker advertising), and the genius behind Royal Baking Powder in the early days, had to be coaxed into advertising. And I know quite a number of current advertisers who could scarcely be restrained from purchasing white space for spreading before the world the news of their businesses.

As further evidence, I submit the fact that the editor of the weekly newspaper published in my local community is even now embarrassed to keep a suitable ratio between news and advertising because, practically without any solicitation, more copy is submitted than can find room comfortably in the paper's columns. Merchants and "foreign" advertisers alike tender their advertising practically without solicitation, and local firms double and treble their space without so much as a suggestion from the paper's publishers.

So I'm not so sure that advertising is "sold" so generally and "bought" so seldom.

—8-pt—

Oh, for a bit more of the frankness of the 1889 T. B. Raye & Co. washing machine advertisement reproduced in a recent issue of *The Advertiser*, Detroit, which reads:

We don't believe it's necessary to advertise this Washing Machine very extensively. It isn't every one that can use this machine. A certain amount of sensible man-

agement is necessary. Those who have the New Era Washer are highly pleased with it. We can refer you to many in Detroit who would not be without it at five times the price. It saves the wear (and tear) of clothes on the wash board, and it saves half the time. What more could be desired?

—8-pt—

The publishers of *Time* have worked out a clever reminder to send out to slow-pay subscribers. Just a little multigraphed slip with reasons for non-payment listed, thus:

- Away from home .....
- Thought it paid .....
- Changed address .....
- Bills not received .....
- Illness .....
- Bills overlooked .....
- Pure cussedness .....

I particularly like the last line. It's so darn human.

—8-pt—

This advertisement, which I clipped from a Boston newspaper, seems to me to have much to commend it.

**21,000,000 Lost Letters**

The Post Office published some figures not long ago which proved that we should all use great care in addressing letters. Among these figures was a tabulation showing that over twenty-one million letters went to the dead letter office during 1924.

People move away. Letters are addressed from memory. Sometimes the name of the city or state is omitted. Now and then the address is forgotten entirely.

One way to know that your letters reach their destination safely is to have your name and address engraved on the flap of each envelope or in the upper left-hand corner. This is practical and at the same time adds distinction to your stationery.

Let us engrave your envelopes for you.

With the fall and winter seasons running on, you should be sure that you are well supplied with note and letter paper, correspondence cards and calling cards. The new papers are in, and are beautiful in texture. There is a tendency toward light tints, which is a pleasant change from the conventional white.

We can show you a varied selection from which to choose.

**Shreve, Crump and Low Company**  
ESTABLISHED 1842

*Watches, Fine Clocks, Stationery, Traveling Requisites*  
147 Tremont Street      Boston, Massachusetts

Seldom does a jewelry store get far enough from the wares it sells to relate them to life, as does this copy which quotes the Post Office Department on the number of lost letters (interesting fact in itself that 21,000,000 were "lost")

in 1924) and ties up to the store's engraving department, with the suggestion that envelopes be engraved with the sender's address on the envelope.

Attractive to the eye, too; and very printable on newspaper stock.

—8-pt—

Maybe you heard Lynn Sumner read this original poem of his at the A. N. A. meeting, but even if you did, you'll want it for your scrap-book:

### WHERE THE REST BEGIN

Twenty-eight lines dedicated to the advertiser who has put a two-inch piece of copy in a well-known weekly—and is trying to find it.

Up in the front with Big Bens in variety,  
Up with the soap that's preferred by society,  
Tested, inspected, approved for propriety,  
That's where a few get in.

But back of the somberest Post editorial,  
Deep and profound—a fit Franklin memorial;  
Back with the collar ads, tailored tonsorial,  
That's where the rest begin.

Back of the can with the bright red label,  
Back of the beans for the quick lunch table,  
Back of the Campbell page, dear Mabel,  
That's where the rest begin.

Back of Tom Masson's Sense and Nonsense,  
Back with the schools of correspondence,  
Almost back to the table of contents,  
That's where the rest begin.

Back of Octavus Roy Cohen's coons,  
Back with the Goodyear and Fisk Balloons,  
Back with the newest Community Spoons,  
That's where the rest begin.

Back with Heinz and the fifty-seven,  
Near oblivion—farther from Heaven,  
Back about page say, two hundred eleven,  
That's where the rest begin.

Back with the Boss's pet idea,  
Where four out of five have pyorrhea,  
Way back where no one will ever see ya',  
That's where the rest begin.

—8-pt—

What wisdom in this simple statement by Dr. Charles W. Eliot of Harvard: "When blocked or defeated in an enterprise I had much at heart, I always turned immediately to another field of work where progress looked possible, bidding my time for a chance to resume the obstructed road."

I wish some printer with the ability to express philosophy in type would set this beautifully and print it on cards and send it out broadly to business men. It is at once a philosophy of life and the secret of making progress.

# How 141,000 Milwaukee Families Buy—

**T**HE 1926 Consumer Analysis of the Greater Milwaukee market, in four volumes, is now ready for mailing. This fifth annual survey

is compiled from questionnaires personally filled by housewives representing a true cross-section of all Greater Milwaukee families.

*Contents of the  
1926 Consumer Analysis of the  
Greater Milwaukee Market*

**VOLUME I**

**Grocery Products**

Baking Powder	Dairy Products
Beverages	Desserts
Breakfast Foods	Flours
Canned Goods	Laundry Soaps
Cleansers	Toilet Soaps
Condiments	

**Tobacco Products**

Cigars	Pipes
Cigarettes	Smoking Tobaccos

**VOLUME II**

**Musical Instruments**

Phonographs	Radios
Pianos	Radio Accessories
Miscellaneous	

**Automobiles**

Owners by Make	Operating Costs
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**VOLUME III**

**Toilet Articles**

Cosmetics	Tooth Brushes
Hair Nets	Tooth Pastes

**Wearing Apparel**

Corsets and Girdles	Men's Shoes
Haberdashery	Soles and Heels
Men's Clothing	

**Pens and Pencils**

Fountain Pens	Automatic Pencils
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**VOLUME IV**

**Household Appliances**

Gas Water Heaters	Vacuum Cleaners
Ice Machines	Wash Machines
Ironing Machines	

**Building Equipment**

Paints	Varnishes
Stains	

## *A Thorough Analysis of Consumer Buying Habits*

The data compiled for the commodities listed at the left includes:

1. Brands in use.
2. Number and percentage of consumers using each brand.
3. Per capita consumption.
4. Total volume.
5. Dealer distribution.
6. Comparisons with all previous surveys made since 1919.

Copies of this analysis will be sent upon request to sales and advertising executives who have not already received the volume or volumes in which they are interested. Write at once, using your business stationery.

# The Milwaukee Journal

**FIRST—by Merit**

# The New American Tempo

[CONTINUED FROM PAGE 20]

ment and the integrity of the borrower have actually begun to be less of a banking hazard than whether the man at the head of the business can accurately judge the American tempo, and tell the direction public interest is likely to take.

This applies to public tastes, to manufacturing processes, and to marketing methods. Only recently, in addressing the Uptown Bankers of New York, O. H. Cheney, vice-president of the American Exchange-Pacific National Bank said, "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 or-

dinances 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."

Scores of business men who five or ten years ago faced no problems outside of their plants and offices are today secretly or openly worried for fear something will happen suddenly—another invention like radio,

another craze like bobbed hair, another development like the auto bus, another national upheaval like prohibition—that will wipe out or seriously cripple their businesses, make costly machinery useless, or destroy the monopoly of some pet patent, without giving them time to turn around.

On the other hand, a new crop of business geniuses has sprung up—men who, with nothing much to lose and everything to gain, have caught the new tempo, jumped in at the right time to capitalize the swing to Florida, the acceptance of radio, the short skirt, the six-cylinder complex, the lure of the lurid in literature, the breaking down of the prejudice against Sunday amusements, the public's discovery that it could have its 1927 luxuries in 1925 on the installment plan.

Other developments are going to open up new markets with a speed that will prove fully as amazing. As pointed out by H. A. Haring in a recent issue of ADVERTISING & SELLING, the coming of electric refrigeration is going to open new markets for perishables and semi-perishables in the South where refrigeration has been more or



Courtesy L. C. Smith & Corona Typewriters, Inc.

THE aeroplane stands today as a potent promise of a revolutionized transportation system, realizing its most significant step so far with the establishment of the trans-continental air mail. . . . Within the past two weeks the above check, flashed across the ocean by radio picturegram, was honored by a New York bank. Ten years ago the idea of such things would have been ridiculed.



*The Rock Island Railroad Enjoys These Advantages Through Photoplay*



① Mr. and Mrs. Young, who are typical of 550,000 frequent and ardent moving picture enthusiasts—



② —glimpse on the screen scenes that transport them in fancy to fascinating far-off places.



③ The pages of Photoplay, read in the home, give rebirth to the yearnings first felt in the theater.



④ Rock Island advertising in Photoplay brings vague wishes to definite intentions.



⑤ And one day Mrs. Young passes the ticket office where she gets the literature that results in—



⑥ —the happiest of endings—for her and the railroad—the trip.

# Moving Pictures DO Move

**T**HEY move moving picture audiences to new longings.

Day by day, week by week, moving picture enthusiasts catch from the screen new ideas that mould their lives; of how to dress and to decorate their homes; of new motor cars; of new places to visit—in motor cars, or by rail or steamship.

The Rock Island Railroad finds in the Photoplay audience (outstandingly the moving picture enthusiasts) 550,000

people especially stirred with the impulse to see new scenes.

They regard it, of course, as wholly logical to focus these desires to visit new places upon those beautiful parts of the United States served by their road.

Your advertising in Photoplay may also enjoy a succession of powerful sales-making influences which may be capitalized to your very great advantage, too.

May we show you how?

## PHOTOPLAY

*Predominant with the 18 to 30 Age Group*

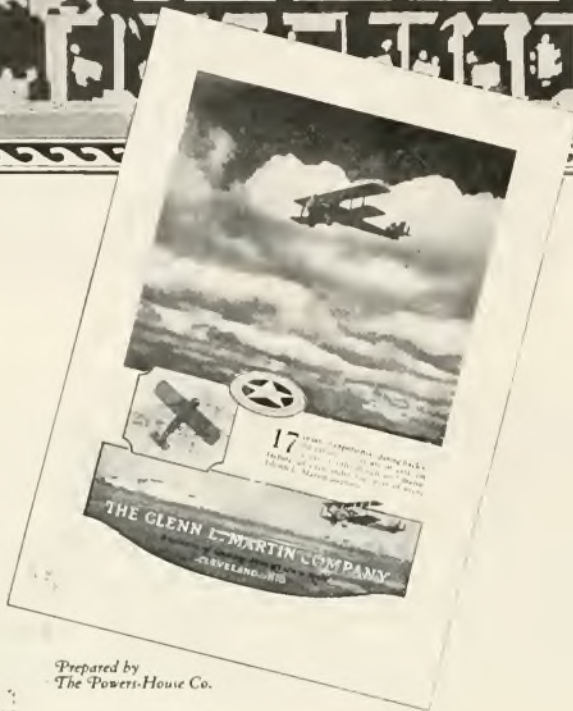
**JAMES R. QUIRK, Publisher**

**C. W. FULLER, Advertising Manager**

221 West 57th St., New York

750 N. Michigan Ave., Chicago

127 Federal St., Boston



Prepared by  
The Powers-House Co.

**C**ANARY yellow catches the eye  
but sedate, Brewster green  
gives longer service.

P-H

Bold assertions and glittering promises lure the prospect but sound service, painstaking and consistent, maintains established connections.

P-H

More than half of the names on the Powers-House client list represent connections of at least five years' standing.

# The Powers-House Co. Advertising

HANNA BUILDING - CLEVELAND, OHIO

Marsh K. Powers, Pres.

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

Gordon Rieley, Sec'y

less a luxury in the past. The coming of oil burners for home heating may very shortly revolutionize the cellar of the American home and make a whole new floor available for living, and in so doing create new or increased markets for furniture, amusement devices, work shop equipment, etc. Good roads are rapidly spreading the population over a greater area, automatically increasing the market for the automobile and all of its accessories, as well as creating new shopping centers.

**A**ND referring to shopping centers, here again we see the quickened tempo of America, again from a distribution angle. A few years ago, if a new home community began to build up, whether town, village, suburb, or city neighborhood, very gradually shops would open to supply the needs of the community as this man saw the opportunity for a grocery store, another figured he could make a living with a drug store, and so on, until, in the course of time, the community was completely served with needs and knick-knacks. Today the new community is likely to wake up most any morning to find that overnight it has acquired a fairly complete shopping center—a grocery store, a meat market, a drug store, a cigar stand, a five-and-ten cent emporium, a candy shop, and even a branch bank—all links of great national or local chains, ready to do business on familiar principles in standardized establishments selling well-known merchandise. This is important both to the manufacturer and to the public forming these new communities.

We will better understand what America's quickened tempo means, and how its influence may be anticipated, either for self-protection or for profit, if we examine briefly its underlying causes. They may be boiled down to a few terms:

- Invention
- Transportation
- Picturization
- The World War
- Availability

Invention is responsible for radio, for mechanical refrigeration, for the oil burner, and for many other devices that are changing national habits of life and thought, and speeding up the national tempo.

There is no telling where invention will stop in any given field, and it is difficult to foretell in what direction it will lead next. But enough business men have lived to regret that they scoffed at the possibility of this or that invention hurting so well established a business as theirs that there is now no excuse for the man who ignores an invention which threatens to interfere seriously with his business. If he makes refrigerators, he may at least make them so that they will readily accommodate an electric or gas refrigerating unit. If he is in the steel or the aluminum business he may at least start his

**[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. Oakley

## ... "Salt of the Earth"

ON a quiet, tree-bordered street sits a homey white cottage. Before it is a stretch of lawn; behind it, a plot of garden. The lawn is kept trim and velvety by Mr. Oakley; the garden is his province, too. But the garden and the lawn and the house between were all planned by Mrs. Oakley—they are essentials in her scheme of life.

For Mrs. Oakley is "salt of the earth"—a "home mother." And she keeps her house strictly modern in every way. Living room, dining room, kitchen—each looks like a picture from "House and Garden."

Outside her home, Mrs. Oakley shows this same modern, progressive spirit. Her aid and opinion are valued by her church; she has an important part in every civic drive. She is a woman who knows

what she wants and *gets* what she wants.

It is not surprising, then, that she prefers *The Enquirer*. It brings her the news and shopping information she desires, and at that morning hour when she has time to read it. This "Enquirer-preference" is strikingly shown by the fact that 801 *Enquirers* are delivered daily to the 1,073 residence buildings in Mrs. Oakley's community.

To you, Mr. Advertiser, these facts mean this: Every day Mrs. Oakley's shopping bills run into thousands of dollars. Every day *The Enquirer* reaches her at the very hour when she is deciding how and where she will spend these thousands. Help her decide in *your* favor—by advertising in *The Enquirer*!

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"*

## Ready-To-Wear Ready-To-Wear Ready-To-Wear

Women's  
Misses'  
Children's

## Ready-To-Wear Ready-To-Wear Ready-To-Wear

and nothing else but—

That is the field served by

*Nugents*  
The Sargent Weekly

and served well with a  
National Circulation  
at \$6.00 a year  
among 75% of the best  
Ready-to-Wear Retailers  
Department Stores,  
Drygoods Stores,  
Specialty Shops  
and Resident Buyers  
in nearly 3,000  
cities and towns.

If your client makes and sells  
Ready-to-Wear—  
NUGENTS is the one  
paper he can use  
profitably—  
Every Week  
in Every Month  
in Every Year.

Published by  
THE ALLEN BUSINESS PAPERS, Inc.

1225 Broadway, New York  
Lackawanna 9150

research department working on such a metal as Edward S. Jordan recently voiced a need for: "an aluminum alloy cheaper, lighter and better than steel"; or he may anticipate that such a metal may be developed and lay plans to protect his business in case it is. If he is a publisher he may at least keep a sharp eye on public tendencies and reactions and to them shape his publishing plans. If he is a manufacturer of parts or elements or fabricated material of any kind, he may at least avoid the fatal error of assuming that tomorrow's demand will be the same as today's. Indeed he will, if he is wise, consider that he has certain equipment and certain skill to market, and study constantly to relate them to changing public needs and tastes. If he does not, he may some day find himself so far out of step with the American tempo as to be out of the running entirely!

**T**RANSPORTATION—chiefly overland transportation by motor—has been a second important cause of the quickening of the American tempo. "Step on it" is more than motor slang; it is expressive of a new American attitude: have what you want, do what you want to do, be where you want to be—and *without waiting*.

The broad and rapid transmission of news and ideas has done its share to speed up American life, but it was not until *picturization* was added to speed and breadth that its full effect on the American tempo began to be realized. Picturization as furnished by the movies, by the picture newspapers, and by the weekly and monthly periodicals both of mass and class circulation.

When words were depended upon for telling the news and for registering ideas about life and people and events and merchandise, the public was slow to take up with the new; there are so few word-minded people. But with the movie news reels and the tabloid pictorials to *show* the news, and the movie plots and "sets" to *show* the back woods how the city lives, and the magazine and newspaper illustrations to *show* what the aggressive tenth of the population is doing and wearing and eating, an overnight response is not only possible but seemingly inevitable.

As Will Hays said recently in a talk at the New York Advertising Club. "The head of the house sees a new kind of golf suit in the movies and he wants one. The housewife sees a lamp of a new design. Perhaps the whole family gets a new idea for redecorating and refurnishing the parlor and down they go to the dealers to ask for the new stuff.

"It was not long ago that a boy from any small western town could be picked out the moment he walked on the campus of an eastern university. Not now. And the girls who come East to school don't have to be taught anything about new styles, for they are getting their ideas from the same source as the eastern girls—from the movies, many of which are shown in Indiana only a little later than on Broadway.

The World War was a tremendous factor in accelerating the American tempo. First it stretched people's minds to accommodate great new conceptions, and then it threw them into high gear and kept them running at a dizzy speed for two years—a jazz speed that is in no small degree responsible for the present tempo, for it has never slowed down to the pre-war speed.

Also, it was the World War that accelerated the manufacturing tempo of America. Not merely the production rate, but the basic tempo of industry. Prior to the War a manufacturer made certain kinds of things in his factory. Over a period of years he might add other items, and even venture into new fields of manufacturing if he were more imaginative or inventive than his fellows. But with the coming of the War, stove factories were suddenly turned into ammunition factories, inland boiler foundries and bridge plants made ship plates, toilet goods laboratories made hospital supplies, and almost everybody ended by making something out of the usual. This experience opened men's minds to the fact that about the only limit to the flexibility of a factory, within the actual physical limitations of the plant and its equipment, was the owner's imagination. Presently billiard table manufacturers were making phonographs; auto accessory plants were adding radio parts; gun factories were making hardware; and so on, all through industry. Today it is the exceptional business that hasn't some plan for a new product under consideration at least.

**A**LL of these influences—*invention*, transportation, picturization, the world war—would have less business significance and smaller possibilities from a marketing standpoint if it were not for the fourth factor—*availability*.

The increased—and increasing—availability of merchandise has materially accelerated the tempo of American merchandising, just as quantity production methods and the lesson of the War have accelerated the tempo of American manufacturing.

The chief factors that have brought this about are: the chain store, penetrating as it now does to the suburbs and the "sticks" with all kinds of merchandise; the metamorphosis of the drug store, adding evenings and Sundays to the availability of hundreds of items of merchandise, not only in shopping centers but in residential neighborhoods; the automobile, eliminating the distance between the home and stores of all kinds; house-to-house selling, carrying the merchandise right to the front or back door; magazine shopping services, bringing the avenue shops to the interior towns; and now, as pointed out by another writer in *ADVERTISING AND SELLING*, the roadside gasoline station, a new outlet for merchandise dotting the map of America perhaps more thickly than any other.

In addition to these physical factors influencing availability, there are the price and terms factors: the lower

# IF 500 PEOPLE MOVED AWAY—



YEAR or so ago 50,000 people moved out of Bridgeport, Connecticut. A serious blow to the city? Not at all. They were squads of that vast, sad corps known as "floating population." By so much as they consumed the plain necessities of food, clothing and shelter, Bridgeport retailers and realtors miss them. Otherwise, business goes on as usual.

Bridgeport has about 500 subscribers to THE QUALITY GROUP magazines.

What if those 500 should move away?

Instantly a critical civic emergency would exist. Industries, banks and commerce would be compelled to go far afield in search of new executives. There would be a desperate shortage of doctors and dentists, judges and lawyers. Church and club activities would suffer a blight, and a pall would spread over the intellectual visage of the area.

The compilers of the Blue Book would be inconsolable and the Directory of Directors would be obsolete. Great parcels of real estate would be a drug on the market. Bank deposits and trade in the best stores would drop heavily.

The very arterial blood of the city would have been drained.

We know that the 500 QUALITY GROUP subscribers mean exactly that to Bridgeport, for we have checked them over, name by name, with the best informed local merchants. We also know that very few of them will move away. For it is a characteristic of THE QUALITY GROUP subscriber that he does not float. Wherever he lives, he is an established and entrenched factor in the life about him.

In Cincinnati the same sort of checking was made. Out of 153 subscribers to just one QUALITY GROUP magazine, a local merchant instantly recognized every one except six, and declared them all to be good prospects for costly quality products.

If you could show everybody in the United States through your plant, your business future would be assured. Suppose you should take over 700,000 people through the plant. Would you go out on the highway and herd in the first 700,000 in sight? Would you not rather pick and choose your 700,000 by inviting from each city and town those comparatively few who are incomparably influential? That is precisely the function of THE QUALITY GROUP.

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

## THE QUALITY GROUP

285 MADISON 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*



## The Telephone and Better Living

PICTURES of pre-telephonic times seem quaint today. In the streets were horses and mud-splashed buggies, but no automobiles and no smooth pavements.

Fifty years ago homes were heated by stoves and lighted by gas or kerosene lamps. There was no domestic steam heating or electric lighting, nor were there electric motors in the home. Not only were there no telephones, but there were no phonographs, no radio and no motion pictures.

The telephone permitted the separation of business office from factory and made possible the effective co-ordination of widespread activities by a centralized organization. It changed the business habits of the Nation.

The amazing growth of the country in the past fifty years could not have come had not science and invention supplied the farmer, manufacturer, business man and family with many new inventions, great and small, for saving time and labor. During this period of marvelous industrial progress, the telephone had its part. It has established its own usefulness and greatly accelerated the development of the industrial arts which have contributed so much to better living conditions and to the advancement of civilization.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

BELL  SYSTEM

IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

 **The Only Denne in Canadian Advertising**

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Directory. You need an Advertising Agency familiar with "on the spot" conditions. Write.

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

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

THE JOHN IGELSTROEM COMPANY  
Massillon, Ohio Good Salesmen Wanted

### 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. 36 yearly. Member ABP and ABC.

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

prices made possible by simplification and quantity production which have made six-cylinder cars and radio sets and toilet soaps and hundreds of other commodities and specialties available to lower salary stratas; and the deferred payment plan already referred to which has still further increased immediate availability.

To get these factors (and of course there are others such as the airplane and radio, which will come to mind readily enough) clearly organized in our minds is to see the *why* of the new American tempo. To understand the *why* is to be able better to recognize—and even to anticipate—further changes, and to gage their probable effect on any given business. This gaging is likely to be the big problem of the future both in manufacturing and marketing.

Meanwhile there is one point to be borne constantly in mind: from a marketing standpoint the danger in trying the synchronize a business with the present American tempo lies in failing to realize that the public tempo of *acceptance* of a new idea is not necessarily the public tempo of *purchase* of the product or service that idea represents. There is still the time element to be figured on, and the same old need for persistent sales and advertising effort. The time element may have been shortened, but it has not been abolished as a marketing factor; nor have the bumps and turnings been eliminated from the road to market.

*Charles C. Green*  
*Advertising Agency, Inc.*

Philadelphia office, will direct advertising for the Silent Sword Automatic Oil Burner, marketed by the Sword Burners, Inc., same city.

*Walter E. Brown*

Formerly assistant advertising manager of the Billings-Chapin Company, paint manufacturers of Cleveland, has become associated with The John S. King Company, Inc., advertising agency of that city as production secretary.

*"Power Plant Engineering"*

Announces the removal of its offices to 52 West Jackson Boulevard, Chicago.

*O. S. Tyson and Company, Inc.*

New York, will direct the business paper advertising of the Annual Power Show and of the Chemical Show for the International Exposition Company, same city.

*Lakeside Publishing Company*

New York, publishers of *The Trained Nurse and Hospital Review*, *The American Food Journal* and *Food and Health Education*, announce the removal of their offices to 468 Fourth Avenue.

*K. L. Hamman, Advertising, Inc.*

Oakland, Cal., will direct advertising for the Fageol Motors Company, same city.

Condensed Milk  
Evaporated Milk  
Condensed Coffee

THE  
**Borden**  
SALES COMPANY, INC.  
The Borden Company, Sole Owner. Established 1857

Malted Milk  
Milk Chocolate  
Dry Milk Flakes



350 Madison Ave.

New York, April 1, 1926

Please mark reply for attention

of Stuart Peabody

Miss Katharine Clayberger,  
c/o People's Home Journal,  
285 Madison Avenue,  
New York, N. Y.

Dear Miss Clayberger:

I have just examined carefully the material you are sending out to the mothers of small children among the readers of PEOPLE'S HOME JOURNAL, and I want to tell you how valuable and constructive I think this work is.

We have always regarded PEOPLE'S HOME JOURNAL as a real Institution - something more than a periodical magazine. We have come to this opinion as a result of the excellent response we have got from our own advertising in PEOPLE'S HOME JOURNAL over a period of years. It occurs to me that work such as The Young Mother's Nursery Class, accounts for this unusual reader confidence.

Entirely aside from the fact that this effort on your part to improve the condition of babies and children makes PEOPLE'S HOME JOURNAL an excellent medium for advertising our own product, we think that you are to be complimented on your work from a humanitarian standpoint.

Yours very truly,

THE BORDEN SALES COMPANY, INC.

*Stuart Peabody*  
Advertising Manager.

SP/EVG

PEOPLE'S HOME  
JOURNAL

950,000 Net Paid



# THE OPEN FORUM

WHEREIN INDIVIDUAL VIEWS  
ARE FRANKLY EXPRESSED



## Installing Crime?

**I**N lieu of the discussions about the installment method of buying in recent issues of *ADVERTISING & SELLING*, the following excerpt from the newspaper story of the kidnaping of a ten-year-old girl by a nineteen-year-old youth bears an interesting significance:

"He stated today that he was buying a Ford sedan. The car cost some \$600, and he was making \$15 a week—but youth will be served, and he had paid all but about \$206. But the \$206 was a problem, so he went to the movies for advice. There, he said, he saw the picturization of a magnificently successful and profitable kidnaping."

Was not the real seed of this crime the desire on the part of the youth (who paid \$154 down and \$25.80 a month thereafter, and who was earning a salary of \$18 per week) to own a Ford sedan? The papers themselves relate later on that there was neither a woman in the case nor a pure out and out desire to do evil—he merely "wanted to go touring in his Ford."

It is true that the installment method enables many people to possess things—good things—they would not otherwise think of buying. But there is room for a question mark over a system which incites a person to an ownership which is economically illegitimate—since, because the cost of that ownership is greater than the individual's resources can afford, the result is to make of him (as in the case cited) a social liability, a criminal.

PAUL J. CARDINAL,

The Hoffmann-La Roche Chemical Works, Inc., New York.

## Standardization for Direct Mail

**T**HE whole trouble in the direct mail situation boils down to this one thing: If you want to use display advertising, you choose your agency and get down to business. But if you have direct advertising in mind as a supplement, you are confronted with an astounding array of direct mail specialists, letter shops, printers who have or have not direct advertising departments, direct mail services, and what have you. What's the result? You finally let the agency decide, and the agency sometimes says: "Thumbs down."

A howl goes up in the direct advertising quarters, a fracas is barely averted, and one more breach is made. Direct advertising is not on the stand. It has proved itself. Any advertiser who uses the mails intelligently will testify in its behalf.

The solution lies in standardization in the ranks of the direct advertising specialists, or the installation of direct advertising departments in agencies.

ALBERT R. DWYER,

The John C. Powers Co., Inc.,  
New York.

## The Advertising Tool Chest

**I**F, as is asserted, direct mail advertising has been making extravagant and unwarranted claims to the detriment of other forms of advertising, then I believe it would be well to have a full, frank and free public discussion of the matter.

May I say, however, that nearly every branch of advertising has at one time or another been guilty of arrogating to itself all the virtues and of ascribing to other forms of advertising all the failings.

For fifteen years I have been preaching the doctrine that the different forms of advertising are not competitive, but coordinate. Many times I have likened advertising mediums to a chest of tools, each tool particularly fitted for a certain kind of work. A screw driver will not take the place of a hammer, but this is no reflection upon the screw driver. No man would attempt to build a house with just one tool, and there are almost no advertising campaigns that do not require the special qualities of two or more advertising tools. One of the tests of an advertising craftsman is his ability to choose wisely the tools necessary for the job and then to use them skillfully.

JESSE H. NEAL,

Executive Secretary,  
Associated Business Papers, Inc.,  
New York.

## Selling with the Hammer

**A**NYONE with as deep-set convictions as the writer of "Is Direct Mail Losing Its Directions" should certainly be willing to come out in the open and back his opinion with his name.

Where does he get the idea that direct mail only sells itself by a free use of the hammer? I haven't heard such a lot of that "propaganda fired with sententious statement, etc., etc." Maybe it's because we are buried down here in North Carolina, but usually propaganda, particularly if it's of a scurrilous nature, travels to the by-ways and hedges.

Possibly we are missing a good bet by not adopting that method of selling our services, but frankly we haven't

as yet found it necessary. And until we are convinced of the ineffectuality of the horn we won't take up the hammer.

Give Homer Buckley or Oren Arbogust a chance to take a crack at this "prominent reader." Either of them, as well as a dozen others we know could make his arguments look like a machine gun target after an hour's fire.

F. QUINBY SMITH,  
Bennett-Williams Co.,  
High Point, N. C.

## Direct Mail Is Antagonistic!

**D**IRECT mail is antagonistic to other forms of advertising and it is not a battle of the future but one of the present. Shall direct mail sit by while publications brand it as "rubbish cluttering up the mail boxes" or shall it produce its record of performance and drag forth from behind its smug veil of superficiality and buncombe those self-crowned kings of publicity who think only in terms of white space, commissions and 'hope to goodness it will pan out right'?"

Direct mail! The only form of advertising where it is possible to foretell results. Direct mail! The only form of advertising to the classes. Direct mail! The only advertising divested of the fluent generalities of mass publicity. The one form of advertising that is indispensable in any well-balanced, planned-for-results campaign to sell anything.

When an advertiser appropriates a half million for national advertising and the campaign falls flat, he'll just change agencies and go to it again.

But—just let him spend only two per cent of that sum in direct mail and if that fails to produce then he's ready to shout to the world that direct mail is no earthly good.

It's the agencies and the publications that have produced such a frame of mind in our prospects. They haven't hesitated to damn us up and down because we've taken away a little of what they covet for their own. Thus, while it would be nice just to turn the other cheek, we've learned better, for we're just as liable to get smacked again by the organized cohorts of 15 per cent.

E. J. SHIRMAV,  
Manager, Advertising Division,  
The Letter Specialty Co.,  
Cleveland, Ohio.

Yes, Direct Mail is antagonistic—antagonistic as truth is to falsehood; as antagonistic as facts are to fancies. Direct Mail is fast forgetting pacifism. It is becoming more and more militant.



# Selling to the homes of today— and of tomorrow

**T**HE advertising of today has a double job. It must help you sell not only to the homes of today, but also to the homes of tomorrow.

In accomplishing this double result, the complete family interest maintained by Better Homes and Gardens is an important help to you. For, in addition to its demonstrated power in selling to the homes of today, Better Homes and Gardens exerts a tremendous influence on the home-builders of tomorrow.

An illustration of this influence is found in the following quotation from an article by Louise Perry, a high school student at East Orange, N. J. It shows the interest which Better Homes and Gardens holds for the younger members of the family—the home-builders of tomorrow.

*A recent letter to the editor of Better Homes and Gardens from Thomas Perry, a subscriber at East Orange, N. J., enclosed an article written by his 17-year-old daughter, Louise.*

*Members of her high-school English class were asked to write about any magazine. She selected Better Homes and Gardens as the most interesting subject for such an article.*

*We are indebted to Mr. Perry for sending us the article, and to Miss Perry for permission to quote from it here.*

"Better Homes and Gardens shows how to build and how to enjoy homes. Since we spend nearly two-thirds of our time in our homes, there is every reason to make them as beautiful and attractive as possible. To have a pleasant outlook on a lawn well bordered with shrubbery makes it easier to have a pleasant outlook on life."

Miss Perry is 17. Some day she will be general manager of a home. It is still a "castle in the air," to use her own words. But already she is deciding how to build it, how to landscape it, how to furnish it.

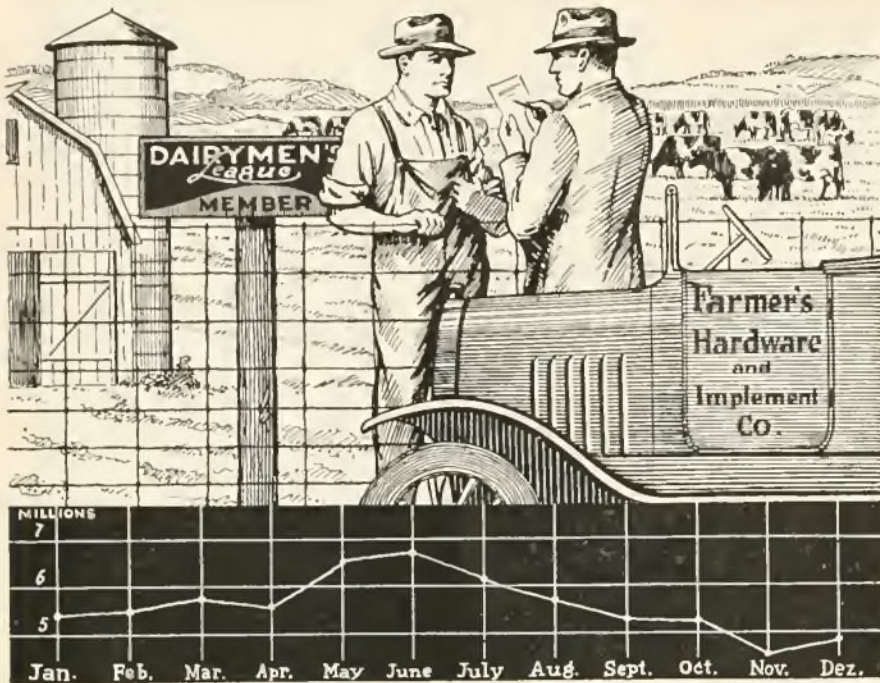
She is going to have a home that will provide a pleasant outlook on life. Let Better Homes and Gardens make a place in that home for your products.

700,000 NET PAID

# BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA



Gross Sales of The Dairymen's League Co-op. Assn. for 1925.

## Pasture Time Is Harvest Time Milk Checks Are Biggest; Expenses Lowest

A glance at the graph above will show you that the Eastern dairyman received his largest milk checks during the months of May, June and July. These are the months when the cows are grazing in green pastures; and feed bills are almost forgotten.

Shrewd advertisers drive hardest when the dairyman has the largest income and the smallest necessary outgo. It is then that the chances are greatest of diverting a part of his income to your product.

Your chances will be further improved if you use the medium in which he has greatest confidence—the dairy paper that is farmer-owned.

Careful analysis shows that by using the Dairymen's League News and one general farm paper you can effectively cover the "New York City Milk Shed" at least cost and with least duplication.

*A request will bring Sample Copy and Rate Card*

This Map shows Area which supplies New York City with fluid milk.



## DAIRYMEN'S League NEWS

New York  
120 W. 42nd Street  
F. M. Tibbitts, Bus. Mgr.  
O. E. Everett, Adv. Mgr.  
Phone Wisconsin 6081

Chicago  
10 S. La Salle Street  
John D. Ross  
Phone State 3652

## Ned Ludd's Revenge

[CONTINUED FROM PAGE 22]

make yesterday's luxuries today's necessities. With 20,000,000 motor cars, \$100,000,000-a-year golf clubs, 80,000,000,000-a-year cigarettes against them, staple products give way.

Intensive methods and foreign competition will lower raw materials. Competition between producing machines will lower retail prices; rival distribution systems will lower retail prices. Therein lies the one brilliant consolation for those trained down for the fight: New and unexpectedly greater markets will open exactly as new prices permit.

The electrician's helper who made \$2.80 a day in 1914 now gets \$12.00. Cost of living dropped a third from its 1920 peak; while builders' wages in New York went up a fifth. There was loose talk after the War of "liquidating wages." But today our employers, loaded down with labor saving machinery, durst not touch a penny wage. The Luddites win. They are the geese that eat the golden eggs!

### John Jay Messler

For three years assistant advertising and publicity manager of the Security Trust & Savings Bank of Los Angeles, Cal., and previous to that assistant advertising manager of the Broadway Department Store, same city, has joined the firm of Emil Brisacher & Staff, San Francisco advertising agency, as assistant chief of the copy department.

### Lyon Advertising Agency, Inc.

New York, announce the removal of their offices from the Times Building to 270 Madison Avenue.

### Callender-Sullivan Press, Inc.

Chicago, publishers of *Sporting Goods Journal* and *Motorcycling* (including the *Bicycling World*) have moved their offices to the headquarters of the parent corporation, the Trade-press Publishing Corporation, at 542 South Dearborn Street, Chicago. W. D. Callender continues as president of both corporations. William Botho Mayor, formerly secretary, has been elected vice-president to succeed T. J. Sullivan, retired. Charles O. Nelson succeeds Mr. Mayor as secretary. The two corporations will continue to conduct their affairs separately as in the past.

### Elmer G. Stacy

Recently with The Kalkhoff Co., New York, has joined the organization of Carl Percy, Inc., producers of window displays, same city, in a creative and contact capacity.

*Announcement*



THE BUTTERICK  
COMPANY

*announces the election of*

JOSEPH A. MOORE

as Chairman of the Board of Directors

*and*

S. R. LATSHAW

as President of the Corporation



THE BUTTERICK COMPANY

Butterick Building

New York



## The Outstanding Hospital Editor

Matthew O. Foley, Editor of HOSPITAL MANAGEMENT, is the outstanding editor of the hospital field. He is known far and wide for his constructive editorial service and for his definite contributions to hospital progress.

Mr. Foley originated National Hospital Day, which is celebrated each year on May 12, the birthday of Florence Nightingale, by nearly 5000 hospitals in the United States and Canada and many others in all parts of the world.

No publication is a better advertising medium than its editorial service indicates. That is why advertisers who want hospital prestige advertise in the medium of accepted editorial leadership.

## Hospital Management

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

537 S. Dearborn Street

CHICAGO

## How Many American Languages?

[CONTINUED FROM PAGE 40]

come a retail advertising man, he may indulge his weakness for writing an American language. In the meantime, he must write English.

While his mind is going through all that torture, his reading of retail advertisements is narrowing down to a few typical writers, one in each important section of the country. And he makes his discovery. Each seems to write the language of America, yet each writes differently.

There is not one American language. There are many American languages.

His mind begins to race. The commodity to be sold to the masses ought to be written about in English. The article to be marketed to the installment trade ought to be written about in the American languages. Obviously, it cannot be efficiently done through the publications with millions of circulation each. Southern California excuses a cover illustration showing a snow scene, but Virginia will not forgive an advertisement glorifying the great Republican President.

THE use of the nationally circulated publications becomes for many campaigns one of background. The down-to-brass-tacks advertising that is supposed to get-the-business will become sectionalized. Sectional advertising is no new thing, and there is no occasion to describe its mechanics here. The application of sectional advertising to make possible the use of local language is new and will come in for considerable thought.

Even though you may think we are driving at the plan of having advertising writers located in each of the territories to be covered, that is not what we mean at all. A study even from a distance, of local habits and local traditions, will make it possible for an advertising writer to avoid the pitfalls of local unpopularity.

A very little study would have kept an advertising writer from telling us Democratic but nevertheless patriotic Baltimoreans that we must eat Blah Bread in order to maintain the traditions of the Southland. One look at a Denver newspaper stock market page would have kept another fellow's work from being ineffective because of his salutation, "You red-blooded men of the great reaches of the Old West." Reading one Elsie Singmaster story would have kept still another advertising writer's effort from being wasted in southern Pennsylvania, in an advertisement that didn't leave it to the imagination that she wore them.

Every national advertiser who distributes his product through retailers knows of the use of sectional advertising (the retailer's local advertising of the national advertiser's product) for purposes of localization. Which is to

### Inside Facts on Selling in Europe

J. George Frederick, President of the Bourse, has just come back from a European trip, analyzing the best methods of rapidly developing trade for American goods. He has also established European research offices. It will thoroughly well pay to secure the Bourse's reports on export.

### THE BUSINESS BOURSE

15 West 37th St., New York City

Tel.: Wisconsin 5067

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

### The Standard Advertising Register

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

### National Register Publishing Co.

Incorporated

15 Moore St., New York City

R. W. Ferrel, Manager

### 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 readers several who have been continuous subscribers for half a century and its average renewal for a period of years is over 75%. When considering the cultivation of this market write for information and the complete service we render.

239 West 39th St.

New York

# COLUMBIA

The Largest Catholic Magazine in the World

COLUMBIA has been assigned an important part in making the name of Ingersoll one of the best known of all trade-marks.

For the third successive year the Ingersoll Watch Co., Inc. will share in the responsiveness of our more than two and one-half million readers. This year, as in the past, Ingersoll advertisements will appear on COLUMBIA back covers in color.

Like many other national advertisers, the Ingersoll Watch Co., Inc., recognizes in COLUMBIA an opportunity to reach a vast number of potential buyers with marked economy and effectiveness.



*Ingersoll*



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
<b>TOTAL</b>	<b>2,766,644</b>

## 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. 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

# GAS STATION TOPICS

*"The National Filling Station Magazine"*  
Wishes to Announce

that beginning May 1, 1926, Glenn W. Sutton will become Vice President and General Manager of the publication. New offices have been opened at 250 Park Avenue, Postum Building.

Mr. Sutton comes to Gas Station Topics with a broad and unusual experience in publishing and in the oil industry. For five years he has been president of Petroleum Age, an oil trade paper covering producing, refining, and marketing branches of the oil industry.

Gas Station Topics will be devoted to the construction, operation, maintenance and management of Filling and Service Stations. It will competently cover merchandising and selling activities at such stations with the aim of opening a brand new outlet for manufacturers wishing to use this channel of retail distribution.

Manufacturers and distributors of equipment and accessories used or sold at Filling or Service Stations will also find Gas Station Topics a medium of unusual merit in presenting their products to *Large Buyers* who have never before been readers of oil industry publications.

The editorial management is under the direction of Alex A. McCurdy, former editor of the Oil Trade Journal, who has been engaged in editorial work for many years as the editor of Oil Trade and financial publications and the daily newspapers of New York and Washington, D. C.

**Circulation, 25,000**

Advertising rates upon application

# GAS STATION TOPICS

Suite 410-411, 250 Park Avenue  
New York, N. Y.

Telephones: Vanderbilt 3089, Murray Hill 3980

say, for purposes of talking an American language. The national advertiser in his great weekly and monthly magazine advertising campaigns glories in his generalities. Each individual retailer of his product, getting down to details, talks in the language of his neighborhood, and gives the national advertiser the benefit of the American languages.

But that's where a national advertiser's name frequently comes in for many and contradictory uses. So why isn't the sectional part of a national advertiser's campaign planned by the national advertiser himself? The usual dealer-help campaign furnishes a convenient beginning.

This is what the national advertiser is coming to: A national campaign, in the great magazines, giving advertisement to names, trademarks and general policies, and written in English. A series of sectional campaigns, in the daily newspapers, mails, outdoor and other local media, giving facts and arguments, and written in the American languages.

## *A. W. Shaw Company*

Chicago, announce the removal on April 22 of the Eastern office of *System* to new quarters in the No. 1 Park Avenue Building, New York. Also located there are the Book Department of the A. W. Shaw Company and the Eastern advertising offices of *Factory and Industrial Merchandising*.

## *Klau-Van Pietersom-Dunlap-Younggreen, Inc.*

Milwaukee, will direct advertising for The Mixermobile Company, same city.

## *Hommann, Tarcher & Cornell, Inc.*

New York, has been appointed advertising counsel for the Irish and Scottish Linen Damask Guild, Inc., a new organization which will direct a cooperative advertising campaign for thirty of the leading Irish and Scottish manufacturers of linen damask table cloths and napkins. William J. Pugh of McCrum, Watson & Mercer is the president of the Guild, and Alfred T. Brown, previously director of advertising for Ireland Brothers, will be director of advertising. The Guild has established its headquarters at 260 West Broadway, New York.

## *Col. George Henry Ham*

For thirty-five years head of the advertising department of the Canadian Pacific Railway, died in Montreal on April 16th. He was one of the veteran newspaper men of the Dominion, having served on *The Chronicle* of Whitby, Ont.; *The Free Press*, *The Tribune* and *The Times*, and as editor-in-chief of *The Nor'Wester* of Winnipeg. He was the author of "The New West" and other works.

## *Fred D. Stevens*

Utica, N. Y., will direct the advertising for Divine Brothers Manufacturing Company, same city, makers of canvas cushion wheels and buffing, polishing and grinding wheels.

# The Lillibridge Viewpoint

Number One

Issued by Ray D. Lillibridge Incorporated

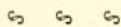
New York

## There's a Time to Rush and a Time to Smoke

WHEN we contemplate the rash way in which many manufacturers rush into print, with half-baked plans for getting distribution and turning interest into sales, we are reminded, by contrast, of the great-grandfather of Deidrich Knickerbocker whom Herbert Quick tells about so entertainingly in his latest book.

It seems that on taking the contract to build a church in Rotterdam, the old gentleman took three months of smoking for pure consideration of the work; then three more in knocking his head and breaking his pipe against every church on a circuitous journey from Rotterdam through Amsterdam, Delft, Haarlem, Leyden and The Hague and back to Rotterdam; then three more in walking and navigating and climbing to attain coigns of vantage for contemplating the site of the still unbuilt church.

At last, having smoked three hundredweight of tobacco, and traveled and thought and contemplated for full twelve months, and having filled the good Rotterdammers with the fidgets, he pulled off his coat and five pairs of breeches and laid the cornerstone of the church. According to the great historian of New Amsterdam, when completed, this church was so conveniently constructed that all the zealous Christians of Rotterdam preferred it to any other in the city.



THE tempo of advertising is necessarily fast. Nevertheless, it is our conviction that speed has come to be too much a habit. There's a time for rushing and a time for smoking, and if a little more smoking were done first there would be less need for rushing—and less waste.

## "Namby-Pamby Stuff"

SOMETIMES when our "follow-through" work for a client leads us into such a maze of detail that we begin to wonder if we are doing anything better than clerical work, there comes to us that sage observation by George Arliss in *Collier's*: "It is the namby-pamby stuff that shows the real value of an actor or an actress. The big emotional scenes are, as a rule, comparatively easy to play. Up to a certain point they play themselves."

Isn't it very much the same in advertising?

## Stuttering Salesmen

IT WAS John Ruskin who wrote, "He who has truth in his heart need never fear the want of persuasion on his tongue." This puts us in mind of a remark Frank Braucher, of the Crowell Publishing Company, made to us one morning. We were talking about salesmen, and he said, as respecting his own company's sales staff, "I never worry about what will come out of their mouths if they have the right thing in their hearts. They could stutter and still sell!"

## On Ordering From the Left

THERE comes a time in nearly every business man's life when he makes the discovery that in the interest of his general well-being and his success, he should order what he wants from life, instead of fitting himself into the table d'hote conception of other men's minds.

If it is luncheon he is ordering, he ignores the row of prices down the right side of the menu and orders from the left what appeals to him as being tasty and nourishing and appropriate to his mood, his digestion, and the time at his disposal. Or, better yet, he ignores the menu and simply tells the waiter what he wants,

whether it be a bowl of half-and-half and graham crackers, or *terrapene goute d'or*.

If it is a suit he is ordering at his tailor's, he looks at materials first and price afterward, knowing that the cheapest suit he can buy will be the one that will add most to his personal appearance and reflect success.

And so with the books in which he is to invest his most precious possession—his time; and the plays he selects to see, and the magazines he selects to read: he orders not from the right on price or convention, but from the left on the basis of what he knows he needs in order to get the most out of life.

So ordering, he nearly always finds that costs have a way of evening up, one with another, so that in the end he comes out better than the man who habitually considers cost first.

es es es

*WE ARE strongly of the opinion that this same philosophy applies to the choice of an advertising agency. If you can find an agency which will give you the unbiased counsel and the thorough-going service you believe to be the only way to make your advertising fully effective in a sales way, it will pay you to order that service and pay what it costs, knowing that it will actually be the most economical sort of advertising service you can buy. It will fit your needs and there will be no waste.*

## The Coast-to-Coast Bug

**I**N A recent issue of *Factory* there appeared an article by W. M. Pattison, president of the W. M. Pattison Supply Company, in which he said "We forget the U. S. A. and cultivate sales near home."

We know of several companies which could with profit "forget the U. S. A." for the time being and develop their home market inten-

## CLIENT WANTED

**A**N advertising agency with some rather different working methods and marketing ideas wants as a client a manufacturer in the household specialty field who is dissatisfied with his present rate of progress in sales and distribution and is ambitious to attain a position of leadership.

He must have an open mind, the business acumen to appreciate the wisdom of paying a stipulated monthly fee to cover high-calibre co-operation and insure absolutely disinterested counsel as to marketing methods and mediums; also a conviction that there is too much of the conventional in present-day advertising, sales and distribution practices.

His product may be a vacuum cleaner, an oil stove, a washing machine, a kitchen cabinet, a piano, a rug, or practically any other specialty for the home. But it must be a *good* product. His business may be located anywhere from St. Louis east. He must be able to command capital sufficient to carry out a carefully planned progressive marketing program, but if he has a natural aversion to spending a dollar without knowing pretty definitely what it is buying for him in the way of progress toward a pre-determined "objective," it will be in his favor.

We can take on one more such client at this time. We have some ideas that will interest him, and we can assure him of a quality of advertising service and marketing co-operation that he will appreciate. Address, in confidence and without obligation: Ray D. Lillibridge Incorporated, No. 8 West 40th Street, New York City.

sively. By so doing they would establish their businesses on a sound profit-making basis, capable of gradual expansion to national proportions over a period of years, with a continued program of profit-making.

The Coast-to-Coast Bug is an insidious microbe that few business men can seem to throw off, once they inhale it; but is worth resisting until distribution not only dictates it, but can *support* it "in the luxury to which it has been accustomed."

### RAY D. LILLIBRIDGE INCORPORATED

*Advertising • No. 8 West 40th Street • New York*

Telephone: Longacre 4000

Founded



in 1899



# Are Solicitors Lazy?

[CONTINUED FROM PAGE 21]

One salesman came in to paint a glowing picture of what would happen if we adopted his scheme and introduced our product on a national scale. His office had given him a note that we were heavy local advertisers, but they had omitted to state the number of countries in which we were heavy local advertisers. That was all he knew before coming in, and after admitting himself to be one of the best advertising men out of captivity, he launched into his story. Not only did he neglect to consider the nature of our market, but he wasn't even acquainted with the correct name or price of our product. His call was a waste of time for himself and for us, because he was too lazy to look up the prospect.

This list could be extended and elaborated upon, but it hardly seems necessary. Perhaps there is too much of the human equation involved to hope for much elimination of such selling waste. Some advertisers have endeavored to cut down on it by refusing all interviews except special appointments, but it would seem that a little more instruction from the home office, a more definite sales plan, would be a national benefit.

### Paul O. Sergent

Who has served in executive capacities with the *Baltimore News*, *New York Herald*, *Louisville Herald* and *Louisville Post*, has been appointed assistant general manager and director of advertising for the *El Paso* (Tex.) *Herald* and *El Paso Times*.

### Progressive Composition Company

Philadelphia, typographers, announce the opening of a New York plant in the Jarco Building, 213 East Thirty-seventh Street. Kurt H. Volk will be in charge, and Norman E. Hopkins, formerly with the Beck Engraving Co. and the Royal Electrotype Co., will direct the service department.

### Verne Burnett

Secretary of the Advertising Committee of General Motors Corporation, has been named chairman of the Committee on Relations with Newspaper Publishers of the Association of National Advertisers.

### Charles C. Green Agency

Philadelphia office, will direct newspaper advertising for A. T. McAllister & Company, investment securities, same city.

### McGraw-Hill Company, Inc.

New York, announces the *McGraw-Hill Radio Trade Catalog* succeeding *The Radio Trade Directory*, to be published in a new size and style with enlarged contents three times a year.

There's no denying the tremendous popularity of fiction.

Remove it from the editorial program of the modern magazine and its circulation would disappear like soft shadows at eventide.

Yet, Needlecraft Magazine has demonstrated beyond all doubt that there exists in this country a considerable number of very worth-while women who take little or no interest in fiction.

Without fiction, and for more than ten years, Needlecraft has maintained a circulation in excess of 1,000,000 without clubbing or price-cutting in any form.

Tests made in different ways and in different sections of the country revealed the astonishing fact that 40% take no other woman's magazine.

Advertise in all the women's magazines published and you would not reach a single one of them.

That they are highly responsive to advertising of good merchandise we refer you to any Needlecraft advertiser.

Let us tell you more about this big body of non-fiction readers.

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.

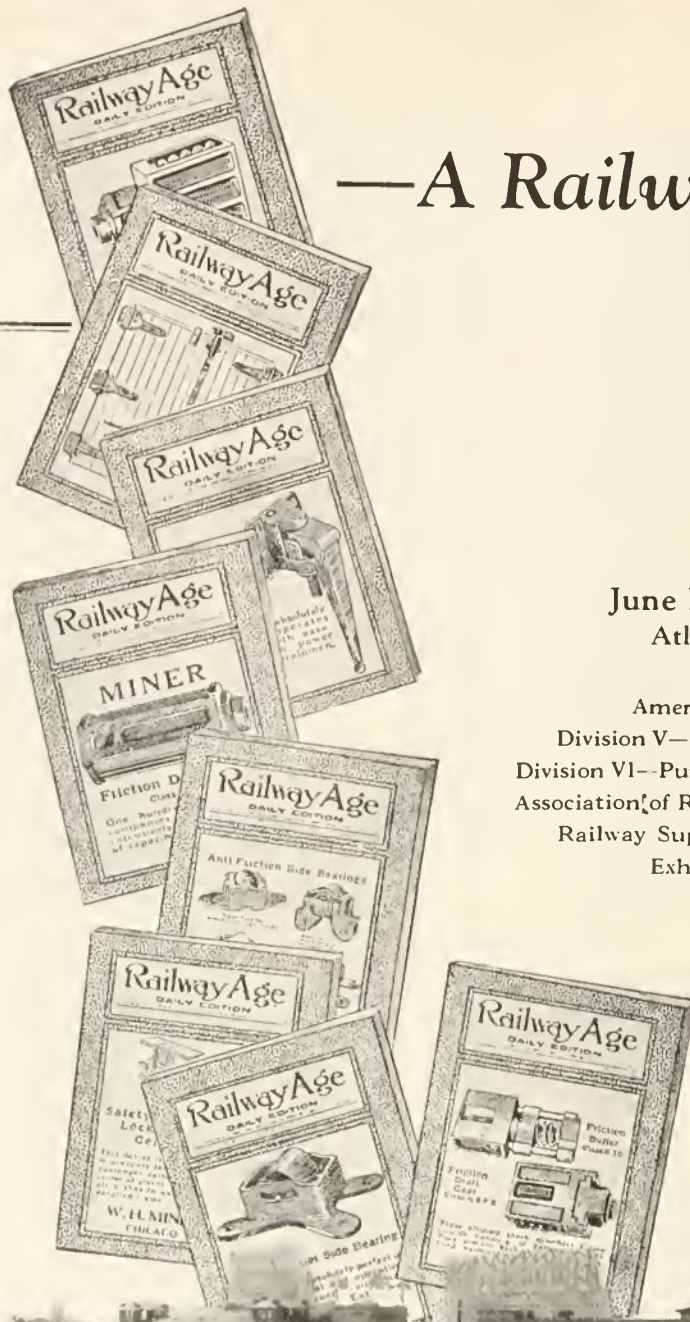
Send complete analysis of Needlecraft Magazine's circulation of 1,000,000 and reason why it can increase the sale of



Member A. B. C

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

## —A Railway Age Ever



### June Railway Conventions Atlantic City, June 9-16

American Railway Association  
Division V—Mechanical, June 9-16, inclusive  
Division VI—Purchases and Stores, June 9, 10 and 11  
Association of Railway Electrical Engineers, June 14  
Railway Supply Manufacturers' Association  
Exhibit June 9-16, inclusive



# Railway Age—June Daily Editions

# Twenty-four Hours

## Eight During Conventions

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

It is this service and the resultant reader interest which has been building since 1887 that has made the *June Daily Editions* of the *Railway Age* a recognized institution, and the more than 122,000 copies distributed during the conventions a supreme influence throughout the railway industry.

An average of 1,600 copies of the *June Daily* will be available each morning before breakfast to those attending the conventions at Atlantic City—in addition to the more than 13,000 which will be mailed each day to railway men on every railway in North America.

*Write for complete information regarding the June Daily Editions of the Railway Age and the June Railway Conventions at Atlantic City.*

### Simmons-Boardman Publishing Company

*“The House of Transportation”*

30 Church Street

New York, N. Y.

Chicago: 608 S. Dearborn Street Cleveland: 6007 Euclid Avenue Washington: 17 and H Sts., N. W.

San Francisco: 74 New Montgomery Street New Orleans, Mandeville, La.

London: 34 Victoria Street, S. W. 1.

June 9, 10, 11, 12, 14, 15, 16 and 17

## The Expositor Story In a Nut Shell

The Architectural Forum  
after its fifth annual build-  
ing survey predicts

**\$284,445,000**  
will be spent  
for new church  
buildings in 1926  
Anno Domini

Sell the Minister and  
You Sell the  
Business Churchman

He creates new markets  
He studies your adver-  
tising  
He recommends

April 5, 1926

Stewart School Supply Company,  
Stockton, California.

Gentlemen:

We have your letter of the 31st. ....

We know that we secure more inquiries  
from advertisements appearing in the  
EXPOSITOR than perhaps in all the rest  
of the church periodicals put together.  
It is a non-sectarian paper and is with-  
out doubt the most outstanding religious  
publication in this country.

Very truly yours,

MANITOWOC CHURCH FURNITURE CO.  
CC/CO

Reach 20,000 active ministers—  
intelligent, reasonable purchas-  
ing agents — MONTHLY in

## The EXPOSITOR

The Minister's Trade Journal Since 1899

JOS. M. RAMSEY, Manager

710 Caxton Building  
CLEVELAND, OHIO

17 W. 42nd St. 37 S. Wabash Ave.  
NEW YORK CHICAGO

Send for Sample Copy and Rate Card

# Shall We Sell Direct?

[CONTINUED FROM PAGE 24]

entire business over to direct-selling. This plan has been followed by such firms as the Imperial Underwear Corporation of Piqua, Ohio, and the Hirshey Knitting Mills of Chicago. Naturally this method is risky. If the manufacturer throws out his retail trade and then cannot make a go of direct-selling, the fatal result is obvious.

The first method is usually preferred because it is safe. Safe, because it can be dropped if not successful without imperilling the retail business which has been the sole source of income in the past.

THE second and third methods, however, are extremely good when practical. The use of the firm's old name, its good-will with consumers, its reputation and resources give it a big start toward success. And the announcement of the change to "straight-line marketing" has considerable advertising value among prospective sales-people.

After he decides to "take the plunge" and sell direct, by any one of the three plans mentioned, the average manufacturer who has been accustomed to dealing with the trade usually finds it extremely difficult to accustom himself to the entirely new methods which must be followed in order to make his direct-selling business a success.

He tries to operate it in the same ways in which he is accustomed to working with the trade, using the same sort of office organization, the same filing and record systems, the same packing and shipping methods, and so on. What he utterly fails to realize is that he must develop a "direct-selling mind," and then adapt his entire organization to a totally different set of principles and methods.

This mental attitude on the part of the manufacturer cannot be emphasized too strongly. From it will result either an overhead which will eat up his margin of profit even if he obtains volume or an economical, efficient system of sales promotion which will handle every step of correspondence, follow-up, record-keeping, order-filling, etc., at the lowest cost per unit of sale.

To cite two out of thousands of incidents illustrating this point. A manufacturer who had turned his whole business over to direct-selling and had gone through about the same disheartening experiences which I have described in the first part of this article told us that his office overhead was simply eating him alive, though he was doing a fair volume of business. We found that he was copying every order averaging \$7.00 on the same elaborate production sheets and with the exact amount of detail and red tape which he had formerly used to handle orders

from jobbers and retailers averaging about \$80.00 each. Another manufacturer was answering every inquiry with a personally dictated, typed and signed letter. Tests showed him that carefully planned and worded multi-graphed form letters could produce actually even more business than his personally dictated letters.

The manufacturer just going into direct-selling usually finds it almost impossible to see the sound reasons back of the type of advertising and follow-up which is used in the direct-selling field. This is particularly true of the conservative man who has been accustomed to "lean over backward" in every statement he made about his merchandise. Frequently he starts by making his advertising follow the lines he has laid out for trade paper copy for his regular line and he finds that it is altogether too cold and impersonal in appearance and appeal to pull inquiries in profitable numbers. In his reaction from this ultra-conservatism he is likely to go to the other extreme and run copy with "\$100.00 A WEEK" as the headline and "the greatest money-maker of the century" as the principal copy appeal. This advertising pulls a flood of inquiries but he soon finds that they are of the lowest grade—that the better type of producers are repelled instead of attracted by this kind of copy.

SO far this has been a gloomy picture of the field and it is painted that way for a definite reason. The direct-selling business is not one for pikers. The days, if they ever existed, when a manufacturer could become a successful direct-seller by spending a few hundred dollars for advertising and getting up a sample line are gone forever.

There are rich rewards in direct marketing, rewards at least as gratifying as those to be obtained by any other selling methods. The big successes and profits made by hundreds of companies operating in the field are ample proof of this statement. But to succeed, a manufacturer must have several things in his favor and he must shape his business in accordance with certain very definite principles. These principles are not the same as those which determine success or failure in selling through retailers and jobbers.

His product must, of course, be right. The demand or potential demand must exist in one form or another. The product's weight, size, "features," novelty, demonstrability, unit of sale, and durability will to a large extent fix the channels in which he must operate. Entirely different problems confront the manufacturer of a vacuum cleaner or washing machine, which lasts for years, and the manufacturer of hosiery

# AVAILABLE ON THE LINOTYPE



*for the finest advertising composition*



**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-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

**CASLON** OLD FACE is based directly upon the English Caslon Old Face, derived from the types of William Caslon himself. It preserves Caslon's many characteristic departures from mathematical precision, which, while detracting from the "perfection" of design of individual letters, *contribute so largely to the variety and interest of the type when composed in mass.*

**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 now being cut

**BENEDICTINE** BOOK was derived from the types of Plato de Benedictis, an Italian master printer of the Fifteenth Century, who is known to have published thirty-three works between the years 1487 and 1495. In reproducing it for the *Linotype, the designers have been highly successful in pre-*

Ask your printer for these LINOTYPE FACES

## MERGENTHALER LINOTYPE COMPANY

Department of Linotype Typography, 461 Eighth Avenue, New York



## 70% Renewals

SEVENTY percent of the annual subscribers to FORUM in 1925 renewed their subscriptions, a remarkable tribute to the editorial content of the magazine.

Advertisers are obviously assured of exceptional reader interest.

Circulation over 60,000 net paid and rapidly growing.

*"Buy on a Rising Market"*

Member Audit Bureau of Circulations

# FORUM

America's Quality Magazine of Controversy

247 PARK AVENUE

NEW YORK

## 30 Years of Service



WITHIN the three decades Power Plant Engineering has been serving its field, "coal used per kilowatt-hour has decreased from 5.9 lb. to 1.52 lb.; the constantly increasing size of generating units has apparently not reached its limit; the territory served by a single plant is still growing.

"To gain victory over the forces of nature, as has been done in the past 30 years, is an accomplishment well worth the effort of the entire engineering profession."

This expresses the spirit of the 23,274 men who plan, build and operate the larger plants of the country and who subscribe to Power Plant Engineering as their operating and buying guide.

Greater value for subscriber and advertiser per dollar of expenditure is the economic basis on which Power Plant Engineering has built its service—and we are ever trying to improve it.

# POWER PLANT ENGINEERING

A.B.P. 53 W. Jackson Blvd., Chicago, Ill. A.B.C.

or millinery or food products, which must be replaced in a few months or weeks or days.

The manufacturer must be thoroughly sold on the possibilities of direct selling and be willing to stay with it long enough to give it a fair trial. Far too many experiment with this method in a half-hearted way. They spend as little money as they can; they do not devote the necessary time and effort to promoting a business which is full of intricate details; and they are quick to condemn the whole business if their weak experiments do not bring amazing results at once. A manufacturer is often willing to invest thousands or even hundreds of thousands of dollars in a plan of retail merchandising and advertising which cannot bring profitable results for two or three years. Yet this same manufacturer will very probably be very much disappointed with his direct-selling experiment if the first three months do not show him a profit.

IT follows that the manufacturer contemplating direct-selling must be prepared to push it with all his might, with generous capital, with all his resources. Unless he is prepared to do this, he will be making money by never attempting straight-line marketing.

A manufacturer must offer real values if he expects to succeed. Shoddy merchandise will not do. If his product fails to measure up to his claims, if it is not as near perfect as human skill can make it, agents will not sell it, consumers will not buy it, and the return of goods which are sold will be enormous. If possible, the manufacturer should surround his product with features which will put it above competition and the product should possess "demonstrability." The agent should be able to prove to his prospective customers by actual demonstration that the article he or she is selling has genuine merit.

Straight-line selling favors the manufacturer who steps into the field with a meritorious product priced right, provided he enlists the advice of experts and depends on the experience of others rather than his own blind judgment for the development of his business.

It is not an easy business, as many outsiders have come to believe. For the manufacturer who starts out wrong, it is the hardest business in the world.

But rich indeed are the rewards to the intelligent, the man who realizes how little he knows about the field, who builds solidly from the ground up, who spends every dollar wisely, and who has the vision to see the limitless possibilities of a straight-line business when organized and developed by men who know how.

[This is the first of a series of articles by Mr. Flarsheim. In an early issue he will discuss "How Much Will It Cost Us to Start a Direct-Selling Business."—Editor]

*"The St. Louis Globe-Democrat"*

Announce the removal of their eastern office to Rooms 1200 and 1201, 41 Park Row, New York City.

# Advertising Is Growing

[CONTINUED FROM PAGE 26]

edge, and that is the general practitioner. His opportunities as the family physician enable him to become acquainted with the lives of a number of people through seeing them before disease attacks them, and watching them during the whole course of its development. He has also the opportunity of observing all kinds of diseases, and the interplay of primary and complicated diseases. He is the only individual who has the opportunity for finding out the significance of the various signs, the knowledge of which is absolutely essential to the investigation of disease, as well as to the successful practice of medicine. His opportunities give him a far wider outlook upon disease than that of any other members of the profession, however experienced they may be in special branches. The need for someone with a broad outlook is imperative, as the modern tendency towards specialization restricts all investigators and teachers to a narrow sphere of experience."

**N**OBODY believes that the family physician need worry about his continued existence. Neither is it likely that the general practitioner in advertising is in any danger of being supplanted. But the efforts of the first are now being extensively supplemented, and the efforts of the second sooner or later will be. "The modern tendency toward specialization" is irritating to the family physician chiefly because of the high fees which specialists seem able to earn, and it is not impossible that advertising specialism, likewise highly paid, may eventually draw to its ranks many of the best brains in the business.

There are obstacles in the way, of course; obstacles you would not think could be surmounted. Yet, I have no doubt that economic pressure will remove them, although they seem right now impossible to budge. Go through the list of advertising agencies and note the kind of clients they serve. Note that even now they show a tendency to specialize. Here is one that concentrates on foods; another builds its fame on drug-store products; a third has made its greatest effort in promoting motor cars. On thin market products and on mail-order products, other agencies have made their reputations. Was this intended? Did these agents consciously set out to master any given field? Or did their specialization come about through accident? Or natural aptitude of a peculiar sort?

No matter. You have seen the tendency. You know the agencies I mean. You know, too, their evident reluctance to let themselves be known as specialists. *Competing accounts!* There's one wide river to cross. There's a limitation they already have to face. Cut off, they are, from three-fourths of all their prospects. Every time they add a million dollars to their billings, they take four million from their prospect

## ADVERTISING COPY

As written for

THE MEDICAL BUREAU in Chicago

by Oren Arbogust

"The advertisements written for us by Mr. Arbogust explain our plan in a fashion often attempted but never accomplished before. I think he spent a good part of his time for fully two weeks talking to our department heads before he wrote a line. I wondered why. When the copy appeared, I knew why, for our work was pleasingly and fully interpreted to hospital people and we felt their increased confidence. The actual results were far beyond our expectations even though they were high"

M. Burneice Larson, Director,  
The Medical Bureau,  
Chicago, Illinois.

**There's Peace of Mind in a Job You Love**

THEIR PROBLEMS  
WANT SOLUTIONS

THEIR PROBLEMS  
WANT SOLUTIONS

**Work a Job You Love**

There are other men of your caliber who would find compensation in the job you hold, and there are jobs which you would fit, where you'd do wonderful work, where your progress is your own. You know the old saying:

There is but one, in general, better job, better opportunity, position, certainly recommended to find positions for more and women, jobs that they can love.

**MEDICAL BUREAU**  
311 Dearborn Street, Chicago, Ill.  
A SAFE, EXPERIENCED FIRM  
CHICAGO, ILL.

The production of good copy is a task for one man with his coat off. I don't believe it can be produced in any other way. A selling writer should be shut up alone to chisel until he licks it. If you want that kind regularly, monthly, I suggest that we get acquainted.

OREN ARBOGUST - Advertising Copy

30 N. MICHIGAN AVE., CHICAGO

### 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

### 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.

*If it's a "ten-strike" of an idea— it's an*  
**EINSON-FREEMAN WINDOW DISPLAY**



[327 E. 29th St.]  
Lexington 5780  
New York City



# Hello— Here's the Sign!

THE AMERICAN TELEPHONE AND TELEGRAPH COMPANY is one of the country's largest users of enamel signs.

Long, hard wear—great readability—great visibility—these were the qualities sought in every A. T. & T. sign. These were the qualities found in DuraSheen Porcelain Enamel Signs. A. T. & T. Signs are DuraSheen Signs!

Unlike ordinary signs, DuraSheen Signs are made of highest grade porcelain, fused into heavy sheet steel at 1800° Fahrenheit—they are permanent! DuraSheen Signs never rust or warp.

They withstand the wear and tear of rain, snow, sun, dust, heat and cold. Always bright and cheerful, with colors never dimmed, they daily build sales and good will for your product.

## THE BALTIMORE ENAMEL and NOVELTY COMPANY

MT. WINANS  
BALTIMORE, MD.

200 FIFTH AVENUE  
NEW YORK, N. Y.

## VITAL!

All advertising space is valuable. None is more valuable than the space your signs occupy on your dealers' premises. None is more difficult to obtain. None so near the point of sale! It pays to supply deal-

ers with the best signs the market affords—the best in wear and tear, in readability, visibility, and attractiveness—in other words, with DuraSheen Life Time Porcelain Enamel Signs.

# DuraSheen

Porcelain fused into Steel —

# Lifetime Signs

list. From one standpoint this restriction is no hardship. What agency could ever hope to gain a quarter of the total business, much less gain more? But what agency dares to take this twenty-five per cent opportunity and cut it down to four or five? An investment house may float bond issues of half a dozen competing firms. It can afford to make intensive study of public utilities, or mining companies, or chain stores. But specialization, real specialization on classes of products, is unlikely in advertising while the competing account policy remains in force.

THERE is another kind of specialism also to be noted in the practice of today. It is the tendency of some to centralize their efforts on a given phase of work. This has not gone far, and if you try to answer these three questions you will see that it has not gone far:

Which agency is the acknowledged leader in writing copy?

Which in making effective lay-outs?

Which in space-buying?

It is likely that you cannot make a certain answer. Yet, it is also likely that even now agencies are reckoning up the costs and gains and trying for such leadership. Specialism, however, would limit their field at once to accounts with problems of the selected nature. Whence is to come the compensation for this loss? It cannot be bigger fees, the reigning system bars that. Specialism must bring them bigger accounts, or accounts in greater number. Somehow the specialist's reward must be more than the general practitioner's, or else incentive to become a specialist will in the main be lacking.

And now we come to the other wide river to cross. How is the specialist to gain advantage, save through obvious superiority to general practitioners? He can become, of course, much more proficient; of that there is no doubt. But how can he translate that excellence into terms of value to the advertiser? How are his superior efforts to be measured? The lack of definite standards for measuring the effectiveness of publications and of advertisements is the other obstacle in the path of specialism.

But the pressure grows. Who knows how soon—or how—a way to leap these hurdles will be found?

*Sydney R. Clarke*

Formerly secretary of the New York Advertising Club, has recently moved the Paris office of International Service to 76 Rue des Petits Champs where he has established a completely organized travel bureau.

*Federation of Women's Advertising Clubs*

Is organizing a series of talks to familiarize club women with advertising. More than 2500 club women have been addressed in Illinois this year.





# American Machinist

## Are you using its selling power?

"The up-to-the-minute reference for machinery is from *American Machinist* advertising pages"—  
"Your advertising pages are a real aid in buying machinery"—  
"We get most of our ideas for new equipment from *American Machinist* advertising pages"—  
"We have bought the following equipment direct out of *American Machinist* advertising pages"—

Such phrases run through the letters we receive from Production Men and Engineers in the leading manufacturing plants of America, representing every class of industry which uses metal-working equipment.

These letters are conclusive evidence of the selling power of *American Machinist* in all important units of industry throughout the United States.

In short, *American Machinist* is an essential link between the men who create machine shop equipment and the men who buy it.

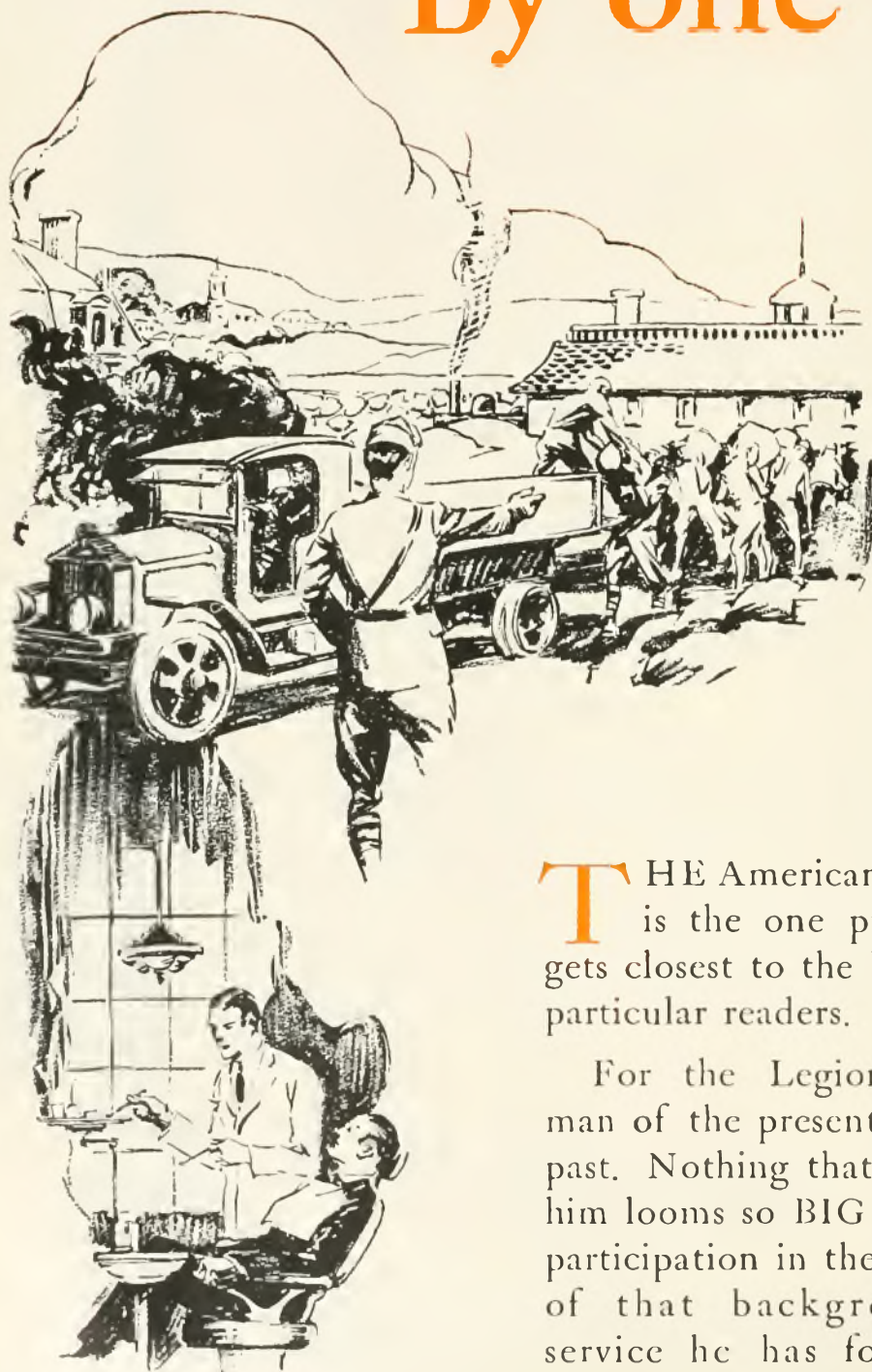
Are YOU using the selling power of *American Machinist* to widen your market and simplify its problems?

### American Machinist

Tenth Avenue at 36th Street  
New York

*Are You Reaching*

# The ONLY Group By one Single



**T**HE American Legion Weekly is the one publication which gets closest to the heart-beats of its particular readers.

For the Legionnaire—while a man of the present, also lives in the past. Nothing that can happen to him looms so BIG in his life as his participation in the world war. Out of that background of war-service he has formed his ideas

# whose Soul is Stirred MEMORY ? ♡ ♡ ♡ ♡

of his keener citizenship obligation. Out of that memory of detachment from all home ties he has coined a more abiding love for home—a greater appreciation of the comforts of home.

No other group of men in America has quite the same reactions as the Legion man. Certainly NO publication stirs the imaginations of ANY group as the pages of his Legion Pub-

lication stir the Legionnaire.

He reads it. He believes in it. He cherishes it.

It is his link with the ever-living past. It is his bond with Buddies, some of whom have passed away. It is the expression of his BIGGEST thoughts. It may not appeal to others—but to HIM it is, the Bible excepted, the most vital piece of printing in the world.

## *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

## YOU MAY BE LOOKING FOR JUST SUCH A SALES MANAGER!

He has had a thorough merchandising and sales-management experience, an adequate academic training, is young enough to allow vision its proper place in the carrying out of marketing plans, and old enough to have both feet firmly planted on the rock of commonsense and business experience. Through his work in the merchandising department of one of the greatest metropolitan dailies he has a background of successful achievement in the marketing and sales promotion of some of the country's largest manufacturers and service corporations. And yet chief among his mental traits is an intellectual honesty that keeps him open-minded to the inevitable changes constantly taking place in business methods. Moreover, he has a studious, analytical mind, a retentive memory, is quick to see through to the fundamentals involved in any problem, and makes quick and accurate decision. This man is not an opportunist. He is interested in making a connection with an established concern of sufficient size to give him ample incentive to work for the future. You will be interested in his personal and business references.

If you can use such a man, or know of some one else who may, please write to

Address Box No. 387

ADVERTISING & SELLING

9 East 38th Street,

New York City

## MOVING?

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

## The Butterick Company Under New Direction

**F**OLLOWING the annual meeting of the Board of Directors of The Butterick Company on April 21, G. W. Wilder announced that he was retiring from the presidency and would be succeeded in office by S. R. Latshaw.

Joseph A. Moore is chairman of the Board of Directors. Mr. Moore has been for a number of years treasurer



Stanley R. Latshaw, New President

of several of the publishing properties of William Randolph Hearst, including: The International Magazine Corporation, *Good Housekeeping Magazine*, *Cosmopolitan International Magazine*, *Harper's Bazar* and the Star Publishing Company.

Mr. Latshaw, the newly elected president, has been vice-president and advertising director of the Butterick Publishing Company for several years. Previously he was assistant advertising director of the Curtis Publishing Company. Mr. Latshaw will continue as advertising director.

The control of the Butterick Company has been acquired by Messrs. Latshaw and Moore jointly.

In making this announcement of the change in the direction of the Butterick Company, Mr. Wilder stated that he would continue on the Board of Directors but would relinquish active management of the business.

The Butterick Company are publishers of *The Delineator*, *Everybody's* and *Adventure* magazines.

### The Gibson-Burnam Publishing Corporation

Is the name of a new firm which has been organized in New York to publish *The Haberdasher* and *The Clothier and Furnisher*, a new publication formed by the consolidation of *The Clothier and Furnisher* with *The Haberdasher*.



Dean Lucas, 12, West Salem, O., boy who won over 70,000 active children in the Akron Beacon Journal Spelling Contest

## Pulling Power That Sells Your Product In The Akron District

**S**EVENTY THOUSAND school children in a spelling contest!

Seventy-five thousand children at an annual school picnic!

Two thousand children every week present at a motion picture party!

Pulling power—plus!

Pulling power that counts!

Pulling power that has placed the AKRON BEACON JOURNAL in first place in the Akron district. With a circulation of more than 52,000 daily, the AKRON BEACON JOURNAL continues its leadership, **FIRST IN NEWS, CIRCULATION AND ADVERTISING.**

The spelling contest just closed. It brought children from four counties to Akron. A bright young lad, Dean Lucas, aged 12, from West Salem, Wayne county, 35 miles from Akron, won first place in this contest. Another prize winner lives in Portage county, 20 miles from Akron.

Hundreds of parents watched with interest as this gigantic campaign was completed.

School picnics lasting an entire week are given every year by the AKRON BEACON JOURNAL. The estimate of last year's attendance was 75,000. This year it will be even greater!

Hundreds of mothers send their children to the AKRON BEACON JOURNAL Free Saturday Morning Movies every Saturday.

Pulling power that attracts thousands to its entertainments and educational events and to its news and advertising columns.

**P**ULLING power that attracted to its columns three times more national advertising in 1925 than the second paper in Akron.

Pulling power that has produced a circulation that actually reaches 90 per cent of the homes in Akron and 70 per cent of the homes in the vicinity of Akron.

Pulling power that you cannot afford to pass by in your national advertising campaign.

Come to Akron, Ohio—Reach it as the others are through this evening newspaper, an Akron institution that **DOES** reach home.

## THE AKRON BEACON JOURNAL

Second In Ohio In 1925 of Six Day Evening Newspapers  
In Advertising Linage—Fourteenth In Nation

# Secretary Available



A capable and educated young woman with secretarial experience in advertising and publicity fields, desires a position as secretary to a busy advertising man. She has the ability to meet people, can write her own letters, can assimilate detail, and is an unusually efficient stenographer and typist. Salary \$2100. She will be worth that to the man who employs her—and doesn't want to work for others.



Box 385

Advertising & Selling  
Fortnightly

# "Unenlightened Era"

[CONTINUED FROM PAGE 36]

right. Attention is rated at 75 per cent by our best modern authorities.

Barnum's style ran riot with flowery adjectives. It held that the wildest exaggeration was excusable, as long as it brought the public in, and provided that the public was given some sort of a "money's worth."

**A**LONG about 1840 another early business genius demonstrated the possibilities in advertising for goods other than patent medicines. He was A. T. Stewart, the famous New York merchant whose store and policies were later taken over by John Wanamaker.

Although there were no store-location experts in New York at that time, every merchant recognized that Broadway had a "pound side" and a "shilling side." Stewart had the nerve to buy the old New York Hotel on the "shilling side." He pulled the structure down and erected a marble palace. His ruin was freely predicted. The fashionables would not cross the street. So he filled his store with the most attractive goods and commenced "a system of advertising" which, in that day, was marvelous. The new store was crowded.

Just as Barnum and Stewart were fairly on the way, the second advertising agent known to history emerged—Volney B. Palmer. Volney B. Palmer began a "general newspaper agency" or "business agency" in Philadelphia in 1841.

In 1842, New York acquired an advertising agency. This one was established by John Hooper.

Palmer's success must have been rapid. By 1843, he had opened branches in Boston, New York and Baltimore. He spent at least half his waking hours selling the impression that he was the originator of the agency idea. The newspapers spread his propaganda for him; it paid them. His salesmanship combined the art of the "sob-sister" with the finesse of the strategist. His favorite pose was that of the unrewarded public benefactor. This new service he had built at his own cost. All other agents were imitators, preying on his legitimate fruits.

Editorialized the *Baltimore Sun*, February 15, 1843:

"General newspaper agencies in large cities, such as Mr. Palmer established in Philadelphia and has since commenced in Boston, New York and Baltimore, have long been a desideratum, not only to the publishers of the various newspapers in the different parts of the Union, but also to the merchants and business public generally."

Nevertheless, Palmer was certainly not the first advertising agent. In the *New York Tribune*, on the editorial page of July 9, 1845, appeared this:

"The idea of an advertising agency is not novel. The utility of such an agency has long been obvious. But Mr. Palmer was the first man to devote himself to the work of putting the plan in operation."

So, between Bourne and Palmer, quite a few advertising agents must have straggled into the field.

What Palmer probably did pioneer in was this: He worked out what he called "The system of conjoint advertising"—which is fancy phraseology for advertising that appears simultaneously in several cities.

Another thing which Palmer did was to sell the idea of advertising. To this end he published what was probably the first advertising journal and year book. He brought it out prior to 1850 and called it the *Business Men's Almanack*. This *Almanack* was the very sort of miscellany in which advertising men revel. Besides its astronomical data, it contained statistics on population and canal (not railroad) traffic, a digest of the new business laws, tariff information, reports on U. S. Government finances, travelers guides and more in similar variety.

Appended to these meaty bits, was a department of pertinent preachments on advertising.

**F**OR instance: "Publicity must be gained, or the establishment, like a body without a soul, must return to the elements from which it sprang."

Under the mast-head was Palmer's own business announcement, couched (no other word expresses it) in his own best style.

## V. B. PALMER'S COUNTRY NEWSPAPER SUBSCRIPTION AND ADVERTISING AGENCY

V. B. Palmer, the agent, respectfully tenders his services to the public, in the transaction of the business of his principals, who have favored him with their confidence, and begs leave to say that he is prepared to give every requisite information on the subject of a complete system of advertising in those newspapers of the country, far and near, for which he is deputed to act. He believes that the material affairs of business transactions must be aided and sustained by a proportionate exercise of intellectual energy; and that this intellectual energy should keep pace with the facilities by which the material affairs of business are advanced. Every one is now obliged, if he would keep pace with the times, to aid his physical exertions in trade, by due resource to those means by which his business, trade or profession may become generally known. This is the intellectual part of his business, and the press is the medium, through which it must be developed.

This "presentation" rather fulfills the promise of a contemporary description of Palmer: "Pompous, stout, bald, spectacled, always attired in blue suit and bandana handkerchief, and carrying a gold-headed cane."

The real champion of advertising in the forties was Horace Greeley. Horace Greeley was to the *New York Trib-*

# DISPLAYOLOGY



*Selling Belts*

ALDERMAN, FAIRCHILD COMPANY  
ROCHESTER, N.Y.

# DISPLAYOLOGISTS

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

*Some of the*  
PRODUCTS  
*for which*  
*we have designed*  
BOXES

---

Books  
Belts and Buckles  
Shears  
Candy  
Foot Powder  
Bath Powder  
Cosmetics  
Games  
Optical Goods  
Leather Goods  
Celluloid  
Products  
Soaps  
Collars  
Cutlery  
Canned Goods  
Drugs  
Atomizers  
Photo Supplies  
Varnishes  
Pipes (smoking)  
Graphite  
Products  
Electrical  
Supplies  
Brushes, Hair  
Thermometers  
Neckties  
Garters  
Radiator Caps  
Spices  
Fancy Glassware  
Powder Puffs  
Food Stuffs

# DISPLAYOLOGY

Display containers of our design have displayed and sold Hickok Belts and Buckles in every part of the world.

The Hickok Company realized that they had taken a large step towards the solution of their selling problems when they gave us the opportunity of making display containers for them.

Our staff of specialists has devoted years of study to the designing and execution of all types of display containers, including both set-up and folding boxes. Complete facilities for this work are in our own plant.

Many of America's best known manufacturers have placed their box problems in our hands with most satisfactory results.

The Alderman-Fairchild craftsmen are at your service to design containers to better merchandise your product. An interview costs you nothing and may go a long way toward increasing your sales. May we have the opportunity?

ALDERMAN, FAIRCHILD COMPANY  
ROCHESTER, N. Y.  
DISPLAYOLOGISTS

*Some of the*  
PRODUCTS  
*for which*  
*we have designed*  
BOXES

---

Musical  
Instruments  
Shoes  
Stationery  
Corn Plasters  
Men's Shirts  
Barber Supplies  
Manicure Sets  
Hosiery  
Snap Fasteners  
Wigs  
Towel Sets  
Silverware  
Dental  
Instruments  
Shoe Polish  
Syrups  
Decorated China  
Flour  
Radio Parts  
Scientific  
Instruments  
Check  
Protectors  
Golf Balls  
Road Maps  
Office Supplies  
Baked Goods  
Key Cases  
Brushes, Shaving  
Gloves  
Underwear  
Telephone Parts





une and advertising of those days, what Arthur Brisbane is to the *New York Journal* of today—only more so.

His pen never tired of preaching advertising.

His favorite prophesy was that of the "great trade reform," with advertising in the leading rôle.

Greeley was as bitterly opposed to credit as he was in favor of advertising. He failed to foresee the marvelous structure of modern credit. However, for his age and his day, he was right; credit was an exceedingly loose thing. It was grossly abused and resulted in continual commercial turmoil. But, as to advertising, what uncanny vision! Truly, Greeley had the eye of a "seer." His predictions about the profits in volume were made more than 75 years ago. Wouldn't his heart rejoice to see the volume methods of today?

**G**REELEY also foresaw the vast future opening up for advertising. In 1848, in his beloved *New York Tribune*, he spoke again "of the great trade reform" as follows:

"The means by which this great and beneficent change is to be effected are various, but chief among them is advertising. Not in two or three papers of the city where business is done, but in the most widely circulated journals of the whole region whence custom is desired. Nothing has yet been done in advertising compared with what can be and inevitably will be."

Under such leadership, the *Tribune* became the foremost advertising medium of the day.

In 1850, its daily circulation was 15,000, and its weekly edition ran to 32,000. It averaged a thousand different advertisements every day. Frequently a column or two of advertisements had to be omitted. So, even in those days, advertisers were complaining about overcrowded media.

Inspired probably by Greeley, all of the other newspapers were running blurbs about advertising.

"Mighty engine of business."  
"The most certain mode of making a fortune."

It was being credited with all sorts of remarkable feats. The *U. S. Gazette* of Philadelphia explained the rapid gains in growth of Boston and New York as contrasted with Philadelphia, as due to "Superior vigilance and activity, part of which is advertising."

**"Harper's Bazar"**

Announce the appointment as promotion manager of Perry Githens, until recently advertising manager of Mosse, Inc. Dorothy Higgins, formerly with *Good Housekeeping*, has also joined the promotion department.

**Cornelius H. Schaible**

Formerly an account executive with The H. K. McCann Co., New York, has joined the organization of Collison & Klingman, Inc., printers, Brooklyn, N. Y.



**"Wm. Penn—5c a Good Cigar"**

has attracted attention as one of the most successful newspaper and outdoor campaigns during the past three years.

The Wm. H. Rankin Co. has handled this campaign from its beginning.

**WM. H. RANKIN**  
COMPANY Advertising

Established 1899

William H. Rankin, President      Robert E. Rinehart, Vice-President  
Wilbur D. Nesbit, Vice-President  
Herman A. Groth, Vice-President and Treasurer

Main Offices: 342 Madison Ave., New York  
Tribune Tower, Chicago

AKRON      PHILADELPHIA      SAN FRANCISCO      TORONTO

**Working Churches**

Here is an opportunity for you to reach active church executives—managers of up and doing churches—Over ten thousand copies each month. Not just another religious paper—but a business journal for pastors—All denominations.

Send for sample copy and rate card.

**CHURCH MANAGEMENT**  
634 Huron Road. Cleveland, Ohio

ELECTRICAL  
ANIMATED  
AND  
STILL

**DISPLAYS**

for  
WINDOW,  
COUNTER,  
and EXHIBITS

Effective—Dignified  
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.  
19 WEST 27<sup>th</sup> ST.      NEW YORK

## Here—A Woman's Market

The Womans Press takes you to a real woman's market—a market of 600,000 independent women who buy for both themselves and their homes.

And at the same time, you can reach all the executives who control the spending of the \$23,000,000 Y. W. C. A. budget.

This is real advertising value—write for sample and rates.

Address CLARA JANOUCH  
Advertising Manager

### The WOMANS PRESS

600 Lexington Avenue  
New York

Advertising  Typographers

IN TYPOGRAPHY, beauty is useless, decoration means nothing, unless that beauty or decoration serves to make the printed message more easily read.

Pittsford typography is successful because it effectively delivers the printed message without making you aware you are reading from type.

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

## LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

**American Lumberman**

Est. 1873

CHICAGO, ILL.

# In Sharper Focus

N. S. Greensfelder

IN November, 1918, a new salesman was employed at the Denver office of the Hercules Powder Co. A mining engineer had been selected from the various applicants because it was thought that his experience throughout the West during the six years following his graduation from the Colorado School of Mines would enable him



to talk to mining men intelligently in their own language and demonstrate when necessary the effectiveness of Hercules explosives.

About the same time the company started an employee magazine. This gave the new Hercules his first comprehensive picture of the organization of which he was now a member. Ever since editing an issue of the magazine published by his class at high school, he had secretly entertained an urge to write, but the exigencies of obtaining an engineering education and later of gaining a livelihood had made such ravenous demands upon his time that this desire had been suppressed almost to the point of extinction. The opportunity to contribute something to the new magazine, which had stimulated his interest by increasing his knowledge of the company's affairs, fanned the smouldering literary fires in our hero's breast. He devoted some of his idle moments to writing a story on how explosives were aiding the industrial activity of the section of the country with which he was most familiar.

Spurred on by the sight of his name in print, another story was composed and still another. Because *The Hercules Mixer* like many house magazines had a policy of publishing only articles written by members of the organization, the supply was very limited and none of these contributions were rejected.

At this juncture the company was planning to consolidate two of its western offices, which meant a reduction of the sales force at Denver. E. I. La Beaume, then advertising manager, (now vice-president of Cross & La Beaume Advertising Agency) was looking for a man to handle Hercules industrial advertising. He discerned a possibility in the western salesman who was contributing to the company's magazine; for here was one who knew the application of explosives to industry, was familiar with the problems of selling Hercules products, and had already shown that at least he did not have a distaste for writing about them. So instead of being released when the offices were combined, the budding author was transferred to the home office.

That's how I got my start in advertising. After breaking into it, I still had to be broken in. Following some months of drilling under my new chief, I was able to get my copy okehed (after several rewritings). I stopped fretting over my inability to dictate finished advertisements and booklets when I read Anatole France's confession that writing had never ceased to be hard for him, and that his complete works represented endless revision and rearrangement.

I don't know whether you'd call it a hobby, but I've enjoyed trying to apply imagination to industrial advertising—the subject of a recent illuminating address by M. L. Wilson before the Eastern Industrial Advertisers, the only organization of which I am president. (His paper, abstracted in ADVERTISING & SELLING for Feb. 10, 1926, is worth careful reading).

During the past year the introduction of Hercules steam-distilled wood turpentine in trade-marked containers has been one of the most interesting of the several sales problems on which I have been working. Again I can refer you for more complete information to an article published in ADVERTISING AND SELLING ("We Make a Package Market for a Bulk Product," Nov. 4, 1925).

In addition to industrial explosives and turpentine, I am charged with a portion of the responsibility in marketing Hercules Rosin, Pine Oil, Nitrocellulose and Sporting Powders. If you like our work, credit the capable men who are working with me and an agency that understands our problems.



## Cleveland's Skyline is Changing

*Growth—building activity—prosperity! These things mean tremendous possibilities for advertisers in Cleveland. Cover the entire Northern Ohio market with one newspaper.*

Cleveland has reached and passed a million. Cleveland—and the entire thriving Cleveland market — have grown in wealth and buying power as well.

Never has there been a more propitious time for the manufacturer of a good product to enter this market or strengthen himself in a sales way.

*And, you can do it economically.*

An intensive campaign in the Plain Dealer will do the advertising job in this market—satisfactorily and profitably. No matter what kind or what priced merchandise you make—the Plain Dealer *alone* will sell it.

Such representative concerns as The Celotex Co., The Johns-Manville Co.,

The Sears-Roebuck Co., and the American Radiator Co., all using the Plain Dealer *ALONE*, showed increases in business in Northern Ohio ranging from 60% to 400% in 1925 over the preceding year.

Hundreds of makers of other products, using the Plain Dealer *alone* have found their sales mounting—their business increasing with a strong, healthy growth.

Of the 1645 national advertisers who used the Plain Dealer last year, well over half used it *exclusively* in Cleveland.

In this great market, the Plain Dealer *alone* will sell it.

# *The* Cleveland Plain Dealer

*in Cleveland and Northern Ohio—ONE—Medium ALONE—One Cost Will sell it*

J. B. WOODWARD  
110 E. 42nd St.  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.

"Meet  
the Wife,  
Too"

"No  
Buried  
Ads"

78%  
Circulation  
in  
Big Buying  
Centers Only

99%  
Newsdealer  
Circulation

# You Tell The Millions They'll Tell The Dealer

*—that's the profit principle of modern advertising—Consumer Influence, the factor that's made Liberty an Advertising Sensation*

**G**IVING the public what it wants is the modern retailer's creed.

Giving the "trade" what it wants is the religion of all jobbers.

Both are based solely on consumer demand; on the demand of the millions for certain fortunate products.

Advertising that pays out in dollars functions chiefly on that basis. It aims to sell the millions. The millions who tell the dealer what they want—and get it.

The enormous sales of "Uneda Biscuit," "Quaker Oats," "Palmolive," "Cream of Wheat," "Ivory" and of scores of others are based on the priceless factor of consumer demand.

Thus men who advertise for profit today ask one question above all others: "*Will my ads be seen and be read by the millions?*" For thus alone can dealer sales be multiplied.

That is why Liberty, offering four unique advantages in winning maximum consumer influence in the weekly field, has become an advertising sensation.

## 1

### "Liberty Meets the Wife, Too"

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. Every issue appeals alike to men and women

because of Liberty's unique policy of editing to both. 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 the 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.

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a reduction in inquiry costs of 40% and more. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

### Here is the secret of Liberty's four-fold appeal

As this week's issue shows, the editors of Liberty design the magazine to appeal to every member of the family. Look through any other issue and you will see that this same policy prevails. Consider the value of such a policy to the advertiser who uses its pages.

**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.

# HOUSE-TO-HOUSE SELLING



"SHALL We Sell Direct to the Consumer?" On Page 23 in this issue you will find this article, the first of a comprehensive series on direct selling.

The enormous earnings of certain companies relying on house-to-house selling for distribution provide an alluring attraction to the manufacturer contemplating this method of reaching the consumer.

For the many prominent successes there are a balancing number of failures to serve as a warning. It is the purpose of this series to point out the pitfalls as well as the peaks.

Henry B. Flarsheim, author of this series, has had a wide ex-

perience and is well qualified to lay down the fundamental and primary factors to be considered and seriously studied. Step by step he will outline the plans for obtaining, training, supervising, and stimulating a sales force; of collecting on orders; of compensating salesmen; of costs, etc.

Thorough, interesting and instructive it will prove of untold value to the executive who wants a complete picture of this method of distribution.

The coupon below offers an easy way to make sure of every issue. It should be mailed right now.

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

Canadian, \$3.50  
Foreign, \$4.00

Enter my subscription for one year.

Check for \$3.00 is enclosed.

Send bill and I will remit promptly.

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

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

.....State.....

## Is Truth Enough?

[CONTINUED FROM PAGE 38]

vertisement, he saw "red." He wanted to cut somebody into little pieces; and he said so, in so many words. I may be wrong, but I have reason to believe that that little advertisement, which cost less than \$3 an insertion, had something to do with the determination of competing railroads to build a depot of their own, leaving my railroad the sole occupant of a station building the cost of which ran into a sizable sum of money.

I could cite any number of similar instances. Every one of them confirms my belief that what is known as "comparative advertising" is a boomerang. I very much doubt that it harms competitors. Even if it does, the question arises: What is advertising's true function—to benefit oneself or to injure others?

More and more, I believe, advertisers will realize that while they have every right to say what they please about their own goods—provided it is true—they have no right to say anything which reflects on their competitors' goods. For not only is it in bad taste, it does not pay.

## Advertising Calendar

MAY 10-12—Association of National Advertisers, Inc. (Semi-Annual Meeting), Chicago.

JUNE 19-21—Fourth Annual Convention, Insurance Advertising Conference, Philadelphia.

JUNE 19-24—Twenty-second Annual Convention, Associated Advertising Clubs of the World, Philadelphia.

JULY 5-8—Twelfth District Convention, Associated Advertising Clubs of the World, San Francisco.

SEPTEMBER 21-23—Financial Advertisers Association Convention, Detroit, Mich.

OCTOBER 5-7—Window Display Advertising Association Convention, New York.

OCTOBER 13-14—American Association of Advertising Agencies Convention, (meeting place to be decided).

OCTOBER 20-22—Direct Mail Advertising Association (Eastern Convention), Detroit, Mich.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.

### A. D. Walter

Former head of the A. D. Walter Advertising Agency and recently connected with the Barker, Duff and Morris Agency, Pittsburgh, has joined the W. S. Hill Company, same city.

### Harold F. Cope

Formerly with the display advertising department of the *New Orleans Times-Picayune*, has joined the publicity department of the American Rolling Mill Company, Middletown, Ohio, manufacturers of ARMCO Ingot Iron.

# Does It Matter to You Who Buys Your Product?

AND, further, does it matter to you who buys it *first*?

Certainly, you say. Every merchant, every manufacturer, every salesman exerts surplus effort to reach as early as possible what he calls the best people.

But who are these "best people"?

On that point there is much loose thinking.

Are the "best people" the aristocrats, the oldest inhabitants, the thoroughbreds?

Are they the wealthiest, those who drive the finest cars and spend the most money?

Are they the fashionable, those who wear the smartest clothes and attract the most attention?

Are they the intellectuals, those who most cherish culture and the refinements?

Any one of these distinct elements might be, from your private point of view, considered the most desirable.

But by the impersonal and rigid law of merchandising, none of them are necessarily the "best people."

By a separate and special synthesis, there is created in each community a group whose patronage or favorable opinion is essential to the success of any product. This group contains some of the aristocrats, some of the wealthy, some of the smart, some of the intellectual. It is drawn from every stratum in the community, from every income level.

And the common factor, the determining characteristic, is *alertness*. It is alertness which makes them discover and try a product; alertness which makes them tell others about it; alertness which makes their judgment respected and their example followed by their friends and neighbors.

The Literary Digest is an achievement unique in American publishing because it has created a medium that has mass circulation large enough to serve any advertiser, and it also has select circulation. It selects not on the basis of wealth or aristocracy but on the basis of alertness, because only the alert and progressive find The Digest interesting.

They are the prime movers—the active, intelligent, ruling minds. Get Digest readers to buy your product—get them to buy it first, and keep them buying it—and you sell not alone to them, but to the far greater number who follow where they lead.

## The Literary Digest

# McGraw-Hill men studying you

## HOW MANY TRAINED INVESTIGATORS

have you out in the field, gathering data on the industries which buy from you, studying the markets for your product from the standpoint of engineering fundamentals, sensing the coming shifts which may stimulate or depress your sales? . . . Perhaps not one!

But if you should walk through the great editorial rooms of the McGraw-Hill Publications any morning, you would see many vacant desks of men who are "out in the field," rubbing elbows with their industries, getting data on trends and money-saving practices. They are primarily in the readers' service, but the data they gather are necessarily the basis of sound selling to their several industries. They are, therefore, in your service as well as that of the reader.

The *American Machinist* editors are ever afield, gathering data, inspecting installations, studying operations and pointing the way to lower production costs through replacement of inefficient machinery.

*Engineering News-Record* editors four years ago started a campaign for winter construction to provide year-round contracts to the construction industry and ultimately reduce building costs. They have made frequent excursions to winter operations, bringing back to their publication and industry the facts regarding costs and benefits. Stability and expansion of the market for building equipment and supplies have already resulted.

*Electrical World's* editorial field investigations and statistical work have brought to central stations major policies and accurate data for the development of industrial heating and domestic load building, including refrigeration and cooking. On the other hand this service has supplied to electrical manufacturers accurate yardsticks for plotting sales quotas and future expansion. The public draws a by-product from this work in the form of (1) service at the same or lower rates, notwithstanding the increased cost of everything entering into the production of electricity; (2) extension of electric lines to isolated sections.

So with all McGraw-Hill Publications—editors leave their desks to discover and point the way toward bigger opportunity . . . *Power* editors are effectively crusading for increased boiler efficiency through better equipment . . . *Coal Age* editors are campaigning against obsolete methods in the mines and for cost-cutting machinery . . . *Bus Transportation* editors have helped to bring order out of chaos in this infant industry, which today covers twice the mileage of the nation's railways . . . In existence but a short year, *Radio Retailing* is bending every effort toward stabilizing and stimulating radio merchandising. Its costs studies on operating the four major types of stores and departments are the very first information of its kind in the radio field, paralleling the investigations made by McGraw-Hill in the general electrical merchandising field.

Each McGraw-Hill Publication lives the life and breathes the air of the industry it serves. Its experts are on the ground, getting first-hand information on the things they need to know to make the Publication the virile authority it is in its field. Through over fifty years of intimate contact such as this, the McGraw-Hill Publishing Company has acquired an unmatched knowledge of industry, a rich storehouse of information for the manufacturer who would sell to industry efficiently. This is the background out of which have come the McGraw-Hill Four Principles of Industrial Marketing.

### The McGraw-Hill Publications

#### MINING

ENGINEERING & MINING JOURNAL-PRESS  
COAL AGE

#### ELECTRICAL

ELECTRICAL WORLD JOURNAL OF ELECTRICITY  
ELECTRICAL MERCHANDISING

#### INDUSTRIAL

AMERICAN MACHINIST INDUSTRIAL ENGINEER  
(CHEMICAL & METALLURGICAL ENGINEERING  
POWER)

#### CONSTRUCTION & CIVIL ENGINEERING

ENGINEERING NEWS RECORD

#### TRANSPORTATION

ELECTRIC RAILWAY JOURNAL  
BUS TRANSPORTATION

#### RADIO

RADIO RETAILING

#### OVERSEAS

INGENIERIA INTERNACIONAL  
AMERICAN MACHINIST  
(European Edition)

#### DIRECTORIES & CATALOGS

CENTRAL STATION DIRECTORY COAL CATALOG  
ELECTRIC RAILWAY DIRECTORY  
EMF ELECTRICAL YEAR BOOK  
RADIO TRADE CATALOG  
COAL FIELD DIRECTORY  
KEYSTONE CATALOG KEYSTONE CATALOG  
(Coal Edition) (Metal-Quarry Edition)  
ANALYSIS OF NON METALLIC MINING, QUARRYING  
AND CEMENT INDUSTRIES



# are away markets



An Editorial floor and the mezzanine  
New York Office  
McGraw-Hill Publishing Company, Inc.

125 Editors drawn from industry and trade  
542 Special News Correspondents  
Editors travel 700,000 miles a year through industry  
23,000 editorial pages printed yearly  
10,000,000 copies of McGraw-Hill papers to 220,000 subscribers annually  
Editorial offices located at 9 strategic centers

Sound, efficient sales effort in the field of Industrial Marketing must be based on these Four Principles:

### Market Determination

An analysis of markets either by industries or buying groups such as "engineers" functioning through all industry.

### Buying Habits

A study of the selected markets to determine which men in each industry are the controlling buying factors. Definite knowledge eliminates costly waste in sales effort.

### Channels of Approach

Determination of the methods by which each market keeps in touch with developments and the employment of these methods as the channels of approach to these buyers. Proper use of these channels provides a balanced sales

promotion program, making most effective use of publication advertising, manufacturers' literature and exhibits.

### Appeals that Influence

Determining the appeals that will present the product to the prospective buyer in terms of his own self-interest or needs,

These Four Principles of Industrial Marketing can be made a living force in your business. The goal of American industry today is to make distribution as efficient as production. If this is *your* goal, get in touch with the nearest McGraw-Hill office, or have your advertising agent do so and arrange for a personal discussion with McGraw-Hill Marketing Counselors, in your office or in ours.

McGraw-Hill Publishing Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London

# McGraw-Hill Publications

45,000 Advertising Pages used Annually by 3,000 manufacturers to help Industry buy more effectively.

# Fetishes

SAYS jolly old N. Webster, author of the plotless novel, a fetish is, among other reprehensible things, "an object of special and unreasoning devotion."

Have my readers—if there be such—ever considered the fetishes in the publishing business . . . er. profession? (There's one in that sentence. Puzzle: Find it.)

Publishing is almost as full of fetishes as a sieve is of holes and in the last analysis they hold water with the same precise efficiency.

There's the fetish of SIZE.

By what heaven-sent dictum did 9x12 become "standard" for business papers? None soever. It was of earth, earthly—aided and abetted by the greatest business paper publisher who ever lived. But John A. Hill was pushing his pet fetish—standardization—forward when he adopted that size for all of his journals.

The size of a publication should not be determined by a publisher's expediencies nor by an advertiser's natural penchant for fewer and lower engravers' bills. The reader's convenience counts—and nothing else. Precedents, traditions, standards be blowed!

Make it readable and then pocketable and you've provided 99.9 percent of the answer to how to get your paper read. After that, a hundred dollar-a-year subscription price won't improve your paper's chance of being read a nickle's worth. It will only pull down the number of subscribers.

Gradually a lot of publishing and advertising superstitions are making way for more enlightened methods. The die-hards are hard but they will reform or die. In the interim the pioneers along new paths find the going fairly good, thank you, and the scenery very interesting.

*A. R. Maujer.*

for  
**INDUSTRIAL POWER**  
440 So. Dearborn St.  
Chicago, Ill.

*Industrial Power, 5 x 7, is sized to fit the pocket; edited to fit the average American industrialist without giving him mental bellyache and circulated, by controlled methods, to 42,000 plants where—by actual testimony—over 100,000 people greet it and read it.*



## Have You Ever Met a Literary Agent?

I ask the question in all seriousness—have you ever met a literary agent?

There must be a score or more of them in New York; and the business in which they are engaged is an eminently respectable one. But it is infinitely easier to get in touch with a boot-legger than with a literary agent. You'll not find literary agents listed in the classified telephone directory. Even in the telephone book, though their names and addresses appear, their occupation does not. Furthermore, the sign on their office door—if there is a sign, which, usually, is not the case—gives not the least inkling of the nature of the business which is carried on, on the door's other side.

The fact of the matter is that the last thing literary agents desire is publicity. If it were generally known that they are in the business of "placing" manuscripts, they would be deluged with calls from and contributions by amateur authors.

Even when, armed with a letter of introduction, a writing man of some ability calls on a literary agent for the first time, his reception is not all he hoped it would be. The L. A. is suspicious. "We handle only fiction," he tells you, when you explain to him that you specialize on business topics. If you had told him that you are a short story writer, he would, I imagine, come back at you with some such statement as "We handle only serious articles."

He thaws out, very quickly, however, when you prove that you have the "goods." And because he knows the market for literary wares, he is very helpful to the man who knows more about writing than he does about selling.

## A Noiseless Soup-spoon

A Cincinnati man tells this story:

I had, as table companions in a dining car, not long ago, two men who were about as far apart, socially, as you can imagine. One was a man of perhaps forty, who, very evidently, was quite unaware that such a thing as class-distinctions exist. The other was considerably older—a quiet, well-dressed, self-possessed man who gave

you the impression that he belonged to a family which has been more than ordinarily well-to-do for at least three generations. The rough-neck was trying, without very much success, to engage his fellow-traveler in conversation. How long they had talked, and of what, before I took a seat at their table, I do not know. What I overheard was this:

The rough-neck (his mouth full of soup)—"What line you in?"

The elderly gentleman—"I—I am not in any business."

Rough-neck (more soup)—"Had a rich father, eh?"

Elderly gentleman—"Well, he was pretty well off."

Rough-neck (absolutely explosive with his soup)—"How did he make his money?"

Elderly gentleman (very, very quietly)—"He invented a noiseless soup-spoon."

## An Ideal Meal, but—

A well-known food specialist, now acting as advertising manager for a chain of grocery stores, talked over the radio, a few weeks ago. He recommended, as the ideal meal, one consisting of whole-wheat bread, milk, orange juice and prunes.

A very good combination, to my way of thinking. But when X. finished his talk, I could not get rid of the thought that if everybody who heard him acted on his suggestion, his employers would have rather a hard time of it.

## Please Remit!

"No," said Job Soapstone, "No! I never write no letters. 'Bout the only mail I git is from a feller that signs hisself Pless Remmitt. 'Pears to think I owe him money. Never seen him in all my born days."

## He, Too, Was an Advertising Man

Mr. H. E. Lesan, President of the Lesan Advertising Agency, tells this story on himself.

Traveling in a day-coach, some years ago, he fell into conversation with his seat-mate. The latter was more than ordinarily inquisitive. Where did Mr. Lesan live? "Well! Well!" How long had he lived there? "Well! Well!" Where had he come from, originally? "Well! Well!"

Finally—"What line of business you in?"

"Advertising," Mr. Lesan replied. "Well! Well! Ain't that funny?" said the seat-mate. "I am an advertising man, myself. Yes," he added, "I walk on stilts." JAMOC.

# THE RELIGIOUS PRESS ASSOCIATION

INCORPORATED 1882

WITHERSPOON BUILDING  
PHILADELPHIA

ALLAN E. SHUBERT  
Manager

WINTER OFFICE  
NORTH AMERICAN BUILDING, CHICAGO

ADVERTISING DEPARTMENT  
for the FOLLOWING

### Weeklies

- SUNDAY SCHOOL TIMES
- CHRISTIAN Endeavor WORLD
- SEARCHLIGHT
- LOOKOUT
- CHRISTIAN STANDARD
- CHRISTIAN UNION HERALD
- RELIGIOUS TELESCOPE
- PRESBYTERIAN—HERALD & PRESBYTER
- UNITED PRESBYTERIAN
- REFORMED CHURCH MESSENGER
- CHRISTIAN LEADER
- GOPEL ADVOCATE
- RICHMOND CHRISTIAN ADVOCATE
- PRESBYTERIAN OF THE SOUTH
- SOUTHERN CHURCHMAN
- BALTIMORE SOUTHERN METHODIST
- SOUTHERN CHRISTIAN ADVOCATE

### Boys' Group

- FORWARD
- WATCHWORD
- ONWARD
- WAT

### Monthlies

- KING'S BUSINESS
- PRESBYTERIAN SURVEY
- RECORD OF CHRISTIAN WORK
- ST. ANDREW'S CROSS
- WINTER TEACHER
- EARNST WORKER
- OFFERING TEACHER
- HEIDELBERG TEACHER
- BIBLE TEACHER

### Quarterlies

- UNITED BROTHERN QUARTERLIES
- REFORMED CHURCH QUARTERLIES
- STANDARD QUARTERLIES
- UNITED PRESBYTERIAN QUARTERLIES
- METHODIST PROTESTANT QUARTERLIES
- WILDS QUARTERLIES

For full information  
address



APS:MK

Mr. A. Lert Advertiser  
Everywhere, U.S.A.

May 1, 1926

Dear Mr. Advertiser:

Many times in the last seven years I have had many of the keenest space buyers say to me, "There are no better advertising mediums than religious publications, but ---."

Or, "I would like to use the Religious Press if ---."

Those "buts" and "ifs" were very reasonable in most cases and can be summed up as follows:

"--- but it is so hard to buy them in units of worthwhile volume of circulation."

"--- if the rate per thousand wasn't so high."

"--- if there wasn't a risk of showing denominational preference."

These "ifs" and "buts" are now completely eliminated in the new Religious Home Weeklies Combination. Its 571,441 net paid circulation is the unduplicated subscription lists of seventeen of the strongest denominational and interdenominational weeklies and is available at a rate that compares favorably with the best publications in the secular press.

You have perhaps noticed our advertisements in Advertising & Selling Fortnightly, Advertising Club News, etc., but if you have missed these, read those that are to follow. They tell the facts of a new advertising medium of established publications.


If you would like to hear more of our enlarged field as a medium for national advertising, or would like to have rate cards, please do not hesitate to call on us. There is no obligation.

Very truly yours,

The Religious Press Association

*Allan E. Shubert*

"As I see them" by *Stolans Hall*



H. G. Kenagy and C. S. Yoakum are men of courage. They tackled the job of writing a good-sized and meaty book on the title of "The Selection and Training of Salesmen." Some job! But they went at it sensibly. They evidently didn't start out to write a book but have produced a book as a record of a great deal of valuable research work and study. Some of the findings are illuminating. For example, the business world has been rather well fed up during the last ten years on fine-spun theories about the relative merits of blonds and brunettes in sales work. The authors of this very specific treatise found, on extensive research among many sales organizations, that there is "no significant difference between blonds and brunettes." The blonds are found to have about as many of the so-called "brunette qualities" as the brunettes have of "blond qualities." But the book does show, in a very definite way, the bearing of age, weight, height, education, marriage and sales experience on a candidate's probable success.

Of course this book also deals, as such a book should, with the fundamentals of sales organization—home office and branch office—with time studies and method offices, with mental alertness tests, personality tests, with many plans that are carried out for the training of salesmen and their results, and also with the big subjects of supervision and conventions. The 370 pages are replete with interesting forms, summaries and interpretations.

*Stolans Hall*

**Free Examination Coupon**

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

Send me for 10 days' free examination:  
... Kenagy and Yoakum's Selection and Training of Salesmen, \$3.50

I agree to return the book, postpaid, in 10 days or to remit for it.

Name .....

Home Address .....

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

Position .....

Name of Company..... A.P. 5-28

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

# Ladies--- or "Cuties" ?

[CONTINUED FROM PAGE 32]

Lastly, notice the way the two girls wear their clothes. The "cutie's" coat is open and sliding off her shoulders. She poses her feet and hands uncertainly and fumbles her bag. Her whole effect is unsure and sloppy. The lady, instead, wears her clothes well. Her coat is trimly closed, her carriage erect, her hat well placed, her pose full of crisp assured elegance. She has poise, *chic*, sophistication.

Do you, gentlemen, see the difference? Do you see why, in present-day fashions to the feminine world, it is necessary to have every trifling point checked, not by a man's predilections, but by a trained woman fashion expert's knowledge?

Even more sharply do the two photographs of the same costume with different accessories make the point of the importance of trifles.

In the left-hand photograph, the girl is correctly costumed for the country. A tailored coat of a sturdy material in a distinguished tone of brown. A plain hat that exactly matches. A checked woollen scarf—checks are good this season—that will keep off weather. A plain pigskin envelope purse. A smart stubby umbrella. Heavy, neutral-colored gloves. Matching shoes of serviceable leather with heels practical for walking. Everything in plain sturdy materials, suited to country surroundings and perfectly matched for elegance.

In the right-hand photograph, the coat is the same, but the accessories have been changed, and even a man can see that the lady is a mess!

For the plain hat that could face possible rain, she has substituted a frail confection of silk and lace suitable for a formal afternoon wedding. For the warm woollen scarf, she has substituted a small shawl of embroidered Chinese silk, suitable perhaps to throw over the shoulders of a plain demi-evening toilette to lend a touch of color. For the stout walking shoes, she has substituted high-heeled satin pumps that a country road would ruin in twenty minutes. She has put on white gloves that bear no relation to any other shade in her costume, and added a string of pearls. For the plain brown umbrella and bag, she has substituted an umbrella of red plaid silk and a fancy red bag with grains running seven different ways—never good, and peculiarly atrocious with a costume of this type. The beautiful harmony of color is gone. Its suitability for the country has vanished. No wonder the young lady droops her shoulders and cast down uncomfortable eyes.

Perhaps you think all this is obvious? Try it, gentlemen; try it and

see. Dissect the costume of an expensive looking stranger in the hearing of a fashion-wise feminine friend, and observe her pitying gaze cast upon you at the end of your second or third sentence. You will see in her eye that you simply do not know what you are talking about. And yet many a time only masculine eyes pass upon the drawings and copy which are intended to lend an air of fashionable correctitude to this or that article of merchandise, and which frequently elicit only giggles from the audience they are meant to impress.

Looking over advertisements, one sometimes wonders how in the world such drawings, such photographs, ever passed the critical eyes of even any good masculine advertising manager. The very women who are supposed to lend the air of exclusive elegance to cars, or soaps, or silver, or razors, are all too frequently nothing but cuties whose expression, or shingle, or accessories instantly convey to the feminine beholder that they "don't belong" and probably the article advertised doesn't belong either. Give that impression, and your money has been worse than wasted.

"Well, what are we going to do about it?" I can hear the advertising man with a fashion or semi-fashion account peevishly say.

There are two things you can do about it, gentlemen. One of them is to study. There is nothing so God-given about taste. It is mostly a matter of observing a great many things that are in good taste, and applying one's intelligence to learning why they are good and their opposites are bad. If you are collecting 15 per cent from advertising a product of taste to a public with taste, it isn't one bit beneath your dignity to put good hard hours of effort on learning what that public considers correct at the moment. American men have too often a ridiculous complex against knowing anything definite about taste. They seem to fancy such knowledge may stamp them as effeminate. Well, if it isn't effeminate to collect 15 per cent for selling merchandise of taste, it isn't effeminate to learn how to sell it.

The other thing is to have any illustration showing well-dressed women in correct surroundings checked by an expert. At the present time, check up particularly the hat, shoes, gloves, bag, umbrella, scarf, shingle, skirt-length, and suitability of the costume to the occasion. Next fall, something else may be the touchstone of *chic*, and only the expert whose business it is to know the mode can say absolutely what is correct at the moment.

Incidentally, beware of any women's



## Outdoor Advertising

USERS of Outdoor Advertising never have to wonder, "Will people see my advertisement"? It is impossible not to see it. All Outdoor Advertising units are of dominating size.

And because of its size, Outdoor Advertising makes a lasting impression. Big things are remembered. Your product, pictured on the outdoor scale, stays in the public mind.

# National Outdoor Advertising Bureau


INCORPORATED

An Organization Providing a Complete Service in Outdoor Advertising through Advertising Agencies

1 Park Avenue, New York

General Motors Building, Detroit

14 East Jackson Boulevard, Chicago



**N**OTICE 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 Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

fashion idea that goes big with the director of the sales force. It may be splendid to him, and fatal with your feminine public. It may help his salesmen land orders from their retailers, but keep women from buying the goods off the shelves. Check it by a woman, an intelligent woman, a trained woman. Your wife may be the sweetest little woman in the world and the best mother that ever was and the finest household manager . . . but a wretched judge of how to sell silk underwear to flappers. You need the trained eye and the experienced judgment of the expert.

Otherwise, your advertisement may be like the officially interior-decorated house of people who themselves lack taste, and put, as Whistler said, "some little thing on the mantelpiece that gives the whole show away."

### "Gas Station Topics"

Is the name of a new publication devoted to the construction, operation, maintenance and management of filling and service stations. Glenn W. Sutton, for five years president of *Petroleum Age*, is vice-president and general manager. The editorial management is under Alex A. McCurdy, former editor of the *Oil Trade Journal*.

### Pan-American Congress of Journalists Breakfast

Was given at the Hotel Commodore, New York, on April 22 by the American Association of Advertising Agencies for the delegates from the Latin American republics. The gathering of South American news and the functions of an advertising agency to aid publishers and advertisers was discussed by the speakers, consisting of Roy Durstine, president of the Four A's; James O'Shaughnesy, secretary of the association; Jorge Mitre, director of Buenos Aires *La Nacion*; James H. Furay, United Press Association, and Kent Cooper, general manager of the Associated Press. J. W. Sanger, Frank Seaman Agency, Inc., presided.

### The Walter F. Haehnle Company

Cincinnati, is the new name adopted by Klee, Haehnle, McBreen, Inc., of the same city. The offices have been moved from 705 Gwynne Building to 505-506 Gwynne Building. William W. Romaine, formerly advertising manager of the Triumph Electric Company, and more recently with Truscon Steel Company advertising department, has been made vice-president.

### Irwin Jordan Rose Company, Inc.

New York, will direct advertising for the Allen D. Cardwell Manufacturing Corporation, Brooklyn, N. Y., manufacturers of radio equipment, condensers automatic telegraph equipment, etc.

### Mapl-Flake Mills, Inc.

Chicago, is the name of a separate corporation which handles the cereal manufacturing division for the Armour Grain Company. George E. Marcy, formerly president of the company, has retired from active executive participation and is chairman of the board of directors. Matters relating to advertising are in charge of J. A. Mander.

**Gas Age-Record**

"The Spokesman of the Gas Industry"

# Over 1,200,000 A.B.C. Circulation In Foreign Language Newspapers

**T**ODAY you can buy this highly desirable bona-fide A. B. C. circulation with the same confidence that you buy the circulation of the Saturday Evening Post.

Foreign language newspaper circulation, when it is A. B. C. is a PLUS quantity.

Every foreign language newspaper is a HOME paper, read by

every member of the FAMILY.

It is virtually a MAGAZINE. The foreign language speaking person reads his paper, not for sports and comics, but for INFORMATION. He reads it from first page to last—and the ADVERTISING is as much NEWS to him as the latest A. P. dispatch. And he BELIEVES what he reads!

## Members of Audit Bureau of Circulations

### New York City

German  
Staats-Zeitung ..... Daily—Morn. . 55,860  
New Yorker Herold ..... Daily—Eve. . 43,220  
Staats-Zeitung and Herold. Sunday ..... 108,945

Greek  
Atlantis ..... Daily—Eve. . 12,063  
Atlantis ..... Sunday ..... 11,798

Hungarian  
Amer. Magyar Nepszava... Daily—Morn. . 27,137

Italian  
Corriere D'America ..... Daily—Morn. . 54,304  
Corriere D'America ..... Sunday ..... 56,487  
Il Progresso ..... Daily—Morn. . 81,118  
Il Progresso ..... Sunday ..... 98,739

Jewish  
Forward ..... Daily—Eve. . 149,619  
Forward ..... Sat.—Morn. . 168,189  
Forward ..... Sun.—Morn. . 161,209  
Day ..... Daily—Eve. . 57,948  
Day ..... Sat.—Morn. . 67,634  
Day ..... Sun.—Morn. . 63,942  
Jewish Morning Journal... Daily—Morn. . 75,206  
Jewish Morning Journal... Sun.—Morn. . 64,808

Polish  
Nowy Swiat ..... Daily—Morn. . 15,230  
Nowy Swiat ..... Sun.—Morn. . 10,428

Russian  
Russky Golos ..... Daily—Morn. . 9,053  
Russky Golos ..... Sun.—Morn. . 9,544

Spanish  
La Prensa ..... Daily—Morn. . 11,262

### Brooklyn

Norwegian  
Nordisk Tidende ..... Weekly ..... 8,560

### Chicago

Bohemian  
Katolik ..... S/W ..... 8,452

German  
Abendpost ..... Daily—Eve. . 39,765  
Abendpost ..... Sunday ..... 42,454

Jewish  
Forward ..... Daily—Eve. . 35,805  
Forward ..... Sunday ..... 37,468

Polish  
Daily Zgoda ..... Daily—Morn. . 39,661  
Weekly Zgoda ..... Weekly ..... 107,309

Swedish  
Svenska Amerikanaren .... Weekly ..... 66,343  
Sv. Tribunen Nyheter .... Weekly ..... 58,138

### Cleveland

German  
Waechter & Anzeiger.... Daily—Eve. . 14,786  
Waechter & Anzeiger.... Sunday ..... 9,679

### Detroit

Polish  
Rekord Codzienny ..... Daily—Eve. . 21,117

### Decorah, Iowa

Norwegian  
Decorah Posten ..... S/W ..... 42,969

### Manchester, N. H.

French  
L'Avenir National ..... Daily—Eve. . 4,231

### Woonsocket, R. I.

French  
La Tribune ..... Daily—Eve. . 3,891

### Scranton, Pa.

Slovak  
Obrana ..... S/W ..... 13,715

These newspapers may be bought singly or in language groups or by geographical divisions. They open up new, enormous uncrowded markets for American goods. It is just as easy to sell merchandise in foreign language neighborhoods as anywhere else. Get the FACTS—from individual newspapers or accredited representatives.

## ASSOCIATION OF FOREIGN LANGUAGE A.B.C. PUBLISHERS

M. F. Węgrzynek, Executive Secretary

24 Union Square, New York

# Send for This **FREE BOOK**

## On House-to-House Selling

**S**UCCESS in Direct-to-Consumer Selling depends upon FACTS!

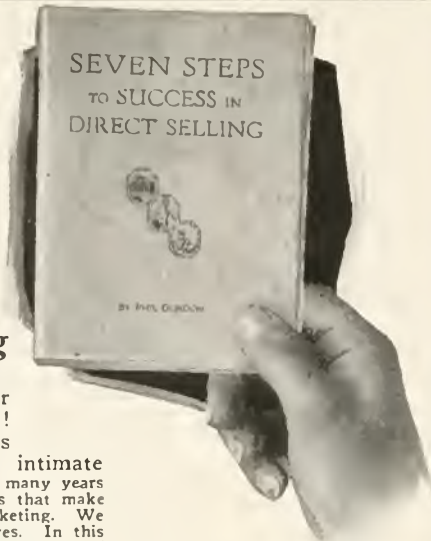
It is never the result of guess work or supposition. Through our intimate contact with Direct Selling over a period of many years we have been enabled to gather together facts that make for successful operation in this field of marketing. We have now prepared a Guide Book for executives. In this condensed manual of Direct Selling are outlined many of the plans and methods through which the most successful direct-to-consumer companies have built their businesses. It contains seven of the greatest principles of direct-to-consumer merchandising, tells how to eliminate the wasteful methods that endanger permanence, and shows how to put a direct-marketing business on the firm foundation necessary for successful operation.

We shall be pleased to mail "Seven Steps to Success in Direct-Selling" to you free without any obligation on your part.

Complete Advertising and  
Marketing Service for  
Direct Selling Companies

The  
*Phil Gordon*  
Agency

An organization of Direct-Selling Specialists



### Answers Important Questions About Direct- to-Consumer Selling

*What is the most effective plan to use for securing salesmen?*

*What type of sales organization is best?*

*What plan of presentation is most effective for building sales?*

*What are the most common causes of failure among Direct Selling Firms?*

Suite 1501-2-3  
307 No. Michigan Ave.  
CHICAGO

## Direct Mail

[CONTINUED FROM PAGE 31]

What is being proved is merely that some copy is better than other copy, and that better copy is better copy because it is better copy.

But the big question still remains untested. That question, to which direct mail always addresses itself, is this: Which is more profitable? To reach a smaller number of real prospects with a real selling message, or to reach ten, twenty, fifty times as many with a brief reminder, a deft suggestion, a memory peg, or an impression. It all depends upon the product, the amount of selling necessary and consumers' buying habits.

Between the mass advertising for "convenience goods," universally distributed through staple dealer channels, and the direct mail selling of specialized products with strictly limited and definitely known markets, there can be, or should be, no antagonism.

**T**HE place where direct mail advocates begin to question and impugn is the place where Diesel engines, \$100,000 yachts, \$10,500 Rolls-Royces, produced at the rate of 500 a year, are advertised to three, ten or twenty million people. And that is a good place to begin impugning the judgment and even the sincerity of anybody who makes such a recommendation.

The feeling of direct mail advertising advocates, the intelligent ones at least, is that direct mail as a medium has not always been given the look-in it would have received if advertising recommendations were invariably based upon close analysis of the actual selling and merchandising situation as it exists.

This is only another way of saying that direct mail men believe that advertising of other kinds is often recommended and sold because it is easier to sell and to produce than is direct mail advertising.

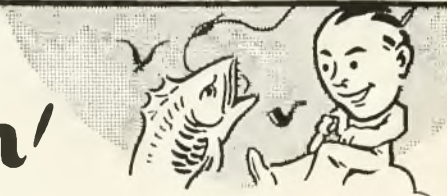
Most business men believe in advertising because they see so many other people doing it. Direct mail advertising is inconspicuous. A firm may spend a million dollars in direct mail and its competitors be none the wiser. In fact that's one of the four or five big reasons for direct mail advertising.

Curiously enough, the man who has just spent several hundred thousand dollars for publication and outdoor advertising always says that it paid marvelously. Everybody knows he advertised—or he hopes they do—and he is going to be the last person to question it publicly.

But the man who has just spent \$10,000 or \$50,000 in direct mail advertising and has reduced his selling cost by so doing, will refuse to be interviewed or quoted on the subject.

If the truth about direct mail advertising became generally public, the advertising world would be shaken.

## Good Fishin'



That's what you get on the Mississippi Coast—and lots of folks come and enjoy it; all the year 'round. These visiting fishermen make up part of the more than 6,000 well-to-do and intelligent folks who read The Daily Herald.

National Advertisers can best cultivate this prosperous and ever-growing market through this wide-awake and up-to-date newspaper that "Covers the Coast."

**THE DAILY HERALD**

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers





**Auguste Rodin 1840-1917**

*Rodin is probably best known as the sculptor of the celebrated figure "The Thinker." Among many of the famed works of this master of the modern naturalistic school are "The Citizens of Colois" and statues of Victor Hugo, Balzac and Bastien Le Page.*

## Rodin did not do the rough hewing

Rodin, the famous French sculptor, hired marble cutters to rough out blocks. Only when the figures he desired to create took form would the master take up the mallet and chisel.

Because he was relieved of the rough hewing, Rodin did more work. As a result of this the world is richer in masterpieces.

Think of Rodin's method, and ask yourself a question. Are your salesmen doing the labor of rough hewing when business paper advertising can do it more economically?

Are you paying for call after call in which your salesmen meet with ignorance of your house or indifference to your product?

To reach the classes of men on whom your salesmen call, and reach them at low cost, there are A. B. P. papers. Your advertising in these papers does the "rough hewing," and makes the job of selling easier.

Ask about A. B. P. papers. Definite information about them, their circulations (which are A. B. C. audited) and the fields they cover is available.

Membership in the Associated Business Papers, Inc., assures a publication that maintains the highest standards of publishing practice.

The Advisory Service Department of the A. B. P. will be glad to confer with any manufacturer or advertising agency seeking information in the business paper field. No obligation incurred.

# A. B. P.

**THE ASSOCIATED BUSINESS PAPERS, INC.**

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

*A group of qualified publications reaching 56 fields of trade and industry*



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

**WANTED A PRODUCT**—to be sold by mail through our 10,000 representatives. Explain your proposition in detail. Mary Arden, 68 Independence Square, Philadelphia, Pa.

### Position Wanted

**SALES ENGINEER**, twenty years' experience, established one good line, want one more, commission basis, not necessarily along engineering lines. Will furnish and expect references. Write Patrick, 737 Terminal St., Los Angeles, Cal.

### ADVERTISING SALESMAN

Now successfully representing leading trade publication. Limitations of present connection make change desirable. Married, 30, university graduate. Box No. 382, Advertising and Selling, 9 East 38th Street, New York City.

**ADVERTISING layout and detail man** with 2 years' commercial art training desires position with future; 3 years' experience national advertiser. Box No. 386, Advertising and Selling, 9 East 38th St., New York City.

**SALES MANAGER**, experienced handling salesmen, food line, all territory east of Chicago, desires position. Box No. 389, Advertising and Selling, 9 East 38th St., New York City.

### Help Wanted

Wanted by an association of established business papers on the Pacific Coast, a representative to solicit advertising on the Eastern Seaboard. In reply please give full details and mention method of compensation you prefer. Box No. 383, Advertising and Selling, 9 East 38th St., New York City.

Young man, under 30, to sell advertising space on established weekly industrial newspaper. Must have had not less than one year's experience in selling space. Give full experience over period of five years. Communications will be held strictly confidential. Box No. 388, Advertising and Selling, 9 East 38th St., New York City.

Solicitor wanted on commission basis to secure advertisements for 20 page pamphlet-magazine dealing with problems in naturalization—2000 circulation. Good opportunity to take over entire advertising management. Telephone Vanderbilt 9495 for appointment.

### Help Wanted

**EXPERIENCED ADVERTISING SALESMAN** with trade paper training, a knowledge of agency methods and how they choose mediums, who has a good record for getting business, is wanted by a well established business paper to work eastern territory. Applicant must furnish unquestioned references as to integrity, character and habits. First letter should contain full information about yourself; age, nationality, fraternal affiliations, former connections and salary to start. Strictly confidential. Box No. 384, Advertising and Selling, 9 East 38th St., New York City.

### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc.  
**DEHAAN CIRCULAR LETTER CO., INC.**  
120 W. 42nd St., New York City.  
Telephone Wis. 5483

### Service

**Balda Art Service**, Oshkosh, Wis., creators of Letterheads, Advertising Illustrations, Cover Designs, Labels, Cartoons, etc. Sketches submitted with price for drawing and engraving cut complete. Give us a trial.

### 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 (13 issues) \$1.85 including postage. Send your check to Advertising and Selling, 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-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

## A. N. A. to Hold Semi-Annual Meeting

**T**HE semi-annual meeting of the Association of National Advertisers will be held at the Edgewater Beach Hotel, Chicago, on May 10, 11 and 12. On Monday, May 10, A. W. Shaw, president of the A. W. Shaw Co., Chicago, will speak on "The Advertising Department; Its Place in Business Organization"; Kenyon Stevenson, Armstrong Cork Co., on "Organizing to Get Things Done in the Advertising Department"; V. C. Cutts, advertising manager, The H. W. Gossard Co., on "Some Things We Can Learn From the Department Store Advertising Manager"; and H. G. Weaver, assistant to director sales section, advisory staff, General Motors Corporation, on "Laying the Foundations of an Advertising Campaign."

On Tuesday, May 11, W. S. Lockwood, advertising manager, Johns-Manville, Inc., will speak on "The Organization of an Advertising Department for Production"; Everett R. Smith, advertising manager, The Fuller Brush Co., on "How We Sell Advertising Cooperation to Our Salesmen"; W. K. Towers, advertising manager, Paige-Detroit Motor Car Co., on "How We Sell Our Distributors on Advertising Cooperation"; W. F. Earls, advertising manager, United States Rubber Co., on "The Records of an Advertising Department"; and L. E. Frailey, Ralston Purina Co., on "Management of Departmental Personnel."

The farm paper circulation clinic will be held under the chairmanship of O. C. Harn, advertising manager, National Lead Co. Marco Morrow, assistant publisher, Capper Publications; Horace C. Klein, publisher, *St. Paul Farmer*; and E. T. Hall, vice-president Ralston Purina Co., will speak on "Circulation Methods in the Farm Field." At the dinner that evening, Clarence Darrow of Chicago has tentatively accepted the invitation to be the principal speaker. Harry T. Brundidge of the *St. Louis Star*, famous as a reporter and exposé of the medical "degree mills," is to be the other speaker.

On Wednesday, May 12, Kerwin H. Fulton, president, General Outdoor Advertising Co., will speak on "New Developments in the Outdoor Advertising Field"; H. M. Bourne, advertising manager, H. J. Heinz Co., on "Standardization of Process Colors"; G. Lynn Sumner, president, H. Lynn Sumner Co., on "Is the Advertising Dollar Decreasing in Effectiveness?"; and Harry R. Wellmann, professor of marketing, Amos Truck School, Dartmouth College, on "Wastes in Advertising."

### Churchill-Hall, Inc.

New York, will direct advertising for the Marshak Maltmolak Co., Brooklyn, N. Y.

**"GIBBONS knows CANADA"**

J. J. Gibbons Limited, Advertising Agents  
TORONTO MONTREAL WINNIPEG

# Florida Buys

## *in the Summer, Too*

Many people, who think of Florida as only a winter resort, imagine that as soon as the tourists have departed in the spring Florida is as deserted as a baseball park after the game is over.

The truth is that Florida in the summer more nearly resembles the circus grounds after the show is over. For then the work seems really to begin. The state seethes with activity. Construction is rushed on new hotels, apartments, business buildings and houses. New roads are built, new paving laid. Public utilities are extended. Everybody is busy.

The permanent residents of the state, numbering nearly a million and a half, continue to live here throughout the summer. And many others come here for business or pleasure. The heat is not excessive. There is no record of a single sunstroke in Florida history. People work and play as usual and they all continue to buy just as they do in other parts of the land.

All of which merely shows that it pays to advertise to Florida in the summer, too. It's a great year-round market, with an extra population thrown in for good measure in the winter.

Keep your advertising message continuously before the Florida market by using the Associated Dailies—the only media that cover the state completely and economically.

For information address:

**ASSOCIATED DAILIES**  
*of Florida*

510 Clark Bldg., Jacksonville, Florida

Bradenton News  
Clearwater Sun  
Daytona Beach Journal  
Daytona Beach News  
Deland Daily News  
Eustis Lake Region  
Fort Lauderdale News  
Fort Myers Press  
Fort Myers Tropical News  
Fort Pierce News-Tribune  
Fort Pierce Record  
Gainesville News  
Gainesville Sun  
Jacksonville Florida  
Times-Union  
Jacksonville Journal  
Key West Citizen  
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  
Ocala Central Florida Times  
Orlando Morning Sentinel  
Orlando Reporter-Star  
Palatka 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  
Stuart Daily News  
Tampa Times  
Tampa Tribune  
Winter Haven Florida Chief

# Merchandise for the Filling Station

[CONTINUED FROM PAGE 25]

**Outlines Advertising Strategy**

**"Advertising Copy: Principles and Practice"**

By Lloyd D. Herrold, M.B.A., In Charge of Advertising Courses, School of Commerce, Northwestern University

Successful copy makes the "advertising interview" really pay. This new manual tells you clearly the pivotal selling factors in successful copy. It explains just how and where to find sales facts, how to analyze your product, select and express its most effective features, how to adapt ideas to your readers, and how to get points of contact. Actual advertisements in various stages of preparation show exactly how to build introductory, competitive, reminder, goodwill, argumentative, and descriptive advertisements for newspaper, general trade, or direct advertising. 133 illustrations. 525 pages.

-----Free Examination Coupon-----

A. W. Shaw Company, Cass, Huron and Erie Streets, Chicago. Send on "Advertising Copy: Principles and Practice" for my 5-day free inspection. Within five days after its receipt, I'll send you \$6, plus five cents for mailing charge, or return the book. AS 556

Name..... (Please print plainly)

Street and No..... (Please print plainly)

City and State..... (Please print plainly)

Firm.....

(Canada \$6.60, duty prepaid, same terms; U. S. Territories and Colonies and all other countries \$6.60 cash with order.)

dling of "gasoline dopes," "etherized gasoline," and several advertised brands of so-called "anti-carbon preparations." "Dope selling is prohibited," states one district manager, "either for car or man."

**T**HE third class of stations consists of those privately owned. To them the refiners sell gasoline and oil outright. The price is that prevailing on day of delivery, subject only to protection for three-four days if tank-wagon prices advance within the agreed time. Should tank-wagon prices recede, the station owner benefits. Filling stations of this group are encouraged to display signs and boards with the name of the refining company, their pumps carry the recognized emblem and distinguishing character of the oil company and yet the pumps are sufficiently different from those of the company-owned and the company-leased stations to catch the eye of knowing ones. For the Standard Oil Co., to continue the same example, "red pumps" indicate privately-owned filling stations which dispense Standard products.

The oil companies' charge accounts, as also their coupon books, are acceptable only at company-owned and company-leased stations. They are not current with privately-owned stations which handle the company's products; consequently the credit customer gets the two or three cents of reduction in price only where the credit is good (credit giving also the benefit of tank-wagon prices rather than pump-prices).

In any attempt, therefore, to move goods through filling stations, the only method of approaching the company-owned stations would be through the officers of the controlling oil company: with leased stations, due regard must be had for company regulations over the lessees. As a rule, however, these lessees are permitted to operate the stations as they wish, as long as they keep away from products of competing refiners, from disreputable practices of the short-measure and "midnight graft" sort, and from the two forms of dope.

A blacksmith at the Ford assembling plant in St. Louis, during Christmas week of the past winter, bought out a filling station close to his home at the outskirts of that city. He paid some cash, assumed a debt for the balance, agreed to pay the owner of the land \$35 a month rental, took his son from a job downtown that was paying him \$100 a month, installed the boy at the station with a promise of sharing the profits. The blacksmith opens the fill-

ing station at six each morning; his son reports at seven; the father goes to work at the Ford plant, but at the close of his day relieves his son, who then "goes home for a warm supper." Father and son divide the evening and Sunday work. In four months they have "made more money than we ever had before," but the father hastened to add, as he related the story, "on the gas alone, the boy would have starved or frozen to death."

The secret of profits, for them, lay in selling Ford parts and the more common parts for other medium-priced cars. "We made over \$200 on gaskets alone during the winter," said he. He permitted me to examine their sales record for a Sunday (April 18), with the result that it was shown that he had sold approximately 900 gallons of gasoline on that day in 114 sales; there had been 29 sales of lubricants and 84 sales of accessories. The cash value of the accessories lacked but \$15 of equaling that of gasoline and lubricants, but with greater profits.

"My wife wants me to build bigger," remarked he, "and put in fancy baskets for the ladies, but I know that won't do. Our hands get greasy with the oils, and we'd spoil the baskets so they wouldn't sell. The wife's right, though; what we need is something for the women."

**O**N the right hand side of a country road entering Detroit, one filling station displays a window of padlocks and rubber-encased chains to protect spare tires from theft. "Every man knows he ought to have protection for his spares," chuckled the owner of the place, "and I get them as they come into the city. I have that sign where the woman in the back seat sees it, and a couple of times a day some woman points to it and tells her George to get the lock and then they'll have it. . . . I sell them \$1.50 padlocks, too. These are the best I can buy, and they have the famous name on them. They're not the kind any sneak can shake open with a hammer."

Nor are padlocks the only hardware article that might be pushed by roadside selling. For another example, let a hardware jobber's salesman visit the filling stations on the main State highway for twenty miles each side of Utica, N. Y., say as far as Oneida to the west and Little Falls or Amsterdam to the east. Each winter, for two or three months, that forty miles is the disgrace of the State Highway Commission. Week after week ruts in the frozen snow make motoring close to impossible; for two and three miles

**HOTEL EMPIRE**

New York's newest and most beautifully furnished hotel - accommodating 1034 guests  
Broadway at 63<sup>rd</sup> Street.

ROOM WITH PRIVATE TOILET. \$250

ROOM WITH PRIVATE BATH. \$350

ALL OUTSIDE ROOMS

**The NEIL HOUSE**

The newest and now the leading hotel in COLUMBUS, OHIO  
Opposite the State Capital  
655 ROOMS - 655 BATHS  
RATES FROM \$10 to \$17  
EUROPEAN PLAN

The facilities for dance, luncheon, dinner and card parties, large or small, are so unusually good that Sorority and Fraternity functions are always enjoyed.

**SPECIAL FEATURES**  
Club Meets in Main Dining Room and Grill Room,  
Blue Plate Luncheon,  
COUNTER SERVICE  
AT POPULAR PRICES

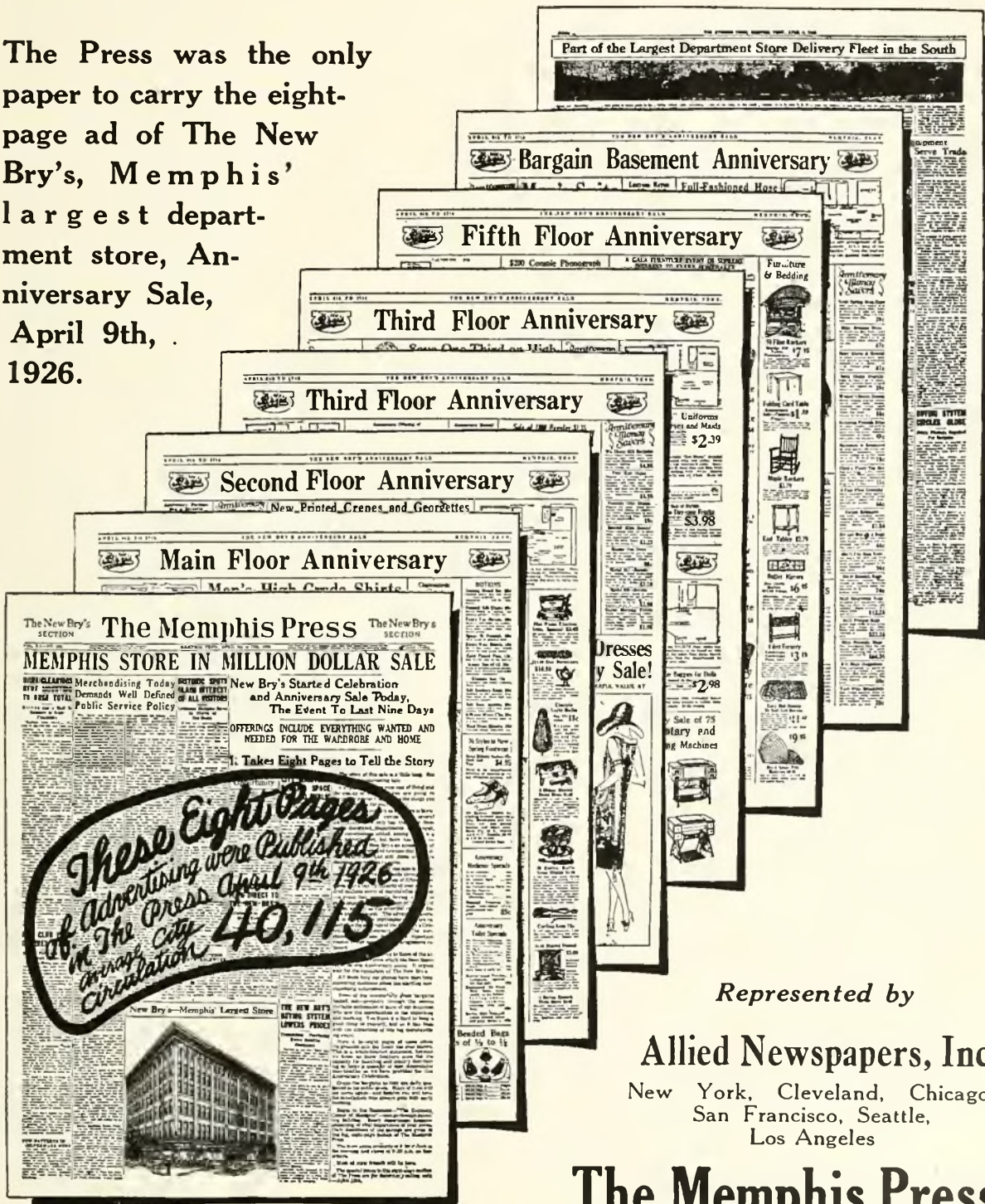
Luncheon Clubs served in private dining rooms at 75¢ per person.

Under the Direction of  
GUSTAVE W. DRACH, President and Architect  
FREDERICK W. BERGMAN, Managing Director

# First in City Circulation

—in Memphis, Tennessee, The Press leads both other Dailies in City Circulation with daily average for six months **40,115** ending March 31, 1926, of . . . . .

The Press was the only paper to carry the eight-page ad of The New Bry's, Memphis' largest department store, Anniversary Sale, April 9th, 1926.



Represented by

**Allied Newspapers, Inc.**  
New York, Cleveland, Chicago,  
San Francisco, Seattle,  
Los Angeles

## The Memphis Press

A Scripps-Howard Newspaper

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at a stretch it is utterly out of the question for opposing trucks, or pleasure cars, for that matter, to pass. A single deep rut holds wheels where neither profanity nor driving skill will deliver.

Along that road, drivers in scores tramp in the slush to the nearest farmhouse to beg an ax and a shovel, only to be met with the reply that it was lent over a month ago and did not come back. In desperation, men dig themselves out laboriously with the tools of the repair kit hidden beneath the driving seat—not once a week, but a hundred times a day for weeks and weeks; not occasionally of a winter, but every winter.

**W**OULD a filling station along that road be able to sell shovels and picks? Or canvas gloves and hot coffee? If you think the answer is "No," you convict yourself of never having been in that predicament, on that piece of road or elsewhere. For this stretch stands not alone of its kind.

Down in Virginia, near South Hill, where the mud is muddier when Florida touring is at its height, a filling station for two successive winters, to my personal knowledge, displayed a sign, scribbled on a bit of pasteboard that was badly soiled and weather beaten: "Burlaps given away." To how many a disheartened tourist, with car down to its hubs in the gelatinous clay, has that sign brought hope!

Along that road came a salesman for a make of anti-skid chains. He nosed about the place. Behind the shed he found a pile of emptied fertilizer bags, and to his question he received the drawled answer: "Oh, I reckon, mebber, as how I gives away a couple o' hundred bags a winter." In the winter of 1924-25 that little filling station sold "a couple o' hundred" sets of skid chains to an equal number of most grateful patrons. In 1925-26, with every sale of gasoline, either the man or his daughter would ask the women in the automobile: "Are you fixed for Kodak films?" One side-line, thus discovered, whetted their desire for others.

Filling stations in the Southern States along tourist routes might develop as a good outlet for drivers' goggles, colored spectacles and the like. Northerners who drive south in the winter fail to remember that they will face the sun all day, or that it lies low in the horizon, or that Florida sands are glistening white. If goggles are sold, let not the makers omit to provide a suitable case. It is as easy to make a seventy-five cent sale as one for a third that sum.

The whiff of roasting peanuts or the appetizing smell of buttered popcorn draws the coin from pockets. There is no reason why the makers of corn poppers and peanut machines should not cultivate the filling stations for their equipment.

This is the second of two articles by Mr. Haring on the gasoline filling station as a retail outlet. The first appeared in the April 21 issue of ADVERTISING & SELLING.

# Building Business for the Building Business

LIME, cement, stucco, plaster, brick, stone and lumber, iron, steel and tile, insulation and roofing, plumbing, heating, lighting and ventilation equipment, paints and varnishes,—these are the raw materials of the roofing business. They bear to the building business very much the same relation that motors, starting, lighting and ignition systems, steering gears, axles, radiators, tires, bodies, and upholstery bear to the automotive industry. And, like the automobile that is constructed of standard parts, the building that is constructed of standard units, known to the great buying public by name and reputation, is the building that meets the requirements of the present-day market.

More and more, as time goes on, home builders are incorporating into their houses added conveniences and luxuries,—built-in equipment from cellar to attic. Automatic heat control, electric laundry and refrigeration equipment, garbage incinerators, moth-proof vaults, labor saving kitchen cabinets and medicine closets. The list could be extended *ad libitum*.

But whether “fully equipped” or without the accessories, the modern home, like the modern automobile, must be built of the best standard parts and must be so advertised.

Cincinnati has long been famous for the beauty and excellence of its homes, a reputation even better merited now than at any time in the past. This city is therefore of necessity a great market for high grade, nationally advertised building materials and equipment. And the key to this market, as to the Cincinnati automobile market, is the *Times-Star*.

In the year 1925, the real estate and building materials industries placed almost eighteen units of display advertising in the *Times-Star* for every thirteen units placed in the second afternoon newspaper. But on the same days (the *Times-Star* is not published on Sundays) the display lineage in this classification of the *Times-Star* was more than 2.3 times that of the leading morning newspaper.

## THE CINCINNATI TIMES-STAR

Member Audit Bureau of Circulations

CHARLES P. TAFT, *Publisher*  
MARTIN L. MARSH, *Eastern Rep.*  
927 Brunswick Building, New York

C. H. REMBOLD, *Manager*  
KELLOGG M. PATTERSON, *Western Rep.*  
904 Union Trust Building, Chicago

# QUESTIONS

*for the national advertiser*

## You check up a salesman's calls— Why not a publication's?

You don't allow your salesman to travel around the country for months without giving you some report of what calls he has made. You want to know whether he has made enough calls and whether he has been calling on the right people.

Your advertising is also making calls—many more than your salesman can make, and over a wider territory.



Have you an accurate check on the actual number of calls your copy is making? Have you definite information as to whether these calls are being made in the homes of the people you really want to reach?

An A. B. C. report furnishes a check-up on the calls of the printed-salesmen you employ to carry your messages. It will pay you to study mediums as closely as you do markets.

**Audit Bureau of Circulations  
Chicago**





The  
Mill Price List

- Tekvo-Enamel*
- Marquette Enamel*
- Sterling Enamel*
- Westmont Enamel*
- Westvaco Folding Enamel*
- Pinnacle Extra Strong*
- Embossing Enamel*
- Westvaco Ideal Litho*
- Westvaco Satin White Translucent*
- Westvaco Colored Past Card*
- Clear Spring Super*
- Clear Spring English Finish*
- Clear Spring Text*
- Westvaco Super*
- Westvaco H.F.*
- Westvaco Eggshell*
- Minero Bond*
- Origo Writing*
- Westvaco Mimeograph*
- Westvaco Index Bristol*
- Westvaco Past Card*

*Clear Spring G.F.*

The artist's real victory is to achieve superiority and distinction of style. WESTVACO paper-makers have achieved a real victory in the superiority of *Clear Spring English Finish*, distinguished as an uncoated paper that does justice to the printing of fine halftones.

Design by C. B. FALLS

See reverse side for list of WESTVACO DISTRIBUTORS

# *The* Mill Price List

## *Distributors of*

### Westvaco Mill Brand Papers

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THE CHATFIELD & WOODS CO.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS CO.	<i>Augusta, Me.</i>
BRADLEY-REESE CO.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER CO.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS CO.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE CO.	Larkin Terminal Building, <i>Buffalo, N.Y.</i>
BRADNER SMITH & CO.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER CO.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS CO.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE CO.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER CO.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER CO. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE CO.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER CO.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER CO.	<i>Houston, Texas</i>
GRAHAM PAPER CO.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER CO.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER CO.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER CO.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS CO.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER CO.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD CO., INC.,	137-141 Varick Street, <i>New York, N.Y.</i>
WEST VIRGINIA PULP & PAPER CO.	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER CO.	9th & Harney Streets, <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS CO.	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS CO.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER CO., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE CO.	<i>Rochester, N. Y.</i>
GRAHAM PAPER CO.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER CO.	16 East 4th Street, <i>St. Paul, Minn.</i>
WEST VIRGINIA PULP & PAPER CO.	503 Market St., <i>San Francisco, Cal.</i>
R. P. ANDREWS PAPER CO.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER CO.	<i>York, Pa.</i>

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*Manufactured by*

West Virginia Pulp & Paper Company