

Advertising & Selling

FORTNIGHTLY



By Goesle-Roese Studio for Pinellas Country Club.

MAY 6, 1925

15 CENTS A COPY

In this issue:

“Winning National Distribution for a Local Product” By E. J. CURTIS;
“Quality Circulation from the Publisher’s Office” By SARA HAMILTON BIRCH-
ALL; “The Best Contract Arrangements to Make with Branch Managers”;
“When the Salesmen Lack the Necessary Confidence” By GEORGE R. MILLER

ON

When The People of Chicago Buy—

they logically look for their shop news and buying information in The Chicago Daily News, because they are accustomed to finding it there.

And it is there. Not the least of the journalistic services that The Daily News renders the buyers of Chicago is the extent, variety and comprehensiveness of its advertising. Every day this advertising is in effect a directory and guide to everything offered for sale in any part of Chicago. The reader doesn't have to "borrow another paper" to find what is wanted. It is all advertised here—display and classified.

The Daily News is called "the department store of newspapers" because of the comprehensiveness of its service to its readers—in news, editorial features and advertising.

Its scope and variety of reader interest are paralleled by the scope and variety of its advertising, and its readers are responsive in both.

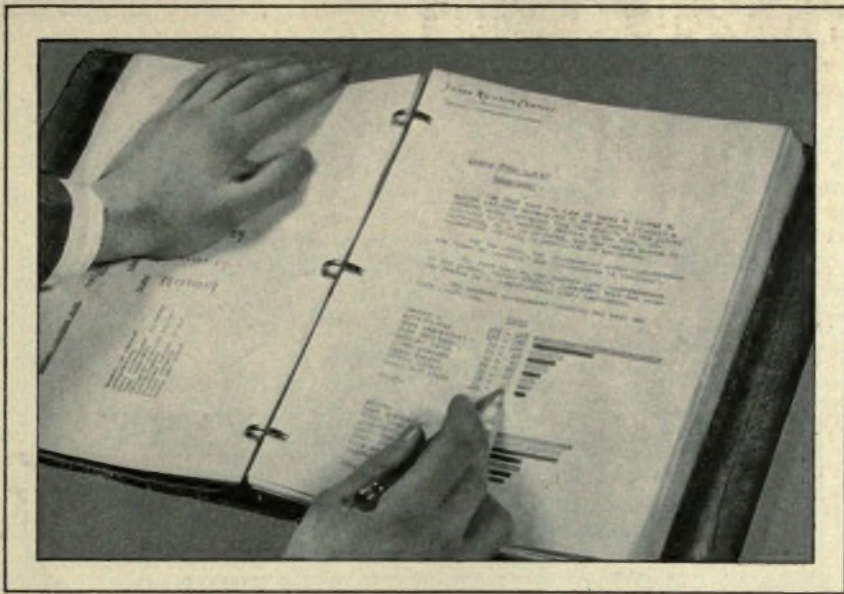
THE CHICAGO DAILY NEWS

First in Chicago

Bound 487209

AP 19 '26

Periodical



Are your customers 12 to 1 *for or against you?*

THE owners of a certain business had decided that their product must conform to prevailing styles. Accordingly, they had designed and pushed models in which the feature that had been basic in the product originally was obscured if not almost lost sight of.

But in spite of this effort to do what seemed to be the right thing, sales slumped. The situation became serious. They at length realized the need of finding out what people really thought about their goods.

A Richards Field Survey was undertaken. When it was completed, the findings left no room for doubt. Ninety-two per cent of those users who were interviewed said that they bought the product because of the features it had as originally designed. In other words, by a majority of 12 to 1 *they didn't give a hang for style!*

Although this case is extreme, it is our judgment based on experience that no manufacturer should try to decide marketing problems without first knowing exactly how his cus-

tomers view his goods. Hence our first step in arriving at advertising and sales plans is to get the views of many people, sometimes thousands of consumers, retailers, and jobbers. This first-hand information, together with our recommendations, is called a Richards Book of Facts and becomes the exclusive property of the manufacturer.

For such manufacturers, a Richards Book of Facts is a constant source of sales and marketing information. One business head expresses its value when he says, "Instead of guessing blindly and stumbling along in the dark, I now have a fund of practical information that provides a logical background for everything I do."

Our new booklet "Business Research" tells how "Facts first" may be applied to a business. Write for a copy.

JOSEPH RICHARDS COMPANY, INC.
251 Park Avenue 41 New York City
An Advertising Agency Established 1874

Member AMERICAN ASSOCIATION ADVERTISING AGENCIES

RICHARDS "Facts first—then Advertising"
TRADE MARK REG.

**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
TAO TEA BALLS
NEW-SKIN

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



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

Page 5—The News Digest

Doyle, Kitchen & McCormick, Inc.

Is the name adopted by a new advertising agency which has opened offices at 2 West 45th Street, New York City. It is headed by Harry B. Doyle, formerly vice-president of the Philip Kobbé Company, Inc.; Victor C. Kitchen, formerly copy and research chief of the Bates Advertising Company and vice-president and secretary of the Philip Kobbé Company, Inc.; and Clifford J. McCormick, formerly general manager of the Lawler, McCormick Company. R. F. Vander Gheynst, until recently assistant treasurer of the Philip Kobbé Company, Inc., has been appointed secretary of the new company.

Hicks Advertising Agency

New York, will direct advertising for Richard J. Hickson Fashions, headed by Richard J. Hickson, American couturier, now engaged in creating fashions for wholesale national distribution through exclusive agencies.

McLain-Simpers Organization

Philadelphia and New York, will direct advertising for the Diamond State Fibre Company of Bridgeport, Pa.

Frank LeRoy Blanchard

Advertising manager of Henry L. Doherty & Company, New York, who has retired from the field of advertising teaching after twenty years of service, was honored at a recognition dinner at the Hotel McAlpin on the evening of April 30. Ex-Governor Charles S. Whitman presided, while among the speakers were George B. Hotchkiss of New York University, Earnest Elmo Calkins of Calkins & Holden, and Burt B. Farnsworth of Springfield College.

Campbell-Ewald Company

New York office, will direct advertising for the Anti-Stall Company, Inc., Mount Vernon, N. Y., manufacturers of a device which automatically prevents an automobile from stalling so long as there is gasoline in the tank and electricity in the battery.

Will Hammell, Inc.

Has been organized by Will Hammell, for the last six years art director and visualizer with Frank Seaman, Inc. The new organization is located at 25 West 45th Street, New York.

W. O. Woodward Company, Inc.

New York, will handle distribution, sales and dealer display advertising nationally for the Dorothy Vernon toilet preparations, manufactured by the Jennings Manufacturing Company of Grand Rapids, Mich.



The Thumbnail Business Review

By Floyd W. Parsons

LOOSE talk does a vast amount of damage year in and year out. It is difficult to determine which class holds the record for the highest percentage of mistaken forecasts—the rank optimists or the extreme pessimists. Fortunately a great many of our people have taken time to check up prophecies in recent years that were only guesses suggested by careless observation.

❑ I doubt if there has ever been a time when there was a better foundation available on which to build a sound and profitable business structure than we have today. Basic business conditions are better than they have been at any time since the war ended, and they are as good as they ever were before the war started. There never has been a time when our industries were free of difficulties or confronted by serious problems. There has never been a time when it was impossible to point to several great industries that were in the throes of depression.

❑ We have not permitted ourselves to be carried into a period of inflation. Let us be equally determined that there shall be no journey in the other direction. The slight recession in certain lines of business is perfectly natural. It is not at all surprising or unusual that with some weakening of prices there should be a tendency to defer orders. The first quarter of this year showed the largest volume of railroad tonnage and the largest volume of payments through banks ever recorded during this same period of any year. For every unfavorable fact right now, it is possible to set forth ten others that are constructive and encouraging. The present situation is one that demands a study of more economical methods, and while this means a slow growth, it also indicates a type of expansion that will be sound and sure.

Louis Charles Rosenberg, Inc.

New advertising agency, has opened offices at 171 Madison Avenue, New York.

Dorrance, Sullivan & Company

New York, will direct advertising for Pathex, Inc., same city, manufacturers of a complete photographing and projecting motion picture outfit for amateurs, and the Zenitherm Company of Newark, N. J., makers of thermo-static fireproof flooring and building material. Alfred Strasser has returned to Dorrance, Sullivan & Company as art director after a year and a half of service supervising art and mechanical production work for the General Motors Export Company.

Cadillac Motor Car Company

Has appointed MacManus, Inc., Detroit, to direct its advertising. MacManus, Inc., served in the same capacity for a period of more than twelve years during the earlier developments of the Cadillac models but was succeeded not long ago by another agency.

F. J. Ross Company, Inc.

New York, will act as advertising counsel for the Pooley Company of Philadelphia, manufacturer of radio cabinets.

Pedlar and Ryan, Inc.

Is the name of a new advertising agency which has been formed by Louis C. Pedlar and T. L. L. Ryan, until recently associated with Barton, Durstine & Osborn, New York. L. J. Delaney, formerly with the Audit Bureau of Circulation and the Thresher Advertising Service, will be in charge of rates and media. The new concern has opened offices in the Postum Building, 250 Park Avenue, New York, and will direct advertising for the following: Bristol-Myers Company, Ovington Brothers Company, Knox Hat Company, Inc., Flint & Horner Company, Inc., and the Lightolier Company, all of the same city.

Reimers & Osborn, Inc.

Is the new corporation name adopted by the Carl Reimers Company, Inc., upon the association with it of Gardner Osborn in the capacity of vice-president and director. Mr. Osborn was formerly with Barton, Durstine & Osborn. Previous to that he had been associated with J. Walter Thompson Company and Hoyt's Service, Inc., and had been manager of the merchandising department of the Butterick Publishing Company.

Irvin F. Paschall, Inc.

Chicago, will act as advertising counsel for the Juvenile Wood Products Company, Inc., of Fort Wayne, Ind.

Chicago Advertising Council

Has elected the following officers for the coming year: Homer J. Buckley, president; John H. Logeman and G. Raymond Schaeffer, vice-presidents; Paul Van Auker, secretary.

[ADDITIONAL NEWS ON OTHER PAGES]

Locate your worth while market



Consider two families living side by side on the same street—the Joneses and the Browns.

The two homes are not strikingly different. The Joneses' is a little better built and a little better kept up. The grocer's car, the milk wagon and the postman stop a little oftener at the Joneses than at the Browns. The Joneses' home is better furnished. There are more of the luxuries which have become necessities—a phonograph, a radio, a car. You will find, if you look up the tax records, that the Joneses own their home, while the Browns rent theirs.

It is difficult to learn such facts. Even if you could look inside these two homes, you would not be conscious of the really striking difference between them. That difference is one of state of mind.

But one sure method of discriminating is the telephone wire running to the Jones house and not to the Brown house.

The telephone is the symbol of the difference. It does not make the difference. It simply means that when the Jones family had risen to where life was sufficiently full of contacts and interests and needs and wants to make the telephone a labor-saving device in the business of living, the telephone was installed. The Browns do not have a telephone because in their home the receiver would hang on its hook all day long undisturbed.

To think of the market for any article whatsoever in terms of one hundred and ten million people is futile. Advertise to those who understand your message and are responsive to an advertising and selling appeal. The telephone is the surest index of this market. One-third of the country's homes have telephones, and it is conservative to estimate that they buy two-thirds of the advertised commodities sold.

It is a good thing for the national advertiser to aim at—coverage of the 8,500,000 families in the telephone market—and obviously the telephone subscriber circulation of a number of magazines must be added together to total more than eight and a half million.

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

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

The Literary Digest



Exterior View of Assembling Department

TRENTON, NEW JERSEY

"The City of Diversified Industries"

Has an International Reputation in the manufacture of
MECHANICAL STOKERS

THE Wetzel Mechanical Stoker, which is manufactured in this city, has been generally conceded as being the most economical mechanical stoker on the market.

Wetzel Stokers insure a coal saving of from 15 to 20 per cent and in large plants where they are used one man does the work of six that would be required if the boilers were fired by hand.

Concerns such as United States Steel Corpn., Hershey Chocolate Co., E. I. Du Pont de Nemours & Co., John Roebling's Sons Co., Pennsylvania Railroad Co., New York Central Railroad and other large power plants in America and foreign countries are users of Wetzel Stokers.

This is number eleven of a series showing the industries of Trenton. For reprints of other advertisements, request envelope "P."

Trenton Times

TRENTON, NEW JERSEY

Kelly-Smith Co.

NATIONAL REPRESENTATIVES

Marriage Bldg. | Lytton Bldg.
New York | Chicago



John A. Roebling's Sons Co.



E. I. du Pont de Nemours & Co



United States Steel Corporation



Hershey Chocolate Company

Biggest Issue in
Our History
—*in advertising*
—*in circulation*

!

THE BUTTERICK
QUARTERLIES

rank as the largest and most widely
circulated all-fashion magazines

More than a
Million

with the Summer 1925 issue

®

BUTTERICK
Publisher



"His Spirit Still Lives!"

Humor—and Sanity

This drawing by Charles Dana Gibson appeared shortly after the death of President Wilson. It expresses the perpetuation of a beautiful and imperishable ideal, and resulted in the voicing of more public sentiment than any other drawing published in *Life*.

It is this rare combination of humor and sanity—this ability to interpret the sentiment of the country—that has breathed into *Life* the national significance it possesses.

Life's country-wide appeal has attracted to it a subscription list of intelligence and substance—a group advertisers find it profitable to reach.

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
B. F. Goodrich Rubber Co.
Holeproof Hosiery
Lambert Pharmaceutical Company
Parker Pen Company
Pierce Arrow Motor Car Co.
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
Davey Tree Expert Company
Wm. Demuth & Company
A. B. Dick Company
W. L. Douglas Shoe Company
Dreicer & 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
Hotels Statler Company
Hupp Motor Car Company
Robt. A. Johnston
Lehn & Fink
Liggett & Myers (Fatima)
Maillard's
Mohawk Rubber Company
Munsingwear Corp.
Nordyke & Marmon 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
Weyerhaeuser Forest Products
Wrigley's Gum
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.



WHY is it that hundreds of thousands of readers in the past decade have taken the trouble to write to us—"stories as good as yours we can not find in other magazines?"

We call our readers "The Small Town Public." That is because they dominate in the rural heart of the land which gave us Lincoln and Mark Twain and has bred our leaders in literature, statesmanship, art, and business.

They are that inarticulate majority to whom the ringing majesty of the Bible's English means nearly as much as its spiritual significance—and infinitely more than the stylistic cleverness of our current intellectuals.

They are the people who have kept alive the names of Shakespeare, and Dickens and will continue to do so when the best sellers of today are forgotten.

They want, first of all, an absorbing story about human beings of their own kind whom they know and understand.

They want an inspiring theme encouraging them in their own hopes and ambitions, renewing their faith in life and love, in humor, honesty and beauty, in heroism and sacrifice.

To them, surface sparkle and social puppetry mean nothing; the profound facts of human emotion, the prevailing truths of nature, mean everything. And the form, the mode of expression, is unimportant. They can appreciate the truth whether glimpsed through the immortal poetry of a genius or through the simple craftsmanship of an unknown author.

Artistry thrives in an atmosphere of leisure; to the great mass of the people who make the wheels of the world go round, it is not important. In their hundreds of thousands they turn every year to PEOPLE'S HOME JOURNAL fiction where they find those human truths to which they are far closer than is the literary dilettant.

PEOPLE'S HOME JOURNAL fiction is rooted in the soil of man's common life. It is grounded in the human nature of the ages, not tuned to the passing jazz of the hour.

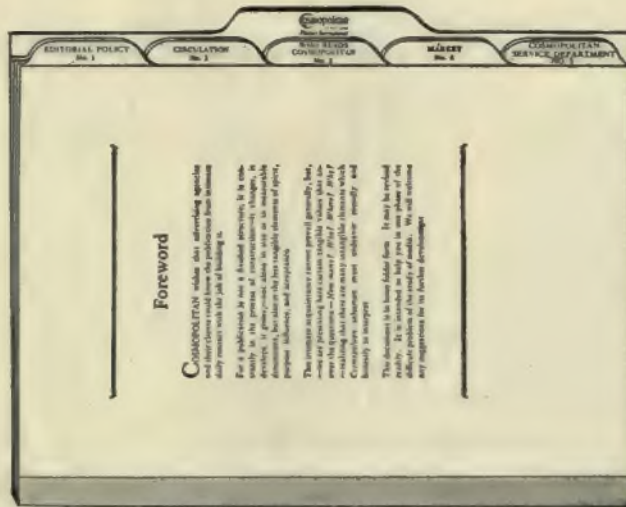
Its writers come up from the ranks with one burning story forged in the heat of some intense personal experience, an experience sooner or later familiar to all. Often these writers go on to other conquests in literary craftsmanship—but unless they again strike those sparks that flashed forth in the first story, their later work appears in pages other than ours.

Based, thus, on those eternal values which may enter either into great art or merely into popularly appealing stories, the PEOPLE'S HOME JOURNAL fiction policy has been constant for three generations.

It has imitated no other, followed no passing vagary of fiction fashion. It has not had to feel its way in zigzags, because it has had one straight line easy to follow, the true perspective of life as the common man sees it. Its magnetic hold on the average reader comes from the same source as does the vitality of the race itself—it comes from the rich subsoil of clean human emotion on which all civilization is founded.

PEOPLE'S HOME JOURNAL

Announcement



∞ ∞ *Cosmopolitan*, with which is combined *Hearst's International*, announces the issuance of the Standard Data File.

This file has the approval of the American Association of Advertising Agencies, and is designed to establish a standard of definite practice in the filing of publication information.

It contains all of the essential statistical facts relating to *Cosmopolitan*; the facts likely to be required when making up lists. It eliminates the existing haphazard method of filing and substitutes an orderly, concise system always available for quick reference.

Additions and replacements will be furnished each month, thus keeping the file complete and up-to-date.

Distribution of the Standard Data File has been practically completed, but a copy will be sent, on request, to any recognized advertising agency that has failed to receive one.

Address Advertising Department
Cosmopolitan, 119 West 40th Street, New York, N. Y.



2,000 Beauty Letters Have a Message for You!

IF you are an advertiser of toilet goods or of beauty products, be sure to read "An Advertising Manager Interviews a Beauty Editor"—just off the press.

It contains an analysis of 2,000 letters written by Delineator readers to Celia Caroline Cole—Beauty Editor of The Delineator,—as brought out in an interview with George S. Fowler, Advertising Manager of Colgate & Co.

When are women most anxious for beauty helps?

Why do they buy *this* face powder, instead of *that*?

What is the "Note of anxiety"?

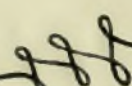
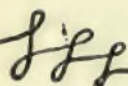
The beauty problems of women, their needs and fears, are all in this fascinating summary. It tells what they look for in your goods—and how you can appeal to them successfully.

A copy of this booklet will be sent, free, to executives. Please address:—H. S. Lines, Butterick Building, New York City.

THE DELINEATOR

THE DELINEATOR *and* THE DESIGNER

(The Butterick Combination)



Advertising & Selling

FORTNIGHTLY

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© Brown Bros.

All Aboard for Houston!

ANOTHER milestone on the road to more friendly business relations among the nations of the world is marked by the twenty-first annual convention of the Associated Advertising Clubs of the World, for which the stage is set at Houston, Texas. The general sessions will be addressed by speakers who represent the best thought of the industries and callings in which they are interested. Departmental sessions will be held by seventeen different groups, while the Pan-American Trade Conference will crystallize the opportunities for business development in the nations to the south of us. The program in detail will be found elsewhere in this issue.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, *General Manager*

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Telephone: Caledonia 9770

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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

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

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

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

Copyright, 1925



FOR almost a century Grand Detour Steel Plows have been familiar and invaluable tools wherever sticky soils have called for an easy-scouring mold-board.

Founded at Grand Detour, on the Illinois River, where it built the world's first steel plow—moving to Dixon nearby when the railroad came through—growing steadily through prairie-breaking days and keeping step with the latest in tractor farming, here's a plant that hasn't missed a payday in close to ninety crowded years.

The McCann Company is proud, and justly so, of its ten-year connection with Grand Detour Plows. It's an honest story we have had to tell—one of honest workmanship and well-earned prestige. A welcome opportunity for "*Truth Well Told.*"

THE H. K. McCANN COMPANY

Advertising

NEW YORK
CHICAGO

CLEVELAND
LOS ANGELES

SAN FRANCISCO
MONTREAL

DENVER
TORONTO

MAY 6, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors: Robert R. Updegraff Marsh K. Powers Charles Austin Bates
Floyd W. Parsons Kenneth Goode G. Lynn Sumner Russell T. Gray
Alex Moss, *Managing Editor* Frank Hough, *Associate Editor*

Winning National Distribution for a "Local" Product

By E. J. Curtis

Vice-President, Curtis Companies, Inc., Clinton, Iowa

THIS might be called the story of another product that "couldn't be advertised." The product is millwork—or in everyday language, woodwork. To a great extent millwork was, and is, manufactured in planing mills equipped to seek business only in limited territories. It seemed necessarily that kind of business; not one that could be expanded greatly, protected by trademark, and advertised nationally.

But perhaps it does not pay to set definite limits to what advertising can or can not be asked to do. We have advertised millwork for a number of years, and the advertising has helped us to attain a marketing position that we could not have attained in any other way.

One of the first things we had to do was to stop speaking the technical language of the trade, and talk like consumers. "What is millwork?" our advertising agents asked; and when we explained that it was woodwork

used in the finish of houses and included doors, windows, sash, stairs, china and linen closets, built-in cabinets, and a number of other articles, they said, "Why not call it wood-

work?" We agreed, and immediately became the joke of the industry. When we attended conventions we used to be greeted by our friends with, "Well, how are the woodwork manufacturers getting along?" Fortunately, we were not selling to *them!* We persisted. Today probably ninety per cent of the concerns in our line make woodwork and call it that. We have evidence that it pays to talk the language of consumers.

The marketing story starts with the company's origin, nearly sixty years ago. At that time, and for many years thereafter, great rafts of logs were floated down the Mississippi River every spring from the lumber camps of Minnesota and Wisconsin. The sawmills of Clinton, Iowa, took a share of the logs and converted them into lumber; and in 1866 C. F. and G. M. Curtis, brothers, came to Clinton and with what capital they and their uncle could scrape together, began manufacturing sashes and doors in a plant that



WHEN the lumbering industry of the Middle West was in its infancy great rafts of logs were floated down the Mississippi River every spring from the lumber camps of Minnesota and Wisconsin. As time passed, however, these forests disappeared and the lumber men were forced farther afield to more inaccessible regions. To cope with the new situations the logging industry developed new methods for transporting their produce to the markets. Now both of the main plants of the Curtis Companies are supplied with California lumber

looked like merely a good-sized barn. They had ample supplies of raw materials close at hand, they sold locally and in neighboring towns within a radius of fifty or a hundred miles, and they built up a good business.

In time, however, they foresaw that a day would come when no more logs would be floated down the Mississippi. The forests were disappearing. In order to protect themselves and have a business left when that day came, they established a second factory at Wausau, Wisconsin. It was organized as a separate company. But instead of shutting up shop at Clinton, as they had anticipated, the time came when both plants were operated with lumber from California.

Further growth came about in much the same way. Jobbing houses, to which later were added manufacturing facilities, were opened at Sioux City, Minneapolis, Lincoln, Chicago and Detroit. Although the ownership of the various houses was rather well centralized each house was a separate corporate unit, and covered a limited sales territory in what was believed to be the natural way for this kind of business.

Thus it came about that Curtis companies were scattered widely over the middle west, serving a great many customers, governed in general by the same policies, but not consoli-



The building show ranks almost on a par with the automobile show in point of popularity and appeal. Many of the larger cities throughout the country put on annual building shows—"Own Your Home" expositions, as they are sometimes called. All exhibits carry the name and address of the dealer. And at many of these—principally in towns where there are Curtis dealers—comprehensive displays of Curtis products are put on

dated and unified in their efforts. One of the units might even fight another for business when they encroached on one another's territory.

The coming of the second generation into the management brought changes. First of all, the scattered units were consolidated in the present organization, Curtis Companies, Inc. Today that concern is the largest of its kind, with annual sales several times larger than ten years ago. There were a number of marketing advantages in consolidation. It put an end to the practice of fighting ourselves for business in overlapping territories. It encour-

aged the economies of large-scale production. And perhaps most important of all, it enabled us to unify our sales practices and undertake a general campaign for business.

Since the consolidation the basic structure has been modified somewhat, but for the most part has remained the same in those territories where we were already established. The former separate units at Chicago, Minneapolis, and the other cities now operate as branch headquarters, with warehouses and some manufacturing facilities. But more and more we have been attempting, as far as possible, to centralize manufacturing at Wausau and Clinton because of the very great economies of large-quantity produc-

tion. By incorporating this effort definitely in our selling plan, and showing the dealer how he and we can mutually profit by keeping orders on schedule so as to ship in carload lots about once every thirty or sixty days, we have been able to effect considerable savings, maintain an even production load, and at the same time increase our business.

In territories entered since the consolidation, sales are all handled centrally from our Clinton office, but with branch sales offices in Baltimore, Pittsburgh and New York. It is in these newer, virgin territories, that

[CONTINUED ON PAGE 42]



Interiors of permanent display rooms are located in the offices of Curtis dealers at different points. In the past five years the display room idea has become more and more popular with the retail lumber dealer. Such displays have enabled the dealer to show his customers how woodwork looks when finished and installed in the home. Interest is also aroused in other materials which the dealer handles

Quality Circulation from the Publisher's Office

By Sara Hamilton Birchall

IN discussions of circulation, I find people have a strong tendency to drift off into theory; to think in the abstract millions, rather than in terms of the living, breathing, spending human family of which circulation is composed.

So, I want to take Mr. Bates calling with me on some families I know. Typical families, I think. Families that flash up in my mind whenever I think of mass circulation, of quality circulation based on culture, and of quality circulation based on buying power.

The magic carpet, please, genie, for Mr. Bates and me. Home, please, genie, in the year 1905.

Home is in the northeast section of Kansas City, on a car-line street edged with rows and rows of *Ladies' Home Journal* style houses on fifty-foot lots. My Uncle Harrison and my Cousins Bessie and Lottie, and I, live in one of them. Uncle Harrison has a little factory, in Kansas City, Kansas, and a little vegetable garden on the back of the lot which he rises at 5 a. m. to tend. Every night he brings home the meat for supper. Now and again he splurges with a porterhouse steak which Bessie cooks a trifle reproachfully.

Bessie keeps the house spick and span, and does all our sewing, making over and piecing very cleverly. One of her great triumphs is the construction of a Sunday dress from Uncle Harrison's old grey summer trousers, combined with a yard and a half of grey silk. Lottie is a stenographer. I am a senior in high school. Next year I will begin working my way through college.

We do our own washing, ironing, cleaning, cooking, preserving, sewing and mending. We are nobody's

Editor's Note:

FEW articles that the FORTNIGHTLY has published have aroused such widespread comment as "What Do We Mean When We Talk About Quality Circulation?" by Charles Austin Bates in our issue of April 8. Mr. Bates' comments brought a response from Earnest Elmo Calkins—"What One Man Means by Quality Circulation," which was published in the issue of April 22. Herewith we present to our readers an article written from the publisher's point of view, by Sara Hamilton Birchall, promotion Manager, Condé Nast Publications. In the next issue L. E. McGivena, of the *Daily News* (New York) will be given the opportunity to present the viewpoint of the mass circulation newspapers. We feel that it is only fair to let Mr. Bates—since he started the discussion—have the last word in an article that will follow that of Mr. McGivena's. Meanwhile, of course, we welcome letters from readers who agree or disagree with the conclusions reached by the several participants in the discussion. Some such letters will be found in the current issue (see page 36).

As was mentioned in connection with the first article on this subject, our readers should not reach the conclusion that any single article expresses the FORTNIGHTLY's editorial viewpoint. The subject is a highly controversial one, but we feel it is the function of this publication to provide a forum for the frank discussion of subjects of such vital interest to advertising.

valued charge customer. We take one quart of milk a day for four people, and no cream. We use oleomargarine for cooking. We know to a cent the price of everything we buy, and if Bessie discovers a nourishing kind of cereal a few cents cheaper, she serves it for breakfast, no matter whether we like it as well or not. We have apple-sauce, and stewed dried apricots, and macaroni with a minimum of cheese in it. If a panfull of cookies gets slightly burned in the oven, Bessie sees to it that we eat the burned ones first. We run the gas water-heater only on bath nights; other times we heat water in a tea-kettle.

We go to church regularly, and out of my thirty cents a week pocket-money comes a nickel for Sunday-school. We think cards, dancing, the theater, and powder on the nose are wrong. We do not have a horse

and buggy. Uncle Harrison has a deep suspicion of these new-fangled devices called autymobles. There is not one beautiful thing in the house except a marble statuette of the Venus de Milo. There is not one really comfortable chair.

We take the *Kansas City Star*, the *Ladies' Home Journal* and the *Christian Advocate*. We are a mass family. There are millions of us.

Do you think twenty years makes much difference in the buying habits of such a family? Not so much! I passed our old house two years ago. It needed a spring coat of paint worse than it ever did in my time, but the neighborhood had changed very little. There was a plump woman on the porch, sewing. There was a baldish man working in the garden who might have been Uncle Harrison himself. I'll

venture that if I'd looked in their ice-box I'd have seen the same familiar quart of milk and the same cold boiled potatoes waiting to be fried for supper. Perhaps they have a Ford. I hope they have a Ford.

Now let us step this family up into a circulation.

Roughly speaking, there are 24,000,000 families in the United States, of whom 15,480,000 pay no income tax and therefore presumably are earning less than \$1,000 a year, which makes them very nearly negligible to the advertiser.

Some 8,130,000 pay taxes on annual incomes ranging from \$1,000 to \$5,999. Some of these 8,130,000 families are richer than Uncle Harrison's family; some poorer. They consume vast quantities of staple groceries and dry goods. They buy Mr. Ford's output, often on the weekly purchase plan; it is perhaps

[CONTINUED ON PAGE 78]

You CANT win!

You have to
get **ALL** the
Breaks ~
One little slip
means Sing Sing



You CANT win!



READY~

~ neither rain, sleet nor
biting winds can swerve
them from the path of
duty - *Your* New York
Police



READY~

to uphold Your Laws-
YOUR New York
Police

© John Weiss

An Advertising Experiment to Discourage Crime

By Frank Hough

ONE of the newest uses to which advertising has been put is represented in the current street car card campaign to discourage crime which is being carried on by Barron G. Collier, president of Barron G. Collier, Inc., and Special Deputy Commissioner of the New York Police Department. It constitutes an experiment in broadening the field of advertising in the effort to make it a social as well as a commercial tool, and has resulted from the apparent success of Mr. Collier's safety campaign which, it has been estimated, saves hundreds of lives in and about New York each year.

The situation has been studied with all the care of a merchandising campaign. Neglecting the age-old theories of heredity, environment and mental derangement as causes of criminality, in an attempt to deal with a condition, now present, the advertiser strikes at the situation from a more direct and pertinent angle. A man is a criminal or potential criminal for two reasons: (1) He believes that the world owes

him a better living than he can make through honest labor; (2) he is innately a gambler—believing that he can "beat the game." This gambling instinct does not lessen his fear of the law, but drives him on in the face of it.

There is a strange, seemingly paradoxical twist in human nature which shows itself in the tendency of many perfectly respectable, upright people to cast a glamor about, to beautify with a halo of romance, the so-called "super-crook"—the "master mind." Therefore, this campaign aims to show the criminal to himself and to the public as he actually is—not the dashing, romantic adventurer, but the furtive, sneaking, cringing thing, living always in fear of the law. He is not a "superman"; seldom is he better than a moron.

The cards are eighteen in number and run in two parallel series which constitute the positive and negative arguments of the case. The first series is addressed to the criminal himself; or more directly to the young criminal, the potential criminal who is beginning to look with

hungry eyes upon the seemingly lucrative returns of a life of crime. This series shows the criminal in the various phases of his calling; the yeggman "cracking" a safe, the thug "rolling" his victim, the gangster gunman in a running fight. In each picture animation has been suspended at the most dramatic point. The criminal is shown, caught like a cornered rat, his features stamped with animal terror. Looming over him is the law, here represented by the towering shadow silhouette which falls on the wall beside him; the police officer with drawn revolver; dark, ruggedly heroic, indomitable. There is little of glamor or romance about the situation; rather a sordid, haunting fear.

The text is short and to the point, and admirable in its poignant suggestiveness. "The cleverest 'stick up' in New York police history is now old and broken with 20 years yet to serve in Sing Sing!"—"13,000 police are sworn to 'get you'—alive or dead!" The head of each, the keynote of the series, leaps at the reader, "You CANT win!"

[CONTINUED ON PAGE 51]

Best Contract Arrangements to Make with Branch Managers

IN the literature devoted to sales management relatively little can be found on the difficult and rather important subject of the proper form of contract for an agency or branch manager. While conditions of employment naturally vary, certain provisions have a more general application and should be found in most carefully drawn up agency or dealer agreements.

An analysis shows that the provisions in dealer, agency, or branch manager contracts are of a four-fold character: (1) Those in the nature of a preamble or introduction. (2) Undertakings assumed by the company. (3) Undertakings assumed by the manager or dealer. (4) Undertakings mutually assumed.

This classification will be adhered to in this article. Provisions cited will, as far as possible, be of a nature that might be useful to most companies rather than provisions having only exceptional value.

1. *Provisions in the Nature of a Preamble or Introduction*—These consist of the date of the contract and the parties between whom it is made. If either one of the parties is a corporation, the state of incorporation is designated. The following is an example of the introductory part of a sales manager's contract:

THIS AGREEMENT, made in duplicate, this.....day of....., 19...., between.....Company, a corporation duly organized under the laws of the State or Province of....., party of the first part, and..... of the City of.....of the State or Province of....., party of the second part.....

2. *Undertakings Assumed by the Company*—The undertakings assumed by the company usually deal with the appointment of the district manager and his term of service, with the territory assigned, and the stipulations as to compensation.

In some cases appointment is made for a definite period, for ex-

ample one year, but more generally the appointment holds good until cancelled.

In some cases the agent is given a blanket right to sell the company's product wherever he can. Where this is done the company reserves the right to itself and other dealers or sales managers similarly to sell the company's products in any territory. Moreover, the company may reserve the exclusive right to sell government departments or voluntary agencies in receipt of Government subsidies.

Other contracts with sales managers provide for a *definite territory*. In such territory the salesman is credited with all business procured by him, or on the company's representative from concerns previously worked upon by the company's salesman or other representative, provided such business is closed within a stipulated time of the latest visit, even though such visit might have been made during the occupancy of the territory by the predecessor of the sales manager.

Sales in Outside Territory—One sales contract provides that whereas the agent agrees not to enter the territory of any other district manager of the company for the purpose of selling his product, should the purchaser call upon him voluntarily and purchase a company product for use outside of the district manager's territory, he shall receive fractional compensation.

It is the practice of other companies to set up district managers' territory even more completely than indicated in the foregoing illustration. For example, one company pays its district manager upon a sale of the company's merchandise from the district manager's territory whether sold by him, or by the company, or by others, with the single exception that the company reserves the right to send special salesmen for the canvass of a special class of trade of any particular district which the company thinks needs special attention or intensive work. Even in this case these special salesmen have no right to canvass any trade on which a prospect card has been filed with the company,

within less than sixty days, except by mutual consent.

Open Territory—It is the practice of a company to declare certain territory to be fixed from time to time by the company as "open" territory. Such territory may be loaned to any district manager for any period and on such terms as the company may prescribe.

Most arrangements with district managers or dealers are on a commission or profit-sharing basis. In certain cases percentages of commission are subject to deduction for all direct expenses of every kind and description, necessary to the satisfactory and proper conduct of the business. In order amply to protect the company, stipulations are made as to the crediting of commissions. For example, here is the practice of one company:

Commissions to be credited each month on the total amount of orders entered and accepted at the home office for goods sold in the district manager's territory. Twenty-five per cent of the amount of commission so credited shall become payable in cash at the end of the month; fifty per cent of the amount of the commission shall become payable at the end of the month on such portion of orders entered as shall have been billed within the month; and twenty-five per cent of the amount of commission shall become payable at the end of the month after collection is made on the billings.

Where a considerable exchange business is transacted, or where a great part of the business is done on a partial payment basis with possibilities of return of merchandise, special provisions relative to payment of compensation are usually made.

For example, there follows a series of provisions bearing upon compensation and dealing with note settlements, commission on merchandise not paid for in full, commission on merchandise resold, and allowances on exchanged merchandise.

Note Settlements—Said district manager agrees commission shall not be credited to his account on the company's books until the purchaser has made settlement in full with the company, either by cash or acceptable note or notes, and has delivered to the company or its authorized agent (such) merchandise to be taken in exchange, and that when settlement is made wholly or in part by notes, the com-

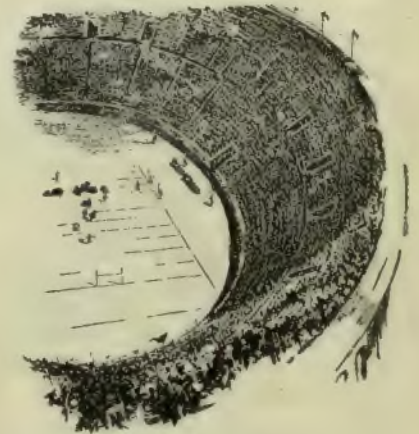
[CONTINUED ON PAGE 56]

Second of a series of reports dealing with methods of compensation, and reprinted with permission of the Metropolitan Life Insurance Company, New York. The first report—"Four Methods of Compensating Salesmen"—appeared in ADVERTISING AND SELLING FORTNIGHTLY, March 25, 1925.

The Art Directors Club Holds Its Fourth Annual Exhibit



Posters and Car Cards—Norman Rockwell, for Fleischmann Company, J. Walter Thompson Company, Advertising Agency. Medal



Pen and Ink—Ruskin Williams for Liggett & Myers Tobacco Company. Newell-Emmett Company. First Honorable Mention



Pen and Ink Section—Frank Hoffman for Erwin, Wasey & Company, Advertising Agency. Medal



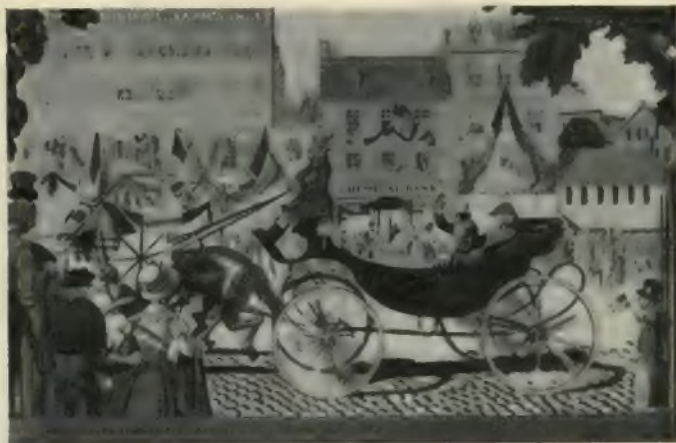
Above—Black and White Illustration—Benito for Floret, Inc. N. W. Ayer & Son. Medal



At Left—Decorative Design—Reginald Farr, Goesle-Roese Studio, for Pinellas Country Club. Medal



Miscellaneous—H. Sundblom for Lincoln Motor Company. Critchfield & Company, Advertising Agency. Medal



Paintings and Drawings in Colors—Miscellaneous—Edward A. Wilson for Chemical National Bank. Dorland Agency, Inc. First Honorable Mention



Paintings and Drawings in Colors—Still Life—Rene Clarke for Southern Cotton Oil Company. Calkins & Holden, Inc., Advertising Agency. Medal



Painting and Drawing in Colors—Figures—Walter Biggs for International Silver Company. N. W. Ayer & Son, Advertising Agency. Medal

EACH succeeding exhibit that features the annual hangings of the Art Directors Club, at the Art Center, New York, indicates an appreciable improvement in the quality of the work being done in the field of advertising art. This year's exhibit, the fourth that has been sponsored by the Art Directors Club, includes the work of many new artists. The exhibit, which opened April 27, will continue through to May 14. The orthochromatic photographs of the colored exhibits were taken by H. Seabrook Collins.



Photographic Group—H. W. Scandlin for The American Rolling Mill Company. George Batten, Inc., Advertising Agency. Medal

Bread and Butter Problems of a Sales Manager

When the Salesmen Lack the Necessary Confidence

By George R. Miller

WITHOUT confidence in himself, in his house and in the product he is selling, a salesman is poorly equipped to go forth and compete for orders, no matter how excellent his sales talk or how bulky his portfolio. Yet every day first-class salesmen, temperamentally unfitted for the task in hand, leave their desks and sally out for business. During the war period, selling was more or less of a dead art. Conditions were such that buyers took the initiative; they sold themselves. Times have changed. Today buyers refuse to be stampeded. The salesman who gets an order must be more than a raconteur and a hand-shaker. He has to say more than "Good morning" when he makes a call. If he doesn't start out mentally and physically fitted for competition and sales resistance, he may just as well stay in his own office.

The foregoing is the gist of some remarks made to me recently by the sales manager of a company marketing a line of office appliances and equipment. "When I took hold here," he told me (we were seated in his office), I encountered a horrible set of conditions. At first, I couldn't fathom it. My predecessor had given up his job because his sales volume was falling off steadily. I have discovered since that a great deal of the trouble could not be placed at his door directly. He



I WENT to the mat with the president and chairman of the board. Conditions in the production department were such that the salesmen couldn't go out into their territory and make any sort of promise with assurance that it would be carried through in the plant. Either we got the full cooperation of the production end of the business, or I wouldn't be held responsible for results. Needless to say, I got my point."

couldn't get the production department to see itself in true relationship to the sales department. And other branches of the internal organization did things that made it very difficult for salesmen to face their customers.

"The production department, for example, experimented with finishes and turned out material that was not in accord with the customer's orders. The stuff was first class in every respect, understand, but the finish was not exactly the same as that of the sample that had been shown the prospect. When the goods were delivered, the customer yelled for the salesman. Often the latter was able

to convince the customer that the product was every bit as good as the original specimen. Sometimes, in fact, the finish was more durable. Many times, however, the stuff was thrown back on our hands because the customer felt that the house was trying to put something over on him. We had no difficulty in selling it to a new customer, but in the meantime we had created a bad impression in the mind of an older prospect. And it proved even more difficult to sell him again and regain his confidence than it was to get the original order.

"After several experiences like this, I went to the mat with the president and chairman of the board. They could go on doing as they did without my assistance on the sales end,

I told them, or they could give strict instructions to the production department that if any change was to be made in specifications, no matter how slight, it was first to be taken up with the sales department which would in turn take it up with the customer and get his sanction for the change. I didn't want the sales force to keep on worrying about the production department. Needless to say, I carried my point. My predecessor could have achieved the same result, but he never made it an issue. He just railed against fate and lack of cooperation, but he never went at it aggressively enough.

"Another obstacle to sales, and

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How to Advertise Industrial Equipment Abroad

By *E. W. Clark*

Advertising Manager, Sullivan Machinery Company, Chicago

NATIONAL characteristics vary. Anyone who has tried to do business in Europe in the last seven years will agree that the more the "Made in America" label can be subordinated on men and products, the more successful that product or that sales organization is likely to be abroad.

The same holds true with regard to advertising and publicity. Competent representatives on the ground can handle your publicity campaign far and away better than can be done from the home office. In our company we throw the responsibility for selection of foreign media and for writing the copy squarely on the local people.

Our foreign branch offices furnish us each year with a budget showing the advertising they have been doing, and would like to do during the coming year, and giving their reasons for it. This budget is discussed in Chicago by the vice-president in charge of foreign business and the writer, and a general policy and appropriation approved for the year, depending on business conditions, market, volume of business, etc.

In selecting papers, we place reliance first, and always, on the opinion of the local agent. In several of these instances the copy is prepared in Chicago and sent direct to the paper, but proof is always shown to the branch office or agent



NO matter what the degree of success attained by an American manufacturer in the United States, the question of distributing his product in foreign markets opens up a problem that has its own peculiar characteristics. Even English-speaking peoples in the two hemispheres have their own individual traits, much less other nationals, and there is a great deal of specific knowledge to be obtained upon customs, packing regulations, financing, and kindred matters before export business can be consummated with profit to all parties concerned

concerned, and the address given is of the latter rather than the Chicago address.

Preparation of copy in the United States for appearance abroad has some advantages and some dangers. Contrasting with the advantage of keeping closely in touch with the presentation of the equipment advertised, there are several dangers which have caused us to leave copy selection and preparation almost entirely in the hands of our local people abroad. We do not feel, with the distances involved, that we can feature the machinery which should be featured at a specific time, with sufficient exactness. Then there is the question of technical phrases, style and usage, which vary widely, even in English-speaking countries. Following is a discussion of what

we have learned about advertising in foreign countries:

When it comes to the advertising done by our agents, a wide latitude is necessary. Generally speaking, we regard it as a function of the agent to carry some publicity at his own expense to help them secure adequate reception and demand for our equipment. This is an adjunct to his selling campaign which it is to his interest to employ. In certain cases, however, when there is a paper of outstanding merit, it has been our policy to place a contract from Chicago for advertising in this direct, or to make an appropriation for this paper, to be employed in special Sullivan advertising.

Great Britain.—With the exception of one monthly, for which copy has always been prepared in Chicago, subject to London's suggestions, our British trade paper copy is prepared in London, and all reading matter, technical articles, etc., are handled from that point. We have a high regard for British technical journalism. In addition to the value of the circulation in Great Britain, there is a considerable colonial circulation, which we regard as second in importance only to the overseas circulation of our American technical journals. The Britisher away from home depends largely on his home engineering papers, and in many cases British colonial firms or those under British management in foreign countries have a very intimate tieup with London, either through the home

office there, or because purchase orders are placed through the large indent houses in London.

The British people have the reading habit, and once the proper approach is attained, there is no more useful method of securing the attention of industrial buyers than through the advertising and editorial column, also, of the British technical press.

One of the leading British engineering papers had a man in our London office the other day who argued against what he called "attractive advertising," and claimed that a plain, simple straightfor-

ward statement is what the British reading public wants, without any art in it whatever. Opinion is changing, however, and the more progressive British journals, one or two of them, are establishing service departments.

France. — Our advertising in France is placed direct with numerous technical journals, and is prepared and scheduled entirely by one of our staff, with the aid of a local agency, in selection. Catalogs are written from our home editions, but altered and added to by our Paris office engineers to meet French and Belgian needs. They are "illus-

trated" with pictures of our machines at work in Europe. Direct mail and circularizing is increasingly popular, and is carried on also by our agents in Spain, Belgium and Italy, to say nothing of that conducted by a sub-office in Algiers.

France has some queer trade paper habits. One of them is inserts. Our Paris office has contracts with certain papers by which an insert, only one per issue, is placed in each and every copy of that issue loose. The theory is that the recipient takes the inserts out and puts them in his file or scrapbook.

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Pulling at Heart Strings to Loose Purse Strings

THAT advertising can be made to appeal to the spiritual as well as the material side of man has been proved so often, it seems almost bromidic to refer to it. However, in no wise has this beneficent power of the printed word been demonstrated better than in connection with pleas for funds and assistance made from time to time in behalf of some worthy charity or public institution. A "drive" for the completion of a cathedral; an appeal for funds with which to wage war against the "white plague"; a call for money so that welfare work may be carried on in the slum sections of big cities, those heartsores that modern civilization has not yet succeeded in eradicating; a plea for donations to succor a stricken nation or locality because of some untoward calamity; a request for monetary help so that a hospital may continue its humane work among the stricken and the maimed—invocations such as these bring willing responses when they are couched in earnestness and made with sincerity.

In England they go to greater lengths in their appeals for the public's consideration. A campaign of the Royal Waterloo Hospital of London is interest-compelling and thought-provoking because of the poignant manner in which each advertisement is worded. Graphic, indeed, is such a caption as "Do people

ever sleep in beds alone?"—asked by one waif who had been brought to the hospital ward. This incident serves as the basis for one of the messages in the series, the illustration used in conjunction with it picturing the little fellow being put to bed by one of the "Sisters." What a sad light it throws on the poverty and hardships of South London, where children and women—sick, ail-

ing children—have to sleep five or six in a bed in a single room they call "home"!

What kindly heart wouldn't be touched by the advertisement reproduced here, captioned "When you've blankets you undress to go to bed, Sister," or another advertisement in the series, which calls attention to the old women who wait day after day in the out-patient department of the hospital; old women who really would be in-patients if more beds were available. Here in the United States we could perhaps do a great deal better with the art work in these advertisements, but we couldn't intensify the heart motive—the emotional appeal that has been so vividly injected into the series by the copywriter.

Another advertisement—"How far down can I drink, Sister?" it is headed—portrays a little patient asking this question of the white-hooded nurse who has just proffered a cup of warm milk. . . . It does seem unjust that in this matter-of-fact world the children should be called upon to bear a burden that they of themselves had no part in creating. Pulling at the heart strings is justifiable when it succeeds in loosening the purse strings in behalf of a worthy undertaking.

Advertising is indeed placed upon a high plane of ideality when it is used to better man's sorry lot.



"When you've blankets you undress to go to bed, Sister"

HOW that saying of a child patient throws light on the poor homes of South London—little children without bedding, struggling up to one another for warmth.

And sick, ailing children too—their one hope the kindly help of the Royal Waterloo Hospital for Children and Women.

Many hundreds of children's and women's lives are saved yearly by the skill and care they receive at this great Hospital.

But many more could be saved if the new wing of the Hospital could be completed. 50,000 would mean new wards for children and women, a new operating theatre, a wonderful Solarium where the tubercular and rickety children could be cured by the sun rays, and more accommodation for the devoted nurses, now housed in houses that are condemned for demolition.

What can you do to help this great Hospital which serves the poor of the saddest districts of London?

Ian MacLaren said once: "Be pitiful, every man has a hard battle to fight."

But men can fight their own battles—children and women cannot.

Be pitiful—help to save the little ones and the mothers who have to fight disease and distress.

Send your gift—all you can afford—to the Hon. Treasurer,

ROYAL WATERLOO HOSPITAL
for CHILDREN & WOMEN
WATERLOO ROAD LONDON S.E.1

Chques, Postal or Money Orders should be made payable to the Royal Waterloo Hospital and sent to Westminster Bank, 55, Lombard Street, E.C.

THE · EDITORIAL · PAGE

The Fortnightly Enters Its Third Year

TWO years ago ADVERTISING FORTNIGHTLY was established as a publication devoted to marketing, sales and advertising. In one short year it had built up a paid subscription list of 5391 copies.

A year ago it purchased *Advertising and Selling*, which publication it absorbed with the issue of May 7, 1924, adding to its name at that time the words "and Selling" through right of purchase, and because they better defined the field the FORTNIGHTLY aimed to serve.

The old *Advertising and Selling* is laid away forever; the present ADVERTISING AND SELLING FORTNIGHTLY is "THE FORTNIGHTLY," with precisely the same policies as were laid down when ADVERTISING FORTNIGHTLY was started two years ago, and which have since been so cordially indorsed by so many of the leaders in the twin fields of advertising and selling.

Trade Journal Advertising and Trademarks

EXTENSIVE advertising in trade journals which could prove a large Canadian circulation was found to be of the highest value by a candy manufacturing company of the United States during the course of some recent trademark litigation in Canada. The decision handed down in the case by the Exchequer Court of Canada, and later sustained by the Canadian Supreme Court, made an ethical right a legal right and established a precedent in Canadian court justice.

About two and one-half years ago the Williamson Candy Company, owners and originators of the "Oh Henry!" candy product, attempted to register this trademark in Canada. To their surprise they discovered that it had already been registered there by a Canadian concern which had copied the label bodily, imitated the candy bar and was actively engaged in selling the product throughout the eastern cities of the Dominion.

Investigation of conditions disclosed what appeared to be an opening in the Canadian trademark laws for just such piracy as this. The records showed many other American trademarks registered by Canadian concerns, but not a single lawsuit to avoid the practice had ever been brought into the courts. The cause appeared nearly hopeless and American manufacturers had been reluctant to waste the time and money which such a suit would inevitably involve. The Williamson Candy Company, however, thought the Canadian market worth the effort and, despite the judgment of several good Canadian attorneys, instituted proceedings nearly two years ago in one of the lower courts.

From the beginning the company was up against a serious stumbling block. It had never sold its product into the Canadian markets either through jobbers or retailers, and it was debatable whether the case would have much merit without this proof. However, it was found that the original "Oh Henry!" product had reached the markets in question through the advertising columns of candy trade periodicals which boasted considerable Canadian circulations. This was upheld by the court and an ethical right became a legal right in the courts of Canada, thus establishing a precedent.

This decision was later affirmed by the Canadian Supreme Court. From this it would appear that in the future many American manufacturers will be able to secure their rights, for the position occupied by the Canadian Supreme Court in status and power is analogous to that of our own Supreme Court.

What the Advertiser Pays For

WE have before us the reported figures on establishments engaged primarily in the printing and publishing of newspapers and periodicals, covering the year 1923, which are the latest figures available. The total sum of \$1,263,501,556 is divided roughly as follows: \$793,898,584 from advertising, \$361,178,329 from subscriptions, \$113,424,653 from printing, book publishing, etc.

Of the \$1,155,076,913 derived from the publication of newspapers and periodicals, the advertiser paid a fraction over 68 per cent and the subscriber less than 32 per cent.

In view of the fact that a subscription usually costs the publisher as much or more to get than the publisher receives for it, it becomes apparent that the advertiser not only pays for the space he uses but also for the postage on the publication, the paper his message is printed on, and for the subscriber's willingness to read the publication.

Fresh Angles on Export

LAST week we talked with the head of a large business enterprise which maintains branch offices in several European cities and does a moderate volume of export business. "Our foreign business is not large," said this man, "and some of our European offices hardly pay for themselves in direct sales. But we would not consider giving them up, for they serve us profitably in two respects in addition to their direct sales. In the first place, they make an impression on American tourists out of all proportion to their cost or importance. Tourists come back and tell us, and the dealers through whom we sell in this country, what a big, world-wide business we have; they saw our salesroom in Rue Something-or-Other in Paris, or in Copenhagen, or Scotland. But more important than this impression is the influence of foreign selling on our quality.

"For years we run along making this or that number and selling it in America without any special difficulty; and then perhaps we introduce it into England, let us say, and English buyers turn it down flat. There's something lacking in quality, measured against their standards. Perhaps it's a lack of uniformity in color, or a certain crudeness in finish, or perhaps lack of refinement in design, or what-not. In any event, before we can sell in that market we have to jack up our quality. And in doing that we elevate the standards in our factory and put ourselves in a much more secure position as regards competition in our own country; and occasionally we find that the improved article will bring a better price in the home market."

This aspect of export selling is one worthy the serious consideration of American business men.

The Small City Department Store—III

How One Small City Department Store Buys and Sells

By James M. Campbell

MY first thought, when it was suggested that I prepare a series of articles about a representative small city department store, was that I should limit myself to that phase of department-store operation which has to do with buying. What and where and when and how and why does a small city department store buy?—these are the questions I set out to answer. It did not take long to find that department-store buying and department-store selling are so inextricably interlocked that they must be treated as one subject. And as goods must be bought before they can be sold, it is proper that the matter of buying be considered first.

Neither Mr. Hastings nor anyone else connected with the Caldwell Store told me in so many words, but beyond question every man who buys for the Caldwell Store acts on the belief that "goods well bought are half sold." Most of the buying—perhaps 60 per cent of it—which is done for the Caldwell Store is of a character that might be called "active"—that is, the store's buyers seek out and get in personal touch with business houses from whom, they believe, they can purchase goods that will meet the requirements of their customers.

The relations between the Caldwell Store and its customers are, I imagine, closer than is the case with most small-city department stores—much closer, I am sure, than is the case with larger stores in larger cities. Mr. Hastings told me that the buyer of the women's wear department of the Caldwell Store goes to



THE sixty-fifth anniversary of the Caldwell Store was stressed in all sorts of ways. Markdowns were made in practically all the departments and each price was arranged so that the number 65 would appear in it. Among other attention-attracting features was "the biggest cake ever baked in western Pennsylvania," which weighed over five hundred pounds. It was prominently displayed in the window with a sign: "Next Wednesday this will be cut. Come and get your piece"

New York a dozen times a year and that he takes with him, every trip, what is almost equivalent to a definite order from the store's customers for a large proportion of the dresses he purchases. The way this is done is relatively simple. To Mrs. A, for example, the buyer says: "I am leaving for New York Wednesday night. What shall I buy for you?" He telephones Mrs. B and Mrs. C and Mrs. D and Mrs. E and asks a similar question. Even if, as often happens, he has not interviewed many of the store's customers prior to his departure, he keeps them in mind when he gets to New York. "This dress," he says to himself, "will please Mrs. F. Mrs. G will like that one."

When he returns to Washington,

he telephones Mrs. F and Mrs. G and Mrs. H that he has, waiting for them, a garment which he selected especially for them on his last buying trip.

None of the other buyers for the Caldwell Store go to market as frequently as the manager of the women's wear department. Some make six trips a year, some four, some two and some only one. Mr. Hastings himself makes from twelve to fifteen trips a year. "We spend more money for traveling expenses than any other store of our size I know of," he says. "But it is the best investment we can make. Not once during my connection with the store has one of our buyers made an unsuccessful trip. By being on the ground, by comparing prices, by buying goods which can be sold quickly, they have always saved more than their expenses and salaries. Counting myself, we make more than sixty trips a year to New York for buying purposes."

That, let me say, is about thirty times as many as the oldtime merchant made. The change is due, almost wholly, to the fact that "fashion," "style," or whatever you choose to call it, is an enormously greater factor than it was a generation ago. It is so much of a factor, Mr. Hastings says, that it influences 75 per cent of the total, in dollars and cents, of the Caldwell Store's purchases. On the back of an envelope he jotted down the figures to prove that this is the case. The list included not only women's wear and men's wear and infants' wear and shoes and rugs and interior decora-

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

Chester E. Haring
F. W. Hatch
Clara S. Hawkins
P. M. Hollister
F. G. Hubbard
S. P. Irvin
Henry S. Jones
Charles D. Kaiser
Dorothy Kenney
R. N. King
D. P. Kingston
Charles J. Lumb
Robert D. MacMillen
Wm. C. Magee
Allyn B. McIntire
E. J. McLaughlin
Alex F. Osborn
Leslie S. Pearl
Harford Powel, jr.
T. Arnold Rau
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
30 NEWBURY STREET

BUFFALO
220 DELAWARE AVENUE

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

tions and hats and lamps and haberdashery and articles of personal adornment, but furniture as well. No wonder the Caldwell Store has a representative in or on the way to or from New York almost every day in the year!

A few paragraphs back, the statement was made that perhaps 60 per cent of the Caldwell Store's buying is "active"—that is, the store's buyers seek out and get in personal touch with business houses from whom, they believe, they can purchase goods which will meet the requirements of their customers. What about the other 40 per cent—the buying which can be characterized as "passive," because the seller, representing manufacturer or jobber, seeks the Caldwell Store and shows his goods to the store's buyers in the hope of getting an order from them?

Usually, though not always, the lines which are bought in this fashion are staples; or if not precisely that, are nearer it than the goods listed above—silks, satins, piece goods, toilet preparations, linoleum, kitchenware, etc.

The Caldwell Store's policy in dealing with salesmen who try to interest the store's buyers is eminently fair. "We give every salesman who

calls on us an opportunity to show his wares. If, at the time he calls, we are not in the market, we tell him so. If, in spite of our assurance that, at the moment, we are placing no orders for the goods he offers, he wishes us to look at his samples, we do so. If his prices appeal to us, we say, "Get in touch with us in May—or whatever the proper time may be.

The Caldwell Store "controls" buying—controls it absolutely. On Mr. Hastings's desk, right before his eyes and within reach of his hand, is what he calls "my control sheet." It is a rather formidable looking document, about 20 inches square. The record of the past is the basis for determining the maximum amount of money which shall be invested in stock for each department. The amount for such and such a department is, we'll say, \$10,000. A monthly inventory keeps Mr. Hastings informed as to the value of the stock on hand in that department. For some good reason—it must be that—it may be necessary to place an order, the amount of which, added to the value of goods on hand, exceeds the maximum amount which the department is authorized to carry. If that happens, the amount by which the maximum is exceeded is indicated very clearly in red ink.

Additional orders for goods for that department are not placed until the value of the stock on hand gets back to normal. All orders must be countersigned by Mr. Hastings and his signature is not forthcoming if the buying control sheet does not show that the department for which the goods are wanted is in a "healthy" condition. And always the manager of a department which has overbought is instructed to cease buying until advised to the contrary.

In this way, with very little trouble and at small cost, the president of the Caldwell Store keeps in daily—almost hourly—touch with the buying activities of every department of the store. The control sheet is valuable, not only as a guide in buying but in selling, also, for by comparing this year's figures with those of previous years the fact that certain departments are not holding their own is disclosed.

I have, I believe, shown that the Caldwell Store brings unusual intelligence to the matter of buying. Its department managers maintain almost constant contact with the markets. The store's management controls buying in a way which makes it impossible for department managers to overbuy. Stock is thus

[CONTINUED ON PAGE 70]

CALDWELL'S 65th ANNIVERSARY

The Caldwell Store Inc.

SUPER SPECIALS TO HELP CELEBRATE THE 65th BIRTHDAY PARTY WHICH STARTS TODAY

More Remarkable Values

Men's 40-42 Overalls, 20-25
\$4.65

Men's 40-42 Ties, 1-1.50
\$1.00

Men's 40-42 Socks, 1-1.50
\$1.00

Men's 40-42 Caps, 1-1.50
\$1.00

Men's 40-42 Shoes, 1-1.50
\$1.00

Women's Fashionable Spring Millinery in Delightful Varieties of the Mode

4.65

5.65

6.65

7.65

8.65

Children's 7-10

Children's 5-6

Children's 3-4

Children's 2-3

Children's 1-2

Men's Spring Suits

Up to \$35 Values

\$24.65

Men's New Spring Topcoats \$24.85

The Caldwell Store Inc.

1212 Broadway, New York

Final Reductions on Women's and Misses' Wearing Apparel-- Genuine Savings of 50% and More in Many Instances

Cleanup of Dresses

Women's Dress \$12.75

Women's Dress \$11.75

Women's Dress \$10.75

Women's Winter Coats That Were \$50 to \$175 at 1/2 off

Costs Up to \$40 at \$19.75

Final Cuts in Berthel's Big Semi-Annual Shoe Sale

Men's 40-42 Shoes, 1-1.50
\$1.00

Men's 40-42 Shoes, 1-1.50
\$1.00

Tomorrow's Feature of the February Sales is a Basement Sale Beautiful Spring Millinery One Cent Sale!

Follow up to \$1.00 \$2.95

The above reproductions are typical of Caldwell Store advertising. It is planned and the copy for an entire month is prepared between the fifteenth and twentieth of the month preceding. The minimum space used is four columns wide by half a column deep, but frequently full pages are reserved to. Only for the Anniversary sale, an annual event, does the Caldwell Store make use of two-page announcements



Transportation by Rail and Water

Railway Age

Marine Engineering
and Shipping Age

Railway Mechanical Engineer

Railway
Engineering and Maintenance

Railway Electrical Engineer

Railway Signaling

The Boiler Maker

Car Builders' Cyclopedia

Locomotive Cyclopedia

Railway Engineering and
Maintenance Cyclopedia

Members Audit Bureau of Circulation
Members Associated Business Papers

brings the world's advertisers to Houston. In fact, such gatherings as this—of men from all parts of the world—has been made possible by the great development of the Railway and Marine Industries.

The Simmons-Boardman publications have had much to do with the development of these two industries and today they offer the most direct and effective means for the advertiser to place his sales story before the railway men and the marine men who can specify and influence the purchase of his products.

The Simmons-Boardman research department will gladly cooperate with you in determining the market for your products in the railway and marine industries.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street, New York, N. Y.

Chicago, 608 S. Dearborn Street; Cleveland, 6007 Euclid Avenue; Mandeville, Louisiana; Washington, 17th and H Streets, N. W.; San Francisco, 74 New Montgomery Street; London, 34 Victoria Street, S. W. 1.

Simmons-Boardman Publications

Program of Twenty-First Annual Convention A. A. C. of W.

Houston, Texas, May 9-15, 1925

THE theme to be emphasized throughout the twenty-first annual convention of the Associated Advertising Clubs of the World, to be held at Houston, Texas, May 9-15, 1925, is "Advertising as a Means to World Progress." Civic and commercial representatives of twenty-two Pan-American nations are expected to attend, and likewise delegates from thirteen other countries in Europe, Asia and Africa. Among the speakers on the general program, of which C. K. Woodbridge, president of the Dictaphone Corporation, New York, is chairman, are: Miriam A. Ferguson, Governor of Texas; Hiram Bingham, United States Senator from Connecticut; Morris Sheppard, United States Senator from Texas; Charles Aubrey Eaton, Congressman from New Jersey; George E. Roberts, vice-president of the National City Bank, New York; Frank D. Waterman, president of the L. E. Waterman Pen Company, New York, and Mrs. Edith McClure-Patterson, Dayton, Ohio, representing the General Federation of Women's Clubs. Lou E. Holland, Kansas City, who is completing his third annual term as president of the Associated Advertising Clubs, will preside. The general sessions, the Pan-American Conference and the International Advertising Exhibit will be held in Houston's Municipal Auditorium. Departmental sessions will be held in hotels within a short walk of the Auditorium.

THE convention will be formally opened Saturday evening, May 9, with a reception in the Auditorium. Governor Ferguson and President Holland will head the receiving line. Foreign and American massed bands will play the national airs of the various countries. One of the bands will be the Mexican National Band of 136 pieces. Addresses of welcome will be delivered by Senator Sheppard, Governor Ferguson, O. F. Holcombe, mayor of Houston; Amon G. Carter, chairman, Tenth District (Texas) Associated Advertising Clubs, and William S. Patton, president Advertising Association of Houston. President Holland will respond.

Sunday morning, May 10, "Advertising as a Means to World Progress" will be the theme in about fourteen Houston churches of various denominations. The Rev. Christian F. Reisner, president of the Church Advertising Department of the Associated Advertising Clubs, is in charge of these arrangements. Sunday afternoon an inspirational meeting will be held in the Auditorium, the musical program of which will be rendered by the Prairie View Normal Chorus of 125 Negro voices. Dr. Eaton will be the speaker. Sunday evening there will be a concert by Houston massed bands in the Auditorium. The Rt. Rev. Clinton S. Quinn, Episcopal Bishop of Texas, will speak on "The Moral Influence of World Peace" and Harry S. Rogers, San Antonio, on "The Economic Influence of World Peace."

Monday morning, May 11, President

Holland will formally open the business sessions. Mr. Woodbridge will preside. Following addresses of welcome to the overseas delegates by President Holland and Mayor Holcombe, and responses by C. Harold Vernon, London, chairman of the Fourteenth District; Norman S. H. Catts, Sydney, Australia; Arthur Reber, Berne, Switzerland, and Mexican and South American delegates, a message by President Coolidge will be read. Secretary Hoover will speak on "The Influence of Advertising on Distribution."

The annual meeting of the National

Advertising Commission, for election of officers and other business, will be held Monday noon at the Rice Hotel.

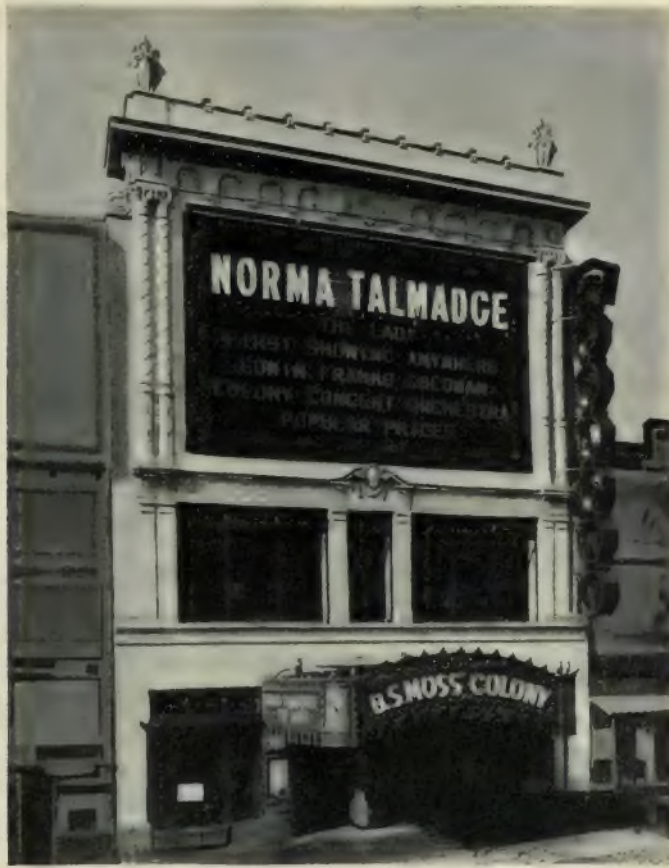
Monday afternoon, the general session will be presided over by William S. Patton, president Advertising Association of Houston. Mayor Wynne Williams, advertising manager of the *London Times*, will speak on "Britain's Gain." H. W. Wayne, director, E. Harris & Company, Ltd., and Kenway, Ltd., London, will talk on "Truth in International Publicity." The meeting will adjourn early for a Channel Trip to the San Jacinto Battleground.

Tuesday morning, May 12, the general session will be presided over by Hon. Edwin T. Meredith, president, Meredith Publications, Des Moines, Iowa. Hon. Hiram Bingham, United States Senator from Connecticut, will speak on "Aviation for World Progress." Mrs. McClure-Patterson will speak on "How Advertising Serves the Consumer." Others to make addresses are Mrs. Anita Simpson, Women's Advertising Club, Chicago, who will speak on "How We Are Selling the Value of Advertising to the Women of Chicago," and Martin J. Insull, president, Middle West Utilities Company, who has for his subject, "Benefits of Public Utility Advertising to the Consumer."

Tuesday noon, the Joint Assembly of the Association will meet at the Brazos Hotel. Departmental meetings, the programs for which are given below, will be held Tuesday afternoon



Houston's \$2,000,000 municipal Auditorium, where the general sessions of the annual convention of the A. A. C. of W. will be held



IN NEW YORK

THE Colony is the latest addition to New York's rapidly swelling group of cinema theatres. It is a splendid example of the medium-sized, luxurious type of theatre picture-goers demand.

That there is such a demand is significant. In a city that boasts hundreds upon hundreds of motion picture houses, it indicates

that film adherents take their movies in serious fashion.

Every new theatre, whether in New York or Dubuque, means new interest in news of the film world—new readers for the *Motion Picture Magazine*.

A circulation that already runs into hundreds of thousands is of real benefit to the advertiser in a magazine where *every page is read*.

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

MOTION PICTURE

THE QUALITY MAGAZINE OF THE SCREEN

and Wednesday and Thursday mornings.

Tuesday evening, the official dinner of the Board of Club Presidents will take place at the Rice Hotel.

Wednesday afternoon, the delegates will go to the nearby city of Galveston, where a business session, followed by an entertainment program on the beach, will be held.

Thursday afternoon, in the Auditorium, the final general business session will be held. Reports will be made by Jesse H. Neal, secretary-treasurer, and various committees. Resolutions will be adopted, and president, secretary-treasurer and convention city for 1926 selected.

The Pan-American Trade Development Conference will be held Friday afternoon, May 15. Among the speakers are George P. Roberts and Frank D. Waterman.

A series of four circle tours, radiating east, west, southwest and north of Houston, will follow the convention. Entertainment features of the convention, in addition to the formal opening ball, will include an historical water pageant at the San Jacinto Battleground, Monday evening, May 11, a "South of '36" revue Thursday evening, and the beach program at Galveston on Wednesday.

FOLLOWING are the programs announced by the various departments that are to hold sessions in conjunction with the twenty-first annual convention of the Associated Advertising Clubs of the World, Houston, Tex., May 9-14:

Industrial Advertisers Association and Associated Business Papers

The Industrial Advertisers Association and the Associated Business Papers, Inc., will hold a joint meeting, Tuesday afternoon, May 12. Julius Holl, advertising manager of the Link-Belt Company, Chicago, and president of the Industrial Advertisers, will preside. The program follows:

"The Industrial Advertiser and the Community"—Bennett Chapple, director of publicity, American Rolling Mills Company, Middletown, Ohio.

"How Trade Advertising Benefits the Ultimate Consumer"—Paul I. Aldrich, editor and manager, *National Provisioner*, Chicago.

"Improving Industrial Methods Through Advertising"—Keith J. Evans, advertising manager, Joseph T. Ryerson & Sons Company, Chicago.

"The Economic Function of Business Paper Advertising"—Jesse H. Neal, executive secretary, Associated Business Papers, Inc., New York.

* * *

American Association of Advertising Agencies

H. S. Gardner, New York, president of the Association, will preside. The program is as follows:

Tuesday, May 12—2:30 P.M.

Welcome—Shelly E. Tracy, Southwestern Advertising Agency, Dallas.

Response—H. S. Gardner.

"Function of Advertising in Distribution of Merchandise"—John Benson, Benson, Gamble & Crowell, Chicago.

"Constructive Cooperation"—James O'Shaughnessy, executive secretary, American Association of Advertising Agencies.

"How Agencies Can Use Vigilance Movement to Best Advantage"—H. J. Kenner, manager, Better Business Bureau, New York

Wednesday, May 13—9:30 A.M.

"Market and Media Research"—Dr. Daniel Starch, American Association of Advertising Agencies.

"Coordinating Advertising with Sales"—Arthur W. Sullivan, Joseph Richards Company, New York.

"Post-War Change in Overseas Marketing"—Overseas Guests.

Thursday, May 14—9 A.M.

"How Accessible to Public Should Manufacturer Aim to Make His Product?"—A. B. Taylor, Ferry-Hanly Advertising Company, Kansas City.

"Planning the Copy Appeal"—James W. Young, J. Walter Thompson Company, Chicago.

"Shall the Campaign Be Sectional or National?"—Harborough I. Lill, The Chambers Agency, New Orleans.

* * *

Newspaper Advertising Executives

Three sessions, devoted to local and national advertising problems and to general newspaper promotional work, will be held by the Association of Newspaper Advertising Executives. Frank T. Carroll, of the Indianapolis *News*, is president of the Association. The program follows:

Tuesday, May 12—2 P.M.

(Local Display Problems)

"Department Store Advertising from the Inside"—George S. Cohen, general manager, Foley Brothers Dry Goods Company, Houston.

"How We Are Developing More Newspaper Advertising in England"—Wynne Williams, advertising manager, *Times*, London.

"The Development of Advertising in Public Utilities"—M. E. Foster, president, *Houston Chronicle*.

"The Development of Special Sales Through Newspaper Advertising"—Thomas K. Kelly, president, T. K. Kelly Sales Company, Minneapolis.

Wednesday, May 13—9 A.M.

(National Advertising Problems)

"The Relationship Between Advertising Agencies and Newspapers"—James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, New York.

"Markets and Media Research"—Daniel Starch, director, Department of Research, American Association of Advertising Agencies, New York.

"The National Vigilance Committee and the Newspapers"—Holland Hudson, National Vigilance Committee, Associated Advertising Clubs of the World, New York.

Thursday, May 14—9 A.M.

(General Newspaper Session)

"Non-Skid Advertising"—Merle Sidener, president, Sidener-VanRiper Advertising Company, Indianapolis.

"Promotion as a Factor in Newspaper Advertising"—A. L. Carmical, director of publicity and promotion, *Chicago American*.

"I Could Speak Upon, But"—W. G. Bryan, president, W. G. Bryan Organization, New York.

"History and Development of Newspaper Advertising"—James Wright Brown, publisher, *Editor and Publisher*, New York.

* * *

Direct Mail Association

Joseph Meadon, president, Franklin Press, Detroit, and chairman, General On-to-Houston Committee for the World Advertising Convention; Homer J. Buckley, president, Buckley, Dement Company, Chicago, and chairman, Joint Assembly, Associated Advertising Clubs, and Frank L. Pierce, secretary-treasurer, Direct Mail Advertising Association, Detroit, will preside at meetings of the Direct Mail Association. Mr. Meadon will preside at the session Tuesday afternoon, May 12; Mr. Pierce, Wednesday morning; and

Mr. Buckley, Thursday morning. Programs for the three sessions follow:

Tuesday, 2 P.M.

"The Customer's Viewpoint on Direct Mail Advertising"—Irene I. Donath, president, Donath Service, New York.

"Writing Music for House Organs"—R. Fullerton Place, president, Advertising Club of St. Louis.

"Agitation or Information"—John H. Clayton, manager, Department of Printed Salesmanship, Beals & Morrison, Oklahoma City.

"The Fundamentals of Direct Mail Selling"—John Howie Wright, editor, *Postage*, New York.

Wednesday, 9:30 A.M.

"How to Improve Your Business Letters"—S. R. Stauffer, Minneapolis.

"Eliminating the Waste in Direct Mail Advertising"—Homer J. Buckley, president, Buckley, Dement & Company, Chicago.

"Potentialities and Peculiarities of Direct Mail in the South"—Jules J. Paglin, advertising manager, Sam Bonard, New Orleans, La.

Thursday, 9:30 A.M.

"Humanizing Advertising"—Claude M. Bolser, Department of Journalism, Indiana University, Bloomington, Indiana.

"Selling 30,000 Salesmen by Mail"—A. Rasmussen, general sales manager, W. & H. Walker, Inc., manufacturing chemists, Pittsburgh.

"Some Notable Examples of Church Advertising"—William N. Bayless, president, Tiffany-Bayless Company, Cleveland.

* * *

Public Utilities Association

Tuesday Afternoon, May 12

President's Address—W. H. Hodge.
"Costs and Results"—E. Paul Young, Illinois Power and Light Corporation, Chicago.

"Better Copy"—I. M. Tuteur, McJunkin Advertising Co., Chicago.

Discussion, led by LaBert St. Clair, American Electric Railway Association, New York.

"Interesting Facts about the Exhibit"—Edward J. Cooney, Lowell, Mass.

"Membership Campaign Results"—Dana H. Howard, Commonwealth Edison Company, Chicago.

"The Association Bulletin"—Donald M. Mackie, Consumers Power Company, Jackson, Mich.

"Employment Opportunities"—Leonard Ormerod, Bell Telephone Company, Philadelphia.

Wednesday Morning, May 13

"Keeping the Organization Abreast of Its Advertising"—P. C. Staples, Bell Telephone Company of Pennsylvania.

"Relation of Advertising Agency to Public Utility Advertising"—C. R. Winters, Central Advertising Agency, Wichita, Kan., and George Ade Davis, Oklahoma Gas and Electric Company, Oklahoma City, discussing the agency and the direct advertising sides of the question.

"The Use of Motion Pictures by Public Utilities"—Marshall E. Sampson, Illinois Public Service Company, Chicago.

"Good Will and Institutional Advertising"—J. C. Jordan, Pacific Gas and Electric Company, San Francisco; George McQuaid, Texas Public Utility Information Bureau, Dallas, and B. J. Mullaney, Peoples Gas, Light and Coke Company, Chicago.

* * *

Retail Advertisers Association

Fundamentals of merchandising will be discussed by the retail advertising group. Theodore G. Morgan, Henry Morgan & Co., Ltd., Montreal, is president of the Association. Sheldon R. Coons, Gimbel Brothers, New York, is chairman of the program committee. Following are the programs for the three sessions. Discussion is to follow each talk.

Tuesday, 2 P.M.

Chairman—Theodore G. Morgan.
"The Advertisement Itself"—Miss Catherine McNells, advertising manager, Fowler, Dick & Walker, Wilkes-Barre, Pa.

Just 3 Facts:

1. Kansas has been rated "Good" on maps of Business Conditions every month since Sept., 1924.
2. Kansas Farmer has carried over 16,500 lines more of commercial advertising during the first four months of 1925 than for the same period last year.
3. Kansas Farmer now has more commercial lineage—published and ordered—for 1925 than it carried during the year of 1924.

To reach this rich market where there is good substantial business use the farm paper which reaches 60 per cent of the Kansas farm homes.

KANSAS FARMER

AND MAIL & BREEZE

Arthur Capper, Publisher

Marco Morrow, Ass't. Pub.

Topeka-Kansas

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

"Merchandising the Advertisement"—George B. Forristal, advertising manager, Foley Brothers Dry Goods Co., Houston.
 "Retail Copy"—Speaker to be announced.
 "How a Better Business Bureau Develops Retail Advertising Standards"—Edward L. Greene, special representative, National Vigilance Committee.

Wednesday, 9 A.M.

Chairman—George B. Forristal, Foley Brothers Dry Goods Co., Houston.
 "Changes in Retailing and the Advertiser"—H. H. Maynard, professor of Business Organization, College of Commerce and Journalism, Ohio State University.
 "Advertising, the Open Road to Profit"—Martin L. Pierce, Director of Research, The Hoover Company, North Canton, Ohio.
 "Store Publications"—H. E. Hart, president, The Hart Company, Chicago.
 "Adapting the Other Fellow's Ideas"—Amos H. Weigel, Standard Corporation, New York and Chicago.

Thursday, 9 A.M.

Chairman—Theodore G. Morgan.
 "Crediting Basement Readers with Average Intelligence"—Miss Harriet Goodsite, Advertising Department, LaSalle & Koch Company, Toledo, Ohio.
 "Big Town Advertising with Small Town Facilities"—Roy G. McKinney, advertising manager, Baker-Hemphill Company, San Angelo, Texas.
 "Teasers as a Help to Selling"—R. D. Friend, advertising manager, the Pelletier Company, Sioux City, Iowa.
 "Human Appeal in Furniture Advertising"—Mrs. Guy M. Locking, advertising manager, the Buckeye Furniture Company, Toledo, Ohio.
 "Building a \$2,000,000 Business in a Town of 1000 People"—Bob Mooney, president, The B. & O. Cash Store, Temple, Oklahoma.

Financial Advertisers

Tuesday Afternoon, May 12

Presiding—E. H. Kittredge, Hornblower & Weeks, Boston, president of the Financial Advertising Association.
 "Greetings from the Associated Advertising Clubs of the World"—Lou Holland.
 "The Ideal Savings Bank"—Alvin P. Howard, vice-president, Hibernia Bank and Trust Company, New Orleans, and president Savings Bank Division, American Bankers Association.
 "Home Banks and Premiums"—Guy W. Cooke, assistant cashier, First National Bank, Chicago.
 "Building a New Business Machine for a City Bank"—H. J. Bernard, cashier, Second National Bank, Houston, Texas.
 "Does Circulation of Savings Customers Pay?"—Sam R. Lawder, vice-president, First National Bank, Houston.
 "Out-Faking the Fake Publication"—Sam P. Judd, publicity manager, Mercantile Trust Company, St. Louis.

Wednesday, May 13—9 A.M.

"Your National Advertising Commission"—Mr. McClure.
 "Protecting the Good Will Investment of Financial Advertisers"—Kenneth Bernard, manager, Better Business Bureau, Detroit.
 "Some Major Problems in Investment Advertising"—H. M. Tenney, advertising manager, First National Company, Houston.
 "Employees' Contest"—Paul Hardesty, publicity manager, Union Trust Company, Chicago.
 "Educational Service in Financial Advertising"—W. J. Kelley, assistant vice-president, Chicago Trust Company, Chicago.
 "Yes, We Have Nothing to Advertise"—W. B. Weissenburger, vice-president, National Bank of Commerce, St. Louis, Mo.
 "How to Finance Enduring Patriotism"—Herbert S. Houston, publisher, *Our World*, New York.

Church Advertising Department

The Rev. Christian F. Reiser of New York is president of the Church Advertising Department. William N. Bayless, president, the Tiffany-Bayless Company, Cleveland, heads the program committee.

In addition to the regular departmental meetings, on Tuesday afternoon, Wednesday and Thursday mornings, May 12-14, this group will also be in charge of religious services in

about fifteen downtown Houston churches, Sunday, May 10, when "Advertising as a Means to World Progress," the theme of the convention, will be discussed. The program for the regular sessions is as follows:

Tuesday, May 12—2 P.M.

Presiding—Mr. Bayless.
 "How to Win Newspaper Cooperation"—Frank LeRoy Blanchard, director, Public Relations, Henry L. Doherty & Company, New York.
 "The Church and the Newspaper"—John T. Brabner Smith, in charge Secular Press publicity, World Series Agencies, Methodist Episcopal Church, Chicago.
 "The Newspaper Is Anxious to Cooperate"—J. B. Fraser, promotion manager, *Hamilton Herald*, Hamilton, Ontario.
 "Can the Church Use Poster Advertising?"—Clarence M. Lovell, Poster Advertising Company, New York.
 "A Remarkable Cooperative Interchurch Campaign"—A. G. Corry, church advertising specialist, Philadelphia.

Wednesday, May 13—9 A.M.

Presiding—W. Frank McClure, Albert Frank & Company, Chicago.
 "What Has the Church Got to Advertise?"—The Rev. Kerrison Juniper, pastor, First Congregational Church, St. Petersburg, Fla.
 "Copy That Compels"—Mr. Bayless.
 "Impressions of Current Church Advertising"—Norman M. Parrott, secretary, Advertising Club of Baltimore.
 "The Advertising of Truth"—Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore.
 "New Life in Old Pews"—The Rev. E. P. West, pastor, Baptist Temple, Houston.

Thursday, May 14—9 A.M.

Presiding—The Rev. F. M. C. Bedell, Christ Church Rectory, Houston.
 "Broadcasting Religion to a Receptive World"—Graham Stewart, advertising director, *People's Popular Monthly*, Des Moines.
 "Advertising the Biggest Business in the World"—Merle Sidener, president, Sidener-VanRiper Advertising Agency, Indianapolis.
 "From the Publisher's End"—Rowe Stewart, general manager, *Philadelphia Record*, Philadelphia.
 "The Church's Outside Audience"—Joseph M. Ramsey, Business Manager, the *Expositor*, Cleveland, Ohio.
 "Some Effective Methods from My Experience"—The Rev. P. B. Hill, pastor, First Presbyterian Church, San Antonio, Texas.

Community Advertising

Tuesday, May 12—2 P.M.

Presiding—Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau; president, Community Advertising Department.
 "Health Appeal in Community Advertising"—Homer N. Calver, executive secretary, American Public Health Association, New York.
 "How Advertising Specialties Advertise Communities"—U. Rae Colson, president U. Rae Colson Company, Paris, Ill.
 "How Tourist Camps Advertise a Community"—J. Lee Barrett, secretary-treasurer, International Association of Tourist Camps, Detroit.

Wednesday, May 13—9 A.M.

Presiding—Don E. Mowry, general secretary, Chamber of Commerce, Madison, Wisconsin.
 "The Florida Mill Tax; How Distributed and What It Has Accomplished"—Jefferson Thomas, president, Thomas Advertising Service, Jacksonville, Florida.
 "Chamber of Commerce Publications as Mediums for Community Advertising"—Montague A. Tancock, manager, Bureau of Publicity, Chamber of Commerce, Omaha.
 "How Missouri Has Organized to Sell Its Resources to the World"—George A. Pickets, secretary, Missouri Association Jefferson City, Missouri.
 "How Advertising Has Developed the Pacific Coast Country"—Lloyd Spencer, Post-Intelligencer Company, Seattle, Washington; president, Pacific Coast Advertising Clubs' Association.
 "The Place of the Motion Picture in Community Life and Development"—J. Homer Platten, treasurer, Motion Picture Producers and Distributors of America, Inc., New York.
 "How the City of St. Louis Advertises"—Walter B. Weissenburger, chairman,

Publicity Committee, St. Louis Chamber of Commerce; past president, Advertising Club of St. Louis.

Thursday, May 14—9 A.M.

Presiding—Charles F. Hatfield.
 "The Good Will of the Community"—William P. Green, associate director, National Vigilance Committee, Associated Advertising Clubs of the World.
 Report of Committees: Extension—Don E. Mowry, chairman, Research (Truth)—Montague A. Tancock, chairman; manager, Bureau of Publicity, Omaha Chamber of Commerce. Membership—Frank B. White, chairman; president, Agricultural Advertising Service, Chicago.
 Miscellaneous reports and discussion: election of officers.

Advertising Specialty Association

The advertising specialty men will hold one session on Wednesday morning, May 13. Frank A. Geiger, president, Geiger Brothers, Newark, N. J., and president of the Association, will preside. The program follows:

"Financial Advertising as a Field for Specialties"—Paul Hardesty, manager of publicity, Union Trust Company, Chicago.
 "Supplementing Direct Mail with Specialty Advertising"—Harry Todd, vice-president and general manager, Kuhl & Bent Company, Chicago.
 "Augmenting Community Advertising with Specialties"—Charles F. Hatfield, president, Community Advertising Department, St. Louis.
 "Advertising Specialties as an Aid to Screen Advertising"—Douglas D. Rothacker, president, Screen Advertisers' Association, Chicago.
 "Good Will—Its Value and Creation by Specialties"—Bennett Chapple, advertising manager, American Rolling Mills Company, Middletown, Ohio.
 "Making the Desert Blossom"—L. H. Buckley, American Art Works, Coshocton, Ohio.

Directory and Reference Media

Tuesday, May 12—2 P.M.

The principal paper will be presented by Col. H. H. Burdick, R. L. Polk & Company, Detroit, president of the department. He will show the close tie-up between reference media and the underlying theme of the convention. An informal discussion will follow the presentation of Colonel Burdick's paper.

Graphic Arts Association

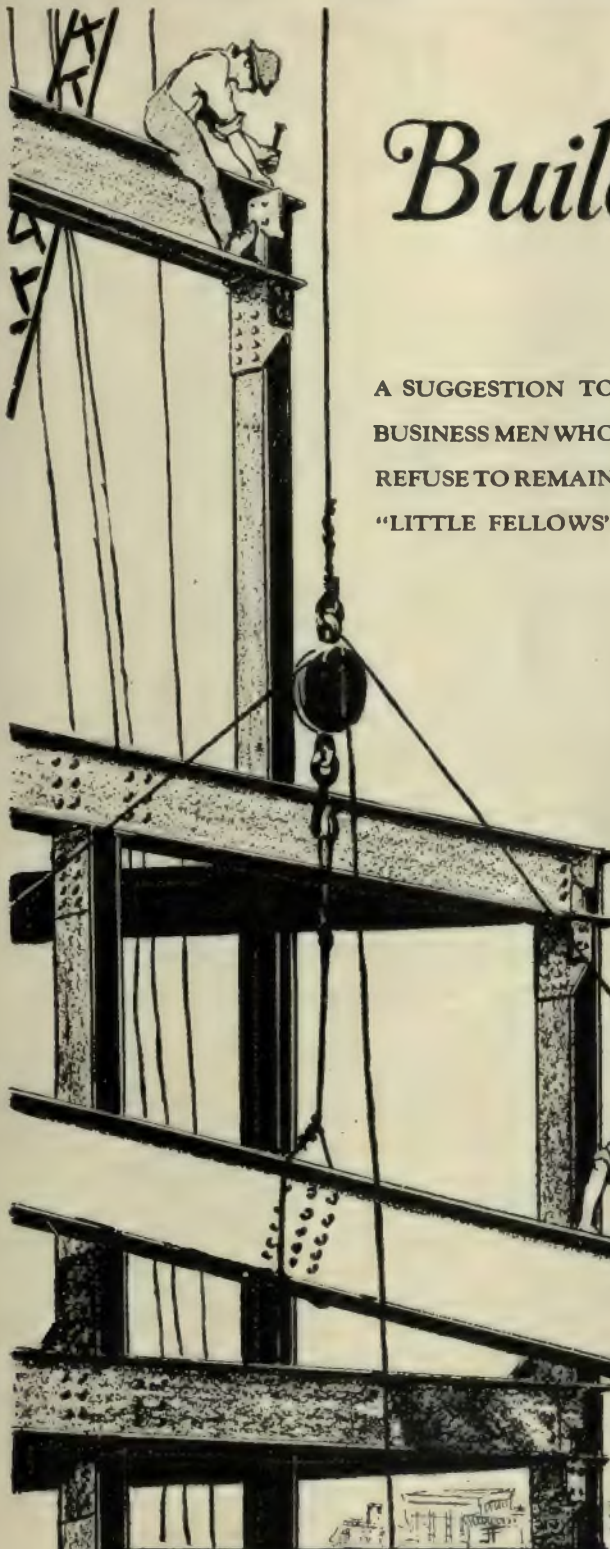
Wednesday, May 13—9 A.M.

Presiding—To be announced.
 "How the Photo-Engraver Can Help the Printer"—Edward Epstein, Walker Engraving Company, New York.
 "Truth in Printing"—Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore.
 "Salesmanship as It Applies to Printing"—G. C. Willings, vice-president, Intertype Corporation, New York, N. Y. (Subject to come)—Joseph Meadon, president, Franklin Press, Detroit.
 (Subject to come)—Fred Johnston, president, Johnston Printing and Advertising Company, Dallas.

Poster Advertising Association

Tuesday, May 12—2 P.M.

Presiding—Tom Nokes, secretary and general manager, Johnstown Poster Advertising Company, Johnstown, Pennsylvania.
 Welcome Address—P. L. Michael, president, Houston Poster Advertising Company, Houston.
 "Posters—the Greatest Common Denominator"—Clarence B. Lovell, advertising manager, General Outdoor Advertising Company, Inc., New York.
 "Posters and Their Co-ordination with Other Media"—Harold Kayton, manager, Sunset System of San Antonio, San Antonio.
 "A Message from Overseas"—H. W. Wayne, director, E. Harris & Company, Ltd., London.



Building BIG

A SUGGESTION TO
BUSINESS MEN WHO
REFUSE TO REMAIN
"LITTLE FELLOWS"

WATCH them put together a twenty-storied framework of steel, giant skeleton for some twentieth-century colossus. A frame able to hold its load, planted there for generations to come.

Good advertising is just as sound and as safe as good building. These days, its exponents are engineers as well as enthusiasts. They are omitting the "bunk" and avoiding the blunders of the past by sticking to straight thinking and scientific campaigning.

Build big—but build safe. Start with a sufficient framework of business-paper promotion. Carry it through every element of your work. Make it heavy enough and strong enough to compel success.

In our field, tell and sell the merchant. He will tell and sell the millions. When the time comes to add the larger and more lavish "national" campaign, you are ready—you know that your structure will stand.

After all, isn't this the common-sense course to uncommon success?



IN Jan. of last year, 17 advertising agencies signed 418 pages of ECONOMIST GROUP space for 33 accounts. In Jan. of this year, at the same space rate, 58 agencies signed 1936 pages for 103 accounts. They realize the success-power of the merchant's favor and use the direct path to it. The business papers of the GROUP are part of the business lives of 45,000 buyers and executives in 35,000 foremost stores in more than 10,000 key centers—stores that do 75% of the country's retail business in dry goods and department store lines. And it is axiomatic that—when you

TELL AND SELL THE MERCHANT—HE WILL TELL AND SELL THE MILLIONS!

The ECONOMIST GROUP

DRY GOODS ECONOMIST—(National Weekly)
MERCHANT-ECONOMIST—(Zoned Fortnightly)

NEW YORK (239 West 39th Street)—BOSTON—PHILADELPHIA—GREENVILLE, S. C.—CLEVELAND—CHICAGO—ST. LOUIS—SAN FRANCISCO—LONDON—BRUSSELS—PARIS

UPC PUBLI



CATIONS

Written by Our Readers

Defining "Quality" Circulation

FARM AND HOME,
Springfield, Mass.

April 27, 1925.

TO THE EDITOR:

Charles Austin Bates is overlooking, or at least is not mentioning, the elusive quality which makes readers believe what they see in one paper and disbelieve what they see in another (although they may find certain feature articles interesting intellectually or satisfying to their inborn taste for the salacious).

It is this elusive quality—the quality which goes to make loyalty and influence—which, it seems to me, is the most valuable thing any publication has to offer—and it is certainly not described by the cant term "quality circulation."

It is the privilege of sharing this loyalty and influence that the advertiser buys—not the "space" or the size of the circulation.

One kind of paper will influence one group and another will appeal to an entirely different group. If the advertiser has something that both groups use, both papers have "quality circulation" for him.

If this be true—and it *is* true—a proper judgment of values as related to the product to be advertised is of the utmost importance and it would seem desirable for every careful advertiser to have clearly in his mind definite answers to the following technical questions regarding every publication in which he spends his good money:

1. What sort of people take it?
2. Why do they take it?
3. Do they like it after they get it?
4. Where do they live in relation to transportation facilities and the factors affecting rural prosperity?
5. Is the rate a fair one?

Every one of these questions can be answered definitely and authoritatively from the uniform sworn statements of the respective publishers.

When those questions are answered, however, there are three more which are even more important, because they have to do with the *influence* of the publication rather than with its *space*.

They will indicate whether it has those dynamic qualities that go to make real leadership in its chosen field.

It is essential, then, to know the answers to these three questions:

1. What does the publication *stand for*?
2. What has it *done* along lines of real leadership?
3. What is it doing *now* that demonstrates a live, effective leadership in the current affairs of those whom it is designed to serve?

Assuming that he knows the class of people who make customers for him, the advertiser who asks himself those questions and is certain of his answers won't go far wrong in picking the mediums that will not only "carry" his story, but lend it added force.

DAVID R. OSBORNI.

MYERS-BEESON-GOLDEN, INC.,
New York

April 29, 1925.

TO THE EDITOR:

I don't know whether Mr. Bates and Mr. Calkins have acquired the custom, through long association with big appropriations, of thinking in terms of six figures and up, but it is certain that no mention was made in either of their discussions of the manufacturer who is making a modest start in advertising and has anywhere from nothing to fifty thousand dollars to spend.

Perhaps he is producing a new type of shock absorber to fit all makes of cars. It is true that the car owner population is so large that the element of waste is not seriously to be considered in the more important newspapers and magazines. *The Saturday Evening Post* may be able to give him more complete coverage per dollar spent than some "quality" publication having a higher mil line rate. But suppose he can't afford to buy all that coverage, except in such small space that he will be totally eclipsed by the big advertising of Gabriel, Stewart, Watson and others. Until he can meet them on something more nearly approaching even terms, isn't it just barely possible that larger space in a magazine or group of magazines of picked circulation might enable him to make a more pretentious and convincing showing? Here he will not be lost in the bulky shade of big competitors, but will attain a real importance in the eyes of the considerable numbers of car owners reached in this way. There are times when it pays to be a big frog, or at any rate a middling sized frog, in a small pool.

How many advertisers are born to the *Post*? Most of them have to grow up to it. Meanwhile what vehicle can they find to carry them to the market and establish them there? How are they going to bridge the gap between no market at all and the vast army of *Post* readers?

Our shock absorber manufacturer can use the newspapers to advantage if he is concentrating his distribution in a few localities. But suppose, as is often the case, through good trade advertising and live jobber connections he has secured dealers and service stations over a wide section of the country—with his small appropriation he will find himself facing the same problem in the newspapers as in the *Post*. He can't afford to lose himself in the vast tract of lineage on 374 square inches of newsprint.

If this reads like a slam at small space, let me hasten to assure you that it's no such thing. But what Ovington's can accomplish in a 56-line double column advertisement is very different from what can be done with a spring controlling device having new features of pointed interest to car owners. You shop for china, glassware, leather goods, candlesticks, lamp shades, but not for shock absorbers. The shock absorbers have to seek you out, not you them.

Prospect hunting in small space un-

der those conditions is a discouraging pastime. A new story requires more breathing room than the old, and we must seek the room in publications that will allow us to tell it at least adequately, even though to fewer numbers.

This isn't an attempt to analyze anything. I am just wondering if the "quality" publications don't fill a need here, and if it can be filled as well in any other way.

HAROLD P. WOODCOCK,
Vice-President.

Radio Advertising

PITTSBURGH STEEL COMPANY,
Pittsburgh, Pa.

April 28, 1925.

TO THE EDITOR:

It is refreshing indeed to read such frank discussions upon subjects of current sales and advertising interest as the articles in your April 22 issue on Radio Advertising, Installment Selling, and others.

The radio article is free from the tendency noticeable in some quarters to look upon radio advertising with antagonism, viewing it as an intruder upon the private preserves of erstwhile established advertising media. This attitude is futile, because if radio has merit as an advertising tool it will continue to be utilized, and if it has not it soon will be eliminated by natural causes.

Anyway we advertisers are not so exclusive about what we use for advertising purposes, and we might as well gracefully receive radio into the circle of magazines, business papers, farm papers, newspapers, religious papers, house organs, booklets, circulars, form letters, handbills, novelties, outdoor signs, window displays, counter displays, conventions, strikes and several others.

However, whether or not radio proves a successful advertising tool, it is a form of entertainment which is affecting the reading habits of the public, and as such its development may well be watched with interest in advertising circles.

ELMER T. WIBLE,
Advertising Manager.

We're Going to Make It a Great Deal Better

MULTIPOST COMPANY,
Rochester, N. Y.

April 21, 1925.

TO THE EDITOR:

Replying to your letter advising of advance of subscription price of your magazine. You can continue to send it to me until instructed otherwise. The price won't worry me. If your paper continues to be as satisfactory as it has been so far, I shall continue to consider it a good investment, even at more than the advance you announce.

W. F. SCHWEIGER,
President.

First

in

National Advertising

New York Evening Newspapers

During the year 1924 The Sun published more National Advertising than any other New York evening newspaper.

For the first four months of 1925 The Sun leads the second evening newspaper by more than a quarter of a million lines.

THE SUN ranks fourth in National Advertising among the six day evening newspapers of the country. The Philadelphia Bulletin, The Newark News and the Boston Traveler are the only six day evening newspapers to carry more National Advertising in 1924 than The Sun.

The Sun is a clean, sane, vigorous newspaper, enjoying the confidence of its readers. Its progress can be summed up in one word—from the advertiser's point of view—RESULTS.

A rigid censorship on advertising is maintained

The

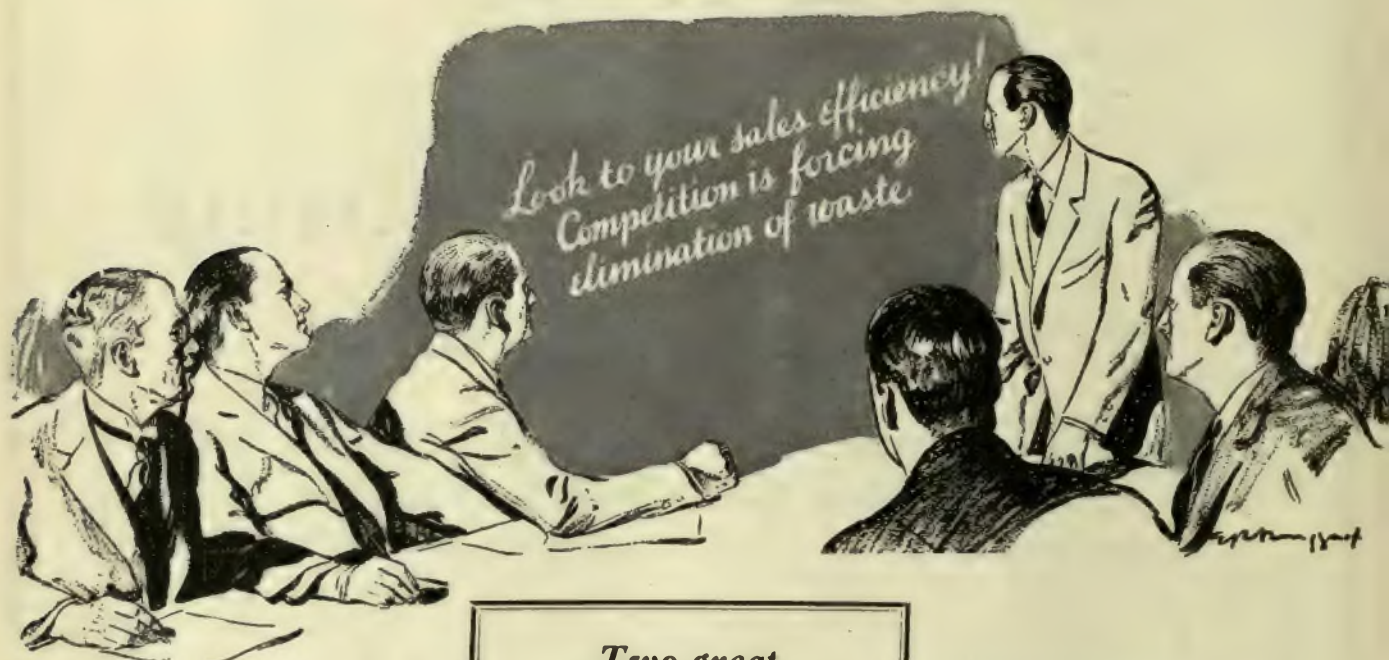


Sun

280 Broadway

New York

The Modern Hand



E L I M I N A T I O N of waste in selling and distribution is the need of the hour. It is not a fad, nor the outpourings of the "tormentors of progress." The demagogue is in no way responsible for it. Economic factors are forcing it. Following the elimination of waste in production which made America the greatest producing nation of the world, elimination of waste in distribution is the logical next step.

With the exception of infrequent periods of depression America always has been a seller's market. The rapid development of the United States constantly has created a demand for practically everything we could produce.

In half a century we have poured over ten billion dollars into a construction

Two great national wastes in distribution

"Waste due to enormous expenditure of effort and money without adequate basic information on which to base sales promotion.

"High pressure selling and marketing expenditure in unprofitable areas."

HERBERT HOOVER
Secretary of Commerce

program for public utilities alone. Within a century we have built railroad systems aggregating 275,000 miles.

We have transformed the farm from the source of supply of the individual to the great producing force of American life.

Our mines, answering the call for coal and ore to feed the hungry maws

of growing industry, have themselves demanded the means wherewith to produce.

Because of this great expansion, industry did not feel the need to analyze and study sales efficiency. Unwieldy systems of distribution have been the natural result of a rapidly expanding population and a growing demand for higher standards of living.

Writing on the Wall

When the world war came its unparalleled demands on industry were met with a production expansion which was a marvel then—but a problem today.

What Is Industry's Answer?

Increased sales efficiency and the elimination of waste! The great production geniuses of industry must become equally great geniuses of distribution.

Markets must be studied, buying habits determined, the potential buyers located and selling effort concentrated within the area where profitable results are possible. Salesmen must be trained to serve, their eyes must be lifted from the dotted line to the higher vision of selling in terms of the buyer's interest.

There is no room for the business which selfishly pursues the order without thought for the buyer's interest and whose greediness tempts it to go beyond the border-line of profitable selling.

With half a century of accumulated knowledge of industry back of it, the McGraw-Hill Company has perhaps a broader view of the needs and possibilities of the industrial market than any other single organization. Its fifteen publications, serving many industries, have, as the price of leadership, kept abreast of the

most advanced thinking in industrial progress.

Industrial Marketing Survey

Foreseeing the need for more scientific selling, the McGraw-Hill Company has consolidated into useful form the mass of information which it possesses. This has been supplemented by a recent survey which definitely indicates what positions the real buyers in industry occupy and what influences their buying.

Accepting the message of Secretary Hoover as a challenge, the McGraw-Hill Company places itself and its facilities at the service of industry in the necessary work of eliminating waste in selling and distribution just as, in the past, it performed a similar service for production.

Manufacturers who sell to industries served by the McGraw-Hill publications are invited to make use of the McGraw-Hill facilities in developing their sales and distribution plans. The McGraw-Hill staff will gladly assist them or their advertising agents in determining their potential markets, and in formulating plans for reaching and selling these markets.

The McGraw-Hill Company welcomes this new opportunity to serve industry in furthering a program so fundamentally sound.

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

McGRAW-HILL PUBLICATIONS

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

Electrical
ELECTRICAL WORLD
JOURNAL OF ELECTRICITY
ELECTRICAL MERCHANDISING
RADIO RETAILING

Mining
COAL AGE
ENGINEERING & MINING
JOURNAL PRESS

Industrial
POWER
AMERICAN MACHINIST
CHEMICAL & METALLURGICAL
ENGINEERING
INDUSTRIAL ENGINEER

Overseas
AMERICAN MACHINIST
(EUROPEAN EDITION)
INGENIERIA INTERNACIONAL

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

THE 8-pt PAGE

by
Odds Bodkins



I NOTICE that the Pullman Company has finally got around to the idea of making personalities of its employees. I am writing this on the Merchants' Limited, en route to Boston. At the end of the car, in a little frame, is a card which states: "Pullman Employees in Charge—Pullman Conductor, S. F. Hinckley; Porter of this car, J. N. Cone; Maid for train, Mabel Long."

I noticed this card when I went back to the diner, and at once a more at-home feeling came over me. After all these years of impersonal Pullman service, at last my comfort was being looked after by human beings with names!

—8-pt.—

Every electric light company sends out monthly bills, and every electric light company is interested in giving its public a clearer idea of its service to the community and a picture of what is back of its bills for current. But few, among the smaller companies at least, have in their employ men with sufficient experience in public relations to write the kind of copy calculated to put over this message.

Along comes the Western Electric Company, discovers a great opportunity for education and the development of goodwill, and brings out a booklet of messages to be printed on the backs of electric bills—a series of illustrated talks on "What's back of your bill," which any electric company is free to use. It would be difficult to estimate the educational possibilities of this adaptation of the dealer electro idea!

So the reclamation of the "waste spaces" in public relations goes on, irrigated by imagination and the desire to serve.

—8-pt.—

These two refreshing paragraphs are from a letter from Charles Austin Bates, which came in this morning's mail:

"I'm for the *peepul*—the proletariat—the hoi polloi. More than ever this morning, because last night I was lured to a *musicale*, where I was, I think, the only common person. All the rest were granddukes, princes, counts, opera singers, marquises and such. Today I'm going to Childs' for lunch and to a movie—just to keep a fair social average."

I share C. A. B.'s anxiety in this matter of keeping "a fair social average." Last night in Worcester, Mass., with an hour to wait for a train, and

a desire for a midnight snack, I passed all the genteel eating places and sought out an Owl lunch wagon, where I lined up with auto truck drivers and railroad firemen, in an atmosphere reeking with cigarette smoke, fried onions and picturesque profanity, and added to my knowledge of the structure social as I consumed a ham sandwich. This in anticipation of a fashionable charity ball which Mrs. Bodkins has booked for me for tomorrow evening.

An environment of Pullman cars, orchestra seats, metropolitan hotel lobbies and suburban country clubs is not conducive to sound thinking on sales and advertising problems. Leastwise, not if the product is one used by the masses.

—8-pt.—

The picture below may not seem to have much to do with advertising or selling. But it has. It shows one of the hands being hoisted to its position in front of the face of the giant new Colgate clock, which takes the place of the old clock that for years has told New York the time of night from its lofty perch atop the Colgate factory in Jersey City.

The diameter of the dial of this huge timepiece is 50 feet. The minute hand,



which has the largest and most continuous advertising "circulation" on earth, is 37¼ feet long and has a border of 120 electric lights. The total weight of the clock is about four tons.

If clocks are going to be taken up generally as advertising mediums, I suggest the appointment of a committee consisting of O. C. Harn and Benjamin Jefferson to figure out some sort

of an ABC-mil line standard—say a Minute-Watt-Pound rate!

—8-pt.—

In Boston I saw a newspaper advertisement of a retail crockery and glassware store which interested me greatly as an unusual example of the presentation of specific information about merchandise to give it a strong sales appeal.

The firm in question was Jones, McDuffee & Stratton, and the merchandise offered was gold encrusted glassware, which they were putting on sale at a special price of 79 cents per unit.

Now, as everybody knows, there is gold encrusting and gold encrusting, and this firm wished to convince the people of Boston of the quality of the gold on this glassware. So they went to a firm of industrial chemists and had them analyze the gold on one of the goblets, and published the result in a panel in their advertisement, reading:

"We quote from a chemical analysis of Skinner, Sherman & Esselen, Inc.: 'The gold deposit on rim of this goblet submitted is 20.7 carat purity.'"


Does not such definite proof of quality make very convincing copy?

—8-pt.—

The Advertising Council of the Chicago Association of Commerce is following out the Little Journey idea which the old Pilgrim Publicity Association used years ago so successfully.

The purpose of the Little Journeys is to acquaint the members of the club with the various industries and enterprises in their own community. For example, the Chicago Advertising Council visited the Montgomery Ward plant on Friday, May 1, and were served luncheon, after which the crowd was broken up into small groups and shown around through the great establishment.

It has always seemed to me that advertising men should have as broad an understanding as possible of industrial processes, of the machinery of distribution and of the conduct of business generally, and it would seem as though other clubs in other communities could profitably follow the Chicago example.



THE FLORSHEIM SHOE COMPANY
 MANUFACTURERS
 ADAMS, CLINTON, JEFFERSON & QUINCY STS
 CHICAGO

February 25th 1925
 Adv. Dept.

Mr. Gordon Hoge,
 American Legion Weekly,
 331 Madison Street,
 New York City

Dear Sir:

The writer wants to express his appreciation of your having furnished copies of the analysis in which Florsheim shoes show up so satisfactorily.

We are putting a copy of your book in the hands of every salesman and giving them a talk, explaining what you have done.

Dealers and salesmen who have seen the book said it contained the most valuable information they have ever had brought to their attention.

Yours very truly,
 THE FLORSHEIM SHOE COMPANY
 By *W. J. Swann*
 Mgr. Adv. Department

AMB-EB

MEN'S WEARING APPAREL
 Consumer and Dealer
ANALYSIS

Compiled by
THE AMERICAN LEGION Weekly

The FLORSHEIM SHOE



It is gratifying to wear FLORSHEIMS and know that your shoes are in keeping with the times—smart looking—and built for endurance.

The Walker - Style 5-92

Most Styles \$10 *Builder "Style of the Times" on Rubber*

THE FLORSHEIM SHOE COMPANY
 Manufacturers CHICAGO

Are You Obtaining Dealer Cooperation?

86,112 Legionnaire dealers are pushing the sale of merchandise which is advertised in the columns of **The AMERICAN LEGION Weekly**.

Our readers are very loyal to their comrades who are dealers in their community, and they are loyal to advertisers in their Weekly.



Increase
 Your Sales
 in
 1925

we'll help you do it

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

Winning National Distribution for a "Local" Product

[CONTINUED FROM PAGE 16]

we are able to satisfy ourselves most completely on the results of our campaign; but we have no doubt that it has helped us greatly, perhaps equally, in the older territories, too.

This much, then, suggests the background; it pictures what we had to build on when we undertook to advertise to a larger audience than the readers of trade papers.

One of the first things we had to do was to protect our product and identify it. Through all the years, our companies had been building up a reputation solidly grounded on sound workmanship, energetic methods, and fair dealing. But as long as our product was not identified, it was not easy for a semi-suspicious consumer to know that he was getting what he wanted and expected to pay for. So, more than a dozen years ago, we designed a trademark and found a way to apply it to the merchandise.

This was a step; but it did not go far enough. Relatively few consumers knew about us. The average person builds a house and requires woodwork only once or twice in a lifetime. There is no continual need to make him aware of the existence of our product. So our reputation existed almost wholly in the minds of dealers; but we felt our future would be safer and brighter if consumers shared a knowledge of us.

In our choice of advertising mediums we felt our way slowly. Looking back, we can see that up to the present there has been a consistent development towards *concentration and dominating space*.

At first we did not know exactly which consumers to talk to. Before undertaking to do anything, we analyzed sales and discovered that roughly 80 per cent of the business we already had was coming from towns with populations of five thousand or less. Therefore, it looked as if our field was essentially rural. That was why our first list included a long string of farm papers, with no general publications of more universal appeal.

In the course of time we took on one national agricultural paper and almost at once began to get a kind of result we had not anticipated. Inquiries came from cities of considerable size. We discovered an interest here that we really had not dared to hope for, and it gave us the idea that possibly we could broaden our market to include *both* city and country. The outcome was that we

switched from our long list of farm papers to a smaller list of general publications. That was the first change.

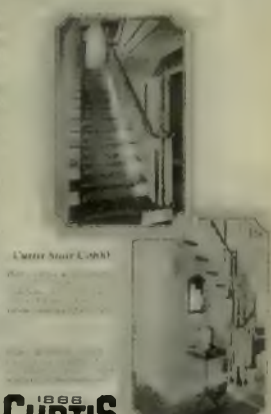
In going after the city trade, however, we encountered resistance from an unexpected source. We had not changed our designs radically in nearly fifty years. They were acceptable to the farm and small town trade, but city builders would not look at them. Therefore, before we could make substantial progress, we had to submit the entire line to a firm of New York architects, who went over it and wherever necessary completely redesigned it in the best



Here's what one architect found in CURTIS WOODWORK

THE plans for this beautiful home called for a Curtis stair. The architect knew that Curtis would do the job because he knew that the man who makes the stair parts is also the man who makes the woodwork. He knew that the man who makes the stair parts is also the man who makes the woodwork. He knew that the man who makes the stair parts is also the man who makes the woodwork.

You can easily see how Curtis Woodwork will bring into your home the best of the woodwork. Curtis woodwork is made by the best of the woodwork. Curtis woodwork is made by the best of the woodwork.



1888 CURTIS

THE CURTIS WOODWORK CO.

CURTIS WOODWORK

FOR THE DISCRIMINATING HOME BUILDER

We'll help you build the Prettiest House in town with CURTIS WOODWORK

CENTRAL OFFICE AND WAREHOUSE

THE H.C. CREIGHT LUMBER CO.

WHOLESALE & RETAIL LUMBER OF ALL KINDS

COMPANIES SERVICE BUREAU
Building - Interior - Wood

ADVERTISEMENTS like that shown above appear in trade and architectural papers; in addition, double spreads are run in national publications. Dealers tie up with the Curtis campaign through the use of newspaper and outdoor advertising. Newspaper cuts are supplied by the service bureau upon request

here's advertiser acceptance!



The Plain Dealer
has the BUYERS

of 1895 National advertisers using Cleveland newspapers, 965 use the Cleveland Plain Dealer *exclusively*

The Cleveland Plain Dealer maintains overwhelming leadership in national advertising among Cleveland newspapers. National advertisers are able students of markets and mediums. They know how best to not only *reach* the buyers but to *sell* them. Investigation, research, surveys, *results* all are contributing factors in determining the medium.

1586 advertisers out of a total of 1895 using *all* Cleveland newspapers use The Plain Dealer. Over 50% of the 1895 have established the fact that this newspaper *alone* does the job in Cleveland and Northern Ohio.

—and results confirm their good judgment.

"Cleveland's Three Million Market"—a book full of facts and figures about Northern Ohio and how to sell it, will be mailed to you upon receipt of a request on your business stationery. Address National Advertising Department.

The Cleveland Plain Dealer
in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

J. B. WOODWARD
110 E. 42nd St.,
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
Times Building
Los Angeles, Cal.

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

THE ANTIKARY EVENING POST



Pennzoil Does Feel Different!

When you talk of the oil that goes into your motor, you can only guess about its quality. But when you've driven the oil that comes out of the motor after 500 or 1000 miles use, you can tell by your question whether or not it was good oil.

Just rub a drop of it between your thumb and finger. If it feels so hard and that it has broken down under motor heat. Such oil is dangerous. But if it has kept its body, it is slippery, viscous and it clings to your fingers, it is still good oil!

Try that test on Pennzoil after it has been in your motor 1000 miles, and the ordinary oil after 500—and the comparison will convince you that such lubrication requires Pennzoil!

Try that test on Pennzoil after it has been in your motor 1000 miles, and the ordinary oil after 500—and the comparison will convince you that such lubrication requires Pennzoil!

PENNZOIL

Prepared by The Powers-House Co.

“Baker,” “Browning,” “Hanna” and “Van Dorn” in Cleveland; “Pennzoil” in Oil City; “Jeffrey” in Columbus; “Hinde & Dauch” in Sandusky; “Deming” in Salem; and “Bessemer” in Grove City—these are names with a long record of successful management behind them.

All use Powers-House as their advertising counsel.

The
Powers & House
 Advertising Co.

HANNA BLDG. Est. 1912 CLEVELAND

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

taste. Today, as the result of the new direction taken by our sales, the proportion of city business to total sales, instead of being only about 20 per cent, is nearer 40 per cent.

Our first radical change, then, was from a large special list to a much smaller general list. Lately we have concentrated still further in order to use dominating space. We are now using double-page spreads in publications of national circulation, hoping by this means to so increase consumer interest and dealer enthusiasm that our volume will still further increase and that we shall be able to turn to other publications with dominating space.

Our advertising problem, it may be guessed, has never been simple. There is no sentiment to speak of in a sash of a door, hence to talk about our product *as such* has never suggested great possibilities. To describe details of construction which differentiate our product would be to launch into merely technical matters that the average consumer would not comprehend, even though they concern him.

Therefore we have talked about the thing of which our product is a part—a subject in which there is no end of sentiment—namely, pride in the creation of a home. We have dwelt primarily on the idea of *better homes*, letting it follow that the owner will want better woodwork in his home. In carrying out this thought we not only had our architects redesign our products, but we also employed them to plan for us a large number of homes, the specifications and blueprints for which we have supplied ever since to dealers and builders as part of our service. This has been a central feature of our advertising and selling and has unquestionably resulted in a great deal of favorable attention.

NOW, as to the results of advertising. I have already suggested that in the older territories where we have been selling for years it is difficult to say with certainty what share of increase is to be attributed to advertising. We think advertising has helped positively and also to give us a standing we did not possess before. In the new territories entered since the start of advertising, however, particularly in the East, where we have had a satisfactory volume, there is no question of these results. We have drawn off charts showing statistically that the advertising has (1) reduced the percentage of total overhead applied to sales, (2) increased sales volume to the point of reducing prices and (3) *paid for itself*. Our product, then can be advertised.

I must say, however, that we do not expect *too much* from advertising. We fully appreciate that the strength of a marketing program lies not only in the advertising copy but also in the whole supporting structure. And we lay particular stress on two other features: on manufacturing efficiency, which tends to give consumers more value

at the same or less cost, and on most effective cooperation with dealers.

Although we do not attempt to go after business on a price basis, we are fairly confident that, quality for quality, we manufacture our goods as cheaply as anybody. We consider it distinctly a marketing obligation to continue to maintain that position and to share the benefits with customers. Quantity production of standardized goods, made possible by large quantity selling, is part of the foundation for this, and it is supplemented by energy in designing new machines and improved processes to cut costs.

The result from the customer's standpoint is seen vividly in a particular case. A certain article, a stair volute, which formerly was made to sell at retail for about \$35, can now be sold profitably at about \$12. This happens to be a particularly striking example, but other economies as far reaching in the aggregate could be cited in plenty.

WE also have very definite ideas as to the responsibility and importance of the dealer in effective distribution. Our feeling is that the better he is equipped to stand on his own two feet, the better will be the job he can do for himself and for us. Within such limits as that fundamental thought allows, we aim to help him. Our service bureau is constantly employed on research into marketing plans and on the preparation of newspaper copy, booklets, follow-ups and the like, charged at cost.

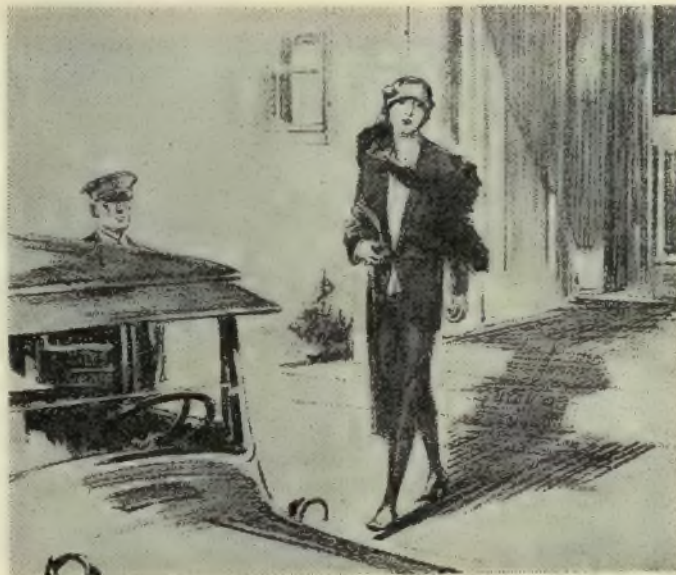
We recently had a rather striking illustration of the way dealers respond. Twenty-six of them came to Clinton, at their own expense, from distances varying from 300 to 800 miles and one from a distance of 1200 miles, to see the plant and to sit in at our annual salesmen's conference. They were invited to attend every session, and did so, being silent listeners while we threshed out with our own men ways and means to go after their business and get more of it! I wonder how many sales conventions would progress favorably under such scrutiny? The point has now been reached where our dealers not only talk freely with us about their problems but also exchange information with one another on questions relating to the sale of our products, costs of doing business, turnover, and so on.

Insofar as our relations with the dealers have to do with advertising, we feel that our responsibility goes to a certain point—and stops. At that point the dealer must take up and carry on. Our thought on this was expressed informally in a recent discussion with a group of dealers as follows:

"Advertising is not expected to make the immediate sale. It is expected to give you an opportunity to sell goods. We do all we can in our advertising to build a market in your community for Curtis woodwork. There is just one way you can cash in on this—say 'Here is the place to get Curtis woodwork.' Sooner or later you must use the news-

N.B.

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



Advising Mrs. Avondale

THE homes are large and the streets are wide and the lawns are well kept, out where Mrs. Avondale lives. There is leisure and comfort. There is also discriminating knowledge of fine wares and able services.

Very naturally, Mrs. Avondale takes an intelligent interest in the affairs of the day. And in the vital service of information, she insists upon the same standards of quality that she applies to other affairs of life.

Such a standard she has found in The Daily Enquirer.

Hence, when capable counsel is needed on modes or on menus, on entertainments or travel or investment, or any one of a thousand details of living, she turns with confidence to Enquirer advertising.

If you feel, Mr. Advertiser, that you have something of interest to offer Mrs. Avondale and other women of her type—buyers of the best—remember there are 2,219 residence buildings in Avondale, and that 2,636 Enquirers go out to them every morning!



The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

For
 Reader Faith
 In
 320,000
 Selected
 Families
 Extension Magazine

ELLWOOD TANSEY

Advertising Manager

General Offices, 180 N. Wabash Ave.
 Chicago, Illinois

papers along with this follow-up. How much of this you will use is for you to decide. When we come out with this double-page spread it is going to be entirely up to you whether you will say to the building public, 'I have the goods.'

Behind all the rest, of course—behind the advertising, the manufacturing, the dealer cooperation—must exist fundamental policies that will stand the test of hard wear. A number of years ago we drew up some of our ideals in the form of a set of rules for the guidance of our advertising manager and recommended them to the observance of all departments. They are as follows:

1. We state facts.
2. We do not exaggerate.
3. We never refer to competitors or competition except very indirectly.
4. We must not claim "attained perfection."
5. We do not promote one commodity at the expense of any other.
6. We never do anything for one dealer that we would not willingly do for any dealer.
7. We never adopt a sales plan that will make it harder for the dealer to sell Curtis products, even though our own sales would be made easier.
8. We never make any undignified statement.
9. We never permit enthusiasm to make predictions and promises we cannot fulfill.
10. We have faith in ourselves, in our facilities, in our product, and do not hesitate to allow this faith to be reflected in our spoken or written communications to the trade and public, but we are careful to keep our self-praise within the bounds of truth and good taste.
11. We believe that our work as producers and distributors of a useful product is of just as real importance in the world as that of the banker or professional man. The fact that in the sight of the public the producer's position is one of lesser dignity is probably due to the producer's use of less dignified methods. It is our aim to put the millwork business, at least so far as the Curtis Companies are concerned, on a plane of equality with the best of the professions. Our attitude toward the public must have in it always recognition of the obligation we have assumed with our right to that high plane.
12. We realize that the buyer, dealer, contractor or consumer must be the final judge of our product and service. It is not sufficient to satisfy ourselves; we do not rest content until everyone—dealer, contractor, architect and owner—is satisfied. To have many pleased people handling our product is to have much good news of us abroad in the land and is the best kind of advertising.

Those, in a word, are the things we live by.

Jacob I. Friedman

Formerly city editor of the *Jewish Daily News*, has joined the organization of Keilson & Waxelbaum, Inc., Jewish newspaper representatives, as chief of their copy department.

It's Crass Impudence

to suggest that any advertising official, harried as he is by the many "Knights of the Briefcase," might actually *invite* a visitation—

—but, here and there, an advertiser or agency official who is seriously studying national farm papers from the proper angle of editorial plan and purpose may be sufficiently interested to want to see what one agency official said last week was

"the most unique and interesting presentation of an editorial program that I have ever seen."

If, after a few minutes with it, you haven't increased your practical knowledge of the farm market through a better understanding of the average farm family, their activities and characteristics, their lives and their actual appearances, while getting a glimpse "back-stage" of an editorial plan, then even our faith in the certainty of death and taxes is badly shaken.

Capper's Farmer

Published at Topeka, Kansas, by Arthur Capper

Advertising Headquarters

120 West 42nd Street, New York City

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

GUY SCRIVNER, Adv. Mgr.,
Capper's Farmer,
120 W. 42nd St., New York City

I'd like to arrange a convenient time to see if I can get some practical help from looking through this unusual editorial analysis.

Name Company

Address



Earn More Money through Business Writing

THOUSANDS of men and women have in them the latent ability to write good business copy and to earn good money doing it.

S. Roland Hall tells you how. He gives you the practical training needed to take advantage of the profitable opportunities in the business writing field. He gives you in this library the training necessary to qualify for such well-paying positions as correspondence supervisor, collection correspondent, sales letter-writer, house organ editor and publicity writer. He tells you how to write business stories and articles for magazines.

S. ROLAND HALL'S PRACTICAL Business Writing

Four volumes, 1272 pages, 5½ x 8, fully illustrated, library binding.
\$1.00 in ten days and \$2.00 monthly for five months.

These four meaty volumes tell you just what you need to know to turn your business writing ability into cash. They give you training for work in writing business letters of all kinds, business magazine articles, publicity matter, advertisements, surveys, reports, etc.

SENT ON APPROVAL NO MONEY DOWN SMALL MONTHLY PAYMENTS

These four books present in handy-sized volumes the material contained in Hall's Handbook of Business Correspondence and Hall's Business Writing.

McGraw-Hill FREE EXAMINATION COUPON

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

You may send me the S. ROLAND HALL PRACTICAL BUSINESS WRITING LIBRARY for ten days' free examination.

If the books are satisfactory, I will send \$1.00 in ten days and \$2 a month until your special price of \$11.00 has been paid. If not wanted, I will write you for shipping instructions.

Signed

Address

Position

Company A.F. 5-6-25

In Sharper Focus

Pierre Boucheron
By Himself

THE first chapter begins in Paris, France, August 22, 1889, 11 a. m. Came to New York in time to see the returning Spanish-American war heroes triumphantly marching up Fifth Avenue. A perfect stranger (at the time) held me up high on his shoulders, so that I could see the boys and cheer in French.

The same p. s. later married my widowed mother. Such are the vagaries of Fate.

I did not write my first advertisement or book at the age of twelve. Instead, I saw most parts of the world in the small space of four years as an itinerant radio man. At the American occupation of Vera Cruz, in 1914, I noticed how easily Jack London wrote \$1,000 worth between drinks at a small table outside of the Hotel Diligencias. That incident decided me upon a literary career. It did not work out that



way, so I compromised by showing Montgomery-Ward how to sell the farmer through simple English and the aid of the United States mails.

During the war, disguised as an ensign, I published the *Bow Wow Gazette* on board the U. S. S. "Aloha," and was later rewarded with a Victory Medal and a wife. After this I edited *Radio News* for a year or so, then answered a call from the Radio Corporation of America, whereby I became the first and original advertising manager for radio products and communications.

The newspapers have been so good to our industry, the broadcasters so generous, the public so enthusiastic and responsive, and my job made so easy, that I have so far been unable to distinguish myself in any signal way.

I hate golf, Pullman uppers, horse-back riding and dotted lines.

Roy S. Durstine

A BIOGRAPHER with psycho-analytical leanings could probably trace Roy Durstine from his birthplace in the pink Dakota to a Penrod episode in a barn at Columbus, Ohio, in which the young impresario had got up a show. At this point the biographer would cry "There!"—for the subject would have cast himself for



the lead, would have discovered that by the substitution of one Herman from up the alley he could get a better effect, and would have retired from the spotlight to the prompt entrance, there to keep the production moving.

Whether such a controlling experience marks his history there is no evidence. But it would fit. For he is a producer, in all the senses of that word. He went through Lawrenceville. He went to Princeton, found its Triangle Club giving one thing after another, and left it a lively producing company. He thereupon watched the dramatic action of life from the wings as police reporter for the *Sun*—yes, the old *Sun*, which then retained its own best features. He then undertook advertising, with Calkins and Holden, and if you don't follow the analogy, just appreciate that the only difference between Charles Frohman and Earnest Elmo Calkins as producing directors is that Charles Frohman is not now living.

There follows a vague scene in the subject's scenario in which he is working in street-car advertising; from this he emerges as the agency Berrien-Durstine, and is to be found behind the scenery of such productions as the woman's suffrage campaign and the advertising of the United War Work drives.

By this time some of his methods crystallized into a book called "Making Advertisements," which every other agent wished he had written himself. In 1919 he founded a new agency with Bruce Barton and Alex Osborn. One day in 1920 he went to a meeting of the American Association of Advertising Agencies and was filled with surprise and admiration of the work of its directors. He is now a vice-president of that association, in constant fear of being hunted from the shadows of self-effacing contribution to its amenities.

He is a pretty good golfer; he would doubtless be a very good golfer if the thought of publicity in case of a championship didn't twitch his putter at a crucial green. In his professional work, however, which can be done best without noise, he is no shy recluse, nor dreamy visionary. He eats with a fork, like some others, but, unlike some others, he thinks with a knife.

He has taken a few cracks at the bunk and deadwood of business in some articles that are to appear pretty soon. *Nation's Business* has bought one, *System* two and *Liberty* four. He also has a date with Scribner's to get another book ready for publication this fall. As there is still a great deal of bunk to take out of business, there is every indication that he will be kept busy. In his spare time, though, he is apt to be found either at the theater or helping the local fire department in Hartsdale to put on a play.

A. O. Backert

President of the Penton Publishing Company of Cleveland, ex-president of the Associated Business Papers, Inc., died suddenly of heart disease on the evening of April 24. He had just returned to Cleveland after a month's vacation following an illness which had lasted several weeks. Mr. Backert had long been prominent in the publishing and foundry industries and had served for five years on the executive committee of the A. B. P. The funeral took place on the afternoon of April 27.

Phil W. Medley

Eastern field manager for Seth Seiders, Inc., and Mather & Company, affiliated organizations specializing in internal industrial advertising, has been promoted to the position of director of personnel for the home office district, Chicago.

Kenneth B. Roy

Has been appointed general advertising manager of the *El Dorado Daily News* of El Dorado, Ark.

Joseph Ewing

New York, has been appointed marketing counsel for William A. Rogers, Ltd., of Niagara Falls, N. Y., silverware; the Keystone Watch Case Company of Philadelphia; Gillinder & Sons, Inc., of Tacony, Pa., glass lighting fixtures; and La Resistia Corset Company, Bridgeport, Conn.

Periodical Publishers' Association of America

Announce the removal of their offices on April 30 from 200 Fifth Avenue to 8 West 40th Street, New York City.

Year In and Year Out NEEDLECRAFT MAGAZINE

upholds its reputation as the star sales producer among all small-town women's magazines.

Advertisers selling through stores, or direct, and who key their copy, always find Needlecraft at, or near, the top of the list when the returns are checked.

It produces *unusual* results because it is read with *unusual* interest by more than 1,000,000 *unusually* alert women.

Robert B. Johnston
Advertising Manager
New York

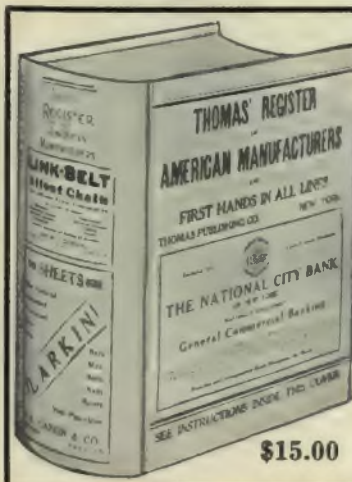
JAMES A. ROBERTSON
Western Manager
Chicago

ELIOTT D. ODELL
Eastern Manager
New York

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.



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

more sales

Less than 16 months ago a Manufacturer came to me with a modest appropriation of \$1,500 and a very urgent problem of quickly increasing sales while *reducing selling costs*.

Today that client is investing nearly \$50,000 exclusively in direct-mail plans originating from this office. Where he had less than 25 jobbers, he now has nearly 500; where he had less than 100 dealers, his products are now sold in over 28,000 stores. A single direct-mail selling idea is bringing in 2,000 new dealer accounts each month.

How are these unusual results obtained? By taking only a *limited number* of clients and seeing that each gets my *personal attention*. I *personally prepare the Sales Plans* for each client; *personally write all the important copy*—and all sales copy is important these days of keen competition.

I can handle just one more account of a Manufacturer who wants to increase his sales and reduce his selling costs; who regards the job as important enough to justify the *personal attention* of a specialist, whose effective direct-mail work is being used by some of America's best known concerns and copied in some of the best advertising journals.

Outline your sales problem and I will offer some suggestions you can try out at moderate cost until you see results. No obligation.

EDWARD H. SCHULZE, Inc.

*More Sales With Less Cost Thru
Direct-Mail Advertising
and Selling*

37th Floor, Woolworth Building,
New York

When Salesmen Lack the Necessary Confidence

[CONTINUED FROM PAGE 22]

one that kept putting the company on the defensive with the customers, was the looseness with which promises of delivery were made by the salesmen. They would promise that an order would be shipped such and such a day and then trust to good fortune that the production department would meet their schedule. On some of the line this was all right. There was always a plentiful supply in stock. But some of our items are not staples. They have to be routed through the production department on special schedules. Machines have to be set up to different gages and so on, and it does not pay to make these changes until enough work for a set of machines is in the house to make it profitable to both ourselves and the customer.

"These things had never been clearly explained to the salesmen. They knew that the items were in the catalog, but they were not familiar enough with the mechanical necessities to make their promises intelligently, and so that they could be kept. When the customer began to shout for his apparatus or parts, we tried as best we could to explain. The comeback invariably was, 'Why didn't we know something about this when we placed the order?' The salesman never opened his mouth. We could have ordered elsewhere, or have substituted something else."

"This matter, too, was settled without any undue difficulty. In the very next issue of our catalog it was carefully explained just how our factory functioned on what we called 'special orders.' Salesmen were taken through the factory, and the functions of the production department were made clear. Now when a salesman is confronted with a special order he knows just how to handle it. In the office, before the order is entered, a letter is written to the customer, stating definitely when delivery is to be made. No promise is made without the O. K. of the production department. There is a better spirit all around.

"Even these few changes have served to build confidence of the highest order—both among our customers and within our own sales ranks. We have taught our representatives to look upon themselves as part of the motive power of the company. Today we start green salesmen in the factory before we begin to instil in them the selling points about our merchandise. Their understanding of the product enables them to overcome objections and sales resistance skilfully. Knowing the painstaking care with which each part of our product is fabricated

has given our salesmen a respect for and confidence in our goods that they never had in the old days. The efficacy of our plan is borne out by the satisfactory sales volume that is now enjoyed by the company.

"Another thing that has made for confidence on the part of our salesmen, a confidence that finds its reflection in the good feeling our customers now have for the company, is that of assuring the green salesman that every effort will be made to fit him in, before we finally decide to drop him. Whether we drop him or not, we explain, is in the final analysis up to him, not to us. We feel that we have made an investment in a man when he has been with us for as little as a week, and we do not feel we can afford to drop him without expending every effort to make him a producer. Under the old regime men were hired and let go to such an extent that the organization did not attract first class salesmen, and the customers and prospects were dizzy trying to keep up with the changes. It did not help inspire confidence.

"Today, if a salesman shows some degree of ability we transfer him to another locality if he finds it hard sledding where he is. We don't find fault. We take a man completely into our confidence, for we have learned that in that way we can get his. When there is no further doubt that a salesman is a failure so far as we are concerned, he knows it just as well as we do. He does not feel that he has a grievance when he is let out. Some of our best boosters are salesmen who proved out of place with us because they did not fit into the field. They would not feel that way if we had summarily fired them after a few weeks. On the other hand, some of the salesmen who are topnotchers in their territories were not even third raters in their original localities. Some fit in better in the big cities, others in the farming communities, and still others in small towns and suburban districts. It's part of a sales manager's job to thrash these things out for the good of himself and his organization, if he is to succeed.

"Sell the organization to the men on the sales force, one hundred per cent, and there can then be no question of confidence on the part of the salesmen. The salesmen, too, will have no trouble in selling the company and its products to the prospects. Nothing is more contagious than enthusiasm. If the sales manager cannot instill confidence into his force, he has no right to expect of his salesmen the ability to inject that spirit into the customers."



THE officers and directors of the General Outdoor Advertising Company, Incorporated, cordially invite the members of the Associated Advertising Clubs of the World and their friends who will be present at the Houston Convention to visit their exhibition of Outdoor Advertising Art on view in the Municipal Auditorium from May 10th to 14th.

550 West 57th St.
New York City

General Outdoor Advertising Co.
INCORPORATED

Branch Offices
in 52 other cities



A Gorham photograph by Lejaren á Hiller

Photo-Engraving Extends Fifth Avenue Across the Continent

An Observation by James Wallen

FIFTH AVENUE connects with the Main Streets of thousands of towns and cities by means of photo-engravings of its luxurious wares.

Likewise photo-engraving has given the shops of Chicago's State Street, Boston's Boylston and Philadelphia's Chestnut Street, frontage on the great national highway of retailing.

The luxuries of the metropolitan centers of every state are carried to the dwellers in the smaller places and over broad acres thru catalogs, brochures and broadsides; richly and profusely illustrated.

The same exquisitely patterned silver that rests on the napery of the French embassy in Washington, graces the table of the ranch house nestling in the foothills of the Rockies.

The members of the American Photo-Engravers Association are vitally interested in helping you to enlarge your market. "Your Story in Picture Leaves Nothing Untold."

The Association booklet, "The Relighted Lamp of Paul Revere," may be had from your photo-engraver or from the general offices of the Association.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

An Experiment to Discourage Crime

[CONTINUED FROM PAGE 18]

The "CANT" strikes sharply. It is printed in large, bold faced capital italics and is heavily underlined in black. Even the apostrophe has been omitted to give it greater force and sharper appeal. The criminal is gambling at tremendously long odds—and the cards are stacked against him.

The last card of the series shows the last act of the life of crime just before the final curtain falls. It is powerful in itself, but doubly so when considered with regard to the series of which it is the finale. Four shadow silhouettes against a blank wall: the chaplain with open prayer book, the criminal, the electric chair; and in the rear of the procession the omnipresent, rugged figure of the policeman. No text, simply the poignant caption, "You CANT Win!"

The second series, which runs parallel with the first, constitutes the negative appeal where the criminal is concerned. It shows him how strong are the police and how weak he is by comparison, and has the further objects of breeding greater respect for and appreciation of the police in the minds of the people of New York, and of heightening the morale of these police through this very admiration and appreciation.

The keynote of this series is the caption "READY", and each card contains the slogan "YOUR New York Police." Here the policeman is shown in the vivid incidents of his daily routine; all the dramatic incidents which constitute his everyday life but which the public is only too prone to forget or overlook until something goes wrong. It shows him always alert, always ready to do his duty, whatever form that may take.

One card of each series runs simultaneously with one card of the other in alternate cars, each card being changed twice every month. Thus the campaign which started on April 1 will run for four and one half months. It may provoke many laughs from hardened criminals, near-criminals and even honest, self-respecting citizens. But what the reaction will be once the laughs have run out, once the deep underlying truths of the situation have struck home, is a matter for highly interesting conjecture.

O. S. Tyson & Company

New York, have moved into new offices at 16 East 41st Street.

E. M. Alexander

Formerly publisher of the *Daily Mirror*, and who has been connected with various other newspapers and periodicals, has been made vice-president of the *New York American* and a member of the executive council of the Hearst Corporations.

The Central Office

The main office of the American Wool and Cotton Reporter at 530 Atlantic Ave., Boston, is continually requested by mill agents, managers, superintendents and heads of departments, to hire men for them or recommend men to them or to keep these men themselves in mind for advancement in the textile industry. These men come to us for advice regarding manufacturing processes, merchandising and financing problems, etc.

In the textile industry, the American Wool and Cotton Reporter is looked upon as the strongest influence. It is the one textile trade paper that is regularly consulted by the industry in general.

The American Wool and Cotton Reporter has more actual subscribers in the textile industry of New England than any other two papers combined and about as many subscribers among the responsible purchasing heads in the New England and Southern textile states as any three textile papers combined. The American Wool and Cotton Reporter is the one textile paper that has the confidence of the entire industry.

The American Wool and Cotton Reporter is the only textile trade paper that doesn't give premiums to secure circulation.

Standard 7 x 10 Page

Established 1887

Charter Member A. B. C.

American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue
Boston

518 Johnston Bldg.
Charlotte, N. C.

No screen
No line drawing
No etching



Printed from original—Direct line cut (poster style). Ben Day effects no extra charge.

Confidence!

We will make line cuts direct from half-tone drawings or merchandise—no line drawing—in your special style of treatment to your entire satisfaction.

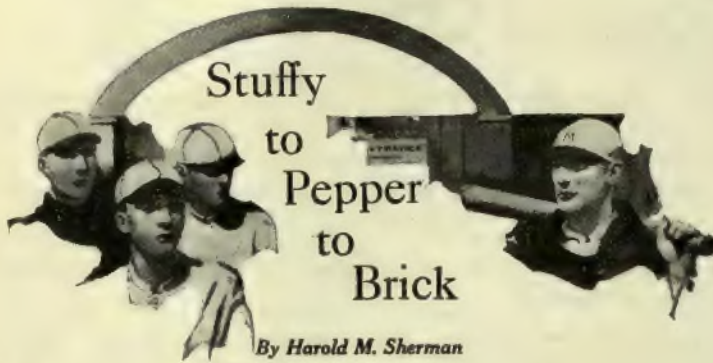
Backed by our guarantee of 34 years.

Field & Beattie

227 Fulton St.
New York City
N. Y.

I am interested in Direct Line cuts. Send particulars without obligation.
Name _____
Address _____
City _____

Telling It to the Boy Scouts



By Harold M. Sherman

Boys' Life Discovers an Author!

SOME months ago we published a sport story by Harold M. Sherman, an author who had never before written for Boys' Life. We expected it to prove popular but upon taking a census found that our readers by far considered it the outstanding feature of the issue.

Since then, Mr. Sherman's stories of athletics have been appearing seasonally.

And now, with baseball on, a serial with a baseball plot is proving a tremendous attraction.

Boys' Life editors know what Boys' Life readers want. And Boys' Life readers also know what they want—in their reading matter and the goods that they use. They get both in Boys' Life, thru the editorial and advertising pages respectively.

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.

Put a Smile in Your Sales Letters—



Our Cram Cuts are lively little illustrations that forcefully illustrate your point and get good will at the same time.

Use them also in booklets, house organs, sales bulletins, etc. One dollar

each, less in quantities.

Our proof sheets contain loads of good ideas. Get a set free from Dept. B 109.

The CRAM STUDIOS
Muskegon, Michigan

For 15 years the leading best equipped business research organization.

Surveys and special investigations—dealer questionnaires anywhere in U. S., \$1.50 per dealer, 75c consumer.

Industry researches on over 300 lines of business available at \$150 and up.

Business Bourse

J. GEORGE FREDERICK, President
15 W. 37th St., New York, N. Y.

A. O. Backert

An Appreciation

By M. C. Robbins

FEW events in the course of a lifetime strike so deeply into the hearts of so wide and varied a group of sincere friends as did the sudden and tragic death of A. O. Backert, president, general manager and treasurer of the Penton Publishing Company, Cleveland, Ohio, on the evening of April 24.

My first acquaintance with him was made some twenty years ago, when we both lived in Chicago and represented an eastern publication. He was a typical Midwesterner—and proud of it. Sincere, unaffected, dynamic in his untiring energy, he inspired the admiration of his subordinates and the affection of his associates. His influence was long and keenly felt in the



A. O. Backert

iron and business paper fields, the fields to which he devoted the last nineteen years of his life, and to which he contributed so much of his energy.

The history of the Penton Publishing Company, since it was a struggling infant years ago, has been closely connected with the personal history of A. O. Backert; the Associated Business Papers, Inc., owes much of its present strength to his hearty and untiring cooperation; the Allied Metal Congress held in Milwaukee in 1918 was of his conception; his foreign tour in 1919 did much for the success of the Inter-Allied Foundrymen's Convention in Philadelphia, and for building up cooperation between the foundrymen's associations in this country and abroad.

"A. O." has made his mark in the business world, but far deeper is the mark which he has left in the hearts of his friends—a mark which time may dim but can never quite obliterate.

[[A message to the European and American delegates attending the 21st Convention of the Associated Advertising Clubs of the World held at Houston, Texas, May 9th-14th, 1925]]



THE TWO SYMBOLS OF SERVICE which have been outstanding during the past decade in the advancement of high ideals in the publishing and advertising world are those of the Associated Advertising Clubs of the World and the Audit Bureau of Circulations.

The mottoes of these two associations, indelibly and irrevocably imprinted on their banners are "Truth in Advertising" and "Truth in Circulation," and they have gone hand in hand.

Their combined influence has not only covered the North American Continent but is extending steadily throughout the entire civilized world and is encircling the globe.

Clubs affiliated with the A. A. C. of W. have been established in many lands. A. B. C. Associations have been organized or are in the process of formation in several European and other countries. In neither association is there a trace of selfish interest. We are giving to the world the benefit of our experience in the attainment of "Truth in Advertising" and "Truth in Circulation."

All we hope is that eventually there shall be established a world-wide federation of publishing and advertising interests under this banner of "Truth" that will not only be merely of commercial benefit, but will in the final analysis have a beneficial effect upon the welfare of the citizenship of the world at large.

The Houston Convention—made possible by the confidence of those participating in the London Convention—will no doubt send back to our friends across the seas a ringing assurance of co-operation in the attainment of this high ideal. In this the Audit Bureau of Circulations will be in hearty accord.

THE AUDIT BUREAU OF CIRCULATIONS

O. C. Harn, *President*

Stanley Clague, *Managing Director*



The Great American Family of K-C



Approximately one-third of the K-C family bread-winners carry Knights of Columbus insurance to the amount of \$257,000,000.

To date the Knights of Columbus have paid \$20,724,-553.97 to beneficiaries and the figure for 1924 alone was \$1,581,183.00.

Furthermore, because of excellent financial condition the Knights of Columbus have waived four insurance assessments during the past two years. This represents a saving to insured members of \$1,100,706.40.

It is any wonder that the Great American Family of K-C is so loyal to the Knights of Columbus—and correspondingly to **COLUMBIA**, their own national monthly magazine?

COLUMBIA

The Largest Catholic Magazine in the World

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

Net Circulation **763,978** Member of A. B. C.

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

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

Program Semi-Annual Meeting A. N. A.

FOLLOWING will be found an outline of the program that has been prepared for the three-day session of the Association of National Advertisers to be held at the Edgewater Beach Hotel, Chicago, Ill., May 6, 7 and 8.

The morning session on Wednesday, May 6, opens at 11 a. m. E. D. Gibbs, of the National Cash Register Company, will speak on "How the Advertising Department of the National Cash Register Company Helps the Sales Department Get Business." The afternoon session will have as its theme "Strengthening the Chain of Distribution." Among the addresses and speakers listed are:

"How National Advertising Looks to the Man Behind the Counter"—Mr. Garver, Garver Brothers, Strasburg, Ohio.

"Looking Both Ways at National Advertising"—A. Jobber's Viewpoint"—J. M. Townley, Townley Metal and Hardware Company, Kansas City, Mo.

"Dealer, Helps that Really Help"—J. W. McIver, Edison Lamp Works.

"Securing Dealer Cooperation for the Manufacturer's Advertising"—W. K. Towers, Paige-Detroit Motor Car Company.

"Getting Closer to the Dealer through Direct Mail from Branch Offices"—R. D. Baldwin, Simonds Saw & Steel Company.

A smoker will be held in the evening.

The morning session on Thursday, May 7, will be devoted to discussions of some noteworthy campaigns, by the men who directed them:

"The Log Cabin Syrup Campaign"—F. H. Camp, Log Cabin Products Company.

"Advertising a Bank and Its Service to the Public"—A. D. Welton, Continental and Commercial National Bank of Chicago.

"The International Home-Lighting Contest"—P. B. Zimmerman, National Lamp Works.

"The Gargoyle Mobiloil Campaign"—Eben Griffiths, Vacuum Oil Company.

"The 'Build-Without-a-Basement' Campaign"—W. S. Rowe, Estate Stove Co.

"Simplicity—the Keynote of Heinz Advertising"—H. M. Bourne, H. J. Heinz.

The afternoon session on Thursday will be given over to a discussion of getting the most out of the newspapers. Following is the program:

"How a National Advertiser Can Get the Most Out of Newspapers"—Speaker to be announced.

"Newspapers as the Backbone of the Life Savers Campaign"—M. B. Bates, Life Savers, Inc.

"A Frequently Overlooked Market—Your Own Home Town"—Carl Gazley, Yawman & Erbe Manufacturing Company.

"The ARMCO Town"—Bennett Chapple, American Rolling Mill Company.

"How to Community-ize Your Advertising"—E. M. Swasey, New York American.

The semi-annual dinner will be held Thursday evening, beginning at 7 o'clock.

The last meeting will be held Friday morning, May 8. On the program are the following addresses and speakers:

"How Six National Advertisers Cooperated to Set Up Sales Quotas"—E. R. Smith, Fuller Brush Company.

"Radio Advertising—Has It Come to Stay? Is It a Success? How Can It Best Be Used? What Should We Expect from It?"—A. C. Lang, Gold Dust Corporation; L. A. McQueen, B. F. Goodrich Rubber Company; One other radio speaker and by the entire meeting in open discussion.

"The Other Half of the Market"—Speaker to be announced.

"An Engineering Analysis of Advertising"—Glenn Muffley, Commercial Research Laboratories.

EARL B. SHIELDS Advertising

ANY of these clients will gladly tell you about our service:

A. E. Barber-Goodhue Company, Chicago
Brookshire Cheese Co., Plymouth, Wis.
Calumet Steel Company, Chicago
The Dexter Company, Fairfield, Iowa
Faber-Schneider Radiator Co., Chicago
J. E. Porter Corporation, Ottawa, Ill.
Thoma & Son, Inc., Fairfield, Iowa
The Tupman-Thurlow Co., Inc., New York

1623 HARRIS TRUST BLDG.
CHICAGO

GET THE 1925 RED BOOK



More than 6,000 names of wholesale grocers, semi-jobbers, and chain store operators in U. S. Financial size, branches, etc., designated.

\$2.50 each, postpaid

Special prices on quantities.

THACKER GROCER DIRECTORY
Dept. AS, 33 W. Gay St., Columbus, Ohio

The Cleveland Press has the Largest Daily Circulation in Ohio!

During the six months ended March 31st, the average daily circulation of The Cleveland Press was

201,364

—a GAIN of 5325 copies over the Federal statement issued April 1, 1924, and a GAIN of 6549 copies over the statement issued just six months ago.

165,824

of this was

CITY CIRCULATION!

—a GAIN of 8315 copies over the Federal statement of April 1, 1924; and a GAIN of 8600 copies over the statement issued six months ago.

The total circulation of the daily Plain Dealer for this period was 191,170—a loss of 14,399 from its October, 1924, statement.

The total circulation of The News for this period was 163,842. The Press now has more CITY circulation than The News has total.

Any merchant or manufacturer selling a worthwhile service or product may address this great audience of Press readers with the confidence that, in so doing, he is getting the most possible out of this advertising dollar.

The Press

First in Cleveland

A Scripps-Howard Newspaper

Nationally represented by

ALLIED NEWSPAPERS, Inc.

52 Vanderbilt Ave., New York

Chicago
Cincinnati

Cleveland
San Francisco





VENEER manufacturers in 4,449 B. C. didn't do much advertising because most furniture manufacturers made their own.

Today, however, the furniture manufacturing industry buys and consumes millions of feet of veneers in a year. Practically every piece of furniture that has a beautifully figured surface of any size—is veneered.

That's why veneers, special inlays, overlays, decorative transfers and the like are advertised extensively in *The Furniture Manufacturer and Artisan*. An especially edited veneer section on tinted stock makes possible an advertising tie-up that produces noticeable results.

It's not hard to find a buyer for the special burl—but your real profit is tied up in regular run of stock. We're helping a good many veneer houses move such stock and increase their profit. Write for a copy of this publication and more information regarding it. You'll find it worth while.

The Furniture
Manufacturer & Artisan
GRAND RAPIDS, MICHIGAN
A. B. C. A. B. P.

Wise Advertisers

A. G. Spalding & Bros.
Garrod Shoe Company
J. B. Ford Company
Robertson Art Tile Company
Junior League Hotel
Grace Dodge Hotel
Furness Bermuda Line
Vulcan Gas Ranges (real name is Standard Gas Equipment Corp.)
Rumford Baking Powder
Quaker Puffed Rice
Albert Pick & Company
Paul Jones Gym Togs
Pediforme Shoes
Utica Sheets and Pillow Cases
U. S. Trust Company
Englander Beds
John Van Range Company
Man o' War Gym Clothes
Lion Bros. Company, Inc.
Duparquet Equipment
Kehoe Preserving
McCray Refrigerator
Onondaga Pottery Company
Davenport-Taylor Mfg. Co.
Ocean Bathing Suit Company
Bausch & Lomb
John Sexton Company
The Century Company
Isaac Pitman Company
Geo. S. Daugherty Company
Tropical Paint and Oil Co.
Farmers' Loan & Trust Co.
Foot Form Shoe Store
Weyhing Brothers

THEY USE

The
Womans Press
600 Lexington Ave.
New York

Contract Arrangements with Branch Managers

[CONTINUED FROM PAGE 19]

pany may withhold the payment of commission in whole or in part until the notes are paid.

Merchandise Not Paid for in Full—Said district manager agrees that his account shall be charged with the amount of his commission on the unpaid part of the purchase price of the company's product, or any note given therefor, previously given to him or credited to his account.

Merchandise Resold—Said district manager shall receive commission only where an amount in excess of one regular payment has been paid on any company product which is repossessed. If the district manager retains possession of and resells the said merchandise at the list price within six months from the date of sale, he shall receive his regular commission on the amount first paid when three regular payments have been received on the second sale, provided the company has not incurred any expense in making the product salable. If expense has been incurred by the company, said district manager shall receive commission only on the second sale.

Allowances—Said district manager agrees that the company shall have the right to fix the amount to be allowed on merchandise to be taken in exchange, and no commission will be paid on the amount so allowed. In all cases where, in the judgment of the company, an excessive allowance has been made, the company shall figure the commission on the money difference that would have been paid if the amount the company deems to be its regular allowance has been made, and will charge said district manager with the excess.

In connection with compensation, a credit balance is often provided for the protection of the company. For example, one company provides, as follows:

The company shall retain, from the commissions now due or that hereafter will become due said district manager, an actual credit of.....dollars (\$.....), to be held as a deposit and security for good faith on said district manager's part and to protect the company against loss by reason of amounts charged back against said district manager's account. The balance, if any, remaining in the company's hands when said district manager's account is finally settled, and all possible credits and charges to said account shall have been made, shall be paid to him at that time. Said district manager agrees that the company may increase the amount of his actual credit balance, from time to time, as the business done by his agency justifies. Said district manager agrees that any such sum or sums that said company may advance to him from time to time shall be charged to his account; that all or

any part of the commissions that may become due and payable to him may be applied by said company toward the payment of said account; and if, upon a final account stated, said accounts should disclose a balance due the company, said district manager agrees to pay same immediately.

3. Undertakings Assumed by the Manager or Dealer—By far the largest number of stipulations in the sales contract seem to be those representing undertakings by the manager. Such provisions cover the duties of the manager or dealer, the stipulations relative to his giving his complete time to the business, the keeping of records, the opening of a suitable place of business, the proper sort of display and advertising, the hiring of salesmen, the use of the company name, the filing of a bond, etc.

Most contracts with sales managers and dealers have some provisions relative to the efficient performance of duties; for example, here is one:

The manager agrees carefully and honestly to attend to said business and to do and perform all the duties essential to the right management of same as directed and advised by the company.

The contracts frequently provide that the dealer or manager shall devote his full time to the conduct of the business—for example, here are two provisions:

The manager agrees to give his entire attention to the duties assigned to him and to engage in no other business enterprise of any nature whatsoever during the full term of this contract without his first obtaining thereto the written consent of the party of the first part.

The manager agrees that during the term of his contract he will not be interested directly or indirectly in any other business that will occupy his time during business hours.

Frequently a proviso is contained that the manager shall not engage in a similar business after the cancellation of his contract. It is customary to have such prohibition run for a stipulated time, for example:

The manager agrees that he will not engage directly or indirectly for himself or as an employee for any other, in manufacturing, buying, selling or dealing in the company's products, for a period of *one* year after the termination of the agency herein created, without the written consent of the company, and the agreement shall not inure to the benefit of the company.

Safeguards are provided for the use

TELL IT TO SWEENEY/ *retailer at-large*



IN the opinion of many manufacturers, retailers—to paraphrase what somebody once said about women—are funny. For a more specific opinion, we can refer you to the salesmanager who defines a retailer as a guy too dumb to make a living any other way. And in some advertising agencies, he is represented by X; or occasionally thought of as the person who can understand the Harvard studies on stockturn.

Yet all of these folks are deeply interested in the retailer, the ultimate port of clearance all goods must pass before the manufacturer's dollar can go cash-registering home. How to sell the retailer; how to make him conscious of the manufacturer's advertising—these are burning questions that have led to the consideration of certain newspapers for their "dealer influence". It should be a relatively simple matter to pick such a medium, but it often isn't—because the folks who do the picking apparently do not understand the retailer very well.

* * *

LET us introduce Sweeney, New York retailer. He numbers about one hundred thousand in New York City. This number includes about 14,000 distributors of groceries (exclusive of 3,000 chain food stores) and about 3,000 drug stores. The

New York grocer stocks more than a thousand items, and the druggist carries from six thousand to upwards of forty thousand items.

They make their living on about a fifth to a fourth of the items stocked, the rapid sellers. The majority of their stock moves slowly and brings little profit. And in almost every store is a proportion of from ten to thirty percent of goods in stock that is static—representing dealers' dollars that will never return; graveyard of merchandising hopes and plans; poorhouse of glowing promises, misdirected salesmanship, over-enthusiastic salesmanship; monuments to the dealer's mistakes, bad judgment, and poor guessing. These permanent purchases make the retailer realize that one dollar on the move is worth ten on the shelf. They also make him a hard prospect for a new product, and an ardent advocate of advertised goods.

* * *

WITH these few remarks, it is not hard to find out what newspaper in New York has the most dealer influence. Personally Sweeney the retailer may have a rabid interest in politics or baseball, may play the 'cello or chess or the ponies or the market or guessing games, may have an avid interest in column conductors or society scribes—and follow the journals which satisfy these atavistic appetites. But from a business standpoint, as an advertising medium, he is interested most in the paper that most of his customers read—and in New York that paper is THE NEWS.

After all, the only real dealer influence that really influences the dealer is consumer demand. The only paper



that can have dealer influence is the paper that makes that demand. And by this time most New York retailers know that THE NEWS sells! A check of a hundred chain store managers a short time ago gave THE NEWS a preference of sixty-one; the next paper got twenty-three; and two others that are often picked because of their alleged dealer influence got less than ten apiece.

* * *

IF dealer acceptance is a sore spot in your New York distribution, Tell It to Sweeney, New York retailer, in THE NEWS! On its small pages, retailer and consumer alike can see your advertising without the aid of an index or checking bureau. With more than 850,000 circulation daily (96% city and suburbs) and more than 1,000,000 Sunday, there are enough News readers in every part of New York to make every retailer conscious of the demand that News advertising creates. No other paper in New York can bring such a volume of city-wide response and sales because no other paper has the volume of circulation and the comprehensive coverage! Its huge concentrated circulation, high visibility, and low rate make THE NEWS essential—and most economical in selling America's greatest market. Get the facts!

This is number twenty-three of the Sweeney series. The others will be sent on request.

March Averages

Daily—859,679

(The largest daily circulation in America)

Sunday—1,099,106

THE NEWS
New York's Picture Newspaper

25 Park Place, NEW YORK TRIBUNE TOWER, Chicago

of the company's name; thus one sales contract provides:

The district manager is not authorized, and shall not under any circumstances, sign the company's name or endorse the same upon any draft, check, bill of exchange, note, lease of office or other obligation or instrument or in the acceptance of any order unless specifically authorized thereto in writing over the signature of the company's president and sealed with the company's seal. All leases for offices shall be signed by an officer of the company.

The dealer often agrees to maintain a place of business and a properly equipped, favorably located salesroom, and may be required to hold the company free of all responsibility for any charges connected with the place of business.

In connection with such place of business, the manager may be required conspicuously to display suitable signs in and on his building and windows, designating that he is handling the company's products, but so as not to annoy or injure the company or any other of its branch managers or dealers.

A series of provisions may usually be found relative to the company's products.

The district manager or dealer is required to keep a full line of the company's products and to have on hand an adequate stock of parts; to instruct each purchaser in regard to the proper use and care of the company's products.

That the company may be able accurately to gauge production, the manager or dealer may be required to furnish a record of prospective requirements; for example, here is one provision:

In order that the company may determine the prospective requirements of its business and base its requirements thereon, the dealer or manager agrees that he will furnish the company, prior to December 31 of each year, with an estimate of the number of the company's products he will sell at retail for the various months of the ensuing year, designating likewise shipping requirements.

In order to protect the company in the case of termination of a contract with district manager or dealer, a stipulation is frequently inserted requiring the dealer or district manager to keep a list of probable purchasers and users.

Said manager (or dealer) agrees to keep a list of probable purchasers and also a list of users of company's products in his territory. Both lists shall show the name, business and address of the merchant, and the users' list shall show also the style and factory number of the product in use. Said manager or dealer agrees to keep both lists up to date by revising and adding to same from information obtained by his daily work in his territory. These lists shall be and remain the property of the company, and shall be delivered by said district manager or dealer, at any time, to an authorized representative of the company, on demand or

First

In Competition for Attention

IN make-up the Radio Digest ranks **FIRST** of all Radio publications. Pick up any issue and you will find that every single advertisement is given equality of prominence.

Radio Digest recognizes its obligation to Subscribers and Advertisers and serves **BOTH** without partiality.

Circulation volume and advertising rates are the chief guides in preparing advertising schedules. On a basis of **POWER-BY-THE-MONTH** you will find that the Radio Digest offers a greater volume of power than that of all other Radio Magazines of known circulation **COMBINED** at an advertising rate 30 per cent less.

[We will be glad to send]
[detailed information]

Radio Digest

PROGRAMS
Illustrated

510 North Dearborn St.
CHICAGO

H. C. Rayner, Publisher



Our New York office under the direction of Wm. A. Thompson, functions very actively in helping Radio Advertisers and Agencies.

ELECTRICAL
ANIMATED
AND
STILL

DISPLAYS

for
WINDOW,
COUNTER,
and EXHIBITS

Effective—Dignified
Planned Inexpensively
CONSULT WITH EXPERTS

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

South American Newspapers, Inc.

Agents for advertisements in the leading dailies:
"EL DIARIO NACIONAL" of Bogota, Rep. of Colombia
"EL NUEVO TIEMPO" of Bogota, Rep. of Colombia

Each one reaches a market of not less than half a million consumers of American products.

These papers carry magazines, full page colored or daily strip comics, duly authorized by American copyright owners.

80 SOUTH ST., NEW YORK, N. Y. Phone: John 1196

Shoe and Leather Reporter

Boston

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



The only way to advertise "Quality"

*{ An open letter to a manufacturer who seeks }
{ to place his business on a higher plane. }*

There was once a wise man who told a king that he had discovered a way of making gold out of sand. He explained the process which seemed quite easy, except for one thing. If during the operation the king once thought of the word Abracadabra, the charm was broken and the gold would not come. The king tried and tried to follow the directions, but he could not keep that word Abracadabra out of his mind, and so he never made the gold.

That word "quality" is one of the worst in the language. It means so much that it means nothing. It is so often used wrongly that it cannot be used rightly. The only way to convey the idea of quality in an advertisement is to leave the word out.

In the advertising of a business whose goods really possess quality, which are fine in workmanship and tasteful in design, the workmanship and the good taste must be put into the advertisements. And the word "advertisement" must be stretched to cover every single piece of printed matter that reaches the eye of the public—every label, price ticket, wrapper, package, carton, sign, delivery wagon or display rack. Each must possess and show the good taste, the quality that is in the goods.

It is not an easy thing to do. It is not a one-man job. It needs writers, artists, designers, typographers. It needs vision, imagination, taste, temperament—in short, an organization trained to seize upon the few things—they are always few—that will spell that word "quality" in every form of advertising, without ever breaking the charm by using the word itself.





FIRST

LEADERSHIP in Department Store, Furniture, Auto, Drug Store, Electric and Radio advertising are now the privilege of the Dispatch Herald. Still further evidence of the growing popularity of this newspaper which attained such unusual pre-eminence in such a short period of time.

THE DISPATCH-HERALD

CHAS. H. EDDY & COMPANY
National Advertising
Representatives
New York Chicago Boston

Thirty Days of Oil in Each Issue!

THAT'S why the busy executive in the oil industry finds it worth his while and time to read Oil Trade every month. That's why your message in its pages reaches the right de.k.

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

at the termination of his agency contract.

Some companies keep very close check on the activities of their district managers by requiring daily reports of calls.

Said district manager (or dealer) agrees to send to the company on the form furnished by the company a list of all persons that shall have been called upon by him or his employees during the day in the interests of the business. Said list shall show each person's name, street address, city, and business, and, in brief, the object and results of said call.

Original Purchase Order of Company—The district manager (or dealer) agrees to transmit immediately to the company in each case the original order received from the purchaser, with all conditions or special agreements proposed to be made with such purchaser noted thereon.

A series of provisions are included in some district manager and dealer contracts with reference to the employment of salesmen. The following are illustrative:

The district manager (or dealer) agrees to employ such number of salesmen as the company may deem necessary for such territory, such salesmen to be and remain the employees, agents and representatives of the company.

The district manager (or dealer) agrees to make with each salesman employed by him a written contract of employment in form and substance satisfactory to the company, to be executed in triplicate, one copy to be lodged with the company.

The district manager (or dealer) agrees to prepare statements for and to make full settlement with each of his salesmen at least once a month, and then to pay all commissions due as well as the salesmen's shares of all commissions which have been advanced by the company; and to forward to the company copies of all such statements, duly acknowledged by the salesmen.

The district manager (or dealer) agrees to advise the company immediately upon employing new salesmen, and upon discharging salesmen, giving in each case of discharge the reasons therefor.

Provisions as to expenses will vary considerably from company to company. The preponderant practice appears to be to have the district manager or dealer bear all expenses arising from the operation of the agency, for example:

Said district manager (or dealer) shall pay his own expenses, it being understood that the company is not to pay any of said district manager's (or dealer's) traveling, office, or other expenses, for all of which he expressly agrees to contract in his own name, and under no circumstances to represent that the company is responsible for the same. Said district manager (or dealer) shall not sign the company's name to any lease, contract or agreement.

Even where the manager bears all expenses, a provision is sometimes

made as to an equitable sharing of losses from bad debts.

A sizeable number of provisions in the district manager or dealer contracts bear upon the administration of his agency and principally cover collections, the keeping of accounts, the issuing of receipts, the establishing of a bond, etc.

Maintaining of Accounts—The district manager (or dealer) agrees to maintain the accounts and records of the agency in accordance with the company's "standard practice manual" furnished to branch offices, and to be responsible for the accuracy of said accounts and records, which shall be subject at all times to examination by the traveling auditors of the company; and, that in the event of discrepancy between the accounts of the agency and those of the company, the company's decision shall be final.

A provision is usually found calling for the safeguarding of records both as to contents and physical state, for example:

The party of the second part hereby agrees to keep in a safe place under lock and key all books, reports, lists, copies of leases, and other papers of a private nature, and allow no one to see these private papers except such persons as are authorized by the party of the first part to see them; and also agrees that leases and reports or the contents of leases and reports will not be divulged or shown to any one, except representatives of the party of the first part.

It is also provided that such records shall be the property of the company, surrenderable on demand.

That all correspondence, records, account books, and equipment in which the records are contained, all price lists, educational material, decision books, and all other articles or things relating to the business of the company, shall be and remain the property of the company, and shall be surrendered to it on demand, and in any event upon the termination of this agreement.

Collections and Remittances—The district manager (or dealer) agrees to make collections, and to require that all checks, drafts and other instruments taken in payment of money due the company be made payable to the order of the company; to deposit promptly to the credit of the company, with depositories named by it, all cash, checks, drafts and other instruments received by him in payment of obligations due the company; to report the same daily to the company; and to forward daily to the company all instruments received that require the company's official signature to become collectible.

Filing of Bond—The district manager (or dealer) agrees to furnish to the company a fidelity bond acceptable to it in the sum of and conditioned upon the faithful performance of the district manager's duties in the territory, it being expressly agreed that this contract shall not be binding upon the company and accepted by it.

Workmen's Compensation Laws—Said district manager (or dealer) agrees, for the benefit of his salesmen



Largest Newspaper in $\frac{2}{3}$ of the United States

DEALERS' NAMES in Seven States

The morning, evening, Sunday and Weekly editions of The Kansas City Star circulate in seven states. The research department has prepared books containing the names of the following classes of dealers in these seven states:

Number of Names.	
26,401	Grocery Stores
20,616	General Stores
7,272	Drug Stores
12,787	Automobile and Garages
8,893	Hardware Stores
4,739	Furniture Stores
7,594	Confectionery and Cigar Stores
5,237	Men's Clothing Stores
5,758	Dry Goods and Women's Clothing Stores
2,416	Electrical Stores
1,044	Music Stores

In no other territory does any newspaper offer as complete or as valuable assistance to sales managers and their representatives as is offered by The Kansas City Star.

THE Kansas City Star is the largest newspaper west of Chicago. Its morning circulation *alone* or its evening circulation *alone* is greater than the output of any other newspaper in two-thirds of the United States.

Its combined morning and evening circulation of 500,000 copies is *more than double* the output of any other newspaper in any other city in this same two-thirds area of the United States.

Think of it—more than twice the daily output of any newspaper in St. Louis, San Francisco or Los Angeles! More than three times the daily output of any news-

paper in Minneapolis, St. Paul, Portland, Seattle, Denver or Milwaukee!

Kansas City is the only city in America where it is possible to tell a merchandising story to every family in that city by the use of ONE newspaper. No TWO newspapers in cities like New York, Chicago, Detroit, Pittsburgh and San Francisco cover those cities as thoroughly as The Star *alone* covers Kansas City.

On a basis of circulation The Star's advertising rate is the second lowest in the United States.

Kansas City is the advertiser's "try-out city."

Any representative of The Kansas City Star, either at its home office, or the New York or Chicago office, will be glad to advise with you on your sales plans and explain the value of The Star's merchandising services.

THE KANSAS CITY STAR

NEW YORK OFFICE: 15 E. 40th Street Telephone Vanderbilt 10172

CHICAGO OFFICE: 1418 Century Bldg. Telephone Wabash 3832

“WHO IS THIS FELLOW?”

He's a WELL-TO-DO MAN—It has been repeatedly claimed for THE ROTARIAN that its subscribers represent unusual purchasing power. Here is the proof:

Available income statistics indicate income of Rotarians as follows:

\$ 5,000 or less	27%
5,000 to \$10,000	43%
10,000 to 25,000	25%
25,000 and over	5%

73% have incomes above \$5,000 and only 27% below—just check these percentages against those on the average circulation list.

He's a fellow worth talking to.

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

THE
ROTARIAN
The Magazine of Service

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

Member Audit Bureau of Circulations



Interest of the whole country is now centered on the Mississippi Coast. In the past few months property values have rapidly increased. But before this recent development—in fact for generations—many people have appreciated the attractions and ideal climate of this section.

Manufacturers, you can sell to the property owners, the transients and those of long standing in this community, through the advertising columns of the Daily Herald.

The Daily Herald reaches them all.

THE DAILY HERALD

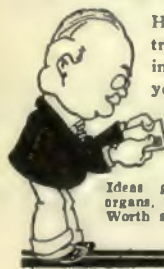
GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

Something New in Clever Cuts



Hundreds of punchy illustrations for every advertising purpose—puts action in your message at little cost.

Send Now for Free PROOF-PORTFOLIO

Idea galore for illustrating house organs, sales bulletins, booklets, etc. Worth sending for.

Clip and Hand This Ad to Your Stenographer for Action

NATIONAL AD-ART SYNDICATE
170 Aylum St. Hartford, Conn.

The Complete Book on ENGRAVING AND PRINTING



“COMMERCIAL ENGRAVING AND PRINTING” by Chas. W. Hackleman (second printing, revised) is a gold-mine of information for advertising men, artists, printers, salesmen and students. 850 pages, over 1500 illustrations, 35 related subjects. Tells how to choose kind of art, process of reproduction, plates, paper, color, etc. Sent on approval. No advance payment.

Write for FREE prospectus showing sample pages, approval offer, payment plan, etc., etc. Commercial Engraving Pub. Co., Dpt. RR, Indianapolis, Ind.

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.

and other employees, to comply in all respects with the workmen's compensation law or laws, if such there be, of any State or States of which his territory may be a part; and to pay the premiums and other costs and expenses incident thereto.

4. *Undertakings Mutually Assumed*—Among such provisions may be cited the following:

1. *Decision in Force*—That all decisions in force, heretofore and hereafter made by the company and not embodied in the form of a branch manager contract, shall be considered a part of the agreement.

From time to time various problems come up for determination. It is well to set these down in some permanent form so that they will serve as a precedent for like situations. This obviates the danger of merely personal agreements.

2. *Order Binding*—That no order shall be binding on the company until formally accepted by it in writing at its executive office.

3. *Advances to Salesmen*—That in exceptional cases if the manager should deem it advisable to make any advances to a salesman until he is able to finance himself, the amount of such advance should be sufficient merely to enable the salesman to work his territory properly and in no event shall such advance exceed \$..... without authority from the general sales manager.

4. *Method of Determining Net Profits*—Some definite procedure should be outlined for determining net profits where the branch manager or dealer is on a profit-sharing basis. For example, it is the practice of one company to determine net profits of an agency by deducting from all credits the expenses of operating the agency. These include: salaries and commission paid to salesmen; salaries paid to office help; rent; light and heat; telephone and telegraph; stationery, office supplies and postage; a depreciation of one per cent on the original cost of furniture and fixture equipment of the agency; and any amount advanced to the salesman in excess of the amount of commission earned by him.

5. *No Assignment*—That the rights and privileges granted in the contract are personal in character and cannot be transferred by the manager.

6. *Cancellation*—A contract should provide for some definite understanding as to the termination of the agreement; for example, one contract provides:

That either party hereto may cancel and terminate this agreement by giving to the other party thirty days' written notice thereof, to be delivered personally or by registered letter and deposited in the post office, directed to the last known address of the party to be affected by such notice, in which event such notice will be deemed effective from the date said registered letter is deposited in the post office; provided, however, that if the company shall believe that any of the provisions of this agreement have been violated by the manager, or that the manager has been

3. Read by all classes—in the fields, the plants and in the offices.

2. News-stand sales larger than all other publications combined.

4. Published in Tulsa, "The Capital of the Oil World."

5. World-wide staff of correspondents.

1. Total circulation, A. B. C. 11,081.

Wherever the **HAND OF MAN** has reached for oil —**THERE**

you will find news gatherers for the Oil & Gas Journal, digging up interesting and reliable information for its army of readers.

If there is an experienced oil man who is not a regular subscriber, he will go to the news-stand and say "I want the **BIG YELLOW BOOK.**"

These news-stand customers include the field superintendent—the drilling contractor—men who move constantly from field to field—as well as the office executives.

They know the accuracy of the Oil & Gas Journal news and statistics that are gathered every week from every oil producing area of the world.

Such a diversified circulation is invaluable to advertisers because the recommendation of every informed oil man is a strong influence on the judgment of the purchasing agent.

The OIL & GAS JOURNAL
TULSA **OKLAHOMA**

The "Journal" is the accepted buyer's guide of the oil fraternity. It's the oldest, largest and highest priced Oil publication.

Here Is an Industry that Has Increased 60% in Five Years

GOVERNMENT statistics show that public utilities developed approximately 24 billion kilowatt hours in 1919 and nearly 40 billion kilowatt hours in 1924, an increase of 60% in output of electrical energy in this part of the power plant field alone.

More significant than this expansion and proof of its sound economical basis, is the fact that there was a reduction of 34.5% in the coal used per unit of power, a saving of over 100 million tons in that period.



April 15, 1925, issue describes the additions to Marion, Ind., Station: tendencies in modern power plant design; electric power systems for auxiliaries; operation of electrical transmission systems; two new railway electric plants; high pressure and temperature piping; Federal Power Commission licenses and permits for 837,000 hp., etc.

Back of these figures is a splendid history of engineering achievement and careful expenditure of billions of dollars for machinery, equipment and supplies.

Over 4,500 central station men and 18,000 other power plant buyers subscribe to Power Plant Engineering for complete and authoritative information on power generation and distribution.

May we send you a copy?

POWER PLANT ENGINEERING

A.B.P. 537 S. Dearborn St., Chicago A.B.C.



April 1, 1925, issue describes Somerset Station: preparation of pulverized coal; electrical converting apparatus operation; obtaining reduced voltage; electrical measurement of physical values; engineer's responsibility in fixing charges when selling electrical energy; Detroit Edison's \$18,000,000 construction plans for 1925; 1924 record building activities; new idea in central station economics, etc.

guilty of a breach of trust, the company shall have the right to cancel the agreement forthwith.

7. *Period for Making Claims*—That any and all claims under the contract shall be made by the manager (or dealer) within months of the date of its expiration or cancellation, and failure on the part of the dealer or manager to make such claim within the time agreed upon shall constitute a waiver upon his part.

8. *Orders on Hand at Time of Cancellation*—One company provides for such orders as follows:

That after notice by or to the company of the termination of the agreement, and until such takes effect, the manager will be entitled to his share of the commissions credited to the agency upon sales credited to him, but not upon any sales made upon termination of the agreement: his interest ceasing at the termination of his employment.

Another company provides for such orders, as follows:

Upon termination of this agreement by cancellation or otherwise, the dealer shall turn over to the company all bona fide retail orders that he may have on hand unfiled, and also lists of any prospective purchasers within his knowledge, and the company shall not be liable in any manner whatsoever on account of the cancellation or termination of this agreement, even though the company or any new representative should complete any deals inaugurated by dealer.

9. *No Waiver*—That the failure of the company at any time to enforce any issue of the agreement shall in no way affect its right thereafter to require performance of the same by the manager: nor shall the waiver by the company of any breach of any provision hereof be taken or held to be a waiver of any succeeding breach of any such provision, or as a waiver of the provision itself.

10. *No Oral Agreement*—That there are no oral agreements or understandings affecting the contract between parties not expressed in the contract.

11. *Warranties*—That no warranties or representations of company's contracts shall be made except as contained in the manufacturer's warranty and the printed literature of the company.

12. *Right to Change Boundaries or Territory*—It is mutually agreed that the company at any time may alter and change the boundaries of the territory covered by the agency contract.

13. *Law of Agreement*—The contract shall be construed according to the laws of..... It is therefore understood that the contract is a general selling agreement, intended for the use of the company wherever its products may be sold, and therefore if any of its provisions shall contravene, or be invalid under the laws of the particular jurisdiction where used, then it is agreed that such contravention or invalidity shall not invalidate the whole agreement but it shall be construed as if not containing the particular provision or provisions held to be invalid in the said jurisdiction and the rights and obligations of the parties shall be construed and enforced accordingly.

Your story in PICTURE leaves NOTHING UNTOLD



DAY BY DAY we hear someone say, "But I can't illustrate my story. I sell a service, an idea, rather than a definite, packaged product."

The word "atmosphere" has been over-used. Nonetheless, the "fitness of things" does demand that the quality, the idea of any subject be fittingly clothed—and usually that added flavor is given by an engraving—even if that added touch is simply an initial.

GATCHEL & MANNING, Inc.

C. A. STINSON, Pres.

Photo-Engravers

PHILADELPHIA



**Ask any news-dealer
in Houston
which magazine
has the largest sale
on his stand**

**It's the magazine
that has the largest
news-stand sale in
your own home town—
and in all the world!**

True Story

THE capitalization of the manufactured gas industry, with equipment and appliance companies included, is \$4,000,000,000. This is a vast field for sales; it is covered 99.47% by Gas Age-Record. Write for an analysis showing how your product can be utilized in this industry.



Gas Age-Record

9 East 38th Street,
New York

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

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

How to Advertise Equipment Abroad

[CONTINUED FROM PAGE 24]

Australia.—Australia is independent as regards its own advertising. There are several worthwhile mining, engineering and industrial papers which are extensively read throughout the Commonwealth and in which it pays to advertise. In shipping catalogs, and in fact, any printed matter to Australia, it is imperative to show the words, "Printed in Chicago, U. S. A." or equivalent. Australian import regulations are stringent, and if this notation does not appear on each and every piece of printed matter which enters the Customs, the shipment is liable to confiscation and the addressee to a fine.

Further, advertising matter such as house organs, is subject to an import duty amounting to 20 cents per pound in nearly all of the states. In New Zealand the tax has been taken off. Customs stamps may be secured from Australian consuls and consular agents in this country, and should always be affixed, as it creates a bad impression on the addressee in Australia to have to pay duty on advertising matter which in many cases is sent to him without his permission or request.

India.—There is one excellent engineering journal in Calcutta. We place the advertising in this direct, but proofs are submitted to our personal representative there in care of our agents. American catalogs are used and accepted as they are in Australia and New Zealand. In shipping to India, you will do well to get specific information from the Foreign Department at the Post Office. Parcel Post is assessed a "Transfer Charge" which is peculiar to India, and which means double postage, sometimes more.

China.—In China there are two distinct types of people and concerns to be reached: the foreigners, including American, British, German, French; and the native Chinese. Some of the latter have received their education in the United States, or have learned English in college at home, so that they and the foreign element read either the American technical papers on those published in London, Paris and elsewhere. The native Chinese firms, many of which are large and important, can be reached through influential daily papers published in different centers, such as Shanghai, Tientsin, Hankow, Canton and Hong Kong, and by direct-mail distribution of catalogs.

We have used papers printed in English, both weeklies and monthlies, in Shanghai, but have not found them useful for our highly specialized business.

Annual calendars are popular in China. Our agent prints about 100,000 of these per year. They are made as artistically as the ingenuity of the designer will permit. They are, of

Gas Age-Record

"The Spokesman of the Gas Industry"

"The Backbone of our Advertising in New York--"

says

MR. ROBT. R. CLARK
President of the
AUNT JEMIMA
MILLS CO.



AUNT JEMIMA MILLS COMPANY

St. Joseph, Missouri
 December 1, 1934

Arman, Inc.,
 50 New York B. B.
 Dear Sirs:

We are pleased to reply to your letter of the 11th inst. regarding the advertising in the Subway and Elevated Stations. We appreciate very much the close attention you have given to our advertising and the fact that you have thought us to be one of the leading advertising agencies in the city.

We are glad to hear that you are advertising in the Subway and Elevated Stations and that you are advertising in the Subway and Elevated Stations. We are glad to hear that you are advertising in the Subway and Elevated Stations.

Very truly yours,
 ROBT. R. CLARK
 President

REC-18

INTERBOROUGH SUBWAY & ELEVATED ADVERTISING

"Here—read that," said Cleaves, thrusting a letter into my hand.

I glanced over it hurriedly. It was from Palliser, the financial genius who fathered those big public service corporations operating in the middle west, far west, and south.

The paper was that thin, flimsy, unsubstantial sort which suggests a dirty typewriter and a faded purple ribbon. It looked like a letter from a concern offering to reblock your hat at twenty-five cents under the usual price. But there at the bottom stood the signature of one of the most powerful financial men in the country.

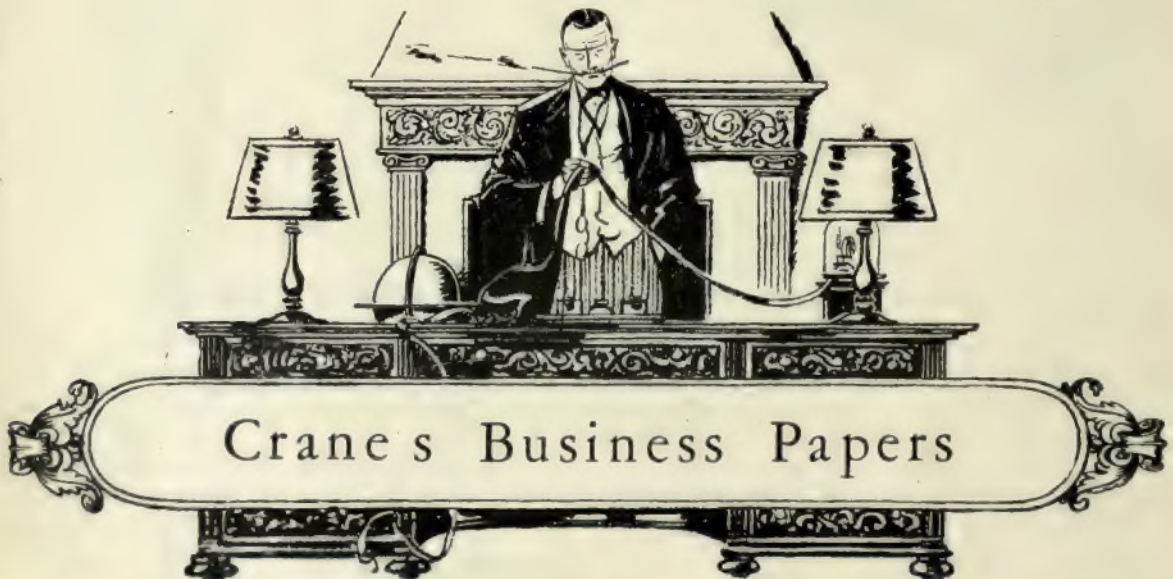
When I looked up Cleaves exploded.

"Wouldn't you think that such a house could spend a little more for its letter paper? There's a signature good for almost any amount of money. But it is

written on about the cheapest paper that money can buy.

"I know how inconsistent this is, because I have been in old Palliser's private office. It has a Caen stone mantel, a Persian rug, a Circassian walnut desk, and a built-in humidior. The lettering and all the doors in the building were done in bronze by Tiffany.

"Everything about the place in the way of construction and decoration is designed to show that the house is sound, old, substantial—a good place to do business. And then they write their letters on stationery which says plainly, 'We are trying hard to make both ends meet!' There is only one paper which such a house should use for its business stationery—Crane's Bond"



course, distributed gratis to those who are supposed to be interested. There is so much demand for them, however, that many of them quickly find their way into the book stalls and are sold to the general public as works of art.

Japan—In Japan our sales organization is composite. Our direct agent is one of the huge industrial firms of Japan, ranking with the United States Steel Corporation in size and variety of interests. To handle the specific industries to which we sell there, they employ a smaller engineering firm with offices at the different appropriate centers, and lend them their backing and support. The Sullivan advertising is placed by this sub-agent. The third element is that of the American representatives and service staff, headed by one of our most able and experienced engineers, who acts in the capacity of technical advisor, and carries the title of Asiatic Manager. This man has lived abroad for the past fifteen years, first in Australia, later in Russia, and for eight years in Japan. We do not advertise in any publications in Japan printed in English, as Japanese engineers, or many of them, read and speak our language, and the American and British technical journals are well represented in that country.

South America—Our principal market in South America thus far has been confined to the West Coast, Chile and Peru in particular. There are no technical journals of great merit or value to us anywhere on the Continent. Some local newspapers are influential, but most of the technical reading matter comes from overseas. Our Santiago branch office and our agency in Lima carry some local advertising, but as I said elsewhere, a majority of the technical men on the West Coast are American or British, and read their home papers. Ecuador and Columbia are still relatively undeveloped, although they have some engineering schools of standing. Some of the enterprising would-be engineers subscribe to American correspondence school courses.

Direct Mail—We encourage agents and branch offices to keep us supplied with mailing lists which are up to date. In some territories the length of time needed to make changes makes it necessary to address to "The Manager" or "The Mechanical Superintendent" rather than to an individual, and yet the magazine seems to reach the interested party all right. In other territories we send a fixed quantity of each issue to be distributed by the local people. There is a large goodwill element here which we have found well worth while.

Have your catalogs translated into Spanish or French or Russian or Polish, but have it done by a competent translator. Then have the translation checked over by your own foreign engineers for technical terms and expressions, and have it put in such phraseology as to conform with the buying habits and thought of the people you are trying to sell there.



The Bell Telephone Laboratory in 1884. From an old wood engraving published in the "Scientific American"

Winning nature's secrets

Every day that passes records some new advance in the telephone art. Constant experiment and observation are winning new secrets of chemistry, of electricity and magnetism, and of matter. Nature's unseen quarry is yielding to the researches of the laboratory that exact scientific knowledge which is among the telephone engineer's most priceless resources. The workshop of the telephone engineer is a scientific laboratory. Here he studies and experiments with principles and laws of our physical environment and sets them to aid us in our daily lives.

Forty-nine years ago the telephone was born in a scientific laboratory—a very small laboratory, to be sure, as it numbered in its personnel none but Bell and his assistant. As the Bell System has grown that laboratory has grown, and as the laboratory has grown the telephone has grown in efficiency, in distance covered, in numbers, in perfection. Countless are the milestones marking progress in the telephone art that have come from the laboratory.

Today the laboratory numbers among its personnel 3000 employees, more than half of whom are skilled scientists and engineers. Headed by a vice-president of the American Telephone and Telegraph Company, it is known as the Bell Telephone Laboratories, Inc., and forms an indispensable department of the Bell System.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL SYSTEM

One Policy, One System, Universal Service



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

Taylor Brothers Company

ROCHESTER, N. Y. N-38

(Division of Taylor Instrument Companies)

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

MAGIC

IN the office of Mr. W. W. French, Advertising Manager, The Dodge Manufacturing Co., there hangs a little placard to the effect that advertising is not a magic wand but simply a means of telling many people quickly and economically the things you want them to know about your product or your service.

Would to goodness more buyers of advertising and more vendors thereof would keep this simple fact more constantly in mind! There would then be less disappointment and less wasted sums of advertising money.

But no, the buyer needs must find out, if possible, the best results ever obtained from a given medium and then, oftentimes, demand all that, and then some.

The vendor, aiming to please, rates up the best results he ever heard of and offers them, and more, to his prospect.

Thus, advertising is constantly getting into the wrong place and for the wrong purpose.

A magazine has but two things to sell: reader-interest and circulation.

These are as Siamese twins; and the one without an adequate amount of the other would be as dead and useless to the advertiser as one Siamese would be to the showman. The profit accrues only when the two are present and inseparably linked.

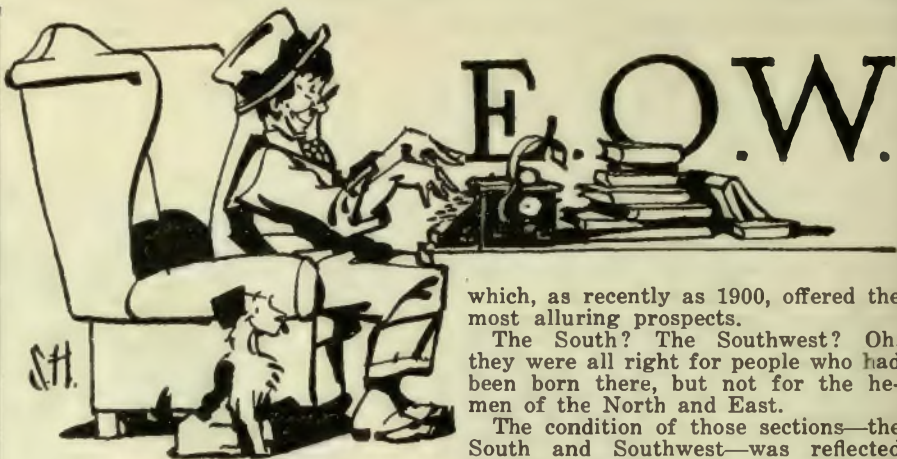
Circulation can be demonstrated statistically but reader-interest cannot. Here again, the good old *hoakum* will creep in if both vendor and "vendee" forget that advertising is not magic.

Both buyer and seller, each for his own ultimate best interests, should remember that a magazine can offer only circulation and reader-interest; and that its value as an advertising medium is a product of these two factors.

A. R. Maujer.

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

Industrial Power would gladly submit adequate evidence of its high value as an advertising medium, based on the factors of circulation and reader-interest.



Standardization

Even those members of the intelligentsia, whose lives are a never-ending protest against standardization, display a surprising similarity in the way they voice their protests.

At a highbrow luncheon, the other day, I noticed that nine men in ten who were present wore colored shirts with collars of the same color as the shirts. If, as I imagine is the case, this is one of the ways the intelligentsia has adopted to set themselves apart from the common herd, it falls short of success—for in their effort to get away from a style of dress "everybody" wears, they themselves dress very much alike. Standardization in the way of protest is really not very different from any other kind of standardization.

One of the Bright Spots?

Since life on this globe began has there been anything that can be compared with the fortunes which have been created through the manufacture of popular-priced motor cars?

Henry Ford is not the only man who has been made a multi-millionaire by that method. John and Horace Dodge did almost as well. Twenty years or so ago they were mechanics in Ford's factory. Both men are dead, but the business they established, only twelve or thirteen years ago, with money Ford paid them for their stock in the Ford Motor Car Company, was sold recently to a syndicate of New York bankers for \$175,000,000!

The *New York Times*, in its account of the sale, says that the story of the growth of Dodge Brothers is "one of the bright spots of American industrial romance." One of the bright spots! Man alive, it is a conflagration!

"The Area of Prosperity"

One of the strangest of the many strange things which have happened in recent years is the change which has taken place in what might be called the "area of prosperity."

When the Civil War ended, and for more than a generation thereafter, Horace Greeley's advice "Go West, young man, go West!" held good. Men who chafed under the restraints and limitations of long-settled communities moved west and grew up with the country. They did not stop in Illinois or Iowa or Wisconsin. They went farther—to Montana, Washington, Oregon, California. These were the States

which, as recently as 1900, offered the most alluring prospects.

The South? The Southwest? Oh, they were all right for people who had been born there, but not for the hennens of the North and East.

The condition of those sections—the South and Southwest—was reflected by the condition of the railroads which served them. Most of them—the railroads, I mean—were in, headed for or just emerging from receivership. Their stocks sold at low prices. Track, stations, equipment were in pretty bad shape.

The railroads of the West and Northwest were proud railroads. They were prosperous, in superb physical condition.

In the last ten years the South and Southwest have shaken off their lethargy and have become rich. Their railroads have likewise become rich. The market value of their securities has doubled and trebled and quadrupled.

The market value of the securities of the railroads of the West and Northwest has declined. It is less than that of the railroads of the South and Southwest. Ten years ago it was, perhaps, five times as great.

Who knows but that in another ten years all this may not be changed?

Meanwhile, the South and Southwest are "areas of prosperity."

A Crime! An Outrage!

A friend of mine, who ought to know better, is trying to get rich via the stock market route.

He has many, perhaps most, of the qualifications of a successful speculator, but he lacks one qualification which one should have to make money in the stock market, and that is an inexhaustible bank balance.

I ran across him a few weeks ago. "I've gone short on So-and-So," he said. "I had a hunch." That particular stock advanced ten points in the course of the following week. My friend, however, "covered" and got out "without losing much." Then, at the peak, he went "long." The stock dropped twenty points. Again he got out "without losing much." But, when I saw him a day or two ago, he was full of indignation at "those sons of guns of short sellers. There should be a law against short selling," he said. "It's a crime—an outrage!"

Art for Commerce Sake

An artist-friend of mine puts the case in about these words: Art cannot flourish, nor can artists live, in a society which is below or even close to the "sustenance-line." In the Middle Ages, the Church was the patron of art. Later, kings encouraged us—gave us commissions to paint and sculpture. Nowadays, we look to Business for our bread and butter. JAMOC.

Year	City	Attendance
1905	Chicago, Ill.	No record
1906	St. Louis, Mo.	200
1907	Cincinnati, O.	350
1908	Kansas City, Mo.	400
1909	Louisville, Ky.	300

Year	City	Attendance
1910	Omaha, Nebr.	754
1911	Boston, Mass.	2260
1912	Dallas, Tex.	2371
1913	Baltimore, Md.	1468
1914	Toronto, Canada	1877

The Greatest Advertising Convention of All

Attendance—Over 8000

From 1905 men interested in advertising and sales have gathered in convention and exchanged ideas. Haven't you often wished you could go before these conventions and tell them all about YOUR company?

Wouldn't you like to know each man by name who might be interested in what your company sells, where he hails from, and if he had the authority to buy?

Now wouldn't you go the limit to put your company over and increase your sales? Sure you would!

Whether or not you attend the Houston Convention, you can at any time in the year put your message before a convention under one cover of practically all of the national advertisers and their advertising personnel by using

The Standard Advertising Register

(Issued Annually in April)

This is PART of the information contained in THE REGISTER:

- Lists over 8000 national advertisers
- Tells where your prospects are located
- When the appropriation or budget is made up
- How the advertising is placed—direct or through an agency
- If through an agency, the name of the agency
- Where the agency is located

- Gives the names of the executives of the national advertisers
- Which one has the power to make the decision and sign on the dotted line
- Different forms of advertising used
- Names of about 300 new radio advertisers
- Lists 3,500 trade names
- Contains an index of business covered

The REGISTER, known nationally as the "Red Book," is cloth bound, 6 x 10, and contains nearly 800 pages. By consensus of opinion it is the most accurate and comprehensive compilation of advertising today. Send for it!

A Convention at Your Elbow for \$25

NATIONAL REGISTER PUB. CO., Inc.

15 Moore Street

R. W. FERREL, Mgr.

New York City

Year	City	Attendance
1915	Chicago, Ill.	4193
1916	Philadelphia, Pa.	5403
1917	St. Louis, Mo.	3734
1918	San Francisco, Cal.	1284
1919	New Orleans, La.	1758

Year	City	Attendance
1920	Indianapolis, Ind.	2813
1921	Atlanta, Ga.	2045
1922	Milwaukee, Wis.	2865
1923	Atlantic City, N. J.	2230
1924	London, England	4500

A trading
zone of more
than 300,000
population.

SOUTH BEND NEWS-TIMES

Daily and Sunday

Lorenzen & Thompson, Inc.

National Representatives

New York

Chicago

San Francisco

PHOTOSTATS for economic and effective VISUALIZATION

Campaigns, layouts,
suggestions, borders, il-
lustrations, booklets,
charts, diagrams, maps,
sketches, reports, let-
ters, books, checks,
testimonials, lettering,
blueprints, advance
plans.

Try Us

We will be glad to have you try our photostat service. Our messenger will call for your order, and within three hours will return to your office with finished reproductions.

We give the same service to out-of-town customers. Three hours after the order is received it is on its way to you.

Call John 3697.

COMMERCE PHOTO-PRINT CORPORATION

80 Maiden Lane, New York City
Telephone: John 3697

Quicker and cheaper reproduction

Buying and Selling in Small City Store

[CONTINUED FROM PAGE 28]

kept in a "balanced" condition. Seldom or never is there too great a stock of this, that or the other on hand. *Per contra*, seldom or never do the sales people have to say to customers, "Sorry! But we are all out of that."

Now, how does the Caldwell Store sell?

It has, as I have said, an excellent location—the best in Washington. The building it occupies, while perhaps not so modern as that of some other small city department stores, is nevertheless well adapted for the purpose for which it is used. The "atmosphere" of the store is friendly. The sales force is, I imagine, at least as efficient as one will find in other retail establishments. The stock is varied. Prices are reasonable. The store's reputation could hardly be better. The management is entirely competent. Every one of these factors is important. Yet all of them combined will not sell a million dollars worth of goods a year to the people of a community whose population is only about 25,000.

HOW, then, can sales, averaging \$40 per capita, per annum, be made? Will advertising do it? If so, what kind of advertising? "Dignified" advertising, such as Altman's? "Believable" advertising, such as Wanamaker's? "Our-prices-are-always-lowest" advertising, such as Macy's? Or "Unprecedented Buying Opportunities" advertising, such as—never mind who?

I have studied the Caldwell Store's advertising with considerable care. It is good. It is more than good—it is excellent. It is, if I am a judge of such things—the natural expression of the spirit of the store—a recognition of the place the store occupies in the community it serves. The Caldwell Store, in its advertising, does not indulge in superlatives. The illustrations "fit." The text is readable. The general effect is all that can be desired.

The explanation of all this is to be found in Mr. Hastings' statement to me that the Caldwell Store's advertising is *planned*. Some time between the fifteenth and twentieth of each month a provisional schedule for the following month's advertising is prepared. On the first of the month, we'll say, housewares will be featured. On the second, spring coats, daytime frocks, wash goods, hats and women's shoes. On the third, silks. On the fourth, something else.

Department managers, knowing what is coming, prepare for it. They buy whatever is needed to fill out their lines. The sales people are posted. Windows are dressed. The advertising manager, too, knowing what is coming, prepares for it. He orders cuts of the articles which will be fea-



New York's newest and most
beautifully furnished hotel—
accommodating 1034 guests

Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET
\$250

ROOM WITH PRIVATE BATH—
\$350

ALL OUTSIDE ROOMS

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly." The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 13,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.



The Only Denne in
Canadian Advertising

Canada may be "just over the border," but when advertising there you need a Canadian Agency thoroughly conversant with local conditions. Let us tell you why.

A-J-DENNE & Company Ltd.
Raford Bldg. TORONTO.

THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.

THE AMERICAN ARCHITECT SPECIFICATION MANUAL is the final tieup in a sales campaign to architects. It helps complete the sale by making it easier for the architect to specify products included in it. Representation in the Manual is a free service rendered advertisers in THE AMERICAN ARCHITECT. Full details sent on request.

243 West 39th St. New York

American Lumberman

Published in CHICAGO

Member
A. B. C.

READ wherever
Lumber
is cut or sold.

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

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

*One taste tells
more than a
million words!**



**“—and so does a good illustration.”*

Photography can be successfully reproduced in newsprint when properly planned and finished. It offers an entirely new type of campaign that stands out from the mass of newspaper copy.

Our experience in the preparation of four large newspaper campaigns within the past month should be of extraordinary benefit to advertisers who realize the possibilities of photography for newspaper illustration.

N.B.:—You undoubtedly know that the Hiller Studios are equipped to handle all types of illustration, including direct color photography.

LEJAREN à HILLER STUDIOS, Inc.

461 Eighth Avenue,
New York City

(Above is one of a series of illustrations made for the Certified Bread Company, through their agents, John O. Powers.)

Chickering 6373

Seems Incredible Mr. Smith!

"We want to take this opportunity to thank you for calling your medium to our attention, as it has proved to be an important part of our success in the advertising field. Four years ago when you persuaded me to take some space in the Magazine of Wall Street, I did so with a great deal of reluctance. Were it not for the fact that you believed enough in advertising yourself to purchase our calendars with your imprint on, you could never have sold us.

"The first four insertions brought us inquiries from worthwhile concerns all over the United States. In fact, our first year's business from your magazine could have amounted to \$150,000.00 were we in a position to fill the orders. On the samples submitted, we closed in actual business, over \$25,000 worth of orders from concerns in Washington, California, Georgia, Pennsylvania, Michigan, Colorado, Kentucky and Wisconsin. These orders ranged from \$250.00 to \$5,000.00.

"We have never inserted an advertisement in your publication that hasn't brought us good results, and, were we in a position to fill the orders, would run every issue with you."

—Just written to us by

G. W. SMITH, President
Telefo-Desk Pad Co., Chicago, Ill.

100% BUYING POWER IN

**The MAGAZINE
OF WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

Western Industrial Representatives
A. G. CRANE ASSOCIATES

53 W. Jackson Blvd.

Chicago, Ill.

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 May 20th issue must reach us not later than May 11th. Classified advertisements will be accepted up to Saturday, May 16th.

tured. He has plenty of time to write copy, to have his stuff put in type, to read proof, to make such changes as will increase the effectiveness of the advertising. He is not in the position of many a department store advertising manager, who at ten o'clock this morning goes to the "boss" and asks, "What'll we advertise tomorrow?"

The minimum space used by the Caldwell Store is four columns wide and half a column deep. Most of the advertisements are a column deep. Pages are used frequently. Only for the Anniversary Sale, which is an annual event, are the advertisements larger than a page. Then the Caldwell Store blossoms out with two-page announcements.

IHAPPENED to be in Washington at the time of the 1925 Anniversary Sale—the 65th Anniversary. The fact that it was the 65th Anniversary was stressed in all sorts of ways. Dresses were priced at \$9.65 or \$10.65 or \$12.65. Two bottles or tubes or boxes of this, that or the other, usually sold for 50 cents each, were offered for 65 cents. Hundreds of men's shirts were sold for \$1.65. Ties went for 65 cents. "65" was all over the store and in the windows. The "biggest cake ever baked in western Pennsylvania"—it weighed over 500 pounds—occupied a place of honor in the front window. Alongside it was a sign—"Next Wednesday, this cake will be cut. Come in and get your piece."

In addition to the Anniversary Sale—the biggest event, outside of Christmas, in the Caldwell year—the Caldwell Store has six other sales: a Clearance Sale in January, another in July and four Dollars Sales. For the Dollar Sales, as for the Anniversary Sale, special preparations are made. Goods which can be sold for a dollar are bought in large quantities.

Mr. Hastings is insistent that "quality counts." For which reason, he is opposed to the policy, followed by so many department stores, in small cities as well as large, of having too many "sales"—a "Challenge" Sale following a "Blue Tag" Sale and a "Mid-summer" Sale following a "Pre-Inventory" Sale. That sort of thing, he believes, is like beating a drum continuously—it becomes a nuisance, eventually. But every retail establishment, he believes, should have at least two sales a year—one in January, and one in July, to dispose of goods which have not been sold at regular prices. "Don't carry over old stock," he says, "Get rid of it. Replace it with stock which is more salable. And when you have a sale, let it be a sale. See to it that the values you offer are attractive enough to make customers realize that at certain times of year, for certain reasons, their dollars will go further than at other times."

December is, of course, the biggest month in point of sales, in the Caldwell Store's year—at least 50 per cent more than any other month. But, largely because of the store's ability to control

Building in a city that is Building

HOUSTON, according to the last census, has the highest percentage of income tax returns per capita of any city in the United States. In addition, it has the highest percentage of incomes above \$2,500 per year of any city in the United States.

Houston is a city of progress—a city of prosperity. It is a city whose people have the faith and energy to put their dreams into reality. It is a city that matched dollars with the government—millions of dollars—to build a port that daily sees ships from all the countries of the world.

Its railroad facilities spread out in gigantic network, covering the prolific inland areas of Texas and the mid-continent.

Houston is a city that builds.

The Post-Dispatch, serving this territory in an intensified manner, with the greatest home-delivered city circulation of any newspaper in Texas, is building too. It has just moved into one of the finest newspaper plants in the country. It has under construction a 22-story downtown office building, one of the five largest newspaper buildings in the United States.

The Post-Dispatch is keenly alive to the problems of Houston. It is recognized as the leader in civic and industrial progress here.

Advertising space in the Houston Post-Dispatch gets *more* attention in Houston.

Houston Post-Dispatch

S. C. BECKWITH SPECIAL AGENCY—*National Representatives*

NEW YORK
CHICAGO
ATLANTA

DETROIT
ST. LOUIS

KANSAS CITY
SAN FRANCISCO
LOS ANGELES

ARE YOU The Man for This Position?

AGE between 25 and 35. A college education or equivalent. Should have a pleasing appearance and be of an equable disposition.

The experience of the man we seek should cover at least three years actual space selling experience on trade papers or general magazines.

A knowledge of advertising in all its branches is an essential qualification. An acquaintance among artists and art directors will prove of great service.

A man who is seeking compensation in keeping with his calibre and is willing to grow with the organization.

SELLING space on a publication in the advertising field. The demand for space and the available market indicate the possibilities of growth.

The position carries a salary of \$75 to \$100 per week plus a bonus. The accepted applicant will be given an opportunity to secure some profits of the organization through a bonus plan.

The territory is local. The prospects are pleasant and accessible. Write fully in care of Box No. 270, Advertising and Selling Fortnightly, your qualifications for this position. Include your age, whether or not married and state the publication on which you have worked. Your reply will be treated with confidence.

selling as well as buying, there is no such fluctuation in sales, as one might suppose would be the case. Those for the first quarter are about 20 per cent of the total sales for the year; second quarter, 21 per cent; third quarter, 19 per cent; fourth quarter, 40 per cent.

Expenditures for advertising are a little less than 3 per cent of annual sales.

The Caldwell Store is fortunate in that by using only two newspapers, it can cover thoroughly the communities it serves. These papers are the *Washington Observer*, a morning paper, and the *Washington Reporter*, published every week day evening. The *Observer* and *Reporter* are owned by the Observer Publishing Company and have a combined circulation of 16,000.

"Does Washington really need it?" That is the question which the management of the Caldwell Store asks itself, when the suggestion is made that a new department be established. And the fact that the answer, thus far, has been "No!" is as impressive evidence as can be given that the Caldwell Store, though it is the largest retail establishment in a city of 25,000, is first, last and all the time, a "good citizen." And that—to be a good citizen and a good neighbor—is all that can be asked of any man or any group of men.

[This is the last of three articles by Mr. Campbell on the Small City Department Store. The first installment appeared in the April 8 issue of the FORTNIGHTLY.]

"Fire and Water Engineering"

Journal of the fire protection and water supply fields. Has passed under the control of Karl M. Mann and I. H. Case, who will act as president, and vice-president and general manager respectively. The editorial staff has been enlarged and new offices opened in the Pennsylvania Building, 225 West 34th Street, New York.

Crawford Publishing Company

Chicago, publisher of *Mill Supplies*, has purchased *The Mill Supply Salesman* which will be merged with the former publication in the June issue.

Ralph Miller

Formerly associated with the Campbell-Ewald Advertising Agency, has been appointed advertising manager of the *Oklahoma Farmer-Stockman* of Oklahoma City.

Bott Advertising Agency

Hos moved into larger quarters in the Home Insurance Building, Little Rock, Ark.

Matteson-Fogarty-Jordan Company, Inc.

Has moved its offices to the Bell Building, 307 North Michigan Avenue, Chicago.

Louis R. Taylor

Has resigned as advertising manager of Wilson Brothers, Chicago, makers and importers of men's furnishings, to take effect June 1.

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; 520 Market St., San Francisco.

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

THE JOHN IGELSTROEM COMPANY
Mansfield, Ohio Good Salesmen Wanted

Artists



Artists producing live, original comic and semi-comic illustrations. Complete campaigns, series, and monthly service prepared for all mediums at a nominal cost. Sketches submitted for your approval.

Associated Advertising Artists, P. O. Box 1152, St. Joseph, Mo.

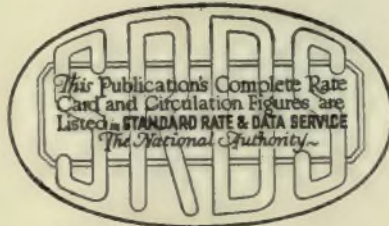
MOVING

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

"We admit defeat. We thought we could get along without Standard Rate and Data Service—but we thought wrong. Register our subscription to take effect immediately and send us the current issue by return mail."

*Arthur Towell,
Miller-Rendall-Towell
Advertising
Madison, Wisconsin*

~~XXXXX~~



PUBLISHERS—This electro will be furnished to you free of charge. Use the symbol in your advertisements, direct-by-mail matter, letterheads, etc. It's a business-producing tie-up—links your promotional efforts with your listing in STANDARD RATE & DATA SERVICE.

~~XXXXX~~

STANDARD RATE & DATA SERVICE

536 LAKE SHORE DRIVE
CHICAGO

New York

San Francisco

London

A.A.C. of W. Convention

[CONTINUED FROM PAGE 34]

"The Future of Poster Advertising"—Harry Crawford, president, Galveston Poster Service, Galveston.

"International Uniform Service in Poster Advertising"—E. Allen Frost, counsel, Poster Advertising Association, Chicago.

Wednesday, May 13—9 A.M.

Presiding—(To be announced).
"The Relation of Advertising to Distribution"—Warren L. Hoagland, chief, Specialties Division, Department of Commerce, Washington.

"The Choice of Media as a Means of Elimination of Waste in Distribution"—Richard F. O'Toole, chief, Latin American Division, Bureau of Foreign and Domestic Commerce, Washington.

"The Present Scope of Better Business Bureau Work"—Harry W. Riehl, manager, Better Business Bureau, St. Louis.

"What Poster Advertising Has Done for Our Product"—J. O. Cheek, president, Cheek-Neal Coffee Company, Nashville.

"Can the Church Use Poster Advertising?"—William N. Bayless, president, Tiffany-Bayless Company, Cleveland.

Photo-Engravers Association

E. W. Houser, Chicago, is chairman of the department and E. C. Miller, Chicago, is in charge of the program, which follows:

"The American Photo-Engravers Association's Contribution to Modern Advertising"—C. A. Stinson, president, Gatchel & Manning, Inc., Philadelphia.

"The Development of the Great Southwest through the Aid of Pictures"—J. J. Walden, president, Southwestern Engraving Company, Fort Worth.

"The Photo-Engraving Process" (illustrated)—Edward Epstean, Walker Engraving Company, New York.

"Pictures as an Aid to Distribution of the World's Goods"—O. F. Kwett, president, Northern Engraving Company, Canton, Ohio.

"Harnessing the Power of Pictures in Advertising"—Lou E. Holland.

"Your Story in Pictures Leaves Nothing Untold"—H. C. Campbell, president, Western Engraving and Colortype Company, Seattle.

Addresses will also be made by President Houser and by Louis Flader, Chicago, commissioner of the Photo-Engravers' department.

Agricultural Publishers Association

Three sessions devoted chiefly to business will be held. Marco Morrow, of the Capper Publications, Topeka, Kansas, president of the Association, will preside. Sessions beginning at 2:30 P. M. Tuesday, May 12, and 9:30 A. M. Thursday, May 14, will be devoted solely to business and routine matters. Program for session at 9:30 Wednesday, May 13, follows:

"A Tribute from Vigilance to the Agricultural Press"—Holland Hudson, special representative, National Vigilance Committee, New York.

"Some Recent Changes in the Rural and Small Town Market"—Paul T. Cherington, director of research, J. Walter Thompson Company, New York.

Theatre Program Publishers

Sessions will be presided over by E. E. Brugh, Chicago, president of the Association. The time of the meeting has not yet been decided. The program follows:

"Fundamentals of Advertising"—Mr. Brugh.

"Importance of Theatre Programs to the National Advertiser"—Ralph Trier, president, New York Theatre Program Corporation.

"Establishment of National Rate and Uniform Program as Aid to National Ad-

vertiser Using Theatre Programs"—D. R. Mills, president, Mills Advertising Company, Omaha.

International Trade and Pan-American Conference

Three sessions, Tuesday afternoon, Wednesday morning and Wednesday afternoon (at Galveston). Thursday afternoon a Trade Adviser Service will be held under the auspices of the conference. The Houston sessions will be held in the ballroom of the Rice Hotel.

Tuesday, May 12—2 P.M.

Presiding—W. G. Hildebrand.
Greetings—Lou E. Holland, Kansas City, president, Associated Advertising Clubs of the World.

"Economic Solution of Spanish America"—V. A. Belaunde, professor, Romance Languages, Rice Institute, Houston.

"The Immense Future Possibilities of Mexico as a World Market"—Arturo Elias, Consul General, Republic of Mexico, New York; official representative of the Mexican Government and personal representative of General Calles.

"Foreign Trade and Advertising in China"—K. P. Liu, University of Cincinnati, Cincinnati, Ohio.

A Message from L. S. Rowe, director general, Pan-American Union, Washington.

"Cuba as a Market"—Carlton Jackson, United States commercial attaché for Cuba, Havana.

Wednesday, May 13—9 A.M.

Presiding—Harry Tipper, Secretary, Children's Journal Company, New York.

"Mexico as a Market"—Alexander V. Dye, United States commercial attaché for Mexico, Mexico City.

"Mexico Today and Tomorrow"—Eduardo Elizando, publisher, *El Universal*, Mexico City.

"Cuban Progress"—By an officially appointed representative from Cuba.

"How England Is Meeting the Present-Day Conditions in the Development of Her Overseas Trade"—H. W. Wayne, director, E. Harris & Company, Ltd., and Kenway, Ltd., London, England.

International Day at Galveston

Wednesday, May 13—3 P.M.

City Auditorium

Presiding—C. K. Woodbridge, president, Dictaphone Corporation and chairman General Program Committee.

Address of Welcome—Hon. Bayliss Harliss, Mayor of Galveston.

Address—George E. Roberts, vice-president, National City Bank, New York.

Address by delegate from South America—Name to be announced.

Address—Roy Miller, president, Intra-coastal Canal Association, Houston.

Federation of Women's Advertising Clubs

Tuesday, May 12—2 P.M.

Theme—"The Advertising Woman's Part in World Progress."

Greetings—Lou E. Holland, president, Associated Advertising Clubs of the World.

"The Woman Proprietor Aiding World Progress"—Miss Leno Osborne, Oklahoma City.

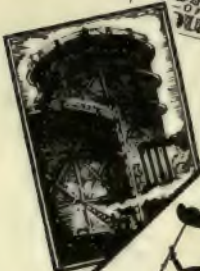
"World Progress Needs Women of Confidence!"—Carl Hunt, manager, Associated Advertising Clubs.

"Advertising Responsibilities Assumed by Women in World Progress"—Mrs. Carolyn Trowbridge Radner-Lewis, Director of Publicity, H. R. Mallinson & Co., Inc., New York.

Business reports and election of officers.

Screen Advertisers Association

The association will be represented, and will hold exhibits. It will not hold a separate meeting.



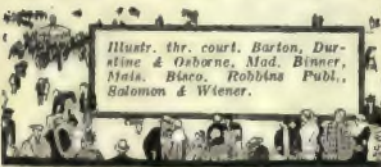
A New Yorker only a few months, he is already meeting with the appreciation of metropolitan art directors and other who-is-who people.

To any agency, art service or similar enterprise that does not believe in the *this-is-the-way-we-have-always-been-doing-it* school of art the accompanying illustrations should be of interest.

Fertile with original ideas and practical suggestions. Unquestioned ability to portray them. Individual and different—without getting away from the sales point. Unhindered by any particular art form or style.

Are you interested in ZERO?

Then please inquire about a permanent or free lance connection with him at Advertising and Selling Fortnightly, 9 E. 38th St., N. Y. C.



**Art Directors Club
Makes Annual Awards**

Awards for the prize winners in the fourth annual exhibition of advertising art, conducted by the Art Directors Club of New York, which opened at the Art Center on April 27 and will run through until May 14, have been made in the various groups as follows (names of advertiser, agency and artist in order):

PAINTINGS AND DRAWINGS IN COLOR:
Figure Section—Medal to International Silver Company; N. W. Ayer & Son; Walter Biggs. Honorable mentions: (1) Postum Cereal Company; Young & Rubicam; Pruett Carter. (2) Andrew Jergens Company; J. Walter Thompson Company; Job Carrol.

Still Life Section—Medal to Southern Cotton Oil Company; Calkins & Holden, Inc.; Rene Clarke. Honorable mentions: (1) Jell-O Company, Inc.; Dauchy Company; Guy Rowe. (2) Sun-Maid Raisin Growers Association; J. Walter Thompson Company; Henry Howard Mast.

Miscellaneous Section—Medal to Lincoln Motor Company; Critchfield & Company; Hadon Sundblom. Honorable mentions: (1) Chemical National Bank; Dorland Agency, Inc.; Edward A. Wilson. (2) Strathmore Paper Company; Federal Advertising Agency; C. F. Heck.

POSTERS AND CAR CARDS—Medal to Fleischmann Company; J. Walter Thompson Company; Norman Rockwell. Honorable mentions: (1) Liggett & Myers Tobacco Company; Newell-Emmett Company; Walter Whitehead.

BLACK AND WHITE ILLUSTRATIONS—Medal to Floret, Inc.; N. W. Ayer & Son; Benito. Honorable mentions: (1) Dodge Brothers; George Harrison Phelps, Inc.; William Meade Prince. (2) Nordyke & Marmon Company; Homer McKee Company, Inc.; Hadon Sundblom.

PEN AND INK WORK—Medal to Erwin Wasey & Company; Frank Hoffman. Honorable mentions: (1) Liggett & Myers Company; Newell-Emmett Company; Ruskin Williams. (2) Jell-O Company, Inc.; Dauchy Company; Herbert Stoops. (3) Doran Publishing Company; Bertrand Zadig.

DECORATIVE DESIGN—Medal to Pinellas Country Club; Reginald Farr, Goesle-Roese Studio. Honorable mentions: (1) F. Schumacher & Company; J. Walter Thompson Company; Robert McQuinn. (2) Strathmore Paper Company; Federal Advertising Agency; Guido and Lawrence Rosa.

PHOTOGRAPHS—Medal to American Rolling Mill Company; George Batten Company, Inc.; H. W. Scandlin. Honorable mentions: (1) Fostoria Glass Company; N. W. Ayer & Son; Grancel Fitz. (2) Dobbs & Company; T. L. McCready; Alfred Cheney Johnson.

COMPLETE ADVERTISEMENT—Medal to Postum Cereal Company; Young & Rubicam; Arthur W. Munn, art director. Honorable mentions: (1) Black, Starr & Frost; Rene Clark. (2) U. S. Gypsum Company; Erwin, Wasey & Company, Gerald Page-Wood, art director.

Redfield, Fisher & Wallace, Inc.

New York, will direct advertising for the Pacent Electric Company, same city, and the Marsh-William Corporation, manufacturers of automotive products.

Harrie M. Krugler

Formerly eastern manager of *Needlecraft*, has been appointed assistant to the advertising director of *The Gentlewoman*.

Hal. T. Boulden Associates, Inc.

Of New York, representing group publications, announce the election of Don. F. Whittaker, formerly with the Peerless Motor Car Company, to the position of vice-president and secretary. He will be located at the New York office. Martin Anderson, who formerly covered the middle-west territory, has been placed in charge of the Chicago office.

*Letters That Come In
The Morning's Mail*



F. J. ROSS
President
F. J. Ross Company, Inc.

"The Fortnightly is both practical and newsy. It has made a definite place for itself in a field steadily growing larger. I am sure that all who are identified with Advertising appreciate the benefits to that business contributed by the Fortnightly. May it grow in power and stature as one of the several constructive influences that are making advertising a better business to be in."

**Advertising
& Selling**
FORTNIGHTLY



PLAYGOERS who
attend the theatre
and also those who
take in a show
sooner or later
(usually sooner)
read and re-read

☛ *The Guild Programs*
at the new Guild
and old Garrick—

☛ *The Stagers' Program*
at the 52nd Street—

☛ *And the Playbills*
at the Neighborhood,
Greenwich Village
and Provincetown.

BUT if you
live in New York—
you know—
if you don't,
let us
know
before
your next
visit.



For reservations after June first address
C. P. Lathrop, Garrick Theatre
65 West 35th St., New York City

80,000 discriminating playgoers monthly

Free Mailing Lists
Will help you increase sales
Send for FREE catalog giving contents
and prices on thousands of classified
names of your best prospective customers—
National, State and Local—Individuals,
Professionals, Business Concerns.

99% Guaranteed
by refund of 5¢ each

ROSS-Gould Co. 104 N. 10th St. St. Louis

\$63,393 from One Letter

\$63,393.00 worth of merchandise sold with a single one-page "form" letter at a total cost of less than \$100.00. Send 25c. for a copy of *Postage Magazine* and an actual copy of this letter. If you sell, you need *Postage* which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers, full of selling ideas. Anything that can be sold can be sold by mail.

POSTAGE—18 East 18th St., NEW YORK, N. Y.

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National Register Publishing Co.
Incorporated

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

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. F. paper in the field.
630 W. JACKSON BLVD., CHICAGO

Quality Circulation from Publisher's Office

[CONTINUED FROM PAGE 17]

their prime luxury. Other luxuries are the cheaper radios, pianos, phonographs, the movies, the best seller novels, the mass magazines. For general merchandise, they are the great market.

But above a certain point, their expenditures sharply stop. Their top limit, let us say, is the \$1,500 car. The Rolls, the Ampico, the Estey, the Cartier jewel, the Revillon wrap, the Bel-maison furniture, the landscape garden, the Veuve Clicquot 1911 will never be theirs. Never will they have that much money to squander in a lump, unless father strikes oil.

Even if father strikes oil, the means may be available, but the taste is lacking. Who has not observed the congressman's wife to whom money has come too late and who aims to do her own cooking when she reaches Washington? What good to the advertiser were the millions of Hetty Green? Such people do not lightly break the habit of a lifetime of saving. The younger generation may come to regard father's bankroll as less than the dust beneath their chariot wheels, but the old folks only too often remain a mass family, with a mass family's standards of living and expenditure, all their days.

Magic carpet again, please, genie. To Harvard Square, Cambridge. Your arm, please, Mr. Bates, along Brattle Street to the home of—let us call them Miss Abby and Miss Eulalia.

It is an old house in a town where "old" is an adjective of compliment. Its lines are out of true, its paint faded. Its living room is mellow, shabby, still. There are Copley portraits of ancestors on its walls. There is a square Broadwood piano, very thin and silvery in tone. Miss Abby and Miss Eulalia give us tea. There are frail old silver teaspoons and Nankin china cups brought back in clipper ships seventy years ago. The tea is excellent, the bread-and-butter very thin, the pot of jam very tiny. Three lumps of sugar would be considered vulgarly greedy.

Miss Abby and Miss Eulalia, gentlewomen of an elder day, dressed without regard to the mode, converse charmingly. They are aware of the foreign situation and far better acquainted with politics than I. They have a season ticket to the Boston Symphony and regret Koussevitsky's tendency toward modernist music. They relate with great pride how their nephew is doing at college; actually his English instructor gave him not merely an A on a certain theme, but A

double plus! An allusion to New York is treated with a shade of reserve, as if the visitor had verged upon an indelicacy.

Money is never mentioned in this house. But all too plainly there has been nothing new in it for many years. I am sure that Miss Eulalia has the flour-sacks washed and hems them into dish-towels with delicate little stitches.

A family of quality, this; of intellectual quality. The Atlantic Monthly and the Boston Transcript have come into this house regularly since before I was born.

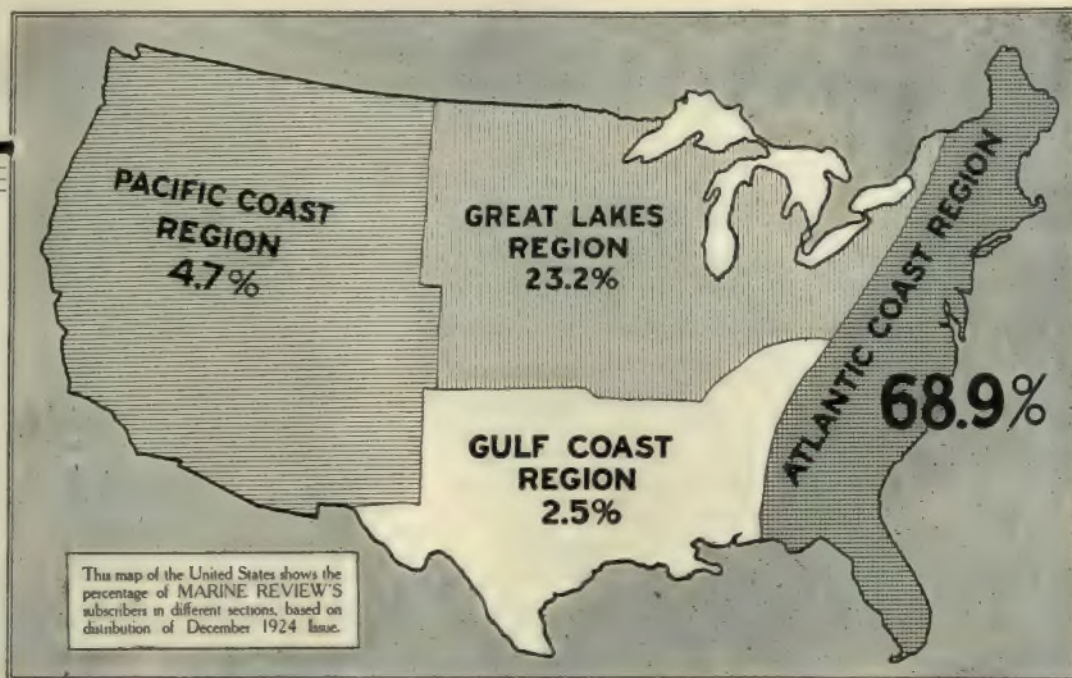
... All right, all right, Nelson Peabody, keep your seat! Next fortnightly, maybe you can bang me on the head with some Third Avenue cloak model who reads Vogue, and all I can say is "Bully for her! I hope she dresses her way into the Follies and finds somebody to support her in a style to which she hasn't been accustomed!" But this week I'm talking. And you know I read your nice brown Atlantic myself!

Again, step this family up into a circulation.

There are not very many of them. The men of the learned professions—doctors, lawyers, clergymen, teachers—belong in this group. Think of them in the mass and you think of quiet dignified streets in University towns and pleasant suburban homes a little remote from the current of the spenders. Plain living and high thinking characterize them. Their extravagances are likely to be for spiritual rather than material things. They send their sons to college, but very possibly they do not have a car. They go to Bethlehem for the Bach Festival; but they wear a suit three years. They visit Europe, but it is to reverence the treasures of the past, not to spend money for clothes. Occasionally they buy some one very good thing; a Steinway, a fine Oriental rug, a rare edition, a painting; but they make it last a lifetime. Veblen's theory of conspicuous waste plays no part in their lives, and the infrequency of their expenditures makes them of lesser value to the advertiser. The taste is here, but only too often the means are lacking. Very few intelligentsia make \$20,000 a year. Most of them earn less than \$5,000.

Magic carpet again, please, genie. Number One Thousand and Something Park Avenue, on the night of a ball.

A highly palatial cooperative apartment building, this. Awning over sidewalk, crimson carpet, uniformed attendants, palms, mirrors, magnifi-



The *National* Publication Devoted to Ship Operating and Shipbuilding

RARELY is it possible to find in any industry a business paper with the complete, national distribution of MARINE REVIEW.

From coast to coast it parallels the industry itself. It blankets the eastern seaboard where the greatest number of ship operating, shipbuilding and repair companies are found, is absolutely dominant on the Great Lakes, and is altogether adequate on the Gulf and West Coasts.

MARINE REVIEW enables advertisers to reach through this one publication and at one low cost, the officers of leading shipbuilding companies, the officials and executives of the organizations operating close to 80 percent of the shipping under the American flag, and a splendidly representative group of officers on board ship as well.

Details of our remarkable increase in circulation are of real interest. May we send them?

Marine Review

New York

Penton Building
CLEVELAND

London

A B C Member A B P

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cence, the glory that was Greece and the grandeur that was Rome, with all modern conveniences.

The two top floors and the roof garden belong to—let us call them the Stuyvesants. Two hundred guests, most of them celebrated people, dance in the ball-room to the strains of a famous jazz orchestra costing \$500 a night. Others chat, play bridge, smoke in other rooms. Between dances, they wander out on the terrace for a breath of fresh air and the really wonderful view of the Sound by moonlight.

Everything in the place is new-bought, even the antiques purchased to give mellowness to the whole. Everything is luxurious, expensive. One of the six bathrooms has amusing little turtles on the walls. What did Elsie de Wolfe charge for those turtles? Ouch! I'd hate to tell you! The kitchen is a shining miracle, created because Mr. Stuyvesant happened to see a magazine advertisement of a certain kitchen cabinet company suggesting that their household engineers install scientific kitchens complete. From it, a famous caterer serves the buffet supper and the four o'clock in the morning breakfast. What did this party cost? Oh, maybe two thousand dollars; it's a little one. The daughter's coming out party last season must have run to \$15,000 at least.

The life of the whole family is on this Lorenzo the Magnificent scale. Always some one of them is traveling; two weeks at Aiken, three at Palm Beach, three months in Europe, a summer home in Newport; all that sort of thing. Even Mike, the wire-haired fox terrier, cost enough to have kept me six months in college.

Think of the money spent by a family like this all the time. Think of the corps of servants they keep; the hangers-on and dependents; not to mention the several hundred employees that look to Mr. Stuyvesant for their bread, and the wide-spreading circle of people who copy or emulate such a family. Think of the grocer's bill, the butcher's bill, the bill for clothes. Think of the regard stores carrying the Stuyvesants' trade must have for such lucrative customers. Visualize the importance of just this one family—not an exceptionally rich family at that—in terms of trade, and you have some idea of what quality circulation really means when measured in terms of taste to appreciate and means to buy.

What magazines go into the Stuyvesant home? I had Mr. Stuyvesant's English valet check up for me, because I was curious myself. *Vogue*, *Vanity Fair*, *Town and Country*, *The Golfer*, *The American*, *The Tattler*, *Punch*, *Femina*, *Town Topics*, *The American Mercury*. All the New York newspapers. Mr. Stuyvesant reads the *Times* and checks over the others to observe public opinion. "What in the world are you doing with the *New York American*?" I once asked him. "One has to know what the enemy is

*"What's all the skootin' for?"
This advertisement appeared in
Printers' Ink 100 years ago!*

May 31, 1923

PRINTERS' INK

119

What Is "Class" Circulation?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

Programs for 60 legitimate New York theatres—
aggregating 1,600,000 circulation monthly.

Published by

New York Theatre Program Corporation

108 Wooster Street

New York City