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Advertising & Selling

FORTNIGHTLY



Courtesy Canadian Pacific Railway

AUGUST 12, 1925

15 CENTS A COPY

In this issue:

“Does a Quartet Get More Attention Than a Solo?” By G. LYNN SUMMER;
“Selling Where the Profits Are” By WILLIAM R. BASSET; “Using the Motion
Picture in Public Utilities Advertising” By ARTHUR WILLIAMS; “When Should
You Use Color in Your Advertising?” “The Object Lesson of the Oyster”

As Men Read So They Smoke

At home in the evening, reading his favorite evening paper—slipped feet elevated to permit the proper flow of thought—and cigar, pipe or cigarette going good—that's the time, place and circumstance in which to sell your prospect on the merits of tobacco, or any product that appeals to a man.

And the medium through which to sell him is his favorite evening paper. In Chicago it is the Daily News. That advertisers of tobacco products realize this is shown by the following table:

The following tobacco advertisers used The Daily News lineage opposite their names in the first six months of 1925:

<i>Advertiser</i>	<i>Product</i>	<i>Agate Lines</i>
Congress Cigar Co.	La Palina Cigars	5,800
G H P Cigar Co.	El Producto Cigars	7,402
General Cigar Co.	Wm. Penn Cigars	2,910
Moos, J & B Co.	Childs Cigars	2,307
Webster Cigar Co.	Webster Cigars	1,740
American Tobacco	Omar Cigarettes	7,600
Congress Cigar Co.	Palina Cigarettes	9,185
Liggett & Myers Tobacco Co.	Chesterfield Cigarettes	22,023
Lorillard Co.	London Life and Murad Cig.	36,708
Tobacco Products Co.	Melachrino Cigarettes	2,290
American Tobacco Co.	Tuxedo Tobacco	3,920
Falk Tobacco Co.	Herbert Tareyton Cigarettes	2,240
American Tobacco Co.	Lucky Strike Cigarettes	2,440
	Total	106,565 lines

Reach the man through his favorite
home newspaper—

THE CHICAGO DAILY NEWS

First in Chicago



What do they think of you— in Altoona, Keokuk and Spokane?

IN Altoona, today, one woman spoke to another about your goods. Or perhaps it was about your competitor's goods.

In Keokuk, a clerk handed out a package of your product. Or perhaps it was some one else's product.

In Spokane, a jobber told a retailer why he liked your policies. Or it may have been the other firm's policies he favored.

If only you could *know* what your market really thinks about your goods! Then—sales resistance which now eats up your salesmen's time could be minimized. Then—advertising which now does not interest your possible customers could be made to do so.

Why not get these facts? Why not reduce sales resistance? Why not make every advertising dollar produce more?

Before we undertake advertising for a manufacturer, unless the facts are unmistakably clear, we make a Richards Field Survey to get the complete truth about his position. In a Richards Field Survey, we go to the consumer, to the retailer, to the wholesaler, and find out just what each thinks about the product and competitive products.

The fresh, unbiased information thus secured is bound in a book which we call a Richards Book of Facts. For the manufac-

turer for whom compiled, his Richards Book of Facts becomes the foundation of knowledge upon which sales and advertising policies are planned.

The soundness of basing advertising and sales work upon information thus acquired has been proved over and over again. For example, a manufacturer of a certain domestic utility used by practically every housewife had been advertising its mechanical features.

To his astonishment, a survey disclosed the fact that women were not primarily interested in the working efficiency of the article. Nearly 100% of those interviewed said that they would switch to another brand if it better met their requirements in one particular. And this feature had nothing to do with the product's efficiency!

We would like to prepare advertising for you based upon the solid foundation of a Richards Book of Facts. Let us show you what we can do as demonstrated by what we are doing for our clients.

You will be interested in a booklet which we recently published, "Business Research." Write for a copy.

JOSEPH RICHARDS COMPANY, INC.
253 Park Avenue New York City
An Advertising Agency Established 1874
Member AMERICAN ASSOCIATION ADVERTISING AGENCIES

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



LONG before gold was discovered in Alaska, The Indianapolis News was producing it for its advertisers. It has done so continuously since 1869.

With the energy, intelligence and rich productivity of the teeming Middle West to draw from, advertisers in The Indianapolis News today find wealth in a golden stream of sales.

No other newspaper in Indiana, daily or Sunday, equals the circulation of The News. No other Indianapolis newspaper has ever approached its advertising endorsement. Last year The Indianapolis News carried more advertising than all other Indianapolis newspapers *combined*—in less than half as many issues. And the year before, too.

The INDIANAPOLIS NEWS

DAN A. CARROLL,
110 East 42d St., New York.

FRANK T. CARROLL
Advertising Manager

J. E. LUTZ,
The Tower Bldg., Chicago

Page 5—The News Digest

"Success" Magazine

Announces the election as vice-president of Lou E. Holland, for the past three years president of the Associated Advertising Clubs of the World. Sherman Rogers, associate editor, has been elected vice-president of *Success*, and T. S. Trebell has been appointed advertising director.

"Dearborn Independent"

Announces a change of policy beginning with the October 3 issue of the magazine. It will be enlarged from 32 to 48 pages and advertising will be accepted for the first time since Henry Ford has owned the property.

Audit Bureau of Circulations

Announces that the date for the annual "A. B. C. Week" has been definitely set for October 12-17. The two-day convention sessions of the Bureau will close the week on October 15 and 16. The Inland Press Association will open the week with a two-day session; the Associated Business Papers, Inc., will meet from the 13th to 15th, and the Agricultural Publishers Association on the 15th. The Association of Foreign Language Newspapers is planning a luncheon exclusively for the editors of foreign language newspapers, and the Western Council of the American Association of Advertising Agencies will be hosts to the visiting publishers at a luncheon on October 15th. The annual dinner will be held on the 16th.

Klau-Van Pietersom-Dunlap-Younggreen, Inc.

Milwaukee, will direct advertising for the following concerns: Milwaukee Tank Works, manufacturers of gasoline filling station equipment, oil systems, tanks and air compressors; Belgium Shoe Company, Belgium, Wis., makers of an orthopedic shoe; Kemp-smith Manufacturing Company, Milwaukee, manufacturers of milling machines, and the Ryd-E-Z Spring Company, New York, makers of truck and automobile springs.

W. C. Bittel

For the past eleven years production manager of the Federal Advertising Agency, Inc., New York, has joined the Charles B. Knox Gelatine Company, Johnstown, N. Y., as general manager with particular direction over advertising and sales.

George J. Callahan

Executive director of Sharpe & Company, New York advertising agents, has resigned to accept the position of publicity director and advertising manager of William Kennelly, Inc., same city, real estate auctioneers.



The Thumbnail Business Review

By Floyd W. Parsons

PRACTICALLY all of the business barometers indicate a continuance of trade activity. Building goes on at a record rate. Preliminary figures for July indicate a construction volume amounting to \$650,000,000. All previous records were broken by the nation's total of approximately \$3,700,000,000 for building construction in the seven months which ended August 1. It is doubtful if such a strong situation has ever prevailed before, and this fact provides assurance that prosperity in all allied lines will continue during the Autumn months. The greatest regional activity in building has taken place in the South where the July gains in many sections were as much as 75 per cent over last year.

☐ The railroads are gaining in earning power. The outlay of more than \$2,000,000,000 for railroad improvements has made it possible for the managements of the different carriers to affect material savings in operating costs. That even a larger volume of business is anticipated this Fall is indicated by the further placing of large orders for additional cars, engines and other equipment. With car loadings now in the million-car-a-week classification, it is not surprising that railroad officials should feel optimistic.

☐ The record totals of bonds now being called in advance of maturity also indicate the underlying strength of many of our corporations. The outlook is for normal crops in both volume and value, and as a result the manufacturers of farm implements are enjoying the best selling season in years. In Europe the crop outlook is also reassuring and trade activity overseas, generally, is increasing.

Charles C. Green Advertising Agency, Inc.

Philadelphia office, will direct advertising for the Cliveden Company, same city, distributors of knitted goods and silk wear undergarments.

Campbell-Ewald Company

Chicago office, will direct advertising for the Illinois Brass Manufacturing Company, same city, makers of exhaust horns.

Norman F. D'Evelyn

San Francisco, will direct advertising for the following financial concerns of that city: Ferguson-Kennedy, Inc., specialists in California securities; Thomas C. Davies, investment bonds; Stever & Company, members of San Francisco Stock and Bond Exchange, and West American Finance Company.

E. H. Bennett

For the past ten years on the advertising staff of the *Jewelers' Circular*, has been appointed general manager of *Housewares*, published by Demarest Publications, Inc., New York.

M. H. Seixas

For the past six years space buyer with Frank Seaman, Inc., New York advertising agency, has become associated with the New York office of Hal T. Boulden & Associates, Inc., publishers' representatives.

Power, Alexander & Jenkins Company

Detroit, will act as advertising counsel for the U. S. Truck Company, Cincinnati.

Ward C. Mayborn

General business manager of the Southwest group of the Scripps-Howard Newspapers has opened a regional advertising office in Dallas, Tex. E. A. Tapscott, formerly advertising manager of the *Oklahoma City News*, has been appointed Dallas representative.

Johnston-Ayres Company

San Francisco advertising agency, announces the consolidation with it of Evans & Barnhill, Inc., same city. The combined business will be administered under the name of the Johnston-Ayres Company with offices in the First National Bank Building.

C. P. McDonald Company, Inc.

New York, will direct advertising for the Sailors' Snug Harbor and the J. H. Taylor Construction Company, same city.

Robert E. Ramsay

Of the Robert E. Ramsay Organization, has been appointed chairman of the "On to Boston" Committee of the New York Advertising Club, organized to promote the club's representation at the convention of the Direct Mail Advertising Association, to be held in Boston, October 28-30.

[ADDITIONAL NEWS ON OTHER PAGES]

THE NEW YORK TIMES, MONDAY, MAY 4, 1925.

Hiring Reporter

from the Lips of the Wise, he
"YS" of Murad's Leadership



read? I have more,
etc. The next day,
like a letter from
fragrance of pure
or just as good."



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BUSINESS DULL AND STUPID?

A WRITER of fiction said to the editor of Nation's Business the other day:
"You must get fiction into your magazine. The business man is tired. He needs adventure, pretty girls, detective stories. If it were not for us story-tellers, American business men would die of dry rot!"

Nonsense!

Even while the writer folk conjure up hair-breadth 'scapes, the business man is living a grander romance all his own.

From morning until night, adventure touches him on every side. His daily mail is Chapter I of an all day plot.

HE DOES not need synthetic romance.

He finds his shipment of alarm clocks held up in the fastnesses of the Himalayas because he did not pack for mule-back.

He sees a little-used element, needed by the ton for automobiles, discovered in the sea by a fellow business man, and he turns a ship into a floating factory.¹

He sees a Detroit mechanic who figured out twenty years ago that the automobile must not be a rich man's luxury, and as a result has become the richest man in the world.

Romance? Adventure? Excitement? The business man lives it, eats it, sleeps it. He is an actor in the drama of the human race—a drama that takes in the heavens above, and the earth beneath, and the waters under the earth.

HE GETS a glimmer of what commercial transportation by air will mean to his business.²

He watches the failure of the Federal Trade Commission, proceeding on the theory that all business is crooked,³ and he relishes the recent revolution in that body.⁴

He sees our Federal Reserve System threatened, and learns of the play of forces that surround it.⁵

He senses the 200 items of cost, which in this modern day go into a \$9.50

pair of shoes, and enjoys it when the facts, in their nakedness, convert a potential Bolshevik.⁶

He knows that lots of researching is bunk;⁷ and he is surprised to find how hard it is to give away 70 million dollars intelligently.⁸

He sees in Florida and its gold rush a new Golconda of quick-made fortunes.⁹

He revels in the adventure of wheat and its answer to the politicians.¹⁰

He stands beside our 500 million dollar heap of ashes, and wonders—¹¹

He sees both sides of the question of restoring German property,¹² and when some long-haired socialist calls him a money-grubber, he answers, "Yes, but —"¹³

Tired? Bored?

THE AMERICAN business man was never more keenly alive to economic questions. He finds thrilling reading in the literature of business written in a human way—as one business man talks to another.

That is why, in a very short time, 183,000 business men have discovered Nation's Business.

It contains no love stories. But romance lives in its pages for those who read it.

NATION'S BUSINESS is a monthly magazine, published by the largest business organization in the world. It is founded on the belief that anything not for the good of the public is not for the good of business. Its circulation five years ago was 55,000; today it is 183,000.

- 1 See Ford for 17,000,000 Automobiles—By Dr. H. E. Howe
- 2 What of the Air?—By Edna Ford
- 3 Failure of the Federal Trade Commission—By Wm. C. Rathford
- 4 "Don't Shave—We're Coming Down"—Interview with Commissioner Humphrey
- 5 Our Threatened Federal Reserve—By Andrew W. Mellon
- 6 A Pair of Shoes—By F. E. Thielen
- 7 Researching the Researcher—By Mary Williams
- 8 George Eastman and His 75 Millions—By Frederick S. Brown
- 9 Florida, Paul Simon Every-Nigger—By Willis B. Powell
- 10 What Happened to Wheat?—By Professor James T. Boren
- 11 Assets or Liabilities After the Fact?—By R. C. Willoughby
- 12 Why Give Back German Property?—By William F. Seltzer
- 13 Money-grubber? Yes, and Fool of Us—By A. D. Wilson

—all in the May issue of

NATION'S BUSINESS



MERLE THORPE, Editor

PUBLISHED MONTHLY BY THE CHAMBER OF COMMERCE OF THE UNITED STATES, WASHINGTON, D. C.

This is the fifth of a series of newspaper announcements being run by NATION'S BUSINESS in the —
New York Times
Chicago Daily News
Cleveland Plain Dealer
Kansas City Star
and
Washington Post

Judge Gary Says — “The South Is Coming Into Her Own Again”

IN a letter to Richard H. Edmonds, president of Manufacturers' Record, Judge Gary wrote as follows—

In answer to your telegram of today, permit me to say that I have been spending considerable time in Birmingham and vicinity during the last two or three months, and have been very agreeably surprised by the new developments which are to be seen. The South is “coming into her own” again.

Apparently the people are prosperous, there is a good deal of new building, the population is increasing, the farm products are becoming more diversified and the lands are better cultivated than I have heretofore noticed. What strikes me most forcibly is the conservative attitude of the people generally. I have heard some very good speeches by distinguished Southern gentlemen in favor of the observance of law and order, the cooperation of different interests and the determination to add to the strength, prosperity and influence of the whole South. I have been through the Southern country considerably during the last thirty-five or forty years and have noticed the changes for the better which have been appearing from year to year, but my last visit gave me a better impression of the present conditions and future prospects of the South than any I have made before.

As you know, our immense iron and steel plant at Birmingham has been and is growing in capacity by leaps and bounds. We have there one of the finest plants in the world, and with the great quantity of raw products available, including particularly iron ore, coal and stone, there is no reason why it should not continue to increase in proportions.

In short, I have a very high opinion of Alabama, especially Birmingham, and more especially our own organization, which I consider as fine as any that can be found anywhere in this country or any other country.

Net Paid Circulation Now in Excess of

76,000 Daily

86,000 Sunday

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

HAVE you been told that unless you have \$100,000 to spend you'd better not start advertising?

We can start you on \$15,000, provided you have a quality product sold to people of means and taste.

Ask us to show you what the above sum can be made to produce through the Condé Nast Group of magazines.

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All members of the Audit Bureau of Circulations



The Lure of the Lakes



SINCE the days of Le Sieur de la Mothe Cadillac —men have set sail in ships from Detroit, the “city of the straits.”

Scarce does the first robin of spring answer the croaking of the frogs along the scenic banks of Belle Isle, before new thousands of Detroiters and Detroit visitors embark on lake and river voyages.

They go to Cleveland and Buffalo, Mackinac Island and Chicago on the great ships of the D & C—to the historic waters of Put-in-Bay on the Ashley and Dustin line—to Belle Isle and Bob-Lo on the boats of the Detroit and Windsor Ferry Company—and to Port Huron and the St. Clair Flats on the White Star fleet.

They go in answer to the perennial lure of the lakes—and because, for upward to fifteen years, they have been reminded to go in advertisements prepared by the Campbell-Ewald Company.

The Campbell-Ewald organization of 175 people, owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you.

CAMPBELL - EWALD COMPANY

Advertising

General Offices: DETROIT, MICHIGAN

H. T. EWALD, Pres.
 E. ST. ELMO LEWIS, Vice-Pres.
 GUY C. BROWN, Vice-Pres. and Sec'y
 J. FRED WOODRUFF, Treas. and Gen. Mgr.



NEW YORK
 CHICAGO
 TORONTO
 LOS ANGELES
 SAN FRANCISCO
 CINCINNATI

Advertising Well Directed

Again - - A Capture!

Recently The Designer

startled the magazine world by securing for its readers Sinclair Lewis's first novel in three years, "Arrowsmith." This, the first of his really serious stories to be published in serial form, is hailed as greater than "Main Street" or "Babbitt," and today is a best-seller on two continents.

Now, The Delineator

is publishing the latest novel by A. S. M. Hutchinson, "One Increasing Purpose." It will be published in book form in the fall. It is already being advertised. It, too, will be a best-seller—like "If Winter Comes," which The Delineator also gave its readers *first*.



Delineator Readers—and Designer Readers—know their favorites by name

Do They Know Your Products?

THE DELINEATOR (20c a copy)

(15c a copy)

THE DESIGNER

(The Butterick Combination)

CHICAGO

NEW YORK

SAN FRANCISCO

Buffalo the Wonder City of America

The City of Beautiful Homes

Buffalo is a home loving city. It has 130,726 homes. Most of them are attractive. Many are beautiful. Some are magnificent. 38.6% of the homes in Buffalo are owned by the families living in them—a fact indicating the substantial character of the city and its worth as a market for advertised goods.

During July the News will throw open for the inspection of its readers nine different homes. All will be new homes, completely furnished by the merchants of Buffalo. They will be located in the several different residential sections of Buffalo. This is not an advertising "stunt"—not a line of copy will be solicited. It will be a genuinely constructive effort on the part of the News to educate its readers in the selection, furnishing and decoration of homes that will particularly fit the needs of individual families of varying incomes. The



price range of these homes will be from \$7250 to \$32,000.

In August, 1914, a similar homes beautiful exhibit was sponsored by the News. With only three homes on display for one week there were more than 150,000 visitors—more than twenty-five per cent of the entire population of the city. The results of last year's exhibit were immensely pleasing to News readers and to

the merchants and realtors who participated. They are co-operating this year in even greater measure.

Greatest Circulation in
New York State Outside
of New York City

The News Is Buffalo's Home Newspaper

Carries 45.56% of all
advertising in the six
Buffalo daily papers

BUFFALO EVENING NEWS

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

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

Present Average
134,283

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.

BOSTON EVENING AMERICAN
A HOME PAPER FOR PEOPLE WHO THINK

Now **2c**

*At 3¢ — Largest Evening
Circulation in New England*

Draw Your Own Conclusions!

Advertising & Selling

FORTNIGHTLY

Does a Quartet Get More Attention Than a Solo? G. LYNN SUMNER	15
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The 8-Pt. Page by ODDS BODKINS —and Now Concerning Copy	40 60
In Sharper Focus PAUL M. HOLLISTER	64
E. O. W.	72



Former Bricklayer Now Earning \$12,000 a Year

"When I enrolled with the International Correspondence Schools, I was a bricklayer and I didn't know a thing about blueprints. Today I have my own contracting business and I am able to figure the most difficult jobs and execute them to the satisfaction of everyone concerned. My income is between \$12,000 and \$15,000 a year. It certainly was a lucky day for me when I sent in that I. C. S. coupon."

That's a true story of what just one student of the International Correspondence Schools has done. There are thousands of others. Every mail brings letters from men and women telling of increases in income and salary due directly to spare-time study. One hour a day spent with the I. C. S., in the quiet of your own home, will prepare you for success in the work you like best.

Mail the coupon for Free Booklet

INTERNATIONAL CORRESPONDENCE SCHOOLS
BOX 8523-E SCRANTON, PA.

Explain, without obligating me, how I can qualify for the position, or in the subject, before which I mark X.

ARCHITECT NAVIGATION
 BOOKKEEPING ADVERTISING
 BUSINESS ENGINEERING

THE International Correspondence Schools have developed an efficient system of keyed advertisements whereby they may study accurately each individual insertion and check up on its results. G. Lynn Sumner, in the lead article of this issue, relates some of their experiences and describes some of the rather surprising discoveries made regarding keyed advertising in general and multiple insertions in particular.

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 1000

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland 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

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

Copyright, 1925



Meadowbrook
 California
SPORTS HATS
 for
 Town and Country

MEADOWBROOK Hats, made in California by the Simon Millinery Company, reflect the spirit of sport of this great American playground. There is that clean-cut smartness about them that is the very making of a sport hat; the warm colorfulness that comes from sunny beaches. No wonder they won local success instantly.

But Meadowbrook Hats have gone much farther. With all the trends of fashion flowing westward from New York, they alone in the field of Women's Wear bucked the tide, and spread eastward. Now, after only four years of advertising they are nationally known and nationally asked for.

The well merited success of a quality product, of course. But their success was speeded up and assured by the right kind of advertising, carefully planned, tastefully executed. Just another instance of *Truth*—well told.

THE H. K. McCANN COMPANY
Advertising

NEW YORK
 CHICAGO

CLEVELAND
 LOS ANGELES

SAN FRANCISCO
 MONTREAL

DENVER
 TORONTO

AUGUST 12, 1925

Advertising & Selling

FORTNIGHTLY

FREDERICK C. KENDALL, Editor

Contributing Editors: Robert R. Updegraff Marsh K. Powers Charles Austin Bates
Floyd W. Parsons Kenneth M. Goode G. Lynn Sumner Russell T. Gray
John Lee Mahin James M. Campbell Frank Hough, *Associate Editor*

Does a Quartet Get More Attention Than a Solo?

By G. Lynn Sumner

ONE day, several years ago, when I was advertising manager of the International Correspondence Schools, a member of the Board of Directors called me on the phone. "I have just been looking through *Review of Reviews*," he said, "and I find two I. C. S. advertisements in the same issue. Isn't that a waste of money?"

Now that was a perfectly natural question for that director or anyone else to ask. For of course he did not know that we had been conducting tests over a long period and had made discoveries which resulted in our adopting a policy of multiple advertising in several magazines; that is, the use of two or more pieces of copy in the same issue.

Possibly I should say right here for the benefit of those few who may not be familiar with "keyed" advertising, that each I. C. S. advertisement is individually keyed so that it may be definitely credited with

the inquiries and sales it produces. Not merely is each publication keyed but each issue and each piece of copy. Many different key sys-

tems are used by different advertisers. In the case of the I. C. S., box numbers are used in the address in the coupon. Every individual insertion is given a distinctive box number and that number is not used again anywhere in I. C. S. advertising for four years.

Previous to the time of the experiments I speak of, it had been customary, when a magazine was producing well, gradually to increase the size of space used in an endeavor to get the maximum number of inquiries from its readers. For example, a magazine might first be used with quarter-page space. If that paid on the basis of a required number of inquiries with some to spare, the space was increased to one-half page. If that paid well, the space was increased to a full page. And in a few instances, where a full page was very productive, the space was increased to a double spread.

Then one day, as an



© BROWN BROS.

IT is curious to notice how many people in the world are left-handed when it comes to reading a magazine. This factor comes to light quite forcibly in the case where a number of separately keyed advertisements are placed in the same issue. While those placed near the center of the advertising pages have been comparatively low in productivity of inquiries, those near the front and back have drawn well, regardless of copy

experiment, we departed from this policy. A magazine which carried a considerable volume of advertising had paid well on half-page space and had drawn its reward of a full-page insertion. This did a fair job but did not pull twice as many inquiries as the half. The next time it came up on the schedule, we gave it two half-page units, different in illustration and copy, but carrying, of course, the same familiar coupon with about forty listed subjects. Both advertisements paid out, each producing practically the same number of leads that a single half-page had produced previously. The two halves together did substantially better than the single full page.

In the next issue we could catch we scheduled three half-page units—and they all paid. In the next, we scheduled four halves—and again they all paid. By this time we were getting almost four times as many inquiries from this publication each month as we had received when we were using one half-page advertisement, and we were getting them all at reasonable cost.

Then we began carrying the test into other magazines, particularly those bulky with advertising. Wherever we used multiple insertions we requested the publisher to distribute the different pieces of copy well through the advertising sections.

Gradually we reached what seemed to be the saturation point on various magazines so far as the number of insertions possible in a single issue was concerned, but not until we had found that in three publications we could profitably carry as many as *eight* different advertisements each month. In some, the limit was four, in others three; a great many never were able to pay out on more than a single insertion per issue.

In magazines of the same general class, however, the number of multiple insertions that could be used profitably was just about in propor-

tion to the total number of advertising pages in the publication.

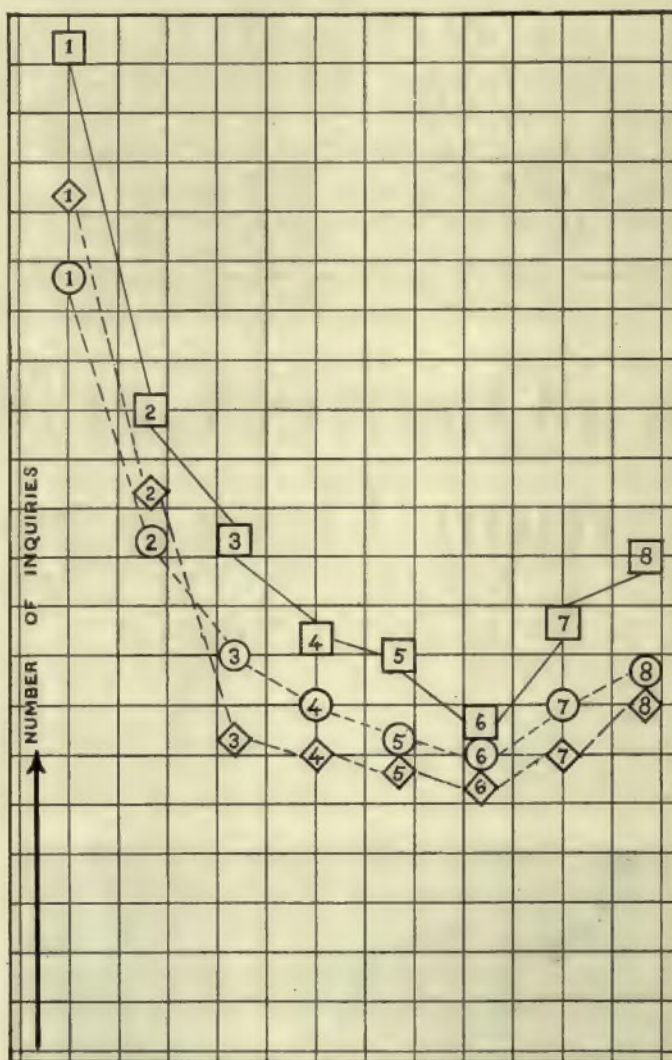
Now here was an interesting application of that "good old law of averages." The first duty of any advertisement is to get attention. If it is not seen, it will not be read,

answer from a certain still smaller number. It will be overlooked entirely by a considerable portion of all who receive that issue. If the number of advertising pages is two hundred instead of one hundred the chances of the single half-page advertisement being seen, read and answered are all somewhat reduced. If, in the "double size issue," the same proposition is presented twice, the chance for attention, interest, and response, theoretically at least, should be approximately maintained. And each additional insertion, up to a certain saturation point, will catch the attention and interest of an added group of readers.

What a fine thing it would be if the problem of getting known advertising results were as simple as all this might indicate. Think how much *more* time there would be for golf if you needed only to take two half-page advertisements and a million readers, mix thoroughly to insure circulation, set in a cool place for one month and have a definitely known result at the end of that period. But unfortunately even keyed advertising is not so simple as that. Space and circulation are only two ingredients in a very complicated recipe. The varying effectiveness in copy appeal can—and often does—upset all other calculations. Good copy—above all, *interesting* copy—can claim attention though caught in an avalanche of mediocre competition.

There is still another factor which enters more into results, possibly more than most advertisers realize. It entered into our tests of multiple insertions and provided an elusive complicating element that for a time had us guessing.

While testing to find the saturation point on the number of insertions we could use in a single issue we were also testing copy. An advertisement that seemed to be a particularly good producer would be



THIS chart represents a composite report on three years' advertising in one publication. Eight different pieces of copy were used in each issue, a total of 288 separately keyed insertions in 36 issues. Each of the three lines represents one year's advertising and each individual position represents the average number of inquiries produced each month in that year by the advertisement occupying the indicated position in the issue. For example, the first advertisement in the magazine is shown always to be the most productive and from there production declines directly in relation to position until the next to the last advertisement

and if it is not read, it certainly never will be answered.

One half-page advertisement among a hundred pages of advertising in an issue going to a million people will be seen by a certain number of readers, it will be read by a certain lesser number, and draw an



Courtesy Gloucester Chamber of Commerce

TYPICAL scenes in Gloucester, Mass., from which port operates one of the largest fishing fleets in the Atlantic. Photograph above to the left shows a portion of the fleet lying in after an expedition to the Grand Banks. Above to the right is shown the cleaning process being carried on in one of the many plants which the town boasts. A number of the best known firms dealing in prepared and preserved fish products, many of them extensive advertisers, are located in Gloucester

The Object Lesson of the Oyster

By J. George Frederick

"SERMONS in stones" may now be read by sales and advertising men as "sermons in oysters."

Not long ago the final chapter was written to a modern merchandising tragedy—the marketing of oysters. The Maryland State Department of Health, in cooperation with the oyster packers of the State, who have been under a shadow since the typhoid epidemic (which was laid to the oyster), have now taken the step that was logical long ago. Complete protection from impurity, and a system of identifying markings, traceable from consumer to packer, have been accomplished. A serial number is assigned to each packer, and responsibility for quality is now placed as definitely as it is with Heinz pickles or Campbell's Soups. The further interesting thing is that this is a voluntary action, not a legal compulsion.

The time is ripe for bringing the sea food in-

dustry within the fold of modernized, advertised food products.

There is no primary food market quite so disorganized as the oyster and fish market; no article of such universal consumption and desira-

bility which is so poorly merchandised. Even canned fish is better merchandised than fresh fish; and as for a comparison with meat or dairy or bakery products, the contrast is shocking.

Fish is an article of food that is particularly and especially perishable. It, therefore, should be handled with more care than is used with meat, dairy and bakery products. But the fact remains that fish is being handled and sold in a manner that hasn't been changed or improved much in a whole century. Fish get to consumers in precisely the same primitive manner that they got to Alexander Hamilton's table in the days of our colonial history.

For want of the simplest of modern methods—a fish exchange—the captains of fishing smacks coming to New York piers often lie in the harbor for days with their highly perishable cargoes, waiting for better prices. The result is not desirable from a



© Ewing Galloway

FRESH fish is being handled and sold in a manner which has not been changed or much improved upon in the course of a whole century. The resultant danger of infection is not desirable from a public health point of view and constitutes a continual menace to the business as a whole, as is illustrated by the oyster situation, which recently reached a long pending climax

Sales Manuals That Make Good

Getting the Salesmen to Use Them

By Will Hunter Morgan

WHERE salesmen fail to use a sales manual a reason very generally given is that it has too much of the "home-office" feeling and not enough of the real spirit of the "field." More and more manufacturers are waking up to this danger. One experienced sales manager with whom I talked a few months ago said flatly, "The only kind of a sales manual which salesmen will really use is the one which has been prepared out of their own daily experience." He didn't mean that the home office should not add its wisdom to the material so provided, but his way of preparing sales manuals both begins and ends with the salesmen themselves. Briefly put, here is his method of procedure:

In preparing a new manual, he first of all gets up a brief outline covering the proposed contents. This outline is multigraphed. A copy is sent to every salesman. With it goes a note explaining that the house is working on a new manual. Each salesman is asked to make any suggestions that occur to him as to what should be included. The outline is referred to as a very tentative list of the things that seem advisable in such a book.

The salesman is asked to make comments on the points put down. He is asked to specify what he thinks are the five most important factors to be considered in preparing the manual.

"In many cases," confesses this executive, "the salesman's suggestions and comments are not particularly worth while. But the procedure serves two very valuable purposes. For one thing it makes sure that no really worth while contributions will be overlooked. And it makes the salesmen feel more that we are trying to meet their needs rather than attempting to cram something down their throats."

After the returns are in, they are gone over carefully. There may be diversity of opinion on certain points. In some cases this sales-

manager has found it wise to put up certain questions for a vote from the sales force.

When the text and layouts are in shape three of the most successful salesmen are brought into the home office for a few days to go over the whole job before it is sent out to the printer. The other men know that this is being done. The result is that when the finished book gets into the field the salesmen feel that the book is pretty much *their* book and that they have almost a moral responsibility to use it—which is just about the best feeling a salesman can have from the standpoint of his employer.

THERE are, of course, possible variations of this plan. Where the sales force is localized there may be face-to-face meetings on the subject. Or where there is a sales convention of a national or zone selling staff, the men may be advised well beforehand that a manual is under way and that they will be requested to give suggestions at the forthcoming meeting. In one other case I know of, the salesmen were asked to elect their own committee of three to work with the sales manager and the advertising manager in the production of a new manual.

With the type of manual that is opened up in front of the dealer there is another important factor to be considered in getting the manual used. The material inside the book should be of such a nature that it is good for more than one showing with the dealer. There is such a thing as having this type of manual too simple and too brief. The result may be that the salesman carries it for only one or two trips and leaves it at home thereafter. For this reason it is well to include material which the salesman must occasionally refer to—useful statistics, testimonials, etc. One sales manual contains over a hundred different selling stunts which the dealer can employ to build up his sales of this particular product—special selling schemes,

window displays, and advertising helps. Obviously the salesman cannot go over the entire lot of these ideas in one sitting. Obviously also if he takes up only two or three each time he talks with a particular dealer he has enough of this material to put something interesting into from thirty to fifty interviews! No wonder he continues to refer to his sales manual.

Where the sales manual is in loose-leaf form the problem of keeping interest alive may be solved in another way. From time to time sections of the manual may be retired and new ones provided to replace them. Thus the manual is constantly renewing itself—is ever fresh and interesting to both the salesman and his customers.

Some sales manuals fail to be used because they may cover a business in a general way but the selling problems in different territories differ so widely that the manual is not as helpful as it might be. One company has peculiar and individual problems in New England and also in the Southwest. They have found it advisable to get up three different manuals for that reason. One manual won't cover the diverse needs of all territories.

ANOTHER company gets up a general manual but has four different supplements for use under varying conditions. In calling on one class of trade the salesman can confine himself to one small convenient folder instead of having to leaf through a large size manual. This is not only an advantage from the standpoint of the salesman. It is valuable to the dealer also. It saves his time. It also enlists his cooperative interest to a greater extent because the one little book makes the proposition seem simpler and easier than the bringing out of a big, fat manual.

A large jobber in the food specialty field provides his men with a rather bulky, catalog sort of man-

Selling Where the Profits Are

By *William R. Basset*

President, Miller, Franklin, Basset & Company

NET profits measured in dollars frequently decrease as the volume of sales increases. In reaching after greater volume, products which are sold at a loss are added to the line. To sell every possible retail outlet is less profitable than to choose a few good ones. Nearly every concern which achieves national distribution sells at a heavy loss in some of the outlying territories. Economists account for this by citing what they call "the law of diminishing returns." Every business man might profitably give an hour to studying this law.

Few of the well-known concerns which successfully cover the entire country achieved national distribution by a spectacular, sudden splurge. It was with them, rather, a gradual growth, starting with their home town, spreading to the state and then to the near-by states, and consolidating each position as it was taken.

There are three principal reasons for attempting to sell over too wide a territory—pride, advertising in periodicals of national circulation, which, unless much of the circulation that is paid for is to be wasted, must be accompanied by national distribution, and the general lack of knowledge as to what it costs to sell.

The first two reasons are so obvious that I am passing them over with mere mention.

I believe, however, that I can be of constructive help by describing a method which gives accurate and informative figures on the cost of selling. If used intelligently the figures will safeguard profits by telling manufacturers where and to whom to sell.

I am convinced that the most ex-



Courtesy New York Edison Company

NEARLY every concern which achieves national distribution sells at a heavy loss in some of the territories remote from the home office. Because an eastern company may sell in New York at a sales cost of 8 per cent, to assume that this figure holds good for the national sales cost is an error which is only too common. Any manufacturer would do well to study his market carefully and discover exactly where his profits lie, both with respect to geography and the sales practicality of the line, before attempting to gain national distribution by a sudden, spectacular advertising splurge

pensive of all business mistakes arise from determining the cost of selling as a percentage of the sales. There is practically no end to the trouble such an alleged cost will lead to if it is regarded as gospel truth.

Take the small business which is selling say \$300,000 a year in a small territory in the vicinity of the plant. Its total cost of selling is \$24,000 a year, which gives, as commonly figured, a selling expense of 8 per cent. If this figure has been maintained for three or four years most people assume that some occult power has ordained that 8 per cent

shall now and forever be the selling expense for that business provided some nefarious outside influence like cut-throat competition does not knock it into a cocked hat.

It follows, according to that line of reasoning, that \$1,000,000 worth of business can be secured at a selling cost not greater than \$80,000, and \$10,000,000 worth (which is what national distribution would mean) for \$800,000. In fact, since in the factory increased volume often brings a lower rate of overhead, it is usually expected that with national distribution the percentage cost of selling will go down. Perhaps it would drop to 7 per cent or even to 6 per cent—who knows?

That is the sort of erroneous conclusion which even the best of reasoning is apt to lead to when based on wrong fundamental information.

For one thing, if a percentage cost of selling, such as 8 per cent, means anything it must mean that to sell \$100 worth of goods costs \$8, regardless. Yet it may cost nothing to sell an old customer who sends his \$100

order through the mail, and it may cost \$500 to open a new account with an order of the same size.

It is natural to assume so long as the per cent cost of selling is less than the gross profit that all sales are profitable sales.

Based on that erroneous conclusion a manufacturer I know made strenuous efforts to open up new retail outlets for his product. He wanted to extend to the inhabitants of every hamlet the boon of being able to buy his product. "Let not even a crossroads store escape us," might well have been his slogan.

Sales went up, but to his chagrin,

net profits dropped. The upset was as astonishing to him as the defeat of an odds-on favorite. He decided that there must have been a mistake in the calculation.

As a matter of fact the additions, subtractions and other arithmetical processes had been correctly performed. The adding machine was not to blame. The fault was that an assumption had been made which was simply not so. It cost more to sell in some territories than in others, certain classes of dealers were bound to be unprofitable, certain outlets that could have been made profitable were, through ignorance of their possibilities, not given the help they needed, and old established customers were neglected in order to secure new dealers who could not become profitable customers for a couple of years.

There is only one way to show up such conditions beyond the possibility of argument. That is to find out

how much it costs to have a salesman make a call. In some parts of the country a salesman for this company could make only one call a day at a cost ranging from \$80 to \$130 per call.

When the manufacturer was first shown these figures he derided them.

"That is ridiculous," he chortled. "Not one of those men get more than \$60 a week salary nor more than \$75 a week for expenses. Their total cost for a week is about what you say it is for a day."

Thus were we plunged into an explanation of the elements of overhead which we have made many times before both as it affects manufacturing and selling. Usually the direct cost of salesman—his salary and expenses—is much the smallest part of the total.

It is not possible in a short article to describe in detail all of the calculations that must be made to determine the cost per call for even

one business. It will be apparent, however, that each man must bear a fair share of the general sales expense.

He must be supervised. There is expense in the general and branch sales offices for clerks, stenographers, rent and supplies. The officers of the company, such as the president, give some of their time to sales problems, so the salesmen must bear part of that cost.

Presumably the advertising makes his way easier, so he should be charged with some part of it, the amount to be determined in ways which will hardly be the same for any two concerns. Sometimes it may be right to charge him with a share of the general advertising. Certainly any direct advertising sent to the people he sells will be borne by him. And usually any advertising which he furnishes to his retailers should enter into the cost per call.

[CONTINUED ON PAGE 42]

The Trend in the Use of Color

By Richard A. Dunne

IF the use of color in magazine advertising increases at its present rate, what will the situation be five years from now?

Even now, more than one page in every three in the leading women's magazines is in color, according to the following statement based on figures obtained from the publishers of these magazines. If the present rate of increase is merely maintained by 1930 more than three out of every five advertisements, and by 1935 virtually all the advertisements in these publications will be in color.

Figures for the following women's magazines were studied: *Ladies' Home Journal*, *Woman's Home Companion*, *Pictorial Review*, *Good Housekeeping*, *Butterick Combination* and *McCall's*. In

Statement Showing Comparison of Total Linage, Amount and Percentage in Color for 1923, 1924

	1923			1924		
	Total Linage	Color Linage	Per Cent Color	Total Linage	Color Linage	Per Cent Color
Ladies' Home Jl...	937,629	329,800	35.17	967,201	431,800	44.64
Woman's H. Comp.	514,565	180,880	35.2	549,838	206,720	37.6
Pict. Review.....	550,967	192,800	35.	566,677	196,040	34.6
Good Housek'p'g...	633,225	96,096	15.	651,830	146,718	22.
Butterick Comb....	312,120	105,400	33.7	322,320	125,800	39.0
McCall's	449,538	132,000	29.	402,735	135,320	34.
	3,398,044	1,036,976	30.5	3,460,601	1,242,398	35.9
American	525,155	60,913	11.6	530,319	64,350	12.1
Cosmopolitan	258,953	27,885	11.	290,897	32,175	11.
Red Book	337,963	30,030	8.8	324,377	33,462	10.3
	1,122,071	118,833	10.6	1,145,593	129,987	11.3
Sat. Eve. Post.....	3,249,246	846,600	26.06	3,605,094	1,144,440	31.75
Total for two lower groups	4,371,317	965,433	22.1	4,750,687	1,274,427	26.8
Total for all three groups	7,769,361	2,002,409	25.8	8,211,288	2,516,825	30.6

Table Showing the Rate of Increase for Each Type of Advertising in the Ten Magazines

	Total Linage	Total Color Linage	Black and White
1924	8,211,288	2,516,825	5,694,463
1923	7,769,361	2,002,409	5,766,952
Increase	441,927	514,416	72,489
Per Cent of Increase	5.7	25.7	Decrease 1.3

A comparison similar to the above for the six women's magazines is shown hereunder as the largest use of color is in these magazines

	Total Linage	Total Color Linage	Black and White
1924	3,460,601	1,242,298	2,218,203
1923	3,398,044	1,036,976	2,361,068
Increase	62,557	205,322	Decrease 142,865
Per Cent	5.4	19.8	6.0

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this group the color advertising has increased from 30.5 per cent of the total advertising lineage in 1923 to 35.9 per cent in 1924. This increase of 5.4 per cent may not at first glance seem large. But if this rate of increase is merely maintained, in five years over 60 per cent and in ten years virtually 90 per cent of the total advertising lineage in these magazines will be in color.

The other publications studied, namely the *American*, *Red Book* and *Cosmopolitan* magazines, and the *Saturday Evening Post*, also showed an increase in the proportion of color advertisements, the latter's increase being the highest in percentage.

By what new means will the most enterprising advertising men make their advertisements emerge into dominance from amidst that ultimate blaze of color?

Using the Motion Picture in Public Utilities Advertising

By Arthur Williams

Vice-President, The New York Edison Company

THE most difficult thing in the world to overcome is human inertia — that reluctance to abandon the habits and devices of the past in favor of the new, the improved methods which the march of civilization brings to our very doors. The housewife bends over her washtub and ironing board simply because her mother and grandmother did so before her. The fact that this manual labor on her part is no longer necessary does not come spontaneously to her attention. She hears vaguely of modern inventions but these in many instances seem infinitely remote from her world. And she is reluctant to experiment with the unknown.

Of all the elements that have become a part of our present day life, electricity is the most difficult for the mass to visualize. It would be

difficult to overstate the importance of the part which this great element plays in our present civilization, and its importance is increasing from year to year. For this very reason it is highly desirable that people understand electricity for what it actually is. To promote this understanding in the most popular and comprehensive manner is the end to attain which The New York Edison Company has resorted to the motion picture.

It is our privilege to hold what is probably the most valuable and most responsible franchise in the world: the franchise of the city of New York. We cannot allow ourselves to look lightly upon the tremendous responsibilities and obligations which this thrusts upon us. We consider that every person in our city is a part owner of this franchise, regardless

of race, creed or color. It is their right to know what we are doing, how we are fulfilling that obligation, and look upon it as our duty to show them.

Entirely aside from the technical aspect of the question, there is a human side which is of even greater importance. There was a time not so long ago when we could meet our customers in person and talk over any grievances which they might have. By personal contact in this way, most misunderstandings were quickly cleared up. But as we grow in size we are forced apart. Next to actual contact which is now rendered impossible, advertising offers to industry its most satisfactory means of reaching the public clearly and with mutual understanding.

With this in mind we have prepared a number of short films depicting various phases of The New York Edison Company service and what it means or can mean. These fall roughly into two classes: the purely technical films which show where electrical power comes from, how it is generated and distributed, and the tremendous task which the company has assumed in order to insure continuity of this service at all times; and, second, the films which show the actual application of this power to everyday living conditions. In this latter group there is a high

[CONTINUED ON PAGE 38]



Courtesy Visugraphic Pictures, Inc.

TWO scenes from the latest film of The New York Edison Company, entitled "Saving the Day." This production takes up the home life and household problems of the average American wife of limited means. Beginning with Sunday evening, she is shown at every step of her weekly washing until Tuesday evening, when the ironing is finally finished. How electricity will solve her problems is then picturized



LONDON'S TRAMWAYS



GREENWICH BY TRAMWAY
FOR THAMES SHIPPING
AND WREN ARCHITECTURE
SERVICES
36 38 40 50 62 68 70

DESIGNED AT THE L.C.C. CENTRAL SCHOOL OF ARTS AND CRAFTS

LONDON'S TRAMWAYS



OUR WAY TO THE PARTY

DESIGNED AT THE L.C.C. CENTRAL SCHOOL OF ARTS AND CRAFTS

LONDON'S TRAMWAYS



TATE GALLERY

ALL TRAM SERVICES
TO VICTORIA
ALIGHT AT GROSVENOR RD.

LONDON'S TRAMWAYS



THE RIVER AT PUTNEY

TRAM SERVICES
26·28·82

DESIGNED AT THE L.C.C. CENTRAL SCHOOL OF ARTS AND CRAFTS

STRAND ON THE GREEN TRAM 26 TO KEW BRIDGE



LONDON'S TRAMWAYS

DESIGNED AT THE L.C.C. CENTRAL SCHOOL OF ARTS AND CRAFTS

LONDON'S TRAMWAYS



SOUTHWARK BRIDGE

THE NEW TRAMWAY
CONNECTION WITH
THE CITY

DESIGNED AT THE L.C.C. CENTRAL SCHOOL OF ARTS AND CRAFTS

WITH one brilliant exception, in the case of the Chicago Rapid Transit Company, American traction company posters are negligible, both in quality and quantity. The British go in for this sort of thing far more intensively. The art work is the best that can be obtained and the effectiveness is greatly enhanced by the really remarkable color effects. These range from brilliant splotches of eye-compelling reds and greens to the most delicate and subtle of pastel shades. By departing from "the rules," so called, the British have produced something really fine and worthwhile. And, incidentally, they make one really want to travel in the London trams. Their existence seems altogether justified.

When Should You Use Color in Your Advertising?

Why the Mail Order Houses Use Color in Some Cases and Not in Others

By Ralph K. Wadsworth

IF most of us had our way we would prefer to produce our advertising in colors. An advertisement in a magazine, a circular or a catalog always appears much more attractive that way, and the merchandise stands out from the page.

But when you begin to figure costs, that is another story. The use of color usually requires a much more expensive paper, such as enamel coated stock; the art work runs into more money; color plates cost several times those of black and white; and finally there is the additional presswork.

The cheapest form of catalog reproduction you can employ is that used on most of their black and white pages by Sears Roebuck and Montgomery Ward & Co. This calls for a 19 pound or 22½ pound newsprint. On the basis of a four million run it figures out at approximately \$3,000. This includes art work, preparation, plates, postage and such items. But when you step into the four-color class, immediately your costs jump and you pay about \$17,000 for the same run.

Under the circumstances does color pay? And if so, when can you make it pay? Obviously, if a black and white mail order page costing \$3,000 brought in \$30,000 sales on merchandise that could only stand a 10 per cent selling cost, a color page

Quality Footwear - 8 Great Values

Ward's shoes are a better value of better quality at less cost. They are made of the finest materials and are made by the most skillful workmen. They are made in the most modern and up-to-date plant. They are made in the most up-to-date plant. They are made in the most up-to-date plant.

\$2.98 Stylish Walking Oxford That Fits Like a Glove

\$2.98 Superior Women's Satin and Buck Black Suede

\$2.98 Brown Genuine Kid in a Beautiful Design

\$2.98 Newest Style Brogue Walking Oxford

\$1.98 Wear Genuine Kid in Comfortable Shoes

\$2.50 They Feel Like a Soft Comfort Shoe and Wear Like Iron

\$1.98 Flexible Sewed Soles

\$3.29 Munson Army Last Shoe

Popular with Men, Women and Children because of its Outdoor Shoes

Strong Brown Leather Upper Part Like a Fine Dress Shoe

Ward's Shoes fit correctly. See Measuring Instructions on Page 22.

per cent cost of sales, it might be good policy to use a \$17,000 color page, even though it brought but three times the business. The added net profit on the larger volume would more than make up for the added cost of sales.

When you examine a mail order catalog you will notice that color is employed on some lines and not on others. Color, or for that matter any form of catalog reproduction, is employed by such firms as Sears Roebuck and Montgomery Ward on a scientific basis. Its only justification is the production of an increase in sales corresponding to the increased cost. So when you see color limited to fashions, rugs, dress goods and sweaters, for example, you can be sure that this is in accordance with years of tested experiment, which it would be well to consider when applying color to your own line.

Some items show up to much greater advantage in colors than in black and white. A color page for rugs easily has six times the sales value of a black and white reproduction of the same merchandise. Yet you could not expect this to apply to an automobile tire or

THE increased cost of color pages is only justified by a corresponding increase in sales. On certain particular types of merchandise this is realized while on others the profits are eaten up by the costs. By careful study and clear-sighted merchandising the mail order houses have solved their problems of when to use color pages in their catalogs and when to leave them alone

of the same items must produce \$170,000 sales, or the use of color will eat up your profit.

On the other hand, if a \$3,000 black and white page brought in \$60,000, and you could afford a 10

a sewing machine. Four-color printing will enhance the appearance of any merchandise, but not always to the same degree.

Whether you sell to the retailer or to the consumer, you will find

A Suggestion for Mr. Fiske

By Kenneth M. Goode

PINK paint and black ink, glaring lights and thundering presses; calls for the second act and curses from the City Editor, have long been an old story to the public.

Stage and newspaper writers lost no time exploiting in their own businesses the general public's universal passion for getting behind scenes.

Even the motion pictures have wavered from the old tradition that harmful disillusion might result from showing a man in President suspenders and three days' whiskers directing with a megaphone the coquetries of Cleopatra awaiting Antony alone in her boudoir.

Kleig lights and one-way towns have lost their novelty along with the techniques of the earlier arts, and any modern twelve-year-old Merton can describe a motion picture camera in technical detail.

Now the behind scenes movement sweeps into the advertising field. The desire to do-it-without-a-make-up is among us. Statements that ten

years ago were handled cautiously even in the advertising trade papers are today boldly printed for public readers in the daily newspapers.

The old slogan of our trade, win or lose, "It pays to advertise!" is being honeycombed and undermined.

Two able and competent advertising agencies are actually in friendly conflict on a title for public consumption. Their rival advertisements are both about "The Limitations (!) of Advertising."

With one colossal coincident stride, the Metropolitan Life Insurance Company swings into the movement. "The Magic of Print," a page advertisement in the August magazines, warns people not to believe anything merely because some-

one else has set it up in type. Thus, in the same month, we find an advertising agency warning prospects not to expect too much from what they put into advertising, and a big advertiser warning the public

advertising is concerned, the *Post*, *Digest*, *World's Work* and the like are veritable cathedrals of virtue. As for *Collier's*, it campaigned against these same patent medicines twenty years ago.

The proper place for a policeman keeping people out of a gambling house is at the front door, not in the next block. If Mr. Fiske wishes to have some real fun with his masterly advertisement let him take it into the slums. Let him run it—or, them, if he can get a series equally good, in a dozen publications that don't protect their readers against advertised cures.

A hungry cat in a cellar full of fat mice could hardly cause a greater panic—or do more good—than the "Magic of Print" might in these magazines that would have either to refuse so magnificent a patron as the Metropolitan or jeopardize the revenue from their back door patent medicine advertising.

This idea of offering advertising revenue to publications that offend

is, I admit, not an ordinary practice. If a few properly directed insertions could drive out, or even nullify, a few hundred of the advertisements actually at their work, it would transcend all "Limitations," and demonstrate not only the magic of print but the miracle of advertising.

Incidentally the Metropolitan is demonstrating in this series the almost neglected fact that an advertisement can be "institutional" and still have a definite point. Because it doesn't directly advertise policies for sale, this advertisement doesn't feel obliged to sell nothing at all. It has one idea it seeks to sell, "If you are sick, call your doctor," and puts its whole weight skilfully and directly behind it.

The Magic of Print

THE old patent-medicine fakir who held forth on street corners at night with his flambeau torch and his amazing, rapid-fire lingo knew well the magic of print. And the army of quacks who followed him have made use of the same magic. Most men and women accept without question printed statements which they might discredit were the same words spoken.

Never before in the known history of the world has there been such an orgy of fake "cures" as there is today. We are living in an wonderful age—such marvelous scientific discoveries have been made—such amazing feats have been accomplished—that people believe almost anything is possible. The "quacks" are quick to take advantage of this credulity. You will find them trailing along in the wake of every announcement of important medical research, with false claims of their "discoveries", their false mechanical appliances and special treatments, their "health institutes" and their offers of free diagnosis and treatment by mail.

Millions for Fake "Cures"

Fake-medicine labels are more cautious than they used to be. The U.S. Government, through the Federal Food and Drug Act, forbids false or misleading statements on the trade package. But this Act does not prohibit lying statements in advertisements, circulars, or window displays. The vultures who prey on the sick rarely exploit "cure-alls" today. They are too clever for that. Instead, they advertise different remedies each guaranteed to cure a specific disease—tuberculosis, cancer, diabetes, kidney trouble, blood diseases, skin eruptions, epilepsy and almost every other serious ailment. And the dollars—millions of them every year—roll in to enrich these ghoulish quacks whose profits are tallied from human lives. They trade upon the fear



"Read the Label!"
DON'T take my word for it that this medicine will cure you! Don't take anybody's word! Read the label and see for yourself! The great cancer patent-medicine fakir urged as he held up a bottle containing some colored liquid guaranteed to cure a long list of ailments and diseases. His confidence in the crowd failed to see a bottle—and then, the fakir began.

of death and heartlessly swindle the last penny from desperate, sick people.

But even worse than this theft of money is the murderous waste of precious time for which these quacks are responsible. Sick folk are pitifully easy victims. They experiment and hope—tragically—until it is too late. Waiting even a few weeks to try out a new patent medicine or a course of treatments at some dubious "health institute", may mean death which might have been prevented by the right medical care.

Cancer and Consumption "Cures"

Of late there has been a renewed wave of advertising of specific cancer and tuberculous "cures"—the most despicable and cruel of all frauds perpetrated upon sick people. No medicine has ever been found that can be depended upon to cure these diseases—despite seemingly substantiated claims of manufacturers. Testimonials count for little. Many quacks are still using testimonials signed by people who died years ago from the very diseases of which they claimed they had been cured.

When a cure for tuberculosis or cancer is found it will not be necessary for the discoverer to advertise. Any experimenter who finds a remedy for either of these scourges will be acclaimed the greatest benefactor of our generation. Magazines and newspapers everywhere will about the glorious news of his discovery. Instead of being crowded away in a few inches of advertising space, the story will blaze in front-page headlines! Do not be deceived by the magic of print. Avoid advertised "cures". If you are sick see your doctor.

Although no specific remedy for the cure of tuberculosis has been found at the time this article was written, the progress of the disease is such that the patient should be kept in a hospital or sanatorium until a permanent cure is discovered.

It is true that the tuberculous death rate has been reduced since 1910, but this is due to the fact that the patient is kept in a hospital or sanatorium until a permanent cure is discovered. This great benefit is being won by a campaign of education through which people are being taught that although there is no cure for tuberculosis it can be delayed by medicine if not

be prevented and even checked by its early stages and perhaps by permanent removal of the focus of infection, but not the right kind of nursing home. Buckle up, getting ready and comfortable for tuberculosis, consumption, Tuberculosis and Cancer will be dealt free upon request.

HALEY (PINK), President.

Published by
METROPOLITAN LIFE INSURANCE COMPANY - NEW YORK
Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance each year

THE · EDITORIAL · PAGE

To Save the Public's Money

WE learn that the Investment Bankers Association of America is contemplating a campaign of paid advertising to educate the public as to how and why to make dependable investments, and to show people how to save some of the half a billion dollars that it is estimated is sunk every year in wild-cat stocks and other worthless investments.

This is another of those broad uses of advertising that will serve as a social benefit as well as a stimulus to the investment business. Such a campaign would have stood out fifteen years ago as a radical departure; today it is accepted, by the public and the advertising fraternity alike, in a matter-of-fact way that in itself serves to remind us how much advertising has broadened in a few brief years.

Charting Yesterday to Foretell Tomorrow

THE president of a large and very old company in the clothing field disclosed to us recently that his company had, after careful research into the sales records for nearly two generations back, developed a set of charts which promise to take out of his business much of the element of chance which he had always supposed was inescapable in a business where style is a major factor.

These charts show that in this company's field nearly all of the elements involved, such as color, cut, materials, etc., follow pretty definite cycles, and that from the past it is possible to foretell quite definitely what is likely to be most acceptable to the public in any given season, if indeed it is not actually demanded.

"With these charts we can go ahead with an assurance that quite amazes us," remarked this president; "and that assurance is in itself added insurance that our business will prosper during any given season, for it gives our salesforce a sense of authority and conviction that they transfer to their customers, and their customers in turn transfer to the clerks in the stores where our merchandise is to be sold. In short, they both foretell and fortify. The surprising part is that it has taken us so long to make this discovery; it makes me wonder if we are not groping into the future in respect to other factors of our business when we might be charting our yesterdays to foretell our tomorrows."

The Other Half of Simplification

THE National Electric Light Association, cooperating with the Division of Simplified Practice of the Department of Commerce, is about to reduce the number of sizes and styles of electric light bulbs from the forty-five now in use to five standard sizes and styles.

There is nothing particularly significant in this step as it is in line with the broad trend toward simplification. But there is significance in the further fact that an advertising campaign is to be inaugurated to inform the general public of this step and point out the advantages and economies accruing from this simplification.

Actual physical simplification is only half of the

simplification program; the other half is to enlighten the consumer as to what simplification means to him in terms of lower prices or better values.

Other industries may well follow the lead of the electrical industry in its double program of simplification and education.

Congress Lends a Listening Ear

WHEN the present postal rates were established by Congress it was with the provision that they should prevail only until a joint committee of the Senate and the House should be able to make a careful investigation and recommend legislation for permanent rates.

This committee began its hearings in Washington on July 20, and then embarked on a listening pilgrimage extending from New England to Minneapolis, starting with Atlanta, Ga., and moving next to Philadelphia. Following is the remaining schedule of its hearings, as nearly as can be determined in advance:

August 3 to August 8—New York, Assembly Room, Waldorf-Astoria.

August 10 to August 13—Boston, Assembly Room, Hotel Touraine.

August 14—Augusta, Me., Assembly Room, Augusta House.

August 15—Augusta continued (morning only).

August 17—Buffalo, N. Y., Assembly Room, Hotel Statler.

August 18—Buffalo continued (morning only).

August 19 to August 26—Chicago, Assembly Room, Congress Hotel.

August 27 to August 29—St. Paul and Minneapolis.

This committee is earnestly seeking light on the question of postal rates, and expressly urges every business man who has ideas or suggestions that will contribute to a sound solution to this vexed problem to appear at any one of these hearings and present his ideas or suggestions. No invitation is necessary; the committee will lend a listening ear to any who present themselves.

Now is the time for business to make itself heard on the postal question—or forever hold its peace.

Left-Handed Luring!

SAYS the *Chicago Retailer*: "In order to persuade farmers to come to town for special days, a Kansas general store sent a right-hand cotton glove by mail to 300 farmers. The customers were asked to call at the store to receive the left-hand glove. They came."

Might not many businesses develop adaptations of this idea for sampling purposes or to stimulate personal visits of prospects to the stores or branches where their products are sold?

England Holds Its First Convention

NEARLY one thousand men and women interested in advertising assembled at Harrogate early in July in the first British Advertising Convention. Apparently the seed of the London Convention of last summer fell upon good ground, and from now on we may expect to see rapid growth in organized advertising across the water.

Are You One of Advertising's Overspenders?

By Robert R. Updegraff

THERE are at least four advertisers in America who are frequently accused of "overspending." They are: The Victor Talking Machine Company, The Congoleum Company, Wrigley, and Joseph Campbell Company. Their advertising appropriations run over a million dollars annually. Their advertisements seem to be everywhere—and nearly always in big space and prominent locations.

There are, on the other hand, literally hundreds of advertisers in America who come in the class of the concern referred to by a New York advertising agency executive the other day in speaking of the officers of a certain company: "They are still trying to find out how not to advertise without not advertising."

Those in the first group are trying to find out how to spend *more* money in advertising, with profit. The second group are spending as little money as they can and still make a showing and keep their names before the public. They believe themselves wise spenders because they spend so very cautiously—or perhaps *reluctantly* is a better word.

The bald truth is that these reluctant spenders are, as a class, the real overspenders in advertising: they *overspend* and by *underspending*. Whereas The Congoleum Company, Wrigley, The Victor Talking Machine Company and Joseph Campbell Company, and half a dozen other of the very largest advertisers, are buying results very cheaply with their million-dollar appropriations because they are mixing generalship with their dollars.

Make no mistake: this is no brief for million-dollar appropriations. There have been advertising appropriations running into six and seven figures that represented gross overspending. But for every advertiser who

has overspent in this way there are perhaps fifty or a hundred advertisers who have overspent by underspending. It is going on every day, this kind of overspending, in every field of advertising—newspapers, magazines, business papers, technical journals, outdoor advertising, direct-by-mail advertising, street-car advertising, and all the other forms or mediums of advertising, individually and taken together.

The overspending usually begins when the responsible executives of a business start to answer the question, "How much shall we spend in advertising?"

There are a dozen ways of establishing an advertising appropriation, and most of them are fundamentally wrong. Not that they are wrong in *method*: basing an appropriation on a percentage of anticipated sales, or on a certain unit of the product, or on a certain percentage of the previous year's profits, or on a certain percentage of the previous year's sales, or any one of the other common methods of determining appropriations is good so far as *method* is concerned. But they are all wrong in *approach*. They remind one of a man laying down \$18.45 at a ticket window and asking for that much worth of railroad ticket. If he is just 615 miles from his desired destination and the rate is three cents a mile, his travel appropriation is adequate, for that figures \$18.45;

but if he is three thousand miles from his desired destination, he might better have saved his \$18.45—or else revised his ideas and planned a shorter trip, but one with just as definite a destination.

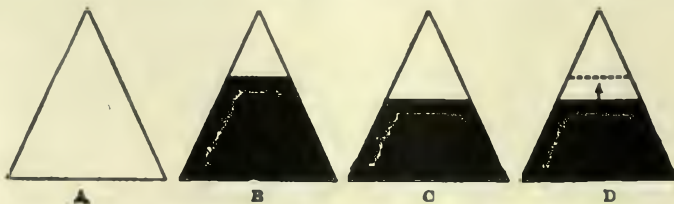
Let us consider a case in point. Some years ago, a new and meritorious baking powder was introduced in the United States. The very large sum of one hundred thousand dollars was set aside for an advertising campaign to introduce this baking powder. A national campaign was started and everything went well—until the hundred thousand dollars was gone. The new baking powder was only about half way to its destination—National Distribution—but its trip was *over*, for no more money was available for advertising.

One hundred thousand dollars is a large appropriation—but not for a two hundred thousand dollar trip.

About the only people who remember that baking powder now are the men who put up the hundred thousand dollars; and memories are all they have left to show for the two hundred thousand dollar trip they started to take with a one hundred thousand dollar ticket.

Had they selected for their destination a less remote point—say North Atlantic States Distribution, their one hundred thousand dollars would have carried them through and, with the momentum gained and the income from current sales, they could then have bought a ticket for the next destination—South Atlantic States Distribution or Middle West States Distribution, and continued their journey, by stages, until they would have reached National Distribution.

The point is, there is but one really sound and sensible way to arrive at a proper figure for an advertising appropriation and that is to approach the problem on the



- A—Potential business available to a given advertiser.
 B—Must do this much business to "get by."
 C—Can do this much business without advertising, but not very profitably.
 D—Must raise business to dotted lines. But why stop there? Big profits are made on the business in the peak.

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

more logical basis of:

- (a) The distance to be traveled
- (b) The force necessary to travel that distance
- (c) The cost of operating that force

Naturally, due allowance must be made for the ability, and even the willingness of the advertiser to spend money, and no one can make that decision for him. But the question of willingness or unwillingness, ability or lack of ability to appropriate a given sum, should come *after* the distance to be covered, the force necessary to cover that distance, and the cost of operating that force have been analyzed.

The primary question should *never* be, "How much should we spend?" but "How far can we go?" or "What is our destination?"

That is the basis upon which the Congoleum Company and Wrigley and Joseph Campbell Company and several other large and notably successful advertisers have brought their businesses to their present huge sizes. It is just as possible to apply the necessary checks against wastefulness and rashness of expenditure when spending a million dollars as it is when dealing with an appropriation of more modest proportions.

As pointed out by Howard Dickinson some five or six years ago, in planning advertising we should come as near as possible to analyzing the problem of the advertiser in terms of foot-pound dollars.

Of course, it is difficult—in fact, impossible—to measure mental suggestion force exactly in terms of horse-power units. But it is possible to get a fairly accurate measure if we understand the following elements:

- (a) Size and quality of circulations, which can now be determined fairly accurately, thanks to the Audit Bureau of Circulations and the spirit of cooperation among publishers and other vendors of advertising space
- (b) Relative power of different sizes or units of space and frequency of insertions, which can be estimated with reasonable accuracy

Can't you just taste them!

Isn't this a picture that speaks straight to your appetite?

There's that delicious flavor—wholesome, tempting, nourishing food—delight and satisfaction for your hunger?

Only the best peas that make the very best pea soup are accepted by Campbell's.

These selected peas are prepared and blended by Campbell's famous chefs into a rich, smooth puree—richer still for the fresh, golden country butter it contains.

Campbell's Pea Soup is as fine a food as you could place upon the family table. Careful mothers know how good it is for the children—even the baby.

To prepare the best Cream of Pea Soup:

Fill a soup tureen with one can of Campbell's Pea Soup, add one can of milk and one can of cream. Heat and stir gently. It will be served to the table in five minutes. Add salt to the taste. A little of a hot sauce, preferably ketchup, makes it delicious. Do not forget to keep soup tureen covered.

21 kinds
12 cents a can

Pea Soup for health—every day!



CAMPBELL'S products—soup and pork and beans—are advertised regularly in so many publications that the first right-hand advertising page following the text is popularly known as "The Campbell Soup Page." Campbell's have fitted their advertising appropriation to their advertising objective. This is not overspending

- (c) Relative power of appeal of the right kinds of illustrations, display and copy, as compared with that which is not so good
- (d) Momentum, already acquired. (Prestige, past and present sales, consumer readiness to accept and dealer willingness to handle, to use a commodity sold at retail as an example)
- (e) "Kinetic energy," or the power of a body in motion to do work

IN business as in physics, momentum varies with the velocity, mass being constant; while the kinetic energy—the energy of the body in motion—varies with the square of the velocity.

All of which means, put very simply, that if the velocity of a moving object is increased from one to two feet per second, you have four times the kinetic energy; and if the velocity is increased ten-fold, you have one hundred times the kinetic energy—the power to do work.

The *momentum* of a gun in recoil and of a projectile in flight may be the same, but the *kinetic energy* of

the projectile is vastly greater, because of its high *velocity*; it can do more work, crush more rock, generate more heat, or whatever it is required to do.

And just as high velocity is important in doing physical work efficiently, so is high velocity important in putting ideas across through advertising. If the mass is large (a sound, desirable, accessible product or proposition), and the velocity is high (a sufficiency of advertising space, good use of that space, and sufficient frequency of advertisements, with other things—trade-pushing forces—used in proportion) you have high kinetic energy or power to accomplish work.

Mass in physics is the load to be lifted or moved; therefore, it is logical to say that in business, mass is the product embracing the elements, intrinsic merit, value of merchandise, and proposed total output. Velocity in physics is quantity of motion or speed; in business it is represented by the *vigor* of the use of all business promotion forces, such as

the use of salesmen, advertising, collateral work, help of jobbers, dealers, and the pulling power of demand.

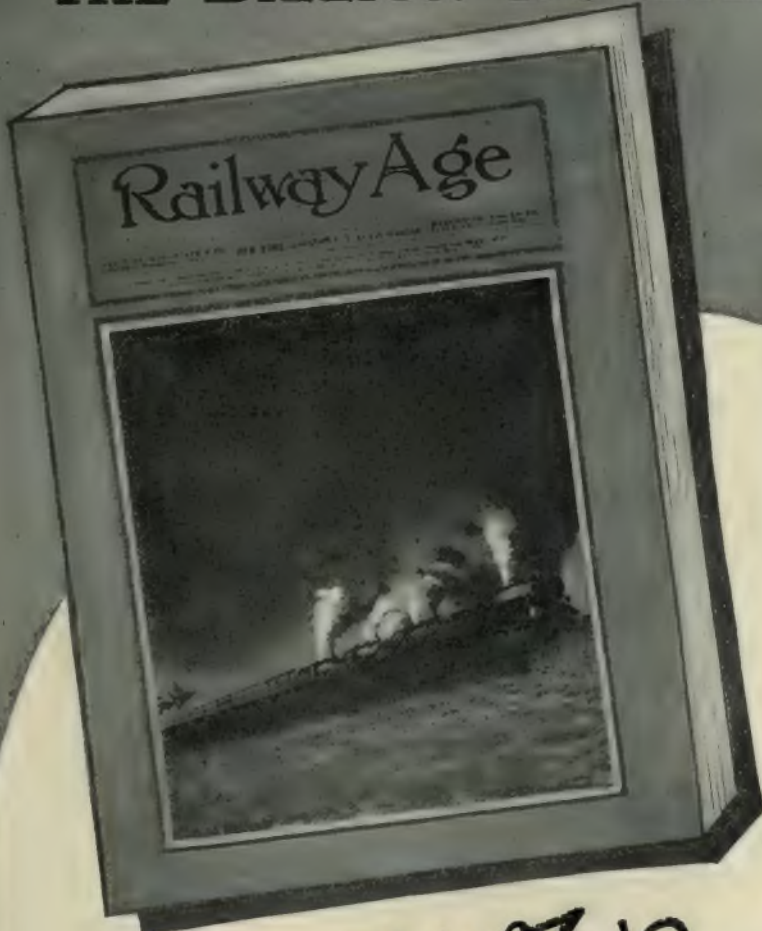
This is scientific and can be depended upon. It explains why practically all campaigns that are based upon "high velocity" exploitation of substantial merchandise are highly successful.

It explains why the million dollar appropriations mentioned in the opening paragraph of this article are not overspending but, rather, very shrewd spending. The advertiser who is able to run big space with frequent insertions multiplies the return per dollar expended at a high rate because he follows a policy that produces high kinetic energy—the power to do work.

Look at the problem another way. Diagram A represents the potential business available to, let us say, a maker of cutlery. Diagram B represents the amount of business he must do to "get by"—pay manufacturing costs and his overhead. Without doing any advertising he may

[CONTINUED ON PAGE 68]

THE BILLION DOLLAR MARKET



83.94% Renewals

is a real indication of the value of the *Railway Age* to its readers.

Simmons-Boardman Publishing Company

"The House of Transportation"

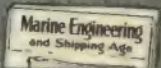
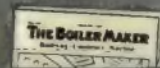
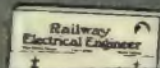
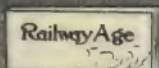
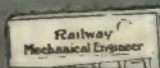
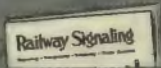
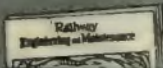
30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago
Mandeville, La.

San Francisco
London

6007 Euclid Ave., Cleveland
Washington, D. C.



SIMMONS-BOARDMAN PUBLICATIONS

ALL A.B.C.

ALL A.B.P.

When Advertising Gets Your Goat Try Playwriting

By Kane Campbell

ISN'T it the toughest job in the world getting Mr. Jinks's okay on a four-color back cover?

Yes, it is—not!

Wouldn't it be grand and glorious to chuck the whole business, duck advertising managers, sales managers, vice-presidents and clients in general, hie yourself to the Great North Woods, write one play every year, mail it to a producer and just reek with royalties?

And the answer to that, in the language of the Media and Persians, is, "Is zat so?"

In my balmy days I led the quiet, peaceful life of an advertising man. Of course I had an Idea that some day I should write one Great Play merely as my contribution to posterity. I went to see many current offerings in order to fortify myself with practical information against the writing of that Great Play. I bought copies of the plays I went to see and subjected them to careful analyses. I began to have a curious professional feeling as I watched those dextrous puppets breathe life into some lucky fellow's mere words. It was lots of fun.

Then, my Idea went to my head.

The reading of "Elizabeth's" novel, "The Enchanted April," was the fatal step. I thought the story would make a good play and I was sure I was just the fellow to dash it off. I wrote to the author of the book asking permission to dramatize. The author, very courteously, replied that perhaps it would be better were I first to make my dramatization of her property and submit it for approval.

I shall pass very quickly over the next two years: over months of calculating, gruelling, perspiring hours spent in producing a first draft which obtained for a producer

the precious dramatic rights of the book itself; over more months of rewriting, polishing, developing, and storing or throwing away at least ten suitcases full of dialogue and stage direction. And I shall resume the slow motion at the point where the eyes of my producer began frequently to hover around the desk calendar; as if, after all, this thing might be produced on one of those dates. Who could tell?

I was thrilled at the business with

acts and there are only six chairs in the set, the heroine must sit in one of six places—discounting laps because it wasn't that kind of a play—when the hero asks her to marry him. At one time or another I had written the heroine in every one of those six places. It was just possible that I had a word too much here and there; but nothing more.

Again, is zat so?

The producer's eyes shifted from the calendar to the forty-seventh ver-

sion of my act first which lay open on the desk. "Auth," she said—we knew each other so well we called each other by the first part of our first names—"Auth, the stuff you have written for the first five minutes of the first act means nothing. You've got to move that scene to the third act."

I sighed resignedly, because we had gone over all that when Davis was running for President.

"Pro," I said, with the best advertising-selling catch in my voice you ever heard, "you have been in this business even longer than I have, but you're wrong, Pro,

you're wrong. When I wrote that stuff in there I knew it meant nothing. I wanted it to mean nothing. Why did I want it to mean nothing? Because, Pro, we are writing this play for a New York audience in a mid-town theater and New York audiences never get to mid-town theaters in time to see the first five minutes of any play. Now if you were going to bring this play into the Century, 'way uptown, or the Greenwich Village, 'way downtown, I wouldn't have made that first five minutes mean nothing. You can't have that scene in the third act, because . . ."; etc., etc., for one hour and fifty-four minutes.

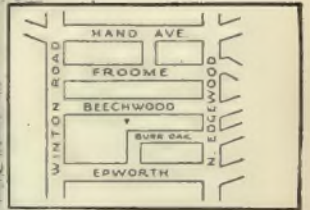
"Well," the producer finally said, "you may be right, but," as her eye



the calendar. I was sure my manuscript was practically perfect. A simple calculation by the permutations and combinations I had learned at preparatory school, and which, with the arrogance of youth, I had been sure I should never use, proved that I couldn't possibly be asked to make another single alteration in construction.

If you grant that it takes *any* hero at least two seconds to enter, and that a play can't be more than a hundred and fifty minutes long, it is possible for the hero to enter only in a hundred and fifty divided by—figure it out for yourself—places. At one time or another I had written the hero's entrance in that many places. And if you use the same set in all three

[CONTINUED ON PAGE 45]



In this part of Winton Place, for example, are 157 residence buildings. Here, 99 Enquirers are delivered every day.

Mrs. Winton Place

...a modern flower in an old-fashioned garden

What a picture! Marigold and phlox, larkspur and Canterbury bells—a bewildering maze of beauty—the Old-Fashioned at its loveliest! You half expect a Colonial maid to come dancing forth from the roses. But no—there beside the sundial is a trim, ultra-modern figure. It is Mrs. Winton Place.

As she turns toward the house, your mind again skips back to far-off yesterdays. It is such a gallant old house. But enter with Mrs. Winton Place. Another surprise! That console radio cannot be a year old. The silverware on the buffet is of a brand-new pattern.

And Mrs. Winton Place's life is just as modern as the interior of her home. Mothers' clubs and bridge teas, church bazaars and musicales—all these claim her time. But brimming with activity as her days are, the after-breakfast hour is always reserved for The Daily Enquirer. Most of her neighbors follow this custom, too. For in this community are 561 residence buildings; here, 314 Daily Enquirers are delivered.

It goes without saying that Mrs. Winton Place is a valued customer of many Cincinnati stores. But her wants are countless—many other merchants have things she would be willing to buy. Of course she cannot guess what they are—you, Mr. Advertiser, must tell her. Tell her in the paper she reads every day—The Daily Enquirer!



3 A.M.



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"

Written by Our Readers

Mr. Hustace Comments on Censorship

EDISON STORAGE BATTERY Co.,
Orange, N. J.

August 3, 1925.

TO THE EDITOR:

William E. Cameron's article on publication censorship in the July 29 issue of ADVERTISING AND SELLING FORTNIGHTLY contains some interesting statements and arguments.

If Mr. Cameron wishes any assistance in "hanging the censor" I shall be very glad to supply it.

At the present time we are engaged in acrimonious controversy with several trade papers who assume not only to censor advertising with regard to the truth of the statements contained, but also wish to have us omit from our advertising any explanation of why Edison Steel-Alkaline Batteries justify a higher first price than the common variety of lead-acid battery.

The comparative copy "bug-a-boo" has reached the point where the possible effectiveness of advertising copy has been cut way below normal and "institutional" advertising seems to be demanded as a protection to the publisher from the fear of contract cancellation upon the part of competitors, regardless of its value to the concern paying the bills.

The attitude seems to be that pointing out any revolutionary change in a product must be either untruthful or "unethical." Those who read your copy may consider your product superior to the competitor's and as a consequence the sales of the latter will drop and their advertising be less effective, thus making it likely that the advertising may be entirely discontinued, with the result of temporary loss to the publisher and the advertising agencies.

It is an axiom of sound economics that any invention which does a certain piece of work quicker, better or more cheaply than existing machinery will eventually supplant the old design. The incandescent lamp succeeded the open gas flame in most offices, factories and homes. The motor truck is playing hob with the railroads on short hauls. The mathematical machine is doing the work of the old time accountant. In industry, at any rate, evolution is a proved fact.

Advertising cannot hold back economic progress but advertising can hasten it. The very men who assert you must not use comparative copy also assert with equal fervor that advertising is the chosen instrument of progress, thus presenting, to my mind, two contradictory views.

Eventually there will be more space sold, and more agents' commissions, and more money for salaries for those

who use advertising as a SALES weapon.

Isn't that a more far-seeing attitude for advertising progress than that presented by the censor?

Very truly yours,

A. M. HUSTACE,
Advertising Manager.

A South African Viewpoint of Quality vs. Price

WILLIAM H. MAJOR,
ADVERTISING AGENT,
Cape Town, South Africa.

14th June, 1925

TO THE EDITOR:

This long deferred pleasure has been crystallized into fact by "Henry Eckhardt's" words on "Mere Quality" in your first April issue.

I am advertising for a firm who operates a chain of Drapery stores in South Africa, and our word is "PRICE." Searching for a fresh angle with which to tickle the Public's palate, it occurred to me recently to shed a little "White Light" on the "Quality" big drum, which is beaten to death in this city as elsewhere.

Opening the FORTNIGHTLY a few days later, it was good to find how Mr. Eckhardt's views coincided with my own. My actual experience is, that whenever I have put the soft pedal on our price appeal and ventured into the realms of Atmosphere and Quality, a falling in sales has resulted.

This quality "Bogey" has been a thorn in my flesh for a long time. Reading many of the Publicity journals of England and America, I have wondered why the dissertations of those who write in them are nearly always directed at the man who is advertising to a "Quality" public, for whom Price is supposed to be no object.

It would seem, indeed, that this is a world of Quality Goods, Quality Buyers, Quality Sellers and Quality everything else. Mr. Eckhardt has put his finger on one of the flies in this ointment, because humanity, rich, middle class or poor, are, what they are, when it comes to getting value for money paid, or owed.

And there is another aspect of the question which may not perhaps be so apparent to rich America as it is to middle class and poor South Africa.

We are, compared with your standards, a poor community. Two-thirds of the population of this city cannot afford to buy first grade goods even according to our Cape Town standards, where a 25 guinea frock is considered a very expensive item indeed, and nine guinea suits are only for the very, and few elite.

"What am I going to do about this?" says the advertisement man whose

work is pointed toward the mass of the people who must have food and clothes and blankets, etc., albeit they cannot, and in many cases do not even want to buy "Quality" goods.

Turning to his journals for help and inspiration, what does he find? Quality—quality is thundered at him from all quarters of the globe. He is told that Quality alone pays. He is told to spend his employer's good money on educating his Public up to wanting something they CANNOT buy. Put up in well rounded phrases, it sounds grand; but if it isn't (as far as he is concerned) what you good people call pure unadulterated Bunk, please tell me.

Come out of the clouds, you advertising mentors. Get down to Mother Earth and feel the pulse of the Public whose quality horizon is restricted by the limitations of their mentality, environment and spending powers—for they are here.

This planet, Sir, is inhabited by people of vastly differing qualities. There is room, and there are goods for us all, and so soon as the Advertising High command of the World take due cognizance of this pungent fact, so soon will the millions now wasted on "Quality Only" advertising be directed into more profitable channels.

So now you have my little grouse, Mr. Editor, and to it may I add a sincere appreciation of the FORTNIGHTLY as a guide, philosopher and friend.

WILLIAM H. MAJOR.

Memorable Words!

ROGERS PEET COMPANY
New York

July 29, 1925.

TO THE EDITOR:

When your issue of today interrupted my work this morning, I became particularly interested in what Henry Eckhardt had to say about putting words together for memorable effect, especially where he says "Who can hear 'The Mikado' and not go away, phonographing for the rest of his life: 'Kingdoms animal, vegetable and mineral?'"

Well, sir, since he wants to know, I can do just that, and I bet I can find eight or nine—say fifteen, in round numbers—thousand other men who feel as I do about it.

But we all can go hear "The Pirates of Penzance" and thoroughly enjoy listening to the Major General when, about the middle of the first act, he sings of (are you listening, Mr. Eckhardt?) "matters vegetable, animal and mineral."

Yours, in the interests of Memorable Words Week,

A. C. M. AZOY, JR.

THE INTERRUPTING IDEA

NUMBER TWENTY-NINE

NEW YORK

AUGUST 1925



WILLIAM JAMES

There are certain common lines, along which men are inflammable by ideas.

Painless Reading-Matter

IN THE editorial platform of the New York Evening Post, written in 1801, is this:

"The design of this newspaper is to diffuse among the people correct information."

The editorial platform of the average publication of 1925 vintage is this: "To entertain."

Today is the day of painless reading-matter.

And the most painless "reading-matter" of all is the picture.

§

NEWSPAPERS and magazines are therefore steadily increasing the proportion of "pictorials," and steadily decreasing the length of articles and stories.

Most advertisers are following suit.

They pay upwards of \$10,000 for a double-page spread, and fill most of it with picture.

They buy a \$2,000 painting by some famous illustrator, yet hardly inquire into the text.

They have their advertisements done as studies in design, and are perfectly content to have their copy relegated to a "color" in the composition.

§

BUT the advertiser's problem differs from that of the publisher's. He is trying to sell goods.

When the great American Purchasing Agent,

the American woman, buys an article, that sale is the result of a process something like this:

1. Developing the need.
2. Discovering the product or products which meet this need.
3. Comparison.
4. Conviction and sale.

A picture, even a layout, helps wonderfully in the first step,—developing the need. It helps wonderfully in the second step—drawing attention to the product. But when the sale-process comes down to the third step, comparison, the Purchasing Agent wants to know:

- what the product will do?
- how well will it do this?
- why?

In a sentence—

She wants the interesting facts about an interesting performance.

§

Now, a picture can rarely state facts about a product.

A picture can rarely describe excellence of performance, or give reasons why.

A picture can rarely draw comparisons, or point out distinctions.

A picture can rarely secure conviction, or induce action.

§

It takes copy to do these things.

That is why few advertisements can have more sell than their copy.

§

FEDERAL has prepared for Belding's Silks a new campaign which women have called "stunning." Beautiful fashion drawings and beautiful typography make women feel that here is a message for the discriminating.

Yet this is the lesser strength of these advertisements.

The copy emphasizes "Belding's Silks Wear Well." It explains the deception in weighted silks. It gives a real reason, an "interrupting" reason, for insisting on Belding's Silks.

That is as it should be.

That is as all advertisements should be—as all Federal advertisements are.

§

"THE INTERRUPTING IDEA" is also issued as an independent publication, printed on Strathmore Paper. Executives who wish to receive it regularly are invited to write to the FEDERAL ADVERTISING AGENCY, Six East Thirty-ninth Street, New York.

This Intangible Thing Called Reader Confidence

By Harry Tipper

THE actuary cannot tell any better than the rest of us when any particular individual may die, but he can say with a remarkable accuracy how many people will die of typhoid within a given period and he can tell whether the causes of death are changing, and to what extent, whether life expectancy is increasing or diminishing. Individually, that is of little concern to us who are interested primarily in our own cases, but we get the benefit of the rates on the insurance and the medical knowledge.

Similarly, the publisher cannot tell you to what extent the individual reader will browse through the publication. He does not know what the individual reader will buy or when. He does know whether the desire for the publication is increasing or decreasing, whether the interest is keener or not so intense. He knows that in this year about so many people will buy the publication, and that certain types of editorial matter will make his book readable and authoritative. He does know how much his subscribers will purchase in general and what.

We are fond of considering that individuals, whether in business or social affairs, have many interests in common. From the fact that they have many common necessities which are practical requirements of day to day life, we argue that there are many common interests, but as a matter of fact, the practical evidence does not support this view. Out of hundreds of people that the individual may meet, most of them remain shadowy acquaintances; a small number, in comparison, enter the individual social circle and become friends in the general acceptance of the term; but there are very few to whom we are willing to give up our real confidences and to talk at large about our ambitions and



Harry Tipper
General Sales Manager, General Motors Export Co.

desires. In other words, out of the number of people with whom even the most lonely come in contact, it is difficult to pick out just a few who may be regarded as real friends and with whom the conversation can be free, frank and confidential. In ordinary life, therefore, we are limited to a very few topics of conversation and, of these few, only one or two are permanently interesting.

I WAS at a reception not very long ago, which gathered out of the suburban vicinity in which I live 200 or 300 people who represent the most responsible and intelligent of that town. Circulating around and dipping into one conversation and then another, just to see what was the burden of the talk, it was noticeable that among the men the shift and change of their remarks

always brought the conversation back to business, to economic conditions and to the practical affairs with which the man has to deal. One or two other subjects were of considerable interest—for instance, golf and automobiles—but the conversation could always be brought back and kept alive by business. Among the women the same thing was true, only the business of most of the women dealt with the household, so that the conversation came back to servants, schools and the exigencies of social life which constitute the woman's practical activities in such a place. In other words, there are few deep interests in life and there are fewer interests which can be talked about with any degree of confidence in a crowd.

People see only those things in which they are interested and their concentration is directly in proportion to the interest and definitely associated with the interest. I read a golfing magazine because I still have aspirations to be a golfer, despite the discouragements, but it would be useless to advertise a business proposition to me in that magazine. My attention is so closely identified with the associated interest that I should pass, almost automatically, anything which did not deal with the field of activity with which that publication is associated in my mind.

This fact about the subscriber to a publication and the definite limitations of interest in reading is one of the points which we have not considered to any great extent in examining the value of a particular medium in connection with our work.

There is no deeper interest than the interest in business and there is no type of reading which receives the considered attention given to information about business, yet by a curious anomaly we are more easily convinced of the interest displayed

Business Analysis and Forecast Section

BUSINESS LOOKS FOR FALL RECOVERY

Expect firmer prices and better buying after summer inactivity is over

Favorable Factors

- (1) Decline in commodity prices checked.
(2) The P-V line (the main forecasting line of this service) rises slightly.
(3) Stocks of commodities being liquidated.
(4) "Real wages" of labor still high.
(5) Money is easy and promises to continue so.
(6) Business failures decrease.
(7) Political conditions favorable.

Unfavorable Factors

- (1) Production in basic industries not yet fully readjusted.
(2) Stocks of commodities still too large, on the average.
(3) Unfilled orders small.
(4) New enterprises incorporated decrease.
(5) Exports decline.
(6) Employment of labor continues to decrease.
(7) Future trend of prices uncertain.

The outlook for the summer is for considerable irregularity in business... usually increasing stability at a level but little below normal... recede a little more rapidly than usual for the season... outlook is for recovery in the fall.

BY DR. LEWIS H. HAYES, Director, New York University School of Business Research

DURING the past few months... industrial recession... began about February... going on. It has become... more apparent, however, that this readjustment is not to be very severe or prolonged. It was preceded by no boom... production on the average... above normal... no great slump... would be expected.

The chief danger at present is that producers, in their haste to reduce unit costs by increasing volume, may fail to allow for readjustment to be complete. We might have... of the 1923 and 1924... further... steel, textiles, and... would have a favorable effect on

it is desirable that... basic commodities... which are still too... should undergo further liquidation.

Business... probably continue... extent. This method... business, however... carried to... industries and it... lower costs and... more... future... on the books.

The large... of... production... stocks and... with the prevalence... month buying... insure a very... procedure in business... next few months. Business... gradually feeling... the bottom of

markets. This is... current... unusually orderly. It... against... a gradual... a level which can be maintained. In short, it makes it possible to call the present recession... process of stabilization. Probably business will not... rest of the year, and... reached in the... of 1923, but it is... that the 1925... will not be... as the... last year.

But don't wait! Plan your advertising campaign now. We'll be glad to help you.

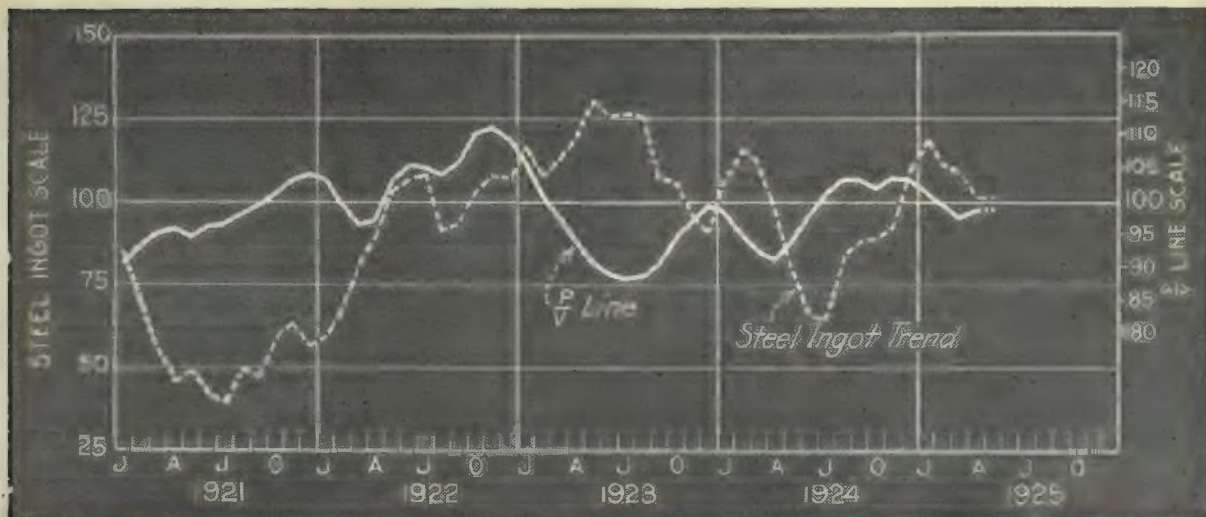


Fig 1—Upward Turn in P-V Line Forecasts Check in Business Recession

"THE FINEST THIRST I EVER KNEW"

(A Symposium by Eminent Artists)



III.—The Thirst that Saved a Life

By W. HEATH ROBINSON

"Safety Thirst" might almost be the title to Heath Robinson's thriller. At any rate the reverend gentleman who was to have provided the solids for the Cannibal King's banquet could thank his lucky stars that the liquids he had thoughtfully packed proved so effective a diversion.

It would be difficult to find a drink that accords with a good thirst so well as Barclay's Lager. It has the true Lager flavour, and in the refreshing coolness that abides in its clear amber depths there is satisfaction beyond word.

Barclay's Lager

The drink for a lordly thirst

LIGHT OR DARK

BARCLAY, PERKINS & CO., LTD., SOUTHWARK, LONDON, S. E. 1

"THE FINEST THIRST I EVER KNEW"

(A Symposium by Eminent Artists)



VI.—Captain Coe's Finals

By WILL OWEN

Seafaring men, like camels, can go a long time without a drink. At any rate when they're at sea. Ashore the sailor's thirst is proverbial, and here his resemblance to the camel, who loads up in advance of a voyage, becomes even more marked. As a means of coping with both present and prospective thirsts there are few drinks so agreeably efficacious as Barclay's Lager. Cooling, invigorating, satisfying, it is the equal of any Lager that any country has yet produced.

Barclay's Lager

The drink for a lordly thirst

LIGHT OR DARK

BARCLAY, PERKINS & CO., LTD., SOUTHWARK, LONDON, S. E. 1

Copy That Illustrates Pictures

By Frank Hough

TO the average American mind the advertisements reproduced here will probably bring memories, fond or otherwise, of the care-free days before the coming of the Great Drought—those pre-Volstead days when one might call a beer a beer without going into fractional percentages. The benighted British, however, still boast about their thirst and advertise its remedy. We reproduce these samples, not with an idea of heaping coals of fire, but because they seem to us admirable examples of an advertising idea which appears to be indigenously English, and because we rather enjoyed them for their own sakes, possibly with a certain vicarious smacking of the lips.

There is a pronounced impersonality about all American advertising which we have come to take more or less for granted. Who writes the

copy for certain advertisements? The agencies involved could tell you, but who in the layman class gives a hang? The name of the artist often appears scrawled in some obscure corner of the illustration, but in most cases it remains a mere name, even when it can be deciphered at all. About the only definite personality in American advertising upon whom we can lay a figurative finger is the testimonial lady from Boccus, Arkansas, who lost fifty pounds in three days. But our interest in her is generally dissipated by one look at her photographs—before and after.

In England, however, an artist becomes a definite personality. It is his picture that tells the advertising story and it is this picture around which the text is written, very frequently by the artist himself. Thus our version of the

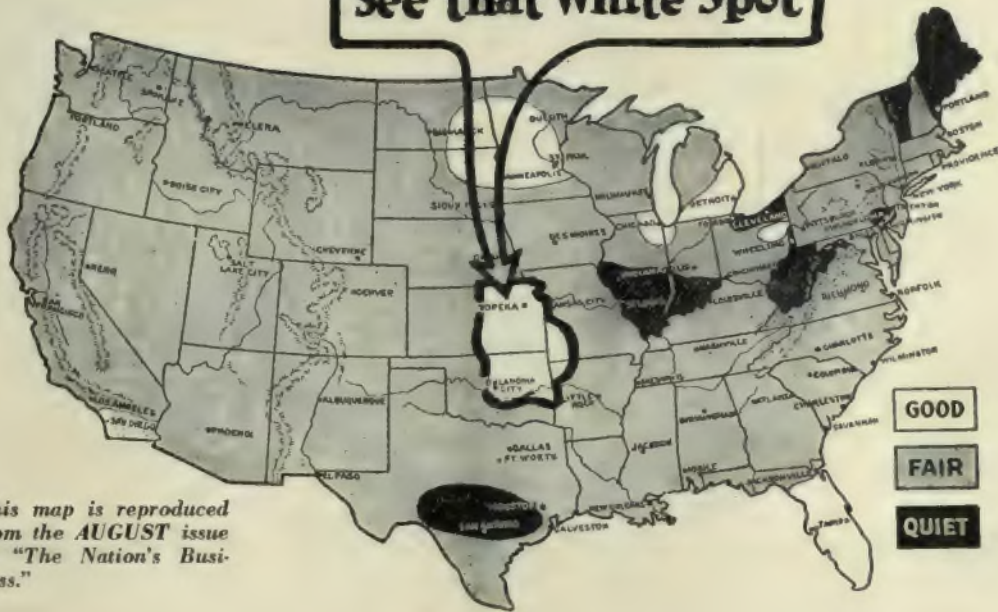
process is reversed: the illustration becomes the text and the text becomes the illustration. The caption of the advertisement is the caption of the picture, and below it in smaller type is the artist's name—"By So-and-So." In each case in this particular series—"The Finest Thirst I Ever Knew"—he is an "eminent" artist. (See italics under series title.) Just what is the connotation of that ambiguous adjective in this particular case we are not prepared to state. In America artists are good, bad or indifferent—seldom if ever eminent. But the word has a pleasant sound and if we are to judge by Will Owen, W. Heath Robinson and several others whose works we have at hand, eminence is a quality much to be desired in advertising. It would seem to indicate a certain keen human insight, an ability to express

[CONTINUED ON PAGE 76]

Again! "the White Spot"

The place where business has been good for 11 consecutive months.

See that White Spot



This map is reproduced from the AUGUST issue of "The Nation's Business."

Farm prices in Kansas are very satisfactory. Present crop conditions and the outlook for fall crops are excellent.

Kansas is a good market and everything indicates that it will continue to be good.

During every month this year Kansas Farmer has made advertising gains over the corresponding month of last year.

KANSAS FARMER

AND MAIL & BREEZE
Published by Arthur Capper
Topeka-Kansas

Using the Motion Picture in Public Utilities Advertising

[CONTINUED FROM PAGE 21]



Courtesy Visuographic Pictures, Inc.

A number of the films illustrate the actual application of the power to everyday household tasks

band's office during his absence, and her application of this power in her own home. We are not preaching a sermon and we are not selling a specific product. We are merely telling a human little story, illustrating the solution to a present day human problem, and we try to tell it in a human way, with light touches of humor here and there and as little as possible of heavy drama and technical exposition.

Our latest film takes up both sides of the proposition. It aims to show the manufacture, distribution and utilization of the power from the mining of the crude elements to the practical application by the average small user. Thus, the first scene shows the actual mining of the coal, its shipment to the generating plant, and then the many phases of the manufacture of the power. It even shows the importation of the fuel from abroad during domestic coal strikes. The company must keep functioning at all costs. It can spare no expense where its service is concerned, and it does spare no expense. It is the public's right to know



Courtesy N. Y. Edison Co.

Films dealing with the manufacture of the power show each step of the long, complicated process

human interest element which holds a strong personal appeal, and this may be used as an opening wedge with which to enter the consciousness of the individual.

Typical of this class of films is the one entitled "Why Husbands Come Home." This is actually a miniature one-reel photoplay. The title is a poignant but inoffensive travesty on a certain type of lurid melodramatic "movie" title. The story deals with a young woman who, though her husband runs his office with the most up to date equipment available, is herself a slave to the old-fashioned form of housework. The thread of the plot hangs upon her discovery of the power and practicality of electrical equipment through a visit to her hus-



IN presenting the human side of the question a miniature photoplay is used with scenario, cast and all the paraphernalia of the studios. Above is a scene taken "on location" during the filming of "Why Husbands Come Home," typical of The New York Edison Company's "human interest" films

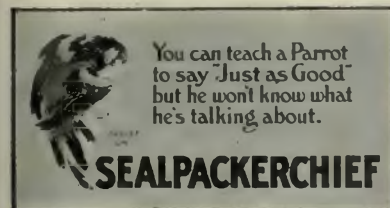
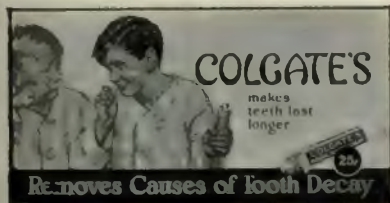
this and our right to show them.

From there the story is carried to the home of a typical American family. There is no plot to this story, and not the most minute detail of a single scene is faked. It is photo-realism in the literal sense—an absolutely sincere cross-section of American life.

There are millions of such homes in the country, varying only in details. The problem that confronted the photographers, however, consisted in finding such a home wherein conditions were suitable for photography and such a family which would be willing to act in the piece. These difficulties were finally surmounted, and the picture, true in every detail, was created.

The first scene takes place on a Sun-

[CONTINUED ON PAGE 50]



(SECTION OF "TOP END")

You Can Answer This Question-

WHY Have These Famous Advertisers used

INTERBOROUGH Subway & Elevated ADVERTISING

for more than

15 YEARS EACH ?

INTERBOROUGH ADVERTISING

CONTROLLED BY

ARTEMAS WARD, INC. 50 UNION SQ. NEW YORK, N.Y.



(SECTION OF "SQUARE END")

THE 8-pt PAGE

by
Odds Bodkins



RECENTLY I spent several evenings with Otis Skinner, not in person, but within the pages of his book, *Footlights and Spotlights*. In this book he recites an incident told him by Joseph Jefferson which interested me keenly, not only as concerning the moot question as to how keenly the actor should feel the emotion of the part he plays, but, as applied to advertising: how far can sheer integrity of purpose take the place of professional skill in the writing of copy?

Here is Jefferson's illuminating story:

"One night in *The Fool's Revenge* I became aware that my acting had gone beyond a merely mechanical performance of the Jester. It was all real to me. I was Bertuccio. The love and tenderness I expressed for Fiordelisa were my own love and tenderness; it was my own malevolence that I spat out against the Duke, and my own anguish which shrieked at the discovery of my daughter's betrayal. It was an entirely new experience. I came off the last scene with tears streaming down my cheeks and my body racked with emotion. While I was recalling myself in a kind of wonder that it had truly happened—in a theater, before an audience—my own daughter, who had been watching the play from a box, came running up in some alarm. She put her hand on my forehead, felt my hands and said: 'Father, what's the matter with you?' I was pleased indeed. She had felt it too. 'I did play it well, didn't I?' I cried. 'Play it well! That was the worst performance of Bertuccio you ever gave in your whole life!'"

—8-pt—

Discussing this same point at another place in the book, Skinner says:

"I was learning the lesson that every actor must learn in his storm and stress—that an emotional debauch is not an expression of feeling in acting. That he should feel the emotion of his scene is unimportant if his audience remains unmoved. They are the ones to supply the emotion; his the art that supplies the suggestion."

All of which is worth mental rumination.

—8-pt—

Not long since, the editor of this publication wrote an erudite editorial on the Pennsylvania Railroad's latest inspiration—the giving of names to its fast freight trains instead of designating them by numbers. Creating greater

train individuality, as it were, and giving the freight trains publicity.

This morning's paper carries the intelligence that already the naming of these trains has resulted in improving their time records.

It seems to be impossible to advertise any product or service without it resulting promptly in improvement in that product or service. That is almost a Law of Advertising!

—8-pt—

I have made a most interesting discovery concerning Lydia E. Pinkham, our old friend who, according to the testimonials, used to send whole newspaper columns of women to bed refreshed every night after a hard day over the washtub, as a result of taking only one or two bottles of her vegetable compound—I say, I have discovered that Lydia has gone to college!

For witness this, snipped from a college publication:

HER BIGGEST COLLEGE DANCE

IT WAS ten o'clock in the evening, and the dance had just started. Smooth, irresistible jazz from a Paul Whiteman Orchestra sent a thrill through the young college girl as she stepped forth upon the dance floor. By her side was the popular football player who had invited her to the biggest college dance of the year. She had looked forward to this moment for weeks.

She danced. An hour and another hour slipped by, all too quickly. As intermission she had scarcely time to nibble at a chicken salad before the music started, and she was eager to dance again. The night was not long in passing.

The sky was streaked with the first light of dawn when the dance ended and the football man escorted her and her chaperone to the hotel where they were staying.

The college girl was tired, but it was the delicious weariness of well-earned sleep. Her feet ached; but that was to be expected. She seized herself on the sofa in her room and hugged her knees with delight.

"Was it wonderful!" she exclaimed to the sleepy and bored chaperone. "I never felt better than I do right this minute."

Lydia E. Pinkham's
Vegetable Compound

Verily, it is a jazz age in advertising as well as in art and music!

—8-pt—

The old scheme of placing a hand-painted thermometer of heroic size outside of a theater with the "mercury" conveniently painted fifteen or twenty degrees cooler than street temperature has lost much of its potency because the public has become suspicious of painted temperatures.

But now comes the Rivoli Theater, New York, with a scheme for banishing this suspicion by scientific means, as it were. Outside on the sidewalk it has mounted a recording thermometer which shows the temperature inside the theater at the moment and at any previous time during the day. How much more convincing "copy" this than a theatrical press agent could write.

—8-pt—

Such national issues as the recent agitation for increased pay for postal employees, which resulted in the passage of a bill by Congress raising postal salaries all along the line, are apt to be regarded merely as political deals which in the end serve to increase our taxes without being of any practical benefit.

That such is not the case is brought out interestingly by the experience of Postmaster Dunn of Scarsdale, N. Y., with whom I lunched today. Last fall when Postmaster Dunn advertised an examination for Post Office workers, not a single applicant appeared on the day set for the examination, though the matter had been given wide publicity. Whereas, this spring, after the rate of pay had been increased from \$1,400 to \$1,700, the Postmaster told me that when he advertised this same examination, twenty-one applicants appeared on the appointed day, and a better class of men, for the most part, than usually applied.

The quality of the postal service in any community is governed largely by the personal intelligence and capacity of the men making up the postal force, and this in turn is governed by the number of men from which a selection can be made when positions are open.

If the Scarsdale Postmaster's recent examination is any indication of the effectiveness of the increased postal salaries in attracting men, as it seems to be, then the matter ceases to be a vague political machination and becomes of practical local benefit to each community, and of real value to the business world.

The Farm Journal Has Always Been a Monthly

The Farm Journal was founded as a *monthly*—in 1877. And in all the years since, it has continued to be a monthly because that is the ideal frequency of issue for a general farm paper.

As a monthly The Farm Journal has built up the largest circulation in the farm paper field. Its big production in circulation and lineage makes possible its lower manufacturing and overhead cost per thousand circulation.

This big saving is devoted to better reading matter, better paper and better printing—to producing a publication that is more interesting, that stays in the home longer and secures repeated attention. To the advertiser this means a longer period of influence per insertion.

All that is said now with such unanimity in favor of monthly general farm papers has been true of The Farm Journal for nearly 50 years.

The Farm Journal has *always* been a monthly, *always* been brief, *always* had a small page, *always* maintained a low subscription price, *always* sold multiple subscriptions.

The Farm Journal

first in the farm field

Selling Where the Profits Are

[CONTINUED FROM PAGE 20]

When all of these proper items of selling expense are figured in it is not hard to see why the cost per call often runs over \$100 as it did for the manufacturer whose problems I am describing.

The owners of this concern were convinced that all wholesalers were about as useful to the economic system as is a tape-worm to the human body. Consequently they went direct to the retailer in all territories.

WHEN the sales in the territories west of Denver were charged with the actual cost of selling on the cost per call basis instead of with the percent selling cost for the company as a whole, it became evident that fully a third of the net profit made in the East was being lost in the West.

As a result the company approached several strategically located jobbers in the West who, between them, could effectively cover the territory. These jobbers were willing to handle the line on a margin which left the manufacturer an entirely satisfactory profit. Because the jobbers' salesmen were already traveling the territory with other lines the jobbers could make a profit. Everybody was happy.

By applying the cost per call to all retailers it was found that a substantial number of the Eastern retailers were as productive of losses as was the entire Western territory. For the purpose of analysis it was found that all retailers could be conveniently and informatively grouped into five classes: namely, those buying less than \$100 worth of the product in a year, those whose purchases were from \$100 to \$500, those between \$500 and \$1,000, \$1,000 to \$2,000, and those who bought more than \$2,000 worth.

In one of the eastern territories the company sold to 51 dealers. The net profit for the territory was 18 per cent of the sales which had always seemed satisfactory until our analysis showed, for the first time, what it might be. Twenty-one of the agents, comprising the two classes which bought less than \$500 worth of goods a year, succeeded in causing the manufacturer a loss of \$3,000 which was 53 per cent of the sales. The \$500 to \$1,000 class gave a net profit of 1.5 per cent, the \$1,000 to \$2,000 class a profit of 20 per cent while those who bought more than \$2,000 of goods per year made a profit for the manufacturer of 30 per cent.

Had 37 of the unproductive retailers been dropped entirely, the territory then containing only 14 dealers would have returned net profits of \$13,000 as against only \$11,000 from 51 customers.

Even more important than this immediate increase in net profits would be the release of 119 days of the sales-

man's time which he was spending with the unprofitable dealers. The cost per day for the salesman in this territory was \$75.

The smallest dealers averaged two days of a salesman's time each year. As they bought on the average only \$90 worth of product it is apparent where the profit went. The dealers in the highest class averaged purchases of \$4,500 a year but took up only an average of seven days a year.

The territory which I have described is not a particularly horrible example chosen to prove my contention. It was fairly typical. A few were slightly better—most, however, were far worse.

FOR example, in another territory a loss was registered by all dealers who bought less than \$1,000 yearly. Thus 57 accounts out of 69 were a dead loss. In one territory 74 per cent of the dealers accounted for only 26 per cent of the sales, yet 60 per cent of the total selling expense was spent on them. In another territory 81 per cent of the sales came from 25 per cent of the customers and in another 70 per cent of the sales were made to 24 per cent of the retailers.

The cost per call indicated the treatment needed. For one thing it was at once apparent that a dealer must buy \$370 worth of the product to warrant a salesman in making two calls upon him in a year. To justify three calls a year purchases of \$550 must be forthcoming.

The first step in turning sales into net profits was to decide, with the help of the salesman and the branch manager, which of the accounts under \$1,000 a year were susceptible to such stimulation as would raise them to the next higher class, and which were hopeless. Those which offered no hope of growth were turned over to nearby jobbers whose salesmen could handle the business at a lower selling cost. The others were temporarily given more of the salesman's time in the effort to bring them up to a profitable volume.

The desirability of giving more attention to the profitable old dealers was pointed out in another way, once the cost of selling was based upon the cost per call.

It appeared in cold figures that an order of any size from an old account was far more profitable than one from a new dealer. Yet this company spent, in round figures, a quarter of a million dollars a year merely to replace the dealers who had left the fold. Many of them strayed because they felt they were not getting the attention they should get and believed that other manufacturers would value their orders more highly.

Others were poorly chosen in the first place due to the pressure which was put upon the salesmen to get new dealers. The sole test of the desirability of a prospective dealer had been his rating by Dun or Bradstreet. These agencies are excellent guides as to credit but they do not pretend to tell whether a merchant can sell goods in profitable volume.

Blind reliance upon credit ratings is a prolific cause of selling troubles. In the first place, as already suggested, a good rating may result in selling to a retailer who is a dead one. On the other hand the fear of having to write off a few bad debts often shuts out business which would return a profit.

Consider, for example, a concern which for years had been very rigid in its credit policy. A great many of the contractors who are the users of the commodity which it makes have no credit rating and are notoriously poor business men. The concern absolutely refused to sell to them, overlooking the fact that some one—probably a competitor—was supplying their needs.

THIS concern's product was sold at a gross profit of 30 per cent on the selling price.

A very careful study of the market which was shut out because of a determination to keep credit losses below 1 per cent showed several interesting things. One was that by lowering the bars to the point where only \$4 out of every \$5 of the new business was reasonably sure to be collected, an additional volume of \$500,000 would be secured with no additional selling cost. In other words the credit department had been refusing one-ninth of the business which the existing selling force could sell although 80 per cent of what was turned down could probably be collected. The company had been doing a business of \$4,000,000 at a selling cost of \$1,200,000. Even though bad debts on the extra \$500,000 amounted to 20 per cent, the company's net profits would increase \$100,000.

The suggestion that this policy be followed brought forth terrible wails from the credit department and the treasurer. The sales department was for the idea from the start and in time, the owners decided that an extra \$100,000 in dividends was more to be desired than a self-satisfied credit department.

Pride in the ability to keep losses low is sometimes very costly. It is entirely possible to eliminate bad debts entirely by the simple procedure of refusing to sell anything to any one. Ridiculous you say? Only in degree. As long as net profits can be increased

Tradition-bound is Market-blind!

Ask any man what kind of materials the mining industry buys and he will answer: "Drills, blasting powder, smelting and refining equipment and that sort of thing."

Tradition limits his opinion. He does not know that this industry purchases in quantity a thousand-and-one items of equipment and supplies that are vital to its prospecting, development, mining, transportation, hoisting, storage, concentrating, smelting and refining operations. He does not realize that this industry's average purchases per company are the highest of any of the other raw product producers.

The tradition established by old-fashioned methods has prevented many a manufacturer from visualizing the modern mining industry as a profitable market for his product.

In the interest of reducing marketing expense *to* the mining industry and buying expense *within* the mining industry, *Engineering and Mining Journal-Press* has prepared a Mining Marketing Survey.

This Survey shows present sales opportunities and also the trends and probable future of the mining industry.

Back of this Survey is the reputation of a McGraw-Hill publication which has served the mining industry for 65 years.

If you have been *tradition-bound* as to your sales opportunities in the mining industry, this Survey will clear away your *market-blindness*.

ENGINEERING AND MINING
A. B. C. JOURNAL-PRESS A. B. P.

Tenth Avenue at 36th Street, New York, N. Y.

—a McGraw-Hill publication



A seasoned staff

To advertisers coming in contact with this direct advertising organization for the first time, the Evans-Winter-Hebb staff of merchandising men is a revelation.

And advertisers who regularly employ the services of this organization find in this seasoned staff the source of valuable contributions to their advertising plans.

To you, as an advertiser, the significance of this personnel lies in its breadth and in its cumulative experience, in its solid foundation and in the fact that, while it is well grounded in all phases of advertising, it confines its entire energies and abilities to one branch of advertising—*direct* advertising.

The Evans-Winter-Hebb staff derives its quality from its association with unquestioned leaders in many lines of merchandising. It derives its authority from the results of its practice.

EVANS-WINTER-HEBB Inc. Detroit
822 Hancock Avenue West

The Evans-Winter-Hebb organization has within itself complete facilities for the planning and production of direct advertising and other printing: Analysis Plan · Copy · Design · Art · Photo-Engraving · Letterpress and Offset Printing · Binding · Mailing

what difference does it make what the credit losses amount to?

The brunt of determining to whom credit should be given is put upon the salesmen as they are in the best position to make investigations on the spot. This is sometimes dangerous, for salesmen are notoriously over-optimistic. But a way was worked out which has been entirely satisfactory.

THIS concern paid each of its salesmen a salary and expenses together with a bonus at the end of the year dependent upon such factors as net profits, comprehensiveness of his reports, success in developing dealers and so on. For each achievement he is credited with a certain number of points, and for each failure, points are taken from him. His business sagacity in granting credits is invoked by debiting him, if the account goes bad, with double the number of points he would otherwise have realized from that account. The bonus on the account makes him eager to sell; the penalty keeps him from being too eager. Such a penalty will also lead him to do some diplomatic collection work on a shaky account.

All of these changes in selling policies came as the result of applying sound principles of cost accounting to selling expense. A fault common to many businesses is to spend good money in gathering statistics which tell nothing of value nor even of interest. The same basic figures which, presented in one form mean nothing, will often if grouped in another fashion point the way to greatly increased profits. To know what percentage of the receipts was expended in selling expense is of no value. But to reduce this figure to a cost per call or per salesman's day and then apply this figure to the activities of the sales department in various ways is bound to throw light on a dark subject.

There is hardly a large business that has come under my observation but what could make more money by doing less business. Sometimes the losses come in manufacturing, through making certain lines at a loss. Sometimes where all lines carry a satisfactory margin of profit the losses come through trying to sell in poor territories or to unprofitable customers.

The function of intelligent cost figures is to show where and how both the gains and the losses are made. When that is known almost anyone is capable of correcting what is wrong.

Power, Alexander & Jenkins Company

Detroit, will act as advertising counsel for the Niles Manufacturing Company, Ypsilanti, Mich., makers of battery chargers; Commercial National Company of Detroit, land contracts and mortgages; Detroit Industrial Vehicle Corporation, trucks for milk delivery; Misner Manufacturing Company, toilet preparations, and George F. Minto & Company, wholesale clothing.

When Advertising Gets Your Goat

[CONTINUED FROM PAGE 30]

caught something else, "I'm sure you're wrong about this.

"You see here where you have the girl move to the left and say, 'Ah!?' That's wrong. It'll never get over. She must move down-stage and say, 'Oh!', and *very* long drawn out."

"Pro," I replied, quick like, for I had been expecting that particular piece of sales-resistance for months, "I put that 'Ah!' in there for a very definite reason: it leads up to something. Now, 'Oh!' wouldn't lead up to anything. . ."; etc., etc., for three hours.

And they weren't all; those three hours. Writing and selling plays, as you may by this time suspect, is not writing and selling advertising.

In the first place, one advertisement may be far from what it should be without endangering the business or the product it advertises, or even the particular campaign of which it is a part. And being wrong, it may still be printed and do no harm—no, not even to the agency, under certain conditions. But when a play fails, the works have been shot. There is no come-back. Each play is a business in itself.

STILL worse, a very large percentage of the success of a play is dependent upon its first night in New York. Everything that is done on or to a play, every bit of work, every bit of money spent, are all cast to the four winds at one throw. If the play is "off" the first night, ten to one that is the end. If anything is radically wrong there can be no patching, no fixing. The critics have had their say. Either a good play has come to town, or a bad one.

So, before a producer reaches that rare and dangerous stage where he takes an author's manuscript, says, "It will do," and states that it will open in the Giltmore Theatre on Forty-umph Street on such and such a date, said producer has weighed, measured and examined every word, line, scene and character in that manuscript, inside, outside, topside and bottom. The author has had to sell that manuscript so well that the producer is not only willing, but anxious to spend from twenty to sixty thousand dollars of his own, or somebody else's money just to bring the production into a New York theatre.

All of which is a simple exordium; if you get what I mean.

After the producer utters the epochal, "It will do," he, either alone, or with the help of the author, has to convince the backer (the man with the most of the money) that he, the backer, will never forgive himself if he doesn't put up for this one. The booking offices which grant theatre reservations for the preliminary try-

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



Area comprising the
New York City Milk Shed

These 70,000 Dairymen Edit Their Own Paper

THE Dairymen's League News expresses the composite thought of its readers. For these men are also the owners and backers of this farmer-controlled paper. They direct the editorial policy and in a large measure supply the contents. More than any other paper, it embodies their aspirations and ideals.

Their wives, too, are eager readers of the Household Department and keep up a lively correspondence with our editorial staff.

This intimacy fosters an absolute confidence in the sincerity of the Dairymen's League News which is extended to its advertisers. Such confidence is reinforced by the standing guarantee of this paper to protect its readers from loss through fraudulent advertisements.

Consider that these 70,000 dairymen of the New York City Milk Shed command the largest fluid milk market in the country. They receive a dependable year-round income from milk which is augmented at this season through the sale of wheat and other cash crops.

Milk receipts supply the necessities; cash crops often the luxuries. Now is the time to advertise radio outfits, phonographs, pianos and other home comforts as well as staple dairy supplies.

A request will bring you Sample Copy and Rate Card

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

DAIRYMEN'S
League
NEWS

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

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

out of two or three weeks on the road have to be sold. A New York theatre owner has to be convinced, not only that the play itself is right, but that the combination of the play, the cast, the producer, the director, the author, the scene designer and the methods of each will bring in enough money every week to assure him his rent. Each member of the cast, both before he is hired and after, has to be sold on his part and on the whole play. The director has to be sold. The press agent has to be sold. The business manager has to be sold. Everybody you ever knew has to be sold and most of them have at least two "good suggestions" at least one of which it would be fatal not to adopt. In fact, if you happen to be the author, you begin to wonder whether there is anybody left who will buy tickets for the darn thing.

HOWEVER, my producer, Miss Rosalie Stewart, assures me that we have left a few people for ticket buying purposes. Miss Stewart has been in the business of producing full-length plays for just three years and within that short time she has had three substantial successes: "The Torchbearers," "Meet the Wife" and "The Show-Off." Except that it would be just my luck, I have no reason to believe that she will not continue to do as well in the future as she has in the past.

If you are not anxious to see this piece played, I am, so my next jump will be to the opening.

It happened in Milwaukee one day in June. We were there for a try-out of one week, after which the play was to be brought back to New York, fixed up and held until fall. Of course there were rehearsals and all that sort of thing; but that was to be expected.

Just after the last rehearsal, mentally black and blue, thinking that all the pep I ever had was gone, I stood beside the director. He held in his hand a strange, frayed, garbled, marked, blue-penciled thing which had once been my finished, final, complete, inviolable manuscript. Not one of the players had been able to remember all of his lines. There was not, two hours before the first curtain, any rain for the first act, thud off left for the second nor railing for the steps used in both. There was no cushion for the second act scene where The Hero Proposes to The Heroine and She Misconstrues His Intentions. It was just too bad. I wanted to weep, but—why? It would soon be over. The audience would never sit through the thing. It was dumb, unfunny.

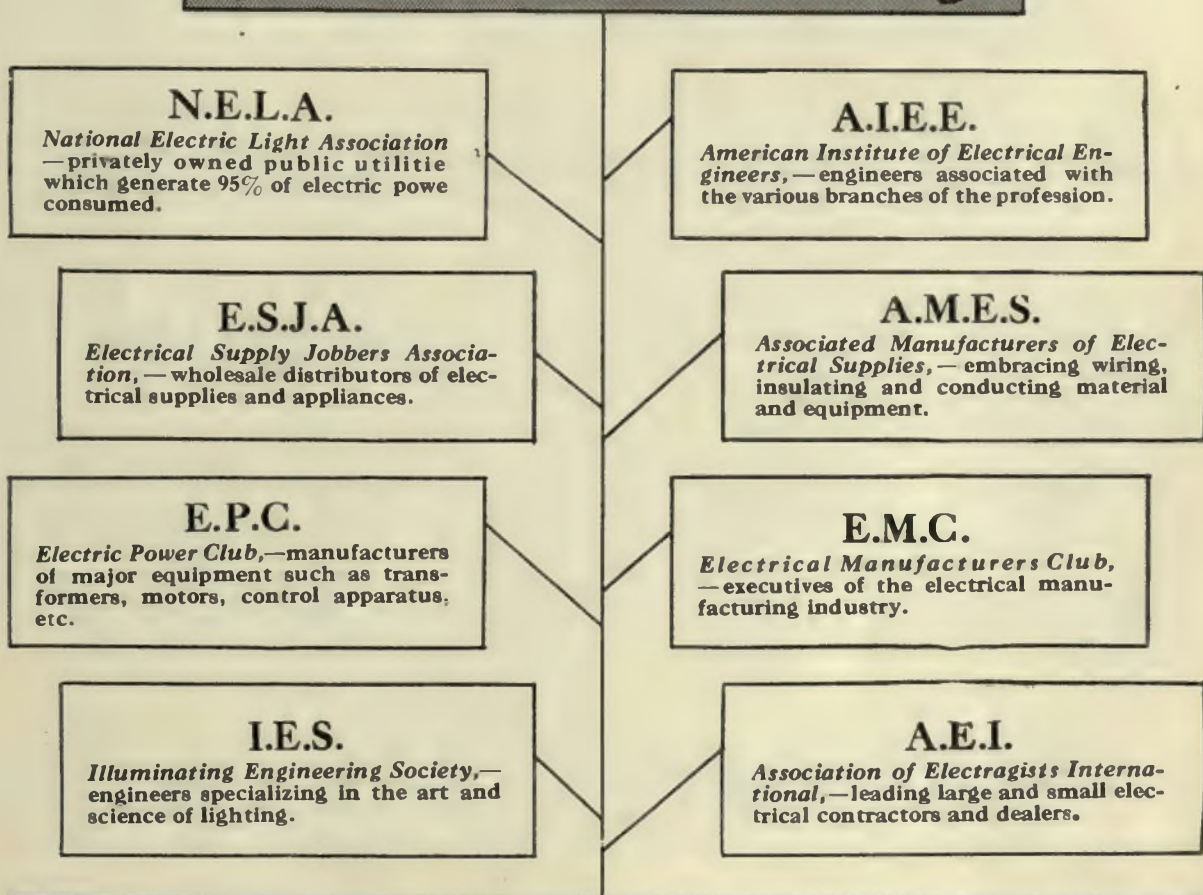
But the curtain did go up.

For the first ten minutes I was sorry. At the end of fifteen minutes I didn't care. At the place in the second act where a big laugh at a situation "stopped the show," I thought it was just as well. At the final curtain, I was sure that, given a few more years to rewrite the weak spots, I might make something out of the piece. That was Sunday night.

By sunrise Monday I had rewritten

Unless a product or a paper, through service, holds the confidence of the controlling organizations of an industry it cannot achieve leadership.

The Electrical Industry



Electrical World

Founded 1874 - 51 years of service

A MCGRAW-HILL PUBLICATION

Telling It to the Boy Scouts



Articles Like This Bring Sales!

At appropriate times during the year, Boys' Life publishes articles advising Scouts on the equipment for their various seasonal activities. Articles like these, telling the boys exactly what they need for camping, hiking, winter sport, etc., are bound to bring sales to the merchants with which the boys deal.

At the same time, there is no doubt that a favorable effect is felt by advertisers in Boys' Life who offer similar products. The tie-up is direct and effective. Boys' Life readers are always interested in products to help them work and play. Their advertising response at all times is encouraging and profitable.

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.



Envelopes

PLAIN, PRINTED OR LITHOGRAPHED
FOR EVERY PURPOSE
Send for Samples—Prices that are Interesting
HESSE ENVELOPE AND LITHO. CO.
4161 North Kinghighway ST. LOUIS

*If it shoots up the sales-curve—
it's an*
**EINSON-FREEMAN
WINDOW DISPLAY**

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



the first act; it was changed for Monday's performance.

By Tuesday noon the box office had practically sold out for the week.

On Wednesday night I left town.

When Miss Stewart returned to New York at the end of the run, she gave me a manuscript. In it, a red mark had been placed at every point in the dialogue and business where audiences had laughed. Most of these red marks occurred in the middle of characters' speeches, or in the middle of sentences, and there were dozens of them. So, every sentence and speech so affected had to be rewritten to make the word or phrase which had been laughed at occur at the end of its sentence or speech. That, of course, to allow each character to finish every speech before the audience starts laughing.

THEN, bad scenes were rewritten, parts were developed, newspaper criticisms checked and the whole business sold all over again.

We are, as I write, ready to open in New York in August after a short run on the road. It will be a relief to be an advertising man again; to have nothing more harrowing to do every month than to write a few color pages and get Mr. Jinks's okay on them. The few suggestions of vice-presidents, sales managers and office boys Mr. Jinks will ask me to incorporate in my copy will not be in the least annoying. After all, Mr. Jinks must think I know something about writing copy or he wouldn't trust me with his.

"But think of the money you may make from this play," you say.

"May is perfectly correct," is my answer; "and it will be for three years work if I do make it."

"Then think of the Fame!" you insist.

"Fame!" I snort—yes, snort! Listen!

At an early performance during the try-out I saw a man connected with the play sitting down front with a young lady. She was very beautiful indeed. I felt that one of those Great Moments of Life was near at hand. She was going to meet me; the man who had made all this possible. The AUTHOR! She would be impressed. And I should, to revert to the classics, Go Big!

She met me. The Beautiful Lady gave me one quick, unregistering glance, mumbled a short "How dee do!", took the arm of her escort and led him towards the stage entrance.

As I stood alone watching their backs recede, I heard her caution him: "Don't forget now; you are going to show me how the Property Man makes the steam come up out of the floor in the second act! You promised!"

Barton, Durstine & Osborn, Inc.

New York, will direct advertising for Hinds Honey and Almond Cream and other A. S. Hinds products now being manufactured by the Lehn & Fink Products Company, New York.

Who Owns 4,000,000 Radio Sets?



NINE YEARS ago there wasn't a radio set on the market; today there are more than 4,000,000 radios in actual daily operation. Six years ago there wasn't a magazine called TRUE STORY; today 2,000,000 people monthly step up to 50,000 newsstands and laying down a quarter, say, "I want TRUE STORY."

The Radio is here to stay—it is a necessity

*TRUE STORY is here to stay—
it is a necessity*

Each is supreme in its field

TRUE STORY is quite as necessary to the public as it is to those who advertise to the public.

And since TRUE STORY is unique in its editorial appeal—like no other magazine—it delivers to its advertisers a market essentially new, in that no magazine ever before covered it. *And TRUE STORY is the only magazine that is covering this market thoroughly now.*

Authentic figures, with respect to duplication of circulation, are difficult to compile. But all the investigations TRUE STORY has made, or that have been made by any other organization with respect to this angle of space buying, shows that TRUE STORY duplicates a comparatively small percentage of any other magazine's readers.

That is one reason why we call it "The Necessary Two Million."

True Story

"The Necessary Two Million"

"GREATEST COVERAGE—LOWEST COST"

Motion Picture in Public Utilities Advertising

[CONTINUED FROM PAGE 38]

day night. The wife is preparing for the weekly washing which is to start on the following day. She puts the clothes in to soak over night with all the various preparations which are necessary. She rises early the next morning and gets breakfast for her husband and little daughter. When the husband has gone off to work and the little girl to school, the wife sets about the long ordeal of rubbing at an old-fashioned washboard. At noon, she stops long enough to prepare luncheon for the daughter, then puts in the rest of the afternoon over the washtub and wringer. As evening approaches and the task draws to a weary conclusion, she is shown out upon the fire escape, hanging the clothes on the line to dry.

THERE is an interrupting thought, a disturbing thought. This woman has been working all day in a warm, moist atmosphere, and now she steps into the cold air out-of-doors. She had little time to protect herself properly from these elements—is probably too tired even to think of it, anyway. She is exposed to colds, pneumonia and any of a number of diseases to which a person in such a condition is susceptible. Yet millions of women go through this week in and week out. Think for a moment what this may mean to American womanhood.

By the time she has finally finished the washing and prepared the evening meal, she is dead-tired. She is poorly equipped to serve as an inspirational companion for her daughter. Her husband, after a hard day's work, can find little pleasant congeniality in such a home.

Tuesday shows her ironing the work which she washed the day before. Back-breaking work in a hot, oppressive atmosphere. Again evening finds her in a state of exhaustion, worn out by drudgery. And so on through the week.

This phase of the picture, however, stops at this point. The next scene shows the same woman in the same kitchen on another Monday. It is the same kitchen, as I said, but now it has been fitted out in every detail with modern electric labor-saving appliances. The woman goes through her daily routine by the simple means of pressing electrical buttons with a minimum of actual labor. The washing, wringing and drying are done by the machines, and the entire operation completed before the morning is over. The electric iron comes into service and by two o'clock this phase has been successfully carried through. When the little

girl comes home from school, she finds her mother as fresh as she had been in the early morning, and all ready to spend the rest of the afternoon at the movies, in the park, or anywhere else the daughter may wish to go. Two days' work has been done in a half a day, and the exhausting effects have been eliminated entirely.

But this is expensive, you say. Such is still the opinion in many quarters, and it is a delusion of the worst kind. This woman's husband is the average working man. He may be a bricklayer, a plumber or a clerk. Perhaps he is making ten dollars a day; perhaps a good deal less. That half day's work of his wife's, aside from the initial expenditure for the equipment and its installation, has cost him approximately *four cents*. That is what the value of her two days of hard labor in the fetid kitchen has been worth in the past. This is an actual fact, but how many persons realize it?

After all, the true function of modern invention is not the improvement of the individual but of the mass. The kings of the old days, living in pomp with thousands of vassals and enormous castles, did not even have bathrooms—luxuries that the most humble can have today. Advertising, as the tool of modern invention, has a duty which is in large part altruistic in bringing to the attention of the people at large all new developments which are to the interests of the people.

FURTHERMORE, advertising can not only keep the masses up to date on developments, but it can arouse that instinct inherent in all human beings, but generally latent, to improve themselves. Show a person something that he does not already know, and you arouse in him not only the desire to master this new thing, but to learn more along that line on his own initiative. And the motion picture not only shows this graphically, but stirs the imagination as perhaps no other medium of the present day can stir it.

These pictures compose a part of our advertising campaign—but only a part. We have set aside a special appropriation for their support which had nothing whatever to do with our regular advertising budget. Far from causing us to cut down on our other advertising, these pictures have rather caused us to increase our regular appropriation.

The pictures themselves are advertised by direct mail. We have a little folder which is sent around to such organizations as might be interested in showing the pictures, either purely for



agents

Nugents
The Garment Weekly

75%

OF THE BEST
RETAILERS

of

Women's, Misses', Children's
and Infants'

READY-TO-WEAR
AND TEXTILES

READ
NUGENTS

Every Week

and pay \$6 for the privilege

Published by

THE ALLEN BUSINESS PAPERS, INC.
1225 Broadway New York





What does Main Street know about you?

YOUR interests are in Main Street and if you want Main Street to be interested in you—your advertising must be seen there.

Poster Advertising operates on the Main Street of 14,000 cities drawing the favorable attention of 70,000,000 people. If you want Main Street to purchase your product we should welcome the chance of presenting a definite plan.

General Outdoor Advertising Co.

550 West 57th Street
New York City

Harrison & Loomis Sts.
Chicago, Illinois

Branch Offices in 52 cities

PHOTO-ENGRAVING PICTURES THE INN OF DREAMS



Camera Study by Mattie Edwards Hewitt

Photograph by courtesy of Berkey & Gay Furniture Co.

A COMMENTARY BY JAMES WALLEN ON THE EDUCATIONAL CAMPAIGNS OF THE FURNITURE MAKERS

NEARLY every home today is a miniature hotel. Its appointments are as fine as those of the most palatial hostelry.

The desire and the realization of the modern home came thru the vigorous publicity that has been given beautiful cabinetry during the last decade.

We are "the heirs of all the ages" in home furnishings and interior decoration largely because photo-engraving has brought before our eyes the wealth of the centuries.

Furniture catalogs merit a place

in the library. They have a pictorial beauty once confined to limited editions and rare tomes.

Like the chronicle of the furniture makers "Your Story in Picture Leaves Nothing Untold." The photo-engraver is both the historian and the prophet of every industry.

The American Photo-Engravers Association invites you to read its booklet, "The Relighted Lamp of Paul Revere." Copies may be had from Association members or from the general offices at Chicago.



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

entertainment or purely for educational reasons. Such an organization may have any one or all of the films free for the asking. To make the program complete, we often send around a film of legitimate motion picture drama where it is desired. We have retained an efficient lecturer who accompanies our films with short, pertinent talks, and a special operator fully equipped to do the projection work in a thorough manner which will comply with the fire laws of the city. Schools and colleges, civil and religious organizations, and in several cases department stores have availed themselves of our offer, and their unsolicited testimonials indicate that they have been highly pleased with the showings. When the John Wanamaker store exhibited four of our films we advertised the event ourselves in all New York City newspapers. This showing went off so well that Bloomingdale's asked for a similar showing and featured the event in their own advertisements in addition to our announcements. Last year we put on exhibitions in the parks for the benefit of the school children, and these were highly successful. At present we are showing the films on the average of three times a week. If we were to advertise our offer in the papers, we believe that we would be literally swamped with orders.

The motion picture is the finest medium which we have for a certain type of advertising. However, no medium which we now have or of which I can conceive at present can approach the printed word for all around effectiveness. There is something clean-cut and sharply defined about it for which there is no substitute. An advertiser in a publication makes a definite promise to his reader. It is in writing, so to speak, and constitutes a contract. He must make good that promise or he will be foredoomed to failure. When our company inserts such an advertisement, it has the effect of putting everyone in the entire organization upon his toes to make good, and everyone is inspired thereby to even greater than ordinary efforts. Advertising is a great constructive driving force in our national life which cannot be replaced. And in advertising there is no substitute for press.

H. A. Haworth

Who has been advertising manager of the Whole Grain Wheat Company, Chicago, has returned to the advertising counsellors' staff of the McGraw-Hill Company. Mr. Haworth was detached from the McGraw-Hill Company in 1922 to handle the advertising of the Surplus Property Committee of the War Department. He has been in Chicago since the disbanding of the committee.

Hicks Advertising Agency

New York, will direct advertising for Golding Fabrics Corporation, same city, manufacturers of silk sheets and pillow slips.

*Single Fold Advertising
For Duofold Results!*

THE new 1925 Milwaukee Journal Consumer Survey shows that 77% of all Greater Milwaukee fountain pen users have one of three makes, each of which is advertised exclusively in The Journal. This relation between consumer preference and Journal advertising is clearly evident in practically every line of merchandise sold in Milwaukee. Those brands which have been consistently advertised in The Journal lead in popularity. By using this one newspaper, advertisers sell the largest possible volume in this market at the lowest advertising cost per sale.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL
FIRST - by Merit



Specialists

ILLUSTRATIVE PHOTOGRAPHY

CARD BLDG. / CLEVELAND, O.
The PHOTOCRAFT COMPANY

Research on Sales Finance

A remarkably complete analysis and investigation of sales cost, sales budgeting, advertising appropriation-making, price making, price maintenance, discounts, terms, etc. Over 100 typewritten pages, with forms. Price \$125.00. Table of Contents free.

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

Press-Tested Electrotypes

The Test Proof Tells

The Reilly system of test proofing all plates means *no extra cost* to you. It's a part of our regular process of making electrotypes.

The Test Proof Tells

REILLY

Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840

Object Lesson of the Oyster

[CONTINUED FROM PAGE 17]

public health point of view, and the grave danger even from a business standpoint of such conditions is illustrated in the oyster situation. A Fish Exchange would remedy many other wastes and abuses.

Next is the more difficult work of setting up distributive plants and machinery which would function so as to put modern principles of high grade merchandising to work in the fish industry. The various associations should be brought into a unit for the purpose, and a campaign for better sanitary handling of fish developed. In these days of cheap tile, plenty of water, white clothing for food handlers and modern plumbing, there isn't an excuse in the world for the dirty, ill-smelling, carelessly handled fish which one sees on every hand, and which is one of the explanations why the public eats less fish than it might and constantly harbors the fear of infection. The sale of fish can be doubled and quadrupled in any city if the right sanitary merchandising plans are carried out.

ADVERTISING could be used a great deal more effectively to educate the public to indulge more freely its inherent love of fish. The appetite does not even have to be created. Fish and fruit are the earliest and most natural foods of man—even more natural than red meat. The variety of available sea food is dazzling to the most jaded of epicurean palates, and the cost of it is within the reach of the poorest.

Women know little about preparing fish—thanks to the inert fishing industry. The average housewife simply fries her fish—when any good fisherman-camper knows a fish should be broiled. Note what the packing houses have done to educate women on meat; what the canned goods men are doing to educate women in tinned cookery; what the spaghetti, the fruit, even the sauerkraut men are doing to make their goods appear frequently and appetizingly on family tables. A Fish Cookery Education Division should be organized to prepare recipes in plenty; women should be educated on the differences in fish, with colored fish charts and booklets; the restaurants should be campaigned to offer more fish dishes.

The American people should be made to eat fish regularly. Modern science brings to their tables every other delicacy of a perishable nature; "spratten," a delectable canned fish from Russia; fruit from many countries, even grapes from South America and eggs from China. Fish, too, can be brought to every table by the right merchandising methods. The meat supply is visibly diminishing. Fish in its many varieties is the logical alternative.

PROVE IT! SHOW THE LETTER

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

AXAX PHOTO PRINT CO., 21 W. Adams Street, Chicago

BOOT AND SHOE RECORDER

BOSTON

"The Great National Shoe Weekly." The indispensable adviser on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. Circulation 13,423 copies weekly. (Member A. B. C.) First choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member Associated Business Papers, Inc.

Beautiful
Decorations \$15.00
AND UP
Designed Especially
for Your Purpose
ASTOR ADVERTISING SERVICE
10 W. 34TH STREET, N.Y.
PHONE PENNSYLVANIA 0678

Free Mailing Lists
Will help you increase sales
Send for FREE catalog giving names
and prices on thousands of classified
names of your best prospective customers—
National, State and Local—Individuals,
Professions, Business Concerns.
99% Guaranteed by refund of 5¢ each
ROSS-Gould Co. 577 N. 10th St. St. Louis



The New
\$1,500,000 Plant
for
*Ohio's Greatest
 Home Daily*
**A 45% Increase
 In Circulation**

during the past four years has made necessary this new and larger home for the Columbus Dispatch, located on South Third Street, opposite the State Capitol in the heart of growing Columbus, a 95 percent American-born city of 300,000, with a per capita wealth of \$3,045.

This entire five story modernly equipped building, designed for straight line operation, is the last word in newspaper efficiency, with over sixty-two thousand square feet of floor space that will be

DEVOTED EXCLUSIVELY TO PUBLISHING THE DISPATCH
—THE FIRST NEWSPAPER IN OHIO IN PAID
ADVERTISING VOLUME

105,819 PAID CIRCULATION
LARGEST IN CENTRAL OHIO

The Columbus Dispatch

First in News - First in Circulation - First in Advertising

**The Modern
Methods
of
Market Research**

White has made MARKET ANALYSIS a real "How" book. It is practical from preface to index—filled to the covers with specific advice and workable ideas. The book has "use" written all over it.

Seventy-nine charts, diagrams, sample letters and questionnaires are given to show you how market research work has been done by others, and to give you a plan of campaign for a survey of your own.

Just Out

NEW SECOND EDITION

**MARKET
ANALYSIS**

By Percival White
Research Engineer

438 pages, 5 1/4 x 8; 79 charts and diagrams, \$4.00 net, postpaid

This book will prove a helpful guide for all who are interested in the scientific analysis and organization of markets. It gets right into the very heart of the subject. It enables the executive to turn the spotlight upon his marketing problems—it tells him how and where to get the facts he needs—how to analyze them—how to use them profitably.

All of the material has been brought up-to-date, in line completely with modern methods and requirements.

Four new chapters of special interest are:

- Organizations for Market Research
- Agency Market Research
- Industrial and Community Surveys
- Newspaper Surveys

A big book, and a valuable one, on one of the biggest problems in business today—the determination of markets.



**See
it free.
Mail this
coupon.**

This Intangible Thing Called Reader Confidence

[CONTINUED FROM PAGE 34]

by the individual in entertainment, general education and general informative type of reading. We mistake surface attention for depth of interest, despite the fact that the trend of thought and conversation, the habit of activity and the necessities of life require the individual to spend most of his time and energy on the business of business.

SIMILARLY it is true that most men in business are trying to increase their information about their own businesses. They may not be students but by conversation with men in the same lines, by reading various types of publications dealing with their situation and by other means, they are endeavoring to seize for themselves some of the experience of those who have gone farther and secured more authority, without having to wade through all the difficulties which were required in the development of the earlier education.

This individual subscriber, whose picture we endeavor to secure by scrutiny of the A. B. C. statements and such examination as we can make of the editorial policy of the publication, is interested, therefore, only in the authority of the information which he may secure and the applicability of this to his problems. He is not vitally concerned with the other fellow, any more than the insured is particularly interested in the actuary's statement regarding the death rate. This subscriber is not interested in general developments as such, but he is very much interested in solving his business problems and, if possible, with a minimum amount of grief. He reads, along these lines, in the hope and expectancy that he will get additional light upon these problems and how to deal with them.

Curiously enough, however, his tastes get mixed up with his desire for information. His attitude of mind develops a different approach to the information and he does not use the publication for his considered attention, which meets his ideas of authority but not his tastes in approach. For instance, the advertising man may be engaged in the food business and he may read publications devoted to both the food and the advertising business. So long as he is an advertising man in his approach to the problem, his considered attention will be given to the advertising method of conveying the information. If in the course of his development he becomes more interested in the food and less interested in the advertising, his considered attention will change. Any man who knows business

can sit down and think of examples of this kind.

Of course this subscriber also desires, more than anything, to be assured of the authority of the information dealt with in the publication. He has no means of checking up its value altogether; he must either accept or reject its discussions to some extent and it is important, therefore, that he should be able confidently to depend upon the authority and capacity of the publication. As a matter of fact, the degree of authority of the publication can be used as a measuring stick with which to determine the depth of the concentration upon that publication upon the part of the subscribers, or conversely the depth of interest is indicative of the degree of authority.

THIS is not always adequately explained by the examination of the physical circulation. Business men in their search for information may subscribe to several publications which have some bearing upon their business, but none of these publications possesses the same degree of authority or the same degree of influence and, as a consequence, the consideration given by the individual subscriber varies from the casual and frivolous to the concentrated and considered.

I remember some years ago when I was buying advertising, it was part of my duty to clear the subscriptions for the publications received by the executives and officers and to route these. Two papers went through the entire principal executive organization. One of them always came back with notations, marginal notes or some comment; the other rarely had any indications of interest, yet the number of subscribers in that concern was exactly the same for both papers. I knew that the reading attention and, therefore, the value to the advertiser was entirely different.

After all, this subscriber we are talking about views the advertising in the same way that he views the text—as a means of information. This type of information is just as necessary for his business as the discussions in the editorial columns. The equipment, the products and the processes of his business are dependent upon the right physical material development.

It is not often that the subscriber himself recognizes the almost automatic transfer of authority from the reading to the advertising pages and the strong association between the two, but it is operative and it is an important value to the advertiser in his

FREE EXAMINATION COUPON

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

Send me for 10 days' free examination:
White's MARKET ANALYSIS, \$4.00.
I agree to remit for the book or to return it, postpaid, within ten days' of receipt.

Name
Address
Position
Company

A. F. 8-12-25

When Should DEALER-TO-CONSUMER Direct Mail Be Used?

Broadly speaking dealer-to-consumer direct mail can be profitably used

- when the product retails for \$50 or more,
- when the product is sold by specializing dealers,
- when prospective consumers must be selected and appealed to as individuals,
- when the dealer's profit per sale is sufficient to have localized sales promotion expense charged against it and paid for in whole or part by the dealer.

This is true for the same reason that manufacturers of relatively high priced articles who are represented locally by one or a few specializing dealers divert most of their publication appropriation into newspaper advertising. The dealer must be identified and merchandised as much as the product itself. Localized advertising is highly essential.

But, on the other hand, makers of goods sold at drug and grocery stores, sold on most every corner in every city, town and hamlet, spend more money in national magazines than in local newspapers—because the dealer needs no identification, consumers are in daily contact with the point of sale. Localized advertising is not so essential.

Direct Mail for the *specializing* dealer to his handpicked, selected list of prospects permits him to focus and intensify his selling effort thereby reinforcing the

newspaper space used locally by the manufacturer.

Almost without exception the leading manufacturers of musical instruments, household electrical specialties, high class furniture, jewelry, silverware, office equipment and automobiles find dealer-to-consumer campaigns *indispensable*.

Many of these big national campaigns are handled and *distributed* by Electrograph because this organization has *specialized* in this form of advertising and sales promotion since its inception.

Because of its long experience Electrograph can advise you on the type of campaign best fitted for your product, your particular scheme of merchandising and your dealer organization.

Write for Electrograph exhibits or dealer educational campaigns and samples of successful dealer-to-consumer *localized* and *individualized* campaigns.

Electrograph is the country's largest producer of quality Direct Mail—capacity one-half million individualized, localized and stamped mailing pieces of uniform quality in a single day—produced by an organization of over four hundred skilled Direct Mail specialists.

THE ELECTROGRAPH COMPANY
725 West Grand Boulevard · Detroit, Michigan

Electrograph

Created **DIRECT-MAIL** *Localized*
Individualized
Distributed

"If I were buying space in architectural journals," said the architect, "in order to get architects to specify some kind of product or equipment that I made, I wouldn't trust to an impression. I'd get the very latest authentic figures on the number of architects reached—such as the A.B.C. Auditors' Reports."

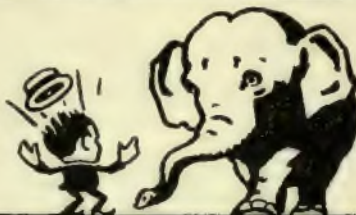
Ask us for the latest statistics on building activity—for a copy of our 56-page booklet, "Selling the Architect"—and for data on the circulation and service of *The Architectural Record*.

(Net Paid 6 months ending June, 1925—11660)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.



Big Things Coming Our Way

Almost every day now there is an announcement of a new development which is bringing more people and more money to the Mississippi Gulf Coast. One of the "big ones" lately is the \$5,000,000 Edgewater Gulf Hotel and resort.

National Advertisers can share in the progress and prosperity of the Mississippi Coast by telling the story of their products through *The Daily*

Herald—it goes daily into over 5,000 homes on the Mississippi Coast. Through it you can broadcast your message to this ever-growing and prosperous group.

THE DAILY HERALD

GULFPORT

MISSISSIPPI

BILOXI

Geo. W. Wilkes' Sons, Publishers

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.

consideration of the buying of advertising.

As a matter of fact, this subscriber has bought the publication because he believes it will give him information which is correct, reliable and authoritative. If he does not receive the sort of information that he can apply to his own problem, he ceases to use the publication, even though he may continue to subscribe for it. If it proves up to his requirements, he gives it his considered attention, whether that attention be for a few minutes or for several hours.

The value of the information which he may receive from the publication is sufficient to outweigh very rapidly any money involved in the subscription price, so that he will subscribe to publications on the chance that they may give up to him things which are of service, but his concentrated attention is given only to the publication which has proved its value and which he associates with authoritative understanding in his field.

[This is the first of a series of articles dealing with the problems of the business paper publisher. The second article will appear in an early issue.]

Guy P. Gannett

Publisher of the *Portland, Me., Press-Herald* and the *Waterville, Me., Sentinel*, has purchased two other Portland papers, the *Express* and the *Sunday Telegram*, from Col. Fred N. Dow and William H. Dow. According to an announcement by Mr. Gannett the *Sunday Telegram* will be consolidated with the Sunday edition of the *Press-Herald*.

Lehn & Fink Products Company

Is the name of a new holding company which brings under one head the total resources of Lehn & Fink, Inc., New York, and the A. S. Hinds Company, Portland, Me. Both concerns have been extensive national advertisers, the former manufacturing Pebeco tooth paste and Lysol disinfectant, and the latter making Hinds Honey and Almond Cream as well as other vanishing creams and lotions. The manufacturing of both former concerns will hereafter be centered at the Lehn & Fink plant, Bloomfield, N. J.

Wilson-Western Sporting Goods Company

Is the name of a new concern which has been formed by the consolidation of the properties of the Thomas E. Wilson & Company and the Western Sporting Goods Manufacturing Company, both of Chicago. L. B. Icely, formerly president of Thomas E. Wilson & Company, is the president of the consolidated firm, and D. Levinson, formerly secretary of the Western Sporting Goods Manufacturing Company, is the new vice-president. In addition, W. L. Robb and G. H. Morris of the Wilson Company, and S. Levinson and I. B. Ungar of the Western Company will continue under the new organization. Both trademarked lines will be continued.

THE LIMITATIONS OF ADVERTISING

Don't think advertising will attain the impossible. It is not the whole thing in business. Where you find a business successfully advertised, there also will you find a product and particularly a management that would succeed without advertising. The advertising has brought a larger success, and in a shorter time.

Unless your product has qualities for success in its appeal and cost, and unless you yourself have the qualities requisite to successful, aggressive management, no advertising expert can help you much. But with those advantages, you can profitably employ experienced advertising counsel, much as ships use the service of pilots in leaving and entering port.

Here we have men of seasoned ability and of long experience in merchandising and advertising. Consultation involves no obligation.

"What is Advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request.

C. C. WINNINGHAM
Advertising and Merchandising

GENERAL MOTORS BUILDING

DETROIT



AN advertisement prepared by the Wm. H. Rankin Company for Goodrich Silvertown Balloons, one of the many products manufactured by The B. F. Goodrich Rubber Company whose advertising on tires, footwear, hose, belting, packing, drug sundries, radio specialties and miscellaneous products we have successfully handled since 1912.

AJD
The Only Denne in Canadian Advertising
The Canadian Market demands specialized advertising counsel and service—which is our job. Let us tell you how we can help.
A. J. DENNE & Company Ltd.
Reford Bldg. TORONTO.

LUMBERMEN

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American Lumberman

Est. 1873

CHICAGO, ILL.

TOYCO Promotion BALLOONS
There's a definite way to make Toyco Promotion Balloons increase sales. Ask us to tell you how.
Write Sales Service Dept.
The TOYCRAFT RUBBER CO.
ASHLAND, OHIO

Bakers Weekly A.B.C.-A.B.P.
New York City
NEW YORK OFFICE—45 West 45th St.
CHICAGO OFFICE—343 S. Dearborn St.
Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

Does a Quartet Get More Attention?

[CONTINUED FROM PAGE 16]

repeated after a lapse of three or four months and on the average would repeat its previous good performance. Occasionally, however, the same piece of copy would show an amazing variance in pulling power in the same publication. In some one month it would pull not only stronger than any other advertisement in the issue but actually twice as strong as any other. When repeated later it would be only an average producer. Once in a while its record card would show it to be the poorest producer of the month.

ANOTHER discovery threw a mysterious factor into the calculations. When the record was made up for all the advertising done in one issue of one "multiple" medium for a certain month, showing the number of inquiries produced by each of eight different advertisements, one piece of copy would invariably have produced far more leads than any other. Why? We set out to find the answer.

Fortunately, some years before we had established a custom in clipping and filing our advertisements of taking out of the magazine not merely the advertisement itself but the entire page on which it appeared. This gave us as a matter of record the position of the advertisement on the page and the page number.

Seeking the elusive factor that seemed to be stimulating one particular piece of copy each month, we compiled a statement of the inquiries received from all our advertising by months in one publication for a period of three years. In each issue we had used from six to eight different pieces of copy. The report showed returns on 267 different advertisements. Then we went through the clipping file and opposite each advertisement on the list we noted the number of the page on which it appeared. And suddenly the "mystery" became so simple that even a detective in a crook play could have solved it. Every month for thirty-six consecutive months, with six to eight advertisements in each issue, the first advertisement in the magazine had produced far more inquiries than any other. Yes, no matter what piece of copy drew first position when the publisher spread them through the book, that advertisement pulled by far the largest number of replies.

This evidence so clearly indicated the attention value of position that we immediately began a study of all returns where we were using multiple advertising to locate those sections of a publication which seem to have the greatest attention value. Possibly nothing presents the result of this study quite so clearly as the charts which accompany this article. They indicate that on the average:

The best results were invariably secured from the first advertisement.

The next best results were secured from the second advertisement.

An advertisement appearing toward the end of the first advertising section produced better results than one in the middle of that section.

An advertisement at the extreme back of the issue produced better than one in the middle of the back advertising section. This is particularly interesting, but did you ever notice how many people in running through a magazine hold it in the right hand and start looking at it from back to front, letting the pages fall away one by one from under the left thumb? There seems to be an amazing number of left handed folks in the world, when it comes to magazine reading. Did you ever stop to think that they see first those advertisements on and just inside the back cover?

Here and now, I desire to rise and disclaim any intent to propose that hereafter all advertisers using double spreads divide their space neatly into eight equal parts and spray them through the issue. Likewise, I disclaim any intent to propose that all advertisers endeavor to get position in the front of the book.

A full page or a double spread or a color page may be the very best unit of space for your product. And I know, too, that on the average publishers do the very best they possibly can for regular advertisers in the way of position.

I present these experiences and results merely as intensely interesting indications of reader response and of the influence of a host of contributing factors upon results.

Campbell-Ewald Company

Detroit, will direct advertising for the Webster Cigar Company, Kleiner Cigar Company and Otto Eisenlohr & Brothers, all of Detroit, manufacturers respectively of the Webster, the Tom Moore and the Cinco brands of cigars.

E. R. Crowe & Company, Inc.

Magazine management, announce the appointment of E. F. Lethen as western manager of *Popular Radio*, and N. D. Campbell as western manager of the Newsstand group of magazines.

F. J. Ross Company, Inc.

New York, will direct advertising for the new de luxe New York-Miami run to be inaugurated in October by the Pacific Steamship Company, operating the Admiral Line of steamships.

National Specialties Libraries Association

Financial Group, announces the election of the following officers for the coming year: Chairman, Miss Margaret Reynolds, First National Bank, Milwaukee; vice-chairman, Miss Alice M. Schack, First National Bank, Los Angeles; secretary, Miss Eleanor Cavanaugh, Standard Statistics Company, New York.

THE standard of quality set by large national advertisers is most exacting. Only an advertising agency with facile pen, fine talent, long experience and expert facilities can successfully and continuously measure up to them. The prestige of the Wm. H. Rankin Company's clientele and the distinctive character of the campaigns prepared by it testify to an ability and service unusually fine. If performance is the gauge of an advertising agency, as it is of a product, then the Wm. H. Rankin Company deserves the most serious consideration.

An interesting booklet on "Telephotography" sent on request

WM. H. RANKIN COMPANY Advertising

342 Madison Avenue
New York City

Telephone: Murray Hill 9300

Albee Bldg. Peoples Savings Bank Bldg.
Washington Akron

San Francisco

Tribune Tower
Chicago, Ill.

Telephone: Randolph 6600

Bankers Trust Bldg. 32 Front St. West
Philadelphia Toronto

London

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

THE JOHN IGLSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

National Miller

Established 1895

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



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) N-38

Of interest only to men in
Chicago, or who know the
Chicago market

The Man we want

isn't looking for a job
He is successful and
thinks he is satisfied

—but READ THIS
and decide whether
you are "our" man

If you have wanted a
business of your own

—here's an opportunity that
offers most of the advan-
tages and practically none
of the difficulties of start-
ing a business for yourself.

If you know advertising
and merchandising

—here's a chance to make that
knowledge pay you well.

If you can sell accounts
and can keep them sold

—here's the best opening you
have ever had to become an
executive in an established,
growing, capable organiza-
tion.

If you want to build an
income in five figures

—here's where you can do it
just as fast as your ability
will permit.

If you want to get paid for
something you don't earn

—here's where your interest
in this opportunity stops.

If you are protestant, married,
someplace between the 30 and
40 milepost, aggressive, clean
and the kind that "licks" ob-
stacles, your chances for the
position are much enhanced.

This organization is rendering a complete
sales counsel and advertising service in
Direct Advertising — Dealer Service —
Trade Paper and Newspaper. It is
marked as one of the comers in its field.

It is not a new organization.

Our own people know this is being run.
Replies will be held in strict confidence.
Please write frankly and in detail. You
will be given an opportunity to investi-
gate us before interview, if you wish.

Address F. B.

Advertising & Selling Fortnightly
1328 Peoples Gas Bldg.
Chicago

—and Now Concerning Copy

THERE ISN'T ANY advertiser who has more fun with a single column than Jim Henry of Mennen's, nor one who has it more consistently. His talk about dermutation is not altogether clear, but he probably feels that dermutation is the *halitosis* of his particular party. There is undoubtedly a convincing argument concealed somewhere in its syllables, but the deadly seriousness of it doesn't prevent him from sugar-coating it with such stunt-writing as this:

"Noiseless typewriter, tasteless castor oil, seedless orange, wireless talking, *cussless shaving!* Even with heatless water Mennen's Shaving Cream creates limitless lather with effortless ease. Dermutation makes each tough whisker spineless—defenceless before the razor. The result: painless shaving and priceless comfort. A peerless buy at 50c."

Some day we'll have to go back to Mennen's.

WHEN AN ADVERTISER (Oh, all right, Gillette) tells me that my "razor must offer no excuse on three counts if it is to give the really perfect shave—comfort, safety, speed"—he excites me just as much as the shoemaker who says that his shoes give comfort and fit and service. There is no perfect shave, and there is no perfect shoe advertisement.

YOU CAN BE PRETTY SURE that the star-eyed friend who puts you at your ease by saying, "Why you know, I find myself reading the advertisements *first* in the *Saturday Evening Post!*" is possessed only of a desire to be altogether big. It is your duty to encourage and guide his reading. Lorimer won't mind. Lorimer will get him in the end.

IF YOU FILL IN all the trial size shaving soap coupons to be found in the pages of almost any one general magazine, and if they last as long as the coupons say, and if the manufacturers really send them, and you use them patiently up, it will be a good four months before anyone makes a full-size sale. Why couldn't they all cut out samples and make more money, and perhaps even shave a nickel off the full-size price?

BELIEVE IT OR NOT, Bruce Barton has at last written a good piece of copy. For selling stock—or rather bonds. Two pages facing, in the *American Magazine*, selling bonds for the Broadway Temple. Dr. Reisner's sanctuary

away up town, which quite in the spirit of the times is to provide the preaching and hearing of religion with all modern improvements, including a 34-foot illuminated and revolving cross at the top. The copy, as has been said, is sincere and persuasive—a superb example of how advertising should be working more often than it is. Being a craftsman, the writer of it took several of the sure-fire brushes of the stock-promotion rainbow-painter's method, cleaned them well in gasoline, and made a really daring picture of the value of the investment.

But down in the last tiny corner of the coupon was the smartest stroke of all: in a trapezoidal space whose area is roughly $\frac{5}{8}$ in. by $\frac{1}{4}$ in., you find, in 2-point italics, this—

p. a. John D. Rockefeller, Jr., has agreed to take the last \$250,000 of the Bonds.

When all the returns are in and the issue is oversubscribed, a lot of advertisement-makers will want to know how many of the purchasers saw that note. Then they will take the information and rub it in the noses of certain obstructors of advertising who say "folks won't read fine print."

IF ANYONE TELLS YOU that nobody reads fine print, suggest that he ask Monsieur Condé Nast how many *bibe-lots, camisoles and bijoux* he has sold through those little postage-stamp captions in 6-pt. italic in *Vogue*.

"THEIR COPY is beautiful stuff," said a man who reads it, of the output of a great agency. "They make me realize that the thing they're advertising will do me lots of good, but I never am quite sure whether to rub it in my scalp, or take it three times a day, or go for a ride in it."

THE OTHER NIGHT the president of the United Fruit Company said that his company was looking for some way in which it might advertise its product by means of music—say a popular song.

AN EMINENT copy-writer who was tired of "resting" was given the application-form of a great agency to fill out. After four pages of serried questions, he came to one that asked what, above all other things in the world, he would like to do if he could have his way. He wrote, naturally and simply, "Nothing, you poor nut," and did not get the job. It is better so.

IN NEW YORK—THE WORLD'S GREATEST MARKET

The Sun

Leads All Evening Newspapers

FOR the month of July, The Sun led its nearest evening competitor by 21,260 lines in total advertising.

For the month of July, The Sun, publishing six days a week, led all other New York newspapers—evening and morning—Daily and Sunday included—in Manhattan Department Store Advertising.

For the first seven months of 1925, The Sun has carried a greater volume of Manhattan Department Store Advertising, six days a week, than any New York evening or morning newspaper, Daily and Sunday combined.

For the first seven months of 1925, The Sun has carried 480,672 lines more of National Advertising than any other New York evening newspaper.

The Sun's gain in National Advertising for the first seven months of 1925 is nearly double the combined gains of all other New York evening newspapers.

All figures quoted are as of July 31, 1925, furnished by the Statistical Department of the New York Evening Post, Inc.

The Sun is an independent, vigorous, sane and wholesome newspaper enjoying the respect and confidence of both its readers and advertisers

The Sun

280 Broadway

New York

CHICAGO
208 La Salle St.

BOSTON
Old South Building

SAN FRANCISCO
First National Bank Building

WASHINGTON, D. C.
Munsey Building

LONDON
40-43 Fleet St.

PARIS
49 Avenue de l'Opera

WHICH PAPER?

The Strathmore 4-Group Plan Tells

COVERS

BOOKS

JAPANS

BONDS

WRITINGS

THE · EVERYDAY · GROUP

*Bay Path Cover.**Bay Path Book**Bay Path Imperial**Bay Path Bond
Blandford Bond
Strathmore
Multicopy Bond**Bay Path Vellum*

THE · PRESTIGE · GROUP

*Alexandra Deckle
Edge Narrow Width
Old Cloister Cover
Rhododendron Cover
Strathmore Munsell
Cover**Alexandra Book
Alexandra Deckle
Edge Narrow Width
Blandford Book**Alexandra Japan**Alexis Bond
Saxon Bond**Alexandra Brilliant
Strathmore Snowdrift
Telanian Extra
Super
Woronoco Damask*

THE · DISTINGUISHED · GROUP

*Old Stratford
Parchment Cover
Strathmore Deckle
Edge Narrow Width**Old Stratford Book
Strathmore Charcoal
Strathmore Deckle
Edge Narrow Width**American Japan
Parchment
Strathmore Japan**Strathmore Deed
Strathmore
Parchment
Woronoco Bond**Strathmore Script*

THE · DECORATIVE · GROUP

*Aladdin Cover
Araby Cover
Bannockburn Cover
Parquetry Cover
Strathlaid Booklet
Strathmore Brochure
Strathmore De Luxe**Strathlaid Booklet
Strathmore De Luxe**Aladdin Writings*

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In Sharper Focus

Paul M. Hollister

By Bernard Lichtenberg

BLINK and Blank were two newspaper men, obscure key-pushers but ambitious to be known more prominently along newspaper row. Not having succeeded in reaching any degree of prominence through their ability and hard work, they arranged a long-pull publicity stunt between themselves which bordered on the Mutual - Admiration - Society methods. Whenever Blink's name was mentioned, Blank would say, "Blink? Oh! you mean the *great* Blink?" When the



other fellow's name passed anybody's lips, Blink would say, "Blank? Oh! you mean the *great* Blink?" And so pretty soon down in newspaper row, and later beyond those narrow confines, both Blink and Blank made marvelous reputations without any direct relation to the amount of their contributions to newspaper history.

In a July issue of "Fortnightly" Mr. Paul Hollister wrote a very complimentary piece in this here column about one Bernard Lichtenberg. Now true to the tradition of Blink and Blank, but without his knowledge or consent, it is my turn to biograph Paul Hollister.

Mr. Paul Merrick Hollister was born in Grand Rapids, about 35 years ago. He went to Middlesex Academy, then to Harvard where he was graduated in the class of '13.

At Harvard he was all in one and one in all. He was head of the Lampon Board; and president of the Hasty Pudding Club (this organization is not the official baker "by appointment to" the Crimson-robed habitues at Cambridge but, as you know, gives musical shows which have been highly praised even by critics). On the Var-

sity football squad he was considered, and still is, as one of the best drop kickers in generations of football. He was a member of the Delphic Club, the Phoenix, Dramatic, the Siget Society, the O. K. Society, the D. K. E. Society and of the Institute of 1770; also a member of the Editorial Staff of the Harvard Crimson. That's all the record shows him to have been active in, although if I have missed any clubs, societies or other impedimenta to college culture Paul Hollister did not. He also must have attended classes there because, as the most popular man in his class, he delivered the Ivy Oration at graduation.

After graduation, he worked on a Grand Rapids newspaper for a couple of years, and this early training has had a big influence on his modes and morals. Then he was sent on a three months' tour in South America to observe conditions and traveled that place from coast to coast and from neck to toe. Then he tried his hand at selling. His first prospect was Miss Marion Hengerer of Boston. "He got the job." In November, 1915, his prospect and he were married—with full intentions and sacred promises on his part to settle down. Then he went with the H. K. McCann Company for three years and since Jan. 1, 1919, when Barton, Durstine & Osborn opened their office, he has been with them. During the first years of this new baby agency, Bruce Barton and Roy Durstine divided all the work equally among themselves and the two or three other executives who started with them. The work being equally divided, Paul Hollister was Production Manager, Art Director, Contact Man on a good percentage of the four accounts in the shop, Copy Chief, and Customers' Entertainer, because he could tell all the old stories better than any of the others.

For the last four years, he has been in Boston as Manager of the New England office of Barton, Durstine & Osborn. There, in the austere atmosphere of New England, his wife and two children are having an easier time keeping him from indulging in the higher criticisms of mankind and from trying to save advertising from the extremes of intellectual poverty and cultural plutocracy.

As an advertising man, he writes unusual advertising copy. But he also writes other things. His book "Famous Colonial Houses" illustrated by James Preston, is very successful. As a contribution to the literature of the War he wrote, among other things "Throttled—the Detection of the German and Anarchist Bomb Plotters in the U. S. A." in collaboration with Inspector Tunney, and "The Secret Service of America, 1914-1918" in collaboration with John Price Jones.

Paul Merrick Hollister as Author, Advertising Man, Athlete, and Entertainer, is high-grade. But as a man and a friend he's six feet above criticism.

“I have succeeded,” said the purchasing agent, with evident exultation, “in getting our next lot of stationery for thirty-five cents a thousand less than we paid last time. Here are estimates from eighteen different houses. But I’ll have to watch this chap to see we get a good job. He certainly has figured low.”

The president picked up the sample sheets and fingered them thoughtfully.

“As a purchasing agent you have done exactly right,” he said. “But now look at this business a moment as I have to look at it, as a salesman that is, concerned with the kind of impression it makes on our customers.

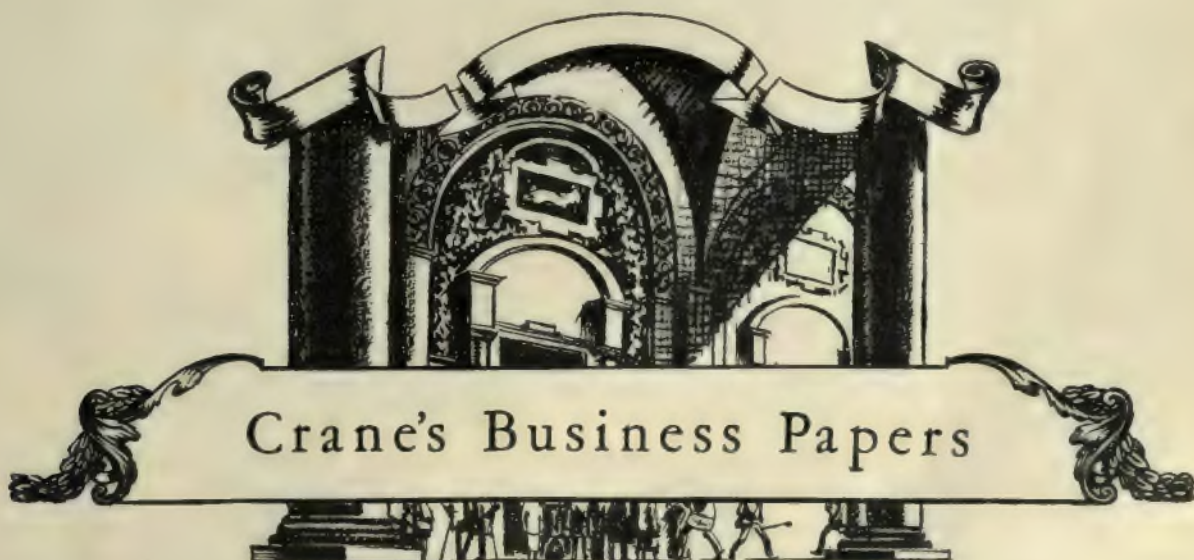
“Take this group of buildings, for instance, the tapestry brick, the white stone bonding, the carefully spaced windows, the stretches of grass between them. Consider the mural paintings in our reception hall, each one picturing some interesting and colorful aspect of our work. We could have built factories which would have

served our purpose for many thousand dollars less.

“Now our letters are seen by many more people than will ever see our factory. Our correspondence is a part of the fabric of our business of which our factory is another part. Can we consistently spend thousands to make the place where we work look so well, and save thirty-five cents a thousand on our letterheads?”

“What would you suggest?”

“I suggest that you pick from the eighteen names you have there one you know does good work—not the highest, certainly not the cheapest, and ask him to figure on Crane’s Bond.”



Crane's Business Papers



Can Your Catalog Compete With This?

SUPPOSE this catalog shown above is your competitor's. If yours is placed beside it and a prospect for the commodity you handle wishes the final assuring glance that usually precedes a sale—which will he reach for?

Your catalog is, in most cases, the sole point of contact between you and the buyer. In the prospect's mind your product is saddled with the impression given by the catalog—that of quality or mediocrity.

Your product deserves a proper display. A Smith-made Art-Leather Cover will dress it up and secure it the recognition it merits.

Send us a copy of your catalog and tell us how many you issue. Without obligation we will put a Smith-made Art-Leather Cover on it and suggest a color and embossing arrangement. Both the low cost and the personality with which this cover will clothe your catalog will surprise you.

Send it to us today so that we can present the complete picture as soon as possible.

During recent months, we have made more than 150,000 Smith-made, Art-Leather Catalog Covers, Salesmen's Portfolios, Display Cases, Window and Counter Signs for:

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(*)Indicates number of repeat orders.

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MARQUETTE ENAMEL



The Mill Price List

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
Westvaco Folding Enamel
Pinnacle Extra Strong
Embossing Enamel
Westvaco Ideal Litho
Westvaco Satin White
Translucent
Westvaco Coated Post Card
Clear Spring Super
Clear Spring English Finish
Clear Spring Text
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Minero Bond
Origa Writing
Westvaco Mimeograph
Westvaco Index Bristol
Westvaco Post Card



EXACTNESS of reproduction is the standard by which the artist's work is judged. Likewise, a true reproduction of the artist's original is the standard by which coated paper is judged. *Marquette Enamel* enjoys an enviable reputation for bringing out the best in the finest-screen halftones.

E . D . A . W . I . L . S . O . N

Design by E. A. WILSON

See reverse side for list of WESTVACO DISTRIBUTORS

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

THE CHATFIELD & WOODS Co.	20 W. Glenn Street, <i>Atlanta, Ga.</i>
THE ARNOLD-ROBERTS Co.	<i>Augusta, Me.</i>
BRADLEY-REESE Co.	308 W. Pratt Street, <i>Baltimore, Md.</i>
GRAHAM PAPER Co.	1726 Avenue B, <i>Birmingham, Ala.</i>
THE ARNOLD-ROBERTS Co.	180 Congress Street, <i>Boston, Mass.</i>
THE UNION PAPER & TWINE Co.,	559-561 E. Swan Street, <i>Buffalo, N. Y.</i>
BRADNER SMITH & Co.	333 S. Desplaines Street, <i>Chicago, Ill.</i>
WEST VIRGINIA PULP & PAPER Co.	732 Sherman Street, <i>Chicago, Ill.</i>
THE CHATFIELD & WOODS Co.	3rd, Plum & Pearl Sts., <i>Cincinnati, O.</i>
THE UNION PAPER & TWINE Co.,	116-128 St. Clair Ave., N.W., <i>Cleveland, O.</i>
GRAHAM PAPER Co.	421 Lacy Street, <i>Dallas, Texas</i>
CARPENTER PAPER Co. OF IOWA,	106-112 Seventh St. Viaduct, <i>Des Moines, Ia.</i>
THE UNION PAPER & TWINE Co.	551 E. Fort Street, <i>Detroit, Mich.</i>
GRAHAM PAPER Co.	201 Anthony Street, <i>El Paso, Texas</i>
GRAHAM PAPER Co.	<i>Houston, Texas</i>
GRAHAM PAPER Co.	6th & Broadway, <i>Kansas City, Mo.</i>
THE E. A. BOUER Co.	175-185 Hanover Street, <i>Milwaukee, Wis.</i>
GRAHAM PAPER Co.,	607 Washington Avenue, South, <i>Minneapolis, Minn.</i>
GRAHAM PAPER Co.	222 Second Avenue, N., <i>Nashville, Tenn.</i>
THE ARNOLD-ROBERTS Co.	511 Chapel Street, <i>New Haven, Conn.</i>
GRAHAM PAPER Co.,	S. Peters, Gravier & Fulton Streets, <i>New Orleans, La.</i>
BEEKMAN PAPER AND CARD Co., INC.,	318 West 39th St., <i>New York, N. Y.</i>
WEST VIRGINIA PULP & PAPER Co.,	200 Fifth Avenue, <i>New York, N. Y.</i>
CARPENTER PAPER Co.	9th & Harney Streets., <i>Omaha, Neb.</i>
LINDSAY BROS., INC.	419 S. Front Street, <i>Philadelphia, Pa.</i>
THE CHATFIELD & WOODS Co.,	2nd & Liberty Avenues, <i>Pittsburgh, Pa.</i>
THE ARNOLD-ROBERTS Co.	86 Weybosset Street, <i>Providence, R. I.</i>
RICHMOND PAPER Co., INC.	201 Governor Street, <i>Richmond, Va.</i>
THE UNION PAPER & TWINE Co.	<i>Rochester, N. Y.</i>
GRAHAM PAPER Co.	1014 Spruce Street, <i>St. Louis, Mo.</i>
GRAHAM PAPER Co.	16 East 4th Street, <i>St. Paul, Minn.</i>
R. P. ANDREWS PAPER Co.	704 1st Street, S. E., <i>Washington, D. C.</i>
R. P. ANDREWS PAPER Co.	<i>York, Pa.</i>

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Daily Journal.

Tennessee
G. W. RITCHIE
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Commercial Appeal.

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Utah
H. F. ROBINSON
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nearly half the popula-
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10,000,000 meters. The
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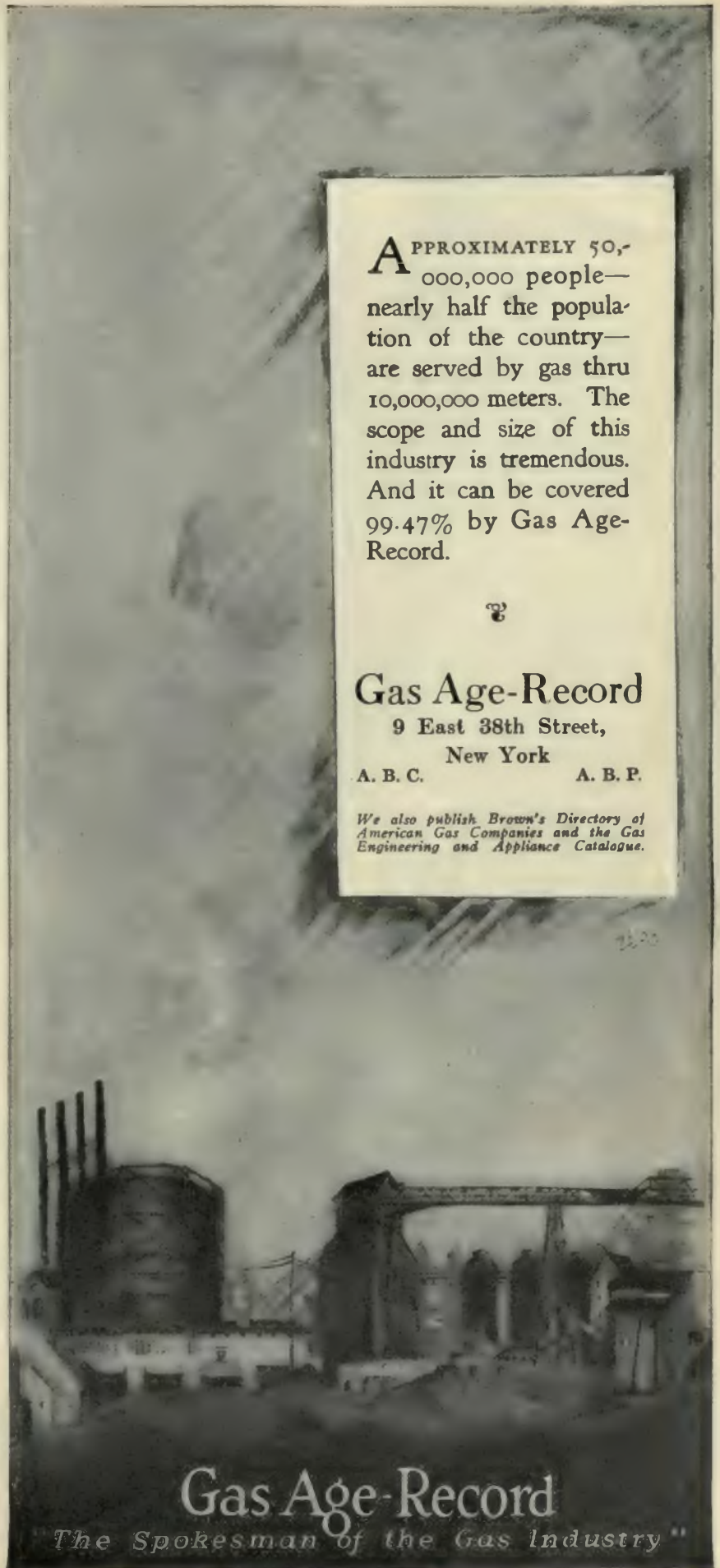
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The Spokesman of the Gas Industry



VOCATIONAL 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."

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One of Advertising's Overspenders?

[CONTINUED FROM PAGE 28]

do a volume of business represented by C, which represents the business in an unprofitable state, with more overhead than it can stand to carry.

Now let us say he decides to advertise. His advertising must raise the line of the business at least to the point indicated in Diagram D—the same line as represented by Diagram B—if he is to "get by."

The question is, *not*, How much shall we put into advertising? but *How much will it cost to raise that line?*

LET us use \$1.00 as a unit (representing \$10 or \$100 or \$100,000 or \$1,000,000). Let us say it will cost \$1.00 according to the best analysis he and his advertising agent can make. Suppose he feels pinched and decides arbitrarily that all he can spend this year is 65c.

That is what a great many advertisers do; and when they do it they are overspending by underspending. They are buying a ticket short of their destination.

But suppose he studies this diagram and discovers that the little white peak at the top of the triangle represents potential profits, with the overhead nearly all paid for when he gets past that dotted line? He begins to realize two things

First, that he dares not fall short of the dotted line or he will be wasting part of his advertising money

Second, that if he wants to make real money he must force his business volume up into the peak of the pyramid

How can he cover the first point: *insure* reaching the dotted line?

By spending the \$1.00 his analysis tells him is required, and then by adding, say, 10c as a margin of safety or insurance, just as an engineer figures on a factor of safety in planning a steel bridge.

His appropriation will then be \$1.10—an amount that will insure his reaching the dotted line. And because it will insure that—and *not merely* because \$1.10 is a large appropriation or a great sum of money—he will be spending wisely. Whereas, if he spent 65c or 70c or even 90c, he will be overspending, not because 65c or 70c or 90c is not a great deal of money, but because it is not sufficient to pay the way to the dotted line. He will be overspending by underspending.

This principle applies to every kind of a business and to businesses of every size. It applies to great na-

tional campaigns and to the smallest direct-by-mail, or local newspaper or trade journal campaign.

What you feel like spending has nothing to do with the problem. What you need to spend to reach a given point has all to do with it.

In the World War the General Staffs set objectives and then they concentrated their men and guns and airplanes and transport on the problem of reaching those objectives. If they underestimated the resistance, or if they had too few men or munitions, they fell short of their objectives, with serious consequences.

As the war progressed the generals learned their lesson: that no amount of wishing or of personal enthusiasm or of self-deception as to the resistance to be overcome, the valor of their forces or the nature of the ground to be captured, could take the place of adequate troops, munitions and transport. And so they stopped throwing away their men and their munitions on risky objectives; they set *attainable* objectives, and sent in enough men, with enough munitions and transport to insure reaching those objectives.

SETTING objectives is just as important in marketing merchandise or service as in warfare. Yet how often otherwise shrewd business men let themselves be fooled into looking at the number of dollars they believe they can afford to spend instead of at the distance to be traveled.

Some three or four years since, an association of manufacturers, which must for obvious reasons be unnamed, held a very serious meeting to consider the advisability of a cooperative advertising campaign during their big selling season, the advertisements to be aimed at the general public to stimulate the buying of their product for certain purposes.

The secretary of the association presented a carefully worked out plan, together with an estimate of how much it would cost to put over the campaign the first season. The members liked the plan; they decided to go ahead. But when it came to the appropriation they shook their heads dubiously. XYZ thousand dollars was a heap of money. "Only a cent a case for total output of the industry," the secretary pointed out.

But somehow they couldn't see it in those terms; they could see only the big total—XYZ thousand dollars. They would think it over.

Next day the two biggest men of the industry got together at luncheon



And The Paper by Cantine!

YOUR sales literature! Expensive illustrations by a professional artist, persuasive text by a well-paid writer, printing by skilled typographers and—to give the whole job the impressiveness and sales value it should have—coated paper by Cantine!

The returns on your investment in printed matter depend much upon the paper you use—the very foundation of every piece of printing you buy.

Cantine's Coated Papers represent nearly forty years of specializing in the manufacture of fine coated papers exclusively. A book of sample papers and the name of a nearby jobber will be sent upon request.

THE MARTIN CANTINE COMPANY
Saugerties, New York

Cantine's

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SUPREME FOLDING
AND PRINTING QUALITY

ASHOKAN
NO. 1 ENAMEL BOOK

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Band Instruments
Radio Outfits
Talking Machines
Hymn Books
Anthems and Collections
Music Publishers
Music Racks
Hymn Boards
Choir Stalls
Choir Vestments
Chimes
Etc.*

Your Ad will go exclusive-
ly to the Buyers in this
wealthy field at 3/10 cent
per buyer or \$75.00 a page.

To insure proof for cor-
rection, your copy should be
in not later than September
1st.

May we send you our rate
card—card of distribution
by states and a complimen-
tary copy of the EXPOSI-
TOR?

The EXPOSITOR
701-710 Caxton Bldg.,
Cleveland, Ohio

New York Chicago
17 W. 42d St. 37 S. Wabash

and talked over the plan as one busi-
ness man with another, and they de-
cided that XY thousand dollars was
enough to try to assess themselves and
their fellow members. The secretary
was a good scout and all that, but he
didn't know how hard it was to make
money and his ideas were not quite
"practical" when it came to settling
big questions like this.

And so, after the manner of asso-
ciations, the question of the appropria-
tion was settled arbitrarily by those
two leaders in the industry, then and
there. They would spend XY thousand
dollars, which was just two-thirds of
the XYZ appropriation recommended.

A MEETING was called, the matter
was voted upon and carried. A
committee was appointed to cooperate
with the secretary in working out the
campaign.

The committee had not worked very
long before the members began to real-
ize that XY thousand dollars was just
about two-thirds of what was needed
to do even a fairly good job. But ap-
parently the only thing to do was go
ahead and do the best they could with
what they had.

They decided that they couldn't cut
the list any, for it was a minimum list
already. They would have to take
smaller spaces and less frequent in-
sertions. But at that they could "make
it look like a whale of a campaign," as
one member expressed it, by adding up
the total circulations of the publica-
tions to be used, multiply the number
of advertisements to be run by the
total circulation of the publications to
be used, showing the whole thing
graphically, with smashing pictures of
the publications and enlarged proofs of
the advertisements, in a big broadside
which they would send out to the
dealers. Also get out an impressive
portfolio for the salesmen of each of
the companies forming the association,
for them to carry with them and show
to their customers.

And so, at the direction of the com-
mittee and with much adding and
multiplying, the secretary worked out
the enormous figures of the campaign,
and even the members of the commit-
tee were amazed when they saw the
figures. They certainly were impres-
sive. And the diagrams and graphs
worked out from them fascinated them.
Those figures and graphs would wake
up the trade all right.

Well, the selling season came on and
the campaign started. The selling sea-
son passed and the campaign stopped.
And nobody concerned was able to see
that anything special had happened.

Yet something had happened: a
group of manufacturers forming an
association had overspent in advertis-
ing. And they had overspent because
they had underspent Z thousand dol-
lars. The Z thousand dollars would
have increased the velocity to a degree
sufficient to have impressed the cam-
paign on the public mind.

The impressive circulation figures
and the imposing graphs had fooled

no one but the men who had drawn
them up.

They never do any more; they have
to be backed up by advertising that
registers as impressively on the public
as the figures and graphs are expected
to register on the trade.

What does all this mean: That a
firm must have a million dollars before
an advertising campaign should be
undertaken?

Not at all; but that nine hundred
thousand dollars is overspending if the
distance to be traveled requires a mil-
lion dollars' worth of velocity; and
that an extra hundred thousand dol-
lars added to that million as a margin
of safety is likely to increase velocity
all out of proportion to itself. The
directing genius of one of the million
dollar businesses mentioned previously
told me recently that every time they
had added a hundred thousand dollars
to their advertising appropriation
they had added half a million dollars
to their sales; and that they had done
this *six times* and would continue to
do it if they could ever get caught up
on orders!

And what applies to a million dollars
applies also to two hundred thousand
or fifty thousand or ten thousand or
one thousand.

ANY amount is overspending to the
extent that it is underspending, no
matter how small or how large the
business or the appropriation.

Not: How much shall we spend?
But: How far shall we try to go this
year or this season—or this month—or
during the next five years?—is the
first consideration.

Do you want 2000 new dealers this
year? Or to add 100,000 cases to your
sales volume by 1925? Or to develop
distribution in New England? Or to
move seventy-six carloads of building
materials? Or to give the public—of
the United States, or of a state, or a
single city—a sample of your product?
Or to move men and women to con-
tribute sixty thousand dollars to a
charity? Or to fill a theater eight
times a week? Or to fill so many pages
or columns in your periodical with ad-
vertising? Or to sell the capacity of
a transcontinental train? Or to make
your business the biggest factor in the
industry?

Or what?

After you have decided *that*, then
you can begin to figure intelligently on
the distance to be traveled and the re-
sistance to be overcome; and you can
then plan your sales effort and your
advertising appropriation, so that
your advertising and your other forms
of sales energy will develop sufficient
velocity to carry you to your objective.

Always remembering that a five or
ten per cent margin of safety is seldom
overspending, while five or ten per cent
short of the necessary appropriation is
overspending.

Reprinted from first issue of *Advertising
Fortnightly*, May 9, 1923. In view of the
fact that our circulation has more than
tripled since then this should be new
material for many of our readers.

Cancel "Hot Weather" in 20 States! Rent Sales Cars at 85 Saunders Branches

*"—it's the 'ammer, 'ammer, 'ammer on the 'ot sidewalks"
that slows up your salesmen these days. More
calls made in comfort mean steady sales volume*

WITHOUT a dime of capital investment, you can furnish each salesman a new car for aggressive Summer selling. You pay only for the actual miles he drives—the calls and sales made.

These cars have been placed in the best sales centers of 20 States you now cover. They are all ready to turn over to your men. Please instruct them to accept delivery at once and use Saunders System cars to keep up the daily calls and sales volume during hot weather. Where business has moved out to the country and Summer resorts, your men can run it down with a minimum of time and expense.

Saunders Drive-It-Yourself System rents gear-shift and Ford coupes, sedans and touring cars on a mileage basis. Each salesman drives privately a clean, new, splendid-running car, as if it were his own or company car. Standard insurance protects you against liability, fire, theft, collision and property damage above \$15. We can also supply you with detailed reports of his mileage, daily starting and quitting time, expense incurred, and with Traveler's Identification Cards, good at eighty-five Saunders System stations in 20 States.

Combined with rail service between major towns, this service nets you the lowest possible traveling expense, and preserves the real advantages of motorized selling. Just direct your salesmen to use Saunders System and write us for the Traveler's Cards.

SAUNDERS DRIVE-IT-YOURSELF CO., Inc.

Executive Offices: 316 Saunders Bldg., Kansas City, Mo.

"TEN YEARS OF PRACTICAL OPERATION"

Eastern Dist.

- Baltimore (2)
- Richmond, Va.
- Washington, D.C. (3)

Alabama

- Birmingham (4)
- Bessemer
- Mobile
- Montgomery (2)
- Tuscaloosa (2)

Colorado

- Colorado Springs
- Denver
- Pueblo

Georgia

- Atlanta (2)
- Athens
- Columbus

Illinois

- Galesburg
- Moline
- Peoria
- Rockford
- Rock Island
- Springfield

Indiana

- Evansville
- Indianapolis (2)
- Terre Haute
- Vincennes

Iowa

- Cedar Rapids
- Council Bluffs
- Davenport
- Des Moines
- Sioux City

Kentucky

- Louisville (2)

Kansas & Missouri

- Kansas City (3)
- St. Joseph
- St. Louis
- Topeka
- Wichita

Michigan

- Detroit

Nebraska

- Lincoln
- Omaha (3)

Ohio

- Akron
- Cincinnati (3)
- Cleveland (2)
- Columbus (3)
- Dayton

- Norwood
- Springfield
- Toledo

Oklahoma

- Oklahoma City
- Tulsa

Tennessee

- Chattanooga (2)
- Knoxville
- Memphis
- Nashville (2)

Texas

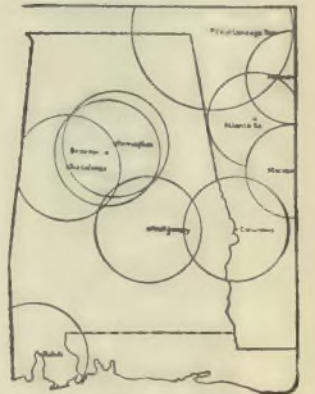
- Dallas
- Houston

Wisconsin

- Milwaukee (2)
- Sheboygan



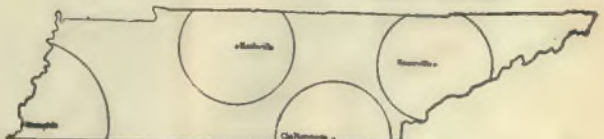
ALABAMA AND GEORGIA



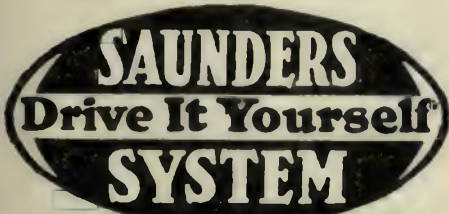
ILLINOIS, INDIANA AND MISSOURI



TENNESSEE



* The circles indicate a 35 mile driving radius



Wherever You Go!

"Thanx"

IT isn't such a trivial thing when a man pauses in the welter of things he has to do in this crowded age and takes pen in hand to offer a word of friendly approval and encouragement.

A number of industrial advertising men have taken the trouble to write the author of this series of advertisements I am running in "Advertising & Selling Fortnightly," commenting favorably on their tone.

For these kindnesses I give my sincere thanks.

I am appreciative and proud of the letters received.

One particularly encourages me. Its writer is a man who has bought "tons and tons" of space for a very large concern whose products are advertised in both the general and the industrial fields.

He surely knows whereof he writes. He wrote:

"I take my pen in hand to write you a letter to tell you how much I have enjoyed reading your ads in 'Advertising & Selling Fortnightly.' Especially the one headed 'Selection' (July 15, 1925). I really think that you have the broad idea of selling a publication; that is, 'by their fruits ye shall know them,' rather than cold, meaningless figure. I say meaningless because an A. B. C. statement, for instance, may be interpreted in many ways, depending upon the resourcefulness of the salesman. I've met hundreds of them and I know. If buyers of space will read your essays seriously they will learn a lot about buying advertising.

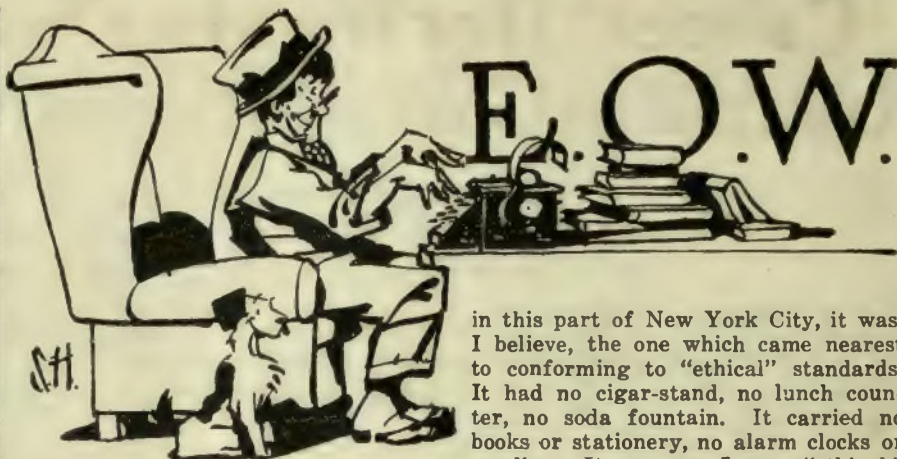
"So pin this posey on your coat and believe me when I say that I am serious."

There is, indeed, a lot of hoakum in the sale of advertising space. This probably because many of the publishers have their sales forces so highly organized and engage such skillful men for the work. A tip I fain would give some publishers would be to engage equally as skillful men in some of the other departments. Then publications would be more effective and less skill would be required to sell space in them and to keep it sold.

A. R. Maujer.

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

INDUSTRIAL POWER is well balanced. It does not spend a disproportionate amount of its income in sales expense. As a proof of this we would like to send you our booklet "Who Writes INDUSTRIAL POWER." May we have your permission?



Moral: Be a Flat-Dweller

Of the 114,000,000 men, women and children who constitute the population of the United States, perhaps ten millions live in apartments.

Am I correct—or nearly so—in my belief that nine-tenths of the stories which are published in the nationally-circulated periodicals are written by flat-dwellers?

Right now, undoubtedly, hundreds of men and women in New York apartments are grinding out tales of wild life on the plains or of bloody doings on the Spanish Main. These people, perhaps, have never been west of Buffalo or south of Washington. No matter! They live in a flat! That, apparently, is one of the qualifications for writing fiction.

In 1965

A recent issue of the *Saturday Evening Post* contained 114 full-page advertisements, 37 of which were of automobiles, tires or automobile accessories.

That same issue contained 35 half-page advertisements, two of which were of automobile accessories and 39 quarter-page advertisements, five of them of automobile accessories.

In other words, pretty nearly thirty per cent of the advertising space in this particular issue of the "S. E. P." was used to exploit motor cars and the things that the motor car has made possible.

The inventor of the internal-combustion engine hadn't the ghost of an idea that, some day, men would spend a quarter of a million dollars to advertise in one issue of one publication the children of the child of his brain.

Doubtless, in some bare room, some other inventor is at work at some device or process which will be as revolutionary as Selden's. Doubtless, too, thirty or forty years hence, it will bulk as large in the public eye as the automobile does now.

Too Bad!

A small but very high-class drug store in my neighborhood has closed its doors. A receiver is in charge.

Of the twenty or more drug stores

in this part of New York City, it was, I believe, the one which came nearest to conforming to "ethical" standards. It had no cigar-stand, no lunch counter, no soda fountain. It carried no books or stationery, no alarm clocks or candies. It was, as I say, "ethical." And it has gone out of business.

Not in Accord with Fact

I read recently a statement to the general effect that when, after years of effort, a New Yorker gets on a \$30,000 a year salary basis, he can live almost as well as the man in a city of 30,000 who is paid \$40.00 a week.

It is time this bubble was punctured, for it is not in accord with fact.

Rents in New York are high. In many cases, they are outrageously high. And the temptation to spend money is far greater than in other cities. But, with few exceptions, the necessities of life cost less—not more—in New York than in smaller cities.

The New York housewife can buy vegetables, fruits and groceries cheaper than can her sister in Springfield, Ohio. Clothes, too, cost less. And shoes. And hats. And hosiery. And drugs. And street-car fares.

Half a dozen times a year I have an opportunity to compare prices here and elsewhere. I know what I am talking about.

The Market Place

The criticism which Europeans oftenest make of this country is that we have carried standardization to absurd extremes. "Americans dress alike," they say. "They look alike. They think alike."

There is a lot of truth in these statements.

The explanation, it seems to me, is that to an extent far greater than its population and importance justify, one city—New York—influences the rest of the United States.

Less than 6 per cent of the population of the United States live in New York; but, I'll venture to say, more than 60 per cent of the ideas which influence American men and women are born here—or if not that, are sent forth from here.

The inventor of cross-word puzzles lives, we'll say, in Dover, Del. But does he try to market cross-word puzzles from his home town? No! He comes to New York. The creator of a new fashion or device does likewise.

The "distributive" facilities are here.
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.



Charles P. Catlin, Contributing Editor
(Practical Merchandising)

HENTHUSIASM and ability, backed by unlimited energy are the outstanding characteristics of Chas. P. Catlin, nationally known merchandiser, advertiser, and salesman, whose rare power to instil these attributes in others has drawn him into the HARDWARE AGE Editorial family.

Thirty-two years of hardware merchandising experience are packed into his straight-from-the-shoulder messages on "Turning Dull Days Into Profits." These articles are full of practical, sales stimulating pointers, high in cash register value.

Catlin's experiences range from inside man, road salesman, departmental manager and buyer in a national hardware jobbing house, to sales promotion manager and merchandiser for widely known manufacturers.

As a salesman, he personally installed hundreds of display windows, planned hundreds of special sales and suggested constructive selling methods to thousands of men behind retail hardware counters. As sales promotion manager he is responsible for many sales-producing ideas used by hardware jobbers, salesmen and merchants throughout the country.

He knows the problems of the retailer, the jobber, the salesman, the manufacturer, and he shares that knowledge with his readers.

Charley Catlin's articles inspiringly point the way to greater profits through clean-cut efficient merchandising methods. His contributions hold an important place in the thorough, practical business-building service HARDWARE AGE brings to its readers each week.

"The Most Influential Hardware Paper"

Hardware Age

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

239 West 39th Street New York City

**For accurate,
full information
about poster art,
there is only one
authoritative
publication in
two continents**

**The
POSTER**

307 S. Green St., Chicago
Sample copy 30¢
Three Dollars Yearly

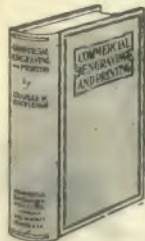
Advertising  Typographers

THE PITTSFORD plant serves primarily as a quality typographic shop for particular advertisers. We set type and artistically group illustration, type and decoration—and deliver the whole as a single unit—the completed advertisement.

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

**The Complete Book on
Engraving and Printing**

(Second Printing)



This is a veritable encyclopedia setting forth in usable form the essentials of all methods and processes. Hundreds of examples, suggestions and reference features. Tells how to choose kind of art, process of reproduction, plates, paper, color, etc. A mine of information for the advertising man, artist, printer, engraver, lithographer, paper man, photographer, salesman or student who wishes to get ahead. 840 Pages—Over 1200 Illustrations—35 Related Subjects.

Sent on approval—no advance payment. Write for FREE prospectus showing sample pages, etc.

**COMMERCIAL ENGRAVING PUB.
COMPANY**
Dept. SV Indianapolis, Ind.

Getting the Salesmen to Use Them

[CONTINUED FROM PAGE 18]

ual. He knows how salesmen are tempted to leave such a manual at home. So he writes teaser letters periodically to the trade. He tells them to be sure and ask his salesman next time to show them what's on page 14 of the jobber's book. The salesman knows when the letters go and what they say. So he feels that he cannot afford to leave the manual at home.

Another general principle in getting the manual used is involved in the fact that the salesman is constantly being bombarded by buyer's objections and being turned down by hard-boiled prospective customers. It's a great life if you don't weaken. The salesman's lot—like that of the well-known Gilbert & Sullivan constable—is not a happy one, *happy one!* Away from the successful home-office atmosphere he is particularly subject to discouragement. So, again, the sales manual that gets used most is the one to which the salesman can turn on Blue Monday and in it find the good strong selling points that resell him all over again on the value of his line, the integrity of his house, and the fact that he is a damned lucky fellow to have such a good proposition. Sometimes, even a bit of inspirational talk won't go amiss, though good hard facts seem to suit the average salesman best.

SINCE the sales manual is often primarily for the training of men there is at times a danger of producing it so that it is extremely interesting and useful to the new men on the sales force but tame and "old stuff" to the older men. For this reason, the manuscript should be criticised with this question in mind, "Will this manual be really helpful to our most experienced salesmen as well as to our new recruits?"

The last suggestion that I have to offer in connection with getting the sales manual used is this: In hard service manuals are sure to become soiled. After a time pages may be torn or missing. For this reason some executives periodically call in all copies for inspection. Damaged or lost pages are replaced. Or an entire new copy may be supplied. The good salesman doesn't like to use or exhibit a soiled or dog-eared manual. Neither is the dealer favorably impressed by it. If you are smart enough, or lucky enough to produce a sales manual which is really used by both your salesmen and the trade, it pays to keep all copies in fresh and inviting condition.

[This is the third and last of a series articles by Mr. Morgan. The first of the series appeared in the FORTNIGHTLY, of June 17.]

The Clark Collard Company

Chicago, will direct advertising for the Jiffy Sales Company, same city.


Sweater News
and
Knitted Outerwear
May 1925

Underwear & Hosiery
The
Review
Vol. 8, No. 2
May 1925

Tie-up

Your Consumer Campaign
with Trade Publicity

for Sample Copies address:
KNIT GOODS PUBLISHING CORP.
93 Worth Street New York City


facts!


The advantages of your institution, your product, or your service depend on known facts. It is by conveying these facts through well worded text and compelling illustration that sales result through advertising.

I spend much time and effort in expressing facts convincingly in my illustrations.

Fred'k Lowenheim

Illustrator
226 WEST 47th ST.
NEW YORK CITY

CHICKERING 8880

 **KEEP YOUR COPIES!**

At the conclusion of each volume an index will be published and mailed to you.

**HOTEL
EMPIRE**

New York's newest and most beautifully furnished hotel—accommodating 1034 guests—Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET—**\$250**

ROOM WITH PRIVATE BATH—**\$350**

ALL OUTSIDE ROOMS

Another Pathéscope Business Film is described here

SCENIC



ANIMATED DIAGRAM



"Good Teeth—Good Health"

A Pathéscope Production,
is an integral part of the educational work of

Colgate and Company

FOUR years ago we produced for Colgate & Company a film under this title, which is still going strong, with a constantly increasing demand—striking testimony to the effectiveness and economy of Business Films, when properly made and intelligently used.

Still stronger **PROOF** of its success with films and its satisfaction with Pathéscope methods is this client's recent order for

ANOTHER COMPLETE MOTION PICTURE

CARTOON COMEDY



Some of the other clients we have served

ENGINEERING AND MECHANICAL

Alpha Portland Cement Company
American Brass Company
A. M. Byers Company
General Electric Company
Hercules Powder Co.
Linde Air Products Company
Lock Joint Pipe Company
Mosler Safe Company
National Slate Association
National Tube Co.
Okonite Company
Otis Elevator Company
Plymouth Cordage Company
Reading Iron Company
Robins Conveying Belt Company
John A. Roebling Company
Chas. A. Schieren Company

Tide Water Oil Sales Corporation
U. S. Cast Iron Pipe & Fdry. Co.
Westinghouse Lamp Company

FOOD PRODUCTS

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

TEXTILES

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

SERVICE

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

MISCELLANEOUS

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

We invite an opportunity to show, either at your office or the Pathéscope Salon, what we have done for others in your industry, and what we can do for you.

INDUSTRIAL FILM DIVISION

THE PATHÉSCOPE CO. OF AMERICA, Inc.

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



The Book-Cadillac

DETROIT'S FINEST HOTEL



Modern Aids to Business

To the man or woman visiting Detroit on business, the Book-Cadillac offers unexcelled facilities for economy of time and effort.

Restaurant equipment is unusually complete, ranging from the attractive Coffee Shop, with cafeteria service, to the cosmopolitan Venetian Dining Room, Blue Room and English Grill.

For effective display of merchandise, thirty-eight large sample rooms are available. Each is an outside room and is equipped with door bed and dressing room.

1200 Outside Rooms with Bath

Rates **\$4** and up

475 Rooms at \$4 and \$5 Sample Rooms \$5 and \$8

Special \$1.25 Luncheon and \$2.00 Dinner served in English Grill and Blue Room. Club Breakfast, 85c and \$1. Eighteen shops and broker's office in building; Barber Shop and Beauty Parlor operated by Terminal Barber Shops; Private Conference Rooms.

THE BOOK-CADILLAC HOTEL COMPANY, DETROIT

ROY CARRUTHERS, *President*

WASHINGTON BOULEVARD AT MICHIGAN AVENUE

Copy That Illustrates Pictures

[CONTINUED FROM PAGE 36]

a great deal in a limited space, which should have great pulling power on this side of the ocean as well as on the proverbially tight little isle.

Advertising is, after all, largely a science of ideas. We Americans, in our pursuit of the original and novel, turn to famous writers for scintillating copy; we go in for elaborate, eye-compelling layouts, and in doing so we sometimes lose sight of the thing to be advertised. Not so Barclay's Lager. The thirst predominates throughout. Even we, thousands of miles away, find our sneaking envy of Captain Coe and Mr. Heath Robinson's ostrich-trousered cannibals rather overshadowing our sympathy for the reverend gentleman who is doing a Nurmi in the general direction of the great open spaces.

Lesan-Carr Advertising Agency

St. Petersburg, Florida, will direct advertising for the Grower's Sales Company, a new marketing organization for Florida citrus fruits.

Edgar Hein

Formerly with the advertising service bureau of the Chilton Class Journal Company, has joined the production department of Myers-Beeson-Golden, Inc., New York advertising agency.

Kuhlman Electric Company

Bay City, Mich., has appointed the Stevens Sales Company of Salt Lake City, Utah, as district representatives for Utah and adjacent territory to handle Kuhlman power, distribution and street lighting transformers.

Herbert C. Lyon

Formerly advertising manager of the *International Confectioner* and on the staffs of Frank Seaman, Inc., O. J. Gude and Poster Advertising Company, has joined the staff of James F. Newcomb & Company, Inc., of New York, direct advertising.

Cornish Advertising Agency

Tampa, Florida, will direct advertising for the Diamond Sand Company, Diamond, Florida.

The Clark Collard Company

Chicago, will act as advertising counsel for the Ravenswood Novelty Company, same city, manufacturers of candy flower novelties, etc.

Milton D. Straus

Has been appointed assistant to the president of the Gray Manufacturing Company of Detroit, formerly the Gray Motor Corporation.

Hicks Advertising Agency

New York, will direct advertising for the Taximotors Service Corporation, Inc., same city.



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
605 Caxton Building :: Cleveland, Ohio



CATCH THE EYE!

Live up your house organs, bulletins, folders, cards, etc., with eye-gripping cuts—get artwork at cost of plates alone. Send 10c today for *Selling Aid* plans for increasing sales, with Proof Portfolio of advertising cuts.

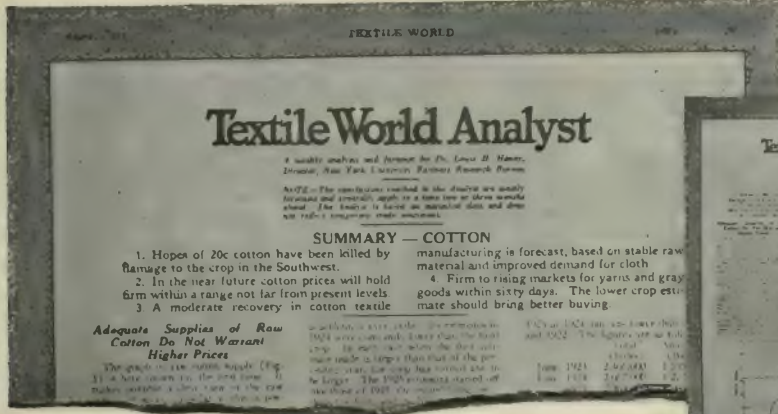
Selling Aid, 808 S. Wabash Ave., Chicago

TESTIMONIALS

Orders, checks, maps, reports, blueprints, etc. PHOTOSTAT prints are convincing photographic facsimiles—produced without plates.

Send for Samples.
Best prices—quickest service.

Commerce Photo Print Corporation
80 Malden Lane New York City



The Textile World Analyst consists of charts, market analyses, forecasts, summary and "question box."



Forecasting the Future for Textile Manufacturers

As a result of modern advancements in the art of statistical analysis, business executives are no longer so much interested in *what has been* as they are in *what will be*. Market reporting is being superseded by market forecasting.

And now Textile World, leading the procession as always, has created what is proving to be the most scientific method yet devised for forecasting the future supply, demand and prices of cotton, wool, silk and their products.

The inauguration of the *Textile World Analyst* as a regular weekly feature of Textile World marks an epoch in industrial publishing.

This new department is under the direction of Dr. Lewis Haney, Director of New York University Business Research Bureau.

The spontaneous reader interest created by the *Analyst* is an extra dividend to Textile World's advertisers.



A copy of this survey will be sent on request to any manufacturer or agent offering an industrial product or service.

Textile World

Largest net paid circulation in the textile field

Audit Bureau of Circulations
Associated Business Papers, Inc.

334 Fourth Avenue, New York

NATIONAL
A D V E R T I S E R S
For
Better
Technical
Advertising
N I A A
Convention
Hotel Chalfonts
Atlantic City
Oct. 19-20-21
A S S O C I A T I O N
INDUSTRIAL

It takes real experience to get results like these:

From a Business Paper Publisher:

"The job is a splendid one, and we have received and will continue to receive material benefits. The fact that nearly 75% of your recommendations have been effected is about the finest recommendation of the real service you have rendered which could be given."

From a General Sales Manager:

"The writer has used this survey to very great advantage. In fact the data that I have been able to put into letter form which I would not have had were it not for this survey, is largely responsible for the very large business we are doing in Philadelphia and many other large cities throughout the country."

From a Prominent National Advertiser:

"Just one fact alone was worth in after results many times what the whole survey cost us. It enabled us to cut out a lot of lost motion on the part of our salesmen and on the part of jobbers' salesmen."

From a Magazine Publisher:

"The survey Eastman made for us was largely responsible for the largest advertising revenue we ever had."

Eastman Service embraces:

1. Situation Study and Report. An organized review of the client's sales organization, selling costs, sales policies, sales management, plans, methods and problems.

Such a study may be made independently, or as a preliminary to a market survey—it is a necessary preliminary if recommendations are required.

Cost to the usual business is approximately \$1,000 plus traveling expense.

2. Market Survey. An Eastman Report on your market is as complete and authentic as the audit of a certified public accountant. It substitutes facts for guesswork as the basis for your sales and advertising plans.

The size of the job, and consequent cost, vary with the requirements.

3. Sales Service. On occasion, we take over the entire responsibility—or serve as an auxiliary to the sales department—in carrying out the selling plans developed from the survey.

This service is generally rendered on a monthly fee, plus costs.

We are not an advertising agency, and do not render advertising service.

Consultation at our offices without charge. At clients' or prospective clients' offices, where travel is involved, there is a moderate charge for time and expense.

R. O. EASTMAN, Incorporated
Cleveland

New York Office: 17 West Forty-second Street, Penna. 6621

When Should You Use Color?

[CONTINUED FROM PAGE 23]

that the same principles of color merchandising apply. In this connection it must be borne in mind that when you are addressing a highly specialized list of buyers of some particular class of goods, you generally have a larger margin of safety and can sometimes employ color where a house with a general line would not be able to obtain quite the sales commensurate with the increased costs.

A good example of the way color can increase the selling value of certain merchandise is that of the page of shoes illustrated in this article. On a good average season a page of this type can be depended upon to produce \$300,000 to \$500,000 sales. In Montgomery Ward's catalog one season the best fashion page was in colors and sold \$238,000 worth of coats. The highest sale from a black and white page that year in fashions was \$82,000.

This is the rosy side of the picture.

UNFORTUNATELY color pages do not always pay. In the same Montgomery Ward catalog, for example, was one color page in fashions that only produced \$66,000 of business and a second which brought but \$43,000. This was chiefly due to a poor selection of styles for those pages that season.

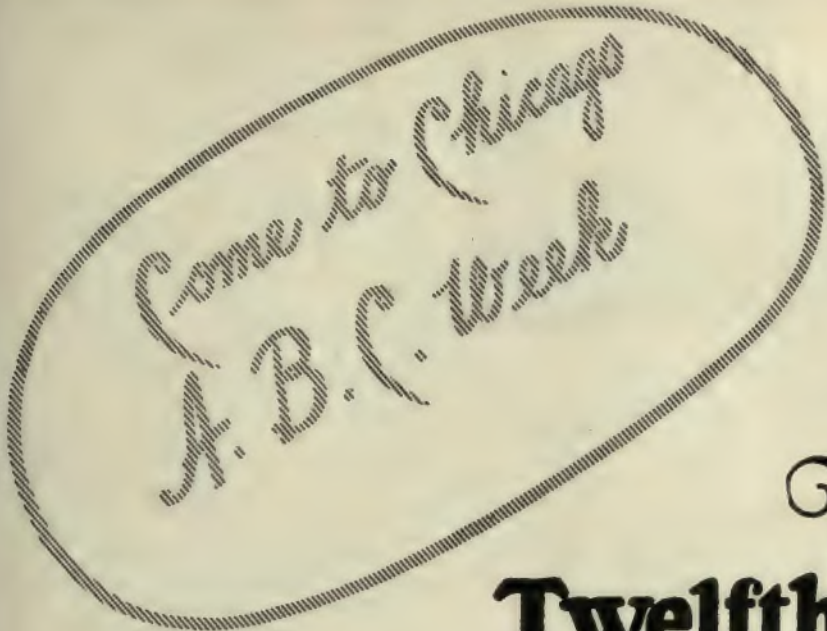
Because your investment when using color is so great, you must give special attention to the merchandising of these pages. The items you feature must be selected with a view to having the widest appeal to your market. They must be within the most popular price ranges and at the same time they must be articles that can be displayed to the greatest advantage in colors.

In cataloging such items on a color page you will often find that your descriptions take up a considerable portion of your space, often to the extent of a full third. Many mail order firms get around this apparent waste of color space by crowding the page with illustrations and putting the descriptions on the cheaper black and white page facing. This makes it somewhat more difficult for your customers to order (a violation of a mail order principle) but in the end it is safer to merchandise a color page in this manner.

In laying out a color page this way care must be taken to make each item stand out from the rest. One method is to employ contrasting colors for the items close to each other.

Besides the use of three or four-color printing, there are cases where you can employ two colors to advantage. Not all items require as many as four colors.

Red is often employed as a second color in mail order and direct mail literature to give it the form of an unusual announcement such as a sale. Used in this manner full advantage must be taken of the second color in



The
Twelfth Convention
 of the
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(AUDIT BUREAU OF CIRCULATIONS)

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The **DINNER**

NIGHT OF OCTOBER, 16th

will be at the

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Make your reservations early



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order to justify the increased expense.

The use of color gives you another advantage entirely apart from the immediate sales, and that is to add prestige and to dress up your catalog or literature. Your color pages enhance the general worth of your ordinary black and white pages. While color is a great help in selling merchandise, almost any experienced mail order man can cite cases where one item in black and white outsold a similar article reproduced in colors. In other words, color is not always the chief sales factor. It is a powerful help, but other features such as style, quality or price should not be lost sight of.

There is hardly a manufacturer or wholesaler today who does not use advertising literature of some sort. Some of it is designed to bring in leads for salesmen to close or for dealers to take care of. Other literature is prepared for the purpose of producing mail orders from the dealer.

The manufacturer or wholesaler usually has a wider margin of costs to play with. It is much easier to influence sales through the regular channels of trade than to create orders by mail. However, the experience of the mail order houses cited before will serve as a good guide, for all selling is based on the same fundamentals of human psychology.

J. Douglas Gessford

Formerly general manager of the weekly and daily newspapers of O'Flaherty's suburban list, and Eastern manager of *Charm*, has joined the organization of Joseph E. Hanson Co., Inc., Newark, N. J., advertising agency, in the capacity of account executive.

Concrete Publishing Company

Has been formed in Chicago for the purpose of publishing *Concrete* and *Building Materials*. E. E. Haight, for the past eighteen years connected with The Class Journal Company, is president of the new organization. Fred D. Porter, treasurer, and John C. Langtry, secretary, are president and vice-president respectively of Porter-Bede-Langtry Company, publishers of the *National Real Estate Journal*. *Concrete* and *Building Materials* were purchased by the new company from R. Marshall of Cleveland. The August issues of both publications will be issued from the Chicago office.

The Talbot Publications

Des Moines, Iowa, publishers of *The Iowa Farmer* and *Corn Belt Farmer*, announce the appointment of the following representatives for these two publications: New York representative, J. Irland Wood; Kansas City, Messrs. Davies & Dillon; Los Angeles and San Francisco, H. H. Conger Company.

Edwin Verrall

For several years with the advertising service of the McGraw-Hill Company and who has more recently been conducting an advertising service of his own in Chicago, has joined the staff of Russell T. Gray, advertising engineers, same city, where he will specialize in electrical accounts.

Chicago Advertising Men Hold Golf Tournament

THE Advertising Council of The Chicago Association of Commerce held its first annual golf tournament on Thursday, July 23, at the Evergreen Golf Club. Seventeen prizes were offered by various members of the Council and the entries were divided into five classes, thus giving every one the opportunity of winning a prize. More than one hundred members entered the competition, which was for eighteen holes.

The prize for the lowest net score was a beautiful sixteen-inch cup offered by the Advertising Typographers of Chicago. This cup must be won three years in succession in order to be retained as a permanent prize. This year's winner was William M. Parkes, with a score of 71. R. C. Wilson, with a low gross score of 76, won a handsome golf bag, presented by the Kuhl & Bent Company.

Other winners of various prizes in the different classes were: F. Guy Davis, C. H. Jones, K. G. McKiernan, Homer J. Buckley, P. S. Van Auken, C. Dockstader, S. R. Tiedman, E. Dahn, F. Heuchling, W. D. McJunkin, Joseph M. Krause, A. L. Weber and Ben C. Pittsford. Guest prizes were won by J. Clark Collard, C. W. Doheny, W. B. Egan and J. Williams.

Dinner was served at 7:30 in the Beverly Gardens. Music was furnished by a special orchestra and the members of the Chicago Association of Commerce Glee Club.

"Automotive Daily News"

New York, announces the appointment of Don Wallace Robinson, formerly advertising manager of the Chevrolet Motor Company and later of the Samson Tractor Company, both divisions of General Motors Corporation, as managing editor. Walter Boynton, for the past three years head of the publicity bureau of General Motors Corporation, has been placed in charge of the editorial bureau of the *Automotive Daily News* in Detroit.

The Robert E. Ramsay Organization

Is the name of a new service organization which has been formed in New York by Robert E. Ramsay who until recently was vice-president of James F. Newcomb & Company. The new organization will handle sales promotion work. Offices are located in the Berkeley Building, 19 West 44th Street.

Bauerlein, Incorporated

New Orleans, will direct the united advertising of the Fruit Dispatch Company, Standard Fruit and Steamship Company, and Cuyamel Fruit Company in an extensive campaign to promote the popularity of the banana as a food.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Business Opportunities

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.

FOR SALE

Stock on hand and Copyrights of Mail Order Publishing Business, of extreme interest to Retail Merchants, especially those who have businesses in smaller Communities. Also Film Rights of these Publications, which have unlimited possibilities for rental of Films to Chambers of Commerce, Rotary and Kiwanis Clubs and other Business Men's Organizations to campaign for "BUYING AT HOME" and keeping business in their towns. Can be sold separately or together. This proposition has great Economic value, and will bring tremendous returns upon the investment. Legitimate reason for selling. Address—C. M. Lansing, Room 759, McCormick Bldg., Chicago, Ills.

ESTABLISHED TRADE PUBLICATION, doing business of over \$45,000, now available; in big field, price \$35,000, \$10,000; balance, terms. HARRIS-DIBBLE COMPANY, 345 Madison Avenue, New York City.

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

COPY WRITER

University Graduate; 5 years' agency experience; know art and can buy; understand production, altho primarily a copywriter. Age 25; Christian; single; references. Box 293, Adv. and Selling Fort., 9 East 38th St., New York City.

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.

Position Wanted

We know a good man for a concern that wants its advertising geared up. Personally—He's 35, married, owns his own home, Christian, keen, likable. In business—For years he's been advertising manager of a large corporation who sold nationally and advertised the same way. The corporation is fading from the picture, due to a revolution in the industry, but the experience gained by this man is available and valuable. Mr. L. will let you make your own terms for the first 90 days. Let us put you in touch with him. Address Box No. 284, 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

Solicitors for advertising in publishing field for New York City, Boston, Philadelphia and other cities. New trade paper with rapidly growing circulation. Good opening for men who know field in their cities. Book Dealers' Weekly, 730 Fifth Ave., New York. Frederick Moore, Pub.

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.

Service

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

LET ME WRITE YOUR LETTER!—IT WILL PAY YOU BETTER!
I write letters that produce profits, business, orders, remittances, collections, positions!—Reasonable. Write—HENRY BAUMANN, 1936 Grove St., Brooklyn, N. Y.

"GIBBONS knows CANADA"
Gibbons Limited, Advertising Agency
TORONTO MONTREAL WINNIPEG

“To rise above mediocrity — — requires enthusiasm and a determination not to be satisfied with anything short of one’s ideals.”



Drawn by Harold Nelson for Dewar's

THE product of our plant is the best that our years of experience, the finest of modern equipment, and the skill of our engraver-craftsmen can produce. Quantity production is not demanded here.

Quality is. This policy, consistently maintained, has brought us a wide and enthusiastic clientele in the advertising field. We are sure that you, too, will be pleased with our service once you try it. Let us prove our ability.

The EMPIRE STATE ENGRAVING COMPANY
 ~ 165-167 William Street. New York ~



TIME moves to CLEVELAND

WHY? Because TIME is committed to the news of the week—a national newspaper in magazine form, to be read the same week it is written. This was barely possible from New York as long as the circulation remained small—but now, with TIME's circulation soon to cross the 100,000 mark, it becomes impossible from the Atlantic coast.

From Cleveland, however, it can be done! Cleveland offers the distribution facilities that will enable TIME to reach Chicago, Boston, St. Louis, New York and Washington overnight.

Thus TIME will continue to go to press Tuesday morning and to be read the Friday, Saturday and Sunday immediately following. It is but pardonable pride to point out that this is a feat without parallel in modern publishing.

Although our advertising headquarters will remain in New York, your cooperation in sending copy and cuts for the August 31st and subsequent issues direct to TIME "Advertising," Penton Building, Cleveland, Ohio, will be greatly appreciated.

Robert L. Johnson, Advertising Manager
TIME, 236 East 39th St., New York, N. Y.

REPRESENTATIVES

Western

POWERS AND STONE,
 38 South Dearborn Street,
 Chicago, Ill.

New England

SWEENEY & PRICE,
 127 Federal Street,
 Boston, Mass.

Southern

F. J. DUSOSSOIT,
 1502 Land Title Building,
 Philadelphia, Pa.

TIME

The Weekly News-Magazine

Accounting Systems
Adding Machines
Addressing Machines
Advertising
(Space, signs, etc.)
Advertising Service
Air Compressors
Audits
Auto Accessories
Auto Parts
Auto Repair Equipment
Automobiles

Banking Services
Barrels
Belting
Boilers
Bookkeeping Machines
Bookkeeping Supplies
Bottles
Brick and Clay Products
Rooms—Brushes
Building Materials
Buildings

Cable
Cafeterias
Calendars
Call Systems
Camp Supplies
Canned Goods
Cans
Car Repair Tools
Carbon Paper
Cartons
Cash Registers
Casings (pipe)
Castings
Cement
Chain
Check Protectors
Chemicals
Commercial Art
Compressors
Conduit
Cooling Systems
Cranes
Crate

Dictating Machines
Display Racks
Ditching Machines
Draughting Room Supplies
Drill Presses
Drilling Tools
Drinking Fountains
Dwellings

Electrical Material
Electric Motors
Engineering Equipment
Engineering Services
Explosives
Export Services

Fans
Faucets
Fences
Filling Equipment
Filters
Financing
Fire Alarm Systems
Fire Brick
Fire Engines
Fire Extinguishers
Fire Prevention Devices
First Aid Equipment
Floodlights
Flooring
Food Stuffs
Forges
Forgings
Furniture

Gas Engines
Gaskets
Gasoline Engines
Gauges
General Mds. (for Com-
pany stores)
Generators
Grease Guns
Groceries

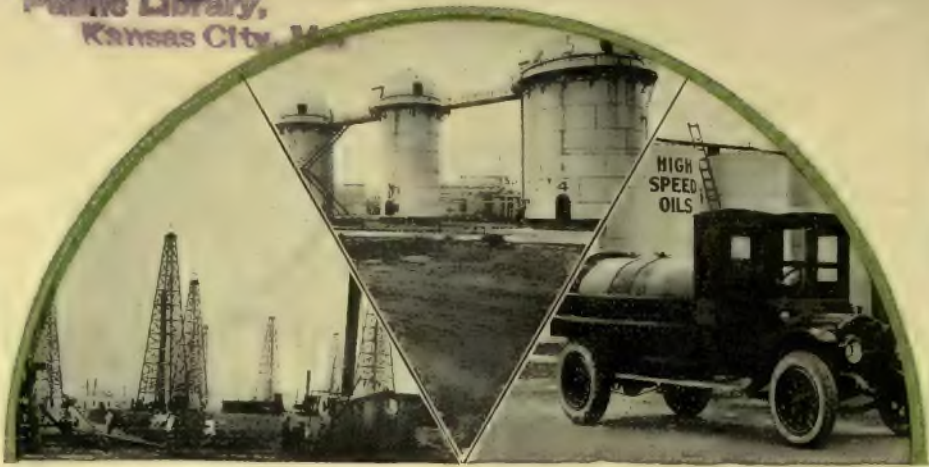
Hardware, Building
Heaters
Holds
Hose, Metal, Rubber
Hospitals, Emergency
Hotel Service
House Organs
Houses

Ink
Insulation
Insurance
Intercommunicating
Telephones
Inventory Records

Janitor Supplies
Joints (pipe)

Kitchen Equipment
Kitchenware

Labels
Laboratory Equipment
Lampguards
Lamps
Lathes
Lead, Sheet



Ledgers
Litharge
Lithography
Lockers
Locomotives
Lubricators
Lumber

Machine Tools
Machinery
Mailing Lists
Maps
Marine Insurance
Marine Supplies
Meats
Medical Supplies
Metal Doors
Meters
Mill Supplies
Motor Trucks

Novelties, Advertising

Office Forms
Office Supplies
Oil Burners
Oil Engines
Overalls

Packages
Packing
Paint
Partitions
Paving
Pipe
Pipe Fittings
Pipe Tools
Playground Equip-
ment
Plumbing and Heating
Portable Tools
Pneumatic Tools
Posters
Power Plants
Pressure Regulators
Printing
Pumps (many types)

Radial Drills
Radio
Railroad Tickets
Real Estate
Recording Devices
Refractories
Refrigerating Mchry.
Research
Resistance Grids
Restaurant Equipment
Riveters
Road Making Mchry.
Roofing
Rope
Rubbish Cans

Safts
Safety Apparatus
Safety Switches
Sales Books
Sample Kits
Sash
Scales
Sheet Metal
Shelving
Ship Chandlery
Ships
Signs
Sprinkler Systems
Stationery
Steam Engines
Steam Specialties
Steel, Fabricated
Steel Buildings
Stencils
Stills
Street Lighting Fix-
tures
Structural Iron
Sulphuric Acid
Surety Bonds
Switchboards

Tableware
Tank Cars
Tank Wagons
Tanks
Tents
Threading Tools
Tile
Time Clocks
Tires
Toilets
Tools
Tractors
Trailers
Transformers
Typewriter Ribbons
Typewriters

Valves
Vaults
Ventilating Equipment
Ventilators

Wall Board
Watchmen's Systems
Water Purifiers
Welding Apparatus
Welfare Equipment
Wire
Wire Glass
Wood Preservatives
Wrenches

220 out of 20,000

TWENTY thousand separate items is the estimate made by one oil company of the classification of its purchasing department warehouse stocks. And there are still other items bought that are not warehoused.

Down the sides of this page are listed 220 representative commodities and services purchased in quantity by the Oil Industry. Is yours there?

If so, don't under-estimate the Oil Industry's consumption of it. Let us give you an accurate and detailed report of this specialized and self-contained market.

*Simply report your interest at
any one of our service offices.*

NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND

District Offices:

TULSA, OKLAHOMA 608 Bank of Commerce Building
CHICAGO 360 North Michigan Avenue
NEW YORK 342 Madison Avenue
HOUSTON, TEXAS 608 West Building