

Advertising and Selling

FORTNIGHTLY

Markets, Merchandising & Media



McClelland Barclay

Drawn by McClelland Barclay for Fisher Body Corporation

FEBRUARY 11, 1925

15 CENTS A COPY

In this issue:

“Selling Into the New Home” By MARSH K. POWERS; “Why Raise the Ghost of the Substitution Evil” By WILLIAM NELSON TAFT; “If I Were an Advertising Manager Again”; “How Far Can a Manufacturer Push the Trial Offer?”; “Is Selling on Consignment Economically Sound?” By ROBERT S. ENGEL

Insure Yourself a Prosperous Year in Chicago

1924 was a good year in Chicago for those who knew how to go after good business at its source—in the financially competent homes of Chicago and its thriving suburbs. The "How," as experienced and successful advertisers testify by their advertising, is placing their sales messages in Chicago's most effective sales medium—The Chicago Daily News.

These are authoritative facts supported by authoritative figures. The leadership of The Daily News among Chicago daily newspapers in most important classifications, in the total volume of display advertising, in volume of local display and in the number of classified advertisements printed, is attested in the following figures for the year 1924, supplied by the Advertising Record Co.:

AUTOMOBILES

The Daily News First.....558,341 lines
The next paper.....445,399 lines

BOOKS

The Daily News First.....153,061 lines
The next paper.....91,070 lines

CHURCHES

The Daily News First.....78,511 lines
The next paper.....33,742 lines

DEPARTMENT STORES in the "Loop"

The Daily News First.....4,730,735 lines
The next paper.....2,264,291 lines

EDUCATIONAL

The Daily News First.....99,890 lines
The next paper.....89,201 lines

FURNITURE

The Daily News First.....1,047,546 lines
The next paper.....736,867 lines

GROCERIES

The Daily News First.....771,300 lines
The next paper.....686,296 lines

HOUSEHOLD UTILITIES

The Daily News First.....144,947 lines
The next paper.....87,831 lines

"OUT OF THE LOOP" STORES

The Daily News First.....1,635,407 lines
The next paper.....642,214 lines

REAL ESTATE

The Daily News First.....245,437 lines
The next paper.....227,245 lines

TOTAL DISPLAY ADVERTISING

The Daily News First.....15,099,527 lines
The next paper.....11,774,440 lines

Successful advertisers know that the number of "want-ads" carried by a daily newspaper is an accurate index to its result-producing power in all classifications. The number of "want-ads" indicates the judgment of the local advertising experts who know the medium that brings results.

In the year 1924 The Daily News printed 929,456 "want-ads," 11,479 more than were printed by the Daily Tribune, the daily newspaper having the next highest score.

These figures, which repeat with emphasis the story of years, justify the assertion that the way to insure good business in Chicago in the future is to follow the lead of the past and present that has proved so eminently successful, and seek business at its source in the financially competent homes of Chicago through Chicago's most popular home newspaper.

THE CHICAGO DAILY NEWS

First in Chicago



An advisory board —that knows the facts

ON its way from maker to user every product is handled by several groups of people. Each group views the product from a different standpoint. Each acquires a specialized knowledge of the product. The combined knowledge and experience of all of these groups is essential to the sound marketing of the product.

When we start work for a manufacturer we go to these groups for information about the product and its competitors. We talk with hundreds—sometimes thousands—of jobbers, dealers and consumers. Their knowledge and experience become our knowledge and experience. The facts we learn are carefully collated and thoroughly analyzed. This first-hand information, together with our recommendations, is bound in a book. This is called a Richards' Book of Facts. With this book before him a manufacturer can build sales and advertising plans on the rock foundation of definite knowledge. He *knows* where his competitor must often *guess*.

In a long experience, we have compiled many of these "Books of Facts." They cover many industries and many channels of trade: groceries, drugs, furniture, jewelry, motor-oils, gasoline, vacuum cleaners, gloves, shoes, hosiery and office appliances.

In compiling these books for different manufacturers we have acquired an unusually thorough knowledge of the principal channels of trade. This knowledge plus a special study of your business will enable us to render you the same brand of marketing and advertising counsel that is consistently increasing the sales of our clients.

You will be interested in a copy of our new book, "Business Research." It was written to give the practical business man an understanding of how business research, intelligently applied, can benefit his business.

Shall we send you a copy?

Joseph Richards Company, Inc., 251 Park Ave., New York, N. Y.

RICHARDS "Facts first—then Advertising"

**THE
ERICKSON COMPANY**

Advertising

381 FOURTH AVENUE, NEW YORK



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

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

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

Page 5—The News Digest

Review of Reviews Corporation

New York, has made the following additions to its staff: Albert Shaw, Jr. will represent *The Golden Book* in Philadelphia and the South. Arthur N. Hosking, Jr., will represent *The Golden Book* in New England territory. Lawrence L. Wright and Lester Holt will represent the *Review of Reviews* in New York City. Woodward Fellows and Roland Crane have joined the selling staff of the Chicago office. They will represent *Review of Reviews* and *The Golden Book* in Western territory.

Julius Fleischmann

Of the Fleischmann Company of New York, the Fleischmann Malting Company, the American Diamalt Company, and the Reliance Coal & Coke Company, died of a heart attack while playing polo at Miami Beach, Fla., February 5, at the age of 53.

Arthur Rosenberg Company, Inc.

New York, has been appointed advertising agents for the Duplex Condenser & Radio Corporation, Brooklyn, N. Y.

Campbell-Ewald Additions

Henry T. Ewald, president of the Campbell-Ewald Company, Inc., announces the addition of Norman Craig, A. K. Higgins and H. L. Towle to the Eastern staff. Mr. Craig, who will become manager of the Eastern staff, was formerly with Armour & Company; vice-president of Fuller & Smith, Cleveland; sales director of the Aluminum Castings Company, Cleveland; vice-president of Frank Seaman, Inc.; and organizer and present director of the Light Alloys Company, Painesville, Ohio. Mr. Higgins has for thirteen years been with N. W. Ayer & Son, Frank Seaman, Inc., Calkins & Holden and the U. S. Advertising Corporation. Mr. Towle, nationally known painter, was formerly instructor in art and composition at Columbia University, New York, and with the Departments of Education of New York and Newark, N. J. He has been with the H. K. McCann Company and was assistant art director of Frank Seaman, Inc.

Henry B. Flarsheim Company

Cincinnati advertising agency, has moved to new quarters at 324-326 Temple Bar Building, Court and Main Streets. The company has been appointed advertising counsel to the Kingery Manufacturing Company, manufacturers of popcorn and peanut roasting machines, and to the Val-Style Hat Company, manufacturers of millinery selling direct to the consumer.

Charles Laurence Sheldon

Vice-president of E. R. Crowe & Company, New York and Chicago, a magazine management concern, has been appointed advertising manager of *Judge*.



The Thumbnail Business Review

PURCHASING power in rural districts is better able today to support trade activity than at any other time in the last four years. Particularly true is this of the wheat-growing states—Kansas, Oklahoma, Nebraska, the Dakotas, Minnesota and Montana—and the cotton-raising sections of the country—Arkansas, Oklahoma, Texas, Mississippi, Alabama, Georgia and Florida. Against this prosperity must be placed the maladjustment of a short cotton crop and the poor position in which our cattle raisers find themselves at this time.

Steel plants are operating at nearly maximum capacity, while the trend of finished steel quantities is upward. Higher prices for nonferrous metals are lending impetus to the output of copper, lead and zinc. The automobile industry as a whole is in a healthy condition, and more manufacturers are turning their attention to export sales. Car loadings continue at a high rate, with prospects that freight shipments will break all records for the first quarter.

Operations in textile plants continue to improve. Cotton mills, with a lower wage scale and lower prices for raw materials, are in a more favorable position than they have been for some time. Business in woolsens, however, is being conducted at little or no profit. Silk manufacturers are busy, and there seems to be no let up in the demand for artificial silk.

Retail trade generally is good, and department stores and mail order houses report a satisfactory volume of sales.

Underlying conditions make for stability and sustain the general feeling of optimism for the future. Boom talk is frowned upon. The outstanding desire is for a steady volume of business and not forced, spasmodic sales. ALEX. MOSS.

Owen M. Phillips

Business manager of the *Youngstown Telegram*, has been promoted to an executive position with the Scripps-Howard organization. He will be succeeded by John T. Watters, general manager of the *Springfield Sun*.

General Outdoor Advertising Company

Will be the name of a new company formed by a merger of twenty-one of the largest poster advertising organizations in the country. K. H. Fulton, president of the Poster Advertising Company and of the O. J. Gude Company, will head the new consolidation, and George L. Johnson, of the Thomas Cusack Company, will be chairman of the board. The company will be incorporated under the laws of the State of New Jersey with an authorized capital of \$3,065,500 preferred stock, 300,000 shares of Class A stock and 1,000,000 shares of common with no par value. It will take over all the capital stock and the properties and good will of the merging concerns, which are Thomas Cusack Company, O. J. Gude Company, Poster Advertising Co., Inc., Jamaica Poster Advertising Company, Atlantic City Poster Advertising Company, Long Island Poster Advertising Company, Binghamton Poster Advertising Company, Mohawk Valley Poster Advertising Company, Briel Poster Advertising Company, Old Colony Advertising Company, Brooklyn Poster Advertising Company, Pittsburgh Poster Advertising Company, Burton System, Quaker City Poster Advertising Company, Capital City Poster Advertising Company, Ripley Poster Company, Dixie Poster Advertising Company, St. Louis Poster Advertising Company, East St. Louis Posting Company, Standard Poster Advertising Company, and Van Buren & New York Billposting Company.

Perry Adams

Formerly with the Landers, Frary & Clark Company and the American Optical Company, has started his own direct mail agency at 80 Federal Street, Boston, Mass.

Albany Evening Journal

Has been purchased by the Press Company, publishers of the *Knickerbocker Press* and the *Albany Evening News*, and will be merged with the latter paper under the name of the *Albany Evening News and Albany Journal*.

Dorrance, Sullivan & Company

New York, have been retained as advertising agents to the Smartsilk Hosiery Mills, Inc., Newark, N. J.

J. H. Newmark, Inc.

New York, will direct advertising for the Welte-Mignon Studios, Inc., same city, manufacturers of pianos, reproducing pianos and organs.

Donald S. Harris

Formerly of the Thomas Advertising Service, Tampa and Jacksonville, Fla., is now assistant to Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., New York.

[ADDITIONAL NEWS ON OTHER PAGES]



WE can't keep back
the good news
any longer ~

*The circulation of
the SUNDAY NEWS
now exceeds*

1,000,000
copies net paid-



THE NEWS
New York's Picture Newspaper

25 Park Place, New York

7 South Dearborn St., Chicago



"If Stylish for a Horse. Why Not Good for a Man?"

Humor—and Sanity

Appearing in 1901, the effect of this cartoon was startling. It was reproduced throughout the country in newspapers and magazines, and it undoubtedly had much to do with rousing the humane societies and public opinion to the abolition of the cruel check-rein.

It is this rare combination of humor and sanity in Life's pages that has given it a position unique among publications in America; that has attracted to it a subscription list of intelligence and substance; and has drawn to it advertisers who are interested in reaching such a group.

PARTIAL LIST OF

**National Advertisers
Using Life in 1925
with Comprehensive
Schedules**

Color

American Tobacco Company
Lucky Strike
Pall Mall
Cadillac Motor Car Company
Colgate & Company
The Crane Company
Fisk Tire Company
Ford Motor Company (Lincoln Division)
General Tobacco Company
R. F. Goodrich Rubber Co.
Holeproof Hosiery
Lambert Pharmaceutical Company
Parker Pen Company
Pierce Arrow Motor Car Company
W. A. Sheaffer Pen Company
The Coca Cola Company
White Rock Mineral Springs Company

Black and White

American Telephone & Telegraph Co.
Apollinaris Agency Company
Bauer & Black
Black, Starr & Frost
Brooks Bros.
Cunard Steamship Company
Coty, Inc.
Crichton & Company
Dauby Tire Expert Company
Wm. Demuth & Company
A. B. Dick Company
W. L. Douglas Shoe Company
Incester & Company
Eastman Kodak Company
Fisher Body Corp.
The Forhan Company
French Line
General Electric Company
General Motors Corp.
General Tire & Rubber
Gorham Company
Alexander Hamilton Institute
Hamilton Watch Company
Hart, Schaffner & Marx
Hotel's Statler Company
Hupp Motor Car Company
Robt. A. Johnston
Lehn & Fink
Liggett & Myers (Patima)
Wobauk Rubber Company
Munsingwear Corp.
Nortyke & Marmou Company
Packard Motor Car Company
Palmolive
Pepsodent Company
Phillips-Jones Corp.
Phoenix Hosiery Co.
Reed Tobacco Company
Rubberset Company
Society of American Florists
U. S. Shipping Board
Van Ess Laboratories
Welch Grape Juice Co.
Wahl Company
Weinberger Forest Products
Wm. Wrigley Co.
W. F. Young, Inc. (Absorbine, Jr.)

Life

127 Federal Street
BOSTON, MASS.

598 Madison Avenue
NEW YORK, N. Y.

360 N. Michigan Avenue
CHICAGO, ILL.

"How Many Other Manufacturers are there Who Have the Same Distorted Impression?"

RECENTLY Mr. M. J. MacDonald of the J. C. Penney Company was talking with a leading dress manufacturer, whose company sells annually thousands of dollars worth of merchandise through 571 small town department stores in the Penney chain. Altho this manufacturer realized that the Penney Company did the great majority of its business in small towns, he had no conception of the small town market nor could he believe that it was possible for his smart line to be sold in "hick" towns as he termed these small town centers.

Mr. MacDonald proceeded to tell the manufacturer a few things about small towns and small town merchandising that made him open his eyes and look thoughtful. Here are a few of them, and please remember that Mr. MacDonald is a recognized authority on small town merchandising.

"The small town offers just as good a market for all sorts of merchandising, in ratio with population, as do the larger cities."

"There is no sharp line of change between the buying psychology of the small town customer and the big city buyer."

"The small town girl bobs her hair, wears the same hats, the same dresses, the same hosiery, the same smart footwear, and comports herself generally in much the same way as does her presumably more sophisticated sister of Boston, Philadelphia or elsewhere."

"More than 40 per cent of the farms in the United States have telephones. Electrical household appliances, such as washing machines, electric irons, etc., are no more in the luxury class on the farm and in the small town than in the large city."

"This year we will sell over 100,000 electric curling irons. Last year we sold over 2,000,000 hair nets in forty states. Every store in our company sells compacts and our annual sales in this item alone runs into hundreds of gross."

"Today the Penney Company is one of the biggest distributors of silk stockings in the world. Moreover, when flesh color dies on Fifth Avenue it dies in the small town and when a new color becomes the mode our next week's orders call for it."

"The small town has been growing up and growing up fast. . . . The manufacturer or merchandiser who has not kept abreast with the changes that have taken place in the last quarter century can not hope to compete with one who has."

"We find that a cash business pays in the farm town, contrary to another prevalent misbelief that the farmer has money only when his crops are harvested and paid for."

"The J. C. Penney Company operates small department stores in 571 different towns and cities in 40 states. . . . The organization this year will do a gross business well over \$75,000,000. Our findings therefore ought to be of some weight."

Mr. MacDonald is to be congratulated on his clear presentation of the small town market which appeared recently in "Advertising and Selling Fortnightly."

Do you know that if you sell through jobbers your merchandise will ultimately be sold in small towns—

—and that the extent to which these jobbers will buy your merchandise in preference to pushing their own private brands will depend upon the "Counter Demand" that you create for the dealer?

Just volume circulation as such does not build economical demand. But volume circulation with reader interest and confidence makes an economical buy and creates an economical demand.

Look over a copy of the People's Home Journal today and you will understand why it has reader interest and creates confidence.

Forty years have been spent in diligently building the People's Home Journal so that it at all times properly anticipates and serves the needs of the small town home.

People's Home Journal knows these homes intimately—their desires and ambitions. It gives them their kind of entertaining fiction and editorial service departments most helpful to them.

This intimate contact exists in 950,000 industrious, progressive and thrifty homes, representing a type of market which is exceedingly responsive to advertised products.

Their desire for your goods will insure distribution and sales for you in the small town market.



CIRCLE "F" MANUFACTURING COMPANY'S PLANT

TRENTON, NEW JERSEY

"The City of Diversified Industries"

Leads all American Cities in the Production of
ELECTRICAL PORCELAIN

THE manufacture of electrical porcelain and electrical devices made of porcelain and brass, in thousands of designs and for countless uses, keep 15 large factories in this city busy.

The output of these factories includes switches, sockets, insulators, knobs, attachment plugs, wall receptacles, radio buttons and in fact a complete line of products for all electrical appliances.

In Trenton many thousands of workers are engaged in this industry which has a yearly output valued at several million dollars.

This is number nine of a series showing the industries of Trenton. For rights of other advertisements, forward envelope "F."

Trenton Times

TRENTON, NEW JERSEY

Kelly-Smith Co.
NATIONAL REPRESENTATIVES
Marbridge Bldg. | Lyton Bldg.
New York | Chicago

Pictures through the courtesy of The Circle "F" Manufacturing Co.



Porcelain
PRESS ROOM



Brass Shell
PRESS ROOM



CLEANING ROOM



ASSEMBLY ROOM

The Times Will Not You Must Change

MEN who buy advertising space—who write advertising copy—who direct advertising campaigns—are the most progressive thinkers in the commercial world.

They must lead—they dare not follow!

The times will not change for them—they must change with the times!

The public is their master—not their servant!

That is why they must sense immediately any new trend of the popular mind, because advertising is, after all, only a tool through which to influence public opinion—and the public opinion of tomorrow should be forecast in the advertising copy of today.

* * * * *

During the last ten years there has come about a violent change in the social and economic order—a change which is gradually being perceived by the advertising fraternity.

Progressive Advertising Agencies Are Serving Their Clients by Meeting These Changed Conditions

Space buyers cannot afford to judge magazines by the standards of ten years ago.

Advertising writers must turn out much different copy in 1925 than they wrote in 1914.

Merchandising experts must temper cut-and-dried statistics which may give misleading impressions concerning the buying ability or the buying desire of large modern groups of people.

Pointing the way are men like Thomas Edison, George Ade, Judge Lindsey and a host of other writers, thinkers and scientists.

They are helping advertisers to realize that leadership depends on foresighted-

Change For You— With The Times

ness; on discarding the old theories and practices; on not “hoping against hope” that things are not what they seem.

* * * * *

Among Magazines, TRUE STORY Is Distinctly of This Generation

The previous generation would not have understood it—it would have been twenty years ahead of its time.

Today it is in key with humanity because it gives voice to the ideals which only those who think in terms of these times can understand and appreciate.

You cannot explain the phenomenal demand for TRUE STORY in the old words.

They will not do!

Nor will it do for the advertising man to talk to the public in the old way, or to try to reach the new public through the old channels.

* * * * *

Advertisers do not make markets—markets make advertisers!

And markets are not figures in a ledger or lines on a chart—they are great living groups of human beings who do an honest day's work, eat three good meals a day and sleep well at night, giving their children the best education the times afford.

It is they who establish public demand—and to reach the public with a great common denominator, advertisers must go to them through the medium they themselves demand—and that is TRUE STORY Magazine!

How can it well be otherwise, when almost 2,000,000 people step up to the newsstands of America each month and pass over a quarter, saying “I want TRUE STORY,” thus giving this magazine the largest newsstand sale in the world?

True Story

Magazine

*This Is A Reprint Of A Full Page Advertisement In The February 5th Issues Of
The New York Times
The Detroit News
The Chicago Daily News*



Instead of "taking a chance--"

women all over the country safeguard their investments in home furnishings and equipment by getting the advice of Priscilla's Housekeepers before purchasing.

Every day by telephone, by mail and in person, hundreds of women—many of them not regular subscribers to *Modern Priscilla*—ask our Housekeepers, "What shall I buy?"

The merit of articles advertised in *Modern Priscilla* they take for granted—particularly when the advertisement shows the Seal which indicates products tested and approved at the Priscilla Proving Plant.

If you sell the things women buy, *Priscilla* can also help safeguard your advertising investment. She will test your product without charge—recommend it if she finds it worthy. And the advertising pages of *Modern Priscilla* give you direct contact, at a low rate, with more than 600,000 of your best prospects.

MODERN PRISCILLA

The Trade Paper of the Home

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IN this issue Marsh K. Powers, under the title of "Selling Into the New Home," begins a discussion which, although it treats of a single, markedly specialized market, is more broadly applicable to sales problems in general than may at first appear. Since it is often easier to recognize a tactical error in somebody else's business than in one's own, a sales manager, even though he does not sell into the particular market dealt with in the articles, can well afford to take the little time required to digest the major portions of the story and then reflect as to whether any of the criticisms and suggestions contributed could be applied to the sales methods of his own particular company.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, *General Manager*

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Telephone: Murray Hill 5246

NEW YORK:
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A. M. FRANKLIN

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

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

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

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

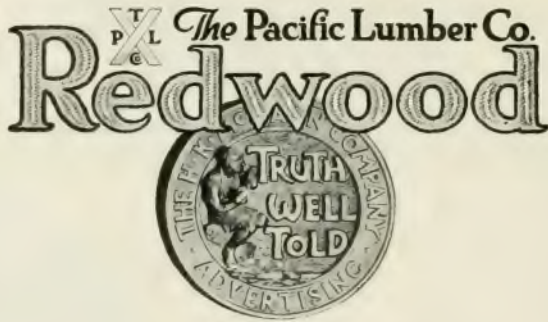
LONDON:
66 and 67 Shoe Lane, E. C. 4:
Telephone Holborn 1900

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

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THE Pacific Lumber Company is the largest individual manufacturer and distributor of California Redwood in the world.

But until five years ago, even The Pacific Lumber Company was known almost exclusively West of the Rockies. The great bulk of the country remained a huge, untouched market.

It has been the province of advertising to help put The Pacific Lumber Company in active touch with that immense new market. It has introduced to the home builders, architects, building contractors, industrial users of wood and wood specialty manufacturers of the East and Middle West this high-grade specialty wood, *Redwood*, with its peculiar adaptability to many industrial uses and special forms of construction.

A story with meat in it, that! A story of live appeal to exponents of "*Truth Well Told*".



THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

FEBRUARY 11, 1925

Advertising and Selling FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors Robert R. Updegraff Floyd W. Parsons Marsh K. Powers
Charles Austin Bates Russell T. Gray Alex Moss, *Managing Editor*

Selling Into the New Home

What a Home-Builder Learned About Sales Methods, Good and Bad,
from First-Hand Experience with His Own Home

PART I—The Five Stages of Selling Opportunity

By *Marsh K. Powers*

THE first van had pulled away. A second van-load was due. I stepped out on the front walk, away from the hubbub and confusion within, to draw a leisurely breath and take a casual glance in the direction from which the next truck would appear.

Several years of more or less amorphous conversation, capped by a twelvemonth of organized activity, had at last borne fruit. We were moving into a new home, a home cut to the measure of our needs and form-fitted to our ways of living.

A small, closed car pulled up at the curb and a neatly-pressed, suavely haberdashed gentleman sprang forth and advanced up the walk. He waited until he could see the whites of my eyes.

"I'm from *Blank's*," he announced cheerily and confidently, as one who came bearing glad tidings, "and I want to talk to you about your decorating contract."

Feebly I turned toward

the house and gestured vaguely toward the bustle within. "It's a little late," I explained wearily—"we're moving in." And because that incident is so broadly typical of the

great bulk of the sales effort aimed at us as home-builders, this article is being put on paper. Virtually all of the material on which these articles

are based must come from the construction history of one particular house, a house which was planned in the fall of 1923, commenced in the early spring of 1924 and occupied by the Powers family last October. Inasmuch as the personal character of much of the narrative, therefore, is obviously inescapable, the writer optimistically trusts that he will be pardoned if the letter "I" should be capitalized too frequently in the paragraphs which follow. On the other hand, lest any reader feel that the conclusions drawn from this single experience are based on too limited observation, it should be specifically explained that the writer, before writing a word, took the precaution to compare his own experiences as a home-builder with those of his friends whose building



IN this first installment of a three-part narrative detailing the experiences of a home-builder, the point is made that too great a portion of the sales activity directed at the prospect is timed too late to be effective. At the stage of development shown in the photograph, mail bombardment was intense, and a semi-occasional salesman investigated by telephone. What most manufacturers failed to realize was that specifications had been written and contracts let. The time to break into the specifications, Mr. Powers emphasizes, is before they are written and not when the work is under way

whose building



experiences were also sufficiently recent to be clear in their memories.

The unanimity of all comments justified the conviction that his own experiences were not in any material way exceptions to the general rule. From this point on, therefore, let me drop the awkward mechanism of the third person and tell the story of 3176 Falmouth in the first person.

* * *

OUR home went through all the successive stages which are typical of the great majority of homes designed and erected for the occupancy of a particular family (as differentiated from houses built for speculative sale). Considerable observation has led me to the conviction that these stages are so standardized and run so true to form in thousands of repeated instances that any sales program which does not definitely take them into account is fundamentally faulty. Each stage has its own particular values and its own particular limitations as a selling opportunity and each, therefore, calls for its own particular handling. To lump them all together and apply single routine of approach and handling is far from sufficient.

The first stage is usually considerably the longest, as it may cover many years. The final four can easily be compressed into a single twelve-month.

The *Dream Period* comes first. This is a period, varying in length from a few months to several years, during which the hoped-for or proposed home is idly or actively discussed, as the case may be, and, from the give-and-take of conversation, begins to take its first vague shape. During this period the family discusses location, styles of architecture and what rooms are demanded by their requirements. The various items of arrangement, com-

fort, convenience and safety which would represent for it the 100 per cent ideal home are nominated and talked over. This is the period in which those members of the family

DURING the first week of the building of the Powers home (upper photograph), when there was a thrill in every tile added to the wall and interest was at fever heat, no salesmen were in evidence on the job. It was not until work had been in progress for ninety days and the house was well along (lower photograph) that mail from manufacturers began to pour in actively and their salesmen began to appear on the scene in numbers—too late

who possess a studious or reading temperament are very apt to dig religiously through books and magazines for suggestions and guidance. Another symptom of this stage is the inspection in person of new

houses under construction. A scrap book of clippings is not at all an uncommon phenomenon.

THE last of the *Dream Period* is the all-important *Formative Period* which, perhaps, deserves individual recognition because, in it, previous vague desires are crystallized into a fairly definite program. Then follows:

The Decisive Period. This is the stage when the head of the household gets in touch with an architect or contractor and outlines the family's desires, sets the price limitations, listens to experienced counsel, modifies (often in wholesale fashion) the original scheme, tentatively approves a definite set of plans and specifications and then waits to hear the cost. The duration of this period varies. In some cases it may extend over two or three months—in others a fortnight may suffice.

Next comes *The Initial Construction Period.* This covers the first ten or twelve weeks after ground is broken. The family's enthusiasm and interest are at high tide—the novelty has not worn off, and impatience has not yet begun to affect its viewpoints. Least clearly marked of all the boundaries is the transition from this period over into the next. Somehow or other the time passes, the house progresses, takes shape and at last holds forth promise of ultimate completion.

When that point arrives *The Period of Completion* is at hand. Decisions as to hardware and decorating, if not already made, now come to the forefront. Questions of furnishing, instead of continuing as vague, future problems, suddenly become realities. The day of procrastination is past—action is imperative. As a result, this is the busiest period of all for the builder.

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Why Raise the Ghost of the Substitution Evil?

By William Nelson Taft

POSSIBLY because of the fact that someone was looking for a new talking point and has resorted to the simple expedient of digging up arguments that were practically forgotten, the old question of the "substitution evil," as allegedly practised by retail merchants, has recently been dragged out of the attic, dusted off and presented as something brand new and distinctly important. It has made its appearance in a number of places, both in advertising and in editorials palpably inspired by a desire to be able to say to advertisers "Look at the way we are playing your game."

In the back part of a magazine with a circulation of close to a million, for example, appears a page of 12-point type, boxed and bearing the heading "Substitution." The author appears to be someone of sufficient importance to have his name appended in the form of a signature cut—someone who felt that he had something to say about substitution and proceeded to say it, without mincing words or being overly careful in the choice of his terms.

"The practice of foisting upon customers products which are not asked for, in place of those which are," he declares, "constitutes sales trickery!

"Quibbling," he continues, "does not alter its character. Misrepresentation, skulking in the garb of virtue, custom, competition or trade ethics, constitutes a great potentiality for mischief. The soiled hands which hand you Smith's unknown product for Brown's, of high repute, are the clammy hands of deceit. The siren voice and welcome of the skilled substituter are the tools of



mischievous, customer-conning salesmen and saleswomen. The retailer in any line who harbors them in his store merits the avoidance of the public. His practices not only destroy the value of legitimate advertising, but they employ that very publicity in effecting the sale of an inferior, unknown product for a superior product whose quality has won the public confidence.

THERE is no misrepresentation so cowardly as that which achieves sales under cover of 'disinterested advice.' Unfortunately, a substituter, destroying the good will and sale of advertised products, avoids all risks of paying just penalties for his practices. And it is only a public and persistent condemnation of the practice of substitution of unknown articles for well-known brands that will rout

these substituters from the shops of the country.

"Avoid the shop that, when you ask for one thing, offers you another, on the pretext that it is 'out of it,' or has 'discontinued its sales,' or 'laid in a better line,' or discovered something that 'supersedes it' or which, on any other pretext, dissuades you from the purchase of an established good-will product that you know and want and ought to insist on buying.

"Then an era of fair business competition will succeed one of deceit!

"The sales of reputable goods are made in magazines and newspapers; not in stores. Stores in these days have become largely depots of delivery."

If these were the only statements about "substitution" that had cropped up lately, they might be allowed to pass

with a shrug of the shoulders and a brief moment of wonder as to what all the 12-point shouting is about. But there seems to be a growing tendency among some national publications to use semi-editorial references to the "substitution evil" as if it were a real, live, 1925-model issue, instead of the ghost of a menace that stalked abroad in bygone years.

In other days, when national advertising was not the admitted force it is at present and when the market was flooded with cheap imitations of products which were paying for their publicity, the slogans, "Be certain to get what you asked for," and "Beware of substitutes," were featured with good effect, for there was a real need for them. Those who asked for Pears' Soap were likely to be told that the store was out of it, but "Here is something

[CONTINUED ON PAGE 50]

Little Things That Count Big in Mail-Order Advertising

By Richard W. Freeman

Advertising and Sales Manager, Frank B. Davis Fish Company, Gloucester, Mass.

Public Keen for "Bargains"

RECENTLY a direct-mail advertiser prepared 10,000 pieces for a mail campaign, each "piece" consisting of a letter and an unstamped mailing card. The price of the article he was selling was \$2.68. A previous smaller or test mailing had shown what percentage of returns to expect. Through some unaccountable error the return cards delivered by the printer bore the price \$3.95 instead of \$2.68. Thinking only of saving the expense of printing more cards, the advertiser had his girls cross out the incorrect figure and insert the correct one. In no other way was the mailing changed, but the results per thousand more than doubled the returns from the test. The reason lay in the fact that readers believed the price had been marked down from \$3.95 to \$2.68, and they were quick to sense and take advantage of the "bargain" that was offered.

* * *

When to Address in Longhand

SUPPOSE your mailing consists of a card with the message printed in facsimile handwriting, then the address side of the card should be written in longhand—not typewritten—and the color of the ink should match the color of the ink used for printing the message. This can be done by cooperation with your printer.

* * *

Learn the Post Office Rulings

SOMETIMES lack of familiarity with post-office rules and regulations results in wasted time and money. A concern in New York recently sent to a concern in another city thousands of its mail pieces, enclosed in envelopes, sealed and stamped, which the latter concern was to address on its mailing list and deposit in its local post office. Luckily the advertising manager of the concern that was to address the

mailing happened to examine a few of the pieces before they went to the addressing machine. He found that the New York company had stamped all the envelopes with precanceled stamps of the New York post-office. This meant that it would have been impossible to mail the pieces as desired in the post-office of the company that did the addressing. The post-office ruling is that *precanceled stamps are accepted as postage only through the post-office where they are canceled*. In this case the New York concern had to send a new lot of envelopes bearing uncanceled stamps and also stand the expense of having the enclosures transferred from the original envelopes into the new ones.

* * *

Get on Your Own Mailing List

ARE you on your own mailing list? If not, you should be. You should receive at your home address, not at the office, a specimen of every mail piece you send out. Free from the distractions and away from the atmosphere of business you may read your own message, note the way in which it is received, and judge calmly and dispassionately of the impression it should produce on the mind of the average person to whom it is directed.

* * *

Ask About "Press Runs"

WHEN buying large quantities of printed matter, circulars, folders, broadsides, and the like, do you know the quantity that constitutes a "press run" from one set of plates or transfers? For example, it might happen that a "run" of the circular you are planning to send would be 250,000. In that case if your idea was to mail 300,000 pieces, the price per thousand on the larger lot would be greater than on the smaller. The extra 50,000 would constitute only part of a run, and the cost of the additional set of plates would be distributed over a

smaller quantity, thus bringing the average cost per thousand on the entire lot up to a higher figure. By working closely with your printer or lithographer it is easy to ascertain the maximum number of pieces to order to obtain the lowest cost per thousand.

* * *

Inserting Envelope Enclosures

WHEN folding and assembling several pieces that are to be enclosed in an envelope, care should be taken that the pieces are assembled and put into the envelope in such a way that when the recipient opens the envelope his attention will naturally be directed to the piece you wish him to read first. For example, the order blank should not be so placed that it will be conspicuous over the piece that contains your real "selling talk." If possible the letter, if there is one, should enclose all the other pieces and should be folded so that the printing is outside. Mail-order advertisers who have made tests agree that these points are important.

* * *

Another Use for Order Blanks

DO you use an order blank in your mailings? If so, does it serve any other useful purpose than to make it easy for the customer to order and to bring back the order in a convenient form? Why not make it produce a valuable list of prospects? One concern obtains annually upward of 50,000 names of possible buyers in this way at a minimum of cost. On the reverse side of its order blank is printed a heading inviting the customer to suggest names of friends that might be interested in the product, and spaces are indicated where the names may be filled in. The number of people who accede to a properly worded request of this sort is surprising. The names produced, if properly and promptly "followed up," yield returns far in excess of any other list.

What the Advertiser Wants to Know About Advertising

By *G. Lynn Sumner*

President, Association of National Advertisers

IN opening the Conference on Distribution at Washington on January 15, Secretary Hoover named fifteen factors of waste which contribute to the wide spread between the cost of production and the cost of goods to the ultimate consumer. On these fifteen factors he urged a concentrated study to the end that distribution costs might be reduced to the advantage of producer and consumer alike.

Point thirteen in this schedule read, "Waste due to enormous expenditure of effort and money in advertising and sales promotion effort, without adequate basic information on which to base sales promotion."

No group of those concerned knows so well the existence of this factor as advertising men themselves, but Secretary Hoover has already been assured that no group is more ready to work in cooperation with him in his tremendously important undertaking. These months immediately ahead, when particular attention is to be centered upon this problem, afford a time

Portions of an address before the New York Advertising Club.

when the true function of advertising should be clarified to producer and consumer alike and when advertising men should strive more nearly to effect a performance of that function for advertising as a business force.

What can we do to reduce those wastes that actually exist in advertising, to make advertising more effective and more profitable, and to convince producers and consumers both that advertising is not as bad as it is sometimes painted, that right now it is doing a vastly important, an indispensable job, and that it is fast becoming not only a great business force but an implement of great public service?

The first thing to be done is to determine those phases of advertising practice which admit of scientific study and to begin to get the facts. The first great step forward in this finding

of facts was the creation of the Audit Bureau of Circulation. It has made it possible to apply a real yardstick to circulation, to buy in known quantities, to know where that circulation goes and to know how it is secured. The advertising laboratory, through the A. B. C., renders twice yearly its report of quantitative analysis.

The next thing needed is a qualitative analysis and I am glad to learn that the American Association



© Faring Galloway



ADVERTISING has not only actually set up a new standard of living for America, but it has provided the means for attaining it in the humblest homes. Mass production made possible by quantity demand is fast making standardized products of what were once classed only as luxuries

of Advertising Agencies has planned to make that the first undertaking of its new Research Bureau. It is the perfect right of the advertiser when he pays for the privilege of placing his message in a periodical, to know as much as possible about the people to whom that message goes. Is not an advertisement merely a salesman multiplied a hundred thousand or a million fold? When a sales manager sends a salesman out to call on a list of prospects, he asks that salesman to render a detailed report on the result of his call, the reception he was accorded, the probable ability of the prospect to buy, his standard of living, his financial responsibility. Is it not quite as reasonable to want to secure the same information regarding the home or the office to which he sends a salesman in the form of an advertisement in a magazine or newspaper?

There is another thing the advertiser wants to know and that is whether when he advertises in several publications he is reaching a much larger market or whether he is virtually sending several salesmen each month or each week to call on the same prospect. He is interested, in other words, in knowing something about duplicated circulation in various magazines.

When this subject was first discussed a few years ago its importance as an advertising problem was rather belittled. But in the Association of National Advertisers, numbering in its membership more than 300 of the largest advertisers in America, no subject considered during the past two years has aroused more interest than this. For months past we have been making an investigation of duplication among leading magazines that already has revealed significant conditions. We do not claim that repetition, frequent repetition of impression, may not be desirable in the advertising of many products, but we do feel that the advertiser should have the facts on which he may make his own decision as to whether he wants to duplicate his advertising over and over to the same home.

One advertiser may have an appropriation of \$50,000 and with that sum may want to place his message

before the greatest possible number of people. Another may want to use a limited appropriation to impress a limited group repeatedly. Another may be a very large advertiser seeking to cover the whole country completely and repeatedly. Any one of these can intelligently plan his

showing of a pretty picture. The assumption, of course, is that the greater the space the greater the attention value. However, the law of diminishing return is inexorable in its operation, and it may well be that the user of pages and spreads and color is paying a handsome premium for the plus attention he secures.

Not so long ago the Bureau of Business Research of New York University made a study of the attention value of advertising, under the direction of Prof. George B. Hotchkiss. The results are reported in a bulletin which shows that taking a black and white full page as a basis at 100 per cent, a quarter page has 47 per cent as much attention value, a half page has 71 per cent as much attention value, a color page has 113 per cent and a double spread 114 per cent. Incidentally the back cover is reported to have 281 per cent as much attention value as a black and white page, run of paper, and page 1 to have 263 per cent.

The Woman's Institute built its business exclusively through selling by mail. We advertise in the women's magazines and follow up the inquiries received by letter. Every piece of copy is keyed, so we know exactly how many inquiries we get from each piece of copy, each unit of space, each magazine. We know just how much we spend in follow-up and therefore exactly what we spend per sale. Let me say here parenthetically that as proof of the value of advertising, we spent in eight years \$2,000,000 in magazine advertising, received direct inquiries from 2,500,000 women, representing at least 10 per cent of all the homes in the United States, and sold by mail to those women \$16,000,000 worth of instruction.

But to cite a specific instance. One year we used in a certain magazine six half-pages of space costing \$20,000 and made 2588 sales. These returns were exceptionally good, so the next year we used six full pages costing \$46,000 with the secret hope of getting twice, or possibly more than twice as much business. Conditions were the same, the copy was certainly just as good. But with an increase of 100 per cent in lineage, and an increase of 130 per cent in

"Julie's a Wonder!"

By MEREDITH ADAMS

THE advertisement for Julie's a Wonder! is one of the best I have ever seen. It is like a good salesman who has a good product to sell. It is not a mere advertisement, it is a masterpiece of advertising.



On the left is the face of a woman who is looking at the camera. She has a slight smile and is looking directly at the viewer. The background is a plain, light color.

But last, and most important, the advertisement for Julie's a Wonder! is one of the best I have ever seen. It is like a good salesman who has a good product to sell. It is not a mere advertisement, it is a masterpiece of advertising.

And I am sure that you will find it one of the best you have ever seen. It is like a good salesman who has a good product to sell. It is not a mere advertisement, it is a masterpiece of advertising.

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THE Woman's Institute is one concern that has built up an enviable business almost exclusively by mail. Inquiries are produced by advertisements in women's magazines, the follow-up being by letter. In eight years, the Institute spent \$2,000,000 in advertising, received inquiries from 2,500,000 women, and sold by mail to these women \$16,000,000 worth of instruction service in domestic science

campaign only by knowing the distribution and the duplication of the media available for his use.

THE next subject for study I would say to be the more scientific use of space. Pick up almost any publication today and you will find the great majority of advertisers each represented by a full page. I wonder how many of them could produce figures to show how they arrived at the conclusion that that was the proper unit of space to use, or why some use two pages instead of one, or why some use color instead of black and white—real reasons, I mean, not impulses prompted by the more advantageous

BUSINESS OPINION
By MEREDITH ADAMS
The advertisement for Julie's a Wonder! is one of the best I have ever seen. It is like a good salesman who has a good product to sell. It is not a mere advertisement, it is a masterpiece of advertising.

How Far Can a Manufacturer Push the Trial Offer?

By Robert K. Malcolm

MOST industrial buyers, as is generally recognized, are inclined to discount such claims of manufacturers as appear unreasonable, even despite the good intention and truth of such claims.

It is often a difficult matter to wean such a user, trained by experience with some particular type of equipment, away from familiar methods by claims of greater efficiency. Men in industry have their pet hobbies and to get around these hobbies is not always an easy matter. Often the manufacturer of a product possessing unusual ability and having within it the necessary qualities to back definite performance claims finds himself against a strong wall of sales resistance.

In such cases, the natural inclination is to offer the product on trial and thus allow it to be its own salesman. From the standpoint of good business, however, there must be a limit placed on the extent to which the trial offer can be carried. Likewise, market and competitive conditions exert their influence, as well as the character of the product itself.

Naturally, the chief objective of offering a product on trial is to get it into the hands of the user where it will have the chance to demonstrate its ability to live up to the claims being made for it. Granted that the confidence imposed in it by its manufacturer is not misdirected, it is reasonably safe to assume that it will stay sold.

From the standpoint of the prospective buyer, articles received on trial are viewed in one of two lights. Either the recipient is anxious and curious to test results, hoping to find that the product will live up to all claims, or the article is dared to

make good. If the latter viewpoint is held, the product on trial usually receives scant consideration if its operation falls short of the claims which have been made for it. If the user is anxious to see it make

four conditions under which the trial offer may be pushed. These hinge on merchandising reasons, and are as follows: to introduce a new product, to offset and cut into competition, to accelerate wider distribution and build resultant sales and to secure certain desired data.

Discussing these briefly in order, a new product or method is handicapped by a lack of confidence in it on the part of prospective buyers. Particularly is this true when the operation of the product is mechanical or the action of the method of such a nature as to change or improve existing conditions. For example, a certain type of ball bearing may effect increased production which can be checked in terms of tangible figures, or a boiler compound may change an existing method of cracking off scale from boiler tubes by mechanical action to one which secures the same result by chemical treatment. A trial offer in either case will tend to inspire confidence and overcome the inertia which usually surrounds

the introduction of a new product.

Competition is an obstacle in the merchandising of a product which often requires drastic action to surmount, and the encroachment of competition may be so gradual that a manufacturer often awakens with a start when he realizes the relative position of his product in the field. In such cases, assuming that the product in question possesses real merit which a trial will demonstrate, it is often possible to gain ground by launching a trial offer campaign.

In many marketing campaigns a point is reached where it is necessary to supplement the sales plan by a drive for wider distribution.



MANY products sent on trial are subjected to the closest kind of scrutiny, are weighed, analyzed, subjected to extreme torsions and pressures, and given rigorous tests in actual operation. Industrial buyers are predisposed to take advantage of trial offers, but trial offer campaigns must have, as a basis for success, the ability of the product to sustain all the claims made for it, both in advertising and in sales talk.

good, slight departures from standards established by claims will not be taken so seriously. As there is no way of predicting the class of reception, however, the principle may be established that any product sent on trial must be able to meet every claim made for it.

In establishing this principle the contention is based purely on a prediction of what will happen when the product is actually put to test. Advertising ethics, which prohibit the publishing of untrue or exaggerated statements, have not been taken into consideration, although of course, they should be.

Generally speaking, there are



COMMON to nearly all men who went overseas during the World War was a certain routine consisting in turn of cantonment life, embarkation, training on French soil, quiet sector of the front, either battle or its prospect, and then the crowded troopship return. These pictures show some of just such fragments of the soldier's daily life, but, as they were published first as advertisements for Jell-O, scenes of the "chow" line predominate. Food was a predominating thought. The series by H. M. Stoops, formerly of the Sixth Field Artillery, A. E. F., has been republished by the Jell-O Company, Inc., in book form

If I Were an Advertising Manager Again

[For reasons which seem to him sufficient, the writer of this article has not signed it. He believes he can express himself with greater frankness if his identity is unknown.—EDITOR.]

TEN or twelve years ago, I was "separated" from what was regarded, at that time, as one of the best positions in the advertising world. My salary was not large, but the connection carried with it certain possibilities in the way of added income which were not to be despised—so much so that, if the association had continued for another ten years, it is altogether likely that it would

have made me financially independent. But to repeat the words of the vice-president of the company which employed me, I was "too damned bull-headed," and the connection was terminated.

That was the first time in my business experience that I had been "fired." I was a good deal upset about it. But, as I look back, I have few, if any, regrets that a relationship, which promised to be lifelong, was ended when it was. I have had much more variety in my work than I would have had if I had stayed with the A. B. & C. Company. And while, more years than one, my income has been a good deal smaller than it was a dozen years ago, there have been other years when it was a good deal larger. Furthermore, during most of those same years, I have had a sense of freedom which I would never have had if I had remained on the payroll of the very estimable concern which employed me prior to January 1, 19—.

I know, just as well as the next



TO be superlatively successful as an advertising manager. One must be a good salesman—not of goods, but of ideas and policies. Advertising managers are likely to forget that fact. They forget—if they ever knew—that in a conference they must "sell" their convictions, their policies, their programs to their associates. What does that call for if not salesmanship? They make the mistake of assuming that, merely because they "recommend" that this, that or the other be done, the other fellow should do what they want him to do—not because he is convinced that it is right, but because they tell him it is. They desire unquestioning faith in their recommendations

man, that what we moderns call "success" is measured by the dollar yardstick. Usually, it is by the answer to the question, How much does he make? that a man is judged. Yet I, for one, am quite unwilling to admit that the dollar yardstick should be used in all cases. To me, variety, experiences, impressions are as desirable as money. I should like to have both. But if I had to choose between living *dully* (and making a lot of money) and living *fully* (and making comparatively little money) I would unhesitatingly choose the latter.

I HAVE known what it means to be an important cog in more than one money-making machine. I never got much thrill from it. My work, I knew, was necessary; and I brought to it all the enthusiasm and energy anyone could ask. But I always felt—I do, still—that I would rather write a good comedy or have a hand in excavating the ruins of some old Greek city than be able to show a big increase

in sales. I rejoiced when I could "point with pride." I was downcast when I could not. But I felt—and if the whole truth were known, I am sure that millions of other men feel the same way—that, after all, there are many things in life that are more interesting than buying and selling.

I make these explanations because I want to emphasize that I brought to my work as advertising manager one thing which every advertising manager should have, and that is originality.

That quality, in an advertising manager, is, I believe, more important than any other. An advertising manager should be able to write clearly and convincingly; but if he cannot, he can always employ writing ability. He should have a knowledge of mediums; but if he lacks that knowledge, the advertising agent with whom he works can supply it. He should be a shrewd buyer of advertising; but if he is not, that deficiency will be made good by his advertising agent. He should be a good organizer; but if he happens not to be, he can have, as his first assistant, a man who is. But if he is without originality, he has no place in advertising.

In my case (and, I imagine, in the case of millions of other men) originality takes this form: I am more interested in starting than in finishing—that is, I find more pleasure in formulating a program than in executing it. To formulate an advertising program is like entering a strange land. There is in work of that kind something which is akin to the work of an explorer. To execute an advertising program is prosaic. If I could choose my work, it would be wholly exploratory

—I would leave to others the task of execution.

But I am getting away from my subject, which is "If I Were an Advertising Manager Again." What would I do? Eh?

Well, there are a lot of things I'd do—and there are just as many more I would not do.

First and foremost, I would not take myself too seriously.

Advertising is a tremendously important factor in business as it is conducted, nowadays, but the advertising manager is not the whole

thing in the advertising activities of the company which employs him. It is not his money which is being spent for advertising. Nor is he the owner of the article in behalf of which the advertising is being done. He is merely an employee—a valuable, or rather an invaluable, employee if he makes himself so; but—only an employee. For which reason, he should never, never, never make the mistake of claiming credit for increased sales. If he does that, he must be willing to accept responsibility if sales fall off.

He will do well to remember that, some years, his company gets the "breaks" and other years it does not. As an old railroad man puts it, "The price of hogs in Iowa in August has a hell of a lot to do with travel to California in January." So, my advice is, go slow, go very, very slow in your claims that advertising "did it." Perhaps it did. Probably it did. But let the boss say it. Don't you say it!

Another thing I would do, if I were an advertising manager again,

[CONTINUED ON PAGE 52]



SOME of the "principals" who "joust" at the twenty-first tournament of the Winter Golf League of Advertising Interests, at Pinehurst, N. C.: S. Wilbur Corman, the new treasurer (he may be identified by the Dunhill), and Gilbert T. Hodges, the new secretary, are looking askance at Charles W. Hoyt. (They are evidently inquiring what happened to his Will Rogers get-up.) Mrs. Frank Finney, chairman of the Get-Together Committee, to whom much of the social

success of the tournament is due, is shown surrounded by a group of W. G. L. happiness girls. G. Logan Payne, publisher of the *Washington Times*, is demonstrating to U. Dice how the thing should be done. The next gentleman is W. R. Hotchkiss, the newly elected president of the W. G. L. The retiring president, Frank Finney, who made the tournament the most successful held by the League in many years, is shown talking to Ben Harrison in the exhibit in the lower right.

Basis of Advertising Copy—VII

Brightening Copy with Simile and Exaggeration

By Henry Eckhardt

MUCH akin to the picture-word is that figure of speech called the simile. It explains the thing which John and Jane Publick do not know, by likening it to something they do know. It points: Like this," or "as this." That gives the Publicks a familiar picture, and they get clear as to the meaning.

"Mrs. Laidlaw's boudoir, as dainty as a French miniature, depends for its charm on the sunny windows." runs a recent lace-curtain advertisement. *Dainty*, a rather general word, is given a happy vividness by explaining it in terms of a French miniature. The simile gives the sentence twice the point, and therefore twice the sell.

Says a clothing advertisement, "There's something about a good Scotch cheviot which makes a man like it better each time he wears it, until it occupies as intimate a place in his affections as an old pipe."

Take the simile out. What do you get? A drab, flat commonplace. The general word *intimate* is given meaning by the simile, and that makes the sentence.

Modern copy reveals many more examples of the simile, but not all of them are so happy. The art of the simile is to liken the subject to something that will explain it. Not all similes use such likenesses, and we get attempts such as the following, from a typewriter advertisement. "Your stenographer's finger tips are as sensitive as your pocket-book."

Pocketbooks may be sensitive, but the touch that makes them so is usually not the stenographer's. The simile quoted may be "smart." But it strikes a false note. It creates the wrong image, and thus, instead of helping the reader keep to the track, it throws him off.

Contrast this simile with the following, from a travel advertisement: "Have you seen Fujiyama, hanging like a white silk fan, upside down, in the blue sky?"

"White silk fan" is most apt. It paints the picture at a single brush stroke.

From a retail advertisement there is this: "Scarfs—Some are as gay as a spring wind, and others as demure as a Quakeress." Evidently, the point about these scarfs is their color. "Gay as a spring wind." What color is the spring wind? What color the scarfs? Neat simile, but it does not explain "gay." "Demure as a Quakeress." Well, these scarfs might be plain gray. At least, that is the only concrete color suggestion in the simile. But, probably, the copywriter did not mean plain gray at all. A misleading simile.

SO it goes. Similes must be applied with care. Too often they fail utterly to clear up; they muddle up. As another example of the wrong kind of simile, comes along this automobile-chain copy: "When streets are wet and treacherous, pitting your skill against the skill that lurks at every turn, is like tilting the dice-box with Fate."

That simile is probably meant as a vivid way of saying "taking a chance with death." But does it explain that generality with a picture the Publicks know—and fear? Hardly; the spectacle of throwing dice with Fate is not wildly alarming. No one has ever seen it.

The simile is helpful but the copywriter must know how to use it. He must use it to call up pictures that already live in the Publicks' mind; and only those pictures which actually explain the thought he is trying to clear up.

Sometimes, the deadly generality cannot be replaced by picture-word, or restated in a concrete phrase, or helped out by a simile. Yet, it is the point of the copy. It must be made vivid, somehow. An example or an illustration can often be given. Give it.

A magazine, not long ago, contained two advertisements of build-

ing materials. The first began this way: "The greatest degree of permanence and the least expenditure for upkeep are attained with Indiana Limestone construction." This covers so much ground that John and Jane Publick cannot see what it really means.

The second advertisement began this way: "When Jonathan Fairbanks, of Dedham, Mass., built this house in 1636, he used white pine lumber. The old house stands today almost perfectly preserved, a monument to the strength and durability of White Pine."

This is an example. In concrete, calculable terms, it explains "permanence." John and Jane Publick see; what they see impresses them. White Pine is actually made to seem more durable than Indiana Limestone, all because one copywriter knew his job and the other didn't.

If an example is not available, an illustration will do.

The usefulness of illustration is shown by the two following extracts. The first runs: "Never-failing protection against the attacks of the elements is the 24-hour-a-day job of your roof." Again, the deadly generality. The finger is pointed to the job of your roof, but is that job made to seem a real undertaking?

THE second runs: "The Storm That Rages 625 Days. Sixteen months of rain! Five months of snow! One hundred and fifty raging thunder storms! Days and weeks of blistering sunshine. If all the rain, the snow, the storms scattered through an average five years, were rolled into one continuous storm, it would last 625 days. With a film of 'X' Paint, you can save the surface," etc.

Now, "the elements" are made vivid. John and Jane Publick are shown what a terrific battering these give a house. The picture literally awes them into thinking better paint, and the tie-up with a specific brand completes the selling.

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Is Selling on Consignment Economically Sound?

By Robert S. Engel

THE first obvious fact in any consideration of consignment is that to call it "consignment selling" is a definite misnomer. Consignment is distinctly not selling. There is no sale when goods are placed on consignment. This is an established fact of law and not of opinion. Goods on consignment remain legally the property of the manufacturer.

The basic foundation of sound trade rests on bona fide orders. This fact is excellently illustrated in the twin abuse of unjust cancellation of orders, which has been the subject of much discussion in business in recent years. Business is soundest, and confusion at the minimum, when orders are bona fide and when merchandise moves only on order.

When merchandise is stocked and displayed by those who do not own it, serious abuses and frauds arise, and court records are full of instances of this. A law journal has estimated that 78 per cent of traders going through bankruptcy during 1923 held a greater or less quantity of consigned goods, much to the surprise and disappointment of those creditors who had extended credit based on the belief in the reality of assets as indicated by goods stocked. Over one-third of the failures of 1923 were found to have one-half of their goods on consignment.

The instances of sound use of consignment, indicating a logical basis for it, are, as a matter of fact, rare and usually exceptional situations. There is, for instance, the widespread practice among the granite quarries of consigning raw



PRODUCTS such as the steel rails being turned out by this rolling mill are quite often sold on consignment to various parts of the world to compete with the products of other countries. Even such an imposing organization as the United States Steel Corporation has engaged in this obviously uneconomic practice. This has been necessitated by the somewhat low-grade business status and the financial incapacity of foreign buyers who cannot always pay in the usual manner

blocks of granite to the marble dealers, who hold such unworked granite on consignment until they make a sale, when they immediately execute the order and pay for the granite used. There are, also, seemingly very imposing instances of large companies, such as the United States Steel Corporation, who sell goods on consignment in various parts of the world to compete with other countries. But, after all, this is obviously to meet the somewhat low-grade business status and the financial incapacity of buyers in many countries, and more particularly to obviate long-established competitive practice of other industrial exporting countries.

Roughly speaking, the concerns operating a consignment plan fall into two classes—the very weak and the very strong. The very strong companies have plenty of capital to stand the entirely uneconomic drain upon capital resources to place goods promiscuously on consignment, in the hope of developing the outlying fields of business where others, selling on a bona fide order plan, do not care to operate. The typical method of operation in domestic trade for such strong companies is to supply the weak dealers with goods, or to use capital available for consignment, as a competitive make-weight in a highly contested field.

On the other hand, weak manufacturers in fair number resort to consignment for the sole reason that they find it difficult or impossible to sell otherwise. Such a company may be weak either in capital or sales ability or in the quality of its goods. In any case, the element of consignment is introduced to counterbalance, if possible, the disadvantage; or so, at least, is the belief and hope. This in itself is evidence of the low-grade nature of "consignment selling."

There is, of course, a third group which uses the consignment method only because it is forced to do so, or believes it is. It is this group which has been vociferously objecting. The garment manufacturers have been especially agitated over some recent instances of large department stores which have asked that manufacturers place their goods on consignment.

One instance was that of a new department store, well capitalized,

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THE • EDITORIAL • PAGE

Facing the Competition of Radio

IT now becomes evident that beyond the shadow of a doubt the ether is going to be used as an advertising medium. We doubt if it could be stopped, even by legislation. It will be used differently from other mediums of advertising. Indeed, it is already being used in new and characteristic ways. As the art advances, it will inevitably develop an advertising technique of its own, as it will a place of its own. It will have its weaknesses and its drawbacks, as have all other mediums and methods of advertising; also, it will have its undoubted advantages.

The most that can be hoped for is that some effectual way may be found to regulate radio advertising. Meanwhile it must be recognized for what it is, a new competitor among the mediums of advertising, not only from the standpoint of advertising appropriations but, to a very much more serious extent, as a competitor which demands a considerable share of the public's leisure time which was formerly devoted to reading and to circulating in places where it was exposed to other forms of advertising, such as the car card, the poster and the theater program.

As such it is going to have an unfair advantage over other mediums of advertising unless some form of regulation is developed. It is high time advertising interests realized this. Recently leaders in various fields met and launched a definite cooperative movement to protect their interests against the inroads of this as yet loosely organized medium of entertainment and communication that is working such profound changes in our social life.

At this time we repeat the warning sounded in our issue of May 7, 1924:

Now is the time to take steps to keep the air free from paid propaganda in the years to come.

There are at least three possible ways of doing this:

(a) Confine paid announcements of features to certain hours of the day, to be known as advertising hours, comparable to the advertising sections of periodicals.

(b) Confine the broadcasting of paid announcements or features to a certain wave length known to the public as an advertising wave length.

(c) Require an announcement to be made at the beginning and again at the end of any paid section of a broadcasting program to the effect that "this number or feature is a paid advertisement," just as the periodicals are now required to run the word "advertisement" or its abbreviation at the end of a paid reading notice.

Victory for "Truth in Advertising"

THE principle of "Truth in Advertising" has been vindicated in England. Advice has reached the United States that the "Yadil" case, which has attracted wide attention on both sides of the Atlantic, has been dismissed by the British High Court of Justice, with costs to the London *Daily Mail* the producers of "Yadil" having failed to appear in their suit for libel.

It will be recalled that "Yadil" was a preparation which a year or more ago was being extensively advertised in the British press for its allegedly beneficial

effect on certain maladies, including cancer and consumption. Analysis is said to have disclosed that the base of the preparation was oil of garlic. The *Daily Mail* editorially attacked it as an imposture, after a previous announcement by the newspaper that it had refused to print the prospectus of a subsidiary company, the Yadil Press, Ltd., on the ground that its readers could not be advised to subscribe to the issues of shares.

It is interesting to note that upon its introduction to the public the sales of "Yadil" for a time mounted very rapidly, owing to bold advertising. The volume is said to have climbed from \$7,500 a month to \$150,000 a month in a little over a year. On the publication of the *Daily Mail* attack in July, 1924, other newspapers dropped the "Yadil" advertising, with the result that the business of the producers soon dwindled and has now virtually ceased, according to the statements of the official receiver.

It is fitting that the very medium that succeeded in giving "Yadil" its prestige should have been the means of driving it out of business. One of advertising's gravest responsibilities is to protect the public from the charlatans and quacks who prey upon the hopes and fears of the chronic invalid. A fight for "Truth in Advertising" in this regard becomes more than a fight for a principle. It means taking up the gage for humanity.

George Eastman's Business Philosophy

S AID George Eastman in a recent interview: "One may consider his business as primarily a making of things, or one may set up an ideal and consider those things which he makes only as steps toward an ideal. To be successful, a business must have continuity. Continuity depends upon broad policies that are wrought out of experience. Of these policies, the most important is an idea rather than a thing."

Art in the Business World

THERE are those esthetes who decry the spirit of commercialism that dominates present-day business. Yet, in spite of the fact that handicraft has given way to machinery and quantity production, there is evidence aplenty that there is more beauty in the business world today than existed fifty years ago. And a great deal of the advancement in artistic standards can be traced directly to advertising and advertisers.

Increased Respect for Advertising

ONE of the most hopeful signs about the advertising business is that advertising men, as a class, are doing less glorifying of advertising for advertising's sake. They seem to be acquiring a sounder conception of the place of advertising in the scheme of business. The result is they are being listened to with more respect by bankers and business men.

The Place of Advertising in American Agriculture

By George F. Johnson

Editor of Publications, Department of Agriculture, Pennsylvania

THE possibilities of advertising agricultural products have come to the attention of farmers only in very recent years. The phenomenal growth of cooperative effort among farmers has been instrumental in this. With the exception of advertising pure-bred livestock and certain other specialties, little advertising had been done in an extensive way until about the time of the war. This was due partly to a lack of appreciation of the importance of advertising and partly to the very distinct limitations of any one farmer in advertising a product such as wheat, milk or eggs, produced on so many farms.

Another reason why the general use of advertising in agriculture was delayed has been the false conception that had existed for some time relative to price control. There was the very definite motive among some cooperative marketing associations of exerting a type of monopoly power giving arbitrary price control. There was, of course, little place for advertising in a policy of this kind. Later developments, however, amply demonstrated the fallacy of arbitrary price control and, as a result, emphasis shifted to the stimulation of demand as a means of maintaining a profitable price. It is at this point that advertising came to the front.

For the purposes of the present discussion, consumable products produced on the farm can be roughly classified into three groups:

1. Those products which are pro-



GROWERS of fruit in California have amply demonstrated the value of cooperation and advertising in creating greater demand for and sustaining the price of agricultural products. They have succeeded in tying up the actual tilling of the soil with the advertising and selling campaigns. In their agriculture, a successful advertising venture starts with the preparation of the seed bed and the seeding, and goes on to and through the pruning and fertilizing of the young trees such as those seen in the typical orange grove pictured above

duced in the form in which they are consumed, such as fruit and vegetables, eggs and honey.

2. Those products which must be processed on the farm or in a local factory, which is often owned by farmers themselves, such as dairy products.

3. Those products which must undergo much processing in plants not usually owned by farmers, such as wheat, other small grain and livestock.

IN the first two groups, advertising is a matter of initiative on the part of individual farmers or of combined effort through cooperative organizations. In the third group, cooperation with the processors and other middlemen must be accomplished before extensive ad-

vertising can be effectively used.

In order that farmers may do advertising on a large scale, an organization is necessary. This ordinarily means commodity organization and, even more than that, a purely cooperative organization to which each member contributes his support and from which each enjoys a common benefit. A second important essential is that of quality production and sale. This means standardization of package and label and payment to the growers according to the quality of the product produced. Standard grades are paramount in successful advertising. Unless the grades are kept uniform and dependable regardless of seasonal differences, the results of advertising will be uncertain, to say the least. A third essential is that of knowing the market from both the geographic and seasonal standpoint.

Several years ago the California prune and apricot growers made an investigation through their brokers before starting to advertise. What they found, among other things, was this: All classes of people eat prunes, though the larger per capita consumption is among the middle class. The largest per capita consumption was likewise found in the territory from the Atlantic Ocean to the Mississippi River and north of the Ohio River. Knowing these points, the advertising was timed and placed accordingly.

By a study of their markets, the cranberry growers found that a heavy shipment in September temporarily overstocked the market and had to be held by jobbers and whole-

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

*A*N advertising agency of about one hundred and ninety people among whom are these account executives and department heads

Mary L. Alexander
Joseph Alger
J. A. Archbald, jr.
W. R. Baker, jr.
Bruce Barton
Robert Barton
H. G. Canda
A. D. Chiquoine, jr.
Arthur Cobb, jr.
E. H. Coffey, jr.
Francis Corcoran
Margaret Crane
C. L. Davis
Rowland Davis
W. J. Delany
W. J. Donlan
Ernest Donohue
B. C. Duffy
Roy S. Durstine
A. R. Fergusson
G. G. Flory
R. C. Gellert
Geo. F. Gouge
Gilson B. Gray
Winifred V. Guthrie
F. Wm. Haemmel
Mabel P. Hanford

Chester E. Haring
F. W. Hatch
P. M. Hollister
F. G. Hubbard
S. P. Irvin
Charles D. Kaiser
D. P. Kingston
Robert D. MacMillen
Wm. C. Magee
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Gardner Osborn
Leslie Pearl
L. C. Pedlar
Harford Powel, jr.
T. Arnold Rau
T. L. L. Ryan
R. C. Shaw
Winfield Shiras
Irene Smith
H. B. Stearns
John C. Sterling
J. Burton Stevens
William M. Strong
D. B. Wheeler
C. S. Woolley



NEW YORK
383 MADISON AVENUE

BOSTON
230 BOYLSTON STREET

BUFFALO
220 DELAWARE AVENUE

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salers until the Thanksgiving or Christmas sales, thus causing extra expense and needless waste. This uneconomic condition was remedied by cooperation and advertising. Co-operation made it possible to hold back some of the shipments and to stimulate the demand by advertising so that more sales could be made during the pre-holiday season. The lemon and walnut growers had much the same problem and they have solved it in part at least by advertising new uses for their products during the "dead" seasons.

Knowing what features appeal to consumers and what mediums will reach the desired consumer is also essential in effective advertising. A recent study of consumers' demands for dairy products in Philadelphia, made by the State and Federal government, revealed some rather interesting facts on advertising milk.

Four hundred representative families were interviewed.

The question, "Where have you seen fresh milk advertised?" was asked, and the answers showed that 46 per cent remembered seeing some form of advertising. "Newspapers" was the most frequent answer, while "dealers' wagons" was second. Besides featuring names and trademarks, some dealers had slogans on their wagons and trucks that emphasized different qualities found in their milk. Billboards ranked third, street cars fourth, and movies fifth. The Italian and poor classes of people had seen the least of this advertising, while the well-to-do and wealthy classes had seen the most.

Another question asked was, "What do you remember about the advertising you have seen?" Two-thirds of those who had seen fresh milk advertised remembered some

particular feature of the advertising. Food value was found to be the feature most often remembered; quality came second; the dealer's name, third; cleanliness ranked fourth; freshness, fifth; good for children, sixth; and price was mentioned only twice. It is rather significant that price was not more often remembered as a feature in advertisements.

An attempt was made to find out what particular feature of milk influenced the consumer most. Accordingly the consumer was asked what special features should be advertised. About 70 per cent of those interviewed offered some suggestions on this problem. Food value ranked first as the best argument in favor of using milk. Quality ranked second, cleanliness, third, and health fourth. It is such information as

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Humanizing the Trade Paper Advertising Campaign

NATIONAL advertisers as a whole realize the importance of injecting human interest into consumer copy and at times spend large sums of money in making up just one advertisement to appeal to purchasers of a five-cent article. Yet in his trade advertising the same advertiser will forget that the merchant is also human and that he reacts to the same stimuli that move the ultimate consumer to buy. Such a merchant may buy fifty thousand dollars worth of a product at one time but, all too often, little time or thought is spent in making advertising to him as interesting as to the consumer.

A campaign which is being used by The Sherwin-Williams Company of Canada demonstrates very well how trade paper advertising can get over their messages and at the same time be interesting, "human" advertisements.

The main idea of the campaign was taken from a best seller of a decade or so ago, "Letters of a Self-made Merchant to His Son." In the case of the novel, the Father had made his success in the packing

Nov. 3, 1924.

Dear Son:

I feel as if I must caution you about one very important item that may mean your downfall. An exciting success is dependent on the success of your sales and your arrangements can be suggested which will be considerable in the appearance of your Paint Department.

You may not realize it until I myself show the best thing you can get—don't buy! Investigation of your arrangements of paint stocks from the standpoint of quantity, appearance and economy, are perhaps always out of your mind, as they should be. Don't believe the low price in the packages will affect quality and there are arrangements for the most convenient place. The best advantage of weight and economy of space is provided for in these stocks.

It's all you a better one. You see the man's really doing his own business. He's not in from the Sherwin-Williams Co. If you will think, or I do, they will send you the names of the stores and complete instructions will be furnished for all this type of ordering, but for regular ones and orders.

We are a part of America's big of business in your line. Now, that you've decided you must try to succeed in it, as much as we will try. I feel sure this nature of your own will be a great thing for you. Be about the girl's out your key! Any you in your business or you will know about your old business. Now, Son? Well, it's all about yourself—we are sure this paper is here.

Your affectionate,

Dad.

Small text at the bottom: "Small text at the bottom of the advertisement, including a signature and possibly a name or company name, is partially illegible due to the image quality."/>

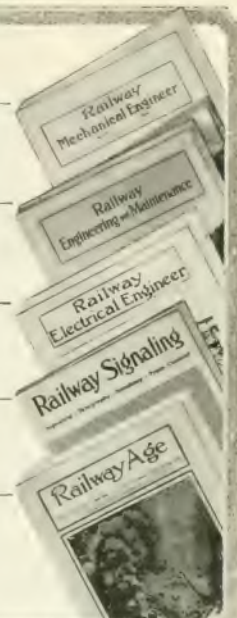
steps in the same trade. The opening announcement of the series was in the form of a front cover and also an advertisement inside. Some of the succeeding advertisements are pages, some spreads—and in each case a message or helpful thought to the merchant is incorporated. But whatever the thought is, it is written chatly, informally, in contradistinction to the stilted language employed in most trade paper copy.

Although the campaign has only been running a few months, the head office in Montreal has received letters from many merchants who have taken advantage of the offer made in each advertisement, that of writing in to the "Successful Merchant" for advice on many things he has found helpful in the paint and varnish business.

business. In the Sherwin-Williams series, "Father" is a successful paint and varnish dealer whose son has gone to some town in Western Canada to follow his father's foot-

copy. This has been the practice in general advertising, but seems to have been a principle honored more in the breach than in the observance in the trade paper field.

8,199	Average Net Paid Circulation June to Dec., 1924	—	<p>To Mechanical Officers. Locomotive and Car Design, Construction and Repairs, shop equipment and machine tools.</p>
8,404	“	—	<p>To Engineering and Maintenance Officers. Bridge Building, Water Service and Track Construction and Maintenance.</p>
2,171	“	—	<p>To Electrical Officers. Electric Power and Light for shops, cars and buildings. Heavy Electric Traction.</p>
4,635	“	—	<p>To Signal Officers. Signaling, Telephone and Telegraph, Automatic Train Control.</p>
9,262	“	—	<p>To Executive Officers. Those largely responsible for appropriations and whose approval is necessary on all expenditures for additions and betterments.</p>
32,671	<p>Total Average Net Paid Circulation All A.B.C. and A.B.P.</p>		



Departmental Publications That Select The Railway Men You Want to Reach

That is the outstanding value to you of the five departmental publications in the *Railway Service Unit*.

The net paid circulation figures listed above prove that the men in each branch of railway service want a publication which is devoted exclusively to railway problems from the standpoint of their department — and the classification of subscribers given in the

A. B. C. statements proves that these departmental publications reach the men who specify and influence purchases in each of the five branches of railway service.

Our research department will gladly cooperate with you to determine who specify and influence purchases of your railway products and how those railway men can be reached most effectively.

Simmons-Boardman Publishing Company, 30 Church St., New York.

"The House of Transportation"

Chicago: 608 S. Dearborn Street Cleveland: 6007 Euclid Avenue Washington: 11th and H Streets, N.W.
Mandeville, Louisiana San Francisco: 74 New Montgomery Street London: 34 Victoria Street

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste.

Is Installment Selling Breaking Down National Morale?

By J. R. Sprague

THE United States is a very rich country, but there are signs that the saturation point may be approaching. Already the most extreme efforts are necessary to force merchandise on an apathetic public. A few months ago a Texas manufacturer decided to find out how his employees were getting on in their family affairs and took the modern method of employing a corps of welfare workers to investigate. Being welfare workers of considerable tact, they managed to unearth a good deal of information without receiving violence at the hands of the families into whose domiciles they insinuated themselves.

The star in the exhibit was a young mechanic whose family consisted of a wife and two small children. This young mechanic was receiving wages of six dollars a day. It was very fair remuneration, considering conditions in the community, but he was constantly in hot water. The investigation developed the following facts: The young man had engaged himself to pay thirty dollars a month in installments on a second-hand automobile. To one of the local furniture dealers he was obligated for a like amount each month in payment of a set of parlor furniture of plush and fumed oak. Besides these obligations he had taken it on himself to buy from other installment houses a piano, a gold watch, a baby carriage, a diamond ring for his wife, and various other articles. Had he met all of his installments, which manifestly he could not, his monthly payments would have amounted to more than his wages. When haled to his employer's private office and questioned, the young man defended himself by the surprising statement that he could not help himself.

"Everywhere I go," he said, "someone gets after me to buy something. If I tell them I haven't got any money, they say that makes no

difference. I have to buy things to keep them from worrying me!"

In the language of modern American business, the young mechanic's sales resistance yielded to efficient sales methods.

Twenty years ago the average householder with no resources other than his salary or wages was limited in the things he could buy on installments mainly to what was sold by the furniture dealer of his home town. Today there is scarcely any luxury that he may not buy in that way, if he has an infinitesimal part of the purchase price to lay down as an initial payment.

EVEN Henry Ford, our leading authority on thrift and the simple God-fearing life, is out with a million printed announcements begging the school teachers, office boys and department store clerks of the land to make their savings count and buy Fords at five dollars a week.

In foreign countries this form of over-selling has made little progress. A few years ago one of the big Paris shops started an installment department, and advertised, among other things, that the young men of the metropolis might purchase their clothes from it on terms of a little down and a little a week. The humorists of Paris fell on the announcement at once. All the newspapers spiced their columns with waggish allusions to the innovation. Someone composed a droll song describing the embarrassment of a young man about town who lived in fear that his installment garments might be taken away from him while he slept. Vaudeville comedians would single out a well-dressed young man in the audience and remark, "Ah, but yes, we have with us a patron of the Belle Jardinière, without doubt!"

In a few months' time the installment business was laughed out of Paris.

In England practically the only commodity one may purchase on installments is household furniture, and even this is done in a semi-

surreptitious manner. The three or four London shops that advertise the plan invariably include in their publicity the assurance that patrons need have no fear of what their neighbors may say, because all purchases are delivered in vans that do not bear the name of the selling firm.

Now, since human nature is much the same the world over, there must be some reason why a practice should become general in one country and not in others; why America cheerfully accepts a thing that Europe rejects as undignified and uneconomic. We are known to be an impatient race, but we are not naturally a self-indulgent one. Why, then, should thousands of shopkeepers throughout the country simultaneously begin to press their wares on the public by installment methods when it is so much safer and means considerably less trouble to sell for cash?

THERE can be but one answer. The home market is becoming saturated, and we cannot sell abroad because our prices are too high. Prices are too high because Big Business is weighted down by the expenses of Weeks, of conventions, of trade associations, of luncheon clubs, of uplift programs to keep the workpeople docile—of all the agencies that small men call to their aid as a means of boosting sales and keeping themselves in good-paying jobs. Salesmanship has been raised to the status of an art, almost to that of war. Go-getters and flying squadrons hound the shopkeepers into buying more. The shopkeepers in their turn hound the people of their communities. If a man cannot pay cash, then he must be made to buy at a dollar down and a dollar a week. At any cost the go-getters, the trade association secretaries and the welfare workers must be supported in the style to which they have been accustomed. The ultimate price paid for these things, I fear, will be the breaking down of the whole morale of the nation.



IN PHOENIX

TEN years ago, when the movies. in their infancy, were mainly occupied with depicting the "wild and woolly" west, Phoenix, Arizona, had a population of little over 10,000. But the motion picture outgrew its infancy, and so did Phoenix. To-day its population has more than tripled, and on the main street it boasts the sumptuous Rialto, devoted to first-run presentations of the best in modern cinema.

This is just another striking example of the hold the film has taken on our land. Go East, West, North or South, and you will find a vital and tremen-

dous interest in the screen. Million dollar theatres are built as a matter of course. Admissions of a dollar are paid as readily as a dime—for among high and low to-day, "The Screen's the Thing."

As well as the play, the lives of the players, the happenings in the studios and the accomplishments in production—all come in for their share of public interest. Movie patrons want this information, and they have found that it is best obtained thru the stories, pictures, and interviews that appear monthly in *Motion Picture Magazine*.

Brewster Publications, Inc., 175 Duffield Street, Brooklyn, N. Y.

MOTION PICTURE

THE QUALITY MAGAZINE OF THE SCREEN

Written by Our Readers

Controlling the Sale of Firearms

SEWELL PEASLEE WRIGHT
Springfield, Ill.

January 21, 1925.

TO THE EDITOR:

Just finished reading the January 14 issue of the *FORTNIGHTLY* and I'm frank to say I'm sadly disappointed. Your editorial policy in regard to abolishing the sale of firearms has tempted me to write this. Why should steps be taken to disarm our citizenry? Is it possible that any sane man imagines that legal steps to prevent the sale of firearms would prevent the criminal from obtaining what he needed?

Perhaps I'm prejudiced. I have a right to be. I woke up one night some eight years ago with a flashlight on my face, trained there by a young man with a "gat" in one hand and a handkerchief across the lower part of his face. He went calmly about the business of appropriating my valuables. If I could have reached under my pillow for a gun, the young fellow would have ended his career right then—but I had no gun. Now I sleep with a Colt under my pillow, and I know how to use it.

Why should the cranks want to infringe upon our constitutional right to have and bear arms?

S. P. WRIGHT.

Space precludes the printing of all of Mr. Wright's lengthy letter on this subject. His ideas have been abstracted in the foregoing. If the opinions of Mr. Wright represented the views of the majority, there would be no such thing as law and order. Every city would be an armed camp, each man a walking arsenal. The man who would be right would be the one who was quickest on the trigger. There is nothing wrong with the intent of our laws, rather it is the lackadaisical manner in which they are being enforced. The young man with the "gat" who got away with Mr. Wright's heirlooms no doubt carried a mail-order weapon Sears-Roebuck recently announced that they had stopped selling firearms. There are legitimate uses for firearms. Their illegitimate sale should be stopped.—[Editor]

Advertising as Good-Will

THE AMERICAN ROLLING MILL CO.
Middletown, Ohio

January 31, 1925.

TO THE EDITOR:

Bankers realize that good-will endures, as is pointed out in the article by Mr. Burdick in your issue of January 14, titled "Advertising and Good-Will in the Balance Sheet."

A concern with a good advertising background is considered a much better risk than one that has no such reserve of good-will to fall back upon. The estimated value of good-will of a concern today is largely a matter of opinion. The day may come when the advertising expenditures of a concern will be the slide rule with which to measure its good-will. It is considered perfectly sound business to borrow money for advertising purposes, particularly when past experiences show

that the product has such quality that it constantly widens its own market.

Industries are beginning to recognize this fact more and more. To borrow and spend \$10,000 to advertise such a product is simply obligating the business to the extent of earning the interest on the loan and something over to pay on the principal. In other words, it is not necessary to earn the entire \$10,000 back the first year. All that is necessary is to pay the interest and something on the principal to make the expenditure a wise investment. The cumulative influence of advertising as it widens in influence and power should take care of additional curtailments from year to year.

BENNETT CHAPPLE,
Director of Publicity.

The Fortnightly's Adopted Farm

THE MCFARLAND PUBLICITY SERVICE
Harrisburg, Pa.

February 3, 1925.

TO THE EDITOR:

If the *FORTNIGHTLY* should suspend publication today, it would leave behind a monument of which any journal might be proud. Mr. Campbell's quartet of articles have given to the city man a broader view of farm life and the problems that the farmer faces. Straightforward, definite, these four articles are worth a bushel of bunk that is usually written about the rural home and the farm life of America.

E. FRED ROWE.

Mr. Rowe refers to the series of four articles by J. M. Campbell on conditions on a typical American farm in a typical farming state. The series started in the *FORTNIGHTLY* December 17, 1924, and was completed in the issue of January 23, 1925. The articles convey the impressions of a trained observer who lived, worked and talked with farmers in Marshall, Illinois, where the *FORTNIGHTLY*'s adopted farm is located. The manner in which the farm of Mr. Maurer was chosen is typical of the spirit underlying this editorial investigation. O. E. Brantute, president of the American Farm Bureau Federation, was first asked to name the State most typical of diversified farming conditions. He selected Illinois. E. M. Davidson, director of agriculture at Springfield, Illinois, was then asked to pick the county. He chose Clark County. The Maurer farm was then picked as being most typical of the farms in that county.—[Editor]

What of the Automobile Industry

ROBERT S. MARSH
Dayton, Ohio

February 4, 1925.

TO THE EDITOR:

Interesting conjectures are aroused in connection with a reading of Roger F. Davidson's article in your issue of January 28—"What Is Going to Happen to the Automobile Industry?" If I clearly interpret Mr. Davidson's article, it is to the effect that the handwriting is on the wall so far as automobile manufacture on a broad scale is concerned. I understand, of course, that the saturation point that Mr.

Davidson mentions is yet a few years off, but when reached, what then? What are the automobile manufacturers going to do to keep their plant equipment and personnel busy and protect their investment when production slows up permanently because of decreased sales?

So far as anyone knows, there is no other product on the horizon that will take the place of the automobile, not only as a manufacturing proposition, but as a means of passenger conveyance. Already the bulk of automobile sales is being made by two companies. What steps are the manufacturers taking to line up new activities for their machine tools? It is no wild dream to speculate on the development of aircraft in the coming decade. Perhaps in this direction lies some degree of hope for a decadent automobile industry. But before this comes about there must be revolutionary developments in aircraft construction, from the points of view of stability and safety.

Not only the automobile industry is interested in this question. Each industry is dependent upon other industries for its materials. When the automobile industry slows up it will affect seriously those industries that make the material and equipment used in the building of cars—steel from the steel mills, machine tools from the machine tool manufacturer, electrical equipment from the electrical industry.

ROBERT S. MARSH.

Advertising and the Clothing Industry

A-K MANUFACTURING COMPANY
Rochester, N. Y.

February 3, 1925.

TO THE EDITOR:

Robert R. Updegraff is 100 per cent correct in his stand that advertising is one of the most potent forces we have at our disposal for the betterment of social standards and to make life more worth living. ["Is Advertising Paying Its Way Socially?" January 28, 1925.] It has become almost bromidic for every foreign visitor to the United States to declare that he is surprised at the general appearance of prosperity evidenced on every side. It is a fact that we are the best dressed nation on the globe, and this is so because advertising has played no small part in the upbuilding of our clothing industry. In fact, the printed word has been directly responsible during the past half a century for the reception now given ready-to-wear apparel in all walks of life. There was a time when those who could afford it bought only custom-made products. Today the ready-to-wear industry is one of the most important in the United States. Without advertising this industry could not have made the progress it has.

ARTHUR F. ADLER,
Sales Manager.



IN Kansas there is only one farm paper; it is Kansas Farmer. Other media are sold especially to cover the Kansas farm market, but Kansas Farmer leads all. For the year of 1924 it was:

1st in Total Advertising
1st in Commercial Advertising
1st in Kansas Advertising
1st in Kansas Circulation

To cover the great farm market of Kansas, where the value of farm products for 1924 increased more than \$116,900,000 over the previous year, use the farm paper read in 60% of the farm homes.

Branch Offices:

New York
Chicago
Cleveland
Detroit
St. Louis
Kansas City
San Francisco

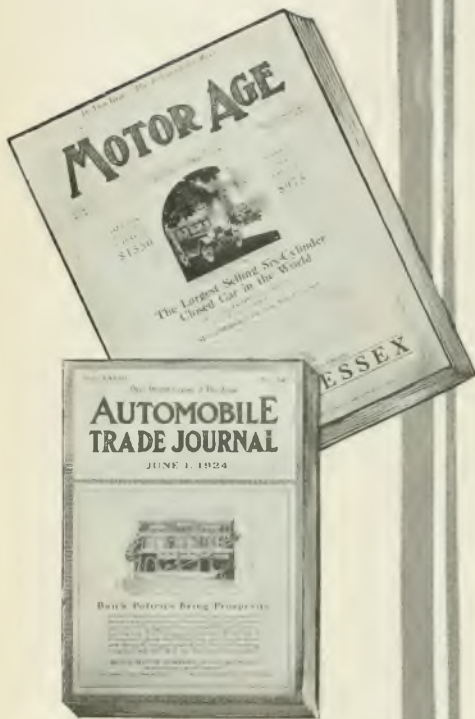
KANSAS FARMER

AND MAIL & BREEZE

Published by Arthur Capper

Topeka-Kansas

Reach of Buying



APPROXIMATELY 90% of the products sold to the automotive merchants of the country are purchased by the subscribers to *Automobile Trade Journal*, *Motor Age* and *Motor World*.

This has been determined by a personal investigation of the entire automotive trade in 15 widely separated cities and towns ranging in population from 2500 to over half a million.

These places were selected to represent different conditions and are located in the seven states in which 40% of the automobiles of the country are owned.

In each instance the investigation showed the great bulk of the quantity buying in that

AUTOMOTIVE

United Publishers

The Class Journal Co.

New York and Chicago

Automotive Division

Following are

<i>Motor World</i>	<i>Automobile Trade Journal</i>
<i>Motor Age</i>	<i>Commercial Car Journal</i>
<i>Automotive Industries</i>	<i>Motor Transport</i>
<i>El Automovil Americano</i>	<i>Chilton Automobile Directory</i>
<i>The American Automobile</i>	<i>The Automobile Trade Directory</i>
<i>Distribution & Warehousing</i>	<i>Chilton Tractor & Equipment Journal</i>
	<i>Chilton Tractor & Implement Index</i>

90% the Power

town or city was done by the subscribers to one or more of these three great dealer mediums. The volume of subscriber buying ranged from 65% to 97%, the average for the entire number being 90%.

This is a remarkable coverage of buying power. It has no parallel in the automotive field. It proves the way to establish a trade market lies in the use of Automobile Trade Journal, Motor Age and Motor World.

The results of this investigation are given in a booklet called "The Make-up of the Retail Automotive Trade." If you do not have a copy and are interested in reaching the automotive trade, we will be glad to send one to you, if requested on your letterhead.



DIVISION rs Corporation

Chilton Company
Philadelphia

P. C. publications:

Iron & Steel Division

ron Age Hardware Age Hardware Buyer, Catalog

Textile Division

Dry Good, Economist Merchant Economist
Bout & Shoe Recorder



PERFORATED METALS and
SCREENS OF ALL KINDS

MATERIAL IN STOCK
PROMPT SHIPMENT

Chicago Perforating Co.
2445 West 24th Place
Tel. Canal 1488 CHICAGO, ILL.

EDWARD
VALVES

When Order
and Design
East Chicago
Indiana

WHEN YOU WANT CHAINS
— WRITE ME —

THOMAS MORTON
245 CENTER ST., NEW YORK
— CHAINS FOR EVERY USE —

Put your
Cleaning
Problems
up to us!

OAKITE
CLEANS

OAKLEY CHEMICAL CO.
30 THAMES STREET NEW YORK

Making Advertisements Stand Out in Smothered Spaces

By William Dunn Barrett

THERE are two ways to look at business journals—as news publications whose advertising pages will carry the news of your business along with the general news of the trade or industry served, and as reference mediums, consulted frequently for information as to where to go for this, that or the other product or service or equipment.

The problem of getting the most out of business publications as news mediums, carrying the news of a business in the form of display advertisements, is given considerable attention in the journals of advertising and in papers and discussions at advertising conventions, but little attention seems to have been given the problem of the small-space advertisement which must be by its very nature more or less a reference advertisement.

While there are occasional exceptions, these advertisements, occupying a quarter page or less, can hardly be depended upon to do a really aggressive job of selling, carrying the reader through the stages of attention, interest, desire and action, as can be done with a larger unit of space. Yet these smaller units of space, which are as large as some advertisers feel they can use and which are often used by large advertisers as fill-ins between large advertisements on a big schedule, could often be utilized to much better advantage if the advertiser considered them as reference advertisements and built them accordingly.

A reference advertisement should

be easy to locate, should give only essential information, but all the essential information it possibly can without defeating its own end, and should appear regularly.

The matter of being easy to locate requires that the advertisement shall, first of all, have some sort of distinction in the sense that it must stand out from its neighbors on the page. There are many ways this can be accomplished, chief among which are the following:

By brute force of blackness. This is the line of least resistance, yet it is one that must be followed charily, for unless it has other qualities to give it refinement or interest it may turn out to be offensive instead of attractive.

THIS pleasing refinement, in the case of the Edward advertisement reproduced herewith, is the restrained lettering and good balance between black and white; in the case of the Thomas Morton advertisement, it is the human interest element—the personality of the man behind the advertisement shining through it; in the case of the Oakite advertisement, it is the interesting lettering and the little figure in the lower left-hand corner. All three of these small advertisements stood out on the crowded pages of the journals from which they were clipped.

By means of a picture. This might be said to be the most obvious method of making a reference advertisement easy to locate, for pictures photograph themselves on people's minds and they are easy things

to look for if occasion arises to look through a magazine to find a particular advertisement. Sometimes a picture trademark is a most effective identifying device, as well as an attracting one. The Wellman and the Strong advertisements illustrate this well. Small though they are, either of these advertisements could be located quickly by hastily thumbing the pages of any publication in which they appeared. The Industrial Cranes advertisement is a picture advertisement of an entirely different type, yet with the same qualities.

By always picturing the product. This is a method which has much to commend it, if the product is one which can be pictured completely enough or representatively enough to form a reference catalog, as does the Reed & Prince advertisement with its interesting and representative grouping of this company's screws, bolts, nuts, etc.

By an interesting or unusual engraving technique. This method of giving a small advertisement memory or reference value is not used as extensively or as effectively as it might be.

SUCH a distinctive technique as the Ben Day cut which comprises the major portion of the Rogers, Brown & Company advertisement, for example, has interest; and draws the reader's eye involuntarily and holds it until it has photographed the advertisement on the brain for future reference. There are literally hundreds of opportunities for



"New York's Greatest Medium"
**3,000,000 DAILY
 CIRCULATION**



INTERBOROUGH
 SUBWAY *and* ELEVATED
 CAR CARD *and* POSTER
ADVERTISING

*Controlled
 by*

**50
 UNION
 SQ.**

ARTEMAS WARD, Inc.

**NEW
 YORK
 N.Y.**

achieving distinction for small advertisements with the help of the engraver.

By an unusual or significant border. We have only to glance at the small advertisement of the Chicago Perforating Company to realize the possibilities of this method of accomplishing the triple purpose of drawing attention, creating an almost unforgettable mental picture, and illustrating the product.

By skillful typography or artistic design. The Firth-Sterling advertisement exemplifies both of these characteristics. By virtue of its very simplicity and grace of design and typography, it stood out on the page in striking contrast to all its neighbors. It would be easy to "look up" such an advertisement as this.

By white space. This again is a very obvious method, but one which seems to have few disciples among the users of small space. In none of the business papers at the writer's hand is there a single small advertisement in which the use of white space has been the central feature of an attempt to make a memorable advertisement. Yet the daily newspapers furnish many excellent lessons in the effectiveness of white space judiciously used.

By individuality in lettering. Many excellent examples might be furnished illustrative of the effectiveness of hand lettering to achieve distinction. It is one of the ele-

PIG IRON COKE

FLUOR SPAR FERRO SILICON
BESSEMER FERRO SILICON
FERRO MANGANESE
FERRO PHOSPHORUS
SMITHING COAL
MOLDING SAND ALUMINUM
SPIEGELEISEN
MANGANESE, CHROME
and IRON ORES

SINCE 1880 our business has grown largely on repeat orders. This is evidence of an appreciation of honest, conscientious selling methods and of obligations fulfilled.

—HARVEY BRINK & CO.

ROGERS, BROWN & CO.
PIG IRON COKE

CHICAGO PITTSBURGH CLEVELAND CINCINNATI
HUFFALO CLEVELAND BOSTON
NEW YORK ST. LOUIS PHILADELPHIA

ments in several of the advertisements already reviewed. This much is sure, the straight type and rule border advertisement has little chance of standing out in the pages of any of our crowded business journals, unless handled by an exceedingly skillful typographer who understands how to take full advantage of the laws of contrast and who knows how to balance type and

white space so as to create what might be termed a mental image of the advertisement. And even such an artist would probably be the first to admit that in working in small, smothered spaces satisfactory results are much surer if pictures, curved or angular lines, or some distinctive engraving technique are used.

The essential information that an advertisement should furnish should include part or all of the following:

The name and address of the firm.

The branch offices or sales or service stations.

An enumeration or comprehensive description of or reference to the product or products sold, or the services rendered.

The trademark, for identification purposes.

An impression of being established or dependable, accomplished by giving the year the business was established, by showing the plant, or in some other quick, convincing, readable and graphic manner.

In the advertisements already referred to Thomas Morton squeezes into his inch and one-fourth the fact that he sells "chains for every use"; he pictures one of his products; he pictures himself; and he gives his name and address. This would seem to be a fairly complete reference advertisement. The Oakley Chemical Company advertise-

[CONTINUED ON PAGE 48]

FIRTH-STERLING

S-LESS

The
STAINLESS STEEL
which
Resists
the ordinary agencies of
Rust, Stain and Corrosion

FIRTH-STERLING
STEEL COMPANY
McKeesport, Pa.

NEW YORK BOSTON BARTFORD
PHILADELPHIA CHICAGO CLEVELAND
DETROIT SAN FRANCISCO LOS ANGELES

WELLMAN

BRASS BRONZE
ALUMINUM CASTINGS
From 1 Ounce to 1 Ton

The Wellman Bronze Company
Cleveland, Ohio

INDUSTRIAL
LOCOMOTIVE
CRANES

17 Types - Capacities 5 to 200 Tons

INDUSTRIAL WORKS
BAY CITY MICHIGAN

Strong

Steel Foundry Co.
ACID OPEN HEARTH
STEEL CASTINGS
Bellefleur, Pa.

Wood Screws, Machine Screws,
Cap Screws, Set Screws, Slotted
Bolts, Sink Bolts, Hanger Bolts,
Nuts, Rivets, Burn, Specialties

TRUE economy in the selection of Screw or Bolt Products consists in using those that are exactly suited for their particular service and that possess unexcelled quality and accuracy.

REED & PRINCE MFG. CO.
WORCESTER, MASS., U.S.A.
WESTERN BRANCH: CHICAGO, ILLINOIS

The President of Connecticut Electric Mfg. Co. refers to ELECTRICAL MERCHANDISING as "our business paper"—



Connecticut Electric Mfg. Co.'s advertisement in the January issue of *ELECTRICAL MERCHANDISING*

ELECTRICAL MERCHANDISING is "our business paper" to 15,000 electrical contractor-dealers, jobbers and central-station-electric-shop managers—the men who handle the bulk of all sales of electrical appliances, lighting fixtures, wiring supplies and other electrical goods. *The advertiser knows!*

Electrical Merchandising

Tenth Avenue at 36th Street, New York City

A McGraw-Hill Publication

THE 8-pt PAGE

by
Odds Bodkins



I AM just returned from Cleveland, which city I like to visit every so often for a number of reasons, not the least of which is because to mix with Cleveland business men is always a refreshing experience. There is a certain vitality about the city that is stimulating.

I was particularly interested this trip in what Gus Handerson of the Union Trust Company had to tell me about that bank's success in "selling" \$1,000 in savings to the people of Cleveland. Like every other bank in every other community, the Union Trust Company has for years done conventional thrift advertising, setting forth the advantages of saving money. But now they have reversed the process, and with newspaper advertisements and car cards and posters they are asking the people of Cleveland, "Want \$1,000?" After which they tell them that they can "buy" \$1,000 for \$925.60 in easy payments of \$4.45 per month over a period of 48 months.

I am not at liberty to reveal the number of new savings accounts this reversed thrift appeal is bringing in, but I will say this: I whistled!

—8-pt—

I would like to write into the record of the movement for Truth in Advertising this paragraph from Montgomery Ward's instructions to its catalog copywriters:

"Always keep in the foreground of your thoughts that what you write is going to be printed several million times, and distributed into as many million homes; and that it costs no more to print truthful, accurate, complete sales-making descriptions than it does to print confusing, half-hearted, customer losing ones."

Furthermore, I would commend this paragraph to the thoughtful attention of all writers of advertising copy.

—8-pt—

Earnest Elmo Calkins sends me a form letter from an analytical laboratory which starts out: "This is not from the Anti-Saloon League nor from a prohibition crank. It is from analysts who know their subject." It then goes on to offer laboratory service in analyzing bootleg liquor. For the modest sum of \$15 a year you may insure yourself against bad hooch, and protect your friends as well. "The cheapest form of life insurance you can obtain," concludes the letter.

"It is a strange situation," writes Mr. Calkins, "when a number of legitimate occupations grow up and depend upon strictly illegal business. Can you imagine, for instance, a hardware firm sending out a letter calling attention to its facilities for sharpening jimmies, drills for safes, noiseless powder, flashlights and other paraphernalia of the trade of burglary, the idea being that while it is illegal to follow safe-breaking as a profession, it is legitimate not only to sell to the burglar the implements of his art, but to advertise the same!"

—8-pt—

Once upon a time, many years ago, I made bold to write a screed entitled "Make Them See It," the general purport of which was, "Let not the gentle reader escape your advertising message: make him see it." I recall that I debated with myself whether I should italicize the "make" or the "see." I thought both words with the vehemence of italics. I recall also that I had difficulty in getting enough sufficiently graphic illustrations.

Now, about ten years too late, along comes the Monarch Metal Products Co with an illustration just such as I



Wasted --
thru each of your windows
88½c a year for fuel!

sought so eagerly for my article. I regret that I have had to wait so long for this excellent example of making a selling point so graphic as to be utterly inescapable; but it occurs to me that the point is still well made, and so I offer the illustration with this tardy epilogue.

—8-pt—

"I remember long ago reading in an Austrian paper," wrote William James, the psychologist, in one of his books,

"the advertisement of a certain Rudolph Somebody, who promised 50 gulden reward to anyone who after that date should find him at the wine shop of Ambrosius So & So. 'This I do,' the advertisement continued, 'in consequence of a promise which I have made my wife.'"

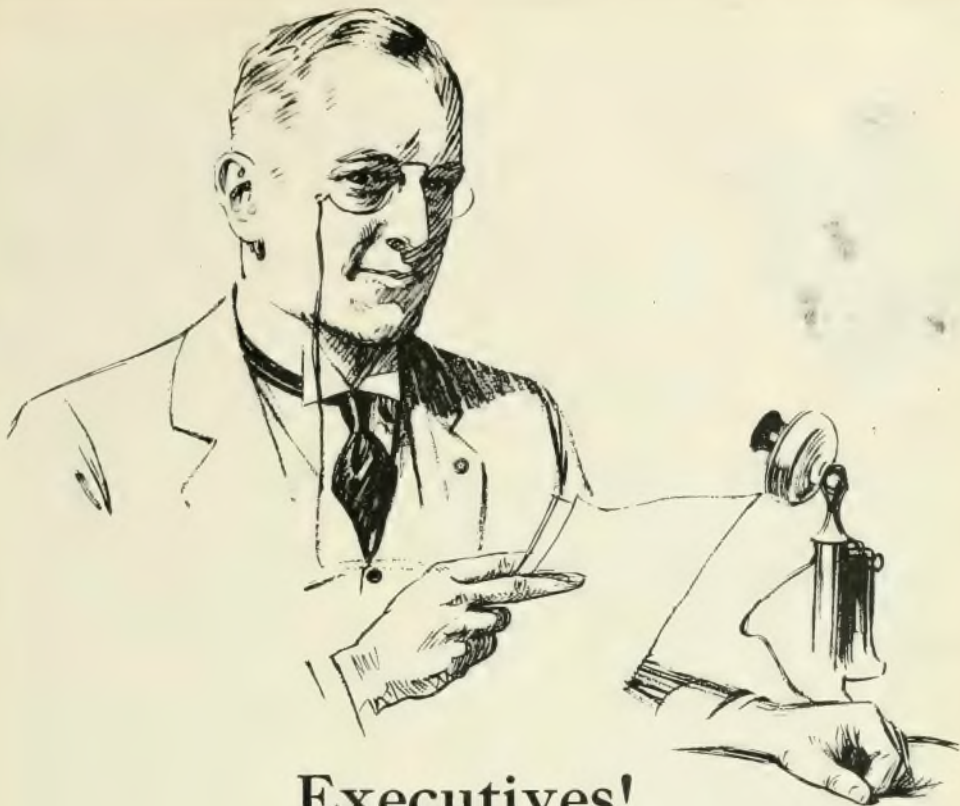
Has not this idea great possibilities? Local newspapers might start sections similar to the classified pages for "never again" advertisements. They would certainly be widely read; and can it be doubted that such advertisements would produce results?

—8-pt—

A few days since I spent a delightful hour chatting with Edward Bok. We talked on many subjects—for the most part on advertising. It seemed that no matter what trail we'd start on—whether music, publishing, politics or peace—sooner or later we'd find ourselves back on advertising.

I found that Mr. Bok has a profound appreciation of the possibilities of advertising, not simply as a merchandising force—though few men have had a better opportunity to observe its commercial power than did Bok during his many years as editor of the *Ladies' Home Journal*—but, more fundamentally, as a force for crystallizing public opinion and reaching men's minds and hearts and moving them toward almost seemingly impossible goals. World peace, for instance.

If he lives ten or fifteen years longer I am convinced that Edward Bok is going to give the world the greatest demonstration in history of the power of advertising; he is going a long way toward selling PEACE to a worried, war-weary world. The next great war will be fought with cruel chemicals and ghastly engines of destruction, unless it can be forestalled by a crusade waged with the pen, the printing press and the poster. Before advertising men lies a great opportunity to put advertising to the supreme test. Bok has visualized it and made a start.



Executives!

Many men who saw service, in 1917 and 1918, are the wide-awake executives of today, and will be the big business powers of tomorrow.

They are now at an age when manufacturer's advertisements formulate buying habits which will last over the next twenty-five years. They can be made to be one of your most productive investments.

Place your sales story before these energetic, hustling buyers, and your orders and re-orders will start to grow—and grow in a cumulative manner.

The
AMERICAN
LEGION Weekly

331 Madison Avenue
New York, N. Y.

New England Representative
CARROLL J. SWAN

22 West Monroe Street
Chicago, Ill.

Pacific Coast Representatives

BLANCHARD-NICHOLS-COLEMAN



*we'll
help you
do it*

Progress during 1925



Its Distinctive Features

1. Given authoritative information on ALL phases of power plant installation and operation.
2. Concentration of its entire organization on POWER PLANT ENGINEERING.
3. Frequency of issue—1st and 15th of each month—found to be most effective and economical.

A large manufacturer of power plant equipment recently advertised that:

"The Year's Review Number of Power Plant Engineering, December, 1924, gave a complete picture of power plant progress during 1924. It was full of interesting description of what has been going on in every branch of the power-plant. And based on last year's achievements, it indicates the inspiring possibilities for progress during 1925."

By advertising regularly in POWER PLANT ENGINEERING, the manufacturer quoted above and other leading manufacturers are turning the possibilities of 1925 into realities.

May we show you the relatively low cost of influencing the 23,252 men of authority in progressive plants, who are subscribers to POWER PLANT ENGINEERING?

POWER PLANT ENGINEERING

A. B. P.

537 So. Dearborn St., Chicago, Ill.

A. B. C.

Your story in Picture leaves NOTHING UNTOLD



THE weakness of a word picture is that different people often have different meanings for the same word. Also, some people use words and phrases unfamiliar to others.

But there is a universal language—the language of pictures.

Your picture story can be multiplied until every man, woman or child you wish to reach has received that story in a quickly understandable form, a form that invites rather than repels reading.

We'd be glad to suggest just how you might tell your "story in picture."

GATCHEL & MANNING, Inc.

C. A. STINSON, President

Photo-Engravers

PHILADELPHIA



Exaggeration and Simile

[CONTINUED FROM PAGE 25]

Contrast, again, the roof copy with the paint copy. Contrast the stark generality of the first, with the generality plus the illustration of the second. One hardly realizes they both try to say the same thing.

Again, there is the point so often repeated that it has become a bromide. An illustration will give that point new life and send it out once more to do a job.

Every trade paper is full of preachments on turnover. Every merchant is heartily tired of them. But, recently, appeared this: "You wouldn't hire extra clerks, Mr. Merchant, merely to sleep in your store. Why buy surplus shoes to sleep in your stockroom?"—and so forth, about a new plan of quick turnover. The illustration throws a new light on a buried-in-dust term. It makes the merchant think again.

Most familiar of all forms of example and illustration is the testimonial. Little need be said here about the testimonial. It is an advertising standby, and will always be. However, the most effective way to use a testimonial is in the form of example or illustration.

FOR apt handling of a testimonial, a few pieces of copy approach the following: "One April day, two years ago, Mr. S. I. Levin came to our factory then at Indianapolis, and took delivery on an 'X' limousine. A tour of the boulevards, and he pointed the nose of his new car eastward, and drove with his wife and daughters to New York City. After summering there, Duluth beckoned. No Red Caps, however, carried Mr. Levin's luggage through the Grand Central Station. He merely clicked the door on his 'X' and sped away. Then, at Duluth, came the call to California. Again the time-tables went unread. . . .

"It takes a great automobile so gallantly to range between the Atlantic and the Pacific, to cover ground so casually between the Canadian border and the Rio Grande. And it takes even more, when the car is a limousine. . . . Steadily, the conviction that the 'X' is one of the world's finest motor cars is finding wider acceptance."

This generality, after such a testimonial illustration, puts conviction into John Public's mind.

When neither illustration, nor example, can be found, to help out the generality, or the prosaic statement, the copywriter has still another recourse—Exaggeration.

"I'd walk any distance for an 'X' cigarette." That is flat. "Any distance" is too general. Exaggerate, and this is the result: "I'd walk a million miles for an 'X' cigarette." Now the thought is clear; it is human; it is catchy. "143 wonderful shaves in this

new 35 cent size," is not as good as "143 gorgeous shaves in this new 35 cent size."

The secret of exaggeration is in stretching the truth so far that John and Jane Publick will not take the statement literally, yet get a true suggestion of the real meaning. For instance, an electric fan advertisement began: "On those scorched, when the mercury tries to climb right out of the thermometer, the office will be more cheerful," etc. Such a trick, on the part of the thermometer, does not bother John Publick's credulity at all. His common-sense tells him that the copywriter is humorously exaggerating; while his imagination immediately visualizes a "darn hot day."

Have a stock of examples and illustrations on hand. Keep a file of them. They are a good way to make things clear to John and Jane Publick. But use them correctly. Misapplied examples or illustrations add muddiness to muddiness, and sometimes foolishness.

Such as this, from a soap advertisement: "You have read, perhaps, of the little child covered with gold leaf to represent a cherub in a religious procession, who died because the pores ceased to breathe. Unwittingly, thousands of people are committing virtually the same error when they use impure soap."

If this means what it says, thousands are unwittingly committing the error of dying, all through the use of impure soap. Amazing catastrophe! The moral has neither been correctly pointed out, nor correctly applied. And, in these two things, is the secret of using example and illustration.

This is the last of a series of seven articles by Mr. Eckhardt on the basics of advertising copy.—EDITOR.

Harry T. Oyen

Has joined the New York staff of the Bellamy-Neff Company, Chicago advertising agency, as associate copywriter and director of art.

George A. Riley

Formerly of the Publishers' Auto-caster Service and business manager of the Newspaper Enterprise Association, has been appointed vice-president of the American Press Association.

Advertising Producers-Associated

Chicago, announces the following new accounts: D. O. James Manufacturing Company, same city, manufacturers of gears and speed reducers; George D. Whitcomb Company, Rochelle, Ill., manufacturers of gasoline and storage battery locomotives; and the Howe Scale Company, Rutland, Vt.

Reliance Reproduction Company

New York, has added to its sales and service staff C. Howard Townsend, formerly with the Gill Engraving Company, and H. D. Russell, formerly of the Arrow Art and Engraving Company. The company has moved to new quarters at 240 West Fortieth Street.

Sweet Words from Sauer Kraut

"The Cincinnati Enquirer's Sunday issue outdraws any metropolitan Sunday newspaper in the United States"

—William Clendenin
Advertising Director
The National Kraut Packers' Association

This statement was made by Mr. Clendenin before the annual meeting of the National Kraut Packers' Association, Hotel Gibson, Cincinnati, January 29, in discussing the 1925 schedule in the advertising campaign that is lifting the erstwhile humble kraut to a place of eminence on the American dinner table. Further Mr. Clendenin said:—

"The Cincinnati Enquirer heads the list of metropolitan newspapers on the preferred schedule for the new national campaign for the advertising of the National Kraut Packers' Association."

That Mr. Clendenin's opinion of the Enquirer's pulling power is shared by others is evidenced by the consistent use of Enquirer space by such national advertisers of food products as:—Calumet Baking Powder, Swift & Company, National Biscuit Company, Domino Sugar, Shredded Wheat, and a host of others.

Before you make up your next newspaper schedule, just turn these facts over in your mind.

The CINCINNATI ENQUIRER

"Goes to the home—stays in the home"

I. A. KLEIN
Chicago
New York

R. J. BIDWELL CO.
San Francisco
Los Angeles

Place of Advertising in American Agriculture

[CONTINUED FROM PAGE 30]



Regular Price, \$20.00;
Special Price for Set,
\$17.50

Small Monthly Payments

Know advertising as experts know it

THE big, well-paying jobs call for men with all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Get ready for them! Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

S. ROLAND HALL'S

LIBRARY OF

ADVERTISING AND SELLING

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George French, an advertising expert, says of Vol. I: "So much material has been gleaned and handled so well that he would be a bold, if not reckless person, who would attempt to compete." Dr. Dignan, of LaSalle Extension University, says of Vol. II: "Destined to be the Bible of the movement to set letters in their rightful place." Sales Management says of Vol. III: "Without question the most complete and comprehensive volume thus far published on the broad subject of sales management." Hundreds of other similar expressions by prominent business men and publications.

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

You may send me the HALL LIBRARY OF
ADVERTISING AND SELLING for ten days' free
examination.

If the books are satisfactory, I will send \$1.50
in ten days and \$2 a month until your special
price of \$17.50 has been paid. If not wanted, I
will write you for shipping instructions.

Signed
Address
Position
Company A. F. 2-11-25

this that farmers must gain if advertising is to be made most economical and effective.

It is a mistake to speak of advertising as something separate from other features of marketing and selling. In agriculture, a successful advertising venture starts with the preparation of the seed bed and the seeding, with the pruning and fertilizing of the young tree, or with the breeding, feeding and care of the young animal. Once a high-grade standard product is produced, a good foundation for advertising is laid. Next, and very important, is the marketing and distribution of the product. This distribution must be timely and appropriate to meet the consumer's needs. The product must be placed before the consumer at the time, in the place, and in the form it is desired. Advertising, in other words, is simply one block in the great structure of selling. This applies in agriculture as well as in other industries.

Before advertising can be used as extensively in agriculture as in other industries, it will be necessary to grade and standardize farm products much more generally than is being done at present. So long as farmers were producing commodities of all sorts and selling them without regard to grade, there was no place for a well-directed advertising program.

This practice has changed rapidly during the past few years, however. Recent developments in standardization and sale by grade, stimulated by the Federal and State governments, are important steps toward higher standards in farm selling. For example, when fruit growers in a given community or district cooperate, grade their fruit under State or Federal inspection, and then sell in standard packages carrying the stamp "U. S. No. 1" or other grade designation, it is not only possible to eliminate much waste and risk in marketing but also to use advertising to good advantage.

The mistake has been made of going into advertising haphazardly, without knowledge of the principles involved or of what a reasonable expenditure might be. As one cooperative association manager has said, one cannot emphasize too strongly to a beginner in the advertising game that better results will be obtained by starting off on a small scale with a well-planned campaign than by starting off with a large appropriation and no plans.

A common practice among new cooperative associations just starting an advertising venture, is to start with an appropriation large enough to put on

an effective local campaign in one or two important consuming centers. This experience enables them to make more extensive campaigns in succeeding years without waste of effort and money.

All that can be done by advertising is by no means a settled point. A number of things have been accomplished by some of the larger cooperative marketing associations, especially those operating on the Pacific Coast:

1. It has been possible to enlarge the basic market;
2. To spread a distinct seasonal demand into a longer and more uniform demand;
3. To create consumer and trade preference for a particular brand of products;
4. To develop better packaging and other improved merchandising practices;
5. To promote the adoption of standard grades with the consequent development of new incentive for the production of higher grade products.

Blaker Advertising Agency, Inc.

Is the new name of the former organization of Walter H. Blaker, New York. The officers of the new corporation are Walter H. Blaker, president; J. F. Cowperthwaite, secretary-treasurer; Theodore D. Siegel, assistant treasurer.

Street & Finney, Inc.

New York, have been appointed to direct advertising for the John T. Stanley Company, same city, manufacturers of toilet, laundry and textile soaps.

Irvin F. Paschall, Inc.

Chicago, has been retained as advertising counsel to S. F. Bowser & Company, Fort Wayne, Ind., manufacturers of Sentry gasoline pumps and lubricating outfits.

Fletcher Richards

Has been appointed assistant general manager of the Campbell-Ewald Company.

Clyde Tompkins

Has resigned from the advertising management of the Creamery Package Manufacturing Company, Chicago, to become vice-president of the Hertz-Hadley Direct Advertising Company, same city. Mr. Tompkins was at one time with the Chicago Pneumatic Tool Company and with Montgomery, Ward & Company.



A Valuable Wall-Map for Advertising and Sales Executives

ADVERTISING men and sales managers have been so insistent that the Globe-Democrat has published an official map of The 49th State.

It is now ready for distribution.

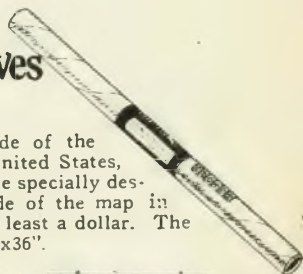
This map has been in preparation since last spring. It was specially drawn for our purpose. Because of its accuracy and its great detail it is, indeed, a masterpiece of the mapmaker's art.

Printed in five colors, it shows not only all towns of consequence in this market, but also the roads and railroads which serve these towns.

An index keys the locations of the towns and lists their populations.

We've insisted on making this the best map of its kind that an advertising man or a sales manager could have. With this map on your wall you can plan your campaign even down to the smaller towns in this rich market.

The reverse side of the map shows the United States, with the 49th State specially designated. This side of the map in itself is worth at least a dollar. The map measures 27"x36".



FRONT



REVERSE

Given Without Charge to Responsible Executives

This map, as you will understand when you see it, is not just an advertising device. It is a handsome and expensive piece of work.

We are willing and eager to put it on walls where it will really serve.

In writing for it, please understand that your sole obligation is to hang it up and use it.

That's fair, isn't it?

St. Louis Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards New York
Guy S. Osborn Chicago
Dorland Agency, Ltd.

J. H. Seulard Detroit
C. Geo. Krugger San Francisco
London

TRIBUTE TO THE BRADFORD ERA BY HON. R. B. STONE

Horace Greeley, in my bucolic days was crying out through the Tribune to the American farmer, saying: "If you have forty acres and want forty acres more the way to get it is to set your plow-share deeper." Now that expression seems to typify the policy of the present administration of the Bradford Era. The population tributary to it is limited, and it has been plowing deeper to reach twice as many people as before within the area of its circulation. It has erected its own building, installed superior presses, increased its columns and added new features to meet the needs of more varied circles. Its personnel commands confidence. Its powerful aid has been given to the Board of Commerce and to all progressive agencies for community betterment. It is an institution of public defense. It is inseparable from the city's history. It has stood for right things and best things; for law enforcement, for the common school, for social sanity. Its editorial pen is both feared and respected. It may be trenchant or it may be inspired. It sets up impregnable public standards. In times of heated controversy its readers are instinctively led into peaceful channels by courses of calm reasoning.

A long life and happy years to the Bradford Era!

(Signed) R. B. Stone.

Bradford is a wealthy town worth cultivating. With a population of 16,000, it has over \$8,250,000 invested in 87 industrial establishments, whose annual products exceeded \$10,000,000 in value. This market is completely covered by the Bradford Era. Additional facts on request.

The BRADFORD ERA

Bradford, Penna.

National Representative

S. C. LINDENSTEIN

342 MADISON AVENUE NEW YORK

Small Advertisements in Smothered Spaces

CONTINUED FROM PAGE 40]

ment gives its name and address, states what its product does, and injects an element of salesmanship by inviting readers to "put your cleaning problems up to us." A job well done in two and one-half inches.

The Wellman and Industrial Works advertisements give the most reference information. In a one and one-quarter inch space the Wellman Bronze Company's trademark is displayed, its name and address are given, and the four kinds of castings it makes are

listed. Not satisfied with that, this advertiser adds the information that these four kinds of castings are made "from 1 ounce to 1 ton." Thus this little advertisement is high in reference value. The Industrial Works advertisement is almost as complete from a reference standpoint. In addition to the company's name and address and trademark, and both a statement and a picture of what it makes, this advertisement carries the information that it makes cranes of "17 types—Capacities 5 to 200 tons." The Strong advertisement in the same group is less communicative, and to that extent falls short of its possibilities as a reference advertisement.

The Reed & Prince advertisement measures up admirably in all points. It pictures an assortment of products, features the company's name, its trademark, its address, and the address of its Western branch, and throws in a paragraph of selling talk to remind the reader that "true economy in the selection of screw or bolt products consists in using those that are exactly suitable for their particular service and that possess unexcelled quality and accuracy."

The Rogers, Brown & Company ad-

vertisement is another good pattern for a reference advertisement, for in addition to listing its products and enumerating its branch offices, it "establishes" the background and integrity of the business very skillfully in a paragraph reading, "Since 1880 our business has grown largely on repeat orders. This is evidence of an appreciation of honest, conscientious selling methods and of obligations fulfilled."

One of the most complete and carefully worked out reference advertisements that has been

published lately is the Acme Wire Company's advertisement. This advertisement will repay study, for it has nearly all the elements of a good reference advertisement. Note first that it gives a complete list of Acme products, by classes and by brand names, with a brief description of what each is. It gives the company's name and address, and the street and city addresses of its branch sales offices. It offers to send a catalog on request. It pictures the plant at the bottom of the advertisement, almost as an integral part of the border, and the trademark at the top in the same way, both of which add picture interest and help to "establish" the business. Finally, note the attention compelling effect of the white space at the top and the curved lines leading up to the circle holding the trademark. This advertisement would stand out on any page without the help of bold type, and once seen its form would photograph itself on the eye so that it would be easy to re-locate. When found, it rewards the searcher by giving just about all the information that could be given short of a catalog or a letter in answer to a direct inquiry. This is reference advertising at its best.



ACME PRODUCTS

Acme Magnet Wire

"Emeralds"—Plain Enamelled Magnet Wire
"Cottons"—Cotton-covered "Emeralds"
"Sables"—Silk-covered "Emeralds"
Single and Double Cotton Magnet Wire
Single and Double Silk Magnet Wire

Acme Coil Windings

Field Coils, Motor Coils, Ignition Coils, Transformer Coils
Radio Windings for Audio and Radio
Frequency Transformers

Acme Varnished Insulations

<p>Varnished Cambrics Black and Yellow, in Rolls, any width and thickness</p> <p>Varnished Silks Straight or bias, in rolls or sheets</p> <p>Varnished Bias Tapes in Rolls</p>	<p>Varnished Papers Black and Yellow, in Mills, tapes and special shapes, any width and thickness</p> <p>Varnished Tubing (Sagittol) In all colors and sizes</p> <p>"Calcesta" Wire Tanned, wire with sagittol covering for wiring radio sets</p>
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Insulating Varnishes

THE ACME WIRE CO.

Main Office and Plant, New Haven, Connecticut

New York	Cleveland	Chicago
51 Vanderbilt Avenue	Quincy Building	13 W. Jackson Blvd.

Catalog sent on application



Concerning the third and last qualification—"It should appear regularly," little further need be said, except to reiterate that it should. It should be in every possible issue of the publications used, so that it will serve as a frequent reminder to the readers of those publications, and be in whatever issue an interested prospect happens to pick up.

One has but to leaf through half a dozen business journals to become impressed with the pages of ungrasped opportunities. Hundreds of nondescript little advertisements that might be turned into effective reference advertisements if they were but to be taken seriously as such. The publications as a rule do the best they can with the material that is furnished them, but their columns would prove more productive of results if advertisers would treat these small spaces as they would if they cost six or eight times as much as they do. Let advertisers but think of the reference value of these small space units instead of their low cost, and a noticeable improvement will follow promptly.

Schneider Advertising Agency

Has moved to new quarters in the Industrial Trust Building, Providence, R. I.

Hannah-Crawford, Inc.

Milwaukee advertising agency, has moved into new offices in the Broadway-Wisconsin Building.

Laurence Fertig Company

New York, has been retained to direct advertising for the Shamrock Manufacturing Company, Newark, N. J., radio sets and parts.

Hart H. Fleming

Formerly of the development department of the Standard Oil Company of New Jersey, has been appointed manager of the Oil Conservation Engineering Company, Cleveland, succeeding Stephen H. Brooks, resigned.

Chappelow Advertising Company

St. Louis, has been retained to direct advertising for the India Tire & Rubber Company, Akron, Ohio.

Association of Young Advertising Men

Is the new name of the former Junior Advertising Club of New York.

Space Buying

Will be the subject of a graduate course to be opened by the Advertising Club of New York, starting February 16. A series of eight lectures and eight study evenings will be supervised by Bernard Lichtenberg of the Alexander Hamilton Institute.

O. S. Tyson & Company, Inc.

New York, have been appointed advertising agents for the Klik-Tite Cap and Container Company, with offices in New York and plants in Providence and Waterbury.

We Kept The Mill Running

During the boom a big woolen and worsted mill telegraphed us that they needed 3000 bars of filling box chain so that they could run all of their looms and begin to ship goods on a particularly large order within two weeks. They had tried all of the loom builders and second-hand machinery people without result. They were stumped, could we help?

We immediately began to call up mills who might be willing to loan this filling box chain. This was during the boom—mind you—and mills were averse to loaning equipment of this sort.

In the middle of the night we drove to the home of the man who had the sale of the second hand machinery of the American Woolen Company and he helped us a little. We got a little more from a big cotton blanket mill and little by little accumulated the required amount.

Then the question of getting the material to the mill four hundred miles away came up. We couldn't depend upon the railroads or express companies—so we hired a touring car and sent it over the road. In that way we kept the mill running.

Anyone could have done the same thing, but it is to the American Wool and Cotton Reporter that the manufacturers turn for service.

The same kind of service goes to our advertisers. We can start their stuff moving in the textile industry and keep it moving.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and the industry warrants, but we also want to give a personal service to every advertiser.

Standard 7x10 Page

Established 1887

Charter Member A. B. C.

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized organ of the great textile manufacturing industry of America.
Largest net paid circulation of any textile publication.
The oldest textile paper of continuous publication in the United States.

Boston
530 Atlantic Avenue

Greenville, S. C.
229 E. Stone Avenue

Half of 1%

My fee for review of advertising plans and copy, with definite recommendations insuring economy and added efficiency, is one-half of one per cent of last year's expenditure. Minimum fee \$250. If I fail to show practical, logical ways to save at least ten times its amount I will return the fee.

Most agencies and all publishers, printers, and other purveyors of vehicles for advertising can make money only in proportion as the advertiser spends it. Their recommendations are sincere, but can they be unbiased? Isn't it worth while to have at least one counsellor whose interest is in saving rather than in spending?

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

Radio Manufacturers Can Advertise Locally

Where local conditions are such that advertising needs to be focussed, there more than any other place RADIO MERCHANDISING fills a real need for the manufacturer.

Where production is such that only a certain territory, or territories, is desired for dealer-jobber distribution, RADIO MERCHANDISING is the only publication which can serve.

Where jobber co-operation is to be reciprocated by local advertising reaching all the trade of a given zone, RADIO MERCHANDISING is the manufacturer's one sure answer.

Write for Zone Map and full details of the greater

RADIO
Merchandising
THE MAGAZINE OF THE RADIO TRADE

243 W. 39th St., New York City

Who Reads It?

2,946

Local Y. W. C. A. secretaries

254

National Y. W. C. A. secretaries

57,723

Local Board and Committee Women

600,000

Y. W. C. A. Members

THE *Womans Press* is the official monthly magazine of the Young Women's Christian Association. It goes to over 4800 subscribers and is on the table in every Y.W.C.A. Library.

The spending of the \$23,160,537 budget of the local and national Y.W.C.A.'s and the buying of its 600,000 members is directly influenced by *Womans Press* Advertising.

Rates are moderate.

The
Womans Press
Member A. B. C.

600 Lexington Ave., New York

The Substitution Evil

[CONTINUED FROM PAGE 17]

just as good"—only to find, when they tried the substitute at home, that it was about as close to Pears' in quality as near-beer is to the real article. In those days, goods of established merit were comparatively few in number and there was a far wider difference in quality than there is at the present time.

Today, should you chance to ask for Pears' Soap and should the store be out of it, you would not be greeted by the statement that "We have something just as good" for, if there is any phrase which has been interred below more than the customary six feet of earth, it is that one. "Something just as good" has been argued out of existence. Even more effective than that, it has been ridiculed out of existence and it is doubtful if even the saxophone of Gabriel himself could effect a resurrection.

If the drugstore or the department store or the grocery store or any of the other emporiums in which one can purchase soap these days happens to be "out" of Pears' Soap, the salesman, provided he knows his business, replies, "I'm sorry, but we haven't any Pears' right now," and then, before you can turn away, he adds, "I can give you Ivory Soap or any of the Colgate Soaps or White Rose (that's a glycerine soap of somewhat the same type as Pears', you know) or Fairy or Woodbury's or Life Buoy."

RIGHT there the fallacy of the substitution arguments is instantly apparent. If there were but one nationally advertised soap and you asked for it, only to be offered something you never heard of, you might be justified in feeling that this was a species of "sales trickery." But, with a score or more of advertised brands of soap on the market, is a store to be confined to selling only the brand asked for? Is the retail salesman to be merely an order-taker or is he to be allowed a chance for a little initiative in pushing other advertised brands in which public confidence has been established?

Also, we should remember that no merchant, unless he be gifted with the powers of prophecy, can accurately and definitely foretell the demand for certain goods during a specified time. He can guess at it. He can approximate it. And the closer he approximates it the better merchant he is, for balancing supply against demand means that there will be no overstock, no shelf-worn goods, no necessity for cut prices and forced sales in future. But the precise balance between supply and demand is in a class with the perfect vacuum. It ain't.

So, when the customer asks for something which is not in stock, the salesman has two courses open to him.

He can say "I'm sorry, but we are out of that" and turn aside to attend to the wishes of someone else—in which event he will almost certainly lose a patron for the store—or he may suggest some other product which he knows may answer the same purpose.

If he is a wise salesman, he will suggest a product which is at least as widely advertised as the one which was asked for, thereby saving himself the trouble of explaining its merits and making a sale and instead, having one made for him by the manufacturer.

So far, however, we have taken it for granted that we have been told that the store is "out" of the product we asked for. But there are other possibilities. As the author of the substitution editorial points out, we may be told that the store "has discontinued the sale of Blank's," that it "has laid in a better line" or that something has "superseded it."

ARE these necessarily pretexts for selling us a substitute? It is impossible for a store to become dissatisfied with the sales methods of a manufacturer or his agents and refuse to stock the line? On the other hand, doesn't it frequently happen that manufacturers who favor the "exclusive agency" plan of distribution shift their agencies—in which case the store would certainly have to say that it had "discontinued the line"?

Apart from the supposedly reasonable supposition that there may be unadvertised products at least as good as the ones which are advertised—for example, a shaving cream which I've used for six years or more and for which I've never seen a line of advertising—there is another possible reason for "legitimate" substitution. This is the salesman's own knowledge of the customer's requirements and the use to which the product is to be put.

After all, the man behind the counter is supposed to know at least a little more about his goods than the customer does and he's no more of an habitual liar than the rest of us are. Sometimes "the soiled hands which hand you Smith's unknown product for Brown's, of high repute, are the clammy hands of deceit," sometimes "the siren voice and welcome of the skilled substituter" are heard through the land—but not always. In fact, not often. Stores know that the line of least resistance marks the path that leads to profit and it is for this reason that they seldom attempt to unsell a customer who has taken the trouble to come in and ask for a certain product.

But there may be occasions when they have to do it and these occasions cannot be regarded as incontestible evidence of dishonesty.

Every month another
 Pathscope Business Film
 is described here



How do they make the holes in macaroni?

Everybody wants to know

A SIMPLE little pin does the trick. The C. F. Mueller Co. could not take the pins or the holes to their customers, but they could, by means of a Pathscope-made Industrial Motion Picture, take the whole story of their business, from wheat field to dining table.

They tell us we did a good job

"Motion Pictures have enabled us to get our story across in a way that would be impossible in any other medium, as the complicated processes, together with the care and cleanliness exercised in the manufacture of our product can be appreciated only when the factory is seen in operation. This is splendidly accomplished in the film, due to the excellent photography which, by the way, has been the subject of comment upon a number of occasions."

A complete service in plan, program, production and distribution

The Pathscope Film Service is adequately equipped, by mechanical facilities, ample resources, and a well-organized personnel trained in the analyzing of manufacturing and merchandising problems, to render a complete service and assume undivided responsibility. We write the scenario, take the picture, make the prints on either "theatre" or "safety standard" film, supply portable projectors and assist in arranging effective distribution.

The investment for an Industrial Motion Picture is much lower than you probably imagine. Specific uses are innumerable and peculiar to each concern. We invite an opportunity to show, either at your office or the Pathscope Salon, what we have done for others in your industry and what we can do for you.

Some other clients we have served

ENGINEERING AND MECHANICAL

- Alpha Portland Cement Company
- American Brass Company
- A. M. Byers Company
- General Electric Company
- Little Air Products Company
- Lock Joint Pipe Company
- Mosler Sale Company
- National Slate Association
- Okonite Company
- Otis Elevator Company
- Plymouth Cordage Company
- Reading Iron Company
- Robins Conveying Belt Company
- John A. Roebling Company
- Chas. A. Schieren Company
- Tide Water Oil Sales Corporation
- U. S. East Iron Pipe & Fdry. Co.
- Westinghouse Lamp Company

FOOD PRODUCTS

- Franklin Baker Company (Coconut)
- E. F. Drew & Company (Spredit)
- Frontenac Breweries, Ltd., Canada
- Hills Bros. (Dromedary Dates)
- C. F. Mueller Company (Macaroni)
- Seahard Rice Milling Co. (Comet Rice)

PUBLIC UTILITIES, TRANSPORTATION AND COMMUNICATIONS

- American Gas & Electric Company
- Atlantic City Electric Company
- Commercial Cable Company
- International Mercantile Marine
- Ohio Power Company
- Postal Telegraph Company
- Radio Corporation of America
- United Light & Power Company
- Chattanooga Gas Company

TEXTILES

- Bigelow-Hartford Carpet Company
- Boston Woven Hose & Rubber Co.
- The Standard Textile Products Co.
- U. S. Finishing Company

MISCELLANEOUS

- Brooklyn Commercial Body Co.
- Colgate & Company
- Foamite-Childs Corporation
- Kirkman & Sons
- McGraw-Hill Company
- Owens Bottle Company
- Charity, College and Community activities



INDUSTRIAL FILM DIVISION

THE PATHSCOPE CO. OF AMERICA, Inc.

Suite 1829, Aeolian Building . 35 West 42nd Street, New York

Willard B. Cook, President

Agencies in Principal Cities

MEMBER





EDWARD M. BAKER

WE are pleased to announce the affiliation with us, as Merchandising Counsel, of Mr. Edward M. Baker formerly associated with Quaker Oats Company, Corn Products Refining Company, Columbia Phonograph Company and Borden Condensed Milk Company.

His intimate knowledge of point-of-purchase conditions will throw a valuable light on any merchandising problem requiring the analytical, constructive mind of a man who thoroughly understands his job.

Mr. Baker's services are at the disposal of our present and prospective clients to ensure coordination of advertising and sales efforts in the judicious and practical marketing of their products.

A consultation will in no way commit you, and need not interfere with present agency arrangements.

MORSE INTERNATIONAL AGENCY
Advertising

449 Fourth Avenue New York
8 Broadway Street - E. C. Lundgren



If I Were an Advertising Manager Again

[CONTINUED FROM PAGE 24]

is this: I would know the business with which I happened to be identified from the standpoints of the dealer and consumer as well as from that of the manufacturer.

Suppose, for example, that I were the advertising manager of the American Sugar Refining Company or the Quaker Oats Company or the Corn Products Refining Company. Isn't it more than likely that not only I but my associates, also, would have in our minds a "picture" of the grocer and the housewife that is incomplete and incorrect in many respects? This picture would be based on our own experiences as buyers and on what we had read in trade publications. It might be a fairly accurate picture. Then again, it might not. I would feel that in justice to my company, to say nothing of myself, I should supplement these impressions—for that, in most cases, is all they are—by actual knowledge.

And, with that thought in mind, I would, every year or two, spend a few days on the floor of a wholesale grocery and a week or so behind the counter of a retail grocery. In that way, I would get the point of view—not absolutely, but approximately—of jobber, retailer and consumer. That knowledge, I am sure, would be very helpful to me and to my employers. I should not make the mistake of assuming that my experiences on the floor and behind the counter had given me all knowledge of the jobber, the retailer and the consumer. Furthermore, I should be careful not to give my associates the impression that those same experiences had given me the right to speak with final authority. But, deep down in my mind would be the conviction that I had a fairly solid basis of knowledge as to how the outside world regards my company and the products it manufactures.

IN certain other lines—automobiles, tires, automobile accessories, for example—I would figure that a knowledge of the distributor's viewpoint would be invaluable. I would get it, even if that involved my working in a garage for a fortnight, or even a month.

If I were an advertising manager again, I would try to be much more open-minded than most advertising managers are.

Whether or not I agreed with Professor Fessenden in his statement that "no organization engaged in any specific field of work ever invents any important development in that field or adopts any important development in that field until forced to do so by out-

side competition," I would not forget it.

My experience as an advertising manager has been longer, more varied, and if you will allow me to say so, more successful than that of all but a few men who have had to do with that department of business. Yet, as I look back, I am convinced that I missed many a good idea, many a helpful suggestion, because the door to my mind was not easy to pass through. It was not locked, mind you, but the man who wanted to get to me with a new idea had to push pretty hard.

THEY tell a story about P. D. Armour which throws light on this matter of open-mindedness. More than once, Mr. Armour had found out, so the story goes, that men who had called on him to try to interest him in some new process, had failed to get to him and had gone to a competitor who had bought their ideas. So "P. D." issued these instructions: "Whenever a man, wearing double-thick glasses and a heavy beard and speaking English with a noticeable German accent, asks for me, show him right in!"

If Mr. Armour was never too busy to talk with men who had ideas, surely we advertising managers can be equally hospitable to them. This does not mean that we should allow salesmen to "ride" us or that the doors leading to our offices should be open to all mankind. It does mean that we should realize that the radio, the automobile and the motion picture have changed the habits of the American people and that for those and other reasons, the advertising methods and mediums of the past may not be as effective as they once were. And by the same token, we should realize that methods and mediums which were, at one time, ineffective, may now be extremely effective.

If I were an advertising manager again, my attitude toward my associates and superiors would be very different from what it used to be.

For this reason: I have learned that to be superlatively successful as an advertising manager, one must be a good salesman—not of goods, but of ideas and policies.

We advertising managers are apt to lose sight of that fact. We forget—if we ever knew—that in a conference, we must "sell" our convictions, our policies, our programs to our associates. What does that call for if not salesmanship?

We make the mistake of assuming that merely because we "recommend" that this, that or the other be done, the other fellow should do what we



Women and Windows and Wanted Wares

Show-windows make goods accessible to the walking public. Through them, things new and old are put on view so the passer-by may see. They halt attention, remind people of needs, get prospects into the store, open the purse, ring the cash-register, often make permanent customers and bring them back for more of the same merchandise.

The national show-window is Good Housekeeping. It halts the women readers' eyes in more than a million homes. It gets those women into stores, establishes permanent business contacts and makes sales. With the guaranty of Good Housekeeping, your product sells fast, with little argument. Advertise it in Good Housekeeping, and its readers will go out of their way to get it. Show your goods in

GOOD HOUSEKEEPING

More Than a Million Readers

More Than a Million Buyers

Telling It to the Boy Scouts



Winning the Praise of a Nation

Go north, south, east or west. Wherever you may be, you will find a troop of Boy Scouts, highly respected for their ideals and meritorious conduct. They are winning the praise of a nation.

Simultaneously, **Boys' Life** is winning the praise of the Boy Scouts, for the Boy Scout knows what he wants. He is the one who makes the final decision on his

reading matter, a new suit, a fountain pen or a radio set.

Just as **Boys' Life** has won the Boy Scout's praise, it has won the approbation of advertisers, because in selling and advertising to boys there is no more potent influence.

We will be glad to tell you of the splendid sales opportunity among the 542,355 boys who are members of the Boy Scouts of America.

BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

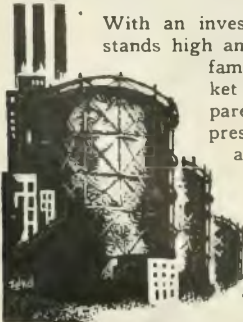
200 Fifth Ave.
New York, N. Y.

Union Bank Bldg.
Los Angeles, Cal.

37 So. Wabash Ave.
Chicago, Ill.

"Impressive Facts About the Gas Industry"

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



Robbins Publishing Co., Inc.
52 Vanderbilt Ave. New York

**GAS ENGINEERING AND
APPLIANCE CATALOGUE**

want him to do—not because he is convinced that it is right, but because we tell him it is. All wrong!

Usually, a "good" idea is a new idea. To us, that is, perhaps, its greatest attraction. To an executive, the fact that an idea is new is not at all in its favor. On the contrary, the executive type of mind balks at new ideas. Executives are afraid of them. They say they want "something striking—something original." My experience with the heads of many business concerns is that they want neither. They are like the theatrical producer with whom I once had unusually friendly relations. He said: "We say we want new ideas. We don't. We're afraid of them. We want old stuff in a new setting." Nine executives in ten feel that way. All the more necessary is it, then, that when a new idea in advertising is submitted it be presented—"sold"—with far more than ordinary intelligence.

I OFTEN wish someone had made that clear to me twenty years ago. I would have escaped many a humiliation. In this connection, I recall the comment of a one-time associate. Calling me by my first name, he said, "You give birth to a million-dollar thought. You put it before your associates as if it were a worm on an old shingle. You shove it at them and say 'Look at it!' They do look at it. Nine times in ten, that is all they do.

"I take an idea that isn't a hundredth part as good as yours, put it on a silver salver and add a few fern leaves by way of decoration. The idea is not exposed—it is covered up. I do not lift the cover. I don't tell the men who are sitting round the board-room table with me to lift the cover. Not on your life! One by one, I meet, honestly and logically, every possible objection to my idea. Then and not until then, do I lift the cover."

That man is a salesman. Which is why he is one of the most successful advertising agents in America. Most advertising managers are not salesmen. Which is why, frequently, they are "at liberty."

If I were an advertising manager again, I would, as I have always done, write my own copy—not because I believe I am the best all 'round copy-writer in the country, but because I believe I could in time make myself the best copy-writer in the country for the concern that pays me my salary. As advertising manager of that concern, I would have an advantage which no agency copy man could have—and that is a knowledge of sales and manufacturing conditions which no outsider can be expected to have. And that advantage, it seems to me, would more than offset whatever handicap I might be under as a copy-writer.

For art-work I would look to the advertising agency employed by my company, for I would know, without any one telling me, that the art-director of any well-organized advertising agency is much better qualified than I am to get for me the pictorial treatment my



- a recognized testing laboratory

IN industry, a testing laboratory such as the U. S. Bureau of Standards determines the worth of a tool or materials.

In the business paper field, the recognized testing laboratory is the Associated Business Papers, Inc. The qualifications are exacting and severe. An A. B. C. audit is only one of the requirements for membership in this Association.

Of as much, if not more, importance are high editorial principles, fair competition, clean advertising, the maintenance of fair rates, honest methods for obtaining circulation and a general publishing policy which seeks first of all, the highest degree of service to the field. All of this and more is covered in the A. B. P. Standards of Practice. And to remain in the association these standards must be ever maintained by a publication.

In industrial advertising, as in industry itself, good tools, or equipment, are essential. An advertiser's power of expression is limited by his means of expression.

A. B. P. papers are "tested" tools for you—they will carry your message directly to the buyer, a message strengthened by the influence of the medium.

The A. B. P. provides a standardized basis for the intelligent selection of business papers that are necessary to trade and industry, and indispensable to advertisers.

No longer need an advertiser, or his agent, guess which business papers should have the preference.

A. B. P. papers may be chosen with the same confidence with which you buy standard, trade-marked merchandise. Chosen not alone because they deserve it, but because *it PAYS*.

THE ASSOCIATED BUSINESS PAPERS, INC.

Over 120 papers reaching 54
fields of trade and industry

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

A. B. P.

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

The 1925 EDITION of the

AMERICAN NEWSPAPER ANNUAL & DIRECTORY

IS READY FOR DELIVERY

The present volume contains all the old features and some new ones. There are 100 specially engraved Maps and 350 lists of different classes of publications. Gazetteer information has been recently revised. Populations are from the latest figures.

The price is \$15.00, carriage paid, in the United States and Canada. An early order gives longest service of the book, and carries with it a copy of Mid-Year Supplement free of charge.

Address the publishers.

N. W. AYER & SON

PHILADELPHIA

PENNSYLVANIA

company should have. The fact that I might save a few hundred dollars a year by dealing direct with illustrators would not interest me very much; because I would believe that if the art-director with whom I worked is competent, I could get through him a better art treatment than if I looked after that department of advertising myself.

If I were an advertising manager again, I would be a company man first and an advertising man second.

I would not say, as I have said, more than once, "That is my affair, not yours." I would act on the belief that if one of my associates was sufficiently interested in me and in my work to offer suggestions, I should be grateful, not critical. The mere fact that he made a suggestion is evidence not only that he has the company's welfare at heart, but also that he is willing to accept some share of responsibility in the event that his suggestion is adopted.

Finally and from the standpoint of personal satisfaction, most important of all, I would, if I were an advertising manager again, try to find, in the business with which I was identified, some quality of public service. If I found it, I would devote myself, heart and soul, to the task of having it accepted as the foundation for my company's advertising. I would do this for two reasons: first, because of my belief that advertising which is based on the idea of public service is the best (and, in the long run, the most profitable) kind of advertising and, second, because of my belief that there is ten times as much pleasure in doing something constructive as in doing something which has nothing in its favor but that it is profitable.

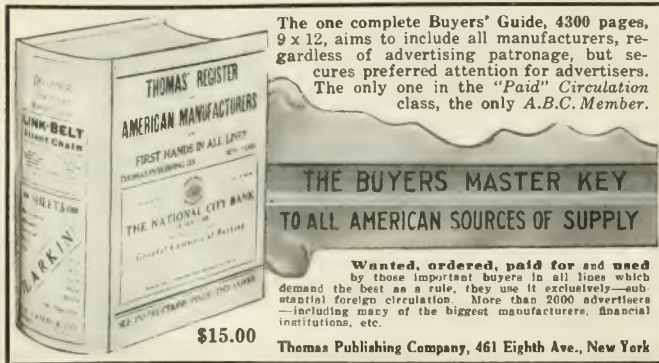
I speak from experience when I say that advertising which is done solely to make profit is more than likely to fail of its purpose. Likewise do I speak from experience when I say that advertising which is shot through and through with a desire to render a service to the public is more than likely to be profitable. Not only that, but there is a satisfaction in doing that sort of advertising which cannot be expressed in words.

Steffan Sedelmeier

Formerly of the General Electric Company and for the past five years connected with the marketing and advertising division in the service department of the Alexander Hamilton Institute, has been appointed assistant manager of the advertising department of the Institute.

Ewing Increases Staff

Frederick Moser, formerly cost accountant for the Phillips-Jones Corporation, New York, has affiliated himself with Joseph Ewing, same city, as manager of the sales cost study department. O. G. Carpenter, formerly of the Erwin-Wasey Company, Chicago, and lately with Ruthrauff & Ryan, New York, has joined Joseph Ewing as account executive.



The one complete Buyers' Guide, 4300 pages, 9 x 12, aims to include all manufacturers, regardless of advertising patronage, but secures preferred attention for advertisers. The only one in the "Paid" Circulation class, the only A.B.C. Member.

THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

Wanted, ordered, paid for and used by those important buyers in all lines which demand the best as a rule, they use it exclusively—substantial foreign circulation. More than 2000 advertisers—including many of the biggest manufacturers, financial institutions, etc.

\$15.00

Thomas Publishing Company, 461 Eighth Ave., New York



We asked for
one
—they gave us four!

REMEMBER the two advertisements shown above?

Early in December, we started to run a series of Pratt & Lindsey messages, explaining how our method of operating an advertising agency differed from the ordinary commission system.

We planned thirteen pieces of copy. After three years in business, silently working along, perfecting our system, our first public message appeared in this publication in December, 1924.

Up to that time, we had only three accounts—taking on but one new client each year since our organization in 1921.

Few, outside of our own clients, knew how we worked, how our retainer fee basis for both advertising and sales counsel gave results far beyond those expected of any "advertising agency."

We ask for one

In our first message, we explained our basis of operation, and asked *one* advertiser, whose annual volume was over one million dollars to investigate us.

Our "copy" was blunt, plain, unpolished. It was not "advertising." As a matter of fact, it was not even *written*—it was *dictated*, just as this message was dictated.

We merely told the facts as we saw them, about the agency business and about our business—and let it go at that.

We get four

Replies to our messages exceeded our expectations. They came from almost every State. Those outside of New York we returned with a courteous letter, explaining that we would be unable to handle the account because of the distance between us. We have no branch offices.

But we were offered our pick of at least a dozen fine opportunities to show our mettle.

We selected four *hard ones*—accounts that most agencies would rather not take.

We like the "hard nuts"—problems that require research, analysis, long and careful planning. We do not want the ordinary "placing" account that merely runs along smoothly with a few pieces of copy in a list of national papers—and nothing to do but "sit pretty," collect the commissions and "wear the high hat." There were two such accounts among the dozen offered us. We referred them to other agents.

All set for 1925

So, we are "all set" for 1925—with a waiting list. Please

do not misunderstand this to be a sample of excellent braggadocio—the great "I am" stuff.

We realize that our system works, that's all. And that more advertisers are willing to come to us than we can properly prepare for. Without slighting someone, we could not possibly add enough of the right calibre executives and organize fast enough to take on those prospective clients now on our waiting list.

We will continue to render conscientious, unbiased service to our clients—whether we ever get to the point where we can grow further or not.

And our advertising messages in this journal in the future, though they will continue, will not be bids for new business. They will merely further explain our basis of operation—a basis that earns us bonus checks from every client, in addition to our fees; so that when we are able to take care of another account our method will be known to all.

President

The PRATT & LINDSEY CO. INC.
Sales and Advertising
PRINTING CRAFTS BUILDING
461 Eighth Avenue—at 34th Street.
New York

"Get the boss's eye!"

ABOVE a sales manager's desk, where all his men will see it, is that sentence.

In the oil industry, the "bosses" are the real executives who find time to read that excellent monthly,

The
Oil Trade

Including Oil Trade Journal and Oil News

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

350 Madison Ave., New York

Chicago Tulsa Houston

Also Publisher of Fuel Oil and
The Petroleum Register

From the Transvaal

in far-off Africa comes an order for the Earhart Color Plan. Another has been received from England—one from Australia—four from Canada—an inquiry from Cuba.

It is enough for those who know Mr. Earhart to be told that he himself considers this last work—the Earhart Color Plan—his masterpiece. In it he has incorporated the knowledge of the laws of color harmony he has gained through an experience of more than fifty years.

The Color Plan will be easy to operate—you don't need to study all your life to understand it. Mr. Earhart has studied the laws of color harmony for you.

Why not capitalize on his knowledge? You can do it for ten dollars. Shall we reserve a copy of the Color Plan for you?

THE FEICKE PRINTING CO.
424-436 Pioneer Street Cincinnati, Ohio

Advertisers Want to Know About Advertising

[CONTINUED FROM PAGE 20]

cost we secured only 3192 sales, an increase of 604, or only 23 per cent. Charging the increased expenditure of \$26,000 all against the 604 additional sales, we actually lost money on that group and so made less profit on the business from the series of pages than from the series of halves.

This is only one instance, of course, but it is an example of the kind of information the direct advertiser has an opportunity to secure and which at least affords food for thought to the general advertiser who more or less blindly uses big space to secure domination without knowing whether he is really getting domination or what domination costs.

IT is unfortunate that this scramble for domination has forced greater and greater expenditures each year without a thought given to the law of diminishing return. This scramble goes back of the advertiser and extends to the publication which seeks domination in circulation in order that it may make a dominating appeal to the advertiser. Unfortunately for the advertiser, several publications get this same idea at the same time, with the result that high pressure circulation methods force increased millions of magazines into the same field. The advertiser uses them all or picks and chooses as best he can. A few years ago he may have been a consistent user of half-page space. He was told (or he may have had the inspiration himself) that he could dominate his competitors by using full pages. But they all did the same thing. He was told double spreads would dominate. He used them and found his competitors right with him. He was told color would dominate and he went to color, with so much company going along that color no longer is distinctive.

Where will this endless battle for domination end? Is the thought too grotesque that some day a disarmament conference may be called and some 5-5-3 ratio determined that will enable advertisers to live in peace and prosperity once more, enjoying the same relative attention, but with less strain on the vocal organs and the company's treasury and less waste in the cost of distribution?

And now for a consideration which while placed last in order of sequence might well be first in order of importance. I speak of advertising copy. It is another misfortune of advertising that the sequence of thought with regard to an advertising campaign is something like the following:

(1) You are going to advertise.

(2) You are going to spend half a million dollars.

(3) You are going to use the great publications, X, Y, and Z.

(4) You are going to use full page space.

(5) You don't know yet what you are going to say in the copy.

Yet copy is absolutely the sole factor upon which the success or failure of that campaign is going to depend. Remember again that copy is nothing more nor less than a salesman. Suppose you hired a salesman by the same formula. This would be your procedure:

(1) You are going to hire a salesman.

(2) You are going to pay him \$8,000 a year.

(3) His name must be Smith.

(4) He must be exactly six feet tall.

(5) You haven't any idea whether he can talk or what he is going to say.

But let's concede that you have secured a good salesman and you have agreed to pay him \$8,000 a year, exactly the cost of one full page advertisement in any one of several publications. What would you do with that high priced individual? Why, you would spend days and maybe weeks, preparing him for his work, training him, coaching him, helping him develop a presentation of your product that would make the most favorable impression possible and actually secure the greatest number of sales.

YOU have hired an \$8,000 advertiser to do the same thing, only it is going to call on millions while the salesman calls on a few. Its responsibilities and its opportunities are vastly greater than his. What do you do with it? Sometimes you give it the attention it deserves, but I heard the other day of a \$70 a week copywriter who boasted that he wrote 90 advertisements in one week. That's just about 78 cents each, and I'll bet it was 78-cent copy. I heard another copywriter boast that he wrote all the copy for a \$40,000 campaign at one "sitting." Is it honestly possible for advertising to do its job when the story itself, the all-important message to which everything else is a preliminary, is prepared under such circumstances?

Here are a few never changing fundamentals:

Selling effort and selling expense are necessary in the distribution of goods from source to consumer.

The purpose of advertising is to reduce personal individual effort and expense by actually making progress



Why Camels Achieved Leadership

A QUALITY cigarette, merchandised by a splendid sales organization and advertised in a manner familiar to every smoker, with copy he believes.

POSTER ADVERTISING CO., INC.

550 WEST 57TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago Atlanta Richmond Philadelphia Wilmington
Cincinnati Pittsburgh St. Louis San Francisco London, England

"To rise above mediocrity ~ ~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals."



Illustration from prize-winning advertisement deemed most effectively accomplishing its purpose in a few words with or without illustration. Award made to L. Hayward Bartlett of the Eastman Kodak Company.

To win a Harvard Advertising Award solely on the basis of the eloquence of a photograph is indeed an achievement. At the same time, however, it is ample testimony to the important relationship of the engraver's art to the finished advertisement.

¶ If you employ fine craftsmen to write your copy, and fine craft-men to illustrate it, it is inconsistent not to employ the best skill obtainable for the reproduction.

¶ The spirit of fine craftsmanship is the guiding spirit of our entire organization.

The **EMPIRE STATE ENGRAVING COMPANY**
165-167 William Street, New York

with the sale. To do this it must inform the public regarding the advantages of those goods, help it to understand their use, impress it with their value, convince it of their integrity, create desire for them, and thus make easier, quicker and less expensive their transfer from factory to home.

Advertising cannot do any of these things unless it is read. It will not be read unless it is attractive, interesting and informative.

A page or any unit of space in any publication is only an opportunity. Ill-planned, hurriedly prepared, ineffective copy in high priced space is the greatest, most direct waste in advertising today. Good copy in smaller space is better than poor copy in large space. Good copy in large space is infinitely better than poor copy in large space.

There has been many a case in which unusually effective copy in relatively small space has made a more definite impression on the public mind than ordinary copy in large units. What clothing advertising in all New York is so well known as that of Rogers Peet & Company? Yet their expenditures are a mere fraction of those of many other stores. What automobile advertising is read and remembered by more people than Jordan's? Yet you will not find his name in any of the published lists of the largest advertisers of the year.

Better advertising copy is bound to come. It will be the inevitable result of more intelligent concentration on the need.

E. N. Cedarleaf

Formerly director of sales and advertising service for the Walton & Spencer Company, has joined the staff of Lucien M. Brouillette, Chicago advertising agency.

Philip Ruxton

Of Philip Ruxton, Inc., New York, manufacturers of printing inks, has been appointed a director of the Harri-man National Bank, same city.

Frank B. Corner

Formerly New England representative of S. Sternau & Company, has joined the drug sales department of the W. O. Woodward Company, Inc., New York.

Van Name & Hills, Inc.

Is the name of a new art production concern recently organized by F. W. Van Name and David B. Hills at 11 East Thirty-eighth Street, New York City.

Clark Collard Company

Chicago, has been appointed to direct advertising for Dunbar & Company, same city, manufacturers of popcorn machinery.

Permanence in advertising



THE wise executive realizes that his most valuable asset is the continued good will of his customers. Through service and courtesy he makes every effort to build up that good will to a point of staunch friendship. It is just sound business policy!

But the good will advertising novelty goes on where service and courtesy cannot. It bespeaks an esteemed friendship and appreciation for business. Its real value lies in the fact that it continues to reassure him of this for years, forming an ever increasing bond of cordiality. And there are no friends like old friends!

The good will advertising novelty should be judiciously chosen, representing something with a real utility that will be kept and used from year to year.

Whether you want a high quality gift or an inexpensive "give away" novelty, we can make it. We can produce original designs and ideas for your exclusive use.

As the World's Foremost Manufacturers of Metal Novelties, we offer the most complete line of quality goods at prices which invite comparison.

The Greenduck Company
1729 W. North Ave. Chicago

Ask for our Catalog

THE GREENDUCK COMPANY
1729 W. North Ave., Chicago, Ill.
Gentlemen: Kindly send without cost or obligation a copy of your 1925 catalog of Good-Will Advertising Novelties.

Name

Firm

Street

City

State

There has been a change in Erie!

1924	- -	9,207,360 lines
1923	- -	7,997,859 "
Gain	- -	1,209,501 "

The figures above tell a story of Dispatch-Herald progress which are a greater testimonial than anything we can say.

Significant of the change in Erie which has given the Dispatch-Herald the lead is the fact that during the same period the second paper lost approximately 462,000 lines.

Significant is the fact also that the National gain was 461,175 lines.

THE DISPATCH-HERALD
CHAS. H. EDDY & COMPANY
National Advertising Representatives

NEW YORK
CHICAGO
BOSTON

PHOTOSTATS for economic and effective → VISUALIZATION

of

Campaigns, layouts, suggestions, borders, illustrations, booklets, charts, diagrams, maps, sketches, reports, letters, books, checks, testimonials, lettering, blueprints, advance plans.

"In Black and White"

When you have a testimonial "photostated" you have it all "in black and white" so that your customers can see the facts at a glance.

Photostats are becoming an important part of selling and advertising campaigns for they afford a sure and rapid way of making economical and effective visualizations—and good photostats are assured when you let us do the work. Ring John 3697—our messenger will call and return the finished work in a few hours.

COMMERCE PHOTO-PRINT CORPORATION

80 Maiden Lane, New York City
Telephone: John 3697

Quicker and cheaper reproduction

Hotel Belleclair



Only a Few Minutes from the Shopping and Theatrical District

The Highest Class and Most Conveniently Located Hotel on the West Side.

Room and bath, \$4.00.

Write for Booklet.

BROADWAY AT 77th ST.
NEW YORK



Selling Into the Home

[CONTINUED FROM PAGE 16]

Then comes *Occupancy*. In anticipation this is the period of living happily ever after. In real life, however, it is the period in which the family finds out how well it provided for its needs, how closely reality coincides with its dream and how nearly each contractor approximated the Utopian virtues of the specifications. The day of theory has passed—the house and its equipment is now subjected to the laboratory test of actual living.

I THINK that anyone who has built and occupied a home recently will testify that the foregoing is an intimate and workably accurate moving picture of the mental processes and experiences which accompany the act of home building. This picture, however, has been filmed from the inside angle. Let us see now how it looks through the lens of the sales camera.

First was the *Dream Period*.

This is the "anonymous period"—no divining rod has yet been invented which can tell a sales manager which families are dreaming dreams that will at some early date become actual realities of stone, brick, wood and plaster. From time to time, however, from families in this stage come in inquiries roused by advertising which betray that dreams are being dreamed. They constitute a type of inquiry which salesmen are all too prone to term "curiosity inquiries" and are apt to resent because, when followed up, no immediate contract is in sight. Fortunate is the sales manager whose men are "company minded" to a degree which will induce them, when the follow-up call is made, to lay a careful foundation for a potential future sale, no matter how distant that sale may seem at the time of the interview. The sales manager whose vision is limited to today's harvest of dotted lines obviously cannot expect much effective work from

his men on prospects who are in the *Dream Period*.

Then follows the *Decisive Period*. In the closing days of the *Dream Period* and early days of the *Decisive Period* comes the *peak of selling opportunity*. The instant that specifications are once approved sales resistance is multiplied many times over. Not only is it a normal inclination to "stand pat" but the fact that the actual bid, in the majority of instances, exceeds the original budget usually makes every "extra" an unwelcome idea, no matter how desirable it may be or how it may improve the ultimate result. Some owners, in fact, cannot be induced to deviate from the specifications as approved, and the cause of the tardy manufacturer is then made a hopeless one. It is a period of *now or never* for many commodities. Better one call at this time than five after sixty days have elapsed.

THE *Initial Construction Period* ranks second in the opportunity which it gives the salesman. Enthusiasm and interest are still in their first glow, but the factor of expense has grown into a considerably larger sales-obstacle. In this period, in our case, began that avalanche of mail solicitations for this, that and the other thing which rapidly wore down our willingness to listen to anything which was not strictly necessary to the actual occupancy and operation of the home. Salesmen, however, did not display any great interest for some weeks to come. Early in this period—as early as possible—is the time when foresighted landscape gardeners, decorators, furnishers, etc., will get in their most aggressive work and endeavor to tie up the decision and the contract, recognizing that every week of delay tends to reduce the size of the sale that the successful solicitor will make. All the while the family grows



One of a series of illustrations made for Potts-Turnbull, Inc., St. Louis, for Coleman Lamp Company

IT is a genuine pleasure to be able to announce that the Hiller Studios are now fully equipped to offer advertisers and their agencies a complete photographic art service.

The extraordinary facilities so necessary for the production of Mr. Hiller's famous illustrations are available for still life, out-of-

the-ordinary fashion, or to meet any requirements of commercial photography.

This department of the Hiller Studios will be under Mr. Hiller's personal direction, but should in no way be confused with Mr. Hiller's own illustrations. Prices will be comparable with those of any other high class studio.

LEJAREN à HILLER STUDIOS
461 Eighth Avenue, New York City

Chickering 6373

**Drawings in pen
& ink, wash, dry-
brush and color
for newspapers,
magazines, posters
and booklets.**

*Pictorial Retouching of
the most convincing kind*

LOHSE & BUDD

MURRAY HILL 2500
405 Lexington Ave. N. Y. C.

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

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

Thus, space reservations and copy for display advertisements to appear in the February 25th issue must reach us not later than February 16th. Classified advertisements will be accepted up to Wednesday, February 18th.

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. Fretel, Manager



Giving the most complete information on the gas industry that is available anywhere. Price \$10 per copy, \$7.50 to gas companies. Robbins Publishing Co., Inc., 52 Vanderbilt Ave., New York.

BROWN'S DIRECTORY
of American Gas Companies

**PROVE IT!
SHOW THE LETTER**

If your salesman could show skeptical prospects the testimonials letters and orders received from satisfied customers, it would remove doubt and get the order. Don't leave testimonials letters lying idle in your files—give them to your men and increase your sales thru their use. Write for samples and prices.

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

BOOT AND SHOE RECORDER
BOSTON

"The Great National Shoe Weekly." The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 12,423 copies weekly. (Member A. P. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

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.

**CARO-
BIANCO**

INDEPENDENT
Studios

more and more impatient to see the job finished and less and less willing to give salesmen an adequate hearing. By the time that

The Completion Period is at hand, impatience and the defensive attitude have become the dominating factors, the latter emphasized by the realization that unavoidable additional expenditures in connection with the house and its furnishings behoove caution on every further decision.

One stage only remains—*Occupancy*—and this is not, strictly speaking, a period of sales opportunity. However, it certainly should not be omitted from reference because it is most emphatically a period of opportunity for *keeping sold*, which the farsighted manufacturer uses to the utmost of his possibilities. This is the time when it urgently behooves every manufacturer of service items—furnace, heating system, plumbing fixtures, electric refrigerator, casement windows, incinerator, etc.—to appear at the finished house and make certain both that the installation is right and that the occupants are properly informed as to all details of proper operation. What one manufacturer terms "the intuitive genius of a new owner to misuse a product" is actively at work at this time and, unless quickly offset, is seriously apt to damage a manufacturer's reputation among the visitors who always flock to the new home. To assume, simply because an architect specified an item, that the owner understands its virtues is perilous practice.

FROM the outline just completed a suspicious reader might be inclined to try to read between the lines and assume that 3176 Falmouth might have exceeded its budget. In all fairness to architect and contractor that ghost should be laid promptly. It was built on a lump sum contract, unforeseen extras ran only two per cent of the contract figure, and the interior furnishing expenditures came to less than our most optimistic estimates. The importance of cost in our case was a normal reaction to salesmen who forced this topic to the forefront.

Now let us retrace our steps and enter again the *Decisive Period* in which the fortunes of various manufacturers were determined insofar as 3176 Falmouth was concerned.

The first step was at the architect's office. I appeared first and in the initial twenty minutes established in the architect's mind those few points which were *sine qua nons* in my desires. Mrs. Powers then joined us and, with the aid of some clippings and memoranda, completed the picture which I had begun. It should be here added that her ideas had been very definitely formed by a thorough course of personal reading in the most suitable books, architectural publications and class magazines and, hence, could be efficiently and exactly given to our architect.

This was in the fall. Because no

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construction was to be attempted until spring, detailed drawings and specifications were not rushed through nor were bids taken for several months.

In this period we would have been the ripest of prospects for sales work—but with a self-protective instinct—we did not make public our intentions to build, even conversationally among our intimate friends, nor did the architect make any announcement of the fact. The winter proved a period of calm in which, with new zest, we added to our assimilation of building lore.

In February we descended into specific details. The specifications were submitted, embodying those points which we had insisted upon and filled out in all other points by the architect's judgment. Here we were asked to approve a host of details on which we had comparatively little information—the purely mechanical points, the behind-the-scenes material, the utilitarian items which had not previously obtruded themselves on our consideration. These we accepted virtually en bloc as submitted—relying willingly though blindly on the architect's recommendations. Much was done that day which a score of salesmen and sales correspondents, with wholly negligible success, tried later to undo. One-fifth the effort which followed later, if expended in January, would have proved more fruitful than all the frantic attempts of the next five months, had these unsuccessful manufacturers only known that we were in the market.

ON March first or thereabouts we inspected the various bids and accepted one of them. At this point came the only noteworthy changes in the first draft of the specification. On being asked for suggestions as to where savings could be accomplished without detriment to results, the contractor proposed a few changes of relatively minor individual and collective importance. Just over \$900 came off the original program and, except for a certain few later details, also of an incidental nature, the contractor's influence on the character of materials ceased. (I do not mean by this, however, to say that he was not allowed the usual privileges in the selections of many of the staples where any of two or more brands were equally acceptable to the architect. I merely want to point out that he was, in this instance, a relatively small factor in influencing the use or installation of materials or equipment of a kind individual to a single manufacturer.)

On April 15 ground was broken. Interest rose to fever heat. No detail was too inconsiderable not to be noted carefully on our frequent last-of-the-afternoon trips to the scene of action. We would still have listened with eager attention to salesmen who came to us with a plausible message concerning our future domicile. Few came. Those that did were, in the main, brought by our own invitation—not by their own initiative. Oddly enough, even

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BOX 222
Advertising & Selling
Fortnightly
52 VANDERBILT AVE.
New York

these were not in the least aggressive as yet. Landscape gardeners and landscape architects were surprisingly uninterested. Our flow of direct mail, on the other hand, began to show a marked increase in quantity.

First flushes of enthusiasm consume themselves or, at least, tend to be greatly modified. By June, when we left the city for a month's trip, by common consent we were ready to lay the new house to one side as a topic of conversation, taking a vacation from it as well as from other routine.

ON our return the house was so much nearer its final form that it automatically rekindled our active interest in details. We utilized this interest on hardware, fixtures and interior decorations—the items not included in the lump sum contract. Furniture began to go out for re-upholstering. We came into the active market for another group of commodities and services. Their sales representatives, however, did not yet deign to appear, even though folders, letters and booklets from their offices plainly testified that we were on their prospect lists.

And in October we moved in—October 16, to be exact.

On that same day came the climax which typified the personal sales-effort applied on us all through construction—the visit from the interior decorator related in the opening paragraph.

His tardiness was simply the exaggerated example of what we saw all through the progress of the house—salesmen coming in with their personal efforts after their particular opportunity was closed against them for all time, so far as we were concerned.

When the specifications were still open to modification on all points, no one called.

In the interim between the time that the specifications were approved and the day that ground was broken, no one called. During the early weeks of construction few salesmen appeared.

After the heating installation was well along toward completion, we began to hear from the representatives of competing furnace and heating system manufacturers, though, obviously, there was nothing for anyone to gain then in even granting them the courtesy of allowing a hearing.

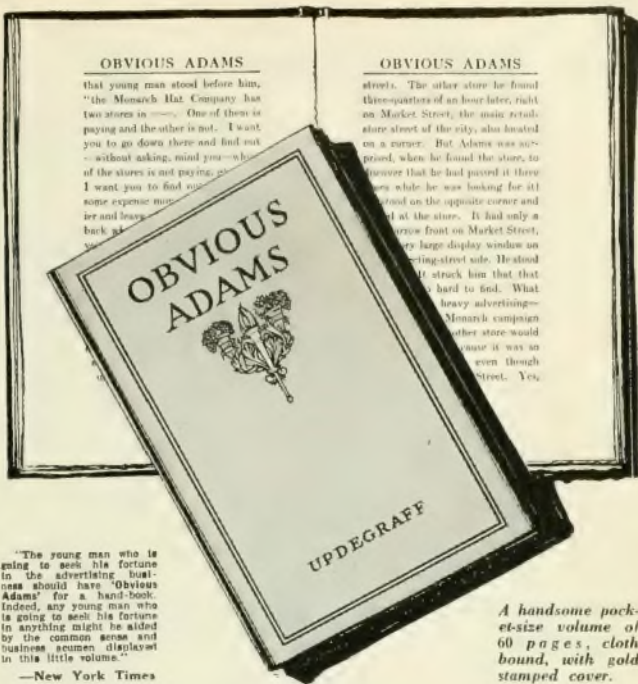
Not until the painters and finishers were half through their work did we begin to hear from decorators.

It was a continual repetition of effort timed too late.

[This is the first of three articles on the subject of "Selling Into the New Home." In the second installment (to appear in our issue of February 25) Mr. Powers will support the general statements made in the foregoing with some actual incidents, selected from his experiences with material and equipment salesmen.]

John Budd Company

Has added to the staff of its New York office Edmund Hume, M. J. Foulon, J. F. Byrne and W. C. Johnson.



"The young man who is going to seek his fortune in the advertising business should have 'Obvious Adams' for a hand-book. Indeed, any young man who is going to seek his fortune in anything might be aided by the common sense and business acumen displayed in this little volume."
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Certainly every agency executive and contact man ought to have the book. And as for copywriters, Prof. George Burton Hotchkiss says in his latest book, **Advertising Copy**: "The immortal Obvious Adams of Robert Updegraff contains a wholesome lesson for every copywriter. For it was sheer common-sense, the feeling for the practical and the suitable, that enabled Adams to succeed where more gifted copywriters had failed."

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

Free Mailing Lists
Will help you increase sales
Send for FREE, catalogues, price lists and
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merchandise, state and local, industries,
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etc.

99¢ Guaranteed **5¢** each
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ROSS-Gould Co. 404 N. St. Louis
10th St.



It Depends on How He Got It

In the "preferred" customers' sales-room of a very high-class jewelry establishment in an uptown office building in New York. One of the partners is showing me "some of the nicest things we have."

"This," he said, picking up a pearl necklace which to my ignorant eyes looks almost as attractive as if it had come from a ten-cent store, "is \$12,000. Isn't it a beauty? These"—exhibiting a pair of emerald and diamond earrings—"are \$12,600. The pearl in this ring," he went on, "is the largest in the world. \$10,000! For a smaller pearl, not so beautifully mounted, So-and-So got \$40,000, a couple of years ago. These," pointing to another pair of earrings, "are \$11,500."

"To buy such things," I said, "a man must have more money than he knows what to do with."

"Not necessarily," was S——'s answer. "It depends on how he got it. A man on a modest income who has made a killing in Wall Street is more likely to buy expensive jewelry than a much wealthier man whose wealth comes slower though in much larger amounts. You know," he continued, "there are an awful lot of people who believe that real estate and jewels are about the only things there are that are permanently valuable."

Five and Ten-Cent Stores

The Woolworth stores—there were 1358 of them on May 21, 1924—did a business last year of considerably more than \$200,000,000. Yet their expenditures for advertising are practically nil.

I do not believe that the management of the Woolworth Company is opposed to advertising or that it is convinced that sales, great as they are, could not be made still greater by the right kind of advertising. That, I believe, is the problem they face—to determine just what kind of advertising is the right kind for them.

They are not in the position of the majority of department stores, which feature "specials" in their advertising, for almost every one of the thousands of articles in the Woolworth stores is a "special." To list and describe any

large proportion of these articles would not be likely to do much good. But, it seems to me, if the Woolworth Company, once a week, would tell the buying public something about its policies—how it buys, where it buys, why it buys, when it buys, what margin of profit it makes and what sort of arrangement it has with its sales people, good would result.

To my mind the most extraordinary thing about the Woolworth stores is not that the prices at which they sell goods are low, but that, practically without exception, their sales people are so even-tempered.

The Triumph of Man

Within a hundred miles of New York is a city which Nature intended to be beautiful. Man has made it ugly; and, judging by what has been accomplished thus far, he will make it uglier.

It has, to begin with, two rivers, which is one more than most cities have. Across these rivers have been built not one or two or even three, but five bridges whose lack of beauty is appalling. Nor does the desecration of Nature stop there. The hills which surround the town and which in Italy or France would be a delight to the eye, are covered with ramshackle structures of almost unbelievable ugliness.

It is in such cities as this that the foundation of many a great fortune is laid; but I often wonder if money which is made amid such surroundings is worth having. It enriches a few families, enabling them to live where and as they please. But at what a cost to the unfortunates who are condemned to spend their lives in an environment almost totally devoid of charm!

A Little More Recognition, Please

The motion picture people have their own ideas as to the relative importance of the men and women who, in the aggregate, make pictures possible. Apparently, they do not think very much of authors. On the posters the names of the producer, the director, the "star"—heaven help us—are displayed in type that can be read two blocks away, whereas the name of the man or woman who is responsible for the story appears in letters so small that, unless your eyesight is exceptionally keen, you need a magnifying glass to decipher them.

If the motion picture people are sincere in their statement that "the story is everything," why do they not give the author a little—only a little—more recognition?

JAMOC.



ON MARCH FIRST WE MOVE

from
52 VANDERBILT AVENUE

to
9 EAST 38th ST.

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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.

TOYCO Promotion BALLOONS

Toyco Promotion Balloons have a powerful child appeal. Ask us how to hitch this force to your sales. Write Sales Service Dept.

The TOYCOFT RUBBER CO.
ASHLAND, OHIO

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.
In 1876 THE AMERICAN ARCHITECT was founded on the theory of the greatest possible service to the greatest number of architects.
Today its success measure: the value of its service. A. B. C. statements reveal its success in the matter of circulation. Advertising reports show that it annually carries the largest volume of advertising in the field.

243 West 39th St. New York

Shoe and Leather Reporter

Boston

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

keith m shaw
advertising art



SELL BY DIRECT-MAIL ADVERTISING

"Anything that can be sold can be sold by mail!"
Back up your salesmen. Sell small, isolated items without salesman. With one letter a merchant sold \$63,393.00 in 10 days; a retailer sold \$22,836.20 in 30 days. Send 25c for a copy of POSTAGE: Muzzling and actual copies of these two letters. If you sell, you need POSTAGE. Tells how to write result getting letters, folders, booklets, house wrap tapes. \$2 a year for 12 numbers full of usable profitable selling ideas.
POSTAGE, 38 E. 18th St., New York City

Topeka Daily Capital

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

Topeka, Kansas

Is Consignment Selling Economically Sound?

[CONTINUED FROM PAGE 26]

which apparently believed it could use the eagerness of manufacturers to sell to them as a lever to secure goods without bona fide order or on a very long dating—nearly six months in this case. The garment manufacturers, by combined action, made this department store see how entirely unfair and un-economic was such a proposal, inasmuch as it amounted to a request for the manufacturer to finance the opening of the store, thus placing him upon an unfair preferred credit basis not enjoyed by the store's competitors.

THE other instance was that of a famous and long established department store in the West which has been making an extensive practice of asking that goods be placed with it on consignment. Concerted effort on the part of several groups of manufacturers through their association resulted in an admission by the head of this store that the practice was un-economic and a repudiation of the store's policy of asking goods on consignment.

This policy, among department stores especially, has been in line with a general policy among large retailers of pressing with great insistence for other than standard business terms, and utilizing the weakness of numbers of smaller and more poorly capitalized manufacturers to compel acquiescence. Uniform and organized opposition of the smaller manufacturers, especially in the garment and dress industries, has proved fairly effective in combating this. However, very few department stores are at all convinced of the fundamental economic unsoundness of this practice, and persist in it. Department stores have, in recent years, made very hard struggles to keep their cost of doing business from mounting and part of their tactics has naturally been to try to make manufacturers bear part of their store's logical costs, if they could "get away with it."

It is not always fully appreciated that the manufacturers consigning goods are virtually in the retail business, since they own the retailer's stock. In fact, it is by no means an unknown plan for a manufacturer or a wholesaler to go into the retail business and to "set up" the retailer by giving him goods on memorandum or consignment.

This system is precisely parallel to that which prevailed before Prohibition in the brewing field, when, as was well known, large brewers owned considerable numbers of saloons by means of a loose credit relationship amounting to a consignment plan. The situation was

virtually that the brewers were in the saloon business, and much the same thing can be said of various other manufacturers or wholesalers who are in the retail business by virtue of the same method. The fundamental unsoundness of the consignment method is thus further illustrated, for it results in hidden ownership and in putting manufacturers into the retail business when they know little about it and do not assume full responsibility.

The legal complications of consignment have long been known to business lawyers and credit men. In fact, the legal situation is not a little involved and full of surprises, as there are states in which a consignment must be recorded in order to be valid in case of bankruptcy. There are nebulous terms used in some of the laws in defining consignment.

It is very wise indeed to have all consignment shipping done with the aid and supervision of legal counsel. The laws of each particular state must be complied with if there is to be credit safety. There is, however, adequate protection under such laws for consignment when bankruptcy comes, as a receiver or bankruptcy trustee cannot attach such goods.

Very naturally, such a means of escaping credit responsibility as consignment affords lends itself to abuse. Fraudulent consignment agreements are made up to keep part of the bankrupt's goods from being seized, and much of the dispute and controversy in bankruptcy cases arise from consignment matters. Some manufacturers rush representatives to the bankrupt in order to take the consigned goods out of his hands, and operate consignment plans with the express purpose of holding on to ownership in case of failure or other eventuality.

IT has been argued that book publishers should consign a quantity of all of their new books to all book sellers and thus eliminate the admitted risk to book sellers in buying books of unknown salability. The chief strength in this argument appears to lie—first, in the fact that this is actually done in other countries, and, second, that possibly book purchasers in the book store may thus see all books published and examine them and perhaps purchase.

The serious flaw in this argument is, of course, that the public won't. The dealer's help is needed to make sales, and the dealer's stock must be selective according to local need. It is un-economic for the retailer to become the indiscriminating warehouse of all book

publishers; and, of course, the same is true of retailers in other lines. His rental and other costs would almost prohibit it. Sound business psychology further indicates that his morale would suffer and he would become a mere cash register merchant with no ability or incentive. The net result would be the decline of retailing and the narrowing of sales.

Another common argument for consignment is that peculiar trade conditions warrant it. Consignment is frequently confused with long dating. In the shoe field many manufacturers are in the habit of shipping the spring line of shoes to the retailer in the late fall, so that the stocks will be on the shelves of the retailer ready for the first sign of spring, instead of cluttering up the shoe factory. This is not a true consignment practice but rather a long dating plan, as the orders are bona fide. This plan, however, opens up the subject of off-standard business practice in shipping goods and its effect upon the morale of retailers. The shoe retailers are not noted for being extraordinarily good merchants, quite possibly because of the deleterious effects of such a system. While there is a bona fide order in such instances, the practice of return of goods at the end of the season invalidates the genuineness of orders, while the long advance ordering tends toward carelessness and abuse.

M. P. Gould Company

New York, has been appointed advertising agents for the Sterizol Company, Ossining, N. Y., manufacturers of Sterizol Antiseptic and Sterizol Salve, and for the Polaris Company, New York, manufacturers of Polaris Dental Poulitice.

Dorrance, Sullivan & Company

Have been retained to direct advertising for Vocalion Red Records, the manufacture and sale of which has been taken over recently by the Brunswick-Balke-Collender Company.

Arthur Weisenberger

Formerly general manager for Alfred Fantl, resident buyers, and secretary of Alfred Fantl Company, Inc., foreign representatives, has joined the L. S. Goldsmith Advertising Agency. Mr. Weisenberger was at one time director of research for the National Retail Dry Goods Association.

Devine-MacQuoid Company

Is the name of a new firm of newspaper representatives organized at 103 Park Avenue, New York, and the First National Bank Building, Chicago. The officers of the new corporation are Robert MacQuoid, president, and James J. Devine, secretary and treasurer.

Paschall Elections

Stockholders of Irvin F. Paschall, Inc., Chicago advertising agency, elected the following officers at the last meeting: Irvin F. Paschall, president; F. U. Webster, vice-president; A. W. Schaaf, secretary and treasurer.

“WHO IS THIS FELLOW?”

• He's a Sportsman—because he is young, virile, keen, he likes the things that take him out of doors—he's a golfer, a tennis enthusiast, a trap-shooter, a camper, a yachtsman. And, because his wallet is never flabby, his togs and his equipment are of the best.

• And he's a good a sportsman as he is a business man. Here are some of his pet hobbies:

- | | | |
|-------------|-----------------|-----------|
| Boys work | Billiards | Fishing |
| Music | Moving Pictures | Boating |
| Hunting | Swimming | Gardening |
| Motoring | Books | Baseball |
| Radio | Bowling | Dogs |
| Photography | Athletics | Travel |

He's a fellow worth talking to.

Eastern Representatives:
Constantine & Jackson
7 W. 16th St., New York

THE ROTARIAN

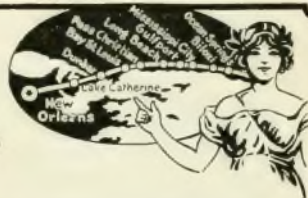
The Magazine of Service

Mid-West Representative:
Howard I. Shaw
126 West Madison Street, Chicago

Member Audit Bureau of Circulations

Advertising Manager, Frank R. Jennings, 221 East 20th Street, CHICAGO

America's Riviera



—That's what this section of the Mississippi Gulf Coast is called—with its sapphire waters, its sheltered harbors, its white sand beaches, its balmy air and sunshine-filled days.

Winter resort visitors to America's Riviera read the Daily Herald, published in the midst of this prosperous territory.

National Advertisers, you'll find when you use the columns of the Daily Herald that your selling messages have readers who are receptive and well able to buy.

THE DAILY HERALD

GULFPORT MISSISSIPPI BILOXI
Geo. W. Wilkes' Sons, Publishers

HOTEL ST. JAMES

109-113 West 45th Street, Times Square
NEW YORK, N. Y.

AN hotel of quiet dignity, having the atmosphere and appointments of a well-conditioned home. Much favored by women traveling without escort.



Rates and Booklet on application
W. JOHNSON QUINN

EARL B SHIELDS Advertising

IN consideration of the monthly retainer fee which most of our clients pay us for the handling of their direct advertising, we do not follow the usual agency practice of adding a 15 per cent charge for the supervision of art work, engraving, printing and other mechanical work, but re-bill those items at the net cost to us. In many instances that saving amounts to more than the retainer fee.

1623 HARRIS TRUST BLDG.
CHICAGO

A manufacturing city of 100,000 people backed by a rich agricultural district

Business is good in South Bend

South Bend News-Times
Daily and Sunday

Lorenzen & Thompson, Inc.
National Representatives

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

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. JACKSON BLVD. CHICAGO

BUILDING AGE and The BUILDERS' JOURNAL

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

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

Advertise Knit Goods

in the only two papers that cover the knitting industry completely.

UNDERWEAR & HOSIERY REVIEW
SWEATER NEWS & KNITTED OUTERWEAR
321 Broadway, New York

Don't miss an issue of the Fortnightly. Send in your old and new address one week before the change is to take effect.



MOVING

How Far Can the Trial Offer Be Pushed?

[CONTINUED FROM PAGE 21]

SALES may hit a fair average but show little signs of wider coverage, and to accelerate a wider distribution for the product the trial offer is adopted as a method to stimulate interest. By the trial offer a product may work its way into new territories and by its operation create interest among nearby non-users.

This influence is particularly valuable and is often in itself a factor of sufficient value to make a trial offer proposition a success. Industry is quick to recognize and adopt new methods—and news spreads rapidly. The fact that a company is using a machine or device of a certain distinctive type is conveyed by personal visitation or brought to the attention of other plants through shop gossip. And thus the spread of distribution is aided.

As a means to secure certain desired information, the trial offer possesses real merit. Naturally, the concessions made by the manufacturer behind a trial offer proposition entitle him to impose certain conditions under which the offer may be accepted, and when these conditions are built around a collection of various items of desired data the trial offer often proves to be a magnet of great strength.

For example, a manufacturer of a device used on drill presses may wish to know how many machines are in use in the shop to which his product is sent. Likewise, a concern exploiting boiler compound may desire to secure data regarding the number of boilers in use. Such information, coupled with the names of individuals and their titles, furnishes valuable material in the working out of an aggressive sales campaign and is of particular value in the follow-up. A carefully worded coupon may be the medium by which such facts are secured, or a condition attached to the trial offer may be that certain wanted facts be disclosed by letter.

Not every product lends itself to a trial offer plan, and there is a marked difference between sending out an article on trial and installing heavy and expensive engineering equipment such as a battery of mechanical stokers. While it is true that the stoker installation may be sold on a guaranteed basis of efficiency and must live up to the ratings included as part of the sale, it would not be feasible to advertise stokers as being sold on trial. On the other hand, small articles and accessories whose operation is more or less immediate and independent of peculiar engineering conditions may be successfully distributed on the basis of a trial.

Thus, the manufacturer of cutting

tools made of some new combination of steel may advertise the facts that a special assortment may be purchased on trial, acceptance depending on the demonstration given by the tools under actual working conditions. A manufacturer of belt dressing for the big driving belts in power plants may be so confident as to the superiority of his product as to offer to send a supply on trial, banking on the noticeable results when used to get the order across. Such products have in themselves the ability quickly to prove or disprove the manufacturer's claims, and if they possess real merit the chances are all in favor of a sale being made.

Care must be taken, however, in wording the conditions of a trial offer and writing into it the real meaning which the manufacturer has in mind. The following questions are typical of what the manufacturer may ask himself in order to check his sales policy and the things he is trying to accomplish.

SHALL the product be sent absolutely free, charges prepaid, and no later payment asked for? Shall the product be sent subject to thirty days' trial, the user to pay the price at the end of the stated period? Shall the user be asked to pay for the shipment at once, with the understanding that the money will be refunded at the end of the trial period if operation or results are not satisfactory? In the case of a material (such as a barrel of grease or boiler compound) shall the user pay for the shipment with the understanding that if not satisfactory it may be returned at the expense of the manufacturer and credit given for the portion not used?

Quoted direct from a number of industrial publications, the following are typical of the way some of the more common forms of trial offers are worded.

"Let us send you a Sarco on ten days' free trial. If not satisfied, you may return it at the end of that period and we will make no charge for the trial." This offer applied to a steam trap.

Another is worded, "A free trial on a money-back-if-not-satisfied basis will allow you to participate in the several savings. Drop a postal in tonight's mail asking us to send you a trial halfbarrel." This offer applied to a grinding lubricant, for use in machine shops.

A manufacturer of engine cylinder oil advertises his trial offer, "Order a barrel and use it for ten days. Test it against other oils you have been using. If you are not perfectly satis-



You Who Have So Little Time for Reading ~ Save Time by Reading This

RADIO, golf, motors, movies, conventions, conferences, travel—all have sped things up so in

the last ten years that reading magazine articles has just about become a lost art.

That's where the Fortnightly jumps in! It has no "articles" in the old-fashioned sense. You aren't asked to read dreary essays; or long detailed descriptions of what some General Manager said to his Board of Directors in praise of publicity.

The Fortnightly has for contributing editors men of vision and mature experience. Its columns attract contributions by the soundest thinkers. Its articles are not written by "reporters," but by men who are themselves in the front rank of modern advertising, and know its day-to-day problems.

Just run through the list of 12 titles alongside. See if they aren't the very things you hear talked about by most intelligent sales and advertising men you know.

Charles Austin Bates, Robert R. Updegraff, Kenneth M. Goode, William R. Basset, John Lee Mahin, Marsh K. Powers—all contribute regularly to the Fortnightly. Men like these discuss with sanity and vigor and—most important of all—unfailing resourcefulness, new problems facing marketing executives and advertising men. They look at things constructively

but are fearless in attacking conditions that need to be remedied. As F. St. Elmo Lewis says: "The Fortnightly has dared to say things about advertising and selling that have long needed to be said to all of us. It has said them with a constructive vigor that has stimulated and helped."

The Fortnightly hopes to help jar advertising out of some of its favorite fallacies, unproved theories, moss-grown traditions and, through ideas, help build in their place exact knowledge and clear, courageous, clean-cut thinking.

If you believe we are on the right track—if you believe the Fortnightly is the sort of magazine that helps advertising progress—sign the coupon blank at the bottom of this page. Even if you have other publications, you will find the Fortnightly useful, and one single idea you are likely to pick up on any page in any number may well pay you 1000% profit on your subscription!

Start your subscription with the next issue. Bill for \$2.00 will follow. If you don't like the first few copies we'll return your money.

12 Typical Articles by Recognized Authorities, which have appeared during the past few issues.

- When Pays for the Advertisement That Doesn't Pay for itself? Kenneth M. Goode
- Our Right to Decline to Sell. Carl Weeks, President, The Armand Company.
- How Price Controls the Market You Reach. William R. Basset, President, Miller, Franklin, Basset & Company.
- Farm Markets and the Changing Complexion of Rural Life. Arthur Capper, U. S. Senator from Kansas.
- Getting the Credit Man Into the Sales Department. V. V. Lawless.
- Our Dealers Help Us Run Our Business. Fletcher H. Montgomery, President, Knox Hat Company.
- How the Jordan Advertising Is Written. Edward S. Jordan, President, Jordan Motor Company.
- Can House-to-House Selling Cut the Cost of Distribution? Alex Moss.
- Are You One of Advertising's Overspenders? Robert R. Updegraff.
- Where Is America Marching Industrially? Floyd W. Parsons.
- What Yesterday Can Teach Advertising's Tomorrow. Charles Austin Bates.

ADVERTISING AND SELLING FORTNIGHTLY
52 Vanderbilt Avenue, New York City

Please enter my subscription for one year (26 issues). Send me bill for \$2.00 when first issue is mailed. (Canada \$2.50 yearly. Foreign \$3.00 yearly in advance.)

Name _____
Address _____
City _____

Company _____
Position _____

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fied, ship the barrel back to us at our expense and we will credit you for what remains."

There is still one more factor to be considered about a trial offer, and this concerns the amount of space in the advertising copy which should be devoted to it. Shall the trial offer proposition be introduced at the end or shall it be displayed prominently and the copy built around it?

Manufacturers must decide these points for themselves, but this thought is thrown on the table as a possible guide in reaching a decision: A trial offer tacked on at the end of a piece of copy offers the reader the opportunity to act, while a trial offer featured as the keynote of the copy pushes the reader into taking action.

That industrial buyers do act on trial offers is certain. How far the trial offer may be pushed depends entirely upon the part it plays in a manufacturer's sales plan and how earnest that manufacturer really is in wanting greater distribution.

John Clark Sims

Has been elected vice-president of the Frank Presbrey Company and will be associated with Alfred Gratz in the management of the Philadelphia office. He will also be general representative of the company in serving national advertisers. The Presbrey Company will move its Philadelphia office to the Cunard Building, 220 South Sixteenth Street, on March 1.

James McClymont

Has left the Savage Arms Company, where he was director of sales of the electric appliance division, to become vice-president and sales manager of the George W. Dunham Corporation, Utica, N. Y., manufacturers of electric clothes washers and other labor-saving devices.

George C. Carothers

Formerly of the executive staff of the Copper and Brass Research Association and Special Envoy of the United States Government to Mexico, has been appointed special representative of Homebuilders Exhibits, Inc., New York.

Arthur Rosenberg Company

New York, has been appointed advertising counsel to the Sturges Multiple Battery Corporation, Jamaica, L. I., manufacturers of automobile and radio batteries.

Kenneth W. Hinks

Former head of the Chicago office of the J. Walter Thompson Company, has been transferred to the San Francisco office. Henry C. Campbell, formerly chief of the Division of Research of the Bureau of Foreign and Domestic Commerce, Washington, succeeds Mr. Hinks in the Chicago research department.

J. H. Newmark, Inc.

New York, have been retained as advertising counsel to the Liberty National Bank, same city.

Advertising Calendar

FEBRUARY 13—Monthly meeting of Eastern Industrial Advertisers, Benjamin Franklin Hotel, Philadelphia, Pa.

FEBRUARY 16-18—Annual convention of the Seventh District of the Associated Advertising Clubs of the World (Missouri, Kansas, Oklahoma, Arkansas and Louisiana) at Wichita, Kan.

FEBRUARY 27-28—Convention of the Eleventh District of Advertising Clubs of the World (the Rocky Mountain region) at Boulder, Col.

MARCH 1-3—Convention of the Fourth District of the Associated Advertising Clubs of the World (Georgia, the Carolinas, Florida, Alabama, Mississippi, Tennessee, Cuba, Porto Rico and the Canal Zone) at Jacksonville, Fla.

MARCH 12-13—Convention of the Screen Advertisers' Association at Cleveland, Ohio.

MARCH 25-26—Convention of the Agricultural Publishers' Association at Chicago.

MAY 9-14—Associated Advertising Clubs of the World, Houston, Texas.

MAY 10-14—Annual convention Association of Newspaper Classified Advertising Managers, at Houston, Tex., in conjunction with general convention of A. C. of W.

MAY 10-15—Association of Newspaper Advertising Executives, Houston, Texas.

MAY 15—Convention of the Twelfth District of Advertising Clubs of the World at Briarcliff Lodge, N. Y.

JUNE 2—Advertising Managers' Conference, William Penn Hotel, Pittsburgh, Pa.

JULY 20-24—Convention of the Pacific Coast Advertising Clubs at Seattle, Wash.

OCTOBER 28-30—Convention of the Direct Mail Advertising Association at Boston, Mass.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.

"Electric Light and Power"

Has moved into new quarters at 360 North Michigan Avenue, Chicago, and increased its personnel. Additions to the staff are as follows: Carl E. Harris, formerly of the McGraw-Hill Company, New York, and the Keystone Consolidated Publishing Company, Pittsburgh, has joined the Chicago business staff. M. A. Smetts, formerly of the Penton Publishing Company, Cleveland, the Billings-Chapin Company, Cleveland, and the McKinley Steel Company, has been placed in charge of a sales and advertisers' service at the Hippodrome Building, Cleveland. Lenard S. Biespiel has joined the market research and copy divisions of the service department.

F. W. Schnirring

Formerly advertising manager of the Dairymen's League Cooperative Association, Inc., has become advertising manager of the Sonora Phonograph Company, Inc., New York.

Fred H. Pinkerton

Formerly of I. Newman & Sons, Inc., New York, has been appointed advertising manager of the C. R. DeBevoise Company, Newark, N. J., manufacturers of brassieres.



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.

Help Wanted

ADVERTISING SALESMAN for established successful weekly specialized business paper. Must be first a good salesman,—second know something of retail distribution, and its relation to wholesale selling and sales promotion,—third must know and believe in the power of systematic advertising to the dealer,—fourth should have an agency acquaintance,—fifth perhaps he'll know textiles and ready-to-wear, but this isn't essential if he is a resourceful, reliable and industrious salesman. Straight salary to commence—commission later. Every application for interview will be received in strict confidence. Give all details in full in first letter. Box 240, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

SOMEWHERE A MAN IN THE MAKING

would develop into a crackerjack good advertising salesman if given opportunity, training and experience.

He would have to be a worker, keen and alert, to take full advantage of his opportunities, and a "hound on the trail" when he picks up the scent of an order.

Ability to furnish good copy ideas would be a valuable qualification.

I WANT THAT MAN for my business paper established many years and the leader in its field.

Replies will be ignored unless definite salary requirements are given.

Replies to be sent to Box 232 in care of Advertising and Selling Fortnightly, 52 Vanderbilt Ave., New York City.

BETWEEN JOBS

A man of good character, personality and address can find a profitable part-time occupation selling subscriptions to business men for high grade business publication. Box 234, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Position Wanted

A PRODUCER OF RESULTS WANTS A JOB AS ADVERTISING MANAGER OR ASSISTANT. Now employed as branch advertising manager of a national advertiser selling to Industrials, Utilities, jobbers and dealers. Experienced in all phases of advertising copy, layouts, production. Direct mail, sales promotion, merchandising. Age 27, University education. Salary \$275 a month. Box No. 338, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Capable, energetic young woman, thoroughly qualified to manage printing production in advertising agency and follow job thru. Estimating and printing cost experience, best methods of economical supervision in ordering. Familiar with paper sizes and grades, electrotyping and photo engraving. Box No. 241, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Position Wanted

ADVERTISING MANAGER seven years' experience; now advertising manager for large manufacturer; alert, original, sound, exceptional record. Age 27; college training; excellent reasons impel me to change position. Box 210, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Young man studying advertising at N. Y. University in the evenings desires to make connection where he could gain some experience. Have three years training in other fields covering selling, correspondence, etc. 21 years of age. Salary secondary. Box 233, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

ASSISTANT SALES MANAGER

An understudy for a big man. A sales promotion man with selling experience. Have written and directed advertising. Field research experience. Box 211, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

A. I. Artist for color, black and white illustrations, layouts, dry brush, desires connection with live organization; broad experience; married; Cleveland or Detroit preferred. Box No. 239, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

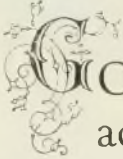
ADVERTISING and sales director would like to talk with any manufacturer who contemplates marketing a new product, or extending the sales of a product in the toilet goods or patent or sundry line; have advertised and merchandised some of the best-known products in this field; expert in preparing campaigns; specializing on dealer co-operation and sales production; no stock-selling proposition considered, and will deal only with responsible principals with ample capital having meritorious products; references of unusual excellence. Box 235, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

TECHNICAL ADVERTISING MAN AUTOMOTIVE EXPERIENCE

Sold Automobiles. Sold Advertising Specialized for past 3 years in planning and writing copy on automotive accessories and other technical products. Ready to handle copy for manufacturer of automotive accessories or similar products. Or to handle technical accounts for agency. 26 years old. Married. Steady. Dependable. Salary, \$55 to \$65 a week. Box 242, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

SALES-ADVERTISING EXECUTIVE

A new connection is desired by a man who is now sales and advertising manager of a large drug products business. He has previously held executive positions in large office equipment and hardware corporations, and has had advertising agency experience. In addition to his domestic experience, he has established and organized large businesses in foreign countries. He is 36 years old, has a 100% personal and business record, and would like to be investigated by any concern needing a \$10,000 man. Box 216, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

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



STANDARD RATE & DATA SERVICE, 536 LAKE SHORE DRIVE, CHICAGO

A New

IRON TRADE REVIEW

Appeared on February 5th

MORE attractive, interesting, and informative than ever before. Iron Trade Review is now coming out in an entirely new garb which will further strengthen the exceptional reader interest that has always been enjoyed by this great industrial publication. ¶ The number of colored pages including the famous Business Trend section has been doubled. Each issue hereafter will lead off with a smashing illustrated feature dealing with the gripping fundamentals of American business—its problems and its activities. ¶ All this of course is in addition to those great industrial news features, market reports, and accurate price quotations which have brought executive readers to Iron Trade Review from everywhere. The new Iron Trade Review means reader interest plus.

The Iron Trade Review, now in its forty-second year, is published every week at Cleveland, Ohio. It is one of the six Penton Publications, which also include Daily Metal Trade, The Foundry, Abrasive Industry, Marine Review and Power Boating. Iron Trade Review is a member of A. B. C. and A. B. P. Branch offices are found at New York, Chicago, Pittsburgh, Boston, Washington, Cincinnati, San Francisco, London, Birmingham (England), Paris, and Berlin.

The Chicago Tribune

- a Main Road for bond buyers

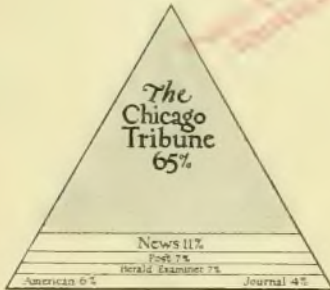
Bond Advertising

in Chicago Newspapers
during 1924

Chicago Tribune	469,219
News	88,165
Post	54,282
Herald-Examiner	53,528
American	41,660
Journal	26,846

760,730

These figures were compiled by the Advertising Record Co., an independent audit bureau supplying lineage statistics to all Chicago newspapers.



THERE are usually several ways to go from one town to another but there is one main road—best paved, widest, most direct. Of course, it is the most crowded, and some folks think that a handicap. In the long run, however, if you want to get from point to point with certainty and economy, you do well to stick to the main road.

Financial advertisers realize this in Chicago. They know that The Chicago Tribune can do for them everything that they expect from their advertising more quickly and more economically than all other Chicago papers combined.

Therefore, Chicago bond houses which check results spend more than half of their advertising appropriations in this one great newspaper.

Advertisers accustomed to the situation in other cities find it difficult to believe that one paper can possibly have secured such a preponderance of influence in its field. The newspaper of largest daily circulation in New York has 20% of the total week day newspaper circulation volume. In Chicago, on the other hand, The Chicago Tribune has 30% of the total circulation of week day newspapers, and, notwithstanding its 600,000 readers, remains as it has been for 78 years—a class newspaper.

Therefore, The Chicago Tribune is the big, broad, direct highway from financial advertisers to the bond-buyer in the Chicago Market. This market, by the way, is not only the city of Chicago but more than 1,000 communities throughout Illinois, Indiana, Iowa, Michigan and Wisconsin, in every one of which The Tribune is read by the majority of the bankers, manufacturers, professional men and other community leaders. A large claim, but we can prove it.

Business is good in The Chicago Territory and it is going to be even better during 1925. There is no more profitable market for the financial advertiser and no market which can be worked so efficiently from the advertising standpoint. Ask a Tribune man to call.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Week Days and Over 1,000,000 Sundays