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# Advertising & Selling

## FORTNIGHTLY



Courtesy New York Central Lines

✓  
AUGUST 26, 1925

15 CENTS A COPY

### *In this issue:*

“How the Motor Bus Has Affected Transportation Problems” By R. B. Lockwood; “Shoot Straight With Your Men” By B. J. WILLIAMS; “America Has Swallowed a Slogan With Blind Faith” By CHARLES EDISON; “Copy Policies That Fix the Firm’s Identity” By CAROLINE OVERMAN

# Into the Store— and Out!

*(Attention Space Buyer and Sales Manager)*

One-time distribution does not pay—often it means a hostile dealer with his shelves full of stickers.

Continuous distribution—“repeat orders”—is assured in Chicago to legitimate products advertised in The Chicago Daily News. Experienced dealers know this and cheerfully co-operate with manufacturers and jobbers who advertise in The Daily News. The Merchandising Service of The Daily News is effective in obtaining this cordial co-operation.

The Merchandising Service of The Daily News helps get your goods into the store, and Daily News advertising sells them for the dealer.

With 400,000 daily average circulation—approximately 1,200,000 daily readers—The Daily News reaches the great majority of Chicago buyers, and it is the outstanding buyer's directory and guide of most Chicago households. This fact is proved by its continued leadership among Chicago daily papers in the volume of display advertising printed.

In the first seven months of 1925 The Chicago Daily News printed 8,937,325 agate lines of display advertising, exceeding the daily paper having the next high record by 1,748,086 lines.

To get your goods into Chicago stores—and out, follow the lead of successful experience and advertise more—and most—in

**THE CHICAGO DAILY NEWS**  
*First in Chicago*



# "Coordinating Advertising with Sales"

*Address delivered before the  
1925 Convention of Associated  
Advertising Clubs of the World*

*By*

ARTHUR W. SULLIVAN

*Vice-President*

Joseph Richards Company, Inc., New York

MR. Sullivan's address is notable for the ideal of advertising agency service which it establishes and develops. And this ideal, as presented in his address, represents the policy of the Joseph Richards Company, Inc., in its relationship to its clients; a policy which is helping to build sound, profitable sales and advertising programs. In response to numerous requests for reprints of Mr. Sullivan's address, we have published it in booklet form. Any interested business executive may obtain a copy by writing us.

JOSEPH RICHARDS COMPANY, INC.

251 PARK AVENUE • NEW YORK

*An advertising agency established 1874*

*Member American Association of Advertising Agencies*

**THE ERICKSON COMPANY***Advertising***381 FOURTH AVENUE, NEW YORK**

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

BON AMI  
CONGOLEUM RUGS  
VALSPAR VARNISH  
GRINNELL SPRINKLERS  
McCUTCHEON LINENS  
TAVANNES WATCHES  
PETER SCHUYLER CIGARS  
ANSCO CAMERAS AND FILM  
COLUMBIA WINDOW SHADES  
WELLSWORTH OPTICAL PRODUCTS  
TARVIA  
DUZ  
WALLACE SILVER  
HAVOLINE OIL  
THE DICTAPHONE  
BARRETT ROOFINGS  
NAIRN INLAID LINOLEUM  
COOPER HEWITT WORK-LIGHT  
SILVER KING GINGER ALE  
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

## Charles C. Green Advertising Agency, Inc.

Philadelphia office, will direct advertising for the Telegraph Press, Harrisburg, Pa., manufacturers of printed personal stationery.

## Distribution and Warehousing Publications, Inc.

Has been incorporated at Albany, N. Y., and has taken over from the Chilton Class Journal Company the publication of *Distribution and Warehousing*, national business journal of the storage industry. Officers of the new organization are: President and general manager, Andrew K. Murray; vice-president, Kent B. Stiles; secretary, J. K. Lasser; treasurer, E. P. Beebe; assistant treasurer, H. S. Webster, Jr. Directors: Charles G. Phillips, Fritz J. Frank, H. J. Redfield, Andrew K. Murray and Kent B. Stiles.

## Lyddon & Hanford

Rochester, N. Y., will direct advertising for W. S. Rice, Inc., Adams, N. Y., manufacturers of surgical specialties.

## Millis Advertising Company

Indianapolis, will direct advertising for the National Jewelers' Publicity Association, Newark, N. J., in a four-year national publicity drive with the object of stimulating the retail jewelry business. The company plans to establish shortly a New York office to handle its eastern interests.

## William J. Benn

Western manager of the *Textile World*, announces his retirement on September first. M. C. MacKenzie, who has been associated with Mr. Benn for six years, will succeed to the Middle West territory, and H. G. Seed, who has been located in Cleveland working under the Western office, will take over the Ohio, Western Pennsylvania and Buffalo territories.

## Thomas E. Maythan

Has been made advertising manager of the Upson Company, Lockport, N. Y., manufacturers of wall board, fiber tile and other wall and ceiling products.

## J. Langdon Taylor

Until recently with James F. Newcomb & Company, Inc., New York, has joined the Robert E. Ramsay Organization, same city, as associate in charge of business contacts and production.

## Dorrance, Sullivan & Company

New York, will direct advertising for the Knox Motor Associates, Springfield, Mass., to handle the account of the new Knox Spray Met equipment for heating houses with fuel oil.



## The Thumbnail Business Review

By Floyd W. Parsons

THE general business movement has continued upward with railway car loadings at record levels for this time of year. The steady increase in railroad earnings indicates clearly that industrial activity is expanding. The fact that the nation's imports overtook exports in June shows that foreign competition in manufacturing lines is becoming a factor of importance. The weakening of oil prices and the drastic cuts in the prices of passenger automobiles have developed the belief that the earnings of oil and automobile companies will show declines during the last half of the present year.

☐ The optimistic hopes of our business leaders concerning the future of trade is founded largely on three favorable conditions: First, the concentration of a record quantity of the world's gold in American vaults. Second, a recovery of agricultural buying power. Third, a building boom that has never been equalled in the history of our country.

☐ The latest reports of agricultural conditions indicate that most of the major crops will produce a smaller harvest this year than last, but the higher price levels for these products insure that the incomes of American farmers will be higher in 1925 than a year ago. Furthermore, the prosperity of the agricultural community will be quite general, whereas last year farm profits were largely localized in the cotton and wheat belts.

☐ But although most of the factors affecting business are of a favorable nature, the present day is a good time for the exercise of caution. The truth is that fictitious values are being created in many places and this is always a forerunner of trouble unless corrective measures are soon applied.

## James E. Mullins

Until recently manager of national advertising for the *Trenton* (N. J.) *Times*, has joined the advertising staff of the *Easton* (Pa.) *Express*.

## Barton, Durstine & Osborne, Inc.

New York, will direct advertising for the Republic Stamping & Enameling Company, Canton, Ohio, manufacturers of "Old English" white and gray enameled ware.

## Campbell-Ewald Company

Announces the opening of a new branch office in the Atlas National Bank Building, 518 Walnut Street, Cincinnati, Ohio. Ralph Heaton, Donald Payne and Harry G. Hall will be located at the new office in the interests of the agency's clients in that territory, particularly the Crosley Radio Corporation and General Motors.

## The George L. Dyer Company

New York, will direct advertising for the Aluminum Company of America, Pittsburgh, Pa. Edwin M. Sterling, who was for many years vice-president of the George L. Dyer Company and who later organized Sterling, MacMillan and Nash, has returned to the former organization and was recently made vice-president.

## C. E. Walberg

Formerly associated with the William H. Rankin Company and Williams & Cunningham, has joined the Koch Company, Milwaukee advertising agency.

## H. B. Payne

Formerly with the Glen Buck Agency and previous to that with the Curtis Publishing Company and the Standard Oil Company, has joined the staff of the Chicago office of the George Batten Company, Inc.

## Frank M. Bruce

Of the Bruce Publishing Company, Milwaukee, has been appointed to succeed Harry Tipper, resigned because of leaving the business paper field, as chairman of the Educational Committee of The Associated Business Papers, Inc.

## Rutledge Bermingham

Has been appointed advertising manager of *Management and Administration*, New York.

## Leon Kelley

Until recently vice-president of Hewitt-Gannon & Company, has joined the staff of the E. T. Howard Company, Inc., New York advertising agency.

## Bert Barnes

Has discontinued his advertising service in Los Angeles and has become associated with the advertising department of the Peninsula Publishing Co., Tampa, Fla., publishers of *Suniland* and *The Packing House News*.

## The E. D. Wolaver Company

Cleveland, is the new name adopted by The Burns-Wolaver Company.

[ADDITIONAL NEWS ON OTHER PAGES]



# A NEW SIDE TO AN OLD TRIANGLE



The new interest that the vote has brought into the lives of women has made THE LITERARY DIGEST as necessary to women as it is to men.

In the old days women's supreme interests were three: COOKING, CHILDREN, CLOTHES, to which has now been added CITIZENSHIP.

The new duties and responsibilities, the opportunities in business and in the professions, the need to know what is going on in order to talk and act intelligently, have made women turn to The Digest in such large numbers that to-day The Digest is actually read by a few more women than men, and it is preferred by the women in Digest homes, who by a large majority vote it to be more necessary than any women's magazine.

The 1925 analysis of The Digest's circulation fixes the number of readers and divides them as to age and sex. We found that there are:

A	2,388,925 Women and Girl Readers	B
	2,320,368 Men and Boy Readers	
	3.3 Readers per family	

The Digest is preeminent as a family magazine. Examine its advertising pages and note the regular appearance of the advertising of those who make products used in the home and for the personal use of the women who read The Digest. Many of America's greatest advertisers of household products are regular Digest users.

A greater number of intelligent women can be reached through The Digest than through any other medium and with women, as with men, there is nothing that takes the place of

# The Literary Digest



## Illustrations of LIFE'S Policy of Humor - and Sanity



"Every Dog Has His Day"

There is no one who has not at some time or other, used this phrase. But there are very few who have even given to it the subtle implication shown in this picture. This touch of sanity added to the good humor of this situation, lifts the illustration above the average.

Life's readers, too, are above the average in both intelligence and purchasing power. The proof lies in the fact that they appreciate "humor and sanity," and that they are unusually responsive to both necessity and luxury advertising. The advertiser who wishes to reach the class field practices economy by using Life.

### PARTIAL LIST OF NATIONAL ADVERTISERS USING LIFE IN 1925 WITH COMPREHENSIVE SCHEDULES:

#### Color

American Tobacco Company  
Lucky Strike  
Pall Mall  
Atwater Kent  
Beechnut Packing Co.  
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  
Ipswich Mills  
Keystone Watch Case Co.  
Lambert Pharmacal 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  
Hart Schaffner & Marx  
Hotels Statler Company  
Houbigant  
Hupp Motor Car Company  
Robt. A. Johnston  
Lehn & Fink  
Liggett & Myers (Fatima)  
Maillard's  
Maxwell-Chrysler  
Mohawk Rubber Company  
Munsingwear Corp.  
Nurdyke & Marmon Company  
Packard Motor Car Company  
Palmolive  
Pepsodent Company  
Phillips-Jones Corp.  
Phoenix Hosiery Co.  
Reed Tobacco Company  
Rubberst 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.)

# L i f e

127 Federal Street  
BOSTON, MASS.

598 Madison Avenue  
NEW YORK, N. Y.

360 N. Michigan Avenue  
CHICAGO, ILL.

"THE BEST BUY IN THE CLASS FIELD!"

WHERE do you find the readers of the Condé Nast Group of Magazines?

Wherever there is a well-to-do community with a social life, a prosperous business district, and handsome stores selling fine merchandise over their counters, there live the readers of Vogue, Vanity Fair, and House & Garden.

Key cities, key stores, key people.

Let J. L. Hudson buy \$100,000 worth of a line of merchandise today, and the humble drummer covering Michigan in a Ford asks no better argument to sell the leading store in Escanaba tomorrow.

Get your goods in our key cities, and you get the rest of the territory.

We can carry the load.

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

**THE CONDÉ NAST GROUP**

*All members of the Audit Bureau of Circulations*



The HILL  
Dry-Cold



The HILL  
Dry-Cold

General View of C. V. Hill & Co.'s Plant

# TRENTON, NEW JERSEY

"The City of Diversified Industries"

Makes and markets the Dry-Cold products of  
**C. V. HILL & COMPANY, Inc.**



**W**HILE engaged in the retail grocery business, thirty-six years ago, C. V. Hill saw the need of a good refrigerator and started to place his thoughts into action. The first two coolers, built for his own use, proved worthless, but his determination carried him on and the next refrigerator was a success. He then built a few grocers' refrigerators in the little barn where he kept his store wagon and from this small beginning laid the foundation for the huge plant that bears his name.

The Hill Dry-Cold refrigerator enjoys the reputation of being the best on the market and is used in hundreds of ocean going vessels as well as in many of the best markets, stores, hotels and private homes in the U. S. and foreign countries.

The entire process of manufacture is carried on at the Hill plant which covers about seven acres and gives employment to many skilled artisans.

*This is number thirteen 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

Marbridge Bldg. | Lytton Bldg.  
New York | Chicago



**T**HE underlying purpose of the service departments of People's Home Journal is to bring to housewives all over the country the greatest inspiration and the most effective help in lightening the burdens of housekeeping. This means not only home management and cooking, but also helping the housewife with her problems of family health and happiness.

These departments are under the management of Miss Katharine Clayberger, Service Editor, in conjunction with the director and supervisors of the School of Household Science and Arts of Pratt Institute, Brooklyn, N. Y. Each department is prepared by an expert with the needs and desires of the People's Home Journal audience in mind, and is passed upon by domestic science specialists before being published.

It is this thoughtful and authoritative material that gives to an advertiser the proper atmosphere and setting for his advertising. Also, this type of editorial material selects automatically for its audience only those women who are interested in their homes from the standpoint of making them more livable and attractive.

# PEOPLE'S HOME JOURNAL



## Announcement

was made on August 1st of the appointment of

**KELLY-SMITH CO.**

as representatives of the

**Winston-Salem Journal**

The only morning and the only Sunday newspaper in

**Winston-Salem, N. C.**

# North Carolina

is the

## Miracle State of the South

- Leads the South in education.
- Leads the South in textiles.
- Leads the South in improved roads.
- Leads the South in hydro-electric development.
- Leads the World in manufacture of tobacco.

# WINSTON-SALEM

**Largest and Most Rapidly Growing City  
in North Carolina**

**A City of Diversified Industry—93 Factory Establishments**

- Is 7th Port of Entry in United States.
- Is 38th City in U. S. in value of manufactured products.
- Is world's largest manufacturer of tobacco products.
- Is county seat of North Carolina's wealthiest county.
- Is county seat of most thickly populated county per square mile in state.
- Is located on more State highways than any other city in the State.

You cannot reach the responsive buying public of the city and the great, rich country to the West and Northwest without the

# Winston-Salem Journal

The only morning paper—daily and Sunday—in Winston-Salem. Associated Press A. B. C.—Consolidated Press.

Owen Moon—Publisher

**KELLY-SMITH COMPANY**

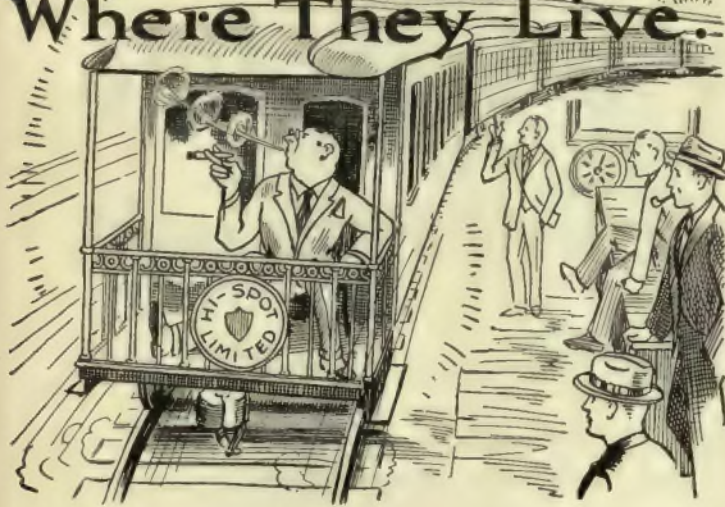
*National Advertising Representatives*

Marbridge Bldg., New York

Lytton Bldg., Chicago



# The Nice, Shiny Train Didn't Stop Where They Live.



ONCE there was a darn good salesman. A Star Performer. He traveled on nice, shiny trains that were guaranteed to get there. They went thundering by villages and farms so fast that the echoes didn't have time to speak their parts.

When the sales manager checked up the orders he said: "How come? Why don't we get more orders from below Mason and Dixon's line? Those trains run South. There's money down there." The trouble wasn't with the territory, nor the trains nor the salesman. It

was the schedules. There weren't enough stops on it. Since the salesman has quit riding the "Through Flyer" exclusively, orders are coming in thick and fast.

The moral, of course, is: "WATCH YOUR SCHEDULE."

When you schedule advertising for the South, you must use newspapers. They stop at nearly every home. You can't reach the South through magazines alone. Magazine circulation is thin. The facts are that even the greatest of the magazines have circulations equal to only about

1% of the population of this vast, rich territory. The local newspapers are the best carriers for your printed salesmanship.

The South's astounding development during the last decade makes it the most fertile market. Southern newspapers, through this Association, are ready to give merchandising aid that is in step with local conditions.

Write to the Southern Newspaper Publishers' Association at Chattanooga, Tennessee; or to any of the newspapers listed below.

## THESE LOCALS REACH EVERY TOWN ON THE MAP IN TEN GREAT SOUTHERN STATES

### ALABAMA

Anniston Star  
Birmingham Age-Herald  
Birmingham News  
Huntsville Times  
Mobile News-Item  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal  
Opelika News

### FLORIDA

DeLand News  
Fort Myers Press  
Gainesville Sun  
Jacksonville Journal  
Jacksonville Times-Union  
Lakeland Star-Telegram  
Miami Herald  
Miami News  
Orlando Reporter-Star

Orlando Sentinel  
Palm Beach News  
Sanford Herald  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg Times  
Tampa Times  
Tampa Tribune  
West Palm Beach Post

### GEORGIA

Albany Herald  
Atlanta Constitution  
Atlanta Journal  
Augusta Herald  
Columbus Ledger  
Moultrie Observer  
Savannah News  
Thomasville Times-Enterprise  
Waycross Journal-Herald

### KENTUCKY

Paducah Sun

### LOUISIANA

Baton Rouge State Times  
LaFayette Advertiser  
Lake Charles American Press  
Monroe News-Star  
New Orleans Daily States

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

### MISSISSIPPI

Greenwood Commonwealth  
Gulfport & Biloxi Herald

### NORTH CAROLINA

Asheville Citizen  
Asheville Times  
Charlotte News  
Charlotte Observer  
Concord Tribune  
Elizabeth City Advance  
Fayetteville Observer  
Gastonia Gazette  
Greensboro News  
Henderson Dispatch  
Hickory Record  
Kinston Free Press  
Raleigh News & Observer  
Raleigh Times  
Rocky Mt. Telegram  
Salisbury Post  
Winston-Salem Sentinel

### SOUTH CAROLINA

Charleston News & Courier  
Columbia Record  
Columbia State

Rock Hill Herald  
Spartanburg Sun  
Sumter Item

### TENNESSEE

Chattanooga News  
Chattanooga Times  
Clarksville Leaf-Chronicle  
Columbia Herald  
Greenville Democrat-Sun  
Knoxville Journal  
Knoxville Sentinel  
Memphis Commercial Appeal  
Memphis Press  
Nashville Banner

### VIRGINIA

Clifton Forge Review  
Danville Bee  
Danville News  
Danville Register  
Fredericksburg Daily Star  
Lynchburg Advance  
Lynchburg News  
Richmond News Leader  
Roanoke Times  
Roanoke World News  
Staunton Leader  
Staunton News-Lender  
Wisshauer Star

VIRGINIA-TENNESSEE  
Bristol Herald-Courier  
Bristol News



**"Sell it South Through Newspapers"**



## *Buffalo the Wonder City of America*

# Food Advertising in Buffalo

*Figures by DeLisser Bros.,  
Certified Public Accountants*

For the first six months of 1925 the Buffalo daily newspapers published 791,674 lines of Food, Groceries and Beverages display advertising. The NEWS carried over 45% of this advertising. The detailed record follows:

	LINES
<b>NEWS</b>	<b>358,227</b>
2nd paper	255,089
3rd paper	62,572
4th paper	57,960
5th paper	57,826
<b>Total</b>	<b>791,674</b>

The following is a record of ALL advertising published by the Buffalo daily papers for the first six months of 1925. The NEWS carried 43.63% of the total:

	LINES
<b>NEWS</b>	<b>7,320,303</b>
2nd paper	4,760,525
3rd paper	1,981,141
4th paper	1,848,111
5th paper	866,143
<b>Total</b>	<b>16,776,223</b>

Use the NEWS to Cover the Buffalo Market  
*Greatest Circulation in New York State Outside of New York City*

## BUFFALO EVENING NEWS

A.B.C. Mar. 31, 1925  
129,777

EDWARD H. BUTLER, Editor and Publisher  
KELLY-SMITH COMPANY, National Representatives

Present Average  
135,236

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

## How Do Successful Manufacturers Sell to the Power Market?

CONSIDER the equipment inventories of the important power plants. You will find an astonishing repetition in the lists of manufacturers who get the business. There must be a reason for this.

IN each case the sales program to be successful must be complete and yet specially adapted to the manufacturer's product and market. Engineers, salesmen, jobbers, agents and advertising in its many forms may be employed in whole or in part. No two sales plans are just alike.

IN one important factor, however, there is a consensus of opinion. All of the successful manufacturers believe in strong publication advertising. Most of them use POWER as the backbone of their publication advertising.

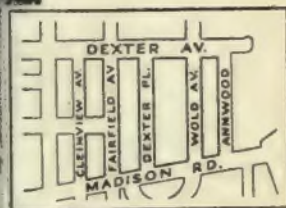
EXPERIENCE and observation point to the importance of fitting your sales plan to your special marketing problem and to the use of publication advertising, especially in POWER.

# POWER

A.B.C. A McGraw-Hill Publication A.B.P.

Tenth Avenue at 36th Street, New York





In this part of East Walnut Hills, for example, are 165 residence buildings. Here, 143 Enquirers are delivered every morning.

# Mrs. East Walnut Hills

*... "not to know her argues yourself unknown"*

The latest whispers from Paris are reflected in her gowns. The guest list of no important function is complete without her name. The governing boards of a dozen cultural and philanthropic organizations rely upon her counsel.

Yet Mrs. East Walnut Hills carries these honors lightly. For her family are not "parvenu"—their position is traditional. She was reared from girlhood for the mantle of social leadership.

But busy as she is, Mrs. East Walnut Hills does not forego her precious "rest hour"—the hour when her maid brings breakfast to her boudoir.

With the tray comes the mail—and The Daily Enquirer. There, over the coffee, she scans the news, and perhaps—who knows?—reads the advertisements.

And scores of her neighbors, at that very moment, are doing the same. In this community are 567 residence buildings; here, 463 Enquirers are delivered every morning.

Needless to say, Mrs. East Walnut Hills' patronage is courted by every progressive merchant. But while some merchants have succeeded in winning her patronage, others have failed. Perhaps these latter would do well to take a leaf from the notebook of successful merchants and advertise to Mrs. East Walnut Hills in the medium she reads—The Daily Enquirer.



## N. B.

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

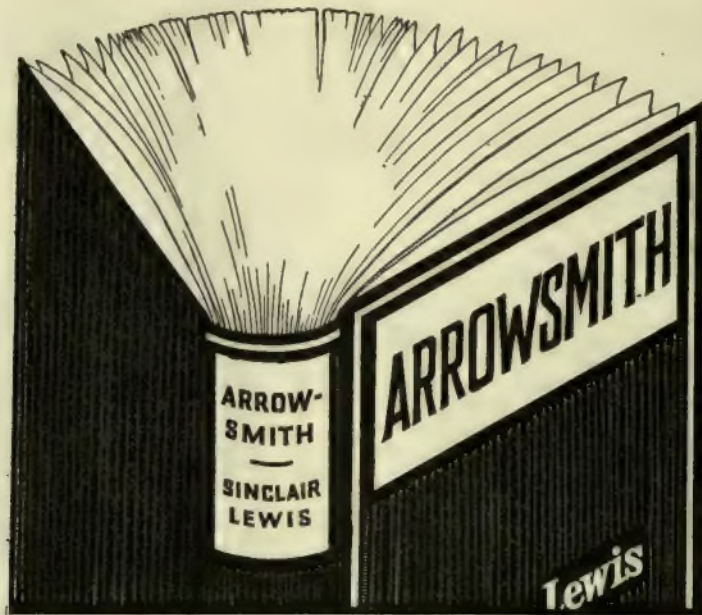
I. A. KLEIN  
New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

# The CINCINNATI ENQUIRER

*"Goes to the home, stays in the home"*

Have You Read—



“ARROWSMITH”

*This best seller in England and America*



*Better than “Main Street” or “Babbitt”*

by **SINCLAIR LEWIS**

*won its first great success as a*

**SERIAL IN**

**THE DESIGNER**

(THE DESIGNER and THE DELINEATOR)  
(form THE BUTTERICK COMBINATION)



Volume Five  
Number Nine

# Advertising & Selling

## FORTNIGHTLY

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THE evolution of the motor bus from the humble jitney of a few years ago to the parlor car conveyance of today reads like a romance. And it bids fair to be read by posterity as one of the brilliant and epoch-making chapters in the history of transportation. How the bus is affecting present day transportation methods, both independently and as a tool of the street railways, is described by R. Bigelow Lockwood, who becomes with this issue a contributing editor of the FORTNIGHTLY.

M. C. ROBBINS, PUBLISHER

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:  
F. K. KRETSCHMAR  
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.: Superior 1817

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 Magazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925

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119 West 40th St., New York, N. Y.

The October issue carries a greater volume of advertising lineage than any previous October issue in history



AUGUST 26, 1925

# Advertising & Selling

## FORTNIGHTLY

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# How the Motor Bus Is Changing Transportation Methods

*By R. Bigelow Lockwood*

**T**HE story of the development of the motor bus reads like a romance. The American public has made the wish to ride on rubber, and master minds in the fields of transportation and manufacture are being put to a severe test to keep pace with the growth of this great new public servant. So rapid has been the growth of motor bus transportation that up to a few years ago it was impossible to assemble figures capable of giving a picture of the development. In 1921, however, the realization dawned that the country was confronted with a new giant industry, young in years but powerful in strength and stature, and at this time the first careful estimate was made of the number of vehicles in operation. This estimate was placed at 20,000. Today, there are approximately 60,000 motor buses serving the public and it is

estimated that 1930 will see no less than 272,000 buses in active service.

The early days of the industry were closely akin to the hectic "gold rush" period, and the problems of organization, regulation, safety and

fitting the bus into its proper place in existing means of transportation, were tremendous. In the latter part of 1922 the bus was generally accepted as an important unit in the transportation world. Activities

crystallized into definite proportions, consolidations of operating companies were effected, and changes were in progress toward larger and safer types of rolling stock. At this time, also, the idea of establishing and maintaining regular schedules became more firmly a part of the industry, and the place of the bus became better understood. Bus operation has now become the subject of regulatory laws in thirty-two States, and in most instances has been put under the control of the Public Utility Commission. This policy of legislation protects the bus from unfair competition as well as insuring the public that buses will be operated where



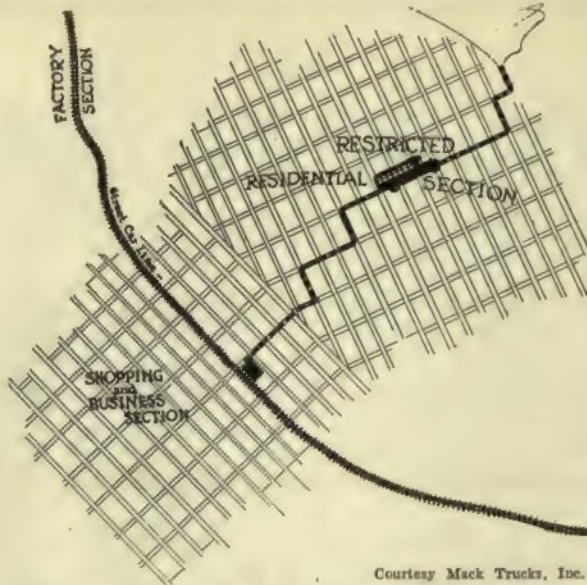
**T**HE big inter-city buses which are used over the long hauls boast every possible feature which may contribute to the comfort of the passengers. Pullman type chairs with air cushion seats, plate glass windows, elaborate springs and heavy tires to make riding easier are now indispensable features. The lines operating them cover the East, the prairies of the Middle West, and the Pacific slope with intricate networks of routes. And now they are even invading the deserts of the Far West



they will best serve everyone.

In the early days, when manufacturers and operators were "finding themselves," changes in design were almost too rapid to note. The desire to meet the public demand to ride on rubber forced some manufacturers to mount passenger bodies on truck chassis; a combination that did not contribute to passenger comfort and which is being rapidly discarded in favor of what is called "all bus design." Truck engines were rapidly replaced by designs giving greater flexibility and power. And then two factors stepped into the picture that revolutionized body building—competition and the demand of the riding public for luxury and comfort. Modern, luxurious parlor car coaches now speed along our highways. Air cushioned seats, wide aisle room, fine plate glass windows, wicker chair frames, smoking compartments, restful color schemes and silk curtains, all these refinements now bid for patronage and play their part in changing the riding habits of the country.

Steam railroad travel has changed but little within the last few decades, and the parlor car and sleeping coaches have become standardized. The bus, on the other hand, is constantly seeking new innovations of comfort as a means to build up its route—and the public is responding. The bid for patronage is even shown in the beauty of the exterior paint



Courtesy Mack Trucks, Inc.

**H**OW the motor bus may link up the old line of the traction company with a new residential district without the expense of laying new tracks before the traffic will warrant it

work. Striking colors advertise the coming of the modern bus as it swings down the broad highway or weaves its way among the network of traffic that crowds our city streets. Moreover, schedules are maintained on the tick of the watch, and on intercity runs, such as from New York to Boston, seats are reserved in advance.

The question may well be asked, "How do the electric street

railways of the country view the development of an industry having such a marked influence on transportation?"

To answer this question one must go far back into the early days of the street car industry when the horse car jangled its merry way through the streets of our cities. In those days the operating and maintenance problems of the street railways were concerned with such factors as the care of stables, the feeding of the horses and the simple attention to track. The pace of living then was not so swift and transportation was relatively simple. San Francisco, however, owing to its steep grades, tried out an innovation known as the cable car, and the moving finger of fate pointed then to the ultimate banishment of that staunch friend of

man—the horse. The storage battery car was tried, various experiments were made with compressed air as a means of motive power, and

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**S**NOW is not the least of the obstacles which a bus company must overcome in order to maintain its schedule on the tick of the watch. The buses must get through the roads whether any other vehicular traffic does or not. The photograph above shows a push plow hitting a snowbank at twenty-five miles an hour and to the left is shown the passenger bus following it through



# Shoot Straight With Your Men

By B. J. Williams

Director of Sales, The Paraffine Companies, Inc.

**T**HERE are certain basic or fundamental qualities attaching to every line of human endeavor and salesmanship is no exception. The requirements for an efficient and successful stevedore are not the same as are demanded in a physician or surgeon. A man might be a most successful mechanic and yet be a failure as a college president. Again, the same natural qualities and the same training do not produce the great merchant and the great lawyer. This matter of aptitude and genuine liking for a particular line of work is highly important and should always be kept in mind by the sales manager. The treatment given the men after securing them is always a great deal more important than the source of supply.

In a recent issue of a business magazine there appeared the following statement reported to have been made by the vice-president and general manager of a large eastern manufacturing corporation operating nationally in a food product line:

"During the years that I was sales manager I earned the reputation of hiring ten and firing nine in order to get one real salesman."

This statement is made in a form that cannot fail to impress one who reads it with the idea that the gentleman is proud of his reputation and of the methods by which it was earned. His company is notorious for its treatment of salesmen.

While there is still much to be desired in the matter of a just and sympathetic attitude on the part of sales managers toward their men, I am glad that such methods as I have just referred to are now in large measure things of the past. There are few American business men today who would be proud of



such an attitude, much less boast of it. I think any man who boasts of hiring ten men and firing nine of them to get one real salesman, writes himself down as not competent to fill the position of sales manager, for either he does not know how to select salesmen and train them, or he is the Simon Legree of the modern commercial world.

**S**ALESMEN should be given a square deal in the matter of their remuneration without fighting for it, and they should be given every possible consideration otherwise so that they may be happy and comfortable in their work and associations.

The way to have happy, contented, efficient salesmen is to determine as nearly as possible what they are worth and pay them a little more than that. Sympathy and justice should be the keynote of your relations with them. Be fair to them. Tell them the truth and don't "bull" them. Remember they are human beings just like yourself. Take a personal interest in them and in their families. If they do a good piece of work commend them for it.

If you will do this they will take criticism when they have it coming. I have never known a salesman who wouldn't. Salesmen, like the rest of us, make errors of judgment once in a while. Point these out to them but don't nag them. Analyze their work closely and criticize constructively. If a man has a weakness point it out to him, but in a manner that will secure his appreciation and his cooperation. Show him how to be a bigger and a better man, keeping in mind that as he broadens his vision and gets a higher conception of life and its responsibilities he will automatically become a better salesman. I am never greatly concerned about making better salesmen of the men associated with me but I am *very*

greatly concerned about making better men of them, for I know I need not then worry about their being better salesmen.

Shoot straight with your men. Tell them the truth. Treat them all alike. Do not play favorites. Let no one of them have an advantage over the other. The way to get a good organization is to get a reputation for justice and fair dealing with your employees and your customers, and the way to hold them is to live up to that reputation. During the fourteen years I have been with the Paraffine Companies, Inc., I have never, so far as I can now recall, had a man leave to go with a competitor in any of our lines, and during the same period I have not had more than six salesmen voluntarily leave our employ and every one of these left to go into business for himself. More than half of them are back with us.

Sit down and talk to your salesmen once in a while in a friendly fashion about their own personal affairs—the wife and kiddies—the progress of the latter in school, and the boy in high school and college,

[CONTINUED ON PAGE 63]

From an address before Zone Convention, National Paint, Oil and Varnish Association.



# On a Certain Impatience in Human Beings

By Henry Eckhardt

IT was agony to talk to Zimmie. He always selected a busy morning. He always appeared at one's desk silently, like a ghost up from the floor.

"I have just come in"—

"Oh, yes, your two weeks' trip."

Nervously.

"—come in from a two weeks' trip"—

"New England! Yes, yes?" Impatiently.

"—two weeks' trip through Massachusetts and Connecticut."

"I know all that. Where's the report?" Hopefully.

"I am now writing my report, and"—

"Yes—yes. When?" Frantically.

"—writing my report, and expect to have it completed"—

"When, man, when?" Explosively.

"—have it completed on Wednesday."

All that ever saved Zimmie was his six feet two. Never have I known a man to make his business associates so exasperatingly, consumingly, frothingly mad.

Now, if Zimmie had been a direct-mail piece, or a magazine page—

Which brings me to "a certain impatience in human beings."

\* \* \* \*

Time was when ministers could preach two-hour sermons, and still retain an audience. Time was when drummers could make all-afternoon calls, and still keep their customers. Time was when writers could afford three chapter digressions, and still hold their readers.

But we of today, most of us, are much busier folk. More to earn, more to spend! More to have, more to enjoy! More to see, more to read!

Now, the busier a man, the more impatient, he. Thus, those mottoes of today, "Cut it short"; "Make it snappy."

So, John and Jane Publick send telegrams instead of letters. Their favorite reading is headlines. Their novels come to them in movie captions. The whole process of saying

things, doing things, assimilating things has become tremendously speeded up.

This certain impatience makes John and Jane Publick demand, of all reading, that it be (1) interesting; (2) quick.

Advertising? Well—its interestingness and helpfulness, they shrewdly suspect, are merely an approach. The end of every advertising story is the same, "buy" or "send for." So, this certain impatience, tempered with this certain sophistication, demands of all advertising that it be (1) irresistibly interesting; (2) irresistibly quick.

SO, therefore, I say the other great task of the copywriter must be to speed up his copy. This he can do with all manner of devices. This he must do with all manner of devices. Even at the risk of literary sacrilege, heresy, and Bolshevism.

Some of my colleagues think I do quite unforgivable things in copy. I leave our verbs, conjunctions and pronouns. I scatter punctuation around like buckshot. I begin sentences with "which." I am fond of the verb "get" in the sense of obtain. I parallel, rhyme, and use repetition to the extreme of being "tricky." All of which happens to be quite contrary to the rules of mid-Victorian English. Yet, rather than have my copy purist and slow, I would have it "unpurist" and fast.

The copywriter must literally plunge his ideas and urges into the minds of John and Jane Publick. If grammar hinders, then away with grammar. If words obstruct, then revolutionize words. If phrases complicate, then out with ifs, whens, and wherefores.

Speed! Speed! Speed!

Nor is this another "daring innovation of modernism." Schopenhauer stated the theory a hundred years ago. Said he: "Therefore, if possible, the quintessence only! Mere leading thoughts!"

To those who wrote the draggy copy of those days, Schopenhauer said: "To use many words to com-

municate few thoughts is the sign of mediocrity. To gather much thought into few words is the mark of genius."

If you would see how far this practical concept of writing has progressed, trace the evolution of "style." Begin with Milton. Picking up one of his prose volumes at random, and beginning with the introductory sentence of its first essay, we read:

"Amidst those deep and retired thoughts, with which every man Christianly instructed, ought to be most frequent, of God, and of his miraculous ways, and works, amongst men, and of our Religion and worship to be performed to him; after the story of our Saviour Christ, suffering to the lowest bent of weakness, in the flesh, and presently triumphing to the highest pitch of glory, in the spirit, which drew up his body also, till we both be united to him in the Revelation of his Kingdom; I do not know of anything more worthy to take up in the whole passion of pity, on the one side, and joy, on the other, than to consider, first, the corruption and then the long-deferred but much more wonderful and happy reformation of the church in these latter days."

MOVE on to the eighteenth century, to Burke. Again picking up a volume at random, and opening to the first sentence of its first essay, we read:

"On a superficial view we may seem to differ widely from each other in our reasonings, and no less in our pleasures; but, notwithstanding this difference, which I think to be apparent rather than real, it is probable that the standard both of reason and taste is the same in all human creatures."

Another fifty years. Charles Dickens. Here is the first sentence of Nicholas Nickleby:

"There once lived, in a sequestered part of the county of Devonshire, one Mr. Godfrey Nickleby, a worthy gentleman, who, taking it into his



# America Has Swallowed a Slogan With Blind, Unthinking Faith

Isn't It Time to Junk the Generality That "It Pays to Advertise"?

By Charles Edison

Chairman of the Board of Directors, Thomas A. Edison Industries

**A**LMOST anyone you meet will have some sort of thoughts of his own as to what constitutes advertising, on what is the very best way to do it, on how much should be done, on whether it should be ugly or beautiful, large or small, short, intensive and often or consistent and continuous. A day does not pass but at least one new scheme for divulging to the public our great secret, that we have products for sale, comes to us either in the person of a solicitor or through the mails. We are continuously being sold, resold and sold again the idea that some particular form of advertising pays, and pays best.

But it is an interesting fact that with but few exceptions the solicitations are all on what kind of advertising is best; and the big fundamental matter, of whether there should be any advertising at all, never enters into the discussions. The generality expressed in the phrase "It pays to advertise" has become such a universally accepted truth that it never occurs to anybody that there could be any doubt about it.

When you come right down to it, advertising covers almost any method of letting people know about yourself and your product. Circus parades, radio broadcasting, publicity stunts of all kinds, expensive offices and a thousand and one other things could quite properly be included under this very expansive heading. I want to restrict myself, however, to just *one* phase, that concerns itself with advertising through the purchase of space and the printed word.

We then get down to the matter of examining the truth of that far-flung generality, "It pays to advertise," using the term "advertise" in



© U. & U.

**W**HEN Mr. Edison, son of the famous inventor, recently addressed a group of advertising students at Columbia University, he startled his audience by the unconventionality of his viewpoint. Through the courtesy of Mr. H. B. Le Quatte we present it to our readers who will probably be divided in their reactions

the sense of buying space and printing your message in any form of medium. Now right at the outset I want to state emphatically that because I question the generality "It pays to advertise," I have no intention of making an equally vicious generality by saying that it does not pay to advertise. Somebody once said—I think it was Napoleon or some other national advertiser—that "All generalities are untrue, including this one," and that is just the way I feel about the slogan "It pays to advertise." What I object to

about that slogan is that the American public has swallowed it—bait, hook, line and sinker—with a sort of blind and unthinking faith. They have had it hammered into them so hard, so long, and so successfully in so many ways that there is no longer any real effort made to analyze what is almost universally accepted as the truth. I want to hang out a few danger signals today. In other words, the real answer as to whether advertising pays or not is, that sometimes it does and sometimes it doesn't, and that only by the most careful consideration of all the factors involved in a particular case can the chances of failure in an advertising campaign be minimized.

When I joined this organization in 1913, the major activities grouped under the general name of Thomas A. Edison Industries were as follows: Manufacture and sale of phonographs and phonograph records, both the disc type and the cylinder type; the manufacture and sale of portland cement; the production and distribution of motion pictures; the manufacture and sale of storage batteries and primary batteries; a numbering machine business; a chemical business, manufacturing benzol, aniline and other coal tar products; and an office specialty business represented by the Ediphone. It does not take much imagination to see that these industries, although tied together as one unit, are, in fact, as utterly dissimilar one from the other as any group of industries could possibly be. The problems of phonograph merchandising are utterly unlike those of merchandising portland cement; portland cement is again different from motion pictures, and motion pictures from



storage batteries, and so on. Each had its distinct problems and each had its individual advertising problem.

We have left five utterly dissimilar businesses. You can well imagine that I am approached—in fact, bombarded, by those interested in getting us to do some form of advertising—about five times as often as is a concern that manufactures and distributes one main product. This fact may have served to confuse my mind in regard to advertising, but it has also served to convince me of the truth of the wise remark that “Most of the things we believe to be true ain’t.” I found myself in much the same condition as a man who has been brought up strictly in accordance with some particular religious faith and who is suddenly subjected to the inroads and arguments of other faiths. I believed that it “paid to advertise” when I first came with our organization, but gradually as I listened to selling talk

designed to show that some one particular brand of advertising was the panacea for all our ills, which argument was knocked in the head by each successive caller in an attempt to show that his particular kind of advertising was the only true god, I began to feel certain misgivings, certain feelings that perhaps this accepted faith of mine would not stand too searching an analysis.

However, it required the commercial hardships of the years 1920 and 1921 to make these misgivings take the form of constructive misgivings and constructive analysis. In other words, it took the shock of a very much strained condition of our pocketbook and the fact that we had little money to spend for anything, let alone advertising, to bring me around to the point where I started to think about the subject. As a matter of fact, I did not think fast enough nor did I think drastically enough to stem the tide of our decreasing resources. I was still grop-

ing around with half way measures in regard to advertising and other expenses connected with sales promotion when, my father, Thomas Edison, observing the trend of things, undertook to do not only my thinking but the sales managers' thinking as well. To him it was an old story. He had weathered at least five major panics in his business career. He knew how they acted, and he knew that there was one time at least when there was no question about the fact that it did not pay to advertise—and that was the time when things were rapidly heading toward a financial catastrophe. Where we had been puttering around with the trimming of appropriations, cutting down on this and cutting down on that, Mr. Edison, the minute he became aware of the real situation took entire charge, and with one fell swoop chucked the whole thing overboard.

I shall never forget the night after

[CONTINUED ON PAGE 46]

## Where Is the Lady in Lingèrie?

IT seems to be something of an advertising convention that perfume—*eau de toilette*, or what you will—is inseparably associated with sex appeal. So we are treated to engaging reproductions of ladies in negligée, ladies in lingèrie and ladies in somewhat less whenever we are urged to buy a phial, bottle or decanter of *Eau de Hoosis* by the ounce or by the pint. For the discovery, advertisingly speaking, of the fact that there are women in this world who look upon perfumery as a luxury rather than a near-vice, we are indebted to George Borgfeldt & Company, selling agents in the United States and Canada for Rigaud's *Un Air Embaume*.

Simplicity characterizes this Rigaud advertising; simplicity and the good taste best calculated to appeal to “the woman of genuine social distinction” to whom the copy is addressed. Clever phraseology, that. Just what constitutes genuine social distinction it would be difficult to state. It is a quality or combination of qualities which is as indefinable as the subtle but poignant

scent of the perfume of genuine distinction. And it possesses an irre-

things. In this country where “all men are created equal” it is the prerogative of every Judy O'Grady to aspire from the notions counter to Bailey's Beach, and such aspirations nearly always take the form of imitating. Thus, by playing on this inherent trait of human nature, Rigaud appeals to a potential market which is measured in terms of millions rather than four-hundreds.

But the appeal of these advertisements is directed to the masses only by implication. Their true appeal, in illustration as well as copy, is to that ambiguous class to which they are addressed. There is a “social distinction” about the whole layout which rings true. The picture reproduced is of a woman not only young and attractive, but lifted immediately out of the magazine cover class by a certain indefinable refinement of feature. And the whole is enhanced by the simplicity and dignity of plenty of white space and attractive lettering.



ONE of the very few perfumes acceptable to the woman of genuine social distinction is Rigaud's *Un Air Embaume*, an authentic and most intriguing Parisian fragrance.

{And the prices are not as high as you would expect.}

sistible fascination for the woman of today, no matter what her individual place in the social scheme of

Pleasing to the eye and refreshing to the sex-jaded intellect are these “draped” perfumery advertisements.



# Is Mail Order Selling Entering a New Era?

By Gerald W. Bennett

**A** FEW years ago a famous retail authority made the assertion—and it went unchallenged—that the mail order house had reached the peak of its development, and that it would thereafter grow only about in proportion as the population would increase. Its bonanza period was over.

Yet Montgomery Ward & Company sales have been shooting up to record heights recently, and it is apparent from figures to date that its sales for 1925 will be a phenomenal increase over the 1924 figure of 150 million dollars—which was a lively increase over the year before.

Sears, Roebuck & Company reached a peak, it is true, in 1920 (245 millions), but its 1924 volume was up to 206 millions, and if the sales thus far indicated for 1925 continue, as it is apparent they will, the 1925 sales will reach almost to the 1920 high peak figure. Other mail order houses show a similar advance.

We have here then a phenomenon which is certainly not that of a type of business which is *passé* or which has reached its "peak" or saturation period. The case made out for the maturity and decline of the mail order house seemed, at the time, very logical indeed. The rural population has not increased since 1900. The chain store has been growing very fast. The automobile and good roads have brought the farmer to the small town stores, so that he no longer is dependent on mail order buying for variety.

All of these important economic changes are true, and they have admittedly changed the complexion of mail order buying. But they have not adversely affected it. The really startling development is that



© Brown Bros.

**T**HE R. F. D. box and the rural postman's cart are no longer the principal source of the mail order house's revenue. The farmer and his wife have acquired new habits with the coming of the automobile. The typical mail order house customer, 1925 model, is the town or city family in the haven of cheap merchandising

the city (where the great bulk of our population now is) has been developing a constantly increasing appetite for mail order buying.

At first blush, this seems incredible. But it is true. New York City, the haven of cheap merchandising—with its push carts, its chain stores, its cut rate and "outlet" stores and its innumerable bargain basements—absorbs many millions of dollars worth of western mail order house merchandise. Twelve or fifteen years ago it was considered quite remarkable that one mail order house had 35,000 New York names on its lists. But today that number is nearer 150,000 or 200,000. There are no very accurate figures, but it is no surprise to those who study the subject to learn that 300,000 to 400,000 people in Greater New York are customers of mail order houses.

What is true of New York is equally true of other cities. *The mail order houses no longer do the bulk of their business with farmers.*

The typical mail order house customer, 1925 model, is a town or city family, large as is still the mail order farm trade. The farmer and his wife have acquired new habits with the coming of the automobile. They perhaps buy as much in dollar volume from mail order houses, but they do not buy the same things. It is the town and city customer who has enlarged his mail order buying; who is the advancing factor in mail order selling.

The mail order buying method provides a closer paring down of distribution costs on many types of goods than is possible in any other way. On certain kinds of goods, though not absolutely all, the mail order houses are underselling everybody else. I believe it is

necessary to concede that the mail order selling method represents a more thoroughly economic mode of selling than any other now being used in a large way. It has no elaborate displays to make, no high rents, and can profit most from centralized buying and system in filling orders. Finally the mail order houses, through their new system of local warehouse shipping units, are cutting down transportation cost to a minimum. It is just as cheap, if not cheaper, to have goods sent from the factory to the local warehouse shipping unit than to send them to the central headquarters. Then, the re-haul mileage is cut down in shipping to the customer from the nearest shipping unit. In this way goods travel more nearly in a straight line to the consumer than they do in ordinary distribution.

Thus the renewed mail order growth which is now beginning to be so noticeable, even in the very centers of retail competition, is

[CONTINUED ON PAGE 62]





## Do you need an anchorage buoy in your bathtub?

WE HAVE TWO SUGGESTIONS TO MAKE

[1]

If your soap insists upon scuttling to the bottom of the tub with the slippery elusiveness of a frightened tadpole, have a reliable manufacturer of marine equipment make you an anchorage buoy similar to the one shown in the illustration, attach a chain or firm cord to the buoy and the soap, and you will always be able to recover the latter in case of need.

[2]

Buy a cake of Ivory Soap.

*The Wife* who never about the men  
 of the (only) before her husband  
 women and that even for her husband's  
 morning bath means a saving of time 30 to  
 60 seconds' waiting. For her own sake, she  
 suggests the very Guest Ivory S.C.



## Split-second comfort

When you see an earnest face-washer diligently massaging the soap with all the hopefulness of an eager young bond salesman; when you see his final product, like boiled starch sparsely populated by a few orphaned bubbles, you know this for certain: his soap is not Ivory.

No! With the same effort the Ivoried man would have about a pint of thick, rich, pearly-white lather, lather that ingratiates itself into every pore and gets a warm welcome from everything but dirt.

Now watch your Ivoryless man

when he gets to the rinsing stage. As dash after dash of water fails to remove the oiled rubber feeling from his skin, he yields to discouragement and hands the job to the over-worked towel. You know what "rinsing" with a towel means—a skin that feels like owl-wagon pie-crust.

But rinsing Ivory lather is as easy and quick as holding a two-inch putt for a par four. And the face that smiles up from the stainless towel tells a story of gentle Ivory treatment in which justice has been generously tempered with mercy.

PROCTER & GAMBLE

## IVORY SOAP

99 1/100% PURE IT FLOATS

*Here is news:* When Guest Ivory—the hardy new cake of Ivory made especially for wash-tub use—comes to the home, soap-dealers outside like puppies on a open pool. Guest Ivory buys husbands, wives, daughters, sisters, cousins and aunts.

## To Problem-Solvers



We live in a scientific age. It has therefore become customary to approach all problems, both industrial and domestic, in a truly scientific manner.

Not to be outdone, let us present the following problem:

Assume that a man is taking a balneal immersion (bath), using a coagulum of sodium oleate (piece of soap) which, when dropped into the balneal liquid (water), settles to own level at the nadir of the porcelain (sink). If, then, while the man searches diligently for the elusive coagulum, the thermal index (temperature) of the room increases by two (or more) degrees, what has happened?

The answer, of course, is simple. The man has become irritated, if not angry.

The prevention of such an unhappy event is just as simple as the answer to the problem itself—the man should get a cake of Ivory Soap.

Because Ivory Soap doesn't sink—it floats.

More—it lathers. It rinses off. It is white (no stained soap-dishes). And when a self-respecting male emerges from an Ivory bath, he bears with him no accusing scent to convict him of beauty-parlor methods. His unspoken message to the world is, "I've just had a corking good bath," which, to most of the world, means unmistakably an Ivory bath.

PROCTER & GAMBLE

## IVORY SOAP

99 1/100% PURE IT FLOATS

*YOU* too deserve more than most scientific justice—Guest Ivory (made small especially for faces and hands) provides sure cleanings and adds a touch of sparkling every



## GENTLEMEN BATHERS

it floats!

If you grew up in the days when they used to drive the funeral hacks back from the cemetery at a smart trot, you are of the vintage of Otho Cushing's gods and goddesses in *Life*. You probably figured that one day you would marry one of those girls. Meanwhile you have married, and twenty years have passed. Meanwhile, too, Ivory has discovered that the Cushing style is a clean, non-physical manner of treating a rather messy subject, that it gives a good "color" to an advertising page, and that it allows a commonplace commodity to become genuinely diverting. Read the copy; it took a young mind to write it, and an old head to approve it.



## The Charge Against the Department Store

# My Answer Is "No!"

By *W. D. Baker*

The Rieser Company, Inc. ("Venida" Hair Nets)

**I** READ with interest the article in your July 29 issue, "The Charge Against the Department Store."

You ask, "Is this indictment true?" My answer is "No." True in a few cases, no doubt, but as a broad accusation against department stores as a whole, emphatically no.

As a foreword, I might say I have been actively engaged in advertising work since 1906. I have

had years of experience with leading advertising agencies—as a production manager, an executive and a space buyer. I have been a solicitor and sold advertising to advertising managers and agencies. So I know both ends of *that* game.

Right now I am advertising manager of a national institution, and supplemental to this advertising work have charge of western sales. I personally spend many months each year on the road selling goods. I call on most of the leading department stores from Chicago to the Coast.

This brief summary indicates, I think, I speak from experience when I answer the various charges indicated in this article, as follows:

1. It states that the average department store buyer is so keen for job lots, distress merchandise and close-outs that he or she has learned little or nothing of cooperation with manufacturers of good, standard merchandise and does not want to learn, etc., etc.

This indictment is unfair and narrow. It is perfectly true that certain types of department stores are keen to purchase job lots. Lots of stores are not. We have on hand this minute a vast quantity of job merchandise we would be glad to sell at almost any price. Yet our sales of our trademarked item, nationally advertised, go merrily along.

It is a mighty good thing for some manufacturers that they are able to dispose of this class of merchandise in this way. Otherwise, the cost of their standard goods

**I**N the July 29 issue of the FORTNIGHTLY we published an article entitled "The Charge Against the Department Store," in which a manufacturer made a detailed indictment against the business practices common among department stores according to his experience. In this article, Mr. Baker, speaking also from the manufacturer's point of view, makes fully as sweeping and detailed a refutation of those charges. Frank discussions are stimulating both to thought and to business, and we welcome any further expressions of opinion or experience on this subject, especially from the angle of the department stores themselves.

would go up. But from a volume standpoint the job lot merchandise means little in relation to total store volume.

I was in a leading New York department store the other day. They were selling hosiery of a standard advertised brand at a low price. The goods were marked "seconds." For the price the public obtained wonderful value, the manufacturer secured an outlet for merchandise, perhaps unsalable through his regular channels. Everybody was satisfied—the department store, not because of big profit, for the retail price was too low to permit that, but because the public was able to receive unusual value. The hosiery department was "sweetened"—the good will increased.

2. It says the average department store buyer has no regard for his word, and not the slightest courtesy or care for the time of the sales representatives who call upon him.

**W**HY does the author refer merely to department store buyers? Why not to a few buyers in all fields? Why does he not refer, for example, to advertising managers and agency space buyers? I find department store buyers as a class easier to see than advertising agency space buyers. I have found them less prone to evade, to let you down easy. As an example, I remember having made appointment after appointment with a space buyer of a leading advertising agency, only to have word sent out to me, when I presented myself at the time speci-

fied, "In conference, call next week." And "next week" never came.

3. The charge is made that far too many department store buyers have little or no knowledge of sound, fundamental principles of buying, such as placing orders far enough in advance to equalize production activity.

A department store buyer is also the sales manager of the department for which he or she buys. His value to his

company is dependent on the profit he makes. Departments in leading department stores are conducted in many ways as separate units. Any buyer who can show a profit at the end of a year—also turnover and small inventory—has done his job well. That is what counts; not the simplifying of manufacturing problems.

**M**ANUFACTURERS who complain of difficult manufacturing conditions because of failure of buyers to anticipate their requirements, only have themselves as a class to thank for this condition, because they have made it possible for a buyer to buy from hand-to-mouth. It is as simple as A-B-C. Why should a buyer place large orders, months in advance if there are good manufacturers ready to furnish him his requirements without this procedure? Why should he unnecessarily extend his commitments?

4. The writer says that department store buyers are continually endeavoring to use their buying strength on smaller manufacturers to force unbusinesslike, off-standard, unjust terms, and using devious, irritating, often dishonest methods to accomplish their ends and force manufacturers to bear the capital burden properly belonging to the store.

This is far too general a statement. Undoubtedly it exists in specific instances, but the great department stores as I have personally found them, are not in sympathy with anything which in any way could be classified as "using devious,

[CONTINUED ON PAGE 58]



# Shall We "Play for Inquiries"?

## A Frank Discussion of the Dangers Which Lurk in Over-Emphasis Upon Inquiries

**T**HERE is a certain type of advertiser to whom an inquiry is apparently the be-all and end-all of advertising. Place in his hands each morning even a modest batch of envelopes duly blazoned with key numbers and all is well along the advertising Potomac.

Inquiries are to him the One and Only Proof Positive of advertising effectiveness and woe betide his advertising manager or agency should either so far forget caution as to insinuate any heresy to the effect that inquiries are not a gauge of advertising.

I grant you that there is a most gratifying satisfaction in marking "SOLD" against a name in an inquiry record and that, therefore, each incoming inquiry throbs with the pleasing possibility of being some day chalked up as a sale directly creditable to advertising. No, I do not undervalue inquiries.

On the other hand, I contend that *insistence upon* inquiries has wrecked more advertising ventures

than it has ever brought through to lasting success. (Obviously, I except mail order advertising from this contention.)

The black-faced gentleman lurking in the edifice for fire-wood is this fact—that insistence upon inquiries almost automatically brings about a type of copy which neglects the sales-job through over-anxiety to lure plentiful inquiries. On a commodity which is bought over the counter or is largely sold by local distributors without occasioning correspondence between consumer and manufacturer, this copy-fault can produce the most serious consequences. Continue it too long and the ultimate verdict is—"Advertising doesn't pay—we've tried it and we know."

For the possible benefit of those who have employers or clients overinfatuated with inquiries, I want to explain a rather graphic presentation of the perils of over-emphasis on inquiries which has served me successfully several times since the

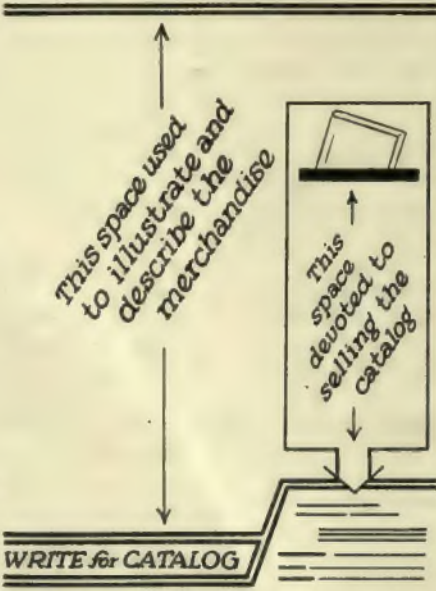
day when it first came to my aid in selling a changed viewpoint on inquiries.

My connection at the time was with a company selling an item of farm equipment through implement and hardware stores on a nationwide basis. For many years previous its advertising had been limited to very small space per insertion, followed each year by careful computations and tabulations of relative costs per inquiry. A trade check-up completed a few months earlier had clearly shown that this type of advertising had made little or no impression upon dealers, present or prospective. In the season in question we had, therefore, largely through my advocacy, reduced the list of papers and used page and half-page space in the survivors.

The cost per inquiry had multiplied many times as a result.

The personal consequence was that, at a review conference over the season's advertising, I was being

[CONTINUED ON PAGE 52]



**R**EPRODUCTIONS of the three types of advertising layouts referred to in the article. The first one, making the literature of the company as alluring as possible and emphasizing the word "FREE," is admirably calculated to coax inquiries, at the expense, however, of leaving the many thousands of non-inquirers in total ignorance of the line. The second layout gives about 25 per cent of its space to the obtaining of requests for the catalog, which percentage is wasted upon those who do not inquire. The third advertisement aims toward selling the line to the total number of readers, even at the cost of an impressive inquiry return from the minority. Which type of advertising is best suited to *your* business?



# THE · EDITORIAL · PAGE

## Beware the Descriptive Trademark

IT is perfectly amazing how many concerns still ignore the plain dangers of inexpertly selected trademarks.

The Real Silk Hosiery Mills has just been told by the Patent Office that its trademark "Real Silk" is not admissible as a trademark—even though it is designed in Japanese lettering. The reason is, of course, that the words are "descriptive." The best way to indicate to a layman what this means is the phrase of a well known advertising man, now dead, who said to a client who insisted on adopting a descriptive trademark name. "Good Heavens, man, you can't take the dictionary for a trademark. Words like the air are free to all, and if everybody did that there'd soon be no words left that weren't private property!"

Advertising to the tune of a million or more has been spent to establish "Real Silk" as a trademark. A scandalous proportion of such accumulated trademark good-will is now lost. It would have been cheap to have spent \$100,000 getting a trademark specialist's counsel before adopting this name, as it now turns out.

## Teeth in Truth

THAT membership in a Better Business Bureau does not carry with it immunity from thorough investigation and impartial action was graphically demonstrated recently in the case of a prominent dry goods store in one of our large cities.

This store, a member of the local Better Business Bureau, had persistently violated three of the principles of the bureau and after ineffectual attempts had been made to induce the concern to eliminate the objectionable advertising practices, the Board of Directors met and unanimously adopted a resolution suspending the store from membership, "subject to reinstatement by action of the Board of Directors at any time after the expiration of thirty days upon satisfactory proof of compliance with the Bureau's declaration of principle."

The head of the offending concern demanded public retraction of the Board's resolution and the immediate resignation of the Bureau Manager, declared his store to be "bigger than the Bureau," and threatened to spend a fortune in satisfying his demands.

To the credit of the whole movement for Truth in Advertising, we are glad to be able to report that the Board of Directors stood firm and the store had to take its medicine.

When more communities, and more advertising organizations, adopt this aggressive and uncompromising policy we may expect to see real progress toward Truth.

## The Farm Is a Community

WE were interested to note in the LaSalle University *Business Bulletin* for August that when it comes to edge tools, farmers are larger users than carpenters.

The fact is, the farm must be almost if not quite as

large a market for a great many products as various trades that one would naturally think of as being the chief market. For the farm is in many respects a complete community, requiring the services of a number of trades and professions, which must of necessity be performed by the farmer or some of his helpers. In performing these services, the farmer must have tools or equipment to work with; hence the purchase of many articles for the farm home that the city-bred man would never think of as a home need.

With every prospect of good harvests this year, which will mean prosperous times on the farm (and particularly so because the 1924 harvests enabled the farmers in many sections to clear up their accumulated indebtedness), the manufacturers of equipment and supplies will do well to turn their eyes farmward right now.

## A Promising Percentage

THE Cleveland Trust Company reports that a careful compilation of the figures from a large number of diverse kinds of businesses indicates that 43 per cent of the total volume of manufacturing, transportation, selling and financing normally takes place during the first half of the year, and the remaining 57 per cent during the second half. This augurs well for Fall business.

## A Reflection on the Advertising Industry

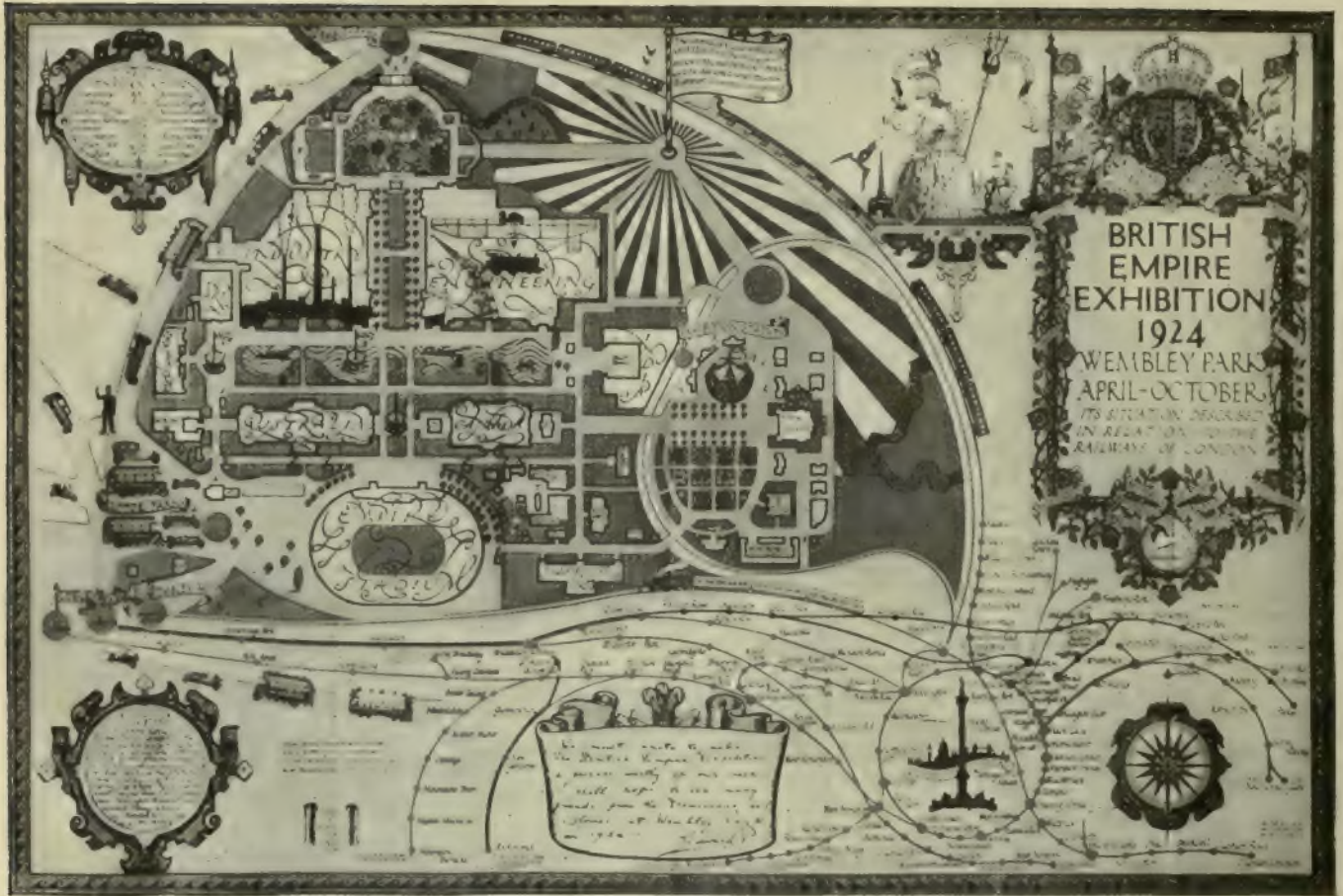
FOR years the advertiser has complained about the lack of uniformity in page sizes of publications which results in so much waste in costly art work, type composition and plate-making, to say nothing of the annoyance of working in spaces of so many different dimensions.

No intelligent advertising man would suggest for a minute that all publications adopt an absolutely uniform page size; such standardization would destroy the individuality of our periodicals. But when, as was recently developed by the study of one advertising agency which was laying out a schedule for twenty-nine business papers, it developed that twenty-five different sizes of engravings would be required; and when it is realized that out of four hundred and ninety-six class publications there is a range of ninety-five page sizes, and twenty-seven page sizes among fifty-seven national magazines: then it becomes apparent that publishers are overlooking one of the most obvious opportunities to simplify the mechanics of advertising and to help the advertiser cut production costs. It has been talked of for years, but little has been done.

We learn that the Division of Simplified Practice of the Department of Commerce is now making a detailed study of this wasteful condition preliminary to suggesting to the publishers of America some measure of standardization.

It seems to us a reflection on the progressiveness and business acumen of the entire advertising industry that the impetus for such a step should have to come from a Governmental agency.





## When One Goes to Wembley

**W**E have all seen the progenitors of this map—the strange old drawings, generally on parchment, of the conceptions of this earth held by the old visionaries, with their quaint script lettering, their “terra incognita” indicated by weird dragons, their oceans indicated by grotesque fish of mammoth proportions beside pigmy ships; with the cherub’s head in each corner, cheeks puffed out and lips pursed, to indicate the various winds. And almost identical in technique, in lettering and in symbolism, is this map of the British Empire Exhibition at Wembley Park; different mainly in the fact that it is accurate in the principal details and is carefully scaled.

The original loses much in its reproduction, as one of its most attractive features is its bizarre color scheme. Green, yellow and blue play prominent parts, with a lavender motif running through the whole, and with the principal stations indicated in red. Trains, trams, buses, taxicabs and automobiles take the place of the medieval ships of the older maps; a gigantic

traveling crane with a dependent locomotive represents the section devoted to engineering; smoking stacks of heroic proportions typify industry; the gardens have flowers, the lakes float boats, the blue rivers—upper left and middle right—support lavender fish navigating in the general direction of Trafalgar Square, many details of which are lost with the loss of color.

**A**FTER all, the object of this map is not to sell the British Empire Exhibition to the British people. That was done during the course of the months and even years preceding the opening of the affair in April of 1924. It is designed to encourage the attendance of whoever might happen to be in London while the exhibition was taking place. With this in mind it has been reproduced on the reverse side of a descriptive folder which sets forth in detail the various attractions offered, together with pictures of the numerous exhibition buildings as well as a comprehensive view of the fair grounds as a whole. This descriptive matter is printed in a number of different

languages best designed to reach everyone who might be interested. Thus it serves as a circular as well as a guide.

There is nothing new about the utilizing of maps. In America we use them frequently to indicate office removals, changes of address and for similar purposes. We produce some very good maps; accurate, detailed maps with little red X’s to indicate the spot where the body was found, or whatever it is we want to indicate. We even go in for symbolism to a certain extent with very fair success. But in spite of all this our maps remain—just maps. They may show us at a glance the most direct way of getting from Avenue A to West One Hundred and Eighty-seventh Street, but they arouse in us no burning desire to get there. They may satisfy our craving for details, but they do not pique our interest or our curiosity. Quite possibly such is not their intention, in which case we can thank the British for the discovery of a new selling medium which we ourselves have completely overlooked.



BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

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

Mary L. Alexander  
Joseph Alger  
J. A. Archbald, jr.  
R. P. Bagg  
W. R. Baker, jr.  
Frank Baldwin  
Bruce Barton  
Robert Barton  
G. Kane Campbell  
H. G. Canda  
A. D. Chiquoine, jr.  
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  
B. E. Giffen  
Geo. F. Gouge  
Gilson B. Gray  
Mabel P. Hanford

Chester E. Haring  
F. W. Hatch  
Clara S. Hawkins  
P. M. Hollister  
F. G. Hubbard  
Matthew Hufnagel  
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  
Winfield Shiras  
Irene Smith  
John C. Sterling  
J. Burton Stevens  
William M. Strong  
Charles Wadsworth  
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



# Copy Policies That Fix a Firm's Identity

By *Caroline L. Overman*

**A** COPYWRITER beginning work on an account asks naturally "what is the message to be put across?" This sounds rather elementary, but I come into contact with a good many people who are trying out copywriting as a profession and find that many of them think that the main thing to be done in writing copy is to say something startling or convincing or entertaining or profound about the commodity in question. This of course is important but not nearly so important as to decide the general plan of what the client is to say to the public and just *why* he is to say it.

Every piece of advertising copy must be written with a definite purpose. Suppose our copywriter is taking up work on an account which has been successfully developed for a considerable time. Here is a great business producing a fine product which practically everybody knows. It has been advertised for years and intends to keep on indefinitely. This looks like the easiest of copywriting problems but it is really one of the hardest. There has already been built up in the mind of the public a definite conception of this business. This conception is probably more valuable than its buildings, its surplus, its organization or its patents or possibly all of them together. It is the easiest thing in the world to mar this fine conception. The task of the copywriter is precisely like that of an architect taking over a great building only partly completed. It is his privilege to enlarge or enrich, but whatever he does must be done in harmony with the workers who have preceded him or the result of his work will be destructive, not constructive.

Suppose in another case, our copywriter is dealing with a business long established and with a good product or good merchandise which is widely known to the public, but the prevailing idea of it may not be exactly what the owners of the business would like to have it. The problem is to change the way in



*Mrs. Caroline L. Overman*  
Vice-President, Churchill-Hall, Inc.

which the public thinks about the business. We have two very interesting examples of this situation in current advertising in New York dailies. I mean, of course, the Macy advertising and the Childs Restaurant advertising. Both of these businesses are household words, not only in New York but throughout a large part of the country. They don't need to be any better known, they probably don't want to do more business but they want the public to think of them in a somewhat different way—a more dignified way. They are fighting for their rightful place in public esteem and, in these two instances, with great success. This kind of institutional advertising is one of the most interesting copy problems any writer can attempt. Successfully solved it brings appreciation and glory. There are a good many failures on record.

**A** THIRD problem in advertising is neutralizing unfair or unworthy competition. In advertising a high grade product which naturally costs more than an inferior one, the copywriter has to explain this difference in quality so that the people will be

willing to pay the difference in price without being prosy, because the public will take in just about so much education about merchandise and no more. The copy must, above all, be good humored. Vindictive or ill-natured advertising copy is never effective.

I had an interesting problem of this sort in my own experience. For many years I wrote the copy for Revillon Freres, Fifth Avenue furriers, who sell only very choice furs which are naturally costly. It is difficult to say anything about a mink coat at four thousand dollars which you cannot also say, and with some degree of truth, about a mink coat at two thousand dollars, and even then some writer for a little side-street furrier will say exactly the same thing about a mink coat costing a thousand dollars, only in this case it is not quite so truthful. The difficulty extends to the illustration. A drawing of a fur coat can show the quality of the ad you buy, but only relatively the quality of the original garment.

As a consequence of these conditions we said very little about fur garments in the Revillon advertising. Instead, we talked about the company's fur trading posts in Northern Canada, Siberia and Persia; about the Indians and Eskimos who trap the furs; about the difficulties of transportation and how Revillon have their own supply steamers, their own trading schooners, their own river boats, sledges and dog teams. After this had been done for a number of years Mr. Revillon sent Mr. Robert Flaherty of the Royal Geographical Society, and a wonderful motion picture man in the bargain, to live in the North for a year and make the film, "Nanook of the North," which many of you may have seen. This kind of advertising created a general atmosphere of quality, so that people who could appreciate and pay for furs of the better class would naturally think of Revillon and feel that any purchase made there justified the price, which



8,044	Average Net Paid Circulation Jan. to June, 1925	To Mechanical Officers. Locomotive and Car Design, Construction and Repairs, shop equipment and machine tools.
8,627	"	To Engineering and Maintenance Officers. Bridge Building, Water Service and Track Construction and Maintenance.
2,112	"	To Electrical Officers. Electric Power and Light for shops, cars and buildings. Heavy Electric Traction.
4,912	"	To Signal Officers. Signaling, Telephone and Telegraph, Automatic Train Control.
9,482	"	To Executives, Operating Officials, Purchasing Officers and Department Heads.
<b>33,177</b>	<b>Total Average Net Paid Circulation</b>	
		All A.B.C. and A.B.P.



## Departmental Publications That Select The Railway Men You Want to Reach

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

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

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

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

Simmons-Boardman Publishing Company, 30 Church St., New York  
"The House of Transportation"

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

## The Railway Service Unit

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



was asked by this particular concern.

Similar to this situation of meeting competition of inferior goods is the job of neutralizing too broad a statement by a competitor. There is an interesting example of this now current. Ivory Soap, known to everybody as a general housework soap, as a wonderful cleanser of clothes, has been widely advertised as a toilet soap. Palmolive, exclusively a toilet soap, has framed a very ingenious statement to the effect that they do not recommend it for washing clothes because any soap that would wash clothes properly would lose much of its cosmetic value. I think this is a fair retort and that it will do its part in safeguarding "that schoolgirl complexion."

Perhaps the most frequent purpose of advertising copy is to increase volume of sales. This applies alike to national advertising, advertising in a given territory and to local retail stores. "We can make enough if we can sell enough" is a good business axiom. Recent researches in the cost of overhead have shown everybody the necessity of speeding turnover and increasing volume. The business which is breaking even on a certain volume of sales would make a fair profit with 20 per cent more and be coining money on 50 per cent more. Naturally manufacturers and merchants are anxiously seeking the kind of copywriters who can give them such an increase.

The copy policy is the carefully determined choice of the message which is to be communicated from the advertiser to his public. With a sound copy policy the copywriter of ordinary attainments will produce highly gratifying results. With an unsound copy policy the most brilliant writer is likely to come a cropper.

Sometimes a copy policy is determined by the advertiser himself, and delivered to the agency like the Tables of Stone on the Mount. In this case the agency has nothing to do but select the best man or the best woman to work out the policy and express the message. Sometimes the copy policy is determined jointly by advertiser, agency executives and the copywriter or writers on the job. This, I think, is an ideal way. Having worked for twen-

ty-five years in small agencies I never could see for the life of me how any copywriter could do successful work on an account of which he or she knew only what had filtered through a number of other intelligent minds. The more intelligent the go-between, the less the copywriter will get of the advertiser's real needs and wants. I am a firm

interest enough to carry the length. Let us remember with some humility that the first outstanding success of advertising was patent medicine advertising which defied all ideas about pleasing appearance, agreeable association, lucidity of style, and, above all, brevity. People read it and gave something for nothing because they read the advertising in terms of their own experience. They were reading about *their* stiff joints, *their* dull headaches, *their* particular assortment of aches and pains, and the magic of self-interest kept them engrossed all the way to the end of the story.

We may make our advertisements as long as we please provided we remember to make them from the readers point of view and not from our own.

Akin to this is the ability to resist the temptation to write brilliant copy. It isn't the copy that shines but the copy that makes the goods shine which makes a copywriter's reputation. If he can talk about crackers to make you hungry for them, if he can discuss furniture and make his talk sound like "Home Sweet Home" in prose, if he can write about clothes so that you see in every fashion plate an illustration of yourself wearing them, he has fulfilled a large part of his mission in life.

While it is difficult to lay down a rule about the essentials of a piece of advertising copy there are certain qualities which it obviously must have. If we answer quickly as to the relative importance of these we will probably place first *interest to the reader*, but if we think a little while we will see that the most important thing is to ex-

press truthfully the character of the business.

Take a familiar instance. You probably all know the Tiffany advertising—a pale oblong in the upper right-hand corner of your newspaper with the bald repetition of the firm name and underneath a single line "Clocks," or "China and Glassware" or "Watches," or "Jewelry." At Holiday time there is sometimes a festal display of the names of two of the departments instead of one. "Pearls and Diamonds" with "Watches" underneath. There is never a word of praise of the merchandise, never any attempt to make

[CONTINUED ON PAGE 64]

#### THE STORY OF REVILLON FURS



### Harpooning a Walrus

This hunter is waiting at the edge of an ice floe for a chance to throw his spear at a walrus. A good sportsman can send the spear about 40 feet and with momentum enough to kill a full grown walrus weighing over 2,000 lbs. Of course he cannot haul it ashore single-handed but he anchors it as best he can until he can get help. This is not difficult as fresh warm walrus meat is a great delicacy to the native of the North.

No. 129—Life at a Revillon Post

**Revillon Frères**

Fifth Avenue at 53rd Street

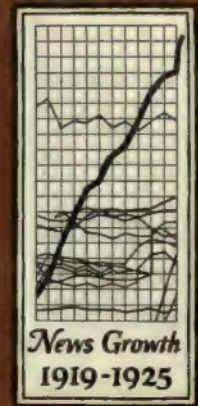
believer in the copywriter participating in the executive work of the account at least to the extent of knowing first-hand what it is to be about.

There arises that endless discussion about how long copy should be. One would think that this had been settled once for all by Mr. Lincoln when he said a man's legs should be long enough to reach the ground. Any advertising story should be long enough to reach the point and to get there without giving the reader too much guessing to do. There is nothing to be afraid of in long copy provided there is



# The l.d.c.i.A.

IT IS a living thing ☞ Every Spring for the past six years, sure as sap rising, regular as April rains, urgent as new life itself, News circulation surges upward—and *stays!* Two years ago it passed the highest point of other papers' circulations, the assumed ultimate, and became the *Largest Daily Circulation In America* ☞ ☞ For two years since, it has kept growing ☞ ☞ In the little chart of New York daily circulations on this page, study the swift upward thrust of the News ☞ ☞ a line of life, a course of influence, a path of power ☞ while the other lines hold level, the other papers lag along ☞ ☞ Now the largest daily circulation in America runs well over 900,000 copies, represents more than two-fifths of the morning circulation of New York, reaches at least every other family in New York City—and *is still growing.* Growth means more life—an active medium makes a live message ☞ ☞ Growth means power—reaching more minds every day ☞ ☞ Growth means influence—*selling itself* constantly this paper can sell for the advertiser ☞ ☞ And growth means value—more circulation per agate line for the advertising message and the advertising dollar ☞ ☞ Never forgetting the extra value of the small page—visibility that gets the message seen ☞ ☞ ☞ Buy News on a rising market!



#### Six Years of Growth:

July, 1919 . . .	27,120
July, 1920 . . .	247,899
July, 1921 . . .	405,449
July, 1922 . . .	514,707
July, 1923 . . .	655,539
July, 1924 . . .	782,976
July, 1925 . . .	909,298

Have you read *TELL IT TO SWEENEY?*  
Write for the series on your business letter head.

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

25 Park Place, New York  
Tribune Tower, Chicago



# Victor F. Lawson as I Knew Him

By John Lee Mahin

**M**Y first contact with Victor F. Lawson was in May, 1891, when I presented to him a letter of introduction from A. M. Barnhardt, of Barnhardt Bros. & Spindler, Chicago type founders.

After three weeks on the old *Chicago Times* I had given up my job because I found that the circulation figures given me by the management were grossly inflated, and that there really was nothing of a standard character in the *Times'* rates, policies or methods.

My interview with Mr. Lawson was very brief. He explained to me that Mr. S. S. Rogers had charge of the advertising and Mr. A. G. Beausnisne headed the subscription department.

He passed me on to them and a few days later I was engaged by Mr. Rogers to handle classified advertisements at the front counter.

Practically every day for nearly a year I saw Mr. Lawson around the office. He never spoke to me and apparently never watched me but I was profoundly conscious all the time I was in his employ that everything we did was planned and supervised by Mr. Lawson.

When I went out on the street soliciting advertising for the *Daily News* I met much criticism of Mr. Lawson's "arbitrary" rules. These rules were explained to me by Mr. Rogers as having been made by Mr. Lawson in the readers' interest. I never had a man question Mr. Lawson's sincerity though many questioned his judgment.

When I left Mr. Lawson's employ he took no notice of it and it was not until I engaged in the agency business and had reasons to consult with him in the interests of my clients that I realized what a charming personality he possessed and how really open minded he was in considering every phase of the subject before reaching a conclusion. To him an invariable system, an unalterable method of procedure



*The Late Victor F. Lawson  
Publisher, "Chicago Daily News"*

meant Economy, Efficiency, Justice, Fairness, Decency and Integrity.

His self-respect demanded that everything be carefully thought out and a formula adopted, and then rigorously and relentlessly maintained. Yet he had a very soft side to his nature. His friendships were few but very deep. Perhaps the best illustration is a story concerning his relations with the late W. N. McKinney of N. W. Ayer & Son. Mr. Lawson introduced Mr. McKinney to Mr. Hurlburt, president of the Elgin Watch Company. Mr. Hurlburt changed the Elgin advertising account from Lord & Thomas to N. W. Ayer & Son. Mr. D. M. Lord called on Mr. Lawson to protest and Mr. Lawson smilingly listened and merely said, "Why, Mr. Lord, Mr. McKinney is my most intimate personal friend."

While Mr. Lawson acquired a reputation of being original and dis-

tinctive in his business methods he never impressed one as being creative in any sense of the word. The idea of the one cent newspaper which Mr. Lawson developed was originated by Melville E. Stone. Mr. Lawson was publishing a Swedish paper when Mr. Stone got so deeply into Mr. Lawson's debt by having Mr. Lawson print the *Daily News*, that Mr. Lawson had to take over the property to protect his account.

Mr. Lawson's management was administrative rather than creative. I do not know of anything that he did first. I know of many things he did so much better than anyone else that his methods were regarded as standards.

He resented keenly the accusation of being arbitrary. He was always willing to explain why he had originally adopted and continued to maintain each particular rule. He never closed his mind to the idea that there would never be a better way or that a rule once made should not be changed, but he never permitted anyone to make any changes but himself. He particularly emphasized the fact that

the rules he was most frequently accused of making, because he was rich and powerful, had been made when he needed money badly and had been adopted because he was sure they were right, and for no other reason.

He was a great manufacturer. His outside investments almost invariably took the form of manufacturing enterprises. He loved machinery, he reveled in mass production; he abhorred waste and useless motions of any kind. To him, stability and decency were synonymous.

Why Mr. Lawson never turned his mind to creation of advertising revenue is one of those mysteries I cannot understand. He apparently left everything to Mr. Rogers, yet I know that Mr. Rogers would not have adopted any rule or established any standards of procedure without having Mr. Lawson's approval.



## Capper's Farmer

today is delivering more tangible editorial value to its 800,000 prosperous farm homes than at any previous time.

Probably that's why the September 1925 issue of Capper's Farmer carries more advertising lineage than any other September issue in its history.





# Demonstrating at the Shopper's Expense

By Allan P. Ames

**S**PEAKING geometrically, the retail salesman is a triangle. His three sides touch, respectively, the manufacturers whose goods he sells, the retail distributor who hires him, and the consumers who face him across the counter. In a commercial Utopia he might well be equilateral, dividing his allegiance evenly among these three interests. The pressing realities of a hard world, however, have made him anything but symmetrical. Naturally, and as a matter of self-interest, he thinks of his employer first. But from the manufacturer's standpoint, how to make him maintain a fair and impartial attitude toward competing products is one of the most vexing questions of wholesale distribution.

Of late years the seriousness of this problem has been augmented by the spread of the system of demonstration characterized as "hidden," or "blind" or "secret." Under this system, for his services in "demonstrating" or pushing certain brands of merchandise, the salesman receives additional compensation which is arranged for in different ways, as bonuses, commissions, prizes, etc. His service is "hidden" not from his boss but from the customer, who has no reason to suspect that the persuasive person behind the counter who talks so convincingly of the merits of "Blank's Cold Cream" is being paid by the Blank company for the favor.

When the system first came into use it was the manufacturer who approached the retailer with the proposal that the latter permit the manufacturer to share the expense of the salesman's salary by means of such bonuses or commissions. From this it was an easy step to the point where the retailer refused

to stock the manufacturer's goods unless the latter engaged some of the retailer's salesmen as demonstrators and paid part of their salaries. Now, in certain large department stores, many of these

only one correct answer. The customer is deceived because he or she supposes that the salesman's advice is unbiased and influenced only by a desire to give the best service.

The Fair Trade League's survey leaves no doubt that this fact is acknowledged by the great majority of department store merchants. Out of more than one hundred department store managers who wrote to the office of the League during the past month all but two declared that they oppose this class of demonstration and commended the stand which the League has taken against it. One of them, "The Emporium," the largest department store in San Francisco, is using space in the San Francisco papers to educate the public about the evils of the practice. One of these advertisements is reproduced on this page.

A great Chicago store, an institution which is known throughout the world, wrote that it is opposed to hidden demonstrators, and added, "This practice is entirely inconsistent with our desire to render the most helpful and efficient service possible to our patrons."

The two department stores which defended the practice put up an argument that the customer really benefited because the subsidized salesman or saleswoman was trained regarding the uses of the goods he or she demonstrated and therefore was able to give the customer better service. One of them wrote:

"If you go to a perfume department and pay \$2 or \$3 or more an ounce for perfume, you would certainly rather buy it of one who had the ability to judge your personality enough to sell you perfume that would be pleasing to you rather than buy from a \$10 a week salesgirl, and after enduring an unsatisfactory aroma for a few days throw it away."



## For 1925 We Have Resolved to Eliminate "Blind" Demonstrations

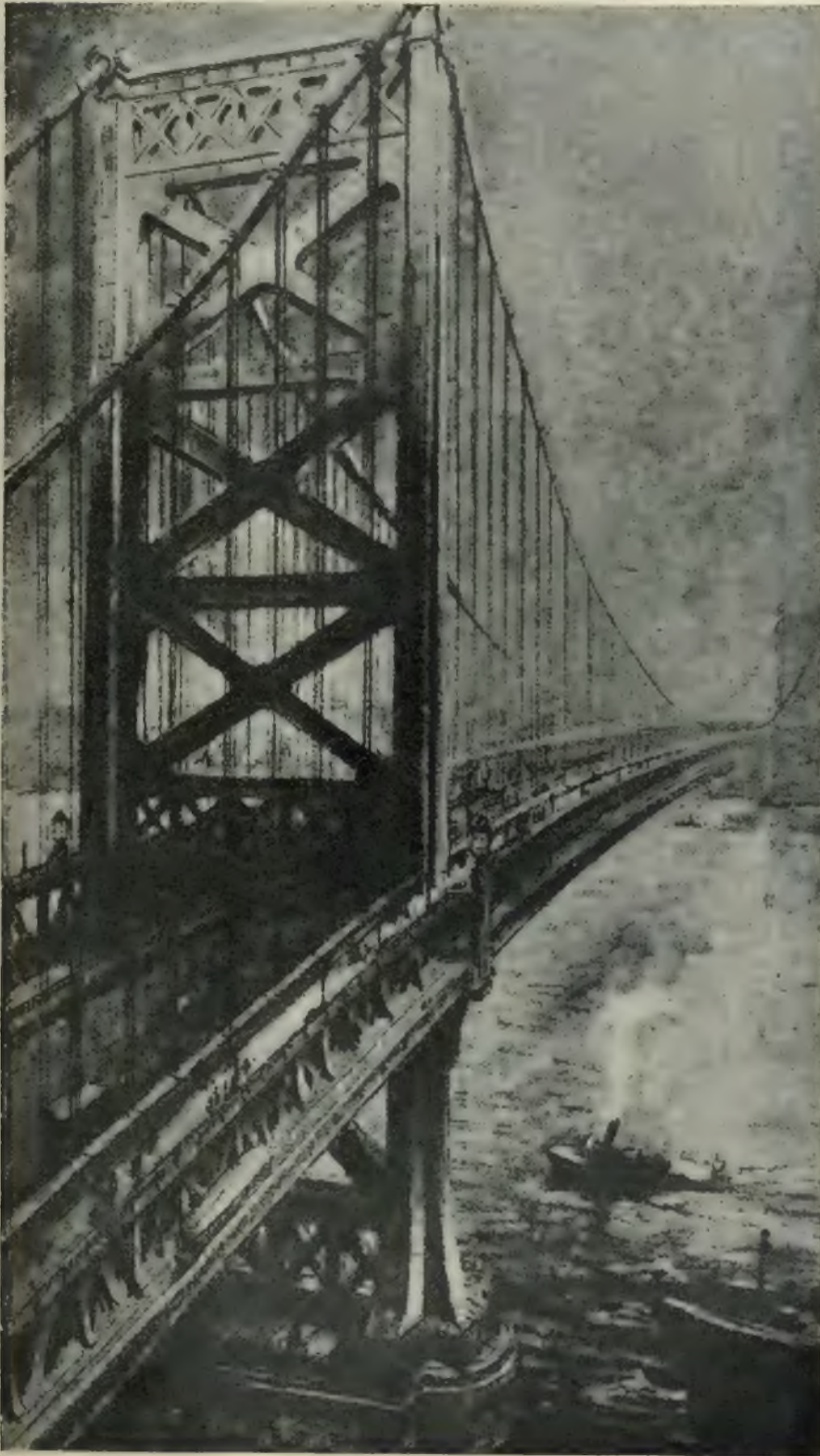
**T**HE intensive merchandising activities of the last decade have developed what has come to be known as "Blind" Demonstrations. Such demonstrations are in charge of a salesperson, ostensibly an employee of the store, whose dual duty it is to supply—without an attempt at substitution—the article called for by the customer, and, at the same time, sell a certain amount of merchandise produced by the manufacturer who pays a part or all of his salary.

WE have some concerns...

demonstrators receive all their compensation from the interested manufacturer although ostensibly employees of the store where they work.

In a recent investigation of this subject covering a large number of department stores in many different States, the American Fair Trade League discovered an unexpected amount of confusion over terms and definitions. In the case of the demonstrator, his rightness or wrongness rests upon the answer to just one question—Does he deceive the customer? So far as the "hidden" demonstrator is concerned, there is





DELAWARE RIVER BRIDGE—now under construction at Philadelphia

(Reproduced by courtesy of *The New York Times*)

**I**F the framework of your advertising is solid, safe—you will avoid worry over the future of your selling.



Build a business into the businesses of a few thousand strong stores—and every year will be its big year.



By means of the Economist Group—(DRY GOODS ECONOMIST and MERCHANT-ECONOMIST) you talk business to 45,000 important people—owners, managers, buyers, executives—in 35,000 stores, the leaders in 10,000 cities and towns. These stores do *three-fourths of the total business of the nation in dry goods and department-store lines.* The sales success of any such line depends on their buying favor and on their selling fervor. Tell and sell the merchant—and he'll tell and sell the millions!

THE ECONOMIST GROUP  
New York (239 W. 39th St.)  
and ten principal cities.



# THE 8-pt PAGE

by  
Odds Bodkins



**T**O what unnecessary ends do we go, in art and copy, to try to make people want what we have to sell!

Last week in Boston I called on the secretary of the New England Ice Cream Manufacturers' Association. On the wall of his office hung a plain gold picture frame inclosing a piece of black velvet. Against this piece of black velvet was a simple cutout of a brick of ice cream, with one slice half cut. No copy—not even an "Um! Good!"; no art scenery; nothing but that brick of ice cream. Yet so luscious did it look that when I left that office I was absolutely under the control of one idea: to get to some place where ice cream could be bought, and get there quickly! Which I did. And this in spite of the fact that I am not an ice cream addict, and practically never patronize a soda fountain or an ice cream parlor.

I believe that simple framed cutout, hung in any store where ice cream is sold, or displayed in the window of such a store, would almost double ice cream sales. It represents an elemental appeal to appetite, without any of the cluttering impedimenta of art or copy that make up a conventional advertisement.

—8 pt—

Francis Sisson of the Guaranty Trust Company told a good story at the recent bankers' convention. It may be an antique but it was new to me; anyway, it is worth retelling.

A hunchback who worked for a textile house conceived a desire to go out on the road as a salesman. He knew the line and he knew how to present it. But he was told that on account of his personality it would never be possible for him to make a success at selling.

He thought this over for some time, and then one day went to his boss and told him he had a plan to overcome his handicap. The boss listened and agreed to let him try it out.

So the hunchback went out and hired the porter in front of the building, a great buck negro, a magnificent creature six feet three and one-half, wearing a blue-and-gold uniform. He loaded upon this colored giant his sample case and went out for his first call, and this was his opening:

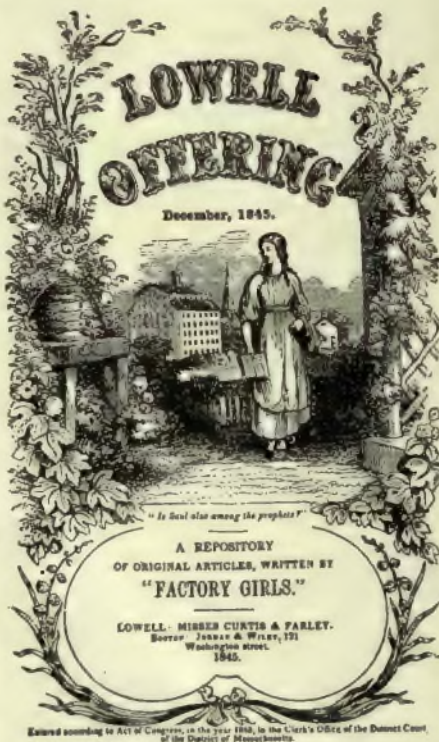
"Now, I have got a line of goods I know you need. They meet just exactly the market conditions. I know this line of goods thoroughly, but I have been told I cannot sell because I lack personality. Now, I have brought

a man along with me who has personality, and I want you to look at him and listen to me."

Sisson didn't tell the sequel, but I'm willing to bet that the hunchback made good. Better than some of the advertisements I see with elaborate borders and illustrations but weak copy that seems to say, "Look at the art work and be impressed; we words are just here to fill the mortise."

—8-pt—

The editor of *Inspection News*, published by the Retail Credit Company, of Atlanta, Ga., has dug up what seems to be the oldest house-organ. It was called *Lowell Offering* and was published in 1845. A reproduction of the cover is shown below:



It looks to me more like one of the large picture cards they used to give you at Sunday School when you had accumulated ten of the small bird or flower cards with scriptural verse!

But seriously, I am interested to know: Can any reader of this page reproduce an older house-organ?

—8-pt—

The morning's mail brings me a letter from Jerry Fleishman of Baltimore telling of a new plan the Yellow Cab Company of that Southern city has inaugurated to make it easier for people

to get a Yellow taxi when they want one.

The company has put telephones in United Cigar Stores in the business section of the city, which 'phones are directly connected with the Yellow Cab central dispatching office. The person desiring to call a taxi has only to step into a United Cigar Store, lift the receiver of the telephone carded "Yellow Cab Telephone" and order a taxi, without paying a cent. The company pays the telephone company a monthly fee and the United Cigar Stores a modest rental for the space. And there you are!

What next in service?

—8-pt.—

Odds, jr., aged 8, informed me solemnly last night as he was going to bed that he knew why the Socony posters showed a seashore picture.

"Why?" said I.

"They're trying to make people want to drive to the seashore so they'll burn more gasoline," he replied.

Well, I'm not so sure it won't work out that way! I get the seashore urge every time I see one of these attractive posters.

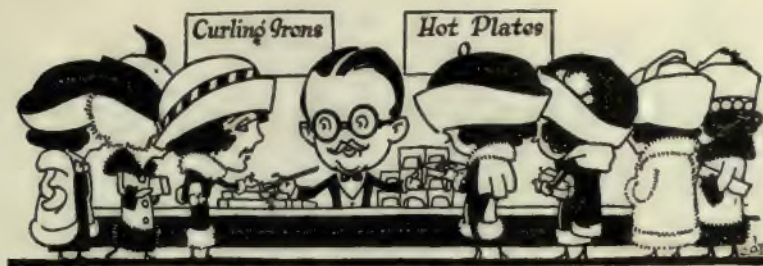
—8-pt.—

What next! One of my neighbors, who is a scientist of parts, stopped in on my porch this evening to tell me that certain new scientific experiments threaten to prove Einstein's theory of relativity to be erroneous!

I mention this not as a matter of scientific interest so much as to forestall any enterprising salesman from putting on a Relativity Sales Contest among his men, only to discover just as Lukins of the Minneapolis territory is crossing the line that establishes him relatively as the winner of the Chevrolet Coupe, that there is no such thing as relativity and the prize must accordingly go to Goodwin of the Memphis district as having sold, relatively, more cases of mustard to baked beans over salad dressing in towns under 5000 to dealers rated B-2 or better, during the last week in June.

Ho hum! How difficult it is these days to keep that simple school-boy conviction!





## *the crowds are coming to electrical stores*

Last year 1,780,000 homes were wired by the electrical contractors of the United States. They used more than \$100,000,000 worth of wire, conduit, sockets, switches and other wiring devices to do this work.

Last year, therefore, 1,780,000 new customers began to buy things from electrical stores. These new customers and the old customers of electrical stores last year bought over \$750,000,000 worth of electrical appliances, lighting fixtures, portable lamps and supplies.

This thing is happening every year. Every home that is wired for electric service brings a new household into the electrical stores of the country. And again this year, over a million and a half homes will be wired and over a million and a half families will start to shop in electrical stores.

After Labor Day these electrical stores will enter their biggest season, because people buy more electrical goods in the last four months of the year than at any other time.

"Electrical Merchandising," a McGraw-Hill publication, has as its audience the electrical stores of the country—electrical dealers, contractor-dealers, contractors, jobbers, light and power companies selling electrical goods and department and hardware stores selling electrical items.

It is significant that manufacturers of electrical appliances, lighting equipment and allied merchandise buy more advertising in "Electrical Merchandising" than in other electrical trade magazines.

We will gladly confer with manufacturers and their agencies who are interested in reaching the electrical trade.

# Electrical Merchandising

A. B. C.

A McGraw-Hill Publication

A. B. P.

475 Tenth Avenue, New York City





**B**US service supplements street car service in a number of ways, due to its greater flexibility. Buses may be used to relieve traffic on the tracks during rush hours, carry passengers over spur lines which may be out of repair, and supply many opportunities for adding to the company's revenue during off peak or other hours by running special trips to and from school for the children, by making special shopping tours for the housewives, by carrying fans to the baseball park, and any of a number of methods, either in the regular line of service or for special conditions which frequently arise

## How the Motor Bus Is Changing Transportation Methods

[CONTINUED FROM PAGE 20]

finally the forerunner of the present street car made its bow, securing its current direct from overhead or underground sources.

The interesting phase in this gradual development lay in the fact that every new step had its own long fight for recognition and adoption. Old ideas died hard, and the editorial pages of the early technical journals were filled with contributed articles warning against the use of "dangerous" electric current. Doubtless there are many readers of this article who remember hearing, about the time of the Spanish war, of the danger of electric shock when boarding trolley cars. The street car industry itself was cautious about adopting the new methods and changing the basis of capital investment which had prevailed for so many years, but finally modern scientific inventions won and the street railway industry became the electric street railway industry.

Again, with the advent of the motorbus, the street railways of the country were faced with a problem. Unrestricted jitney service had already given the railways a taste of competition, and now came this new

competitor. Strong companies were financed and made bids for rider fares. Should the railways turn a deaf ear to the lusty cries of this young giant, or should they shelter it, nourish it and give it the benefit of their rich transportation experience, making it earn for them?

It was a momentous question, and the 821 electric railways in this country, representing a six billion dollar industry, were forced to face and answer it. Should they protect this vast investment by looking upon the bus as an ally, incorporating it in their systems and placing themselves in the position where they could ultimately hope to control the situation?

How well they are solving this problem is indicated by the fact that over 250 electric street railway companies are now using buses as a part of their systems.

Bus operation by railways does not mean that a six billion dollar industry is being scrapped. It does mean that service is being supplemented and extended, capital investment protected, new territories opened, off peak hours utilized and many problems of city transporta-

tion conveniently and cheaply solved.

For example, consider what is known as extension service. A new real estate development is being opened a few miles beyond the terminal of a street car line. Homes are rapidly being built, and a new community is waiting to be served and transported to the city. To extend track into the new territory is perhaps prohibitive in cost. The bus supplies the answer, and brings the patrons to the end of the car line, at which point they transfer.

Or take the problem in a big city where the factory district lies on the outskirts. Here the situation calls for express service, during peak hours, to carry the workers. Express service on the tracks of the cars would conflict with short ride passengers. In consequence a way out is seen by scheduling express service on the car line and maintaining parallel bus service to take care of the local short haul traffic.

Again, a short spur of track, connecting two parallel lines, may be in bad condition. To repair it would cost more than the earnings will stand, and yet the franchise must be protected. Bus service often





## Food, Shelter, Raiment

all are bought  
with this publication  
as their guide  
by More than a Million  
Women Readers,  
who Know they are getting  
Full Value in Quality when

**GOOD  
HOUSEKEEPING  
SAYS  
SO**





**"Built It Myself!"**

**VAN DORN** Convertible Steel Shelving is almost as easy to erect. Makes a hollow but solid and lasting of the same time. Proud to think you made the cabinet. Feature to think you own started your old fashioned wood shelving.

Just consider what you can do with Van Dorn Convertible Steel Shelving! With a variety and convenience like only steel shelving you can quickly assemble any size and style of shelving you need. When you wish to change it to meet new requirements it's like entry in your hands. Answer your shelving problem with Van Dorn Convertible Steel Shelving! We know you'll like it!

Circle 11 Most certainly you want it

**The Van Dorn Iron Works Co.**  
Cleveland, Ohio  
Branches: Montreal, New York, Chicago, Philadelphia

**Van Dorn**

Prepared by The Powers-House Co.

**T**HIRTEEN years of experience in serving the advertising needs of an impressive number of Cleveland's ablest and most successful manufacturers amply equip us to render sound and constructive advertising service. ✓

The  
**Powers & House**  
*Advertising* Co.  
 HANNA BLDG. Est. 1912 CLEVELAND  
 Match K. Powers President Frank E. House, Jr. V. Pres. & Gen. Mgr. Gordon Rieley Secretary

meets such a problem, the tread of the tire replacing the steel rail.

Owing to its flexibility, the bus has given to the electric railways many opportunities for adding to revenue, during off peak and other hours. It can carry the children to school, and bring them safely back. It takes the housewife on her shopping tour. The baseball fans are transported to the ball park. Theater parties are accommodated. Conventions are taken care of. Theatrical troupes are transferred to the next city. These are only a few of the many ways by which the bus is becoming the servant of the electric railways, and through them the willing servant of the riding public.

**Y**OUNG as the industry is, the bus has gotten into the active consciousness of the people and has become a part of our national life. This is equivalent to saying that what the public wants will be the determining factor in what the motor bus industry does in the future. Today it is building up a new transportation structure, filling a real need in community life, with a new measure of comfort and convenience and an almost unlimited freedom of movement and speed. It is doing much to win public support of reasonable highway legislation, inducing a better attitude on the part of bankers, many of whom have not yet learned to like the odor of gasoline. It is attracting capital, influencing the availability of labor supply, creating new marketing centers and affecting the location of industrial districts with reference to residential districts. It is affecting the layout and width of traffic arteries in cities and country districts, as well as bringing about a great growth in the automotive maintenance field.

Today, no matter where one goes, he is not far from a bus line. All over the country, in the thickly settled East, on the plains of the Middle West, over the mountains and deserts of the Far West, and along the Pacific Coast, the motor bus is growing. New lines are constantly being opened up and older ones expanded both as to length and frequency of service.

In the larger cities like New York, Chicago, Detroit and St. Louis the double-deck buses seating from 48 to 69 passengers are a common sight. One large company which operates buses as well as manufactures them piles up a total monthly run of 2½ million miles on the streets of three of these cities; enough mileage to encircle the earth 1200 times a year.

The single-deck type of vehicle, however, is really the one that plays the most important part in bus transportation, and this type has a wide variety of uses and many designs. In a number of the smaller cities, all under 30,000 population, buses of this type are the sole means of transportation. For city work, where the route is short, convenience of travel is the primary consideration and the design



provides for quick loading and unloading with maximum comfort to the passengers, sanitary interior fittings and seats designed to resist wear. On the longer intercity runs, the design of the sedan coaches caters to the ultimate extreme of luxury and relaxation. Such buses are long and low, clinging to the road and possessing wide tread and flexible springs that function both at light and full loads. If necessary, many of these parlor car models can attain a speed of over sixty miles per hour.

For the traveling salesman on the road the bus is making selling easier and more pleasant. As many cities are connected by bus routes, a salesman upon arrival in a certain town has only to look up the route schedule and plan his day accordingly. At the appointed hour he can step into the waiting motor coach and relax completely, as the swift vehicle runs easily through open country. Refreshed by the breezes and scenery, he is likely to be in a new state of mind when the bus arrives at its terminal.

The motor bus, as an institution, is young in years but powerful in strength. It is feeling its oats and has yet but scratched the surface of the tremendous possibilities that lie before it. It has come to stay.

#### *O. J. Gude*

For many years prominent in the advertising business, especially as the head of the company which bore his name, died of heart disease on the morning of Aug. 15 in Bad Nauheim, Germany. He had not been in good health for some years, having sold his business interests and practically retired in 1918. Starting his own business in 1889, Mr. Gude specialized in outdoor advertising and bears the distinction of having erected what is said to be the first electric sign on the present site of the Flatiron Building. This together with later accomplishments along the same line earned for him the title of "Creator of the Great White Way." He is survived by his wife, six children, four brothers and a sister. The body will be brought to this country for interment.

#### *Robert E. Ramsay*

Will head the Department of Direct Mail Advertising of the New York Advertising Club for the coming year, succeeding E. J. Ferris of Addressograph Company.

#### *Thomas W. Arundel, Jr.*

Has been appointed New York State representative of *Columbia*, the national monthly magazine published by the Knights of Columbus. He succeeds Kenneth B. Groser, who resigned on Aug. 15.

#### *Lester R. Fountain*

For the past three and a half years in charge of eastern advertising for *The American Architect*, New York, has resigned to become sales manager of the Craftex Company, Boston, manufacturers of a textured wall material.

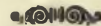
## Over Half a million lines Gain

In the first six  
months of 1925,

The Detroit Times  
gained

# 689,220 lines

This tells where we  
stand in Detroit.



## The Detroit Times

Evening  
235,000

Sunday  
280,000



# America Has Swallowed a Slogan With Blind Faith

[CONTINUED FROM PAGE 24]

night that I went home, firmly convinced that our "big chief" was wrecking the business. Finally, on one of these nights the suspicion that I might be wrong crept in on me and by morning I determined to worry no more, to object no more, and to right-about-face, working whole-heartedly and enthusiastically and doing without question those things that Mr. Edison wanted done. In the four years since I took that step I have learned a great deal, and particularly have I learned a great deal about some of the effects of advertising.

**B**UT of all these things, perhaps the most valuable lesson to me has been, that just because some idea is generally accepted by the majority of people there is no reason why it should be accepted blindly and without analysis in your own particular case. Do not be satisfied to start with the assumption that it pays to advertise and go on from there, in mere discussions of what form pays best, but rather always adopt a questioning attitude as to whether in the given set of circumstances it really pays to advertise at all.

When we stopped to take account of conditions in 1921 we found that our enormously increased sales during 1917, '18 and '19 were not sales at all, that the jobbers and dealers, on top of the natural business enthusiasm of that period, had been hypnotized by the expected power of the advertising effort on our part, into placing greatly inflated orders for merchandise which in fact merely accumulated on their shelves. Even to this day there are stocks of merchandise in the hands of jobbers and dealers that were unabsorbed. Manufacturers should not consider a sale a sale until the article is in the hands of the ultimate consumer and paid for, but most businesses are content to do what we did before we learned better—to consider a sale a sale when it left our plant and was paid for by either jobber or dealer. This heavy accumulation of stocks that has caused us no end of trouble and worry is one of the dangers of a successful or partly successful advertising campaign. I attribute much of this accumulation to the blind faith of jobber, dealer and ourselves that if you only advertise enough the goods are bound to sell.

Another effect, aside from the problems that arise from overstocked conditions of the trade has been the effect on the dealer himself and his attitude toward work. Before we advertised heavily we used to have many more

dealers than we have now who were willing to work early and late. For several years we unconsciously educated them not to work. We said that our advertising and your advertising will bring people to your store, will create a demand, and all you will have to do will be to wrap up bundles of records, deliver phonographs and punch the cash register. We are now having the utmost difficulty to disabuse their minds of the idea that they need do nothing but sit in the store and wait for the business to roll in. Many of our dealers are completely sold on advertising, and in the face of indisputable proof—and by proof I mean proof—that business can be obtained by following certain procedure, they refuse to listen, and condemn us for not advertising more extensively in the national magazines and newspapers.

Another effect is on the salesman. Usually he, like everybody else, has a blind faith in "It pays to advertise." Deprived of this talking point he is often at a loss what to say. I have had this happen many times with bond salesmen. They come to see me, enter the office, and open up with the remark, "You have undoubtedly seen our advertisement announcing that What-Not bonds are offered today at 96 but I thought I would come out and tell you a little more about them."

**T**IME and again when I have said that I did not see the advertisement his entire talk that was so carefully planned fell about his ears and he was at a loss as to how to proceed.

Many people will point with enthusiasm to the great success of this or that company and the fact that they are large national advertisers, thus proving that advertising pays. Now in the first place there are mighty few things about advertising that can be definitely proved. A possible exception is the amount of the bill at the end of the month, and there are others, of course, but take it by and large advertising results—or lack of them—are pretty much a matter of personal opinion, backed up by rather vague and generalized data. Like religion, most of it has to be taken on faith, and wherever this is true there arise the most fertile grounds for differences of opinion and endless discussion.

Only a few days ago I had a discussion of this kind concerning the erection of a sign on Michigan Avenue in Chicago on top of the building that we lease, so as to display the merits of our storage batteries and phonographs to the passing multitude. The sign would have cost \$1,200. I defy any



IF  
ANY  
OF  
YOUR  
CLIENTS



SELL GARMENTS OR  
TRADE-MARKED FABRICS

—their sales message in

*Nugents*  
*The Sarmant Weekly*

will be read by  
THE BEST RETAILERS  
WHO BUY THEM

Published by  
THE ALLEN BUSINESS PAPERS, INC.  
1225 Broadway New York





## Cincinnati is the Center of the Radio World

Not only is Cincinnati virtually at the center of population of the United States; it is also the center of radio interest of the Western World. Here are located three great broadcasting stations, W. L. W., Crosley; W. S. A. I., The U. S. Playing Card Company, and W. K. R. C., The Kodak Radio Corporation. From these stations are broadcasted daily programs unsurpassed in excellence, variety and interest. They carry the name and fame of Cincinnati far and wide. With their "hook-ups" these great radio stations bring to the people of the Cincinnati trading area practically every notable event of radio.

To the average resident of Cincinnati the appeal of radio is purely one of personal pleasure. To the City of Cincinnati as an industrial, commercial and financial center, radio has a significance difficult to estimate. The manufacture

of radio sets, parts and accessories is one of the great industries of the city, giving employment to a vast number of highly skilled and well paid operatives. And because "there is always something in the air" the market for radio goods enjoys an all-year patronage that is by no means confined to merchandise of local manufacture.

The Times-Star has consistently recognized the significance of radio both to the family life and to the business life of the city. The Times-Star no less consistently features radio as a subject of vital interest to the family and to the community, precisely as it features automobiles, real estate and building, finance, sports and the household.

It is but a natural and necessary corollary that the Times-Star should be, as it is, the leading medium for the advertising of radio and radio products.

# THE CINCINNATI TIMES-STAR

*Member of the Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager



## Telling It to the Boy Scouts



### Boy Scouts Found a Way

The city of San Marino, the smallest incorporated city in the country, had no newspaper. The Boy Scouts of the town decided that it could use one, so they started a paper on a mimeograph. Now it boasts ten pages, and carries both local news items and advertising.

Just another example of Boy Scout push and progressiveness. There is nothing that Boy Scouts can't do when they decide on it. That is why you can be sure they will find a way to get your product if you arouse their interest in it. The best known way of doing this is thru Boys' Life, their official and favorite magazine. It reaches most of the 550,000 Boy Scout membership.

May we give you the facts?

## 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.



### HERE ARE SALES TO BE MADE

600,000 Y.W.C.A. members who must buy both necessities and luxuries—

2946 local and 254 national Y.W.C.A. secretaries who control the spending of the Y.W.C.A. budget—

All read the *Womans Press*, official Y.W.C.A. magazine, and buy from its advertisers.

Let us send you rates and a sample copy.

*The Womans Press*

600 Lexington Avenue

::

New York

human being alive to produce any data that would even approximate proof that we would get \$1,200 value back in the form of sales directly attributable to this sign. It has been said that you can prove anything by the Scriptures, but I believe you can prove anything by advertising statistics.

I know of many businesses that started, grew conservatively and soundly into large and successful organizations but which later, due to one cause or another, added advertising to their scheme of sales effort. Ford is one of such concerns. I think it will be admitted that he was doing rather nicely before he started advertising on an extensive scale about two years ago. For reasons best known to himself, he is advertising on a huge scale today and, if he continues to do this after a number of years, sooner or later it will be a well known and accepted fact that "advertising made Ford." On the other hand, there are dangers to a well established, conservative, successful business in jumping into an advertising campaign as a means of rapid expansion.

These dangers are those of too rapid expansion. After all, advertising is merely one help toward making a lot of money quickly, and a conservative house either loses its head and goes too far at this sudden prosperity or else cannot adapt itself to the sudden demands made upon it. In any event, the advertising money is more often partly if not wholly wasted under such circumstances than cashed in on.

I have tried to give you illustrations of some of the dangers that a successful advertising campaign must steer clear of in order to be called really successful in the largest sense of the word. I do not expect very many people to agree with me entirely in what I have said. No one ever agrees with anybody when it comes to questions of advertising. I feel that I have said enough, however, to get over the only point that I want to make and that is, when you are considering the slogan "It pays to advertise" do not accept it as a foregone conclusion, but think, and think clear through to the ultimate, and not temporary, results of advertising and how it affects the broad problem with which you are concerned.

#### United States Electric Tool Company

Announces the appointment of M. A. Weidmayer, formerly branch manager for Black & Decker, to take charge of their Philadelphia office.

#### The Joseph Katz Company

Baltimore, Md., will direct advertising for Sealpax Underwear for men, and "Little Brother" and "Little Sister" Sealpax for children.

#### C. Curtiss Main

Formerly with the Philip Kobbe Company, Inc., New York, has joined the staff of Doyle, Kitchen & McCormick, Inc., same city.



## Demonstrating at Shopper's Expense

[CONTINUED FROM PAGE 38]

This specious reasoning is typical of the few manufacturers and merchants who openly defend the system. The survey failed to reveal any such who thus far have publicly expressed their views. It did discover an unexpected interest on the part of the shopper, which, from the point of view of the League and others of like mind, is the most encouraging factor in the whole situation. Several women's organizations, including the New York City Federation of Women's Clubs, have adopted resolutions condemning "hidden" demonstration. A little more agitation by consumer groups and more informative publicity like that of the San Francisco "Emporium," would force the champions of this system to come out into the open and either defend and espouse the practice or condemn and repudiate it.

So far as the manufacturer is concerned, much as he wishes to gain a larger share of the salesman's attention, he has no desire to acquire favor with the man behind the counter at the expense of his influence with the consumer on the other side.

### Bellamy-Neff Company

New York and Chicago, announces the amalgamation with it of the firm of Wallingford-Graham, specialists in architectural advertising. Daniel K. Wallingford and Lionel M. Graham were both with the *Architectural Forum* before forming their agency partnership in the beginning of 1925. They will now be in charge of the Division of Architectural Engineering and kindred technical subjects with the Bellamy-Neff Company, the former as architectural counsel and the latter as director of sales in this division. As a result of the amalgamation the Bellamy-Neff Company will direct advertising for the following accounts: Georgia Marble Company, Tate, Ga.; J. W. Williams Slate Company, Easton, Pa.; Turner Construction Company, New York; L. O. Koven & Brother, Inc., Jersey City, N. J.; S. H. Pomeroy Company, Inc., New York, and the Palmer Lime and Cement Company, also of New York.

### John L. Naylor

Has been appointed advertising manager of the *Indianapolis Times*, effective August 15.

### L. B. Carpenter

Formerly with *McCall's Magazine* and for the past three years business manager of Dental Items of Interest Publishing Company, has joined the staff of Charles F. Hubbs & Company, New York, paper jobbers and distributors of Nibroc Kraft Towels.

### Hicks Advertising Agency

New York, will act as advertising counsel for the American Retailers Association, Inc., same city.

"I am glad to write a word of appreciation for Needlecraft Magazine. Our list is built almost wholly on actual results. In its classification with the leading publications in the women's field, *Needlecraft* has given us results second to none over a long period of time. This spring it has led the field in our so-called General Publicity class."

The above, written by one of America's largest and most successful manufacturers (name on request), expresses the feeling for Needlecraft that exists among those advertisers who judge the value of a magazine as they judge the value of any other salesman—by the sales sheet.

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.



## Tried and Tested Methods of Making the Sales Force Produce



Just  
Out

Kenagy and Yoakum's

## Selection and Training of Salesmen

By H. C. KENAGY

Manager, Sales Research Department, the Procter and Gamble Company; formerly Assistant Director, Bureau of Personnel Research, Pittsburgh, Pa.

AND

C. S. YOAKUM

Professor of Personnel Administration, the University of Michigan; formerly Director, Bureau of Personnel Research, Pittsburgh, Pa.

380 pages, 5 1/2 x 8, \$3.50 net, postpaid

This book presents principles and methods, of proved worth in the selection, training and supervision of salesmen. It discusses such subjects as the study of the company's selling, the sales organization, the field organization, branch agencies, analysis of the salesman's job, and other factors bearing directly on the successful selection, schooling, supervising and stimulating of salesmen.

### Practical, usable methods on deciding

- how to make a sales survey;
- how to investigate field work;
- what type of organization to use;
- how to handle branch agencies;
- how to analyze the salesman's job;
- how to determine sales efficiency;
- how to recruit salesmen;
- what measures to use in selection;
- how to use mental tests;
- what to do with personality and aptitude tests;
- how to train salesmen;
- how to arrange courses;
- how to conduct courses;
- how to supervise from the office;
- how to supervise from the field;
- how to plan and make the most of conventions.

### Examine this book of facts for ten days free

Just mail the coupon and a copy will be sent to you for ten days' free examination.

## FREE EXAMINATION COUPON

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

You may send me for 10 day's examination Kenagy and Yoakum's Selection and Training of Salesmen, \$3.50.

I agree to return the book, postpaid, within 10 days' of receipt or to remit for it.

Name .....

Address .....

Official Position .....

Name of Company .....

A. F. 8-26-25

# —and Now Concerning Copy

THE NEXT TIME you walk through the factory where an advertised product is being made, note, if you please, the new type of labor which may be seen skulking about the plant. It is a class of help created by advertisements, and judging from the quantitative reference to it in current advertisements, it is one of our leading industrial groups. Not as large as the motion picture industry, to be sure, but let us say about the size of the *entrepreneur* industry in France. This new class is known as the Zealous Guards. It is the Zealous Guard who, with his fine old New England standard of craftsmanship, (like as not handed down from father to son) stands around Zealously Guarding everything in the plant from the guarded fire-buckets on the stairs to the close-packed secrets of manufacture, all the way from the spur track by the shipping shed to the health and sanitation of the happy workers. The Zealous Guard snoops with a high moral purpose, and whenever he finds some cunning craftsman weaving steel wool into the underwear fabric, or laughing at the Founder's Whiskers, he fires polysyllables from the hip, and pretty soon you see the victim spread out in swash characters on a neat page in one of our magazines "of the better class."

POOR INDEED is the manufactured food that cannot discover in its attic at least one fine antique virtue, and what is more commercially pleasing, a virtue with something to recommend it besides age. The most recent is salt. Salt with the native iodine left in has always been harder to sell because it looks dirty. But the doctors have found that iodine is a specific against gland-troubles, and Morton's Iodized Salt makes its bow as a health-food. It is not at all inconceivable that unbleached salt will entirely displace white salt; if the iodine has the effect claimed, which is also within the bounds of possibility, it follows that there will be less goitre and thyroid complaint. And when those two broad categories of frailty have been checked, perhaps within the span of a single generation, after having flourished for several thousand years, then advertising, which multiplied the corrective story of iodine, will have another very real social victory in its record.

FOOD ADVERTISERS are not primarily philanthropists of course. Their dollar-sense tells them that "a new copy angle" may refresh their sales and human nature tells them that if this new vehicle for peddling their product be

hitched to the skittish, snorting fear-horse that is in all of us, we ourselves will pull the wagon. For we have pulled: consider the innocent yeast-cake. If the article is otherwise admissible to the human gullet, we all adore to be given an intellectual excuse for eating or drinking nobly of it. A simple pick-up of grape-juice, tapioca and bran consists of "mineral salts . . . vitamins . . . nourishing fruit sugar . . . laxative properties . . ." and "pure carbohydrate . . . energy-producing material" and "phosphorus, iron, proteins . . . and the indispensable Vitamin B," while if you top off with a little oatmeal you'll only increase the "Mineral Salts and Vitamins," which are probably more exciting if you eat them in caps and lower case. (These fierce ingredients are all extracted from the pages of one issue of one magazine, and not a "health magazine" at that.)

So there is now an epidemic of rushing to pseudo-scientific catchwords to sell any food. The commonplaces of diet are getting so serious and tricky that the food advertiser who sells ham for ham, or pineapple for pineapple, is almost a diversion. Presently and within the view of the naked eye one of three things will happen: either all food-buyers will have learned the diet-content of every available food, and equilibrium will once more be established on the same appetite-preference as before, or the intellects of feeders will eliminate from the national diet all foods not sufficiently "scientific" in content, or else, all foods suddenly developing comparable virtues, the buck will be passed back to old Edgar H. Appetite, and his constables, Looks and Taste and Smell. I rather incline to Alternative Number Three.

THE EPIDEMIC may spring from a traceable source. "Why is it," asked an advertising copy writer who is a little impatient with "slants" and "angles," "that when the So-and-So Agency gets an account, the product suddenly develops properties that will keep your trousers from bagging at the knees?"

LET NOT the humanitarian digestion-preserver (who happens to make food) feel that he is being scoffed at. But if he would only bake his copy as thoroughly as he bakes his kernels of gleaming grain, it would be a swell world, and copy could take credit for some of the education which is now being done by brute space and process-plates.



## A Certain Impatience in Human Beings

[CONTINUED FROM PAGE 22]

head rather late in life that he must get married, and not being young enough or rich enough to aspire to the hand of a lady of fortune, had wedded an old flame out of mere attachment, who in her turn had taken him for the same reason."

And then Macaulay. Macaulay was the first to discard deliberately those sentence-parts which halted reading. He dared to be swift. His sentences leaped ahead. For an example, at random:

"Hereditary monarchy may be a very useful institution in a country like France. And masts are very useful parts of a ship. But, if the ship is on her beam-ends, it may be necessary to cut the masts away."

But even Macaulay seems shuffling in comparison with the legs that copy can obtain, and which does obtain in modern advertising.

"It's vanishing! It's becoming new! That fascinating old world of ancient cities, of strange civilizations, of storied pasts. Go now, and discover romance which later visitors will never see. Go now, and gather experiences which tardier travellers will never know."

\* \* \*

Yes, in human beings is a certain impatience.

Keep your readers' minds scurrying after your thoughts, or they'll keep you scurrying after their attention.

The technique of copy must develop into the technique of speed and clearness.

The measure of copy must be the speedometer, not the agate rule. And more power to the copyman who can crowd the speedometer.

### *Fourth District. Associated Advertising Clubs of the World*

Florida, has changed the date of its first annual convention to April 12-14, 1926, instead of April 8-10.

### *The Chambers Agency, Inc.*

Announces the appointment of C. H. L. Hudson, formerly with the Elmer H. Doe Advertising Agency of Louisville, as manager of the copy and production department of their office in that city. O. G. Carpenter, formerly with Ruthrauff & Ryan, Erwin Wasey & Company, and Lord & Thomas, has been appointed production manager of the New York office.

### *Julien Elfenbein, Inc.*

Is the name of a new advertising agency which has opened offices at 167 West Thirteenth Street, New York City. Associated with Mr. Elfenbein, the president, are Edward Seay, formerly with the *Los Angeles Times*; Harper King, former assistant director of International House, and Robert M. Field, magazine writer and former Rhodes Scholar at Oxford University.

**R**EFRIGERATION by gas has now become a fact. Gas Companies are pushing it — consumers are adopting it with marvelous results. This means still greater consumption of gas, the creation of new markets within the gas industry, and the creation of increased demands for materials. And to manufacturers who sell to the gas industry, this means enlarged business. Perhaps your product can be adapted to this field. Why not write and ask us?



## 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.*



## Gas Age-Record

"The Spokesman of the Gas Industry"




## CHATTANOOGA

Ideal Southern Distributing Center

Chattanooga, Tenn., Aug. 26.—All concerns seeking a greater development in the South are urged to closely consider the advantages of establishing a sales office, warehouse or assembly plant in Chattanooga.

A highly strategic location, splendid transportation facilities, adequate office and building accommodations, plenteous supply of competent help are a few of the important assets of The Dynamo of Dixie as a distributing point in the South.



**CHATTANOOGA**  
"THE DYNAMO OF DIXIE"

Write today for information about Chattanooga as a southern distributing center for your particular business.

**CHATTANOOGA**  
Clearing House Association  
890 James Building  
CHATTANOOGA, TENN.

Many opportunities also exist in Chattanooga, the city of diversified industry, for additional manufacturing plants of many kinds. Inquiries are invited.

In  
**SOUTH BEND**  
It's the  
**NEWS-TIMES**

Our local advertising rates are 10% higher than the second paper.

We lead in local advertising.

Member of A.B.C.

Represented by

**Lorenzen & Thompson, Inc.**  
New York

Chicago San Francisco

## Shall We "Play for Inquiries"?

[CONTINUED FROM PAGE 28]

inquisitioned (if there is such a process) as to why I had so signally failed to keep up the inquiry pace.

First reminding them that past advertising, in spite of its beautiful inquiry record, had fallen flat with the trade, I tackled the situation in this fashion:

**P**ICKING up a full-page proof, I began, "This page pulled 200 inquiries from a circulation of 450,000. If you think that that is too few, I can easily better it. Without much trouble I can run the number of keyed returns coming in to this office up to 800. But I think it would be a serious mistake."

"My lord! Why?" some one ejaculated.

"Because," I explained, "this is what we would have to do to get 800 inquiries. We would run an advertisement like this," and I sketched a layout like the first one reproduced.

"By making our literature just as alluring as possible both by pictures and copy and emphasizing the word 'FREE' we could easily induce 800 people to write us. But—keep this in mind—that would get action from only 800 people out of 450,000. The other 449,200 wouldn't know any more about our line than before.

"Even in this year's copy I was rather afraid that we had devoted too much of our space to getting inquiries. Measure up this advertisement and you'll find that we spent more than 25 per cent of our space in seeking inquiries. Here's the way it divides up," and I drew the second layout.

"That 25 per cent of our space at the right influenced 240 out of a possible 450,000, but it accomplished exactly nothing with the other 449,760 because they didn't write for the catalog and there isn't anything in that 25 per cent which makes our goods any more desirable in their eyes. Out of the other three-quarters of the advertisement, of course, they can get a considerable amount of the kind of information which can be counted on to make it a lot easier for our dealers to sell them. Nevertheless, so far as those 449,760 readers are concerned, we utilized only three-quarters of our space.

"Now, if you want to know what kind of advertising I think is nearest right for our line, I'll show you. The best we have ever done in turning inquiries into sales is 17 per cent. Even if we coax in 800 inquiries for full page, that only means 136 sales per page and that won't keep our factory busy two days. Furthermore, the kind of copy that brings in 800 inquiries per full page or 40-cent inquiries from one inch space isn't the kind that does our dealers as a whole one iota of good. Where we make our money is from sales over the hardware merchant's counter and from the implement dealer's dis-

## Position Wanted

This will be my first change

I am now and have been employed for 12 years by a corporation doing national business of \$2,500,000 as

**ADVERTISING MANAGER and ASSISTANT SALES MANAGER.**

Have written all their sales letters and prepared the direct-mail and trade journal advertising.

Intensely interested in advertising for selling's sake, not for advertising's sake. I have a fairly definite idea of the kind of firm I can be of most help to.

**CHICAGO LOCATION PREFERRED**

Age 28; married; Christian; of energetic build.

Address E. T., Room 600  
7 So. Dearborn St., Chicago

ELECTRICAL ANIMATED AND STILL

**DISPLAYS** for WINDOW, COUNTER, and EXHIBITS

Effective—Dignified  
Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.  
19 WEST 27<sup>th</sup> ST. NEW YORK

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

**AJD** The Only Denne in Canadian Advertising

We give "on the spot" Counsel and Service in your Canadian Advertising, based on years of practical experience in this field. Ask our advice on methods and media.

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



**WANTED**—Information from electrical manufacturers in regard to their products and their western distributing outlets. This information is to be compiled and published as a service to manufacturers and buyers in the October 15th issue of *Journal of Electricity*, a McGraw-Hill publication devoted to the economic production and commercial application of electricity in the 11 western states. This list will be as complete as *you* make it. The utilities and electrical dealers of the great west look for this information as it is brought up-to-date each year in *Journal of Electricity*. They have not yet discarded the October 15th issue of last year in which your products and your distributors may and may not have been listed. Don't forget to send a complete list of your western distributors. These will be cross indexed as usual for the convenience of the western buyers. Incidentally electrical manufacturers find it decidedly good sales strategy to supplement this editorial listing with display advertising in the same issue, giving complete information about their line and their sales plan. Address *Journal of Electricity*, 883 Mission St., San Francisco or any of the branch offices in New York, Chicago, St. Louis, Philadelphia, and Cleveland.

*P.S.*—It is doubly important that you catch this year's listing on account of the aggressive merchandising activity that is now taking place among the western utilities.



## Your Story in PICTURE leaves NOTHING UNTOLD

SEPTEMBER soaked in sunshine—the siesta of the year. Load your words with color. Gob them on with the palette knife. One simple sketch can crystallize a pageful of words.



The day of niggardliness in illustration is past. And the day of carelessness in mechanical detail is past. For good engravings make sure that "your story in picture leaves nothing untold."

**GATCHEL & MANNING, INC.**

C. A. STINSON, Pres.

*Photo-Engravers*



W. Washington Sq.

230 South 7th St.

PHILADELPHIA

# \$500.00 or \$150,000

In this organization, the size of a client's appropriation is not the first consideration. The sales possibilities of a product, and the business management back of it, are the prime requisites for advertising selling success.

If you are in the technical field and would appreciate a selling service where the principals do the work, we have something further of interest to tell you.

**Arthur Henry Co.**

INC.  
*Advertising*

1487 BROADWAY  
NEW YORK

Telephone BRYANT 8078

play floor. Our advertising ought to be aimed to help those fellows.

"So for next year I want this company's space to be divided up in this proportion"—indicating the third layout. "Then, if inquiries come in, we'll answer them carefully and, if they don't, we won't worry, because we'll know that we are aiming our space at the 449,760 who have just as much need for our goods as the 240 who fall for our ability to induce them to write. I vote that from now on we stop selling literature and concentrate on our advertising money on selling merchandise."

The one important sequel to this oration which should be mentioned here is the fact that this company agreed for one trial year to curb its thirst for inquiries and experiment with the other policy. In consequence, an advertising budget which had been at a standstill for many years has since been growing steadily until it is now five times as great as then. Today that company knows that "Advertising pays" and is equally aware that the profit which advertising pays has, in their case, nothing to do with inquiries received.

There are, of course, other ways of trying to cure malignant "inquiries."

AN agency man of my acquaintance was once incessantly bedeviled by an inquiry-insistent client who insisted that, unless inquiries came in, there was no way he could be sure that his advertising was attracting any attention. Goaded to the limit, the agency man prepared a piece of copy which was "all inquiry," got it duly approved and inserted it in the twelve magazines on the advertiser's list. A week after it appeared he received a frantic telephone call from the advertiser—"Sa-a-ay!—don't ever use that advertisement again. We can't afford to follow up as many inquiries as it's bringing in."

Thereafter, whenever the importance of inquiries was mentioned, as a test of "whether the advertising was being read," the agency man had only to threaten to repeat the offending copy.

There is a constant danger of another kind which is also present when copy becomes too insistent upon inquiries: the quality of the inquiries tends to fall off. Make too much of a play to get a reply and you encourage the curious, the catalog-collectors, the schoolboy and the person who "likes to get mail."

This not only multiplies the cost of the follow-up work but, moreover, if you make it a point to refer all inquiries to your sales representatives or dealers, it quickly chills their enthusiasm as to your advertising. Many an able salesman will remember longer that broiling July day when he chased an inquiry out to South Unhandyville and found a high school youth at the other end, than half-a-dozen sales closed from inquiries turned over to him. Inquiries which breed resentment against a company's advertising are



bitterly expensive even at ten cents a name.

To those who tend to make a little tin god of the inquiry sheet, in all sincerity I make three recommendations:

Do not be lulled into a benign complacency by a generous flow of inquiries—when inquiries leap upward, look sharp to your copy lest it be selling your literature and not your merchandise.

Keep in mind that those inquiries which come from the advertisement that does not suggest an inquiry will, in the long run, assay far higher in sales-value than inquiries lured in by the advertisement elaborately planned to coax replies.

When you start to prepare a piece of copy, ask yourself—do I want 100 people to answer this advertisement or do I want 10,000 people to want my goods as a result of it?

### "The Farm Electric Dealer"

Is the new name adopted by the monthly magazine of the farm electric field which has heretofore been known as *Farm Light and Power* and *Electrical Dealer*. The stockholdings in the Farm Light and Power Publishing Company which were formerly held by A. Stirling Smith were taken over on Aug. 1 by Karl M. Mann and I. H. Case.

## Advertising Calendar

SEPTEMBER 21-24—Advertising Specialty Association, Chicago, Ill.

SEPTEMBER 22-25—National Better Business Commission, Indianapolis, Ind.

OCTOBER 1-4—International Congress of the Business Press, Paris, France.

OCTOBER 2-3—Conference of Advertising Club Executives, Indianapolis, Ind.

OCTOBER 5-6—National Advertising Commission, St. Louis, Mo.

OCTOBER 6-8—Convention of Window Display Advertising Association, Chicago.

OCTOBER 12-13—First District Convention of Associated Advertising Clubs, Springfield, Mass.

OCTOBER 14-16—Financial Advertisers' Association, Columbus, Ohio.

OCTOBER 15-16—Audit Bureau of Circulations, Chicago, Ill.

OCTOBER 19-21—Industrial Advertisers Association Convention, Atlantic City, N. J.

OCTOBER 26-27—Convention of Mail Advertising Service Association International, Boston, Mass.

OCTOBER 26-28 (tentative)—Insurance Advertising Conference, Boston, Mass.

OCTOBER 28-30—Convention of the Direct Mail Advertising Association, Boston, Mass.

NOVEMBER 16-18—Annual Meeting, Association of National Advertisers, Inc., Washington, D. C.

NOVEMBER 22-24—Seventh District Convention, Associated Advertising Clubs of the World, Oklahoma City, Okla.

JUNE 19-24, 1926—Twenty-second Annual Convention, Associated Advertising Clubs of the World, Philadelphia, Pa.

The Editor will be glad to receive, in advance, for listing in the Advertising Calendar, dates of activities of national interest to advertisers.

## THE WM. H. RANKIN COMPANY

*Announces*

# A Series of Magazine Advertisements

for Sweet Caporal Cigarettes

[American Tobacco Co.]

*from the Pen of*

MR. IRVIN S. COBB

In 1906 when William H. Rankin was Business Manager of the Bobbs-Merrill Magazines, Indianapolis, and Robert E. Rinehart (Vice-President of the Wm. H. Rankin Company) was Editor of the "Home Magazine," Mr. Rinehart persuaded Mr. Cobb to write his first fiction story.

Mr. Cobb, writing from Lake McDonald, Montana, on July 16, to Mr. Rinehart said:

*"With me the main point at this stage is that you are going to have a leading hand in translating the manuscripts into proper layouts. That pleases me more than I can tell you. I know my copy will be in sympathetic and competent hands. I just remember: The first fiction story I ever tried to write went to you. I'm tickled over the coincidence that the first important advertising series I have ever tried to do goes forward via the same channels"*

*Irvin S. Cobb*

## American Lumberman

Published in CHICAGO

Member  
A. B. C.

READ wherever  
Lumber  
is cut or sold.

## 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.

## Bakers Weekly A. B. C. - A. B. P.

NEW YORK OFFICE—45 West 45th St.  
CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

## THE AMERICAN ARCHITECT

A. B. C. Est. 1876 A. B. P.

Compare the editorial contents of all the architectural journals, then you will understand why THE AMERICAN ARCHITECT'S circulation is constantly increasing and why it holds a high renewal percentage.

Also why it annually carries the largest volume of advertising in its field.

Further information sent on request.

243 West 39th St. New York





**V**OCATIONAL SCHOOLS use the latest type machinery and purchase annually hundreds of thousands of dollars worth of material, supplies, and equipment

In these schools are trained the coming foremen and junior executives in the furniture and woodworking industry.

When you advertise in *The Furniture Manufacturer & Artisan* this magazine not only carries your message to nearly every worthwhile furniture factory in the United States and a number of factories abroad—it is also read in over a thousand vocational schools.

Let us tell you more about "killing two birds with one stone."

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

The nearest to ultimate  
Perfection in Lists of

**DRUGGISTS  
PHYSICIANS  
DENTISTS**

and low cost in addressing is obtained thru making cooperative use of the metal plates, automatic addressing equipment and complete mailing facilities maintained in our large New York Plant.

Write for particulars  
and red folder.



**Globe Mail Service, Inc.**  
160 West West 23rd Street  
Established 1908—Incorporated 1922

# In Sharper Focus

Mrs. Caroline Trowbridge  
Radnor-Lewis

By Clara Woolworth

**S**HE entered college without ever having studied Latin and she took her A. B. as a married woman, and she has been upsetting established precedents with more or less regularity ever since.

The life of a social diplomat was predicted for the present advertising



director of the H. R. Mallinson Silk Co., in the prophecy of her class at Bryn Mawr, but executive positions on hospital boards and with sewing schools didn't offer enough outlet for the unusual vitality and tireless energy that Mrs. Lewis possesses. So with the full approval of her husband and family she issued her own individual challenge to the exponents of the theory that a woman's place is only in the home.

Mrs. Lewis started her strenuous career as a cub reporter on the *Philadelphia Public Ledger* and within a few weeks she had become editor of the society, art and musical page and eighteen months later she had reached that goal of all newspaper folk—she was a 'signed feature' writer.

Then the family moved to New York and Mrs. Lewis was editor of *Dress Magazine* for three years. A series of articles on fabrics at the request of *Good Housekeeping* brought her the associate editorship of that magazine, and when *Harper's Bazar* came under the same management she was made managing editor of that, in addition to her other work. A few years of that and then with Mr. Lewis she launched a free lance bureau, but before that was fairly well started along came the chance to be the first woman editor of a Metropolitan Graphic—the rotogravure editorship of the *New York Tribune*—and because the first anything had always had an irresistible lure for her, she took it.

After the war she determined to "go

in" for advertising, the thing she had always wanted to do from the beginning, and despite the protests of her friends that she was throwing away all her valuable editorial training, she has proved to her own satisfaction, and apparently to the complete satisfaction of her firm, that the editorial viewpoint is one of the greatest assets an advertising director can have.

In her present position Mrs. Lewis is really running two jobs in one. She plans and does the getting out of the *Blue Book of Silks de Luxe*, a couple of Advertising Suggestion books a year, booklets every month, newspaper and magazine advertising, besides innumerable personally signed letters to department store managers and sales people. That's one job. The other is her field contact work, in which she goes out, with her trunks of advertising, her films and charts, and talks, not only to the merchants and their people but to women's clubs, schools and colleges, sometimes giving half a dozen talks a day. I wonder how many men could stand that and come out as smiling and buoyant as Mrs. Lewis always seems to be.

\* \* \*

## Bennett Chapple

Began life in earnest as a printer's devil at twelve years of age. The morning I went to work—it was six o'clock—I built such a good fire in the printing office stove that the pipe became red hot. Alarmed I flew down



the street and rang the village fire bell. Awakened the whole town, it rushing to the door only to find things peaceful and warm as the stove cooled off during my trip to send out the second alarm. It was an effective, though unconscious publicity stunt. Everyone in the little village knew that Ben Chapple was the new printer's devil.

Later on the two country papers of



that little village were consolidated and a contest was held to find out which of the two printer's devils could set type the fastest. "Shorty" won and I was graciously let out to find another job. I went to work on a farm, and became skilled in hoeing potatoes in the hot sun. At sixteen years of age, the newspaper business again called me like Cincinnatus from the plow. I took revenge on my former employer who fired me from the job of printer's devil by starting a rival paper in my old home town. This paper, much to everybody's surprise was a success. It was facetiously referred to by my contemporary as "The Merry-go-Round down the street," because the printing press was run by horsepower, I having utilized the old family horse to turn the press once a week by a strange contrivance, made out of an old mowing machine by Fred, the village blacksmith.

The struggling *Leporte City Press* was able to spare me for a few terms in Mount Vernon, Iowa, where I learned to smoke a pipe while making the trip back and forth each week to get out the paper. "Quituating" from college, I sold the paper to the free silver democrats, and joined my brother Joe Mitchell Chapple in the publishing of the *National Magazine* of Boston. Here I was married and learned to eat pie for breakfast. I was associated with the magazine in the capacity of advertising solicitor, advertising manager, and later as associate editor.

During the World War I served under the Treasury Department in the War Savings Stamp Division and was the first organizer of War Savings Stamps Society, and editor of the official magazine "The War Saver." In 1918, I came to the American Rolling Mill Company, Middletown, Ohio, where as Director of Publicity, I have been talking about rust-resisting ARMO Ingot Iron.

My hobbies are music and poetry. Now laugh that off.

### "How to Sell" Magazine

Published by the Kable-Spalding Company, will move its editorial and advertising headquarters to Mount Morris, Ill.

### W. Courtright Smith

Manager of national advertising for the *Kansas City Journal-Post*, has been appointed advertising manager of that paper.

### Bauerlein, Inc.

New Orleans, will direct advertising for the Mortgage & Securities Company, investment bankers with offices in New Orleans and St. Louis.

### Directory and Reference Media Department

Associated Advertising Clubs of the World, will participate in the twenty-seventh annual convention of the North American Directory Publishers, Hotel Commodore, New York, September 28-30.

### Miller, Black & Vanderbilt, Inc.

New York, will direct advertising for Farris, a natural mineral water imported from Norway by B. Westergaard & Company, Brooklyn, N. Y.

# You Are Right

## Mr. Nichols

When you say in your *Printers' Ink* article of July 30th:

"Good roads lead into the small town as well as away from it."

"The automobile can aid rather than retard the small town store."

"For every dollar that goes from the town to Kalamazoo and Chicago, \$1.25 comes back."

"The small town customer does not go to the city to buy a Ford car, a Kodak, Champion spark plug, Libby's can goods, Ivory soap, Dromedary food products, Florsheim shoes, or Hart, Schaffner & Marx clothes."

"The manufacturer needs the small town outlet . . . . It is generally agreed that buying customs are rapidly changing, and that this affords the opening for small town developments."

Give the *Small Town Dealer Support* by using the small town *Homecraft* magazine.

# People's Popular Monthly

Des Moines, Iowa

CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

1,000,000 Circulation

## MOVING

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

## 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 13,421 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

## National Miller

Established 1895

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

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

THE JOHN IGLSTROEM COMPANY

Mason, Ohio Good Salesmen Wanted



# 'Tis More Than a Magazine

THE ROTARIAN is not merely a magazine—it's an institution representing the Spirit of Rotary thruout the civilized world. And Rotary wields a tremendous influence for good—to do this it must have the backing of men of influence—and it has 110,000 of 'em.

At its recent International Convention the representatives of 24 nations met and it has been declared that this meeting "did more to establish a finer accord between the peoples of the earth than any event that has ever been held since time was." These men exert an equally vital force in the world of business.

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

Pacific Coast Representatives: Blanchard-Nichols-Coleman, San Francisco, Los Angeles, Seattle  
Cincinnati, Ohio: A. Q. Gordon, 28 Pickering Bldg.

Member Audit Bureau of Circulations

Advertising  Typographers

IT'S NO distinction today to ride in an automobile; it is distinctive to ride in a Rolls Royce. Likewise it's no indication of business standing to have a booklet "printed"; it attains character when it bears the Pittsford imprint.

Let us show you why.

**Ben C. Pittsford Company**  
431 South Dearborn St.  
Phone Harrison 7131

Understanding a field so as to interpret it intelligently is the province of a progressive journal. ~

The  
**POSTER**

307 S. Green St., Chicago

Sample copy 30¢  
Three Dollars Yearly

## My Answer Is "No"

[CONTINUED FROM PAGE 27]

irritating, often dishonest methods to accomplish their ends."

5. It is further claimed that an unexpectedly large number of department store buyers demand just plain bribery and graft in one form or another.

Hard, bitter! Most buyers, in all fields, sometimes are accused of accepting bribery, often by the men who are unable to sell them. Our company is very proud of the fact that it sells more than 50 per cent of all department stores in the country an article that is the highest priced of its class. And bribery has never existed, directly or indirectly. When we sell our merchandise to a department store, we sell the institution of real consumer demand, guaranteed sale, quick turnover, superior quality—definite 33 1/3 per cent turnover profit because of lack of price cutting anywhere. We have only one price to all retailers, regardless of quantity, and when we look a buyer in the eye and tell him so, we are believed.

Now the great question is, how is it possible for us to do all this—to do it with a smile and a profit—to have done it for sixteen years—without the grief, the worry, the bitterness, which the author of this article seems to have obtained from his twenty years' contact with department store trade? I think the answer to this question is not found in the practices and attitude of department store buyers, but in a study of the sales and advertising policies of this gentleman's firm. The fact that their prices are slashed as a "come on" for other business as brought out in this article, that they appear to carry water on both shoulders, would perhaps indicate practices which would not tend to build confidence—confidence in the house, their salesmen and their product—in the eyes of some department store buyers.

**C. S. Thompson**

Until recently with the National Outdoor Advertising Bureau, has been appointed in charge of sales, New York division, by Joseph W. Young, developer of Hollywood-by-the-Sea.

**The Clark Collard Company**

Chicago, will direct advertising for W. I. Thomas Company, same city, manufacturer of collapsible loop aerials.

**Raymond C. Hall**

Vice-president of the Freeman Advertising agency, Richmond, Va., since last June, has been elected to the presidency of that organization, following the retirement of R. S. Freeman. Previous to his connection with the Freeman Agency, Mr. Hall was connected with N. W. Ayer & Son, Philadelphia, and was advertising manager of J. B. Mosby & Company, also of Richmond.

## Topeka Daily Capital

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

Topeka, Kansas



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.

(Division of Taylor Instrument Companies)

## 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.

236 West 30th St., New York; First National Bank Building, Chicago; 320 Market St., San Francisco.

## The Standard Advertising Register

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

**National Register Publishing Co.**  
Incorporated

15 Moore St., New York City  
R. W. Ferrel, Manager



# Why Candle Power?



**V**OLUME of light is still measured by "candle power," though the memory of living man runneth not back to the time when candles were used for illumination.

Value of circulation is still measured by "buying power," though every one knows that social and financial readjustments since the war have made this term obsolete, and that now should be substituted "buying desire."

Today nearly every home can afford to buy three-fourths of everything advertised in the magazines. This means a greatly enlarged market, one that cannot be covered thoroughly unless TRUE STORY is added to any list of magazines which now carry your advertising.

Through other magazines you may be reaching 19,000,000 homes—but unless you add "The Necessary Two Million" you will not cover your mar-

ket the way it should be covered.

The small amount of duplication with other magazines, which is the distinguishing mark of TRUE STORY, is a guarantee that through this magazine you uncover a new strata of customers and add two million potential customers to your list.

That is why we call TRUE STORY "The Necessary Two Million."

## True Story

*"The Necessary Two Million"*

**"GREATEST COVERAGE—LOWEST COST"**



# Inquiries

**V**ERILY, the inquiry precedeth the sale.

Inquiries may be spontaneous, arising from a natural need, or induced by the gentle and persuasive arts of advertising and selling.

The inquiry may long precede the sale but, in every case of record, there has been an inquiry before there has been a sale. The housewife does not buy even a staple, such as sugar, until she has, once at least, ascertained its price.

I liken advertising and salesmanship to artillery barrage and infantry charge.

Advertising is the barrage that prepares the way for the charge of the sales-infantrymen.

The effectiveness of the artillery barrage is measured by the savings in casualties. The effectiveness of advertising is measured by the savings in sales costs.

Only in mail-order advertising can the measurement be made with accuracy. In the selling of things that require human salesmanship, the measurement is not simple. Especially is this true in the case of industrial and power-plant items: gasoline locomotives, diesel engines, conveying apparatus, water-softeners, economy-measuring devices, electric motors, and the like.

Now, as an inquiry must precede a sale, and as the measurement of advertising efficiency is the reduction in sales costs, then that medium is most efficient which produces the greatest number of legitimate inquiries at the least cost.

These thoughts on inquiries, and their significance, are prompted by the discussion constantly being waged over the value of inquiries produced by publication advertising.

Many publishers contend that inquiries mean little or nothing. It could easily be a mere coincidence that the publishers who defend this contention the most vehemently are those whose mediums are the weakest in producing tangible results.

You hire salesmen to sell goods and you buy advertising to help sell goods. All contention to the contrary notwithstanding, you cannot go far wrong by judging a magazine on its ability to produce legitimate inquiries.

*A. R. Maujer.*

for  
**INDUSTRIAL POWER**  
440 So. Dearborn St.  
Chicago, Ill.

INDUSTRIAL POWER can furnish a most impressive list of instances where it has produced record quantities of legitimate inquiries.

Are you interested?



London

## A Dismal Outlook

I sometimes wonder if the British, in their desire to live up to their reputation as men whose word is as good as their bond, have not carried things to extremes. They are taxed as are no other people on the face of the earth. So heavy is this burden of taxation that it seriously interferes with industry. Pile too great a load on a horse and no matter how willing he may be, he cannot carry it.

That is what is happening in Britain today—the load the British are carrying is too great. It blunts initiative. It discourages enterprise.

I cannot conceive of a more dismal outlook than that which confronts millions of English and Scotch middle-class families. Why they do not go elsewhere—Canada, Australia, South Africa, the United States—is a mystery. Certain it is that for at least a quarter of Britain's population, the future holds no encouragement.

## British Newspapers

Outside of London, it is not easy to find a single British newspaper which measures up to the American standard of what a daily newspaper should be. Glasgow has, in the *Herald*, a pretty fair daily paper. So has Edinburgh in the *Scotsman*. The *Yorkshire Post*, published at Leeds, impresses me as living up to its opportunities. And I like the *Manchester Guardian*.

There may be other newspapers in England and Scotland which can be compared with the best American dailies published in such cities as Baltimore, Cleveland, Kansas City or San Francisco, but, so far, I have not found them.

The editorial page of the representative British dailies is excellent—better because solid and more authoritative than is the rule in the United States. But the superiority of British dailies begins and ends there.

British daily newspapers give a great deal of space to the proceedings of Parliament. They give more space to sports. They carry very little advertising. What there is, is of exceedingly commonplace character. It lacks beauty, plausibility and conviction—I

am speaking now of retail advertising, not of the advertising done by what we would call national advertisers. That is, often, very good indeed.

Nevertheless, the statement holds that English advertising—as a whole—is, as more than one English business man told me, twenty years behind America's.

Strange to say, the advertising of some of the British railroads is exceptionally good. The London, Midland & Scottish and the London & Northeastern advertise in a way which is worthy of the highest praise. Not only are the attractions of the various resorts they serve featured, but a systematic effort is made by both these railroads to explain their policies to the general public. This is done in ways that one expects to find in the United States, rather than in Britain.

## A Commercial Gentleman!

This morning, in the "royal burgh" of Elgin, Scotland, I saw the first British "commercial gentleman" my eyes have rested on since I landed at Southampton two months ago.

He wore a silk hat, a cutaway coat, pin stripe trousers and spats—a proper figure of a man even if he was past seventy. But—he was propelling through the streets of Elgin what they call here a "skip"—a two-wheeled cart; and on this skip were perhaps a dozen hampers containing samples.

Really, it was absurd—a man garbed as he was doing the work of a porter. But that's the way they do things in Britain!

## The "Dole"

In Great Britain and northern Ireland a considerable percentage of the population is being supported at the present time by what is called the "Dole." It takes the form of the payment of certain sums of money—a pound or so a week to adult males—to persons of employable age who are not employed.

The system has been in force for two or three years. It was adopted in the first place as a temporary measure to tide the working class over a period of industrial depression. Its effect on the vast majority of British workers has been thoroughly bad. At the moment 1,250,000 men and women are "on the Dole." The total amount of money paid out in doles is enormous. The loss in production is almost beyond computation. But the greatest loss of all is in the lowering of the self-respect of the British working class.

JAMOC.



*If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.*

## The Human Side of a Great Business Publication

*Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.*

*This is the element that molds opinion, creates good will and makes or mars its success.*



W. N. Thomas, Contributing Editor  
(Builders' Hardware)

**W**N. THOMAS is a recognized expert in the field of Builders' Hardware. Specifications and blue prints hold no terrors for him; neither do the hundreds of styles, patterns and finishes of the modern Builders' Hardware line. They are merely incidentals in his day's work.

Mr. Thomas has grown up with Builders' Hardware. For thirty-seven years he has lived in its environment, viewing it from the angles of salesman, buyer, executive and student.

From territorial manager for a nationally known manufacturer he graduated to the important position he now holds in his company's home office. Part of his job today is to buy from the Manufacturing Department

the goods which the Sales Department passes on to the trade. On his estimates the production schedule of his firm is based.

He has figured and sold many important Builders' Hardware "jobs" for hardware merchants. He knows their problems and talks their language. Also he has that rare faculty of writing entertainingly on what would otherwise seem a prosaic subject.

His series of articles, "Builders' Hardware from the Ground Up" is an outstanding contribution to hardware literature.

Mr. Thomas is one of the practical, efficient and interesting writers who have helped HARDWARE AGE maintain its position as the foremost hardware publication.

*"The Most Influential Hardware Paper"*

# Hardware Age

A. B. C.  A. B. R.

239 West 39<sup>th</sup> Street New York City



THE BOOK-CADILLAC HOTEL — DETROIT



## Unlimited Luxury at Limited Cost

1200 Rooms with Bath \$4 and up  
475 Rooms at \$4 and \$5 Sample Rooms, \$5 and \$8

Guests of the Book-Cadillac pay no premium for the superlative comforts and service they enjoy at Detroit's finest hotel.

Exceptional facilities both in number of guest rooms and in the wide variety of restaurants allow an unusual combination of quality and low price.

Special Luncheon Served Daily in English Grill and Blue Room \$1.25

Dinner De Luxe in Blue Room and English Grill \$2  
(Except Sunday)

Venetian Room à la Carte

The

# Book-Cadillac

HOTEL COMPANY - DETROIT

ROY CARRUTHERS, President

WASHINGTON BOULEVARD AT MICHIGAN AVENUE

## Mail Order Selling Entering New Era

[CONTINUED FROM PAGE 25]

based on the powerful drag of practical economics. The consumers believe they are buying more advantageously.

It is a most significant thing, this state of mind and belief by the consumer regarding mail order buying. We now have some accurate measurements of it, for the University of Oregon (the School of Business Administration) made a survey among 2400 consumers, 1440 of them in various parts of Oregon, and the remainder in Portland. The results showed that the public believed retailing costs were too high; that the mail order house and the chain store were doing all they could to hold prices down. *Seventy per cent believed that the mail order house could sell cheaper than the regular retailer.* Those who admitted trading with mail order houses did so because of prices. Twelve hundred and forty-eight people out of the group bought from mail order houses—over 50 per cent. Those who said they preferred the mail order house because of wider range of merchandise were 55 per cent. Both the department and the chain store are ahead of the regular retail store in this respect, but not ahead of the mail order house.

**A**NOTHER striking thing about the mail order house "come back" is that it is making an experimental coalition with the chain store. Retail "chain" stores are being opened by the big mail order houses in their cities of warehouse location. They have the stocks of goods there, and there is no reason whatsoever why they should not take advantage of their local trading opportunity. On Oct. 15, Sears, Roebuck & Company will open a chain store at Evansville, Ind.—the first one in a town where they have no warehouse.

The number of mail order customers sold to by mail order houses is, after all, only a small fraction of the whole; and the number of new customers possible to reach by this new method may be a very potent addition to the list of customers. The residents of the mail order warehouse cities have the advantage, envied by those far away from it, of being able to buy at catalog prices without a cent extra for transportation. Many families in New York or Chicago actually buy *groceries* from the mail order houses.

We are likely to see some further interesting experiments conducted by the mail order house, since it represents a very high order of brains. Both the great western mail order houses have in recent years acquired new presidents, and the stage is set for a new era for the mail order method; an era possibly of alliance with the chain store idea, or possibly with house-to-house selling. Certainly periodical advertising must increasingly play a lively part in the development.

**If** it sells—and sells—and SELLS—  
it's an  
**EINSON-FREEMAN  
WINDOW DISPLAY**

Specializing  
in window  
store display  
advertising

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

### Investigation of Installment Selling Methods

Detailed probe into exact methods, plans, terms, dangers, collection, discount, financing, etc. Over 100 typewritten pages, \$100.00. Table of contents free.

### THE BUSINESS BOURSE

15 West 37th St., New York City  
Tel.: Fitzroy 6720



## Shoot Straight With Your Men

[CONTINUED FROM PAGE 21]

what are his plans for him? Their investments and other matters purely personal. Suggest a course of reading that will develop and broaden them and fit them for a bigger job. If you find them slowing down and getting into a rut, point this out to them in a kind and friendly manner and suggest a remedy.

When they have demonstrated themselves to be capable of handling a bigger job, give them a chance at it if you have one to offer. Pile responsibility on them as fast as they are able to bear it, for nothing develops men like responsibility and confidence.

In closing, may I stress the necessity of greater care when employing salesmen? Too little care is frequently used in analyzing the type of selling we have to do and the type of sales ability required for a particular job, with the result that in too many organizations there are many misfits—round pegs in square holes and vice versa. It is not fair to the salesman to place him in a position requiring a type of sales ability that he does not possess only to have him fall down with a loss to the firm in time and money, but an immeasurably greater loss to himself in broken morale.

The best salesmen come from nowhere in particular, but from everywhere in general, to the firms and sales managers who know how to select them and then know how to treat and direct them.

### "Own Your Own Home"

Is the name of a new magazine to be published monthly by Macfadden Publications, Inc., New York. Don Miller, formerly with *House and Garden* and *Better Homes and Gardens*, has been appointed advertising director.

### Howland and Howland

Publishers' representatives of New York and Chicago, have been appointed to represent the *Canandaigua* (N. Y.) *Messenger*, which was recently purchased by E. D. DeWitt, formerly general manager of the *New York Herald* and former associate owner of *Editor and Publisher*.

### M. D. Hunton

For thirty years connected with the advertising business and in recent years one of the partners of Cone, Hunton & Woodman, Inc., publishers' representatives, New York, died at his home in White Plains, N. Y., on August 9.

### E. E. Leason

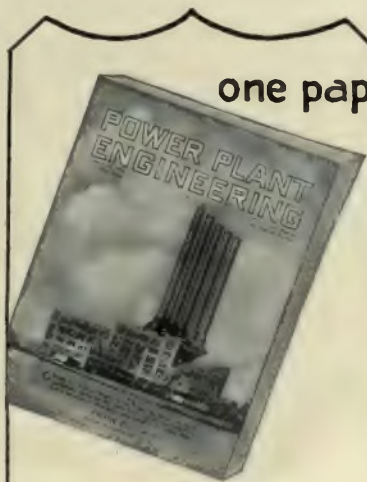
Until recently advertising manager of the B. F. Sturtevant Company, Boston, has been appointed vice-president, effective September 1, of the F. S. Root Company, Inc., same city, direct mail specialists.

*Just a photograph of a ham, a radio set or a ship is one thing—but a picture that tells a story is another.*



FREDERICK BRADLEY  
435 FIFTH AVENUE, NEW YORK

Photography for Advertisers  
TELEPHONE CALEDONIA 3645



one paper, one purpose, one thought

**C**ONCENTRATION on Power Plant Engineering exclusively, by our staff of circulation service representatives results in the most intimate knowledge of the field.

The contact of these representatives day by day with the key men in America's power plants guarantees selected circulation to the advertiser.

Free to concentrate on one thought—the service of one paper to power plant men who buy — these representatives provide, for the manufacturer of products used in the power plant field, an audience which merits your earnest consideration.

- Distinction Features:**
1. Twenty-nine years' continuous service to the power plant field.
  2. Covers every phase of power plant installation and operation with authoritative information.
  3. Its entire organization is devoted exclusively to this one publication.
  4. Issued semi-monthly, the 1st and 15th of each month, it correctly meets the professional needs of its 23242 subscribers and effectively and economically serves its advertisers.
  5. The power plant guide in 35 leading industries.

**POWER PLANT ENGINEERING**  
A.B.P. 537 So. Dearborn St., Chicago, Ill. A.B.C.



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## Copy Policies That Fix Identity

[CONTINUED FROM PAGE 34]

the letters beautiful. They are drawn or always used to be by some silverware engraver used to working in metal, not ink and paper.

Yet this is very perfect and very successful advertising, because it expresses the intense conservatism and absolute self-confidence of the house. They do not mention style because fashions develop slowly in their merchandise. If they consider anything good they carry it. If they don't have it the inference is that it isn't good. It is a wonderful style—for Tiffany.

**T**HIS advertising illustrates a point I tried to make awhile ago—a copy policy is more important than the copy itself. Tiffany advertising is all policy. There is particularly no copy at all. There have been many imitations of the Tiffany style. Many firms in jewelry and other lines have imitated the appearance of the advertising but never for long. The difficulty was that this style did not express the character of their business while it did express the character of the Tiffany business.

Another long fixed type of newspaper advertising which has been widely imitated but never with any success is the Rogers Peet style. Originated to get around the difficulty of drawing a suit of clothes so that it would look good enough to justify the price asked for it—the same problem we discussed in connection with Revillon furs—it took popular fancy and has been used for years. Imitators try it but never for long. Incidentally it uses a small space to great advantage. It has great freedom and flexibility. It is jocose without being offensive—all good things.

There is always some element of interest in a product to be advertised and the first thing to do is to find it and bring it out. Sometimes advertisers choose the wrong interest to stress. Remember it is not the thing you think most interesting, but the point which the people who will buy the goods will consider the most interesting.

Now and then there is a product which seems absolutely barren of interest. It is usually a trademarked article competing with other trademarked articles for the same purpose and made in the same way with little difference of quality or convenience in the whole lot. Yet your customer wants and deserves his share of the market, which is probably large enough for all.

Well, here is where the ingenuity of the copywriter is severely taxed. He must bring interest into the subject from the outside. He must slip it in to look as if it belonged there—not force it in. It must be a real interest and, since it is not intrinsic, at least, it must be related to the subject in hand. It will be well to choose an interest



which everybody likes. Pretty girls, romping children, appealing puppies, scenes at gay resorts—these have all done more than their share in supplying interest to advertising subjects which were in themselves uninteresting. Let's not use them if we can find something else that the reader will like as well.

I always feel as if there is a certain futility about discussing advertising copy for, after we have settled to our own satisfaction what it should be and how it should be done, we pick up a magazine or a newspaper and see something so fine, so perfect, so inspiring that we give it an instant tribute of admiration and then we look at it again and find that the man who wrote it did not do any of the things we had just decided he ought to do. It is this elusive quality which takes the writing of advertising copy out of the routine and makes us feel for a minute at least as if it might be entitled to be called an art.

**Campbell-Ewald Company**

Chicago office, will direct advertising for the Bucyrus Company, South Milwaukee, Wis., manufacturers of heavy machinery.

**"Birmingham (Ala.) Post"**

First of the Scripps-Howard newspapers, has moved to Commercial Realty Building, Eighth Avenue and 19th Street.

**Ben Sweetland**

Has resigned as vice-president and director of sales of the Robert L. Stillson Company, printers, New York, and has established an independent business to specialize in direct mail campaigns under the name of Ben Sweetland, Inc., with offices at 25 West 43d Street, same city.

**Witte Engine Works**

Kansas City, Mo., have appointed P. Andresen Schmidt as export manager. Mr. Schmidt was for many years associated with W. R. Grace and Company

**T. C. Greeley**

Formerly vice-president of G. Allen Reader, Inc., has joined the staff of the Drug Topics Publishing Company, Inc., New York.

**The Kenyon Company**

Boston, announces the addition to its staff of George F. Marsh, formerly production manager and art director of the O'Connell-Ingalls Advertising Agency, same city, and Ira Newton Jelalian, formerly general manager of the O'Connell-Ingalls Advertising Agency and previous to that production manager of the Wood, Putnam and Wood Company.

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

Milwaukee, will direct advertising for the National Enameling & Stamping Company, same city, manufacturers of oil cook stoves, oil heaters, enamelware, tinware and kindred products.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.20. Forms close Saturday noon before date of issue.

*Business Opportunities*

An unusual mail order opportunity reaching 40,000 of the best consumer buyers in the United States. The entire cost is only 1c. a name including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York City.

Multigraph Letter Folder for sale. Due to installation of larger machine we have one multigraph Model 17 letter folder for sale. Machine is in excellent condition and makes either one or two parallel folds at rate of about 4,000 per hour. Equipped with 60 cycle, 110 volt motor. Price \$100 f. o. b. North Tonawanda, N. Y. We will gladly pack for shipment. Weatherbest Stained Shingle Co., Inc., North Tonawanda, N. Y.

*Service*

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. **DEHAAN CIRCULAR LETTER CO., INC.** 14 West 40th St., New York City. Telephone Penn. 3566.

I write ads that folks can't forget. May I write yours? Elizabeth Wealth 846 Whalley Ave., New Haven, Conn.

*Branch Office Service*

**NEW YORK MAIL ADDRESS \$2.00 MONTHLY**  
Other services \$3.00 up. Office services. Telephone messages taken \$5.00. Write for circular. Room 501, 32 Union Square, Telephone Stuyvesant 8300.

*Miscellaneous*

**AGENTS' names neatly typewritten from our one day old inquiry letters. Price right.**  
K. WORLD  
166 W. Washington, Chicago

*Position Wanted*

**ADVERTISING MAN—PERSONAL SERVICE**  
Forceful writer; 10 years' successful experience; know space, art work, engineering, printing; part time basis. Box No. 285, Adv. and Selling Fort., 9 East 38th St., New York City.

**PRACTICAL ALL ROUND MAN FOR SMALL AGENCY**  
Now employed Assistant to Advertising Manager out of town. Wish to relocate in New York. Desire position with opportunity for training in Agency practice. Have complete knowledge space buying, media, layout and general advertising. Copy writing experience especially transportation and resorts. Box 297, Adv. and Selling Fort., 9 East 38th St., New York City.

Correspondent—Assistant Sales Manager desires change after Sept. 1. Knowledge of advertising and printing, excellent references, unlimited ambition. Age 26, married, present salary \$55. Box 295, care of Adv. and Selling Fort., 9 East 38th St., New York City.

*Help Wanted*

**PRINTING SALESMAN**—Old established concern, having one of the best equipped plants in State for the manufacturing of loose leaf, blank-books and commercial forms, has an opening for real salesman now earning \$5,000 per year; drawing account against commission. Box 294, Adv. and Selling Fort., 9 East 38th St., New York City.

**INDUSTRIAL SALES PROMOTION MANAGER**

Medium-sized manufacturer of iron products located in the south has opening for young, capable and enthusiastic sales promotion with advertising experience. In writing, state experience and salary expected. Address R. C. F., Box 2031, Birmingham, Alabama.

Specialty salesman to call on retail merchants. Starting salary \$50 weekly and expenses. Apply by letter only, giving complete record of past sales experience. State age, whether married or single and the sort of sales work you have found most congenial. This is a road job which may keep you away from home a month at a stretch. Address J. N. Nind, Jr., 200 Division Avenue North, Grand Rapids, Mich.

**"GIBBONS knows CANADA"**  
J. J. Gibbons Limited, Advertising Agents  
TORONTO MONTREAL WINNIPEG





## *The Fortnightly Offers to Advertisers*

# A STATE OF MIND!

**W**HAT is it that distinguishes the advertising pages of the Fortnightly from those of any other publication?

*It is what the reader brings to those pages!*

For this is what the Fortnightly offers to the advertiser who understands that white space plus circulation is not the whole story:

*Not mere numbers:*

The Fortnightly has grown more rapidly in point of circulation than any other paper in its field; yet there are circulations larger in point of numbers.

*Not merely potential purchasing power:*

While the Fortnightly's list of executive-subscribers is the very cream of the advertising world, with purchasing pow-

er in the millions, yet that very power would be of uncertain value to the advertiser were it not coupled with that which is exclusively the Fortnightly's:

*The Inquiring Mind:*

Whatever his attitude toward other publications, the reader of the Fortnightly brings to it an inquiring mind, a mind alert to new ideas or to new aspects of old ideas. He has learned to expect frank discussion, fearless inquiry, a sincere dissection of sham. In such a state of mind, quite naturally the message of the advertiser is brought under the focus of that same active, inquiring mind.

Publishers, advertising agents and others are invited to use the advertising pages of the Fortnightly to tell the truth about themselves.







# More To Sell Than Space

**S**TANDARDIZED merchandising service that is the maximum of efficiency in opening up a territory or in extending trade already under way is now available to advertisers through the grouping of the Boston American, Chicago Evening American, Detroit Times, Rochester Journal, Syracuse Telegram and Wisconsin News (Milwaukee).

These six newspapers are represented in the National Field by one contact and merchandising organization. It is composed of men who *know* their markets, who study them and are trying every minute to render real service to manu-

facturers and their advertising agents. If you question this, and are interested in any of the markets covered by the newspapers listed, send a wire of inquiry to the nearest office of the group and see how fast and how accurately the response comes back. And it will be a response based upon *facts* and not a word painting of a pretty picture merely to placate the inquirer.

A representative of this group of newspapers will welcome an opportunity to discuss with national advertisers a plan built upon practical sales co-operation and intelligent personal service.

**EASTERN OFFICE:**  
2 Columbus Circle, New York City  
R. E. Boone, Manager

**WESTERN OFFICE:**  
Hearst-Square Building, Chicago  
H. A. Koehler, Manager

**NEW ENGLAND OFFICE:**  
5 Winthrop Square, Boston  
S. B. Chittenden, Manager

**BOSTON AMERICAN**  
**CHICAGO EVENING AMERICAN**  
**DETROIT TIMES**

**ROCHESTER JOURNAL**  
**WISCONSIN NEWS (Milwaukee)**  
**SYRACUSE TELEGRAM**



# Fortune Smiles in the Corn Belt

and makes The Chicago Territory  
the place to concentrate advertising  
and selling efforts now!

## ONE VAST SMILE COVERS ILLINOIS CORN BELT TODAY

Sing Prosperity Where  
Once Was Gloom.

BY ARTHUR EVANS

Chicago, Ill., July 15.—(Special)—A  
vast air of contentment breathes over  
the corn belt of Illinois. A smile  
through every avenue is noticeable  
on the face of every agriculturist  
as he looks toward the field under  
the sun.

The trouble of the winter and the  
drought period have been almost  
forgotten. Debts have been repaid, taxes  
paid and the farmer is in a better  
position than in any year since the war.  
The trading centers of the corn belt  
and the cities are in a better position  
than in any year since the war.

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**A** VAST air of contentment breathes over the corn belt of Illinois—and prosperity has settled down in this section. Agriculture is on a better basis than it has been for years—and farmers, manufacturers, dealers, the whole organization of industry, are feeling the benefit.

"In no year since the Armistice," says Arthur Evans, who makes an annual tour of the agricultural Middle West for The Chicago Tribune, "has this region been so upholstered in contentment. Never did the fields look better.

"It is the second year of actual prosperity for the farmer. But where last year much of the new money from better prices had to be used in paying off debts, at the banks and elsewhere, and in settling up delinquent taxes, this year money is in sight for wise spending.

"Purchases of agricultural machinery are increasing. Automobile sales are good, and large numbers of shiny, new cars are parked in the market towns. The corn belt towns are brisk and business is far more active than in cities of similar size in New England and the Eastern States."

For the Chicago Territory, Corn is king. A bumper crop means prosperity not only among the farmers but in the great industries. Chicago thrives on corn. But not only Chicago.

"The towns are thriving," says Mr. Evans. Decatur, Champaign, Urbana, Springfield, Jacksonville, Peoria, Canton, are listening to the corn grow at night and watching their business grow by day.

One big dry goods merchant said that a year ago 35% of his sales were on credit; today only 20%. Mortgages have been lifted, notes taken up, back taxes paid and money is going into substantial things.

The Chicago Tribune is the great, dominating newspaper of the Corn Belt. In 1,161 towns of the Chicago territory, The Chicago Sunday Tribune reaches at least 20% of all the families. In 179 towns of 5,000 population or more the average coverage is 67% of the families. In 509 towns of 1,000 population or more the average coverage is 65%. In 642 towns of less than 1,000 population the average coverage is 47%.

Here is a great rich territory, whose prosperity is augmented by a bumper corn crop. The Chicago Territory, with only one-eleventh of the area of the United States, contains one-sixth of the population and one-fifth of the wealth. The Chicago Tribune, which has the largest city and suburban circulation of any Chicago newspaper, is read by the bankers and dealers and prosperous citizens of the five States.

Tribune men have a vitally important story of this Territory, of The Chicago Tribune's position in circulation and influence, and of the results that Tribune advertising has brought to many manufacturers. Perhaps a Tribune man will be able to show you how The Tribune can help to increase your profits.



# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation more than 600,000 daily; more than a million Sunday