

# Advertising and Selling

## FORTNIGHTLY

### *Markets, Merchandising & Media*



Drawn by Dudley G. Summers for Johns-Manville.

JANUARY 14, 1925

15 CENTS A COPY

*In this issue:*

“Advertising and Good-Will in the Balance Sheet” By R. L. BURDICK; “What Is Radio Doing to the Phonograph Industry?” By ROGER F. DAVIDSON; “A Night Letter to Los Angeles”; “How Mr. Maurer Spends His ‘Spendable’ Income”; “Giving the Branch Office a Place in Industrial Marketing”

## The Best Judge of Newspaper Advertising Values

IT HAS been truly said that the best judge of the value of advertising in any medium is the local advertiser, because he bases his decision on the direct results produced. Consequently the volume of local advertising carried by any newspaper is conclusive evidence of the productiveness of that newspaper.

In Chicago the decision is clear and decisive. According to the authoritative figures supplied by the Advertising Record Company, for the first eleven months of 1924, The Daily News published 11,235,081 agate lines of local display advertising, as against 7,551,018 agate lines published by its nearest competitor in the daily field—a morning newspaper.

## The Chicago Daily News

*First in Chicago*



## *A cannon ball to hit a sparrow!*

**T**HE name of this manufacturer's product was a household word. People knew of his goods but the sales books didn't show it. He asked our help.

Our study disclosed this fact among others about his advertising: Almost 25% of the circulation of the publications he used was in towns of less than 2500 people, yet his sales figures showed that from these communities less than 3/10 of 1% of his business came. A cannon ball to hit a sparrow!

Our research also disclosed the fact that cities of 100,000 and over were responsible for more than 75% of his total sales, yet to these cities went only 34% of his advertising circulation.

This situation is typical of the sort of thing which our investigations for clients have disclosed. It is because of the prevalence of such conditions that we emphasize the importance of getting the facts first before advertising.

When we start work for a manufacturer we reach hundreds, sometimes

thousands of jobbers, dealers and consumers. Their scattered knowledge and experience are focused in a book made to order for that manufacturer and called a Richards "Book of Facts."

With this book before him the manufacturer can build sales and advertising plans on the rock foundation of definite knowledge. *He now knows*—where his competitor must often guess.

We have published our experience with the principles of research and modern business in a new booklet: "Business Research." It indicates how business research, intelligently applied, may benefit your business.

Shall we send you a copy?

Joseph Richards Company, Inc., 247 Park Avenue, New York City.

---

# RICHARDS *"Facts first—then Advertising"*

TRADE MARK REG.

**THE  
ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



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

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

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



# Page 5—The News Digest

## W. A. McDermid

Formerly of Life Savers, Inc., Portchester, N. Y., has been appointed sales promotion manager of the Hoover Company, North Canton, O.

## J. W. Gannon & Company, Inc.

Is the name of a new advertising agency formed and headed by Joseph W. Gannon, former vice-president of Hewitt, Gannon & Company, Inc., New York. Associated with the new company are Joseph B. Sheffield and Hugh M. Smith, both formerly of the Hewitt company.

## J. H. Newmark, Inc.

New York, have been appointed advertising agents for the Foster Brothers Manufacturing Company, Utica, New York, manufacturers of beds.

## Sherwin-Williams Promotions

H. D. Whittlesey, vice-president of The Sherwin-Williams Company, Cleveland, announces the appointment of C. M. Lemperly as director of the new sales development department. Norman A. Schuele has been appointed advertising manager.

## J. G. Ham

Has resigned from the Centaur Company, New York, manufacturers of Castoria, after forty years' service in marketing its product.

## Snodgrass & Gayness, Inc.

New York advertising agency, has moved headquarters to 250 Park Avenue.

## Arthur V. Farr

Formerly vice-president and sales manager the Calorizing Company, Pittsburgh, Pa., has joined the A. C. Nielsen Company, Chicago, producers of Nielsen performance surveys.

## Walter P. Burn

Formerly with the Ingersoll-Rand Company, advertising manager of the Tide Water Oil Company, New York, sales promotion and advertising manager of the Transcontinental Oil Company, Pittsburgh, and Pacific Coast manager of the Outdoor Advertising Agency of America, has been appointed manager of the Pacific Coast office of the Bureau of Advertising, American Newspaper Publishers Association, in San Francisco.

## Clarence Francis

Who, a short time ago, was appointed sales manager for the Post Products Company, Inc., sales agents for Postum Cereal Company, Inc., has been elected vice-president of the Post Products Company. Mr. Francis was formerly with the Ralston Purina Company and the Corn Products Refining Company.



## The Thumbnail Business Review

CURRENT indices evidence the industrial and business improvement that is well under way. Steel industry has regained practically all the ground lost in the first seven months of last year. Mills are now operating at 90 per cent of capacity, which is more than 15 per cent above average of last two years. Steel Corporation enters 1925 with 4,816,676 tons of new business, compared with 4,445,339 tons at the beginning of 1924 and 3,182,072 tons at the close of last July, the low point for the year.

☛ Railroads continue to be the largest buyers of equipment, having placed orders totaling more than \$20,000,000 in the first nine days of the present month. Freight loadings are at high levels for the season, both for merchandise shipments and in the aggregate. This is concrete evidence of a large current volume of trade and an active public consumption.

☛ Agriculture has started a new cycle of business progress, as have also the textile, rubber, leather and automobile industries. Retail trade the country over is holding up well, with some localities reporting better business than others. Further evidence of increased buying power is afforded by large mail-order and chain-store sales.

☛ There is little unemployment, comparatively speaking, and the banking situation was never more sound. Extravagance and inflation over the next half year will defeat the ends of sound prosperity. Constructive conservatism should continue to be the dominant keynote. ALEX MOSS.

## Thomas L. Emory

Formerly manager of the Pacific Coast office of the A. N. P. A. Bureau of Advertising, has been appointed manager of the San Francisco office of Verree & Conklin, Inc., newspaper representatives.

## Martin Advertising Agency

New York, is handling the foreign language newspaper advertising for White Rose Tea.

## Colin C. Campbell

Formerly of the advertising staff of Dodge Brothers Motor Car Company and of the Maxwell-Chrysler company, has joined the staff of the Federal Lithograph Company, Detroit.

## J. P. Carlough

Has joined the staff of *Outing*, Columbus, Ohio, as advertising manager.

## Oscar W. Loew

Will assume charge of the advertising and sales promotion of the Truscon Steel Company, Youngstown, Ohio, effective this February.

## Victor P. McKinnie

For eighteen years advertising manager of the Ward Baking Company, has joined the Outdoor Advertising Agency, New York, as account executive.

## Wortman, Brown & Company, Inc.

Utica, N. Y., have been appointed advertising agents for Martha Matilda Harper, Rochester, N. Y., manufacturers of mascaro products.

## Joseph Ewing

New York, has been engaged to act as marketing and advertising counsel to the C. A. Letch Manufacturing Company, same city, manufacturers of roofing, paints, cements and varnishes.

## Frank Presbrey Company

New York, have been appointed advertising agents for the Renfrew Manufacturing Company, Adams, N. Y., manufacturers of Renfrew Devonshire cloth.

## James T. Mangan

Formerly advertising manager of the Mills Novelty Company, Chicago, has joined the staff of the Burnet-Kuhn Advertising Company, same city.

## L. M. Ayes

Formerly with the *Boston Advertiser*, has joined the art department of the New York office of the Lyddon & Hanford Company.

## Knit Goods Trade Appointments

Carl H. Eiser has been appointed advertising manager and Charles H. Hashagen assistant advertising manager of the *Underwear & Hosiery Review*. Mr. Hashagen has also been appointed assistant advertising manager of *Sweater News & Knitted Outerwear*.

## C. A. Larson

New York, has been appointed eastern advertising representative for the *Northwestern Druggist and Candy and Soda-Profits*, succeeding Max I. Barth, resigned.

[ADDITIONAL NEWS ON OTHER PAGES]

# Buffalo the Wonder City of America

## ALL RECORDS BROKEN

*On Friday December 12<sup>th</sup>  
the Buffalo Evening News  
published its regular edition  
in*

# 52 PAGES

CARRYING

# 89,320 LINES OF PAID ADVERTISING

*The largest issue in pages  
and advertising volume ever  
published by Buffalo's leading  
newspaper*

COVER THE BUFFALO MARKET WITH THE

# BUFFALO EVENING NEWS

A.B.C. Sept. 30, 1924  
**124,468**

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

*Present Average*  
**127,985**

Marbridge Bldg., New York, N.Y.

Lytton Bldg., Chicago, Ill.

# Why every issue of POWER carries a two-page advertisement of Yarway products—



—Excerpt from a bulletin from the Yarway President to the Yarway sales force.

More than 400 representative manufacturers of power-plant equipment and supplies advertise their products in POWER.

POWER carries more advertising from more advertisers than any other publication directed to the power-plant field.

# POWER

Tenth Ave. at 36th St., New York

A McGraw-Hill Publication



## ONCE UPON A TIME

buyers of advertising space sought that elusive thing known as "quality of circulation," without ever analyzing what the word "quality" meant, when applied to readers of magazines.

## TODAY

we know that if automobile manufacturers had bought only "quality circulation," there would not now be 10,000,000 automobiles on the highways of America. They proved that there is no such thing as "quality circulation"—but that there is quality *of* circulation, meaning universal *buying desire*.

## TRUE STORY MAGAZINE





"THE DAY AFTER"

## Humor—and Sanity

"Humor—and Sanity"—the policy that consistently guides the editorial course of *Life* caused it to open its memorable campaign for "a safe and sane Fourth." *Life's* cartoon so startled and crystallized public opinion that the "safe and sane" cry soon was on everyone's lips.

This editorial maxim—this combination in *Life* of the two things that make our stay on this planet worthwhile, has won for it respect wherever English is spoken.

At the same time, "humor and sanity" has brought to *Life* a following of people of intelligence and substance which it pays advertisers to reach.

## Facts About Life

### A Partial List of Advertisers during the past 18 months

Edward & John Burke, Ltd.  
 Auto Siroop Safety Razor Company  
 Chandler Motor Car Company  
 Gorham Company  
 E. P. Dutton & Company  
 Franklin Automobile Company  
 Apollinaris Agency Company  
 Canard Steamship Company  
 No Nic Cigarette Holder  
 American Tel. & Tel. Company  
 B. F. Goodrich Rubber Company  
 Fisk Tire Company  
 Packard Motor Car Company  
 General Cigar Company  
 Denver Tourist Bureau  
 Mothersill Remedy Company  
 Parker Pen Company  
 William Demuth & Company  
 Canadian National Railways  
 R. M. Glover Manufacturing Company  
 Willys-Overland, Incorporated  
 Gillette Safety Razor Company  
 Florida East Coast Hotel Company  
 Cluett, Peabody & Co., Inc.  
 Allen S. Olmsted  
 M. M. Importing Company  
 Underwood Typewriter Company  
 American Express Company  
 Fisher Body Corporation  
 Michelin Tire Company  
 Victor Talking Machine Company  
 Metropolitan Life Insurance Company  
 Pinehurst  
 Liquid Arvon  
 Oshkosh Trunk Company  
 G. P. Putnam's Sons  
 Frank Tourist Company  
 Coty  
 Coca-Cola  
 Holeproof  
 Pepsodent  
 H. O. Wilbur & Sons Company  
 Pennsylvania Lawn Mower Works  
 Pierce Arrow  
 Hamilton Watch  
 Sheaffer Pen Company  
 Hupmobile

# Life

127 Federal Street  
 BOSTON, MASS.

598 Madison Avenue  
 NEW YORK, N. Y.

360 N. Michigan Avenue  
 CHICAGO, ILL.

# The Boston Post

"The Great Breakfast-table Paper of New England"

Week-day Circulation <sup>Latest</sup> A. B. C. 371,124

Sunday Circulation <sup>Latest</sup> A. B. C. 351,527

## 16<sup>th</sup> Consecutive year of Leadership in Boston In Display Advertising

—won through merit only—through producing profitable results that give greater value for dollars spent. Sixteen years brings many tests—throughout them all The Boston Post predominates—solidly—consistently—consecutively—carrying every year hundreds of thousands more lines of display advertising than any other Boston newspaper.

Many National advertisers who used The Boston Post exclusively for a New England campaign stated that the sales here were greater than in any other section of the country.

### The BOSTON POST covers New England

Every morning a Boston Post is sold for approximately

- THREE out of FOUR dwellings in a 30-mile radius of Boston.
- Every SECOND dwelling in the State of Massachusetts.
- Every SECOND dwelling in the State of New Hampshire.
- Every THIRD dwelling in the State of Maine.
- Every FOURTH dwelling in the State of Vermont.

A distribution that shows the masterful strength of The Boston Post in an exceedingly responsive market.

## Total Display Advertising (Excluding Classified) YEAR 1924

		AGATE LINES
Boston POST	Week-day and Sunday	10,710,757
Boston Globe	Week-day and Sunday	9,920,007
Herald-Traveler	Week-Day and Sunday	9,884,175
Boston Transcript	Week-day Only	4,513,102
Boston American	Week-day Only	4,158,295
Boston Advertiser	Week-day and Sunday Including American Weekly	3,649,733

National Advertising (Excluding Financial)	Grocery and Food Products Advertising	Automobile Advertising (Excluding Classified)	Radio Advertising
Agate lines	Agate lines	Agate lines	Agate lines
Post . . . . . 3,783,689	Post . . . . . 950,864	Post . . . . . 725,190	Post . . . . . 319,646
Herald-Traveler 3,380,538	Herald-Traveler 823,465	Globe . . . . . 685,328	Herald-Traveler 222,430
Globe . . . . . 2,599,199	Globe . . . . . 694,374	Herald-Traveler 664,983	American . . . . . 157,001
Transcript . . . 1,507,823	American . . . . 441,402	Transcript . . . . 354,028	Globe . . . . . 121,656
American . . . . 1,161,777	Transcript . . . . 230,390	American . . . . . 83,431	Transcript . . . . 53,121



# The Boston Post

"The Great Breakfast-table Paper of New England"

Week-day Circulation <sup>Latest</sup> A. B. C. 371,124

Sunday Circulation <sup>Latest</sup> A. B. C. 351,527

How big National advertisers value The Boston Post expressed by lineage used during 1924

## Grocery and Food Products

Lever Bros. Products.....	59,631
Lux.....	14,223
Rinso.....	26,996
Lifebuoy Soap.....	18,412
Ward's Bread & Cake.....	44,625
Postum Cereal Co.....	36,349
Grapenuts.....	11,491
Post Toasties.....	8,384
Post Bran Flakes.....	8,248
Malted Grape Nuts.....	4,110
Postum.....	4,116
Procter & Gamble.....	26,730
Chipso.....	11,385
Ivory Soap.....	15,345
Chelmsford Ginger Ale.....	24,694
Cliquot Club Ginger Ale.....	19,746
Canada Dry Ginger Ale.....	12,144
Chase & Sanborn Tea, Coffee.....	7,762
Dearylea Evap. Milk.....	10,008
Berwick Cake.....	5,348
Fab—Colgate's.....	20,360
Fleischmann Yeast.....	11,181
Gorton's Fish Cakes.....	10,558
Harvard Brewing Co.....	10,068
Heinz 57 Varieties.....	10,350
Hood's Milk Co.....	17,027
India Tea.....	10,579
Kellogg's Products.....	18,394
Kellogg's Corn Flakes.....	10,780
Kellogg's Bran.....	7,614
Kirkman's Soap.....	8,326
Kraft Cheese.....	5,096
La Touraine Coffee.....	23,263
Lifesavers.....	9,762
Moxie.....	6,695
Mueller's Spaghetti.....	4,949
Nestle's Chocolate.....	5,656
Pet Milk.....	5,012
Phoenix Cheese.....	15,341
Picnic Syrups.....	7,452
Quaker Oats.....	6,040
Ralston Cereal.....	9,054
Salada Tea.....	8,496
Slade's Spices.....	4,714
Snider's Catsup.....	12,104
Sunkist Lemons & Oranges.....	8,532
Sunmaid Raisins.....	21,741
Sunsweet Prunes.....	9,934
Underwood Fish Cakes.....	6,646
White House Coffee.....	4,560

## Furniture and Household

Boston Con. Gas Co.....	20,711
Derry Made Mattresses.....	8,344
Edison Elec. Ill. Co.....	18,650
Congleum Rugs.....	4,736
Glenwood Ranges.....	6,820
Hartman Furniture Co.....	18,648
Hotpoint Appliances.....	6,503
Maytag Washer.....	13,652
Simmons Mattresses.....	15,771
Simplex Elec. Appl.....	8,470
Socony Arrow Burner.....	5,380
Spear & Co. (furniture).....	5,064
Wetmore-Savage (electric).....	55,766
Wondermist.....	9,721

## Automobile

Buick Motor Cars.....	35,838
Cadillac.....	5,603
Chandler Motor Car.....	12,191
Chevrolet.....	20,062
Chrysler.....	15,039
Cleveland.....	16,469
Dodge.....	9,506
Dort.....	8,092
Durant.....	5,228
Ford.....	17,850
Franklin.....	12,368
Gardner.....	7,286
Hudson & Essex.....	42,232
Hupmobile.....	13,229
Maxwell.....	14,863
Nash.....	28,486
Oakland.....	15,549
Oldsmobile.....	19,715
Overland & Willys-Knight.....	17,035
Packard.....	5,843
Paige & Jewett.....	31,810
Peerless.....	6,778
Pierce-Arrow.....	12,729
Reo.....	10,347
Rickenbacker.....	21,526
Rollin.....	4,083
Star.....	8,212
Studebaker.....	33,464
Velie.....	10,790
White Trucks.....	6,368
Converse Tires.....	5,448
Firestone Tires.....	23,139
Goodrich Tires.....	8,354
Goodyear Tires.....	13,388
Miller Tires.....	5,216
U. S. Tires.....	11,754
Wetmore-Savage (Access.).....	40,082
Atlantic Gasolene.....	30,743
Boyce-ite.....	8,219
Socony Gas & Motor Oils.....	9,912
Tydol.....	4,704

## Building Materials

Barrett Roofing.....	18,421
Bay State Paint.....	5,488
Bird's Roofing.....	12,714
Certain-Teed Products.....	4,736
Devoe Paints.....	8,257
Dupont Paints.....	4,857
Johns-Manville Roofing.....	13,912
Kyanize (varnish).....	5,013
Lehigh Cement.....	4,736
Penn. Portland Cement.....	12,196
Sherwin-Williams Paint.....	5,629
Stormtight Roofing.....	6,836
New England Coke Co.....	5,927
Walworth Mfg. Co.....	4,712

## Radio

Brunswick Radiolas & Phon.....	8,944
De Forest Radiophone.....	6,750
Acme Radio Products.....	5,280
Erla Radio Products.....	5,921
Eveready Batteries.....	6,510
Magnavox Radio Products.....	4,736
Radio Corp. of America.....	13,633
Thompson Neutrodyne.....	8,646
Wetmore-Savage (Radio).....	17,909

## National Magazines

Curtis Publishing Co.....	33,152
Saturday Evening Post.....	23,680
Ladies' Home Journal.....	4,736
Country Gentleman.....	4,736
Literary Digest.....	20,928
True Story Magazine.....	16,285
Liberty Magazine.....	13,997
American Weekly.....	5,116
Woman's Home Companion.....	4,000

## Drug Store Products

Bayer's Aspirin.....	30,584
Caldwell's Pepsin Syrup.....	16,238
Castoria.....	16,001
California Fig Syrup.....	5,652
Chex Soap.....	7,328
Coty's Perfumes.....	5,200
Cuticura.....	12,948
Danderine.....	5,509
Flit.....	6,872
Forhan's Tooth Powder.....	14,400
Grove's Bromo Quinine.....	7,890
Hennafoam.....	9,596
Kolorbak.....	5,120
Marmola.....	6,058
Noonan's Hair Petrole.....	5,724
Pepsodent.....	13,580
Pluto Water.....	7,054
Pond's Toilet Preparations.....	13,784
Tanlac.....	13,656
Wine Gentin.....	7,483
Kotex.....	9,560
El Producto Cigars.....	18,502
Harvard Cigars.....	5,964
La Palina Cigars.....	9,345
7-20-4 Cigars.....	5,416
Tareyton Cigarettes.....	5,076
Tuxedo Tobacco.....	7,002
Velvet Tobacco.....	18,448
White Owl Cigars.....	15,060

## Other Classifications

Victor Talking Machine.....	51,784
Elgin Watches.....	13,800
Duofold Pens.....	10,834
Signet Ink.....	5,008
Pacific Mills.....	4,713
Ipswich Hosiery.....	7,378
Arrow Collar Co.....	8,640
Durham Duplex Razor.....	5,232
E. & W. Collars.....	7,340
Fashion Park Clothes.....	6,885
Gem Razors.....	9,028
Gillette Razors.....	4,713
Ucan Hair Cutter.....	7,378
Kuppenheimer Clothes.....	7,260
Mallory Hats.....	6,848
Merode Underwear.....	4,786
N. E. Telephone & Tel. Co.....	12,664
Wrigley's Gum.....	13,608
John Hancock Life Ins. Co.....	4,766
Liberty Mutual Ins. Co.....	6,180
Great Northern R. R.....	6,060
American Leather Ass'n.....	18,104
Armortred Rubber Heels.....	8,400
Keds.....	6,740
U. S. Shoe Mach. Co.....	5,254

Special Representatives

**Kelly-Smith Company,**

Marbridge Bldg., New York  
Lytton Bldg., Chicago





## What a big difference a small Seal can make!

The Priscilla Seal is a live-wire salesman for those things a woman buys for her home and her family—

Because, to the more than 600,000 Homemakers who have adopted *Modern Priscilla* as their trade paper—and to additional thousands who are not regular subscribers—this Seal is the infallible guide to wise buying; indicating articles which have demonstrated their economy and efficiency in actual home use.

All products are tested at the Priscilla Proving Plant under conditions such as they will meet in the homes of their purchasers.

There is no charge for this service—no obligation, even, to advertise in *Modern Priscilla*, although this publication reaches a compact market composed of your best prospects. Our only stipulation is that the product be tested for a minimum of thirty days.

Approved articles are given a certificate, and the right to bear the Priscilla Seal, which can also be used in all advertising, either in *Modern Priscilla* or in other publications.

Is this small salesman working for you? If he isn't, why not make arrangements to secure his services?

# MODERN PRISCILLA

*The Trade Paper of the Home*

# Advertising and Selling

## FORTNIGHTLY

### Markets, Merchandising & Media

Advertising and Good-Will in the Balance Sheet	15
R. L. BURDICK	
What Is Radio Doing to the Phonograph Industry?	17
ROGER F. DAVIDSON	
The Salesman Who Gets Unsold on His Company's Line	19
V. V. LAWLESS	
Five Salesmen Solve Their Bread and Butter Problems	20
Social Changes and the Public's Interest in Advertising	21
PAUL T. CHERINGTON	
Getting the Work Bench Flavor Into Industrial Advertising	23
RUSSELL T. GRAY	
Things Pile Up—If You Keep Piling 'Em Long Enough	24
CHARLES PELHAM	
How Mr. Maurer Spends His "Spendable" Income	25
JAMES M. CAMPBELL	
The Editorial Page	27
A Night Letter to Los Angeles	28
KENNETH M. GOODE	
Giving the Branch Office a Place in Industrial Advertising	32
ROBERT K. MALCOLM	
It's Cost per Reader That Counts	34
ARTHUR T. CORBETT	
Written by Our Readers	38
Personification and Antithesis in Vivid Advertising	40
HENRY ECKHARDT	
Factors That Characterize the French-Canadian Market	42
H. A. ROBERT	
The 8-Pt. Page by ODDS BODKINS	44
Relation of the Advertising and Sales Departments	52
R. C. BEADLE	
In Sharper Focus	76
E. O. W.	
	82



**F**OUR important advertising conferences are to be held in Detroit, Mich., during the last week of January. The National Advertising Commission meets January 29 and 30. Chief speakers are E. T. Meredith and G. Lynn Sumner. The Executive Committee of the Associated Advertising Clubs, which meets January 28, among other matters will discuss plans for the Houston convention. The convention of the Fifth District of the Associated Advertising Clubs (Michigan, Ohio and Kentucky) meets January 29 and 30. Part of the business is to adopt a district constitution, while a joint meeting with the National Advertising Commission is scheduled for January 30. The Financial Advertisers' Association plans to meet January 29 and 30.

#### M. C. ROBBINS, PUBLISHER

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NEW YORK:  
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A. M. FRANKLIN

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

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

NEW ORLEANS:  
H. H. MARSH  
Mandeville, Louisiana

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

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

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# Strout Selected Farms



AN important factor in the healthy, country-wide, back-to-the-soil movement, which has been steadily crystallizing during the last quarter-century, is the Strout Farm Agency—an organization that operates on a national scale and can truthfully claim to be the largest real estate agency in the world.

Tell the Strout Farm people what you want, where you want it, and what you want to pay. If it is humanly possible, they will get it for you, be it an orange grove in Florida, a dairy-farm in Wisconsin, or a summer camp in Maine.

Strout advertising, adhering to the excellent McCann principle of "Truth Well Told", not only sells real estate, but has helped make Strout *service* the most widely known and trusted on this continent.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO



JANUARY 14, 1925

# Advertising and Selling FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

## Advertising and Good-Will in the Balance Sheet

*By R. L. Burdick*

**T**HERE has been much discussion lately as to the attitude of bankers toward advertising. The seemingly arbitrary reductions in advertising appropriations during deflation periods and in other times of business depression have often been attributed to the influence of bankers; as a consequence we have formed the habit of saying that bankers lack appreciation of the value of advertising. As a further evidence that the financial powers are not "sold" on advertising, it has been pointed out that seldom does a financial statement of any concern contain a good-will item commensurate with the standing of the company as brought about by its advertising.

Periods of "bad" business call for increased advertising to maintain sales, to develop new outlets for goods, and to hold trade relations. More advertising means more sales, which mean better business. For some unexplainable reason this theory has never been sufficiently impressed upon the minds of bankers. Unfortunately, however,

the enthusiasm and belief in the power of advertising as a panacea for hard times leads one to overlook certain other, and highly important, factors which enter into the proper guidance of business through periods of distress. The error in the first in-

dictment of bankers—that of reducing advertising at the "wrong" time—lies in the fact that increased sales in a time of general business depression do not necessarily spell "good business." Even for a single industrial corporation to increase its sales in such a period may not be good for the entire industry, and may actually prove detrimental to the concern itself.

One classic example comes to mind that illustrates clearly what is meant by the bankers' attitude toward good-will. A few years ago Gimbel Brothers in New York published a financial statement which listed good-will as an asset valued at one dollar, despite the fact that up to that time this concern had spent some fourteen million dollars in advertising to sell its goods and to build up the reputation of the store. When the financial comptroller, or the bankers, boil down the good-will value of fourteen million dollars' worth of advertising to one solitary dollar, it would appear that the financial men involved were woefully ignorant of the value



(© Brown Bros.)

**G**OOD-WILL is often looked upon as an absolute and constant quantity or value existing apart from the operation of a business. But there are moments when the good-will of even the most successful concerns fluctuates or ceases to exist. These photographs, one taken on a busy weekday and the other on a Sunday, show how the good-will of the shops along Fifth Avenue, New York, varies between zero and an immensely valuable asset that, collectively, is worth millions

of advertising in building good-will. Again, if we glance over the annual reports to stockholders as made by our industrial corporations, we search in vain for the good-will item. So, too, with the stock and bond house circulars; seldom, if ever, does advertising (or its resulting good-will) ever peep from the list of valuables possessed by the concerns whose securities are being offered for investment.

However, a little serious study will prove this contention incorrect also. Good-will appears in the financial statements every time, but we do not know how to read it. The bankers, on the other hand, are trained to read such items out of the figures of these statements—these cold figures tell

them a living, tangible, vital story.

Give a banker your consolidated balance sheet and your income statement (summarized and classified income and expense account) or your income tax reports for a period of five years, and he will open your eyes with the number of things he can tell you about your business. He can point out many flaws and show you many unsuspected values in your operating methods which you had not previously known. Perhaps he cannot always say just why a certain feature of your business is wrong (although he often can do so with surprising accuracy), but he can tell you where the efficiency or the bad management lies, what departments are functioning well and which are

below par. Not only can he read the past history of such a business in great detail, but he can forecast with remarkable precision the future of the concern if the present policies of management are maintained.

In studying these ratios he digs the good-will item out of the financial statement of a business from several different angles. In order that we may understand more fully how much weight bankers do put upon this item of good-will it is worth while for us to examine briefly the processes by which they find out the facts of the case. But to comprehend the true situation, we must disabuse our minds of a fundamental error of thinking in which we usually

[CONTINUED ON PAGE 56]

## From a Figure in Cartoons to a Cracker in Cartons

**T**HE Loose-Wiles Biscuit Company, bakers of Sunshine Biscuits, have taken Andy Gump, that stalwart defender of the "comun peepul," stamped his visage on a new cookie, and then turned him loose in cartons to tickle the palate of that same public whose funnybone he tickles in cartoons appearing in hundreds of cities all over the country. And with Andy, the hero in millions of households, have gone the rest of the Gumps—Min and Chester and the Old Timer, Uncle Bim; the widow Zander, Chester's pony, Babe, the family flivver and other familiar characters created by Sidney Smith. New faces are to be added as soon as the mechanical difficulties in connection with the cutting of the molds are overcome.

The new Sunshine package itself is a riot of brilliant colors, specially designed by Mr. Smith, who has given the Loose-Wiles organization the exclusive license to manufacture and sell Andy Gump Biscuits. Each cookie packed in the carton is stamped with a character from the Gump cartoons, there being about ten types in each box. On the bottom of each package is

**ANDY GUMP**  
- a scream in the newspapers ~

~ a riot in the movies

but **Oh Min!**  
in the cracker box!

**Sunshine**  
**ANDY GUMP**  
**Biscuits**  
Wholesome-Nourishing

Made exclusively by  
LOOSE-WILES BISCUIT COMPANY

a coupon which, together with four cents in stamps partly to cover the cost, entitles each purchaser of a box of crackers to a copy of the "Fairy Tale Book of Rhymes."

During one day recently, there came into the central office of the Loose-Wiles company 3334 of these coupons, all from one bakery territory. In addition, thousands of letters have been received from children and mothers testifying to the appeal that these crackers have made. In this connection, it is interesting to remember that Andy Gump proved a failure when promoted as a stage venture.

The Sunshine organization is pushing the sale of the new package by window and store displays and newspaper and street car advertising. One of the posters is reproduced herewith. The original, 11 by 21 inches, is lithographed in red, blue, black and brown against a yellow background. A group of stores in one of the Southern states sold more than 8000 dozen Andy Gump in a period of approximately three weeks. The Sunshine people report that the package has taken hold with merchants and consumers alike

and is building new sales records every day. In many cases, they assert, Andy Gump has served them as an entering wedge for the opening of new accounts.



# What Is Radio Doing to the Phonograph Industry?

By Roger F. Davidson

**W**HAT is radio going to do with the phonograph and the musical field? Or, to put it more bluntly, what has radio already done to them?

Here are questions with lively dramatic possibilities, for the question has already involved the proud, shining stars of the opera. The entire musical field is in somewhat of a turmoil over the situation. From an advertising and sales point of view, there is much at stake.

The facts in the situation are obvious. Radio has proved to be an overwhelming popular and stirring industry. Before 1922, the automobile business was the unparalleled bonanza industry of the age. It had a record of speed of development unique in industrial history.

But the automobile is now outclassed. It took ten years (1895-1905) for the automobile to grow up to an annual production of 25,000 cars. It has taken the radio industry only three or four years to achieve 5,000,000 or 6,000,000 radio sets in use, and about 15,000,000 listeners-in. This is figuring conservatively, which no one in either the radio or automobile field does, just because both are in the bonanza class! Roger Babson became infected and set \$350,000,000 as the grand total of radio expenditure for 1924; which is too high by a jugful.

Even so, what a whale is radio! The conservative estimate for the radio industry volume for 1924 is \$250,000,000. Radio today—after three or four years of existence—actually ranks with leather, chemicals and shipbuilding.

What about the phonograph?

The phonograph is many years older than the automobile. There are today about 7,500,000 homes with phonographs in them—approx-

## Correcting misstatements

The Victor Talking Machine Company desires to correct misstatements which have appeared in various newspapers in New York and other cities, giving the erroneous impression that Victor artists are to sing for broadcasting stations and not for the Victor Talking Machine Company.

In the first broadcast program by Victor artists on Thursday evening, January 1, Miss Bori and Mr. McCormack have given their services and joined the Victor Talking Machine Company in an experiment to determine the value and practicality of broadcasting.

The names of Victor artists who have agreed to join the Victor Talking Machine Company in such an experiment are as follows: Alda, Bauer, Bori, De Gogorza, De Luca, Fieta, Flonzaley Quartet, Gordon, Jentza, McCormack, Martindell, Metznerauer, Ponnelle, Schumann-Heink, Scott, Whitehill, Paul Whiteman, Richard Crooks, Shannon Quartet (Franklyn Baur, Lewis James, Elliott Shaw, Wilfred Glenn).

The artists who have not yet agreed to broadcast but whose names were published are: Chalapin, Chemet, Cartot, Elman, Galli-Curci, Gigli, Heifetz, Kreisler, Rachmaninoff, Ruffo, Schipa, Werrenrath.

The Victor Talking Machine Company deeply regrets any annoyance which may have resulted from the erroneous impressions given by these unauthorized articles.



There is but one Victrola and that is made by the Victor Company.

Look for the name Victor trade mark.

### Victrola

Victor Talking Machine Company, Camden, N. J.

Victor Talking Machine Co. of Canada, Ltd., Montreal.

Canadian agent for the Victor.

mately 30 per cent of the homes of the country. There are those who claim that 9,000,000 are in use. In 1919, a record year, 2,225,000 machines were made, by 286 manufacturers. Today there are only about 100 makers of phonographs. Incidentally 90 or 95 per cent of the phonographs sold are sold on installments, and the average number of records owned by a phonograph user is thirty-five.

**W**ITH these facts in mind we can make some comparisons. There are 5,000,000 to 6,000,000 radio sets in use. Claims are made for a still larger number, but the figures given are safe, not bonanza

guesses. The listeners-in to radio, it is rather certain, work their instruments much harder than do phonograph users. The statistics tell their own story: thirty-five records on an average, which means just thirty-five selections that the owner can hear and no more. A radio "fan" gets that many in one night.

Furthermore, radio manufacturers in rapidly increasing numbers are invading the phonograph field, selling combination instruments. On the other hand, phonograph companies have gone into radio. Brunswick, Pathé and Aeolian are striking examples. In fact, the Brunswick Company has probably precipitated the present tense situation. It began on December 9 to broadcast, at its own expense, through six separate stations, high-grade Metropolitan Opera stars. Its position was unique—it had both radio sets and phonograph records to sell. Technically the rendition of the broadcasting by Florence Easton and Mario Chamlee, both of the Metropolitan Opera Company, was splendid, and numbers of letters poured in approving the plan.

Sales also jumped. It was even said that the critical antagonism of other singers toward radio was removed by this demonstration. This experiment of the Brunswick Company made the entire radio audience and musical industry "sit up."

Meanwhile the Victor Company was by no means idle. It had kept aloof—stiff-neckedly so, according to many—ever since radio became important; but in the past year it has obviously been stirred to action. Finally, before Christmas came the announcement of a Victor cabinet built for the convenient installation of any radio set. It was rumored that a plan for selling radio sets installed in Victor cabinets had been



decided upon and finally abandoned. Then came a striking announcement. On New Year's evening John McCormack and Lucrezia Bori would broadcast for the Victor, and semi-monthly events of the same sort with Victor stars of the first magnitude would be arranged, seven radio stations participating. The event came off as scheduled with at least 6,000,000 listeners-in, and both the Victor Company and the broadcasters began to be deluged with mail. The Victor Company had called it an experiment, and asked for evidence of appreciation, the extent of which would indicate its future course. Within three days after the broadcasting a total of something like 500 telegrams and 25,000 letters were received, with more coming in daily. The success of the experiment seems assured.

In the meantime, things have begun to hum among the "artists," who have been uncompromisingly opposed to radio. Even John McCormack has said he received no pay for his broadcasting and would not be heard again until changes are made in the plan. The concert and opera managers are opposed to radio. They ask (with many gestures indigentous to the profession): "Who is going to come to concerts if artists radio their music?"

The Victor "experiment" instantly precipitated the crisis which has been impending for some time, a "crisis" monotonously like the "crises" which arrived, first when the phonograph came, and second when moving pictures came. The fact is quite ignored that both "crises" somehow not only failed to wipe out the other threatened activities, but brought them greater prosperity than ever before.

Significantly, some phonograph companies are among those protesting at the threat of the radio deluge—but not those who have now linked themselves to the radio industry. There seems to be no doubt that phonograph record sales have been declining. Shrewd analysis indicates that this has been due not to any decline in the desirability of phonographs, but to failure—until now—of the leading phonograph record makers to construct a sluice-

way for a part of the great radio interest to flow in a natural manner back to the purchase of phonograph records.

How easily such a sluiceway may be constructed was demonstrated on New Year's evening, when John McCormack sang a song which is now to be released as a record. Millions of people were "sampled" with this new McCormack record, and the

paid for broadcasting, which, in all logic and fairness, they should be. This, undoubtedly, is why sentiment is now divided on the subject, by far the greater number of artists being against broadcasting. Prominent artists like Alda, Jeritza, Schumann Heink, Scotti and De Gorgoza are for the plan. On the other hand, there are stars not yet won over, among whom are Chaliapin, Galli-

Curci, Heifetz, Kreisler. The air is still somewhat dim and sulphurous on the subject; but prominent stars will not long hesitate when they see the record royalties of the broadcasting stars mount high, and concert sales rise. It is after all a business proposition with them as with the phonograph companies, and they, like the phonograph companies, must follow or suffer. After all, a scientific revolution has occurred in musical rendition and its mandates must be obeyed.

The crucial decision before the phonograph industry has been to link up or not to link up with radio. Some have stepped in vigorously, like the Brunswick, with amazing sales results. Others have held aloof and will likely pay for their hesitation.

The Victor Company, conservative always, has adopted a notable middle course, which appears likely to solve the question from the point of view of record sales. But the question remaining to be answered is, *What of cabinet sales?* The scores of radio manufacturers who are now offering combination radio phonograph cabinets must be a serious menace to phonograph cabinet sales; and even though it is a fact that the greatest volume of sales of all phonograph companies lies in sales of records, it cannot but be a dubious policy to let phonograph cabinet sales seep away to radio manufacturers.

Thus the problem presents itself: What is radio going to do to the phonograph industry? The answer, it seems to me, is rather well indicated: It is definitely revolutionizing it, and will continue to do so. Retail music houses like the Aeolian Company, Landay, Lyon & Healy and Wurlitzer have already made radio their own in a positive manner. They consider themselves dis-



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inevitable percentage will like and buy it—just as they would if they called at a phonograph store and heard the record played. Calvin G. Childs, of the Victor Company, says that the results of the New Year's Day experiment appear to prove satisfactorily that the idea is sound. He believes that not only will more records be sold, but that more people will come to the concerts of the artists.

**T**HE point must be brought out that the artists who have a royalty interest in records are in a different position than those lesser artists whose entire dependence is on a few concerts and private appearances. The well-known artists have a double source of income—records and concerts—and can thus well afford to broadcast as a stimulant to record sales and frequent concerts throughout the country. The lesser artists, on the other hand, have no readily adequate method of being compensated unless they are

## Bread and Butter Problems of a Sales Manager

# The Salesman Who Gets Unsold on His Company's Line

By V. V. Lawless

FOR several years Charles P. had been an outstandingly good salesman. Then gradually his business slipped off. In the normal course of events we would soon have begun to look into the situation, but P. met the situation before we did.

"I seem to have lost my grip on things," he wrote. "I have been up against competition which has just about convinced me that we are behind the times in our line. Ever since the Blank Company have come in here I seem to feel in second place. Now, my sound judgment tells me that that can't really be so, because if they had more than we to offer you would be changing the line. But when I get up against their competition, I am unable to get the volume."

P. was an unusual example of the self-analyst. Not one salesman in ten thousand ever tells himself he has lost his grip. He blames the line and the house and the territory and soothes his conscience by getting another job, but to run into the same difficulty somewhere else. But P. could look the matter in the face.

It was not hard to help P. cure himself. We didn't cure him, but merely put him into position to cure himself. We asked him to come in and congratulated ourselves and



JUST about every dealer he called on told the youngster that J. Babbitt's Cleanser was fine goods but that everybody in the neighborhood wanted Pyles' Pearline. They liked the house and liked the line, but could not sell it. They just kept a little stock on hand. The youngster was pretty well discouraged. He thought he had lined up with the wrong house and had about made up his mind to get a job with Pearline

him on his sound judgment and his frankness. We told him to take a week's rest and then spend a week in the factory. At the end of the two-week period, during which time we had a number of talks and he had a chance to get an intimate close-up view, he went out and was, if anything, better than ever before.

But that started us off on a line of thought which was productive of results. S. P. B. was never as good

as he ought to be, yet was too promising to drop—one of those middle-of-the-road men who irritate the sales manager because they do not get out of the territory the business which is undoubtedly to be had and yet do enough to make one hesitate to drop them.

We tried this plan on S. P. B.: We wrote him that we planned to be in his territory on business and looked forward to spending a couple of days with him. All of the first day we listened to him sell. He did an average day's work. That evening, in the hotel, we remarked, speaking of the leading competitor: "That's a mighty nice line those people have. They do some real business, don't they?"

"Their line is good enough," was the prompt reply, "but that isn't what enables them to do the business they do. It's their long-time credit system. They let

their men go in and sell a merchant a three months' supply and they give him plenty of dating. As a result, when we come along and offer only two per cent ten days, thirty days net, we have to overcome the obstacle of their better terms and at best we get only small orders in comparison."

Developing that discussion, it was evident that our man was simply unable to overcome the obstacle of

[CONTINUED ON PAGE 58]



# Five Salesmen Solve Their Bread and Butter Problems

**I**N the following paragraphs are presented in abridged form the prize-winning stories in the national selling contest conducted annually by Bartlett Arkell, president of the Beech-Nut Packing Company. This contest was instituted to encourage salesmen's efforts during the summer. Five hundred dollars in cash prizes are awarded for stories of the best sales made during the month of August—these sales to be such as to call for the utmost resourcefulness and initiative on the part of the salesmen. Contributions came from salesmen all over the country, each story being judged on the basis of the salesman getting what he went after, no matter what obstacles were in the way. First prize (\$250)—Story No. 45—was won by M. P. Bailey, Moscow, Idaho. Second prize (\$100)—Story No. 98—was won by Bob McBride, Plainview, Texas, salesman for Holcomb & Hoke Manufacturing Company. Third prize (\$75)—Story No. 75—was awarded to A. D. Candland, Spokane, Wash., also representing Holcomb & Hoke Manufacturing Company. Fourth prize (\$50)—Story No. 67—was won by H. M. Vardon, Buffalo, N. Y., salesman for Welch Grape Juice Company. Fifth prize (\$25)—Story No. 17—to Charles Wyse, Fergus Falls, Minn., salesman Purina Mills.

## Sales Story No. 45

**I**AM a salesman for a wholesale grocery company that handles considerable other merchandise, such as roofing. I had been informed that a contract had been let for a large building in one of the towns on my route and that a competitive composition shingle had been specified. Several high-powered sales talks by the men handling the roofing end for the concern, which were arranged by me, even one from the sales manager, failed to persuade the architect to change his mind.

I called upon the architect at the building under construction and met him with the contractor. A canvass brought an admission that my roofing was as good as the roofing that had been specified but could not bring about the desired change in the specifications. The interview terminated when the architect turned away and continued his conversation with the contractor.

However, I grasped an opportunity to break into the conversation once more and asked the architect if he intended using anything under the shingles on the cornice to prevent water freezing on the edges, backing up to the wall and then running down either the inside or the outside of the wall. As the architect had had difficulties with this problem before and had made no provision for it on the new building, he was interested immediately.

Then I went into the details of the way to lay the roof and received the corroboration of the contractor. The architect then asked if I would oversee the laying of the roof if I got the contract. I agreed, hunted up a contractor who would follow directions, an acceptable price was quoted, the contract was signed, and our roofing was laid under my personal supervision.

\* \* \*

## Sales Story No. 98

**A**T one time I drove fifty-five miles cross-country in Texas to sell a popcorn machine made by my firm only to find that my prospect would not be equipped with the necessary electric current for three months. As I wished to make a sale on my first call to the town to repay me for my trouble, I canvassed all the owners of Delco plants in the town but none could spare the power to run the machine.

The only other paying location in the town was at the moving picture theater. The proprietor saw the possibilities in the machine but did not have the cash and could not get a loan at the bank. I proposed that he lease the space and electricity to somebody else but could get no concession except on a profit-sharing basis. After scouting around the town all day long I discovered a man who had a boy in high school and was sending his daughter to college

and, consequently, had need of more money for current expenses than his employer was paying as salary.

After several repulses, I called upon the prospect at his home that evening and advanced my arguments with the whole family as an audience. The boy was very favorably impressed with the idea that he could run the machine himself afternoons, evenings and Saturdays. At a late hour that night, I had not closed the contract, but I had made some very convincing points about the possibilities for profit to a man who could make the necessary initial payment that we demanded.

The next morning I managed to get my prospect down to see the picture show proprietor. The one had the location and the electricity and the other had a little capital and a boy who wanted to make extra money. The result, after a little persuasion, was a partnership formed between them and a sizeable commission to me to repay me for my arduous trip to and from the town.

\* \* \*

## Sales Story No. 67

**M**ERCURY BROTHERS, Rochester, N. Y., have one of the finest confectionery stores in that city. When I called on one of the brothers he had an off-brand of grape juice prominently displayed on the back bar of his fountain. I started my usual sales talk, and although he gave me his attention, I could not bring him to the point of buying. He claimed that the line that he had always used covered his purpose, gave satisfaction to his customers and gave him a greater profit.

I intimated that perhaps all his customers were not satisfied, and drew from him the confession that a personal friend of his was the salesman for the brand he was selling. He told me that his juice business was not big enough for him to split it up and that he would not put in any line against his friend's line. I immediately swung my conversation over to friendship and took the attitude that friends were scarce and if a man had any he

[CONTINUED ON PAGE 69]



# Social Changes and the Public's Interest in Advertising

By Paul T. Cherington

**T**HE most important and yet the least understood factor in advertising is the consumer. This creature who causes so much trouble to advertisers is both sagacious and stupid, radical and conservative, impulsive and unresponsive, a slave to habit, an incorrigible adventurer, wise as a serpent and stolid as an ox—in short, he is our own selves.

Usually we discuss advertising as if it were a problem of the producer or distributor of goods. Let us consider it as a problem of the consumer. So much attention has been given to the changes in production resulting from the factory system that we are likely to feel that all modifications of economic conditions in recent years are on the side of supply.

The changes in consumption are not easy to measure accurately, but it may be worth while to consider certain of them which have been conspicuous during this first quarter of the twentieth century.

The population of the United States since 1900 has increased 40 per cent. In contrast with this the following facts are worth keeping in mind: The wealth per capita is

four times as great as in 1900; farm values are over three times as great; bank deposits are over six times as great; bank clearings are over four times as great. The value of manufactures is over four times what it was in 1900.

These indications of change serve to give background to some of the more detailed modifications of living which are conspicuous in their effects on consumption.

## [I]

One of the most striking changes in economic conditions having direct bearing on the buying of consumer



Photos © Ewing Galloway

goods is the rise in the wages of domestic servants. The Bureau of Labor Index, using the wages of 1913 as 100, indicates the prevailing wage at the present time for domestic servants in the vicinity of 176. It seems to be a safe assumption that the average wage for domestic servants at this time is not far from twice what it was in the beginning of the century; and for general houseworkers the increase is much greater. Aside from the increase in money wage, there has been a very substantial further increase in the cost of this labor, due to the fact that household servants are very much more exacting as to their "keep." Moreover, they do appreciably less work than formerly, and they have greatly advanced in arrogance and independence.

This combination of conditions is reflected in the decrease of 300,000 in the number of domestic servants reported in the census of 1920 as compared with 1910. The number of cooks alone decreased by 150,000.

## [II]

Another change in the living conditions which has a direct effect on consumption of consumer goods (and which is in a measure connected

[CONTINUED ON PAGE 66]

An address made before the Advertising Club of St. Louis, Mo.



**C**HANGE to apartment house life in our large cities has affected purchasing habits, owing to lack of storage space, dependence on prepared foods and modified consumption of all commodities. Along with this has come a change in production methods, exemplified by the oldtime cobbler who made one pair of shoes a day, and the modern shoe factory, which turns out 1200 pair a day with the aid of highly specialized machinery







# Getting the Work Bench Flavor Into Industrial Advertising

By Russell T. Gray

EVERY now and then someone ventures the opinion that advertising to industry is too technical—that it too often lacks the compelling ease and swing that, in general advertising, is expected to get a stranglehold on human interest.

If technical advertising means advertising that wears spats and never condescends to chat with the boys in the field then the theory is good. But if the presumption is made that copy is technical when it speaks the parlance of the field—then the theory works havoc.

It has always seemed to me that the principle could be more safely followed if we kept before us the fact that industrial advertising should be no more technical than any advertising, but that all advertising should be technical. Breakfast food has been successfully advertised on a basis of calories and vitamins without the least fear that any housewife would fail to understand the technicalities of it. Radio receivers are advertised in terms that would have been Greek to all of us two years ago but are now a part of even a schoolboy's vocabulary.

These advertisers have simply played on the fact that every art, or game, or trade, or science, or business, whether it be the business of being a housekeeper, radio fan, motorist, or builder of locomotives, has its parlance—the language in which a class thinks.

The advertising man who is trying to keep away from the accepted technicalities of a class is actually trying to force a new kind of technicality on people who are not adjusted to it. But the writer who has really lived the technicalities of his class is talking among friends even when his advertisement to the rank outsider seems to bristle with technicalities. The copy becomes, as Kipling has said, "shop shoppiness which is delicious."

Successful advertisements to an engineer or to an industrial buyer must find the spirit of industry, must actually be steeped in the

For 84 years  
"The Saw Most  
Carpenters Use"

CARPENTERS were the first to use the saws made by Henry Disston in 1840. For he gave them a saw that ran easy, cut straight to the line, and cut fast without binding.

Disston put balance into the hand saw; gave it the taper that made it work easy; created the Disston steel, that, fortified with Disston tempering, held the keenest cutting edge.

And carpenters passed on to each new generation their knowledge of saws.

The veteran leaving his last job told the apprentice that a Disston Saw was the saw for him to use.

And so—for 84 years—the Disston Hand Saw has been famous as "The Saw Most Carpenters Use."

Worthy of a place alongside your Disston Saw are Disston plumbs and levels, try squares, mitre squares, gauges and bevels—made to the Disston standard for accurate work and long life.

Two Disston Favorites

Henry Disston & Sons, Inc.  
Makers of "The Saw Most Carpenters Use"  
Philadelphia, U. S. A.

## DISSTON

*This advertisement keeps a reputation alive without resorting to institutional copy. The Disston Company does it by explaining the enviable reputation of its tools*

terms of the industry they aim to reach. Once this spirit has been caught there is no need to worry about copy becoming too technical. I like to think of the actual prep-

aration of advertisements as the bench work of a practical mechanic, the sort of fellow who knows so thoroughly what he is trying to build that the theory of it has become subconscious and is expressed only in practice. Such a man doesn't wait for an inspiration to animate him; he starts out to devise and to build a selling appeal. He doesn't overestimate his product, for he knows the value of candor. He doesn't allow his imagination to carry him into the realm of the ridiculous because he looks at his work through the critical eyes of the class. He is neither cynical nor over-enthusiastic, for his feet are always on the ground.

HIS materials—illustrations and words—are chosen with the same care and certainty with which a good mechanic always chooses his materials. In his illustrations he wants action. Wheels must be turning. Men must be working; not posing for the camera. Rugged machinery that must undergo rough service must look battle scarred but "on the job." Boiler room floors must not be retouched into cabaret dance floors. If one pull of a lever is all that's needed, an illustration will show that better than words can tell it. In the mind of this practical mechanic the character of the appeal takes precedence over the style of writing or illustration employed in expressing it.

I recall two competing advertisements for automobile heaters that appeared in a popular magazine. One advertisement made the appeal of comfort in winter driving and did it admirably. It showed what might have been a movie star with her pedigreed sheepdog in a handsome sedan, basking in Bermudian comfort. The other advertisement showed a man installing a heater in an unpretentious car and carried the unimaginative message that it worked on the right principle and could be installed in thirty minutes. Down the side of this latter advertisement were a number of dia-

[CONTINUED ON PAGE 64]



# Things Pile Up Big—If You Keep Piling 'em Long Enough

By Charles Pelham

**D**URING all of January groups of energetic men will gather in towns and cities, settle down in comfortable chairs, light cigars (?) and, in general, proceed to "get set" for the annual sales convention of the this-and-that company.

A day or two later, these same men will get on trains—depart for their various territories—arrive—get up the next morning and face their new business year of 1925.

What will that year mean to them? What will it mean for their company? What will it mean for their product?

No doubt this picture annually presents itself to every sales manager, to every advertising manager, to every executive who is responsible for making business go forward.

Here's a letter that might interest such men. It was sent to a sales manager two days before he held his annual sales convention. Although his program was well arranged, a place was made for it because, to use his own words: "It hits on some salient selling thoughts."

\* \* \*

**Y**OU have often heard the story of the ambitious Italian laborer who decided that the accumulation of wealth was, after all, a very simple matter. His theory was, about like this: "You worka one-a-day you maka one-a-dollar. You worka two-a-day, maka two-a-dollar. Worka meelion day, maka meelion dollar."

While this is not the ideal road to success, it is, however, paved with considerable philosophy. For instance, there are two truths in Tony's observations that can be

applied successfully to every human endeavor—certainly to selling.

1. Keep at anything long enough and some success is bound to result.

2. Retain each day's accomplishments and they soon pile up.

The other day I asked a certain executive what he thought to be one of the most important influences in his business. "Friendship," he answered. "I don't mean that I believe business should be based upon friendship, but rather that since we are all human beings we are naturally influenced in our business dealings by what we think of a fellow as a man and how he treats us."

The more you think about this

subject of business friendship, the more you begin to see its possibilities. Then came this question:

"Suppose the fine friendship that exists between your company and your 20,000 dealers could be made an ever-turning sales motor—what a volume it would produce."

Then this question: "How can it be done?" Yes—how can it be done?—which brought about these thoughts.

Well, how about all that good-will every company claims to have with the trade? How

about those several thousand dealers? They don't owe us anything, but 'spose we could make 'em feel even more friendly toward us and our product, than they do? Suppose we could make 'em like us so much that they would start making friends for us? Would that help? *Would it?* Just go back to one-a-dollar Tony and you have a very good illustration of how things pile up if you just keep piling 'em long enough.

Here's exactly how it would work. Just to see what it would mean, let us take the case of a toilet goods manufacturer, who has well say 20,000 dealers.

There comes into the "average" drug store each day, five, ten, fifteen or fifty folks who want "a jar of good face cream, please."

In this indefinite request are all the possibilities for profit to the salesman through his friendship for the druggist.

The natural thing for the average drug clerk or druggist to do is to 1. Sell these "jar of face cream"



**Y**OU worka one-a-day, you maka one-a-dollar. You worka two-a-day, you maka two-a-dollar. You worka meelion day—maka meelion dollar



**T**WENTY thousand druggists, each making a friend a day, could make 6,000,000 friends in 1925. On a basis of six jars of face cream per person per year it would mean the sale of 36,000,000 jars

## The FORTNIGHTLY Adopts a Farm—III

# How Mr. Maurer Spends His "Spendable" Income

By James M. Campbell

**T**HE Maurers have a telephone for which they pay \$7 a year—50 cents a month, plus a toll charge of \$1 a year. They subscribe for the following publications: *American Magazine*, *Boy's Magazine*, *Country Gentleman*, *Designer*, *Everybody's Magazine*, *McCall's Magazine*, *Orange Judd Illinois Farmer*, *Physical Culture*, *Prairie Farmer*, *Terre Haute Star*, *Woman's Home Companion*, *Woman's World*. They also take the two local weekly newspapers.

Mr. Maurer is a member of the Farm Bureau Federation and receives the weekly news letters of that organization. He keeps—or at least tries to keep—a complete file of the issues of both the county and general news letters of the Farm Bureau. These news letters, I am sure, he reads more carefully and with greater interest than anything

else in the way of printed matter that enters his home.

The *Terre Haute Star* reaches the Maurer home about 9:30 a. m.—the Maurers, I forgot to say, are on a Rural Free Delivery route—and Mr. Maurer glances through it after the noonday meal. He does not, as a rule, read the editorials. Nor does he spend very much time over the news. What interests him chiefly is the market quotations—the prices of hogs, cattle, wheat and corn. It is from his daily paper that Mr. Maurer keeps posted as to prices; and he turns first to the market page of the *Star*, precisely as thousands of New Yorkers turn first to the financial pages of their papers.

The *Terre Haute Star* is not, of course, all that the mail man delivers at the Maurer home every morning. There are, in addition, anywhere from two or three to a half-dozen circulars and communications of one kind and another—a weather forecast, a postal card from an Indianapolis livestock commission house, an imitation typewritten letter from an oil company urging Mr. Maurer to try a new kind of gasoline or lubricating oil, a letter from a relation, etc. But these communications are not, speaking generally, very "exciting." Mrs. Maurer does not sit on her front doorstep waiting for the mail man. His coming is as much a matter of course as feeding the chickens or milking the cows.

If there is one hour of the day more than another when Mr. Maurer is in a "receptive" frame of mind, it

At Marshall the National Old Highway and the Dixie Highway cross, and the ever-present gas-filling and service station is, of course, very much in the foreground



Marshall has a population of 2222, and is a typical business center in a typical farming section—a town in which everybody knows almost everybody else





is after dinner. That is to say, about 1:00 p. m. It is then, his stomach filled with good food and half his day's work behind him, that he is disposed to "consider" whatever may be put before him. In the morning he is eager to get started at his work; in the evening he is tired. At noon he is inclined to take things easy. If I were a lightning rod salesman or an insurance solicitor or a seller of anything else, I should try to arrange matters so as to have twenty minutes of Mr. Maurer's time around 1:00 p. m. If I could not sell him then, I feel sure I couldn't sell him at any other time.

I wish I could say, truthfully, that the monthly magazines and household publications which enter the Maurer home are read and re-read by every member of the family. I cannot. Mr. Maurer does read the farming journals—all three of them. At odd moments Mrs. Maurer reads the *Country Gentleman* and the Marshall weeklies. Paul, who is small for his age, reads *Physical Culture*—principally, I think, to get ideas that will make him grow in size and strength.

Mr. Maurer does not own a radio. He would like to have one, but he believes that present prices are too high and that the radio is not as perfect as it will be a few years hence. (The American Farm Bureau Federation, by the way, is urging its members to equip their homes with radios; but, so far, less than 400,000 of the 6,500,000 farm homes in the United States have installed radios.)

Another reason why Mr. Maurer is not, at the moment, particularly interested in radios, is that he al-

ready has a piano and a Victrola, neither of which, now that three of his four children have gone to town, are used as often as once a week. Together, they represent an investment of several hundred dollars. I doubt if it has ever been made entirely clear to Mr. Maurer that a radio is something which will not, after the first few weeks, fall into disuse—that, unlike a piano, no technical skill is required to operate it, and that, unlike a talking machine, its capacity to entertain is not limited to the relatively few records one owns.

AS has been stated more than once before, three of Mr. and Mrs. Maurer's four children have "gone to town." There are now, in a home which could comfortably accommodate a family of seven or eight, only three persons—Mr. Maurer, Mrs. Maurer, and their son, Paul. All of them have certain tasks which keep them busy almost continually. Nevertheless, they have a certain

amount of leisure. On Sundays, for example, they do only what must be done, and on Saturday afternoons there is a noticeable let-down in their activities.

Once or twice a week, maybe, the wife of a neighboring farmer drops in for an hour or two; but during that hour or two she is more likely to help Mrs. Maurer with her work than to regale her with current gossip. Once or twice a week, too—in the evening—a fellow-member of the Farm Bureau may call; or Mr. Maurer may get into his Ford sedan and visit his brother or his sister or a friend. Once in two weeks, perhaps, Paul patronizes the motion picture theater in Marshall. About as frequently there is some sort of entertainment at the Marshall High School, or the church which the Maurers attend. But it is safe to say that, on an average, the Maurers spend five evenings a week at home and that, as a rule, they are in bed by nine o'clock. As

[CONTINUED ON PAGE 48]



**M**AURER'S old house and this present home are illustrated. In the modest structure shown above Mr. and Mrs. Maurer lived for the first six years of their married life. Here two of their children were born. The structure is now used as a garage and storehouse. To the left is another view of the farm home now occupied by the Maurers. This denotes progress, to be sure, but at the expense of the hardest sort of hard work



# THE · EDITORIAL · PAGE

## Investigating Advertising Practices

**C**ONCERNING the complaint issued by the Federal Trade Commission on December 17 against the American Association of Advertising Agencies, the American Press Association and the Southern Newspaper Publishers Association, when stripped of all its verbiage, the situation seems to resolve to this:

For more than a year the Federal Trade Commission has entertained a complaint (from a complainant whose name is undisclosed, in accordance with the policy of the Commission in all cases) which it was in duty bound to investigate and press to a conclusion.

After months of consideration and study it now proceeds to make a charge of unfair competition, the crux of which seems to be that "the respondents are charged with using various alleged methods for the purpose of compelling advertisers either to employ agencies or to pay for direct advertising at gross rates, such gross rate in all instances being greater than the net rates usually charged by newspapers through an advertising agency."

We believe the focal point of the complaint lies in the words "alleged methods." It would hardly be within the province of the Federal Trade Commission to interfere with an established basis of compensation, as represented by the agency commission system; but it might very properly entertain a complaint as to any methods of applying this, or any other system, which might be considered in the nature of unfair competition, judged by modern business standards.

If, in the present instance, the associations named as respondents have not indulged in practices or methods which unprejudiced judges might regard as unfair, the hearing which is tentatively scheduled to start February 5 in Washington will clear the air and establish the integrity of all the interests involved. If, on the other hand, it should be found that there has grown up within advertising any method or practice that is manifestly unfair and inimical to the best interests of business in general, then the sooner that fact is recognized the sooner the advertising profession may be depended upon to put its house in order.



## Needed: General Dissatisfaction

**A**T the Fifty-seventh Annual Convention of the Fruit Growers and Farmers, recently held in Sacramento, Cal., Don Francisco made the observation that "two decades ago the question was 'How to make two blades grow where one grew before.' Today the problem is, 'What shall we do with the extra blade?'"

A prominent New York banker recently called attention to the same condition, but from the standpoint of the manufacturer. "We have greatly increased our production potentialities in the past ten years," he said. "Nor is this increase entirely what might be termed a 'brick-and-mortar' increase. It is true that our present almost excessive production capacity is due in part to the plant expansions of the war period; but to attribute the conditions entirely to increased factory space

and equipment is to neglect to take into consideration the important advances made in manufacturing processes, and the acceleration of production operations brought about by improved machinery, during the past ten years.

"We have learned how to make things more easily and quickly and cheaply; now we must learn how to market our increased production. To be successful in this we must discover or develop cheaper marketing methods that will enable us to offer people this extra production at a price—(covering materials, manufacturing and marketing)—that will bring it within the reach of people who cannot now afford the products represented."

More and more it is becoming apparent that the big problem facing the business man is this problem of marketing. What is needed right now is a general and active dissatisfaction with the whole marketing system as at present organized. Not until there is such dissatisfaction is there much likelihood of any great change for the better in marketing methods and practices.

The general attitude of "Can the cost of marketing be reduced?" must give way to an attitude of "The cost of marketing must be reduced." When that condition prevails the cost of marketing will be reduced.



## A Trend in Industry

**T**HE two big errors in buying for a manufacturing plant," E. J. Kulas, president of the Midland Steel Products Company, manufacturer of automotive frames, is quoted as saying, "are 'not enough' and 'too much.'"

The cure for this condition, says Mr. Kulas, is quick turnover as it has been worked out in the automotive industry, where in some instances plants now maintain only a two days' supply of materials, whereas it was formerly thought necessary to keep a stock on hand equal to at least a month's requirements.

This quick turnover principle in manufacturing which has been highly developed by the automotive industry is bound to spread to many other industries in time, and, as it does, it is going to present complications in connection with both production and sales that may make it necessary for many concerns to revamp completely their policies of years' standing. It is one of the signs of the times which should not go unheeded.



## Advertising—A Pledge to the Public

**I**N one of his bulletins to the employees of his various hotels, E. M. Statler makes this statement: "Our advertising is a series of pledges which I am making to the people of the country once a month, in which I am stating frankly and without reservation what we expect of our employees in this business and, therefore, what the public has a right to expect of them."

The same philosophy applies to products as well as employees. The public has a right to regard every advertisement as a pledge.

# A Night Letter to Los Angeles

And Other Thoughts Concerning Advertising

By *Kenneth M. Goode*

**I**MAGINE all the telephone wires in the world strung along one giant set of poles. Picture these poles full of copywriters, solemnly burnishing those wires, rubbing with oils, polishing with chamois, and chattering with joy as the high-lights flash tiny glints of fire.

Copy is the telephone wire that carries the messages. But copy is only the wire. If it carries the message clearly, swiftly, accurately, powerfully, the wire itself may be as rusty and bent as an old nail. Than copy for copy's sake nothing is more unimportant.

Not that copy isn't vital! Quite the contrary, good copy is, after all, about the only thing that counts in advertising.

Research develops facts that may help sell goods; but a hundred men in a hundred Fords, filling out questionnaires all day long, wouldn't of themselves sell enough goods to pay for their gasoline. Wise choosing of places to put advertising copy unquestionably enables that copy to sell more goods; but one could sit and choose media until one was black in the face and never move a boy's express wagon full of toy balloons. Mechanical departments help copy find favorable expression; but the most meticulously symmetrical piece of typography that ever lulled a roving eye will never turn a nickel, unless it eases home a message that some copywriter has cut and hammered until it starts something personal in the man who reads it.

Copy, in one form or other, is the heart and soul of advertising. Except as an aid to the preparation of copy, or to its extension, everything else is more or less meaningless. In fact, much of the unnecessary complication in modern advertising thought is due to straying away from that one simple fundamental.

*If copy is good enough, it can succeed without a dollar spent on anything except white space to print it in; if copy is bad enough, the most elaborate merchandising and marketing plans will only pile up the possibilities of failure.*



*Kenneth M. Goode*

This blunt truth will run athwart many able men whose generous conceptions of "advertising" have grown to embrace everything from finding an architect for the factory to placing fair-haired boys behind the merchant's sales counters. One may, nevertheless, remember the old story of the man who proposed to trade a cow for his neighbor's bicycle. "I'd look fine, wouldn't I, trying to ride a cow?" was the ungracious answer.

"Yes," returned the proposer, "but think how I would look trying to milk a bicycle."

**T**HIS primitive form of reasoning may be commended to any who feel the importance of copy is unduly overestimated. On a pinch, it is easy to imagine an advertising campaign—mail order, for example—simplified down to nothing but copy. Try, on the other hand, to think of an advertising campaign entirely without copy!

Try, for instance, to imagine this week's issue of the *Saturday Evening Post* with all its great advertising

pages, one after the other, showing only blank white space.

Yet, a pair of scissors in hand, I turned one day to a handy number of the *Post*, and out of one advertisement, without touching a printed letter, cut in one piece \$3,700 of blank space! I got \$2,500 worth out of another, \$2,000 out of another. I could, in fact, have filled a small waste basket with solid unbroken strips of virgin white—strips that different advertisers had bought at \$1,000 or more apiece.

**T**HEN I turned back to Mr. Lortimer's able editorial pages and searched in vain for even a \$100 worth of wasted space.

Why, I ask, does the advertiser—who pays for space and *not* words—turn his allotment back into white paper, while the editor—who pays for words and *not* space—jams his chuck full of words and pictures? Is it possible that the advertiser is not quite sure of the importance of his message? Does he distrust the strength and attractiveness of his copy? Is he so uncertain of real interest in his story that he must mince words and sugarcoat with a thousand dollars' worth of white space?

Or, does the advertiser, ignoring the necessity of real copy and even more ignorant, perhaps, of what constitutes good selling copy, allow his messages to be determined by the way he wants his advertisements to look?

In an astonishing number of cases, as every advertising agency man knows, copy is written more or less to fit a preconceived layout.

The layout, of course, is predetermined by the space.

The space is predetermined by the schedule.

The schedule is predetermined by the size of the appropriation.

And so, in what we advertising men are fond of calling the last analysis, we find the words used in a given advertisement, if not the actual idea behind the message, dictated, not by what the space might

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

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

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

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



NEW YORK  
383 MADISON AVENUE

BOSTON  
230 BOYLSTON STREET

BUFFALO  
220 DELAWARE AVENUE

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



be made to pay, but by what was appropriated to pay for the space.

Suppose—to take a striking analogy—a man decided to send a telegram. His reasons for sending a telegram might be various; he might have heard that telegrams are good for business; he may have read so many telegrams that he wants to send one himself; all his competitors may be sending telegrams; the Western Union may have an able solicitor selling telegraphic service—or what not.

However it be, our man holds a couple of conferences and decides he can afford to spend, say, \$4.63 for telegrams. This \$4.63 he finds will pay for a night letter to Los An-

geles and he, for no reason, decides to send one there.

Obviously, all he has left to do is to sit down and think out what he might like to telegraph to Los Angeles! And anything that man writes in those circumstances will be just about as important as the copy of an advertiser who buys his space before he knows pretty well what it will pay him to say in it.

There are a few of us left who still think no advertiser has a moral right to spend money on white space before he has a pretty clear vision of what he intends to accomplish.

If this seems to anyone a supererogatory statement let him make his own tests. Let him memorize a

dozen or so lines from the average advertisement and try them on his wife, his partner, the man next him on the train, or even on his office boy. Let him repeat those lines in a quiet conversational tone. Let him see if he can detect any quick glint of response in his listener's eye, any attentive quirk of the ear, any exclamation "By Jove, that's true! I'm certainly glad you reminded me of it."

Why does anyone spend thousands of dollars in printing for distribution among millions of miscellaneous people a bunch of words that he can, in five minutes, prove definitely won't hold the interest of the first

[CONTINUED ON PAGE 46]

# Why the Free Sale of Revolvers Must Be Stopped by Law

THERE is not a city in the United States—at least of the first class—that is not under-policed. There is not one of them where crime waves are not sporadically apparent. Not one but misses a few useful citizens in the course of the year because of the sincere operations of gunmen. It is permitted perhaps to wonder how well the existing police would be able to maintain order were the manufacture of small arms of the revolver type forbidden or suppressed. Naturally a new type of bootlegger would appear, but he would have the same cooperation that his alcoholic brother now receives from the average citizen of the cities. It may be that the leaden bullet is no more dangerous than wood alcohol, but the use of the one hardly possesses the same general appeal as the other.

The revolver traffic is the greatest unrestricted menace to the people of the United States and their safety. Why it should be so is a mystery. Not a police official but realizes that his work and his danger would be more than halved were the traffic eliminated. And all recognize that

such laws as that of New York State are weakly palliative. All insist that what is needed is stoppage at the source. Undoubtedly a man with homicidal intent might find other means to his end, but the other means usually give the victims a greater and more sporting chance.

The police are fully aware of the

two arch enemies to their labors, and they will frankly tell you that either is tremendously dangerous, but there is no hesitation in their asseveration that the combination of the two is responsible for so many deaths per annum that the people of this land of liberty have cause for shame. The twin abominations are pistols and drugs. The deaths from this evil combination would have wiped out an entire army corps since the war began.

It may be argued that if the crooks illegally possess and carry revolvers it is but fair that the ordinary citizen be permitted to do likewise legally. It is difficult to argue the point. It may be questioned if the victories of the ordinary citizen carrying a gun in conflict with the crook also so equipped are so numerous that much fear has been introduced into the heart of the crook. The result, one must admit, has been that usually the citizen's firearm is removed from him and goes to enrich the armament of crookdom and enliven the annals of crime and bloodshed.—Robert Shirley in *January Police Magazine*.

**erica's Best** For Home Protection  
A fine I. J. 5-shot, double action, blue steel revolver.  
Order No. \_\_\_\_\_

**L. TEXAS** \$12.95  
To quickly reduce an over-stock of brand new, heavy duty Texas Six-Shooters, we offer these at special prices. See for the value! Equipped with automatic in Nickel or Blue.

**IER SPECIAL** \$11.95  
NEW 1924 model, blue steel, 6-shot Euzoum Frontier Special, swing-out hand-ejector revolver with french barrel imported from Spain, the equal of any \$35 model, and specially priced for limited time to suit new customers.  
LOW PRICE SPECIAL in 32, 32-20, 38 S&W, No. 35B \$11.95  
EXTRA SPECIAL our No. 260A latest (24 blue steel) Euzoum revolver has passed strict tests. 22-cal.-6-shot \$14.95  
32-20 or 38 cal.-6-shot \$

**1-SHOT "PANT ID FIRE AUT"** \$7.45  
NEW 32c

**afety Automatic**  
7-shots Full  
Shoots cleared  
DAYS  
e ship  
storage  
today.

**PIONEER 44 DA** \$17.45  
EXTRA LONG BARREL  
A HAND MADE  
Massive "He-Man's" gun of genuine Bessemer steel with a wonderful reputation for dependability and accuracy. Beautifully finished mottled frame. 51 shots. Similar models retailing at \$17.45 to clean out our limited stock of hand-guns.  
A few with fine white bone handles for those who order early. Order today!

# Railway Expenditures Will Establish New Records in 1925

THE railways of the United States and Canada will spend more than \$1,350,000,000 for additions and betterments in 1925, or 15 per cent more than was expended during either of the two preceding years, both of which established high records in this respect.

Your 1925 railway sales campaign should be most aggressive. The five departmental publications in The Railway Service Unit can aid you most effectively by carrying your sales story *directly* to the particular men who influence the purchases of your railway products.



## Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street New York

Chicago:  
608 S. Dearborn Street

Cleveland:  
6007 Euclid Avenue

Mandeville:  
Louisiana

Washington:  
17th and H Streets, N. W.

San Francisco:  
74 New Montgomery Street

London:  
34 Victoria Street

ABC and ABP

# The Railway Service Unit

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



# Giving the Branch Office a Place in Industrial Marketing

By Robert K. Malcolm

ONE of the problems facing the manufacturer with a product for exploitation in the industrial field is the question concerning the degree of prominence which should be given to his branch offices and dealers. Slighting the company branch office or the agent, in advertising, is likely to breed discontent on the firing line and create the unhealthy impression that the home office or factory is not giving proper support to its representatives. On the other hand, there are certain conditions which influence the featuring of the home office only.

Generally speaking, the home office of a manufacturer selling to the technical or industrial field is usually in or near the factory where the product is made. Thus the term, "headquarters," includes the manufacturing end as well as the executive, and the situation is responsible for creating a degree of company pride which does not exist to the same extent when the company is merely an outlet organization, dealing in products not of its own manufacture.

This is one of the reasons why some companies feature the name and address of company headquarters exclusively and do not include the names of their authorized dealers or the addresses of their own branch offices. Living so closely to the manufacturing end, it is often a temptation to overlook the numerous sales outlets in the desire to build up prestige. While it may be comforting for the dealer in Boston to know that "headquarters" in Cincinnati is pushing the name of the machine tool he handles, it is doubly valuable from a sales standpoint if the home office, by listing his name, allows prospects in his territory to know that he handles the line.

Different concerns have different

methods of routing inquiries and giving credit to sales, and in some cases the names of dealers are not listed for the reason that the home office desires to have the inquiry come direct. In many companies,

listed, one or more always being responsible. They are indifference, the desire to create a greater degree of company prestige, the wish to check results from the advertising and build up a company prospect list, and lack of faith in the dealer or branch to close the sale without a sales push from the home office.

It may be pointed out that indifference is easily cured if the parent organization places itself in the position of one of its representatives. Backing the dealer is a sound principle which has been thoroughly tested. Unlike the general field where tooth-pastes and shaving creams are sold at every corner drug store, the manufacturer with technical equipment for sale to industry usually has only a small number of carefully selected dealers. Stock is expensive and engineering knowledge is a vital requirement. Consequently, dealers are selected with great care and picked to cover definite territories. In selling technical equipment the basis of the sale is service, and the company that stands behind its dealers places an official seal of approval on their transactions. Many industrial advertisers show their recognition of these principles by sending to their various sales outposts pre-prints of their advertising. Such a

practice makes the agent feel that he is looked upon as a real constructive part of the organization.

In connection with the desire to create greater company prestige, the manufacturer must decide for himself whether he is out for prestige or sales. It may be true that the name of a single city under the company signature gives the opportunity for a better advertising display and possibly adds the element of exclusiveness, associated with prestige, but machine tools are not



**1925**  
Has Millions of Opportunities

Good times ahead, "Let's go!"

1878  
*W. T. John Deere Co.*  
1925

*Copy in which the company has made its dealer the most prominent part of the display, building the appeal around the argument to "see the dealer" in order to build up dealer morale*

1925

*Copy in which the company has made its dealer the most prominent part of the display, building the appeal around the argument to "see the dealer" in order to build up dealer morale*

such inquiries are answered from sales headquarters and the prospect is referred directly to the dealer or company branch in his territory. The name is put on the company list of prospects and the dealer follows up the prospect from the information sent him by the home office. In other companies, the sale is closed by the home office, credit, however, being given to the territory representative in the inquirer's district.

There are four reasons why branch offices and dealers are not





## THE COUNTRY OVER

*The First Fans' Magazine Celebrates Its Fourteenth Birthday*

**F**OURTEEN years ago, February, 1911, in the face of ridicule and censure, the first number of *Motion Picture Magazine* made its appearance. Its message, stressing the future of the screen, was "Motion Pictures will become the books of the people." And that at a time when the screen was but a shaking sheet in a dimly lighted store.

To-day, 50,000,000 people weekly attend the cinema. There are eight times as many motion picture theatres as

newspapers in the country. *Motion Picture's* prophecy has come true—the films have become the books of the people, for they supply education, entertainment, culture and gratification of all the emotions.

More than ever now, the fans want authoritative news of studio, screen and players. Because the vision that brought *Motion Picture* into being still directs its policy, and because it fills this demand in unequalled fashion, the "first fans' magazine" remains supreme in its field.

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

# MOTION PICTURE

THE QUALITY MAGAZINE OF THE SCREEN

sold on the same basis as diamonds, and it is questionable whether a single address satisfies the industrial user who is in the market to obtain prompt and nearby engineering service as well as the equipment itself. Many companies who cling to the home office address attempt to avoid this point by the insertion of the line, "Agencies in all principal cities," but this is scarcely comprehensible and imposes a handicap on the prospect, who is forced to trace the nearest branch. As a matter of fact, company branches and good agencies are in themselves builders of prestige.

The third reason concerns the wish to check results from the advertising and build up a company prospect list. Very often a manufacturer enters upon an advertising campaign as a trial proposition, the continuation of which hinges largely upon the number of inquiries received. In his anxiety to maintain an accurate count of all responses, such a manufacturer is inclined to consider a check more important than dealer support. He fears that if his agents are mentioned many inquiries may be received at sources that will not report. A viewpoint of this sort is incorrect for two reasons.

In the first place, the value of industrial advertising cannot be judged on an inquiry basis, as is a mail-order proposition. The advertising of today of a piece of technical equipment is laying the seed for sales which are often far in the future. Steam shovels and drilling machines are not bought on the spur of the moment, and no amount of advertising can induce a prospective user to purchase equipment until the need for it exists or until he can be shown the economy that lies in replacement.

Experience shows that a real effort  
[CONTINUED ON PAGE 71]

# It's Cost per Reader That Counts

By Arthur T. Corbett

**T**HE advertising director of a well-known company almost gasped when he was handed the figures for type composition and plates on a series of twelve newspaper advertisements recently.

Eight hundred dollars! For twelve advertisements! To be sure, they were more or less "fussy" advertisements to set and they contained some large cuts—but \$800 for twelve! That figured more than \$65 apiece.

He called up the typographer first to protest at his bill. They talked the matter over and the typographer asked him a few questions and jotted down a few figures. A short time later he called the advertising director back.

"You figure that the mechanical work on those advertisements cost you \$65 apiece," he said. "As a matter of fact, didn't it cost you just 29 cents apiece?"

"How do you make that out?" asked the advertising director.

"Well, you say you are to run each of these twelve pieces of copy in a list of 230 papers. You have had a mat or an electrotype made for each paper, and twelve times 250 figures 2760 individual advertisements. Divide the \$800 by that and you will find your mechanical production cost slightly over 29 cents per advertisement."

Whether the charges for composition and plates were excessive, I cannot say; it is the principle involved that deserves consideration. There is a wide difference between figuring the cost at \$65 or at 29 cents. As an auditor of the bills

that go through his department, the advertising manager must take a \$65-each view of such a bill. But as a spokesman for the business, talking to the people of 230 communities, he must not, if he is to keep his perspective on the mission of his advertising, overlook the 29-cent point of view.

The fact is, this typographer did not go far enough in his figuring. He figured on the cost per advertisement (in mat or electro form), whereas the true basis of figuring is not the cost per advertisement in plate or mat form, but the cost per *read* advertisement in the newspapers.

If we assume that the 230 newspapers that are to carry these advertisements have an aggregate circulation of 5,000,000 (which is a very modest estimate) the total circulation of the twelve advertisements would be 60,000,000.

But circulation is utterly useless unless advertisements are read. If good typography and plates could influence every person into whose hands or homes these 60,000,000 newspapers found their way to read the advertisement each time, the cost of typography and plates per advertisement would figure 0.000013, which admittedly isn't excessive.

Of course, no such full reading is possible. But assuming that only one in ten of the readers so much as turned the page on which the advertisements were located, that would leave a reasonable potential 600,000 that might conceivably be influenced by the typography and mechanical attractiveness to read

part or all of the advertisement (depending on how interesting the copy after the reader had sampled it). If all of this 600,000 were influenced to read the advertisements, the mechanical preparation cost per read advertisement would figure 0.0013, whereas, if only half of this 10 per cent read it, the cost would be 0.0026, and if only one-quarter read it, the cost would be 0.0052, and if only one-eighth read it the cost would be 0.0104; which begins to mount up, when it has to be added to the cost for the space and art work and the writing of the copy.

Thus we see that the factor upon which any decision must be based as to the wisdom of paying for good typography and plates is *cost per reader*. And the same holds good in connection with art work and copy. Not only do these elements control the cost per reader as applied to themselves, but they also control the cost per reader as applied to the cost of the white space in which they appear.

Anything that can be done to double the readability of an advertisement halves its cost per reader, and anything that can be done to treble the readability of an advertisement divides its cost per reader by three.

This is something to bear in mind when tempted to buy "good enough" art work or plates, or let an advertisement go out with a "good enough" set-up or with "good enough" copy. "Good enough" is one of the most costly phrases in advertising, for it may multiply cost per reader by two or three or four.

# GROWTH!

—steady

—consistent

—deserved

1. Capper's Farmer has just closed 1924 with the biggest lineage in its history.
2. Its average gain in lines per issue over 1923 was more than double that shown by any other national farm paper.
3. It showed a higher percentage gain over 1923 than any paper in the national field.
4. It has doubled its lineage since 1921—a record not even approached by any other paper in the national farm paper field.

## Watch 1925!

# Capper's Farmer

Published at Topeka, Kansas, by Arthur Capper

Branch offices at New York, Chicago, Cleveland, Detroit, Kansas City, St. Louis, San Francisco





The "dry goods" merchants of this country have a clientele of a hundred million purchasers. Nine out of ten of all their sales are direct returns on the store's own prestige and selling activity. It is easier for a thousand stores to influence the buying habits of a million people than vice versa.

The Economists Group regularly reaches 15,000 executives and buyers in 35,000 large mail stores, located in over 10,000 centers and doing 75% of the total business done in dry goods and department store lines.

THERE are plenty more successes where these came from! During the past half year, twenty-six advertising agencies have given us "success-stories" similar to those reproduced on these pages. The full series, in convenient form for your records, will be sent on request. You will find therein much that is interesting. You will find, if you care to, good reasons for resolving to win the confidence and co-operation of the

**No Baby in this Ad!**

It is a well-known fact that the most successful advertisements are those that are direct, to the point, and free from all unnecessary details. The advertiser who wishes to reach the largest number of people with the least expenditure should use a direct, to the point, and free from all unnecessary details advertisement.

**REEN BRADFORD BURNHAM**  
 110 East 42nd Street  
 New York City

Department of the  
 DE. HAN. 5028

*Montag's*  
 International Advertising Agency

**The Symbol of LEADERSHIP**

Every advertisement that is successful is a symbol of leadership. It is a symbol of leadership because it is a symbol of the advertiser's confidence in his own product and his own ability to sell it. It is a symbol of leadership because it is a symbol of the advertiser's confidence in the advertising agency that he has chosen to represent him.

**EASTMAN SCOTT  
 & COMPANY**  
 Advertising



**300% Increase in Twin-Button Sales**  
 Setaux Company Successfully Markets  
 Twin-Button Union Suits

The Setaux Company has been successful in its marketing campaign for its new twin-button union suits. This success is due to the fact that the company has been able to secure the cooperation of the leading department stores in the country. The company has also been able to secure the cooperation of the leading manufacturers of union suits. This has enabled the company to secure a large and loyal following of customers. The company has also been able to secure the cooperation of the leading advertising agencies in the country. This has enabled the company to secure a large and loyal following of customers. The company has also been able to secure the cooperation of the leading manufacturers of union suits. This has enabled the company to secure a large and loyal following of customers. The company has also been able to secure the cooperation of the leading advertising agencies in the country. This has enabled the company to secure a large and loyal following of customers.

**Cecil, Barreto & Cecil, Inc.**  
*Advertising*  
 Richmond, Va.      BALTIMORE



**Better Store Light**  
 From Uniting Knowledge  
 To Building Union Control

Advertisement for Sherline lighting fixtures, highlighting their quality and variety. The text describes the fixtures as being made of high-quality materials and being available in various styles and sizes. It also mentions that the fixtures are designed to provide excellent illumination for retail stores and other commercial establishments.

**SHERLINE**

**UNITED ADVERTISING PUBLISHERS**  
 1000 Broadway, New York, N.Y.

dry goods and department store merchant — *first, last and always*. In this field, over 90% of all sales made are predetermined by the stores' own pep, personality and promotion. The results of sound advertising to the merchant certainly should be sure and steady—and they most certainly are! For the evidence offered herewith address the Economist Group (*Dry Goods Economist* and *Merchant-Economist*), 239 West 39th Street, New York—or other principal cities.

These other business papers, also the leaders in their various fields, are published by the

**United Publishers Corporation—**

*Boat and Shoe Recorder, The Iron Age, Hardware Age, Hardware Buyers Catalog and Directory, El Automovil Americano, The American Automobile, Automobile Trade Directory, Motor Age, Automotive Industries, Motor World, Motor Transport, Distribution and Warehousing, Automobile Trade Journal, Commercial Car Journal, Chilton Automobile Directory, Chilton Tractor & Equipment Journal, Chilton Tractor & Implementation Index.*



# Written by Our Readers

## Improving the Advertising of Standardized Products

M. A. PACKARD COMPANY,  
"The Packard Shoe"  
Brockton, Mass.

December 29, 1924.

TO THE EDITOR:

The views expressed by Ray Giles in the December 17 issue of the FORTNIGHTLY also express our ideas on this subject.\* As a matter of fact, with our campaign for 1925, which is already under way, we hope to strike a different keynote in our advertising.

We, too, appreciate the sameness that has existed in the various shoe advertisements and hope that our efforts the coming year will be a step in the right direction.

Mr. Giles has told the world what we have been thinking and speaking about among ourselves for a long while.

JOHN J. FEELEY,  
Manager Advertising.

\*In an article captioned "Finding Advertising Individually for the Standardized Product" (issue of December 17, page 17) Mr. Giles pointed out the striking similarity and lack of originality in the advertising of various manufacturers of competitive products. That some of the leading shoe manufacturers have recognized the weakness in their copy presentation is evident from the foregoing letter. Mr. Giles not only criticized the stereotyped advertising conducted on behalf of certain standardized products, but offered suggestions looking to its betterment.—EDITOR.

## More on the Free Sale of Firearms

THE MAYTAG COMPANY  
Newton, Iowa

December 31, 1924.

TO THE EDITOR:

I think that for every fellow like Eric B. Tinsley, whose letter you print in your December 17 number and who dropped out because of your stand on firearm advertising, there will be two to take his place. To begin with, he seems to be a little disillusioned by regarding in the manner he does the small organized minority of misguided suckers who are seeking a revocation of unlimited and lawless traffic in firearms. Does any good movement of any kind, regardless of how it was started or how it was judged by the public, begin with anything except an organized minority? And almost always they are branded as misguided suckers.

I think the movement to abolish promiscuous distribution of firearms is right, not only morally but economically. If it will help to decrease crime, even by a small percentage, it is right; if it will strengthen the safeguards of society, even to a small degree, it is right; if it will be the means of saving ten lives in a year, or five lives, or even one life, it is right.

Mr. Tinsley calls it disarmament. It looks to me like a case of gross negligence to permit firearms to be in a place where it's easy for people who shouldn't have them to get them. I have enough faith in the organized

minority to believe that some day it will be just as illegal to buy a gun with which to take a life as it is booze and dope. Not the "use" but the "abuse" that should be curtailed.

I don't know when my subscription runs out, but right now I will pledge my renewal when it does.

ROY S. BRAIT,  
Advertising Manager.

## The Guess Work of Marketing

TO THE EDITOR:

THE LITERARY DIGEST  
New York  
January 6, 1925.

I have just seen in your December 31 issue R. O. Eastman's letter, calling attention to the fallacy in your December 3 editorial on "The Guess Work of Marketing."

That editorial I should have called an analogy. Can there be a fallacy in an analogy?

If you were not drawing an analogy between the *Digest's* straw vote and a market investigation, I suppose you must have been making an equation or logical (not analogical) statement:

*Digest* straw vote = a (or some) market investigation.

Mr. Eastman could justly charge you with a fallacy only if you had said:

*Digest* investigation = any market investigation.

Mr. Eastman will be the first to say that one market investigation varies from another; that there is no formula applicable to all and every market study.

The *Digest's* study was of a future market. Most market studies are of actual present and past markets with a view to discovering the future.

So, in the nature of the case, the *Digest* study indicated what people were going to do—or as Mr. Eastman says, "what they think they are going to do." Theoretically there is a hiatus here. And theoretically there is a gap between "what they have done and are doing" as revealed by most market studies and the derived forecast of what they will do.

Finding out what people thought they would do gave the *Digest* a pretty good idea of the result—what they did do. And this was largely because the *Digest* method was sound and careful.

Mr. Eastman closes his letter by talking about "torpidity of voters' minds," and no party being able to increase sales materially during the last part of the campaign.

During the investigation, before the election, *The Digest* repeatedly commented on two changes in the market condition: First, that Coolidge was getting a continually greater proportion of the votes, and second, that La Follette was losing and Davis gaining.

So that the *Digest* is on record as showing that from an advertising standpoint the old parties did materially increase sales and the new party decreased them by advertising. Ad-

vertising men generally as they look into either the *Digest's* polls or the *Digest's* methods of getting circulation are deeply impressed, I find, with the careful analysis of the problem involved and with the conscientiously careful manner in which the campaign was conducted.

RICHARD WEBSTER,  
Manager, Research Department.

## The Fortnightly's Adopted Farm

EVANS & BARNHILL, INC.  
New York

December 29, 1924.

TO THE EDITOR:

I like the idea of bringing the life of the average family more to the attention of advertising men. Mr. Maurer's family life is not much different from the average family life, whether lived in the smaller town, medium sized or larger sized cities of the United States.

I think the series of articles will do good because there are so many advertising men who have been brought up in the cities and do not realize that a farmer is a business man living in the country and that on the whole he is better educated than the city man, but he is confused with the laboring man one sees in the city because he wears overalls and does not have a white collar job.

I think you have done well to select Jim Campbell to write the series. He has lived long enough in large cities and traveled enough abroad to start in on the job with a city man's point of view and he will know what to point out that is really significant. I shall be very much interested in knowing what his conclusions will be.

S. KEITH EVANS.

HENRY FIELD SEED COMPANY  
Shenandoah, Iowa.

December 26, 1924.

TO THE EDITOR:

I read with a great deal of interest your article in the current issue of the FORTNIGHTLY regarding the farm you have adopted. It certainly is a splendid idea and works out in perfect shape. I read it through with a great deal of interest and then had my wife read the article also, and we both thought it was about as good a job along that line as we had ever seen.

I think the article ought to be of a great deal of value, especially to some of these city advertising men who never get out into the country.

As for myself, I have always lived in the country and am right among that sort of people all of the time and feel pretty well posted on them. I am in close touch both personally and through our mail with hundreds of such families every day, and I feel that I know pretty closely what they do and what they want.

HENRY FIELD,  
President.



**YOUR  
ADVERTISING  
DISPLAYED  
HERE—**

**WILL SELL  
YOUR GOODS  
ARRAYED  
HERE—**



## The Features of Interborough Posters

**BIG SPACE:** Three sizes—30x46"—46x60" and 42x84".

**PROMINENT POSITION:** "In Sight, In the Light, Day and Night"—in most instances but a few feet from the very stores in which your goods are sold! (As illustrated above.)

**BIG LETTERS:** Your product, your name, or other important copy can

be featured in big, bold, smashing letters!

**PICTURES:** Product, package or trademark can be shown life-size or larger. Any kind of selling story can be convincingly illustrated!

**COLOR:** The poster complete can be done in full, natural colors, picturing every point realistically—emphasizing any special point you wish.

*No more powerful publicity, no stronger selling force can be enlisted in the New York Market than Interborough Rapid Transit, Rapid Selling Posters!*

**INTERBOROUGH ADVERTISING**  
(SUBWAY & ELEVATED CAR CARDS & POSTERS)

CONTROLLED BY

50  
UNION  
SQ.

**ARTEMAS WARD, Inc.**

NEW  
YORK  
N.Y.

## The Basics of Advertising Copy—V

# Personification and Antithesis in Vivid Advertising

By Henry Eckhardt

**F**OR convenience in thinking, the early Publicks made their abstract ideas into personifications. That gave them something to see. The early Publicks thought of electricity as a bolt hurled by Jove. The world was held up by a giant named Atlas. Noises in trees were caused by Dryads. When they beheld the raging sea, for instance, they found a much easier explanation in Neptune, with his trident, than in the mysterious powers of wind and wave.

And so, too, John and Jane Publick of today. New York is Father Knickerbocker. Death is the Grim Reaper. Liberty is a goddess bearing aloft a torch. This way of making abstract, or uninteresting generalities into living things is—personification.

Personification is another means of getting away from the deadly generality, and getting into vividness. Towel advertisers in describing their product usually dwell on its "absorbent qualities." Personification makes that heavy generality, "absorbent qualities," into something living. It creates an actual being, and christens him "Thirsty Fiber." This enables copy such as

"—millions of 'thirsty fibers' in every 'X' towel, leap to their task of draining," etc. "Thirsty Fiber" is something that John and Jane Publick can see.

Thus, a trade character can be made a real advertising asset. But it must be a character like "Thirsty Fiber," a character which personifies what a product is and what it does. If it is just a character, such as the oft-featured man built of automobile tires; or, if it is just "cute," such as another rubber tire's bedtime boy, then it, too, is nothing but a meaningless generality.

Of course, personification can be used for more than a trade character. Sometimes, it dramatizes the campaign idea. An apt example is Strathmore Town. "the community

of quality advertisers," as the copywriter has it.

Again, personification can be used like any other picture-word. Two current automobile advertisements illustrate this use. The first parades forth its generalities. "The body is of steel. Triple springs give extraordinary comfort. The motor is powerful, smooth-running."

The second enumerates much the same virtues, but personifies them: "The body construction soothes tired nerves. Rear springs, with snubbers, cushion even thought of rough roads. Electric cigarette lighter laughs at forgotten matches."

The first copy is merely a list of specifications. The general statements seem thrown in to round out the sentences. The second copy is a similar list of specifications, but with this difference: Every specification is doing something.

Again, "The typewriter that enables quick disposal of correspondence" is a far less vivid picture than the typewriter that "gives wings to words."

"Water-power" would mean something to John Publick, were he an engineer, but he isn't. This is how it should be put for him: "Water-falls, transformed into electricity, carry the trains of the C. M. & St. P. over the Rockies."

**PERSONIFICATION**, too, can be badly applied. When it is, the result is worse than that of the generality. To quote a recent advertisement:

### "THE INVISIBLE HOST"

"Step in. The room is empty, but every detail is an invitation from an invisible host."

Further reading proves the "invisible host" to be—a furnace. To John and Jane Publick, this personification would hardly help make the idea clear. Rather, it would cause a smile. The spectacle of a furnace performing the functions of

a host is, well, funny to say the very least.

This same copy, however, pursues the personification further. The second try is better:

"X" Heat Machine, whose kingdom is in the cellar, yet whose genial presence permeates every room of the house.

"Genial presence" is nice. It is apt. It calls up the right picture.

**T**HIS habit of the Publicks to personify, is a good one to remember. Personification is easy to apply; and it usually opens up veins of copy, both interesting and clear.

### Vividness Through Antithesis and Contrast

As said before, no generality can stand on its own two feet. Yet it can stand out, and even shout loudly, if supported by a second generality—provided that the second is used in antithesis or contrast. Give the reverse of a fact, and you give it vividness. The reverse narrows the meaning. It sharp-focuses John and Jane Publick's mental eyes.

Suppose, for instance, that the copywriter is describing a line of woollens. One point about the woollens is that they are dignified, but old John Publick may take this as meaning uninteresting.

Another point is their exclusiveness—but he may take this as meaning expensive or freakish, or any one of a dozen other things.

Consequently the copywriter employs antithesis. He gets: "These Scotch chevots are dignified, but not plain. They are exclusive, but not extravagant."

This copy consists, in the main, of two bald generalities. Take these generalities by themselves, and they fall flat. But each has an antithesis. These define the pictures, and the result is vividness. It is a peculiarly forceful vividness. The contrasting phrases seem to snap up John Publick's attention—seem to

[CONTINUED ON PAGE 80]



## Seven Cents Apiece

44-million "fares" ride the streetcars each day.

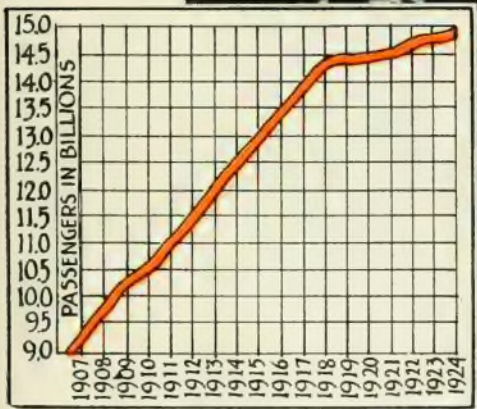
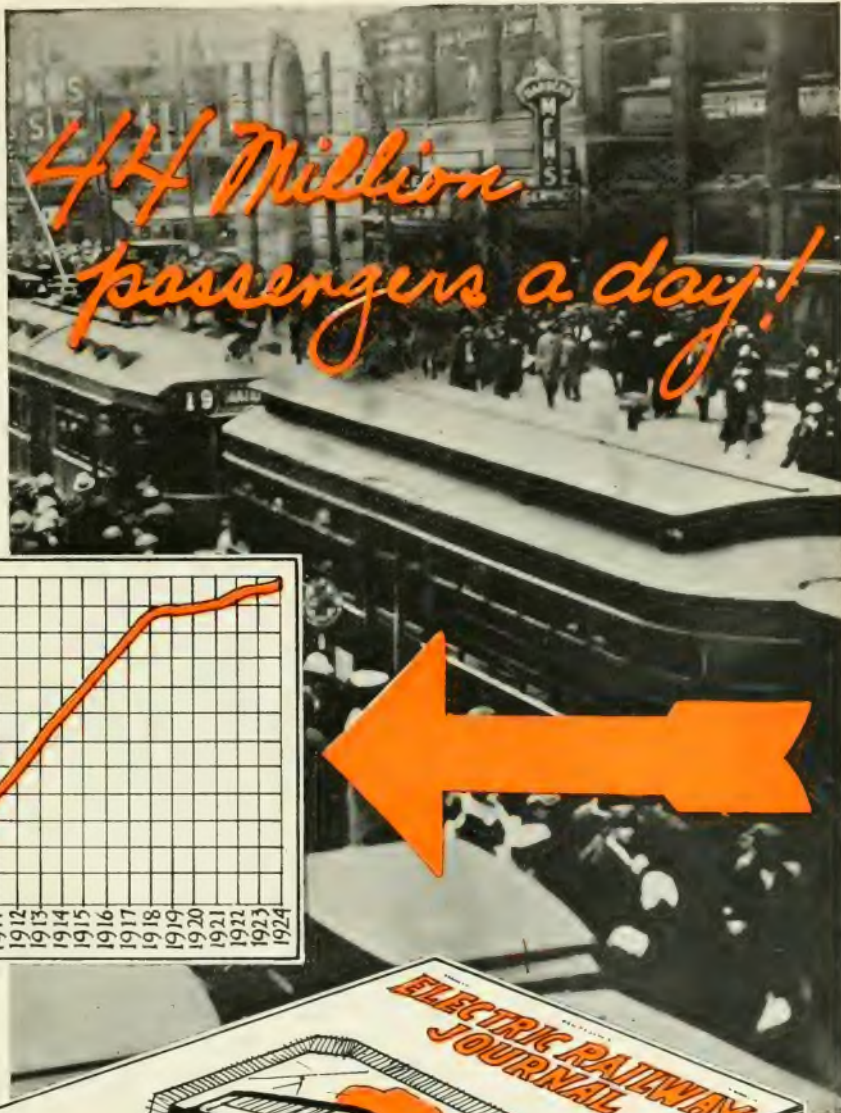
Each "fare" averages 7 cents.

Fare enough?

The streetcar companies enjoy a daily gross income of more than three million dollars.

—and an annual gross income of more than a BILLION dollars.

Fair enough!



The streetcar companies are now earning and buying at an increasing rate.



Despite the tremendous advance of the automobile industry since 1907, you will see from the above reproduction of the McGraw-Hill advertisement that the street railway traffic for the same period shows the enormous increase of 6,000,000,000 passengers yearly or 66%. This is due to the remarkable growth of the 285 leading cities of the United States—their aggregate population is 75% greater than 20 years ago.



# Factors That Characterize the French-Canadian Market

By H. A. Robert

Business and Advertising Manager, *La Presse*, Montreal, Canada

**M**ANY business men expect methods used in English Canada or the United States to be effective in French Canada. Such wrong-thinking produces negative results. Overseas British firms rarely make this error of judgment. The British go after French-Canadian trade, as a rule, in a very intelligent manner and after adequate study. So do the French and Europeans, generally.

Many English firms send highly-trained investigators across the seas to study conditions on the spot. So do a few big American firms.

In order to sell to all classes of French, it is necessary to advertise in French. Naturally, English people think of English advertising first, and if there is not much money available for the advertising appropriation, they spend it in English advertising, hoping by this magic to capture French-Canadian trade and keep it. This is the

finest way not to do it and to show the folly of such a course of conduct, I cite a few concrete examples:

Out of the 120 Montreal bakers, 81 are French and 39 English and all other nationalities. There are 126 confectioners—48 are French and 78 are English and all other nationalities—mostly Greek. There are 1190 dealers in bonbons, raisins, fruits, tobacco—small shops—853 are French and 337 English and others, mostly Greeks and Jews.

Montreal has 2551 retail grocers, of which 1865 are French and 686 other nationalities.



**M**ONTREAL is predominately French-speaking. A fact that Mr. Robert desires to impress upon manufacturers who seek the French-Canadian market. In fact, French is one of the two official languages of Canada. In Greater Montreal is concentrated the bulk of the French trade. Greater Montreal is 71 per cent French, the remaining 29 per cent being composed of thirty-five other nationalities, including the English, who constitute only 14.23 per cent of the population

If your product is one that should be carried by this class of merchants, then 2866 are French (71 per cent). It becomes readily apparent, therefore, that English advertising cannot cover more than one-fifth or 20 per cent of this trade.

The largest wholesale grocers and distributors of foodstuffs and specialties are French Canadians:—Hudon, Hebert & Cie. (established over a century); L. Chaput Fils & Cie. (established over 80 years); Hudon, Orsali & Cie. (75 years in existence); Laporte Martin & Cie. (over 50 years old) and others not so universally known.

Therefore, no permanent trade may be built up in French-Canada without a thorough knowledge of conditions and an eager will to abide by them. It seems elementary, perhaps, to insist so much upon this truth, but it is unfortunately only too true that many advertisers fail in the Province of Quebec, because they seek—not to sell goods—but to fight against conditions, which are really all to their advantage—conditions which they distrust, dislike or even hate, because they are not understood, due largely to the language difficulty.

In absolute wealth Ontario leads with 33.1 per cent of the total, followed by Quebec, which accounts for 25.01 per cent. In per capita wealth Ontario is sixth (\$2,507) and Quebec seventh (\$2,347), but it is infinitely easier, quicker, less costly to get and keep the trade of the Province of Quebec than to get and keep the English trade of

the Dominion, because the bulk of the French trade is concentrated largely in Montreal—the logical try-out city.

Ontario and Quebec account for more than 60 per cent of Canada's manufacturing production value. Here are a few figures:

	Ontario	Quebec
Major industrial establishments.....	9,174	7,367
Capital invested, \$1,643,187,941	\$932,186,153	
Persons employed.....	237,319	144,949
Salaries and wages.....	\$268,662,730	\$144,002,237
Annual production value.....	\$1,274,424,802	\$696,143,225

A survey of the forty leading industries in each province, in the case of Quebec accounts for 81.5 of the entire province and 86.4 of its

[CONTINUED ON PAGE 72]



## Saw Teeth and Selling Sense

Some forty years ago, a man invented a saw-tooth bread-knife. It was a good tool to have in the house and he knew it. His capital was limited and he had his knives made a gross at a time. With a satchel full of them, he rang door-bells from sun-up until twilight. Sales averaged ten a day—two dollars a day profit. It took him ten years to get distribution through hardware stores.

Today he would sell his invention to somebody with capital who would make bread-knives by thousands. The endorsement of Good House-keeping Institute would make merchants and more than a million women want them. Good House-keeping would ring the door-bells and tell house-wives where the knives could be had. That is what this high-powered canvasser does all the time for 765 advertisers who say it does a good job.

## GOOD HOUSEKEEPING

More Than a Million Readers

More Than a Million Buyers



# THE 8-pt PAGE

by  
Odds Bodkins



**T**HE FORTNIGHTLY is not a retail publication, but perhaps its readers will be interested in a solution to the automobile parking problem announced a few days since by Franklin Simon & Company, the well-known New York store.

Briefly, this store has provided a private garage nearby where customers' cars may be left while they shop.

"If you drive your own car," says the announcement, "one of a corps of uniformed chauffeurs will drive it to our private garage and return your car when wanted at our shop. If you have your own chauffeur he may drive your car to our garage to await your instructions. A specially equipped reading and rest room will be available for chauffeurs on call. All cars will be fully insured by us during the parking period in the garage and in transit both ways. This insurance will cover fire, property damage and collision, and will involve no charge to our patrons."

This strikes me as being a significant step in the direction of a solution of the shopping-section parking problem.

—8-pt—

"The North Shore Line," that modern electric highway between Chicago and Milwaukee, has been building a worthy service for these communities during the past eight years in the way of improved roadbed, the latest in car equipment including dining and parlor car service, fast and frequent schedules, and courteous consideration of its patrons. But it has not stopped there. It has added the one other logical step in building a profitable business: it has consistently used the newspapers, painted bulletins and car cards in the territory it serves to "sell" this service to its prospects.

One of the FORTNIGHTLY staff recently had occasion to test the sincerity of this road's service advertising. Illness in his family made it imperative that he catch a 10 o'clock train out of Milwaukee for Chicago. He was in Fond du Lac, Wisconsin, 64 miles from Milwaukee, and had but two hours to drive there in his car. He called the North Shore Line train dispatcher and told him the situation. Would he hold the train a few minutes? "We'll do

our best," said that obliging official.

He arrived at the station at 10.02, two minutes after the train's leaving time, but there it was, waiting. Not satisfied that they had done enough, the North Shore Line officials went out of their way to see that the rest of the party in the automobile, who had to drive on to Chicago with the car, were taken to the outskirts of Milwaukee and started on the right road, which they might have missed in the dark.

Ten years ago this road was in the hands of a Federal receiver. Today it is a profitable, growing property. That's what happens when a company gets the service attitude—and lets people know it!

—8-pt—

I wonder if other advertising men get the same "kick" that I do when they run across an advertisement with some detail that is worked out incomparably well? For example, I experi-



enced a thrill in the region of my professional appreciation when I came upon this diagram from an advertisement of the Western Blind & Screen Company, Los Angeles.

The heading of the advertisement is, "How a ray of daylight travels to your desk—via Western Venetian Blinds."

Could anything be simpler or more graphic than this diagrammatic black-and-white drawing?

—8-pt—

I have a letter from an advertiser who has done considerable experimenting in connection with charging for booklets and samples, and he writes:

It has been our experience so far that a catalog advertised for 10 cents

will pull practically as many inquiries as the same book advertised free of charge. However, when we raised the price to 25 cents, and included articles which we believed to be of particular interest to inquirers, in addition to our general catalog, we discovered that in most cases the inquiries fell off considerably; so much so that we immediately offered a small booklet free of charge. From that time on, we found that our requests for the 25 cent book amounted to approximately one-half the requests for the free folder.

We are doing another thing with our 25 cent books which may interest you. We are selling them direct to the dealer for resale by him, and have sold somewhat over 50,000 of them. We had considerable difficulty in convincing a good many dealers in the early part of the year that the book was going to work out profitably for them, but we are now receiving a large number of re-orders, proving to us that they are selling the books or disposing of them in some way which is profitable.

—8-pt—

This from a letter from Merrill Sands may throw some light on why advertisements are not read with more avidity by the great general public: "It was

Addison, or somebody else between Homer and Ade, who said, in effect: 'I have observed that a reader seldom peruses a book with pleasure until he knows whether the author of it be dark or light, of mild or choleric disposition, and so forth.'"

Perhaps advertising will not reach its fullest effectiveness until all advertisements are signed and we have popular reviewers and columnists.

—8-pt—

May I not thus publicly thank all those friends who so thoughtfully remembered me with Christmas and New Years cards? It is fine to feel that one is in the thoughts of so many men, scattered over the world.





## 121,726 Professional Men

27,035 Physicians and Surgeons, 16,932 Attorneys and Lawyers, 14,065 Engineers, 13,085 Professors and Principals, and 7,337 Dentists, not to mention the number of Clergymen, Nurses, Scientists, Public Officials and Officers of the Army and Navy on the active and inactive list, are included in our circulation of over 650,000 Legionnaire readers.

Visualize this important market and the purchasing power it represents—then plan your merchandising efforts to include these prospective buyers.



*will help you do it*

...America, competition  
 ...way have been amazed and  
 ...work that these organizations are accomplishing along their lines, how readily and intelligently they respond to every appeal. Foremost of these in numbers, youth and zeal, is of course the American Legion. If sometimes the Legion in its enthusiasm does radical things, it must be remembered that youth which believes is always radical. Youth which believes is never luke-warm and seldom moderate. But of all the assets that America now has for good citizenship and the awakening of the political conscience, undoubtedly this group stands among the first. Many patriotic societies, including the women's organizations of every kind, are cooperate and exercise a powerful influence.

The  
**AMERICAN LEGION** Weekly

331 Madison Avenue  
 New York, N. Y.

New England Representative  
**CARROLL J. SWAN**

27 West Monroe Street  
 Chicago, Ill.

Pacific Coast Representatives  
**BLANCHARD-NICHOLS-COLEMAN**

Excerpt from report presented at the 47th Annual Meeting of The American Bar Association, July, 1924.

## What can motion picture advertising do for your business?



WE make no broad inclusive claims for motion pictures as an advertising medium. All businesses cannot be advertised through motion pictures. But we can say, positively, and from actual experience, that where motion pictures can be used the results are amazing.

Inasmuch as our service includes the showing of your motion picture, practically without cost when we make a film, we do not attempt to sell our services unless we are confident we can deliver results.

We are always glad to consult with manufacturers and their advertising agencies, without obligation at any time.

## EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone: Chickering 2110

Established 1910

*We have served several large institutions continuously for over 14 years.  
"What they say" sent on request.*

## A Night Letter to Los Angeles

[CONTINUED FROM PAGE 30]

three men that he meets on the street. The answer is, of course, the words interest *him!* He is fascinated by his own advertisement. As he views his clean white proof gleaming before him in solitary splendor and pronounces it "O. K." he is, honestly, unconsciously perhaps, but none the less honestly, of the opinion that this advertisement is going to look the same to a vast number of people as it does to him.

This subjective element, this very natural idea that other people are interested in the things of most interest to oneself, costs the business men of the United States far more money annually than the nation's standing army.

Nothing but years of professional training in the practical psychology of advertising enables a man to regard copy and layouts before him simply as a sort of photographic negative, and so to disregard pretty completely what he wants to say for the sake of what he wants his readers to do.

Wilbur Wright used to say that he could fly on a kitchen table if he could get a powerful enough engine. So, regardless of how bad the copy may be, you can make some sort of a success of any advertising campaign if you spend enough money. So, too, any South Sea Islander might thrash a golf ball completely and successfully around the golf course with a croquet mallet, but the youngest caddy would know better than to call it "golf!"

Successful copy, on the other hand, is like good golf. It isn't a matter of brute force, nor of luck. Your trained copywriter knows exactly what he intends doing with every word and sentence. He knows his average man and just how he is affected by various uses of printed words. He knows the few basic motives that govern all human action. With certain carefully calculated appeals he makes a definite play upon these motives to make large numbers of people perform some simple act he himself has clearly and definitely in mind.

All "general publicity" and "institutional" advertising to the contrary notwithstanding, it follows inevitably that any advertiser who hasn't in his own mind a pretty clear picture of the definite action he aims to bring about in the minds of his readers may expect to waste a very large percentage of the money he spends on advertising.

For, reverting to the golf metaphor, your really good copy man always makes an attempt to hole out. He is not content just to shoot in the general direction of the green in the hope that the hole itself will somehow contribute something that he didn't. And when golf holes do begin to meet your putts half way, readers will begin doing, on account of your advertisement, things you fail definitely to ask them to do in words they cannot fail to understand.

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

**THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY**

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

**\$15.00**

Thomas Publishing Company, 461 Eighth Ave., New York



# Globe the Premier Newspaper In Boston

*For More Than Thirty Years the Leader in Boston Advertising Field*

**During 1924 the Boston Globe Printed  
14,328,068 Lines of Advertising  
Leading the Second Boston Paper by  
1,768,714 Lines**

1924 was another Boston Globe year. The Boston Globe, during the 12 months ending December 31, printed 14,328,068 lines of advertising, leading all other Boston papers, making the 31st consecutive year in which the Globe has been in first place in the advertising field.

The total number of lines of advertising printed in the Boston papers, having Daily and Sunday editions, during 1924, was:

**\*Boston Globe, 14,328,068  
Second Paper, 12,559,354  
Third Paper, 11,599,426**

*\*Please note that the Boston Globe does not publish special pages or special editions*

**Boston Globe First in Department Store Advertising, in Automobile and Accessory Advertising, in Want and Classified Advertising, and in Real Estate Advertising.**

The figures printed below are of great interest to advertisers. During 1924 the total advertising printed in papers having Daily and Sunday editions under the various classifications was:

<i>Department Store Advertising</i>	<i>Automobile and Accessory Advertising</i>
LINES	LINES
Boston Globe . . . 3,944,338	Boston Globe . . . 1,670,979
Second Paper . . . 2,879,620	Second Paper . . . 1,099,316
Third Paper . . . 2,161,953	Third Paper . . . 761,673
<i>Want and Classified Advertising</i>	<i>Real Estate Advertising</i>
ADVTS	ADVTS
Boston Globe . . . 534,145	Boston Globe . . . 115,631
Second Paper . . . 160,954	Second Paper . . . 32,565
Third Paper . . . 65,460	Third Paper . . . 7,366

The acid test of the advertising value of a newspaper is the number of individual advertisers who use its columns. In Boston, the Globe carries many thousands more individual advertisements each week than any other Boston paper.

### **Boston Globe's Remarkable Showing in Department Store Advertising**

The growth of the Boston Globe's business in the past few years has been remarkable. In some fields it has been more noticeable than in others. In the Department Store field the Globe has taken the lead in total Department Store advertising printed, both in the Daily and Sunday editions. The figures for 1924:

<b>Boston Daily Globe . . . 2,508,047 Lines</b>
Second Paper . . . 2,234,747 Lines
Globe's Lead . . . 273,300 Lines
<b>Boston Sunday Globe . . . 1,436,291 Lines</b>
Second Paper . . . 644,873 Lines
Globe's Lead . . . 791,418 Lines
<b>Daily and Sunday Globe 3,944,338 Lines</b>
Second Paper . . . 2,879,620 Lines
Globe's Lead . . . 1,064,718 Lines

For information about the Boston Globe, ask the local advertiser, the man on the ground, who knows where he gets the best results. The Department Store advertisers—the Want and Classified advertisers in Boston use the Daily and Sunday Globe.

**Boston Globe First in Total Number of Lines of Advertising Printed—First in Result to Advertisers!**

**Make the Globe First on Your Boston List**



## More Orders in 1925—

All indications point to better business in the Industrial and Power Plant field this year.

Sweet's Engineering Catalogue has a unique record as a producer of orders for materials and equipment.

The reason is simple—it is the source of information first consulted by buyers when they are contemplating purchases.

For increased sales in 1925 the manufacturer of industrial and power plant materials and equipment will do well to place his catalogue in the 1925 Sweet's and get the benefit of its comprehensive sales service.

Forms for 11th Annual  
(1925) Edition close  
January 31.

SWEET'S CATALOGUE  
SERVICE, Inc.

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

# How Maurer Spends His "Spendable" Income

[CONTINUED FROM PAGE 26]

a matter of fact, Paul retires earlier than that.

At long intervals, an evening meeting of the Clark County Farm Bureau or the Marshall Cooperative Shipping Association occurs. These are held usually in the "gym" of the Marshall High School. Reports are read, speeches are made, and light refreshments are served. Mrs. Maurer does not attend these affairs. Mr. Maurer does.

Sunday is the brightest day in the Maurers' week. Bible-class and church for Mr. and Mrs. Maurer; Sunday school for Paul, and an opportunity of exchanging greetings with old friends. In the afternoon, friends call. By five o'clock they are gone, and once more the Maurer family takes up the tasks by which its members earn their daily bread.

LIKE most city people who know little or nothing about farm life, I had the impression that the telephone has done much to relieve farm life of two of its greatest drawbacks—monotony and isolation. Doubtless it has. But it seems to me that in the country the telephone is regarded as an instrument to be used for business rather than for social purposes. One thing is certain. During my stay with the Maurers I have heard mighty little "visiting" over the 'phone.

The Maurers do almost all their buying at Marshall, two and a half miles distant. The Marshall stores carry pretty nearly everything they need in the way of clothing, groceries and furniture.

Mr. Maurer regards both the Chicago mail-order houses, whose catalogs he has, as entirely responsible, but he believes that he should do business with home concerns, if their prices are as low or nearly as low as are asked by the mail-order companies. Only once, this year, has he bought anything from Sears, Roebuck & Co., and the sum-total of his order was less than \$13.

One might suppose that Mrs. Maurer, when she buys a new dress, would prefer to do so at Terre Haute, which is less than an hour away by automobile. No! The Marshall stores are "good enough." Same way with Mr. Maurer and Paul. The clothes they wear on Sundays as well as the work-clothes they wear throughout the week, were bought in Marshall.

The last day I spent with the Maurers I had a two hours' talk with Mrs. Maurer and her two daughters—home for Thanksgiving—on the subject of buying. I was anxious to discover, if possible, what factors influenced them.

One of my first questions was: "What kind of laundry soap do you use?"

"Different kinds," said Mrs. Maurer. "Which kind do you prefer?" I asked. *Mrs. Maurer had no preference!*

Pressed further, Mrs. Maurer admitted that she used Ivory Soap for washing her butter molds, etc. "It's the purest soap," she said.

"But you don't use it for your hands and face," I said.

"No," was Mrs. Maurer's answer. "We have Lifebuoy and Palmolive for the toilet."

"Now," I continued, pointing to the piano, "how did you come to buy that?"

Here Mr. Maurer took part in the conversation. "I bought it because the agent told me it would help keep our young people at home. He was wrong."

"How about the Victrola?" was my next question.

"Well," said Mr. Maurer, "we wanted something in the way of music in our home. The dealer in town demonstrated an instrument he had in his store. It sounded pretty good. So we bought one. But we seldom use it."

"And the 'Heatrola'?"

"We needed a new stove," said Mr. Maurer, "and the dealer persuaded us to buy this one. He guaranteed it—said if it didn't give satisfaction he'd take it back."

Mrs. Maurer does not appear to be sold on any particular brand of coffee, any more than she is on any particular brand of laundry soap. I have seen three different kinds of coffee cans on her kitchen shelves.

Shredded Wheat Biscuit appears to be the Maurers' favorite cereal, though two or three mornings during my stay with them oatmeal was served—"Quick Quaker."

Mrs. Maurer uses Old Dutch Cleanser.

SO far in the preparation of these articles my rôle has been that of a reporter—I have put down on paper the things I have seen. Let me, for a few minutes, become an advertising man; that is, let me infer and deduce from the things I have seen.

I have not been able to satisfy myself that the periodicals—with the exception of the farm journals—which enter the Maurer home are read as thoroughly as those same publications are read in city homes. That does not mean that advertising in household publications is valueless insofar as people who live on farms are concerned. Not at all! It does mean that advertising in such publications does not "get home" in farm homes to the extent that it does in homes in town. And this results in "consumer-acceptance"

# A Step Forward in Efficient Service for National Advertisers



## STANDARD FARM PAPER UNIT

- THE FARMER, ST. PAUL
- THE PROGRESSIVE FARMER
- THE PRAIRIE FARMER
- THE WISCONSIN AGRICULTURIST
- THE AMERICAN AGRICULTURIST
- WALLACES' FARMER
- THE BREEDER'S GAZETTE
- HOARD'S DAIRYMAN
- THE NEBRASKA FARMER
- THE PACIFIC RURAL PRESS
- OHIO FARMER
- MICHIGAN FARMER
- PENNSYLVANIA FARMER
- MISSOURI RURALIST
- KANSAS FARMER & MAIL & BREEZE

NOTE: Individual representation of the Capper papers will continue as formerly but the Capper organization will co-operate with the Standard Farm Paper organization in selling combination business. Invoices for unit business (one order, one plate, one bill) will be rendered from Standard Farm Papers, Inc., Chicago, or Wallace C. Richardson, Inc., New York.

EFFECTIVE January 1st, 1925, advertisers will be able to purchase approximately 2,000,000 farm circulation in fifteen leading state farm papers with ONE ORDER, ONE PLATE and ONE BILL. This is made possible by a working alliance between the Standard Farm Papers and the five state papers of the Capper Farm Press, making a list of 15 farm papers which will continue to be known as the

## STANDARD FARM PAPER UNIT

An efficient merchandising bureau has been established under the direction of a competent executive in the Chicago office of Standard Farm Papers, Inc. Our 35 representatives, co-ordinating their efforts under this leadership, are in personal touch with the distributing forces of 44 jobbing centers. Each man knows local conditions; in many instances he is on terms of personal friendship with the men who can win their respective markets for you.

The details of this plan—which includes direct mailings, sales conferences, conventions, week-end meetings, charts and data, reprints—are of utmost importance and interest to you. We shall be glad to give you the whole story on request, with no obligation implied.

### Local Prestige—National Influence

Within the Standard Farm Paper group are the outstanding publications that you would naturally select for their influence within their respective territories, *welded into one powerful unit for your convenience and profit—a unit that gives you:*

- The largest selective circulation
- The most influential editorial alliance
- A comprehensive merchandising service
- A liberal saving in mechanical, clerical and space costs through ONE ORDER—ONE PLATE—ONE BILL

### Circulation, two million copies

Size of Space	Unit Rate	Size of Space	Unit Rate
Pages (728 agate lines) . . . . .	\$8,950	Between ¼ and ½ pages, per line . . . . .	\$12.50
Half pages . . . . .	4,500	Between ½ and full 2, per line . . . . .	12.40
Quarter pages . . . . .	2,275		

Orders may be delivered to either Chicago or New York offices as heretofore.

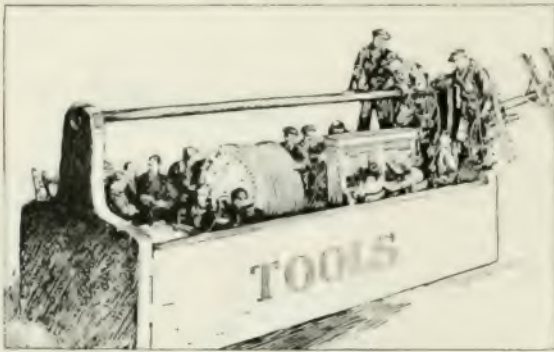
## STANDARD FARM PAPER UNIT

Standard Farm Papers, Inc.  
Wallace C. Richardson, Gen. Mgr.  
608 South Dearborn St., Chicago

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York

San Francisco, 547 Howard Street





## The tools of national service

The American people lead the world in the efficiency of industry. Who can say what part of their success is due to the superior implements they use. This much we know. They have the world's best telephone system as an instrument of communication, and they use it without parallel among the races of the earth. To this end our telephone service must be equipped with proper tools.

The tools of management. Bell System executives, rising from the ranks of those who know telephony, must share our responsibility to the public, most of whom are telephone users, shareholders or workers.

The tools of service. The national, two-billion-dollar Bell System, handling fifty-eight million telephone calls a day, must be enlarged and extended while in use.

The tools of forecast. We must continue to know the rapid and complex growth of communities and make provision in advance, so that the telephone will be ready when needed.

The tools of supply. The Western Electric Company, our manufacturing and purchasing department, its factories manned by 40,000 workers, assures us that extension of facilities need never be interrupted.

We must have the best tools of finance, of invention, of everything else, in order to continue serving the American people.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

**BELL SYSTEM**

*One Policy, One System, Universal Service*

### THE AMERICAN ARCHITECT

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

For the architect, then you will understand why THE AMERICAN ARCHITECT is circulation constantly increasing and why it annually carries the largest volume of advertising and has the most individual and exclusive advertisers.

Send for: "Advertising and Selling to Architects"

243 West 39th St. New York

### Bakers Weekly

A. B. C. - A. B. P. New York City

NEW YORK OFFICE—48 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.

rather than "consumer-demand." By this I mean that Mrs. Maurer, and millions of other women situated as she is, are more likely to take what the dealer offers them than to ask for it specifically, as is, to a much larger extent, the case in towns and cities.

It is, I admit, difficult to reconcile this statement with the fact that in the Maurer home Pepsodent—a comparative newcomer—is used; and with the further fact that Lifebuoy and Palmolive soaps—also comparative newcomers—have been adopted. The explanation may be that the advertising of these three products is influencing the dealer more than the advertising of the products which in the Maurer home they have displaced.

Of one thing I am absolutely sure, and that is that manufacturers of articles which are sold at substantial prices—say \$50 and up—must, if they are to get the farmer's patronage, adopt more intensive methods than is their custom. The farmer wants all sorts of things, but the "urge" for them is passive rather than active. It is for that reason that I suggest that makers of farm machinery, automobiles, radios, lighting systems, etc., supplement what they are doing in the way of advertising in periodicals by direct-by-mail advertising. Their local representative, if he is worth his salt, can furnish them with lists of farmers who need and can afford to buy what these manufacturers offer. And it is "up" to the manufacturers to strengthen the hands of their representatives. They can do this by direct-by-mail.

MR. MAURER bought his first automobile—a Ford touring car—in 1917. He used it for six years and then traded it in as part payment for a Ford sedan.

He has made one long trip—to Coffeyville, Kan.—by motor, and several shorter trips. If he had to go to St. Louis, 150 miles west, or Indianapolis, 90 miles east, he would do so in his car. But for the most part he uses it only for short trips.

As his car is not equipped with a speedometer, he is unable to say what his annual mileage is, but he thinks it is considerably less than 5000 miles. And, he believes, his monthly operating cost is "less than ten dollars." That, of course, does not include depreciation.

I specifically asked Mr. Maurer what kind of lubricating oil he used. "Different kinds," he said.

He buys Red Crown Gasoline (Standard Oil, Indiana) wholesale, paying for it, at present, about 14 cents a gallon.

Mr. Maurer's car has no "doo-dads" of any kind—no fenders, no shock absorbers, no speedometer, no electric heater. It is, as he says, "just a car."

Three of the four Firestone tires with which his car was equipped when he bought it are still in commission. The fourth Firestone is carried as a spare and in its place on the rear right wheel is a Kelly-Springfield.

Mr. Maurer is not a good "prospect" as a buyer of automobile accessories.





THE "OH HENRY!" candy bar has broken all records for a new product in a competitive field. Unheard of five years ago, it is known everywhere today.

**POSTER, ADVERTISING CO., INC.**  
550 WEST 57th STREET, NEW YORK

Outdoor Advertising Everywhere  
Chicago Atlanta Richmond Akron Philadelphia Wilmington  
Cincinnati Pittsburgh St. Louis San Francisco London, England

POSTER ADVERTISING is consistently used in markets they seek to capture. The characteristic posters have all been originated by this organization.

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



*"Paris" by ZÉRO (New York)*

**G**OOD engravings are a matter of cooperation. With the artist giving his best to the drawing, and the engraver his best to the reproduction, the result is certain to be satisfactory.

It is a maxim at our plant that no work has ever been spoiled by unintelligent reproduction. All the experience and knowledge of our

engraver-craftsmen is centered not merely upon making the plate, but, if possible, on making the reproduction improve the original.

Our list of clients is testimony to the fact that we have succeeded.

Put one of your difficult reproduction problems up to us—we will prove our ability to you.

He uses his car for pretty much the purposes for which, until 1917, he used a horse and buggy; and he does not see the need for constantly purchasing "extras."

Mr. Maurer regards Henry Ford as one of the greatest of living Americans. He is "for" Ford in the matter of Muscle Shoals and he believes that Ford has done more than anybody else to lift the burden of isolation from farm life. "Nowadays," he said to me one snowy night as we were on our way to visit a fellow member of the County Farm Bureau, "we can go where we like, no matter how cold or wet it is. 'Twasn't like that when I was a boy."

It may be worth noting, while the subject of automobiles is under consideration, that Mr. Maurer paid cash for his Ford sedan.

To convey to new readers the manner in which Mr. Maurer's farm was selected, and to indicate the spirit in which this editorial investigation has been undertaken, the FORKSLIFTER appends the following footnote: O. E. Gradtke, president of the American Farm Bureau Federation, was first asked to name the state most typical of average diversified farming conditions. He selected Illinois. E. M. Davidson, director of agriculture at Springfield, Ill., was then asked to pick the county. He chose Clark County. The farm of J. H. Maurer was then picked as being most typical of the farms in that county. The fourth and last instalment of this series of intimate articles on farm life will be published in our issue of January 28.

**Austin F. Bement, Inc.**

Is the name of a new advertising agency formed recently at Detroit with offices at 3-143 General Motors Building. Austin F. Bement, for eleven years vice-president, executive secretary and director of the Lincoln Highway Association, is organizer and president of the new company. Edward S. Evans, president of E. S. Evans, Inc., automobile loading experts, and of the Evans Corporation, investment bankers, both of Detroit, is vice-president and treasurer. In the new company are Gordon C. Eldredge, formerly with the J. Walter Thompson Company, the Green, Fulton, Cunningham Company, and Campbell, Trump & Company; and L. Grant Hamilton, formerly assistant sales promotion manager of the Studebaker Corporation, advertising manager of the Regal Motor Car Company, and assistant advertising manager of the Federal Motor Truck Company. J. C. Faust, formerly art director for the Packard Motor Car Company and now one of the owners of the Advertisers' Bureau, will act as consulting art director. The company will serve as advertising agents for the Packard Motor Car Company, Detroit, Mich.; the Commerce Truck Company, Ypsilanti, Mich.; the Lockwood-Ash Motor Company, Jackson, Mich.; C. S. Dent & Company, manufacturers of Dent's Toothache Gum; and the Bernard Schwartz Corporation, Detroit, manufacturers of R. G. Gun cigars.

**Rupert L. Burdick**

Formerly secretary of the Business Reference Publications and assistant secretary of the Associated Business Papers, Inc., has been appointed secretary of the Commercial Section of the American Gas Association.



**20,827,721 Lines**

**The Columbus Dispatch record for 1924**

The Dispatch exceeded the next largest Ohio newspaper by over 2,000,000 lines—and all other Columbus newspapers combined by 3,406,172 lines.

**NET PAID CIRCULATION**

	City .....	52,891	
Over 490 exclusive national advertisers in 1924.	Suburban .....	23,639	Over 448 exclusive local display advertisers in 1924.
	Country .....	21,928	
	Grand total .....	98,458	

**Columbus Dispatch**

*Ohio's Greatest Home Daily*



**STANFORD BRIGGS INC.**  
**ADVERTISING ART**  
 392 FIFTH AVENUE, N.Y.C.

*Layouts, designs, and illustrations for every purpose in every practical technique.*

**TYPOGRAPHY & PRINTING**



# Relation of the Advertising and Sales Departments

By *R. C. Beadle*

Combustion Engineering Corporation, New York

**T**HERE are two distinct forms in publicity. One is purely publicity—news releases and institutional copy. This is the most valuable kind of copy for large organizations with numerous products to market. A great corporation of today should provide a publicity department and, working as a sub-department of the publicity department, an advertising department. It is the function of the sales department to produce results and it is the function of the publicity department to go out and prepare the way broadly. The function of the man who is at the head of the publicity department is to sell the company to the field. The function of the sales manager is to sell the products of the company to individual customers.

Too many companies have the mistaken notion that a publicity man or an advertising man needs to know but little of the general run of the organization. However, there is a growing tendency on the part of successful companies to establish lines of communication between different departments, so that each department knows at least in a general way what every other department is doing.

In some companies the sales department dictates the publicity policy and has the handling of publicity funds, and the publicity department is a sub-department. In some of the smaller corporations, before a point of departmentalization is reached, this is sometimes an efficient method. In the main, however, no sales manager can competently fill two jobs, any better than any other man can fill two jobs, and the business of selling and the business of publicity are two distinct jobs.

The sales manager should be a specialist. The more personal he makes his contacts and the more people he can personally come in

contact with, the more successful and the greater his sales, for in the technical field we cannot sell goods by advertising. Your sales manager never can be a good publicity man. If he is, eventually he will graduate into the ranks of publicity.

Your publicity man, on the other hand, cannot fairly be expected to be a sales manager, dealing with individual problems after he has trained his mind to deal with mass psychology and developing, without personal contact, the ability to put personality into type and reflect the atmosphere and the thought and the strength of his organization.

**Y**OUR publicity man is dealing with averages. It is his problem to see the field as a whole. Therefore, the relation between the sales department and the publicity department must be one of close and most intimate contact. The publicity department should be, in the first place, a separate entity, but they should work together.

The publicity department to be effective should receive at the end of each month a tabulation from the sales department of the sales in each territory and details as to types of equipment sold and contract prices. The publicity department should be able by knowing the average profits to calculate approximately the amount of money that the firm is making. In other words, the publicity department should have an accurate record of what the sales department is doing, in order to determine whether or not to spend more or less money at a given time. There are many things, however, that should govern the decision of the publicity manager in such matters. He should not be governed entirely by the fact of sales falling off or sales going ahead. He should be governed somewhat by the number of prospects and the inquiry in the field on a given machine or group of machines.

Along with the information as to

the actual sales made, the publicity department should make it its business to get a general line on the number of proposals going out. It should watch both the proposals and the sales, and in cases where a falling off in sales of any particular product is indicated, for any particular length of time, it should immediately get in touch with the sales department and find out why. The falling off of sales in a particular product might be for any one of several reasons. Of course in such a case the publicity department can readily analyze the cause and point out strengthening measures.

Another thing that the publicity department does for the sales department is to make it think ahead. Thinking ahead is the keynote of success in the engineering business more than in any other. There is no branch of human activity that is moving ahead as rapidly as engineering. The whole structure of the profession reflects progress. The very machinery that is being built is being built to save time or to conserve energy or raw material, and as engineers study these problems year by year they are making great advances.

**T**HE day has gone by when a man takes out a patent and believes that for seventeen years he may build the same kind of machine that his patent calls for, and be able to standardize so that he will never have to make any improvements or changes during that time. It is at this point that the engineering and sales and publicity brains of the organization should get together.

It is just as important that the publicity department, in lining up the publicity policies of a given corporation, should be in close contact with the engineering department as it is for the publicity department to be in close contact with the financial plans of the organization.

In thinking ahead it is important.

## EQUAL IN CIRCULATION TO FIVE STANDARD MONTHLY MAGAZINES

The Magazine Section of the Sunday edition of The New York Times, with a net paid sale of more than 600,000 copies, has a circulation as large as the combined circulation of five of the standard monthly magazines.

THE NEW YORK TIMES MAGAZINE SECTION	FIVE STANDARD MONTHLY MAGAZINES
Single Issue .....600,000	Single Issue <i>total of five</i> ...599,935
	1st Magazine..... 195,556
	2nd Magazine..... 121,987
	3rd Magazine..... 116,523
	4th Magazine..... 94,455
	5th Magazine..... 71,414
	599,935

The Magazine Section of The Times is close to the news. It does not publish fiction; its articles are related to important current events, political, economic and business, and it is printed so nearly to the date of issue that the last word on any subject can be discussed. Like a monthly magazine, the Magazine Section of The New York Times is preserved for leisurely reading, giving advertisements permanency of value and a long life.

The rate for advertising in the Magazine Section of The New York Times is \$1.00 per line, equal to one cent per line for each 6,000 of circulation. The cost of a full page is \$1030. The Magazine Section is printed by the rotogravure process and a well designed advertisement utilizing photographs or illustrations can be made a strikingly beautiful announcement and a profitable investment.

## The New York Times

### 1924 RECORDS

Circulation—net Sales.....140,640,653	Paper Consumed....143,012,090 pounds
Circulation—net Average	Ink Consumed..... 2,652,382 pounds
daily and Sunday..... 384,264	Advertising Space...*26,283,924 lines

*\*The sum received for advertising space in The New York Times is much greater than that received by any other New York newspaper probably more than any other newspaper in the world.*

# Telling It to the Boy Scouts



## No—this isn't the latest in millinery!

It won the first prize in the photographic contest conducted each month by Boys' Life.

This is one of the many Boys' Life features which are in big favor.

Almost every boy has a camera and every boy likes the idea of winning a prize. His ability is in

competition with the ability of others—and he is stimulated to exert himself.

Tell your message to Boys' Life readers—boys who are alive with interest and enthusiasm, yet are being trained in ideals of citizenship and responsibility.

# 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.

# Has Radio Hurt the Phonograph?

[CONTINUED FROM PAGE 19]

pensers of musical entertainment devices and their policy is uniformly wholehearted in getting into radio set selling. The larger phonograph manufacturer is, whether he will or no, bound to do the same or lose prestige and opportunity. There is no room in the average home for two musical cabinets when one in combination is so easily available and so logical. A phonograph horn is as good a loud speaker as any radio fan could desire—in fact considerably better than what he usually uses.

All radio trade signs point to a greater public interest in cabinets of a superior kind—repeating, of course, the history of the phonograph, which started, like radio, as an unsightly piece of machinery and then became a cabinet proposition. Women, sensing that radio is a permanent piece of home equipment, now want to have their radio sets look like a real piece of furniture, not a temporary mess of wires and grime: "something the boy dragged in."

FROM the very start of the radio craze three or four years ago, the phonograph was involved, and the live phonograph dealers and jobbers knew it, even if the phonograph manufacturers did not. These dealers and jobbers were present at that first overwhelmed radio show in the Pennsylvania Hotel when the first few combination radio and phonograph cabinets were shown, and they actually placed orders and negotiated for exclusive agencies. But production was not forthcoming for a long time. The manufacturing problem in radio is infinitely more complex than in the phonograph industry, not only in variety of operations but also from a patent standpoint and the rapidity of development in invention. Little wonder that conservative phonograph manufacturers "got cold feet" about it. Today the plunge into radio appears almost unavoidable.

It is estimated that about \$2,000,000 a day is spent by the American people on music. The coming of the phonograph, the player piano and radio has only fanned the growing intensity of musical interest. New York City today patronizes nearly 2000 concerts and recitals each season, and supports the astonishing total of 65,000 professional musicians, enough to populate a fair-sized city. What are the real facts as to the effect of revolutionary inventions on older musical forms? One hears that the piano even more than the phonograph has been sidetracked; yet census figures recently issued show that there was a 51 per cent increase in piano manufacture in 1923 over 1921! This is rather startling. Nor is the phonograph industry out of line with this increase.

## HOTEL ST. JAMES

109-13 West 45th Street, Times Square  
NEW YORK, N. Y.

On level of great dignity, having the atmosphere and appointments of a well-conditioned home. Much favored by women traveling without escort.



Rates and Booklet on application  
W. JOHNSON QUINN

## EARL B SHIELDS

Advertising

OURS is a small organization, comparatively, and must necessarily remain so, because our working plan is built entirely upon the principle of cooperation. We have all of the facilities for handling national campaigns, but are able, nevertheless, to handle a small appropriation profitably, without sacrificing the quality of our work.

1023 HARRIS TRUST BLDG.

CHICAGO



Opera and concert managers were once just as alarmed over the phonograph, but the phonograph record has been the principal stimulating factor in popularizing music and increasing concert attendance. When the "Victor Boys" (a musical group known only to phonograph owners) go out on their concert tours, they play to capacity, despite the fact that their very existence and reputations have come via phonograph records.

The hue and cry of the amusement field against radio is to be discounted as uninformed emotionalism. Recently in England a part of a play was broadcast, and the next night the theater was crowded—\$3,000 was added to normal receipts. The same fact has more than once been demonstrated in America since radio began. The obvious fact, to those who know human nature, is that a liking for music or drama, kept "hot" by daily radio stimulation, is no more than a feeder for the admittedly preferable thing—personal presence at a performance.

Summarizing the business side of the situation: The radio companies have become so powerful and so numerous, and their merchandise so excellently planned to compete with phonographs that the gaze is unquestionably up. Radio has a prominent advantage. The radio cabinet field is even greater than the phonograph cabinet field in dollar volume possibilities. Advertising must necessarily play a prominent part in offensive and defensive tactics and in the link-up with radio which the wise phonograph companies are making.

### Farm Paper Merger

*Farm, Stock and Home* and *The Northwest Farmstead*, both published in Minneapolis, will be merged beginning with the issue of January 15, and have appointed the E. Katz Special Advertising Agency of New York City their national representatives. W. C. Allen is president and general manager of the combined papers, A. B. Frizzell, treasurer, and H. H. Allen, advertising manager. The Katz agency has also been appointed national representatives of *The Dakota Farmer*, Aberdeen, S. Dak. Axel Blomberg, formerly eastern representative of *The Dakota Farmer* and *The Northwest Farmstead*, has become a member of the staff of the Katz agency.

### Laurence Fertig Company

New York, has been appointed advertising agents for James McCreery & Company, New York department store, and the Henry A. Dix & Sons Corporation, manufacturers of uniforms and house dresses.

### F. J. Ross Company

New York, have been appointed to direct advertising for the Bassick Company, Bridgeport, manufacturers of casters and automobile hardware, and for the Sulpho-Naphthol Company, Boston, manufacturers of Sylpho-Naphthol, Sylphodine, etc.

## Now He's An Advertiser

Half a dozen paint manufacturers advertise in the *American Wool and Cotton Reporter*. One of them came to us in the following way:

A good-sized bleachery near Boston recently started a thorough painting job inside and out including all its tenements. The representative of a New England paint manufacturer happened into the bleachery looking for business just after the painting job had started. He said to the head of the bleachery, "Henry, you and I have been friends for thirty years, why in the deuce didn't you give me a chance to figure with you in this job?"

Henry answered, "George, you do not advertise in the *American Wool and Cotton Reporter*. Everything I buy in this plant, I buy from *Wool and Cotton Reporter* advertisers if possible. That's the Bennett boys' paper, and they do more for the textile industry, and try to do more for the textile industry, than anyone else in the world, and I trade with their advertisers every time I get a chance."

George immediately went to the telephone and called up the head of his concern to say that they had just lost a beautiful order because they were not advertising in the *American Wool and Cotton Reporter*. Now we carry the business.

All of the above is absolute fact. We do not maintain that we are the only paper in the world that has strong friends, but we do know that in the textile industry there is no other textile paper with the standing, personal friendships and helpful associations of the *American Wool and Cotton Reporter*. We know that we can give our advertisers an advertising service and a personal service that no other textile paper can approach.

Standard 7x10 Page

Established 1887

Charter Member A. B. C.

## American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue  
Boston

229 E. Stone Avenue  
Greenville, S. C.

## Is Copy 90%?

Walter M. Ostrander says it is and he can prove it in theory and by examples. Somebody else has said that "weight and continuity" are 90% of the advertising battle.

Probably both are right.  
"What?" sez you:—"180%?" Why not—when most of us will agree that 90% of all present advertising can be improved 180% by right planning and "better copy."

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



**Just Out!** A book to insure your mail sales success!



# SELLING BY MAIL

By Verneur Edmund Pratt  
 President, The Pratt & Lindsey Co., Inc.  
 128 pages, 5x8, illustrated, \$1.00 net, postpaid

This new book covers every phase of the art of making sales and customers through the mail. It gives for every angle of mail sales work just what practice has proved to be profitable, just what experience has found worth while.

The author has drawn on his long experience in this work for definite, concrete facts about mail-order possibilities, market analysis, campaign preparation, mailing lists, mail-order appeals, mail-order copy, layout, illustration, booklet and catalog making, sales letters, order blanks, follow-up, credit and collection practice—every element that enters into the successful capture of a mail market.

## Describes every detail of the best mail marketing

One big section of the book contains valuable, usable material on mail-order media, showing with satisfying exactness just what may be expected from each and what from others.

Another section gives the soundest kind of information on specific applications of mail-order principles—specialized practice to meet the requirements of specialized ventures—individual treatments depending upon the character of the business and the extent to which mail sales are desired.

The entire book is fact-packed with good, sound, needed mail-order strategy.

## Plan your next campaign with it

You will find everyone of the thirty-five sections filled with definite, usable material which can be applied in your own needs.

You will get from the book hundreds of profit-yielding possibilities—new suggestions, new avenues of mail-order technique—new ideas about getting sales.

Examine the book for 10 days free

### FREE EXAMINATION COUPON

MELBA-HILL BOOK CO., Inc.  
 370 Seventh Avenue, New York

Send me for 10 days free examination Pratt's *Selling by Mail*, \$1.00 net, postpaid.

I agree to return for the book or its return if, on receipt, within 10 days, you prefer.

Name \_\_\_\_\_

Address \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_ A. P. 1-14-25

# Finding Good-Will in the Balance Sheet

(CONTINUED FROM PAGE 16)

indulge when considering good-will. We are prone to define good-will as an absolute quantity or value existing apart from the operation of a business, a piece of property which, while attached closely to the individual concern and perhaps intangible to some extent, is nevertheless real at every moment. We would inventory it at so many dollars as of such-and-such date. But we are wrong. There are some moments, some particular instants every day, at which the good-will of the most successful concern ceases to exist, or at least fluctuates in value.

At three o'clock in the morning the good-will value of a night-lunch wagon is high—at noon it is zero. In other words, good-will is a part and parcel of operation and cannot be separated therefrom. Its value lies only in its future effect upon business operation—there is no instantaneous value, it is really worth nothing as of any particular date. A concern with a high good-will is, therefore, one which has an operating advantage over others, but only as operations continue.

This is the attitude which bankers rightly adopt toward good-will. However, good-will is not the only operating advantage which a concern may have—it may also possess better and cheaper production methods and also make a better product than competitors, both of which give that concern a "bulge" an operating advantage. Nevertheless, in this day of production efficiency and standardization of quality, bankers realize that good-will makes up a large share of a company's total operating advantage.

IN the financial statements of a corporation it is relatively simple to detect these operating advantages if one but knows the system and has sufficient similar data for comparison. The net profits of a company are not good guides to operating efficiency, because the final profits also involve the cost of financing as well as of operations. But the cost of financing (such as interest on borrowed capital) may be eliminated from the picture by adding these items to the net profits in order to find the operating profits—sometimes these operating profits are stated in the income sheet. With this figure, a number of important ratios can be calculated. Some of these are: (1) ratio of operating profits to total capital used, (2) ratio of operating profits to total sales, (3) ratio of average inventory to total sales, (4) ratio of operating costs to total sales.

A concern which requires less capital than another to produce given sales is obviously making better use of its capital, and this may result from more economical production and management, better collections, and other things besides merchandising advantages; but the latter shows up as part of the total.

A cross-check on this from another angle is found in the second ratio. Turnover of inventories and collections also enter here, but merchandising efficiency (including good-will advantage) is likely to be a more important factor in a favorable ratio. A company which sells its goods more economically—or more easily—than a competitor will show a better ratio here. It is possible to eliminate from consideration the advantage gained by better collections by computing the turnover of accounts receivable (from the financial statement) and readjust the operating profits in proportion.

THE third ratio gives still another slant on the operating advantages, because this is the turnover of inventory (turnover of merchandise, in our language). Naturally the selling advantages show up strongly, but this ratio still includes other items—economy of management and control of stocks of goods. However, these three measures used together give the initiated a very good picture of the good-will enjoyed by a concern—not exact, perhaps, but sufficient for the bankers' purposes. Just as a surveyor can locate the position on the ground of a certain inaccessible point by taking observations from different angles, so the banker uses these three lines of sight to locate merchandising advantages.

The most accurate test, and the one in which we should be most interested, is the ratio of operating costs to total sales. Not often does a published financial statement give any details of operating costs and expenses, but even the total is illuminating. The bankers have access to the details, and when they wish to do so they can get the ratio of actual selling (merchandising) cost and of the advertising cost to the total sales. These are the figures which most surely tell the good-will story and point to the value of advertising.

While the factor of efficiency of sales management enters the sales-cost-sales-total ratio, nevertheless the relative sales resistance, the responsiveness of buyers, the ease of selling, the standing of the company, the trademark value—however we define good-will—show up in plain terms here as mer-

chandising advantages. The banker, or anyone else with the facilities, can tell almost to an exact figure the percentage (and mark the word percentage—it indicates continuous operation) of good-will value a concern possesses on its sales. By comparing the growth of good-will from year to year with the advertising costs, we can then estimate the value of advertising in building the good-will of that concern.

From our standpoint the difficulty lies, as previously suggested, in the fact that we consider good-will alone, forgetting that the other operating advantages (management, collections, etc.) are equally important in their way to the final profit of a business. The banker is interested in the total, not just one part, of the operating advantages. If the operating ratios, as a whole, are satisfactory, he loans the desired money, but he does not always go into the various parts of that total operating advantage as we would wish, because he is not usually so much concerned as to why that total is good as he is with the fact of its being good.

**B**ANKERS and financiers have established, through long study, certain average ratios along these lines for various trades and industries—a scale of "par" values based upon the sound theory that the average costs and average operations of a number of concerns in any one industry or trade will yield an average profit in a competitive field. By comparison of a particular company's ratios with these averages, bankers judge whether it is above or below par, and hence whether the company is a good investment risk and a prospective profit maker for the investor of funds.

When we come to deal with bankers in our efforts to increase the volume of advertising of our companies we will have a much better chance of success if we present our story in the language of the banker himself. Because of our intimate knowledge of selling costs in our business it should be a simple matter for us to demonstrate the importance of advertising in building good-will to even the most hard-boiled banker.

How much better, for the purpose of convincing bankers of the wisdom of loosening up on advertising schedules, would be the presentation of our specific ratios of sales cost to total sales (and of advertising cost to total sales) than any general statistics of the volume of advertising spent by so-and-so and such-and-such companies, or any of the other ammunition which we have been using to sell the idea of advertising to bankers.

#### Ralph Bartholomew

After an absence of four years, has been elected vice-president of the Publishers Printing Company, New York. He was formerly advertising and sales manager of the company.

## A MILLION A MONTH PLUS A MONTH AND THEN SOME

**N**INETEEN TWENTY-FOUR is past, but for us it established a record. For in November and December we earned first place in Cincinnati. In December The Enquirer carried 1,311,506 lines, leading one evening paper by 20,790 lines, and the other by 533,414 lines.

**T**HE total lineage of The Cincinnati Enquirer in 1924 was

# 13,388,214 Lines

—leading all papers in Classified, Automobile, Radio, Furniture, Resorts and Travel, Financial and Building Material advertising.

1925 looks even more promising, as many national advertisers are following the lead of local advertisers and putting the daily Enquirer on their schedules.

## The CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

I. A. KLEIN  
50 E. 42nd St.  
New York

I. A. KLEIN  
76 W. Monroe St.  
Chicago

R. J. BIDWELL CO.  
742 Market St.  
San Francisco





## Distinctive Service

**D**ISTINCTIVE features of POWER PLANT ENGINEERING, which have proved their value throughout its 29 years' service to the power plant field, are:

First, it gives to men who directly control the country's foremost power plants the authoritative information necessary to the installation and operation of their plants.

Second, the sole activities of its entire organization are directed toward making this one publication most helpful to the influential clientele it serves.

Third, its frequency of issue, the first and fifteenth of each month, correctly meets the professional needs of its subscribers, and effectively and economically serves its advertisers.

High quality circulation, close reader contact and low cost are assured to advertisers in POWER PLANT ENGINEERING.

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

## POWER PLANT ENGINEERING

537 So. Dearborn St., Chicago, Ill.

# The Salesman Who Gets Unsold on His Line

[CONTINUED FROM PAGE 19]

the long terms made by a competitor. We spent an evening figuring out the advantage of the dealer buying from us, getting new stock every month, turning his goods over regularly, taking advantage of our advertising and sales helps, having smaller stocks on hand, making more of our quality talking points and generally minimizing the advantages of longer credits. Every sales manager can do that if he just takes time to discuss it with the salesman who needs to be given that slant.

**T**HE next day we went out and spent practically the whole day discussing the matter of terms with the trade. We attacked it openly. We laid side by side the advantages of each method and then proved conclusively that long terms were in the end of no real advantage—in fact, we proved that under the guise of a trade advantage that manufacturer was merely working off a line which possessed few of the talking points which we had to offer. It was not hard to prove to the good merchant that there was no real advantage in pushing a line merely because he could get longer terms when he could stock a better line which would sell faster.

Bill C.'s case was seemingly beyond cure. He had real ability as a salesman, but he exercised that ability mainly in trying to convince us that the competition had all the advantages and we all the disadvantages. Furthermore, he not only thoroughly convinced himself but he was such a good salesman he almost convinced us too.

One day I met Coursen, sales manager for one of the competing houses—the house, which, in my estimation, was the poorest of the lot with the poorest line. Coursen and I had been friends for years, beginning when we worked adjoining territories for the same house.

"John," I said, "I've got a salesman who is good, but he is sold on your line and not on ours. I'm not trying to hand you a lemon. If you want a man who has a very high regard for your line, I'll send him over to talk to you." Coursen agreed to talk to him and to take him on if he looked as good as my representation of him.

So when Bill C. came in the following Saturday morning I let him talk on his favorite subject and got him to tell me about Coursen's line and its merits. Then I turned to the telephone, while Bill waited beside me, and called Coursen.

"Here's Bill C., the man I was telling you about," I said to Coursen.

"I'm going to fire him and send him over to you. He ought to make you a good man. I never saw anybody so sold on your line. The chances are he will give you talking points in your goods you never thought about yourself. I hope you take him on. I'm sure he'll make you a good man."

Bill was duly discharged, and I sent him to Coursen with a note. At two o'clock Coursen called me to say that Bill hadn't put in an appearance and that he couldn't wait any longer.

Sunday morning Bill phoned me and asked for his job back. I told him it was already assigned to another man and would be covered commencing Monday morning. But all the time I wanted Bill back, but wanted him in the right frame of mind. I told him that if he decided he did not want to go out with Coursen to drop in and see me during the week.

Bill came in on Monday. He was in the right frame of mind to get some straight talk. It was a splendid chance to diagnose Bill and let him be there to witness the operation. Bill had a chance to see himself as we saw him, and to realize how much harm he was doing himself by seeing the line he was selling from the standpoint of the fault-finder rather than of the friendly critic and booster.

Bill couldn't have his old territory back, but he did go out on a new one with the definite understanding that we really didn't care when he quit, if he could not put his heart into our line. Bill's was an easy case. All he needed was to be put squarely up against the possibility of selling another line.

**I** KNOW a man who is today a successful sales manager. He tells a story of his own start in selling goods. He got a job selling Babbitt's Cleanser. In those days and in that territory his main competitor was Pyle's Pearline. Just about every dealer he called on told the youngster that Babbitt's Cleanser was fine goods, but that in his neighborhood everybody wanted Pyle's Pearline—absolutely no call for Babbitt's—carried a little on hand, liked the house, liked the line—only couldn't sell it—everybody insisted on Pearline.

The youngster was pretty well discouraged. He thought he had lined up with the wrong house and had about made up his mind to get a job with Pearline. That night he met a friend—an older salesman—and told him of his disappointment and of his decision.

"Go slow on that stuff," the older man told him. "You're just getting





Notre Dame . . . 27  
Stanford . . . 10

We also have some fast stepping men on the

**SOUTH BEND NEWS-TIMES**

who can put your product in the "win" column.

A 24 hour paper printed daily and Sunday.

**Lorenzen & Thompson, Inc.**  
National Representatives

NEW YORK CHICAGO  
19 West 14th St. 909 Peoples Gas Bldg.

**A salesman to sell space to artists**

A man who can approach illustrators; a salesman of unusual courtesy, and faultless approach, plus a knowledge of advertising fundamentals. To the man who can qualify an opportunity will be offered paying a substantial salary and the privilege of building a future for himself on the inside of the organization. Address inquiries to Box 228, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

**Things Pile Up If You Pile 'em Long Enough**

[CONTINUED FROM PAGE 24]

customers something he makes a good profit on.

2. Sell them something he wishes to get rid of—old stock, slow sellers, etc.

3. Sell them the first brand that his eyes fall upon.

You can't blame friend druggist for doing any one of these things. If he's got the old stock he wants to move it, and long profit is still attractive to the narrow-vised retailer.

But Mr. Druggist and his clerks can't blame our face-cream salesman if he asks them to make one friend a day for his brand.

Getting back to figures and what friendship can do for our face cream. Let us suppose it is named "Fantom" and let us suppose that we adopted as our 1925 war cry: a friend a day for Fantom. Suppose these 20,000 druggists did give us the heartiest sort of cooperation. What would it mean?

Well, 20,000 druggists each making one friend a day means 20,000 folks started our way each day. Drug stores keep open every day in the week, but let us say that they average only 300 business days a year. That would mean these 20,000 retailers could make 6,000,000 friends for you in 1925.

If by the help of these retailers these 6,000,000 customers really become our friends, what would it mean in a year? Well, on the basis of a conservative estimate of six jars of cream per person, per year, it would mean 36,000,000 jars.

A friend a day in 20,000 stores—6,000,000 customers really became our after? Most assuredly—it is.

But it's one thing to put up a peg to shoot at, and another to figure out how to hang something on it.

Can anybody get retailers to make a friend a day for their product? Have manufacturers the right to ask it? How should one approach the man-eating dealer with such a request? Will he not laugh?

To start with, let us agree that 100

per cent anything has yet to be produced. Heaven is still a long ways off—so is perfection. But walking and thinking seems to get folks nearer to the end of a road than "sittin' and thinkin'."

So let us look at the "yes" side of this idea, rather than the "no" side, and probably we will find ways to accomplish the job with a good majority of our customers. Here are a few suggestions.

I once knew a young salesman who sold cigars. He was covering a new territory, where his brands were in considerable ill repute, due to poor quality in the past. He knew the goods he was then offering were ace-high in quality, but the trade was wary. Dealers had seen his brands go dead only a few years before. He seemed to face an impossible situation. Nothing could induce dealers to stock even "just once more."

Then one day he decided to quit trying to sell his cigars and sell instead ideas and service. He got a stock of fixtures to hold up the lids of cigar boxes and show the prices. He loaded up his Henrietta with these and clay humidifiers, and set out to sell the idea of a better business cigar case to every dealer he knew.

For the first time in their respective lives, these dealers were asked by a cigar salesman to let him "make that cigar case pay for his keep."

He was a novelty. He washed the cases for some dealers. He straightened up their stocks. He raised the box lids which were previously bent back from view. He put price tags on each box. He left the case looking like "old dutch" would, and you can be sure he left his brands right up in the front row center where you couldn't miss 'em. And he left in every store a dealer who was his friend and, strange as it may seem, was a friend indeed to his brands of cigars from then on.

It took just about six months for



**H**E washed the cases for some dealers. He straightened up their stocks. He raised the box lids that were previously bent back from view. He put price tags on each box. And he left in every store a dealer who was his friend and a friend to his cigars



# IT isn't advertising until it's delivered to the



LIKE Chinese prayer papers scattered from the joss house roof to be borne by the winds to possible gods . . . advertisements multiply on multiplying pages beyond the limits of the reader's time, patience and interest. . . . In all this flood of print that descends on New York there is one focal spot where eyes stop and linger, where interest awaits every new message. On this limited field of vision your advertising still has its golden opportunity to come before the eyes of the largest daily circulation in America. . . . This cynosure? . . . The small page of the tabloid New York News!

Such popularity must be deserved

**Chesterfield**

THE SMOKE MAKES IT DIFFICULT TO STOP

CONSTITUENT IMPROVED BUT NO HEAVY NEEDLES

### The larger paper

Had 28 pages,  
Carried 27,476 lines of advertising, and  
Had approximately 270,962 circulation.

### The Advertisement

Was 1,375 agate lines, and  
Cost \$0.57 per line (25,000 line rate), or \$783.75  
Or \$0.0021 per line per thousand circulation.  
It was 61%, or two-thirds, of the page space and  
received two-thirds of the attention in that page.  
It was also 5%, or one-twentieth, of all the advertising  
carried in this issue, and received one-twentieth  
of the reader's attention.

Such popularity must be deserved

**Chesterfield**

### The tabloid News

Had 32 pages,  
Carried 14,434 lines of advertising, and  
Had 832,231 circulation.

### The Advertisement

Was 672 agate lines (half the size of the same copy in the standard  
size paper), and  
Cost \$0.82 per line (on a 20,000 line contract), or \$551.04—  
Or \$0.0099 per line per thousand circulation.  
It filled 67%, or more than two-thirds of the page space, and  
was a larger advertisement on the tabloid page.  
It was 4.7%, or about one-twentieth of the total advertising  
in this issue, and received one-twentieth of the attention of all  
the readers.  
It cost a trifle more than two-thirds of the standard size paper  
cost.

**THE SAME COPY** was more effective, with  
half the space in The News, and it cost less!

## THE NEWS

*New York's Picture Newspaper*

25 Park Place, New York 7 S. Dearborn St., Chicago



**129,022 ABC**  
**Weekly Average** Net Paid  
 Six Months Ending June 30th  
 ~ Publisher's Statement ~

**Proof!**  
**Lowest Aggregate Line Rate of All**

**A. B. C. RADIO MAGAZINES**

**T**AKING the latest net paid circulation information furnished by the Audit Bureau of Circulations and the latest rate cards of the Radio Magazine publishers we find the following facts about advertising rates:

	Maxi- milline	Mini- milline
Magazine A . .	\$10.45	\$ 9.40
RADIO DIGEST	<b>9.30</b>	<b>6.05</b>
Magazine C . .	12.66	11.30
Magazine D . .	15.13	10.81
Magazine E . .	20.23	10.61
Magazine F . .	14.99	11.99

*Fastest Growing Radio Magazine*

him to turn his black clouds inside out, and the silver lining started to shine and kept shining.

He made at least one friend a day among dealers. And these dealers made friends for his brands over and over every day.

Another bet that is so often passed up is that gentle soul behind the counter—the honorable clerk. Clerk he is today, but what will he be tomorrow? Probably he will be running a little store around the corner—his own. Is his friendship worth having? You bet it is. It is worth having right now, for after all who sells the goods—the buyer or the clerk?

And if there is anybody who is appreciative of salesmen's attention, it is the clerk. He watches salesmen saunter past him on their way to the buyer and again on their way out. About all he is "allowed" to know is "I represent the Blank Co. Who does the buying here?"

Spend a little time with the boys who do the selling. Make a friend out of everyone you can and they in turn will certainly make a friend a day for you.

After all, every salesman is a sales manager if he only knew it. Every dealer in his territory can be his salesman, every clerk a missionary man—provided the salesmen recognize the fact that a sales manager must manage—must manage to get his salesmen to sell his brand, and sell it as it should be sold.

There was a time when good selling was a matter of showing the goods, making a few wild statements about them, telling a story, then quoting prices and at the "psychological moment" sticking the dotted line under the buyer's hand.

There "ain't no sich animal" any more, except in the order-taker class. What is good selling then?

Good selling is the art of conveying ideas—ideas that will make what you have to say about what you have to sell seem fresh, interesting, newsy, and above all helpful. Anyone can go in and ask for an order, but it really takes salesmanship to leave ideas behind with your customers that will bring your product to the front.

*Advertising Agencies' Council of Cincinnati*

A recently formed organization, elected the following officers at its first meeting: Jesse M. Joseph, president; Helen C. Keelor, vice-president; Douglas Allen, secretary-treasurer

*Don Miller*

Formerly advertising manager of *Judge* and late of *House and Garden*, has joined the *Meredith Publications* and will be connected with *Better Homes and Gardens*.

*Indiana Farmers' Guide*

Effective January 1, will be represented by the James M. Riddle Company, in Chicago, New York, Detroit, Kansas City and San Francisco.

In the Lumber Field



**It's the American Lumberman**

Established 1873  
 Published Weekly CHICAGO, ILL.

**BOOT AND SHOE RECORDER**  
 BOSTON

"The Great National Shoe Weekly." The indispensable advisor on shoe styles and shoe merchandising of the best-rated retail shoe merchants of this country. (Circulation 12,423 copies weekly. (Member A. B. C.) Best choice of the advertiser of shoes, leathers, hosiery or shoe-store goods. Member ASSOCIATED BUSINESS PAPERS, Inc.

**BUILDING AGE and The BUILDERS' JOURNAL**

Subscribers have found this journal a source of valuable information on building, building materials, building methods, building and construction, and other subjects of interest to the building industry. Published monthly for 27 years. Member A. B. C. and A. H. P.  
 218 West 10th St., New York, First National Bank Building, Chicago; 320 Market St., San Francisco.

*Outdoor*  
advertising  
dominates the  
public eye  
and purse.



*The* THOS. CUSACK  
Company Service  
makes it possible.



NEW YORK  
Broadway and Fifth Ave. at 25th St.

CHICAGO  
Harrison, Loomis and Congress Sts.

BRANCHES IN 48 PRINCIPAL CITIES



## Then and Now

Eleven years ago the following letters said these things:

1. College towns are vast concentrated markets.
  2. We know what when and where college men buy.
- We can put a manufacturer in touch with the dealers having college men's trade.

That sales letter brought us our first business.

After eleven years we have only to add:

1. The market is bigger than ever.
2. There are more students buying in college towns than ever.
3. We know more about their buying habits than we did eleven years ago.

What you know about your product and what we know about selling it to college students should provide the basis for an interesting and profitable talk between us.

When shall we have this talk?



**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City  
37 8 Washn Avenue, Chicago  
311 Berkeley Bank Bldg., Berkeley, Calif.

## A \$12,000 Sales Letter!

A two-page sales letter prepared by me for one of the country's largest motor car dealers brought \$12,000. The ED DIRECT SALES \$35, indicating on the regular mailing schedule even during the poorest part of the year. A FIVE-FIFTEEN PERCENT RETURN.

For another motor dealer client my introductory letter brought replies from 25% of those circulsized, establishing a sale.

For an important investment house one letter produced by me brought 2% replies, and this client said: "We were delighted with Gardner's service and believe his work would be a net of the effort required to market two or three dollars of securities."

**"8 Successful Letters"**

From ten thousand letters prepared by me for clients throughout America I have selected eight letters for representative specimens and have prepared them in a booklet entitled "8 Successful Letters." These letters include some of the letters mentioned above. Accompanying each letter is a brief statement covering the purpose and the results obtained from the sale.

To business executives interested in the preparation of guaranteed service in the preparation of business letters and replies, quality correspondence, and who will receive me fully as to their plans and requirements, I shall be glad to send a free copy of this booklet under return postage of \$1.00.

Write to Ernest F. Gardner, Advertising Service, 110-G Ridge Arcade, Kansas City, Mo.

**Ernest F. Gardner, Advertising Service  
110-G Ridge Arcade, Kansas City, Mo.**



## The Work Bench Flavor in Advertising

[CONTINUED FROM PAGE 23]

grams showing just how the heater could be installed. It was an advertisement that made no claims to artistic charm as its neighbor did. The copy was not so well written. The type was not so well set. But it started right out to sell that heater and not to sell Florida atmosphere. I found the heater for my car in one of the thumb nail illustrations along the side, and that was the heater that I bought.

This advertisement was the work of a practical mechanic. It made its appeal to the man who wanted a heater, although the other advertisement would undoubtedly have been adjudged the better of the two by anyone who was not interested in heaters.

The practical mechanic type of advertising man is not nearly so interested in making his headlines ingenious as in making them selective. Even in highly specialized industrial media there is seldom a very large number of buyers who are actively interested in a product at a given time. The reader is simply going through the advertising pages as he goes through the headlines and subtitles of his daily newspaper, stopping wherever the headline suggests an answer to his problems.

That over-played idea of advertising to the potential buyer is a little too intangible for the practical advertising mechanic. He is more inclined to talk to the sizzling hot prospect, therefore his story is complete, regardless of the number of words required to tell it. To him, white space is a great thing only when it isn't needed for copy that will make his message more complete. He doesn't worry much about creating

prestige, or the cumulative effect of his campaign, for he knows that these important things are an automatic function of any advertising campaign that has an air of individuality about it.

For the same reason he isn't inclined to try to force a reputation by sounding the institutional note in polished generalities. One large manufacturer of plant equipment whose installations were three times as numerous as those of his nearest competitor did the obvious thing and went in heavily for institutional copy. Leadership, experience, achievement were the topics that were approached from every angle. But finally a good advertising mechanic made the suggestion that an expressive slogan would carry the message of leadership just as effectively as the long-winded panegyrics on the general subject of experience. His advice proved to be sound. Today this advertiser is showing a new installation in each advertisement and describing it minutely. Prestige is left to a four word slogan at the bottom of the page.

The Illinois Stoker advertisement, reproduced on this page, is tied up with the flow meter, load curves and percentages of rating—household words and thoughts of the power plant engineer.

None of these advertisements is a masterpiece perhaps—none is the work of a genius—but they typify the kind of handiwork that can be consistently expected of a man who has become a well balanced advertising mechanic; who shuns false whiskers in his copy; who digs deep enough and long enough to catch the spirit of the class.

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

**THE JOHN IJELSTROM COMPANY**  
Macon, Ohio Good Salesmen Wanted



# SUPERBA ENAMEL

*A Beautiful Coated Paper for Beautiful, Printed Jobs*



Send for these  
Printed Specimens

Besides our mill brands we stock both at the Mills and our New York Warehouse, Monarch C I S Litho, Lind Mimeograph, French Folio, Standard M. F. in white and colors, Index Bristol in white and colors, Offset Blanks, Litho Blanks, Translucent Bristol and Campaign Bristol.

Allied Superba is one of the finest enamels produced by mills noted for the excellence of their coated papers. (We operate 34 coating machines—comprising one of the largest coating divisions in the country—to produce the quality enamels which exacting printers and advertisers the country over demand.)

It is clear white, highly finished, even and uniform. Besides, it has a splendid rag base raw stock which gives it excellent wearing qualities.

If you have a job going through that you wish to be particularly well printed, use Superba. We will gladly send samples with which you can experiment.

## ALLIED PAPER MILLS, KALAMAZOO, MICHIGAN

*In writing for samples please address Desk 6, Office 2*

NEW YORK WAREHOUSE, 471-473 ELEVENTH AVE.

### ALLIED MILL BRANDS

PORCELAIN ENAMEL  
SUPERIOR ENAMEL

SUPERBA ENAMEL  
VICTORY DULL COAT

A P M BOND  
LIBERTY OFFSET

DEPENDABLE OFFSET  
KENWOOD TEXT

ALLIED

PAPERS

10 Paper Machines

34 Coating Machines



# Social Changes and Public Interest in Advertising

[CONTINUED FROM PAGE 21]

## AKRON

### Win America's Fourteenth Industrial City

Thirty-second city in population, but fourteenth in producing power; Akron is a virile, active market.

Each evening, and on Sundays, most Akron homes are reached by the Akron Times. Get all the Akron facts!

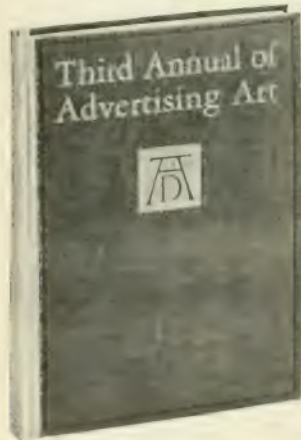
**AKRON EVENING AND SUNDAY TIMES**

"Akron's Ablest Newspaper"

National Advertising Representatives

**CHAS. H. EDDY CO.**

New York, Chicago, Boston



THE BOOK SERVICE COMPANY,  
15 EAST 40TH STREET, NEW YORK

Send me \_\_\_\_\_ copies of the THIRD ANNUAL OF ADVERTISING ART, at \$7.50 a copy, for which find enclosed check for \$\_\_\_\_\_. If I return the book in good condition within five days, you will refund my money.

Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

Prospectus mailed on request.

with this increase in the cost of domestic servants) is the increase in the apartment house living. This shift from private homes to apartment houses has been confined thus far to the larger cities, and has been particularly marked during the post-war period. A few figures serve to emphasize the extent to which this change in living conditions is progressing.

Last year the floor square footage of new apartment houses contracted for in New York City was over 60,000,000, compared with 38,000,000 for private houses. In 1914 the private house square footage was 21,000,000 and apartment house 16,000,000.

In Chicago last year the new apartment house square footage was a little short of 19,000,000, as compared with 4,000,000 for private homes. These figures compare with about 6,000,000 for both private homes and for apartments in 1914.

In Boston the square footage of new apartment houses last year was about 3,000,000, which was about ten times the figure for 1914, and even Philadelphia, which has been the last of the larger cities to yield to apartment house life, last year built nearly 1,000,000 square feet of apartment houses, while the private house square footage was about 9,000,000, a shrinkage of 3,000,000 as compared with 1914.

The significance of this increase in apartment house life in the large cities from a consumption point of view is difficult to measure in all its aspects. In the matter of food alone it seriously affects purchasing habits because of the great reduction in storage space and the greater dependence on prepared foods. Similarly the purchases of the flat dweller are on a modified basis for clothes, furnishings and every type of consumer goods.

### [III]

Another change in living conditions which has developed with great rapidity and which may be intimately associated with both of those which have been mentioned is the great increase in the use of electrical household appliances.

The number of wired homes has increased at the rate of about 1,000,000 a year for the past five years. The indications are that nearly half of the homes of the country now have electricity. Over \$13,000,000 worth of electric wiring materials were placed in new homes and apartments last year and the sale of electric household equipment has been very large and has increased month by month.

Electrical washing machines are now

sold at the rate of about 600,000 machines per year, valued at \$75,000,000. Vacuum cleaners sell at the rate of about 1,000,000 machines per year, valued at \$50,000,000. Electric irons, toasters, ranges, fans and heaters all are in common use.

The outlay in the way of capital equipment in a moderately well-fitted home today (if we include electric appliances, player-piano, phonograph, radio and automobile) is not incomparable with what a few years ago would represent the price of a house.

### [IV]

These three changes in conditions of consumption by no means complete the list. The cheap automobile and the paved country road, in effect, have moved millions of farmers into the suburbs of their nearby trading centers. The figure of 13,000,000 passenger automobiles registered in this country is nearly twice the number of income tax payers. The telephone has removed from retail buying many of its former restrictions. The wide circulation of magazines has made common to even remote places the knowledge about new offerings in the consumers' goods markets formerly restricted to the large centers of population.

These changes in the life habits of the consumer are reflected in almost every purchase a consumer makes and they are paralleled by the changes more commonly discussed which are due to mass production.

Fifty years ago any man who wanted a pair of shoes went to a shoemaker and bought them. Strictly speaking, the process was not as simple as that sounds; it was really quite a complicated matter even in those simple days. In the first place, he probably did not merely go to anybody who called himself a shoemaker; he went to one he knew, or had heard of, or who was a member of his lodge or church; in other words, back of the simple transaction there was a personal contact of which the transaction was a part or a continuation. In the second place, he didn't merely buy shoes by the pound or square foot. He decided on how many pairs he wanted, he was measured, he chose the kind of leather, the cut of the shoes he wanted, he specified the time when they would be ready and where they were to be delivered—in other words, he and the shoemaker agreed concerning the quantity, quality, time and place, factors in the transaction, and finally after all this came the transfer of the shoes at an agreed price.



Today many people buy shoes in precisely this way. A New York friend told me not long ago that he buys his shoes in this direct fashion and he pays \$34 a pair for shoes which are intrinsically no better than those which, if he could be fitted, he could buy in the shoe store for \$10. But this is no longer the regular or natural way to get shoes; it is too costly to be followed by any who can be served by the usual channels of trade.

In contrast with the shoemaker making, say, one pair of shoes a day, a modern shoe factory may turn out 1200 dozen pairs a day or over 4,000,000 pairs of shoes a year. This will supply perhaps 1,500,000 of people with all the shoes they will normally use in a year. Just as truly as if they all went to the factory in person and dickered with the manufacturer himself, each of these people has contact with the maker of his shoes and each in effect asks him to supply not merely shoes, but a given number of pairs of specified size and kind to be ready for use at a certain time and at a convenient place.

A consumer today purchases more different kinds of things than many factory purchasing agents did a few years ago—and this must be, to an increasing extent, without real knowledge of the value of the goods. This condition, on the one hand, tends to increase the opportunity for the concealment of imperfections or of inadequate values in merchandise, while on the other hand it increases the dependence of the consumer upon the honesty of the producer's representations.

So far as the consumer's interests are concerned, the most promising solution for the situation reflected by these changes in consumption is to encourage competition in quality at known price levels for those commodities which the consumer must buy. Along with this goes the obligation on the part of the producer to assume responsibility for the quality of his merchandise.

In other words, all of these changes in consumption tend to increase the safety of buying merchandise identified by its maker. The advertiser, on his part, takes his continued existence as a producer on his ability to keep the public satisfied with the quality he gives at the price he charges.

#### **W. M. R. Robinson & Company, Inc.**

Has moved to new quarters at 1 Madison Avenue, New York.

#### **Richard A. Foley Advertising Agency, Inc.**

Philadelphia, opened a New York office on January 2 at 247 Park Avenue.

#### **W. Henry Kreicker**

Formerly with the Davis Company, Chicago, has joined the advertising staff of the Stewart-Warner Speedometer Corporation.

# Reilly Electrotpe Company

MAKERS OF

## PRESS-TESTED ELECTROTYPES

### The Test Proof Tells

An unusual electrotyping service of which some of the outstanding features are:

**THE TEST PROOF** All Reilly electrotypes are tested on Special Test Presses under exceptionally severe conditions, and every fault shown on the Test Proof is corrected. The result is a plate that is as nearly perfect as it is humanly and mechanically possible to produce. The press test is an integral part of our process of plate-making. *The Test Proof Tells.*

**RUSH ORDERS** Conditions make necessary a large proportion of rush work. We are so equipped and systematized that "speeding up" in our plants is as simple as "stepping on the gas" in a motor car. And each part continues to function with its usual precision. Rush work, when necessary, has our sympathetic co-operation. We have made some notable speed records for our clients.

**PRICES** We believe that certain "scales" call for unreasonably high prices. They are not justified by the cost of producing the very best quality of electrotypes. On the other hand, there is a minimum below which no electrotyper can go and still maintain the highest quality. We operate on a "scale" of our own, based on the cost of producing the highest grade of plates plus a fair profit. Our "scale" is lower than that of most high class electrotypers. For *cheap* work, however, we make no bid.

**DELIVERIES** Eight motor trucks and a messenger service take care of our deliveries. When desired, messengers will also call for work. We well know that the efficiency of the delivery service is a very important matter to the buyers of electrotypes, and our efforts in this direction have been decidedly painstaking. Considering the human element that enters into all such things, we believe that we can truthfully refer to our delivery service as somewhat above the average.

**SHIPPING** This department is not composed merely of a number of youths who tie up bundles and hand them to the express man, but is a *real* shipping department. It can tell you accurately the best way to reach a given point—whether by parcel post or express, which road to take. It will route your work to its destination to arrive promptly and safely. Our shipping department can be of genuine help to any client.

**RESERVE FACILITIES** In our two plants we have ample reserve facilities, and are, therefore, prepared to handle new accounts of any size at any time. There isn't a minute lost in our moves to "get going" on a new account. Your first order brings immediate action and as prompt delivery as if you had been with us for years.

## REILLY ELECTROTYPE COMPANY

Executive Offices — 209 West 38th Street, New York

Telephone — Fitzroy 0840

Downtown Plant: 4th and Lafayette St.



PORTRAITS—ILLUSTRATIONS  
ADVERTISING—FASHIONS

*Wm. J. Murray*  
Sales Representative  
The MURAY STUDIOS  
38 East 50th Street, New York  
Phone 4007

## Relating Selling and Advertising

[CONTINUED FROM PAGE 52]

however, to avoid being hidebound and living so close to advance schedules that one can never take advantage of the news value of things that are happening within the organization, such as new installations, improvements in products, etc. By thinking ahead, I believe the publicity department will get a picture of the organization as it has every right to expect to be, five years in advance. It should be thinking five years ahead of the immediate bread and butter problems that the sales department must be thinking of from day to day.

It should be dreaming along with the engineering department with its experiments and getting the enthusiasm of the engineers as to what they hope to do, at the same time that it absorbs the practical common sense sales resistance problem of the sales department.

The sales department should have a clearly defined policy of what it wishes to accomplish, the products that it believes it can sell in greatest quantity and at the greatest profit. In the case of an organization selling a number of products, it should have a well-defined policy as to how and when such products are to be pushed. It is conceivable that certain products would have a larger sale during the winter months than during the summer, and it should schedule its plans on contacts with the publicity department, as to just when emphasis on various products is to be placed before the general public.

Branch offices should be supplied by the publicity department after this definite plan has been worked out with advance proofs of advertising. Prior to a decision on the part of the sales department to push any given product, a general survey of the field should be made by the publicity department from such market data as are available to guide the sales department in the more intimate knowledge that it has of various territories.

The publicity department should ask from the sales department and receive suggestions as to the media in which advertising should appear and analyze these recommendations. The properly organized publicity department will have the complete records of the characteristics and value to the organization of every publication that it can possibly use, and it should be able to determine quickly whether or not the medium is of any value at all, or, if it has value, the extent thereof. It is conceivable that recommendations for certain mediums might be made in absolutely good faith that on the surface would appear to be valuable, but which from facts in the hands of the publicity department would render it inadvisable to use. This determination of course should be in the hands of the publicity department as a final result.

## Safeguarding

**\$2,000,000**

Harrison County, Mississippi, has voted a \$2,000,000 bond issue to build a step-type seawall and beach boulevard along the Mississippi coast. This will safeguard the curving shore line and the beautiful road along the sparkling Gulf.

The Daily Herald is published in this thriving section of the Gulf coast, and its selling messages are heeded by thousands of "home folks" and resort visitors.

National Advertisers, there is a safe profit assured you by placing the columns of the Daily Herald.

## THE DAILY HERALD

BILOXI

MISSISSIPPI

GULFPORT

Geo. W. Wilkes' Sons, Publishers

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

CAPO-  
BIANCO

INDEPENDENT  
Studios

## Five Salesmen Solve Their Problems

[CONTINUED FROM PAGE 20]

should be willing to make sacrifices for them.

Then a lady came in and asked for a bottle of grape juice, not mentioning any brand. He picked up a bottle of juice and, looking over at me, told her that she would find it a high grade grape juice. She said that she usually used Welch's, but was very willing to take this brand on his recommendation, stating that if he recommended it so highly it must be good.

When she went out I congratulated him on the confidence his customers had in him, but impressed upon him that his friends were his customers, as without customers he would be out of business, and that his grape juice friend then could not sell him any more juice. I drew him a mental picture of him having many friends, all selling him some line that he perhaps could not be positive that his customers would like.

I pictured him running his store for the benefit of lines that his friends had to sell, and not for his real friends who were his customers. I pictured the lady getting home and not being satisfied with her purchase and not trusting his recommendation again. I asked him if his friend would really like to see him lose customers on his account, and he wilted and placed his name on the dotted line in my order book, and backed it up with a phone call to his brother, who runs a fruit store, telling him that I was on my way over to see him.

### Sales Story No. 17

I AM a city-bred salesman for a Minneapolis concern manufacturing commercial feeds for livestock and poultry. When I joined the company I was put through a four-weeks' course on farm and feed problems in the company's school and was then routed out to open up virgin territory in a rich dairy and poultry district.

My concern does business by carlot only, with sight draft, bill of lading attached. Consequently the problem was to sell to the dealer a carload of goods he had never heard about and had to pay cash for, taking a chance on the turnover. To add to the difficulties, the farmers in the district were a conglomeration of Swedes, Norwegians, Finns and Germans, speaking little English, the only language that I spoke, and they seemed to be doing very well by raising and mixing their own feed. Furthermore, our feeds were much higher in price than the feeds of any of the competing companies.

The first dealer I called on conducted me through his warehouse and exhibited the stacks of commercial feeds

**D**ISPLAY advertising forms of Advertising and Selling Fortnightly close ten days preceding the date of issue.

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

Thus, space reservations and copy for display advertisements to appear in the January 28th issue must reach us not later than January 21st. Classified advertisements will be accepted up to Saturday noon, January 24th.

**5 penny post cards sold \$7000**  
**200 men's suits worth**

And they were only the every day government post cards, sent to 1250 people in Baltimore. The New Process Co., Warren, Pa., has sold over

**\$1,000,000 Worth of Traveling Bags with One Good Letter**

Do you know what has enabled the Review of Reviews Corporation to sell 50,000,000 books without a personal salesman? Could you write a letter to a list of 300 people and sell \$1200 worth of Mark Twain's Autobiography at a cost of \$43? Or get 2500 people out on a rainy Sunday to look at real estate, with four letters?

Selling of this kind is being done every day by the kind of men who read and who write for

## The MAILBAG

*A Monthly Journal of Direct Mail Advertising*

telling you how to buy or build mailing lists—to save money and increase returns—write and test sales letters—plan direct-mail campaigns—when and where to use a house organ—install a follow-up system, etc.

**12 issues \$1.00**

**Use This Coupon**

**Start with January**

The Mailbag Publishing Co.  
 603 Caxton Bldg., Cleveland, O.  
 Yes, send me The Mailbag for one year. I enclose \$1.00  
 Name .....  
 Address .....  
 City ..... State .....  
 A-1



# Good Will—

## a business necessity



IN the same way that a genial personality invites friendships, so does good will build business. It is necessary to secure it before business and to keep it to keep business.



And it is no mistake to lay before the man at the desk some useful article—a reminder of your cordial relationship—bearing your firm name, trade mark, etc. Business friendship, that's what it is!

We like to place our business where it is appreciated. So do your customers. Are you letting them know it? That's one sure message of the good will advertising novelty.

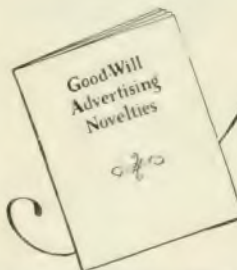


Our line is complete. Whether you want an expensive gift or a cheap "give away" novelty, we can make it. We can produce original designs and ideas for your exclusive use.

As the World's Foremost Manufacturers of Metal Novelties, we are able to give you real quality at prices below competition.

**The Greenduck Company**  
1729 W. North Ave. Chicago

*Ask for our Catalog*



THE GREENDUCK COMPANY AP 1-14-25

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

Name .....  
Firm .....  
Street .....  
City ..... State .....

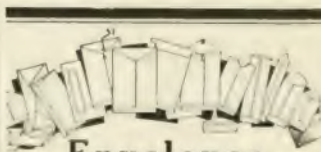
For 15 years the leading best equipped business research organization.

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

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

## BUSINESS BOURSE

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



## Envelopes

PLAIN, PRINTED OR LITHOGRAPHED FOR EVERY PURPOSE

Send for Samples—Prices that are interesting

HESSE ENVELOPE AND LITHO. CO.  
4161 North Kingshighway ST. LOUIS

that had been lying there for six months, but at my suggestion we both went on a tour among the livestock raisers to reconnoiter the prospects for orders. We made ten calls and had the pleasure of eliciting ten "No's." Four days later I made ten more calls in the same district and sold one ton.

Undiscouraged, I came back a short time later and the dealer and I made eleven calls and eleven one-ton sales. However, this was not enough to arouse the confidence of the dealer and not enough to warrant an order, as the company made no shipments under twenty tons. One week later I was back again. In spite of the dealer's only tepid interest, he was persuaded to go on another tour. We started at eight o'clock in the morning. The first four calls netted three one-ton sales. I stuck to my guns, however, until 10:30 that night, by which time I had more than enough orders to make up the carload. Only then was the dealer convinced that the feed was sellable in that district, and my perseverance finally won me a dealer and a large order in that section.

## Sales Story No. 75

A MARKET building in course of erection in one of my towns offered, I thought, a splendid opportunity to install one of my firm's popcorn machines. I tried to rent a concession for one of the machines but apparently all the space was taken. I spent two days in unavailing attempts to make a sale to concessioners and was on the point of giving up, when I noticed an unoccupied space in one corner of the market, about six feet by seven feet.

I secured a twenty-four month option on the space at a rental of \$25 a month. A notice in the town paper offering a business opportunity to anybody who had \$400 to invest brought thirty-two inquiries and in two hours that morning I had sold a \$1,250 machine and had collected the initial payment of \$300. Only the lack of suitable locations prevented the sale of machines to others of the thirty-two who applied.

## James P. Duffy

Formerly advertising and sales promotion manager of the Eberhard Faber Pencil Company, Brooklyn, N. Y., has resigned to take up a similar position with the Columbia Phonograph Company.

## A. J. Denne & Company, Ltd.

Toronto, Canada, have been appointed advertising counsel to Willard's Chocolates, Ltd., same city, and to E. & S. Curries, Ltd., same city, manufacturers of men's dress accessories.

## Robert E. Graham

Has resigned from the general management of the Gainaday Electric Company, Pittsburgh, Pa., effective January 1.

## The Branch Office in Industrial Marketing

[CONTINUED FROM PAGE 34]

can be made to educate dealers and branches to report all inquiries to the home office. This can be done if an earnest effort is made to convince them that their future advertising support hinges on how well they cooperate in this respect with headquarters. If they can be made to realize that the advertising is being conducted for their benefit, to help them make sales by introducing them to prospects, then the desired information will flow in with a small percentage of slips.

The fourth reason why some manufacturers hesitate to list dealers is the feeling that such representatives require a spur from the main office. Armed with an inquiry, the sales department sometimes feels that it holds a tighter controlling hand over the dealer to whom the inquiry is referred. By following up the dealer from the home office, it is often felt that the pressure exerted results in helping close the order.

Whether this is actually true is questionable. Orders are bread and butter to a branch office or agency, and the selection of the proper personnel will in itself assure a keen sales effort without a persistent home office drive. Concerns which train their branches to send in duplicates of inquiries received are apt to make such branches more self-reliant. With this information on hand the home office may still keep track of the inquiry prospects being worked.

Perhaps a fifth reason should be added to the list of factors which influence companies to leave out their agents in their copy. This is the lack of space. Branch offices and a list of dealers take up considerable room when set in type, and rather than crowd the copy and weaken the display they are often dropped.

Industrial selling constitutes a service transaction and the majority of equipment is placed to perform a particular function and to operate under a given set of conditions. Arriving at a decision to place an order for an installation is a process in which the prospect seeks and receives the closest cooperation of the manufacturer and his engineering staff. Often the nearest sales branch, due to its closer proximity, can make this service more valuable, hence the necessity for listing the name and address of this service station.

Industry knows no boundaries and foreign agents play an important part in the sales organizations of many American manufacturers of industrial equipment. Usually these agents are large companies organized to represent American concerns and are deserving of support. In fact, cases have been frequent where foreign agents have protested to American manufacturers who have not listed them.

*The Shrewd Space  
Buyer Knows That*

# AKRON, OHIO

Is the City and

*The*  
**Beacon Journal**

Is the Medium for the  
Try-Out Campaign

*An ABC Paper*

**CIRCULATION NOW OVER 44,800**

*Represented by*

M. C. WATSON  
New York

STORY, BROOKS & FINLEY  
Chicago



AFFILIATED ARTISTS, Inc.

*Art for Advertising*

TWO WEST FORTY SIXTH STREET  
NEW YORK - TELEPHONE BRYANT 2329

## The Expanded Syndicate Plan

we have put into effect on RADIO MERCHANDISING, affords the radio manufacturer who advertises in the publication a greater value for his money than has ever been offered by any radio publication in the whole history of the industry.

It affords these things, definitely, concretely; the advertising co-operation of every live jobber in the country; the absolute assurance of coverage of every retail and wholesale outlet for radio merchandise.

No manufacturer who is desirous of securing distribution or who wishes to speed up turnover where distribution is secured, can afford to overlook this publication.

You should have complete details.

We Will Send Them on Request

**RADIO**  
Merchandising  
THE MEDIUM OF THE RADIO TRADE

243 W. 39th St., New York City

# Factors in the French-Canadian Market

(CONTINUED FROM PAGE 42)

capital investment, and in that of Ontario of 80.7 of the total capital investment and 79.1 of the total value of production. The value of production in these leading industries in the case of Ontario ranges from \$8,000,000 to \$92,000,000 and in that of Quebec from \$3,000,000 to \$74,000,000.

Paris with its population of 3,000,000 is the world's biggest French city. Montreal is next with a population of 864,527. (Greater Montreal 979,027—almost a million!) According to recent figures, the third is Marseilles, 700,000, and fourth, Lyons, 500,000. (The A.B.C. trading territory of Montreal is 1,130,545.)

Nobody expects to get and keep Parisian trade by soliciting business in English, Spanish, German, Italian or Mandarin—the key language of China.

According to Bulletin XI, sixth census of Canada, 1921, the persons of British origin in Canada constituted 55.40 per cent of the total population:

	Per Cent
English	28.96
Irish	12.50
Scottish	13.26
Others	48
	55.40

Note carefully that 27.91 per cent of the Dominion's population is French. 2,452,782 souls, almost wholly of Canadian nativity.

In Greater Montreal 71 per cent is French (668,486) and the remaining 29 per cent is composed of thirty-five other nationalities, including the English of the word; 38.50 per cent of the population—truly a cosmopolitan city, but, nevertheless, the world's second French city.

**F**RENCH is a foreign language in the United States, but it is one of the two official languages of Canada.

It is good business not to forget that religion plays a very important part in the life of the French people, who are almost wholly Roman Catholic. Do not offend here. Many travelers overlook the fact that they should be salesmen every second of their waking hours and not missionaries in the religious sense of the word. 38.50 per cent of Canadians are Roman Catholic. Most business men are scrupulous about giving offense, but frequently copy is turned down because of its sex appeal or lax moral tone, or non-Catholic spirit.

Conjugal relations must also be considered carefully. Montreal has 422,861 single people (205,784 men and 217,077 women); 265,365 married (134,364 men and 131,001 women); 32,394 widowers and widows, 731 divorced,

and so forth. All these figures are available in detail and an hour's study will throw much light upon the market.

Age distribution is most important. So is sex. Montreal's age groups are as follows:

	Male	Female	Total
All ages	18.65	51.35	100
Under 21	21.59	22.52	44.11
Over 21	27.06	28.83	55.89
Under 5	5.62	5.64	11.26

Do your products appeal to 100 per cent of the population? To young men and women under twenty-one? Over twenty-one? To babies? Or, perhaps, to the 5-14, 15-24, or 25-44, or 45-64, or to those sixty-five years and over? These are questions which must be settled and advertising and merchandising effort planned accordingly.

Literacy should receive due consideration; Montreal's illiterates are:

All classes	Per Cent
10 to 12 years	2.94
21 years and over	8.32
	3.90

Data on school attendance merit thought because of the great juvenile market. In Montreal 90.44 per cent of the Canadian born, seven to fourteen years, attend school; 85.57 per cent of the British born, seven to fourteen years, attend school; 85.43 per cent of the foreign born, seven to fourteen years, attend school—a total school attendance exceeding 100,000 children, seven to fourteen years.

A consideration of just these very things enables wise business men to plan carefully, execute promptly and get and keep French Canadian trade at a minimum cost.

Unfortunately, many business men who are unfamiliar with conditions in Montreal plunge madly into the market and, after wasting their money, rush out more enraged than ever and firmly convinced that every one in Montreal hates them particularly and forever.

Whereas, all the while, the fault lay hidden within themselves, covered by thick layers of the dust of carelessness, of ignorance, of what to do and how to do it.

It is sorrowful to see the efforts of English-speaking manufacturers to capture French Montreal with English billboards—this is not a whack at the boardings. Almost universal experience related by manufacturers has proved English billboard advertising in Montreal and urban towns to be unsatisfactory and costly.

Any old package is not good enough to capture the keen eye and delight the poetic soul of Madame or her daughter or her husband. They like gay, vivid colorings! Put your products into convenient, attractive packages. Also, put the directions in the language of the

## Hotel Belleclair



Only a Few Minutes from the Shopping and Theatrical District

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

Room and bath, \$4.00.

Write for Booklet.



BROADWAY AT 77TH ST.  
NEW YORK





# Hitch Your Do Point To Your View Point

Thinking men say to themselves "it is here." Some, to be very safe and conservative, assume a placid and wiseacre air, carefully choose their words and tell the other fellow that "business conditions are very promising." THAT'S VIEW POINT.

Others say little but get busy, earnestly, effectively busy with factories and plants, set in motion well-developed plans, and stir advertising and selling forces to the activity and speed for which they have been longing. THAT'S DO POINT HITCHED TO VIEW POINT.

View Point alone will no longer make a ripple, but Do Point will move mountains.

## Old Man Opportunity Is Pounding On Many Doors

Newspaper advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may talk to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared—in conjunction with their respective service departments—to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending trade already under way.

# THE JOHN BUDD COMPANY

*National Advertising Representatives of Newspapers*

9 East 37th Street  
NEW YORK

Union Trust Bldg.  
CHICAGO

Chemical Bldg.  
ST. LOUIS

Healey Bldg.  
ATLANTA

Chancery Bldg.  
SAN FRANCISCO

Title Insurance Bldg.  
LOS ANGELES

Securities Bldg.  
SEATTLE

# "WHO IS THIS FELLOW?"

• He's a PUBLIC SPIRITED man—for, whom can he SERVE to better advantage than the public; his community; the homes that make it; the public buildings and streets that beautify it; the poor within it?

• Therefore, he is a member of many widely diversified organizations: Chambers of Commerce; Trade Organizations; Civic Clubs (outside of Rotary); Golf Clubs; City, Athletic and Auto Clubs; Fraternal Organizations. And many hold honorary positions in such bodies as school boards, library boards, public works, city governments, etcetera. In serving the interests which these many connections bring about, he buys building equipment, machinery, street paving, tools, books, power plants; he lets contracts involving hundreds of thousands of dollars. He is the personification of civic improvement.

He's a fellow worth talking to.

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

## THE ROTARIAN

The Magazine of Service

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

Member Audit Bureau of Circulations

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

consumers you want to reach, so as to make them permanent customers.

The Province of Quebec farmer is progressive, is using modern implements on the farm and in his house. The old idea of the French habitant being a stick-in-the-mud is pure nonsense. There are more radio sets in the French farm homes of Quebec Province than in any other farming section of Canada—25 per cent of the apparatus sold in the Province of Quebec is bought by French farmers, who want to keep posted upon what's what just as much as anyone else. Here are some Quebec farm figures that should prove of interest:

Total occupied farms (19 per cent of the Dominion total)	137,619
Number of farms 50 acres and under	21,965
Number of farms 50 to 100 acres	45,659
Number of farms 100 to 200 acres	48,820
Number of farms 200 acres and over	18,175
Value per acre	\$56.00
Number of inhabitants per farm	7.55
Total farm population	1,038,630
Total population (urban and rural)	2,480,000
Total gross agricultural wealth	\$1,293,799,000
Total estimated gross agricultural revenue	\$232,550,000

Quebec accounts for 17 per cent of the country's total agricultural revenue of \$1,342,132,000.

### Mumm-Romer-Jaycox Company

Is the new name of the former Mumm-Romer Company, Columbus, Ohio, advertising agents, the name of C. L. Jaycox, vice-president, having been added.

### Myers-Beeson-Golden, Inc.

Will now handle its entire business from its headquarters in New York, the Toledo office having been closed on account of the resignation of Sterling Beeson, former vice-president.

### Andrew Ross

For the past six years general sales manager of the Armour Grain Company, has joined the staff of the George L. Dyer Company, New York and Chicago, advertising agents. Mr. Ross was at one time sales manager of the Kellogg Company, Battle Creek, Mich.

### Edward S. Blagden

Has become a general partner in the advertising firm of Blake Brothers & Company, Boston.

### Bryant, Griffith & Brunson, Inc.

New York, Chicago, Atlanta and Boston, have been appointed national advertising representatives for the *Spartanburg Herald* and the *Spartanburg Journal*.

### Standard Farm Papers

Has moved its New York office to 250 Park Avenue.

**Free Mailing Lists**  
Will help you increase sales  
100% guaranteed  
ROSS-Gould Co. (484) St. Louis

### Topeka Daily Capital

The only Kansas daily with circulation throughout the state. Thoroughly covers Topeka, a midwest primary market. Great read, no duplication. An Arthur Capper publication.

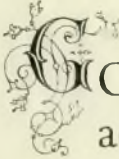
Topeka, Kansas

### Shoe and Leather Reporter Boston

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

Keith & Shaw  
advertising art



O where you will in the advertising field—in the spacebuyer's office, the agency president's office; as a matter of fact, on the desks of all agency executives; in the advertising manager's office—there you will find STANDARD RATE AND DATA SERVICE *always* in evidence.





## PHOTOSTATS for economic and effective VISUALIZATION

of

Campaigns, layouts,  
suggestions, borders, il-  
lustrations, booklets,  
charts, diagrams, maps,  
sketches, reports, let-  
ters, books, checks,  
testimonials—lettering,  
blueprints, and Vance  
plans.

### Prove It!

A photostat copy of letters, checks, contracts, etc., is unquestionable evidence.

Commerce Photostat service is swift, sure and inexpensive.

Ring John 3697 and a messenger will call.

Out-of-town orders put in the mail within three hours after they arrive.

### COMMERCE PHOTO-PRINT CORPORATION

80 Maiden Lane, New York City  
Telephone: John 3697

Quicker and cheaper reproduction

## There has been a change in Erie

See December issue of Standard Rate and Data, Page 167, for latest authentic information on Erie Newspaper Circulation. *There has been a change in Erie.*

## THE DISPATCH-HERALD

CHAS. H. EDDY & COMPANY

National Advertising

Representatives

New York Chicago Boston

# In Sharper Focus



L. B. Jones

By Himself

INASMUCH as I have been asked for a biographical sketch that would be mildly amusing and not funny, I have sent a photograph of myself holding a horse rather than riding one. I might have sent a picture of myself holding a calf, but to the uninitiated the horse picture is more sporty. Those, however, who have tried to hold a calf would know that this bovine sport is frequently wildly exciting.

I was born in Dansville, N. Y., soon after the Civil War. I am the author of "How to Make Good Pictures," which book, owing to its low price and the activity of the company behind it, has sold to the extent of nearly two million copies. It has been printed in seven languages, and I have been informed is the best piece of advertising literature that has ever been foisted upon the general public in the form of a book of instruction for which one must pay real money. As a matter of record I am told that the largest photographic dealer in Norway reports that the sale of this book in that country exceeded that of "The Growth of the Soil."

I have been president of the Association of National Advertisers, the Audit Bureau of Circulations and at one period was a corporal in the Blaine and Logan Zouaves.

I have had many hobbies, including bicycle racing, yachting, horses and cross-word puzzles. The one that has stuck to me longest, however, is farming. There was a period of years in which it was not indulged in, but farming has been my hobby since I was ten years old.

I am known around Rochester as one of the several vice-presidents of the Eastman Kodak Company.

Achievement: Being asked for this sketch for publication in ADVERTISING AND SELLING FORTNIGHTLY.

Eltery W. Mann

By L. E. Firth

THE trouble with Eltery Mann is that he never signs his masterpiece. That alert, elliptic imagination of his gets merchandising campaigns started, and his driving energy puts them through. But, good soldier of an advertising man that he is, the pigeons of publicity perch not on his banners.

Another thing about Eltery Mann is that he won't wait. Ideas come to him so rapidly that he simply can't use



them all himself. And he believes in ideas, Mann does—ideas and the power of them in advertising. He is impatient of plodding. "Gathering data? Yes, useful to have. But by the time it's data it's old."

Eltery Wilson Mann has never provided himself with a label. He hasn't



### An Institution!

The Annual is an institution and is rightfully called  
"The Year Book of Industry"

The editorial pages present reliable records of the closing year and equally dependable forecasts of the business future. The advertising pages are bright with up-to-the-minute news of all that is new and useful in equipment and commercial service. In short, a complete history of industry in 1924 and the necessary information upon which to base plans for 1925.

It is timely service of this sort that creates and maintains advertising value.

Have you received your copy?

**IRON TRADE**  
CLEVELAND, OHIO

Member A. B. C.

Member A. B. P.



“DEAR JIM,”

*says Thorsen in a letter.*

“I value most highly the income insurance on my own life, which provides that if I go blind or get r. b. or pernicious anemia or any other ailment that would disable me for life, I would draw \$1,000 a month as long as I lived and was so disabled.”

*I can't beat that for copy*

Thorsen sells all sorts of insurance and this is one of the kinds he owns, and it is the one he values most highly. Haberdashers, druggists, manufacturers, lawyers, doctors, I notice, are awful good pickers for themselves of those particular items in the lines they sell, which will do them, personally, the most good. Why not ask Thorsen more about this income protection business?

*Printer's note  
Signature & address here*

THORSEN & THORSEN  
Representatives of the Insured  
52 VANDERBILT AVENUE  
Vanderbilt 2813

*This advertisement was written by James G. Berrien, and is his idea of the way to interest you in income insurance.*

even a nickname. He feeds on work and never worries about precedent. It's a new game every time he starts. Perhaps that is why he honestly loves a niblick. Tee-work is standardized, but trouble is always new.

Just one more thing. If Mann promised a half-page in two colors in tomorrow morning's *Times*, the folks that heard him, if they knew him, would pause just a moment before treating it as jest. That pause would be the final and most fitting tribute to Ellery Mann, the new president of the Zonite Products Company and the latest executive graduated from the advertising ranks.

R. K. Leavitt  
By Himself

BORN Easthampton, Mass., 1895. My family cherish the illusion that I was educated at Harvard, and that I was a warrior in the late unpleasantness with Germany. They are wrong on both counts. I enjoyed Cambridge and was extremely peaceable for two and a half years in uniform. Selected advertising as nearest approach to war in civil life.

Five years advertising manager "Onyx" Hosiery, Inc. Found that the



other advertising managers, sales managers, etc., composing the A. N. A., are on the whole the most agreeable, unassuming and intelligent body of men in business. Became director of the Association in 1923.

Then last fall, when my good friend John Sullivan was forced by illness to resign the secretaryship of the Association of National Advertisers, they asked me to carry on his work, in which I am now engaged, and think it is the World's Best Job.

I used, in my less occupied moments, to draw for *Vanity Fair* and *Life*. Hobbies: Books, drawing and family, the latter of which consists of one wife and one infant son for whom, when he grows up, I can wish no finer friends than advertising men.

Roy H. Finger

Has resigned from the secretaryship of the Cleveland Advertising Club to become director of agencies for the Cleveland Life Insurance Company, effective January 1.

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.  
930 W JACKSON BLVD CHICAGO

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 3,000 ad writers. Write for data and price.

National Register Publishing Co.

Incorporated  
15 Minute St., New York City  
R. W. Fernal, Manager

Advertise Knit Goods

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

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

KEEP YOUR COPIES!

At the conclusion of each volume an index will be published and mailed to you.



*(A New Note in Advertising)*

*The Unique Possibilities*  
*of*  
*Color Photography*

*During the past year an entirely new medium of illustration has been developed—the direct color photography of Lejaren a Hiller. In the hands of an artist and an illustrative photographer it combines the human appeal and convincing realism of the photograph with the vivid color of an oil painting.*

*Successfully reproduced by process engraving, lithography, and off-set, it offers every advertiser:*

*Relatively low cost.*

*Strength of color.*

*Speed of production.*

*Illustration by one of the foremost illustrators of the country. Practically any subject, from still life to complicated figure work, with elaborate backgrounds, can be successfully handled.*

*We would be glad to have an opportunity to show you some remarkable samples of this new type of illustration, and to discuss its application to your own advertising.*

*Lejaren a Hiller Studios, Inc.*  
*461 Eighth Avenue*  
*New York City*

We are pleased to announce  
the appointment of

## Chalmers L. Pancoast

as Vice-President  
in Charge of Merchandising

MR. PANCOAST has for 20 years been an outstanding figure in advertising and publishing circles. He entered the advertising business as a copy writer for the Burrell & Fowler Agency of Cleveland; later he was connected with McMaun-Kelly of Toledo and Mumm-Romer of Columbus.

Following this agency experience, Mr. Pancoast joined the editorial department of *System Magazine*, and became widely known through his articles on advertising and salesmanship in that and other publications.

Later he was advertising manager of Calumet Baking Powder Company, and from that position went to the *Chicago Tribune*. For 12 years he ably represented that newspaper and its affiliates as Director of Merchandising Service, New England Representative, and Eastern Division Manager of National Advertising. He was later entrusted with the responsibility of laying the advertising foundation of *Liberty Magazine*.

It is hardly necessary to emphasize that Mr. Pancoast's wide and successful experience will be a splendid asset to this agency, and of high value to our present and future clients.

## CHARLES C. GREEN ADVERTISING AGENCY

Incorporated

450 Fourth Ave., New York City

Philadelphia Branch, Real Estate Trust Building

Havana, Cuba

Montreal, Canada

### "Impressive Facts About the Gas Industry"

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

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

**GAS ENGINEERING AND  
APPLIANCE CATALOGUE**

## Getting Vividness Into Advertising Copy

[CONTINUED FROM PAGE 40]

point back to "dignified" and "exclusive" and say, "This is what is meant."

Two straight comparisons can often be handled so that antithesis results. This, too, makes a forceful construction, as does this introduction to an evaporated milk advertisement: "So much more delicious than thin, bottled milk! So much less expensive than thick, heavy cream!"

Another evaporated milk advertisement tries to say the same thing with two generalities that do not contrast. "For every milk use, X is milk at its best. It is more convenient and economical than ordinary milk."

The first etches in its picture cleanly and sharply. The second spreads its strokes clumsily and slovenly. If one must use a generality, and cannot illustrate it in the concrete, one should contrast it with another generality.

**S**TRONGEST of all antitheses is that which takes the two ideas to be contrasted and brings them together in the sentence. This copy is from an advertisement on advertising:

"The manufacturer communicates, not to a few, but to millions, a sense of the honesty and skill which go into his products. He makes friends, not of a village, but of a nation."

A double antithesis here. Each brings into immediate contrast the man who advertises, and the man who doesn't. It strengthens the one picture, by following it, instantly, with the other.

To give another of this kind of antithesis: "X" is a rock, yet it can be sawed like lumber. It is rock, yet it can be nailed like lumber."

This is from a wall-board advertisement. A competitor puts forth much the same message without antithesis: "Y" Gypsum Wall comes in large wide panels of stone-like gypsum plaster. You can saw them just like lumber."

The art of the antithesis is a quick and direct contrast. Bring the two pictures together, and bring them together sharply. For, the further removed the contrast, the further removed is the meaning.

For instance: "Men pride themselves as buyers in business. But let one buy things for himself—and, well, take summer underwear, for instance."

A good antithesis gone wrong. The contrasting phrases are too far apart, and they are made to seem even farther apart, because the sentences change subjects from the singular to the plural. Let us reconstruct, to give the contrast emphasis: "Men know how to buy—for their businesses. But, for themselves? Well, take summer underwear."

This gets the contrast between "for their businesses" and "for themselves." The reconstruction, therefore, has a vividness which the first lacked.

# New Circulation Records for The Kansas City Star

All through 1924 The Kansas City Star enjoyed a steadily increasing circulation—and during December of this year attained the greatest circulation in its history, passing all previous high marks with a total, combined morning and evening, average of—

# 500,008 Daily

And still another record! During December the city circulation broke all previous records, the combined morning and evening average increasing 10,456 copies daily over December, 1923.

### Average Circulation

	Morning	Evening	Sunday
December, 1924 . . .	247,613	252,395	265,808
December, 1923 . . .	238,963	243,647	242,551
<b>Gain . . . . .</b>	<b>8,650</b>	<b>8,748</b>	<b>23,257</b>

During 1924 The Kansas City Star printed over 11,910 pages of advertising, representing—

**25,345,388**  
**Lines of Advertising**

# THE KANSAS CITY STAR



## 600,000 Strong, They Buy—

Shoes—  
Stockings—  
Clothes—  
Toilet Articles—  
Books—  
Jewelry—  
And a thousand other things.

Staircases—  
Foods—  
Kitchen Utensils—  
Home Equipment—  
Athletic Equipment—  
Club Equipment—  
And a thousand other things.

FROM the advertisers in The Womans Press. It is the official monthly magazine of the Young Women's Christian Association and is on the library table of every Y.W.C.A. building in the country.

To reach this group of 600,000 young women thru a magazine which caters to their major interests, you should use The Womans Press.

The  
**Womans Press**  
Member A. R. C.

600 Lexington Ave., New York



When he ended his dissertation, F. said: "Now, tell me, in what respect is our product superior to competing products."

The manager's answer was: "It has 36 points of superiority."

F. asked: "What are they?"

The manager hemmed and hawed and finally said: "There they are"—pointing to a printed list.

F. put his hand over the list and said: "Name five!"

The manager did so—hesitatingly.

F. expressed his thanks and the interview continued. But, as F. phrased it, "I knew right there that any man who could not recall thirty-one of the thirty-six points of superiority of the device he was selling wasn't fit to hold his job."

So far as I am concerned, I don't want thirty-six points of superiority. Two are plenty. One—if it is a good one—is enough."

Then—!

In no other country on the face of the globe is "salesmanship" so much written about and so much talked about as in the United States. The reason, I imagine, is that consciously or unconsciously, we feel that American sales methods are inefficient. They are. I doubt if, in any other civilized land, one can find such utter indifference, such abysmal incompetence, such a glaring lack of even the faintest desire to satisfy the buyer as in the great majority of American retail business establishments.

American department stores, which do an annual business of, say, \$5,000,000, spend several times as much for advertising as British or French department stores, whose sales are equally large. They have to—to offset the shortcomings of their sales people. Certain department stores—and one does not have to go outside of New York City to find examples—live on their advertising. If there were no such thing as advertising, these stores would never have attained their present position. If they discontinued their advertising they would be compelled to close their doors in ninety days. They continue to do business, not because their "help" is trained and competent, but in spite of the fact that it is neither. And there will be no noticeable improvement in the attitude of sales people unless and until economic conditions in this country are more nearly on a parity with those in Europe.

Then—!

JAMOC.

### Of Course! Of Course!

I make this extract from a letter which reached me recently from an old friend who now lives in California: "My brother Dave broke down in Chicago and has come out here. He is fine. Has gained over 30 pounds and finds that living outside the Loop means a new life. He is keen for California and may go in business here—probably real estate!"

The italics and the exclamation mark are mine.

### "Things Are in the Saddle"

In the November issue of the *Atlantic Monthly* is an article, "Things Are in the Saddle," by Samuel Strauss, former editor of the *New York Globe*, which every business man should read. No "100 per cent business man" could have written this article. Mr. Strauss himself could not have written it if he were still in editorial charge of a metropolitan newspaper.

The extracts which follow give you a fair idea of the channels along which Mr. Strauss's mind flows:

"What is the first condition of our civilization? In the final reason, is it not concerned with the production of things? It is not that we must turn out large quantities of things; it is that we must turn out ever larger quantities of things, more this year than last year, more next year than this; the flow from mill and mine must steadily increase.

"The problem before us today is not how to produce the goods, but how to produce the customers. Consumptionism is the science of compelling men to use more and more things. Consumptionism is bringing it about that the American citizen's first importance to his country is no longer that of citizen but that of consumer."

### One Is Enough

A former advertising man, now employed in another field, told me when I ran into him recently that within two hours of the time he started in on his new job he knew he would very soon take the place of the man who was then his superior. And this is why he felt as he did: His superior explained, at length, the excellencies of the device which their company manufactured.

## RADIO Advertising and Merchandising Counsellor

WHO knows the entire radio wholesale and retail field, offers consultant services to an advertising agency that sees in radio an opportunity for new merchandising and advertising plans of broader scope than has so far been tried.

BOX 222

Advertising & Selling  
Fortnightly

52 VANDERBILT AVE.  
New York

## E. I. A. Organized in Philadelphia

**S**ALES and advertising executives of industrial concerns in Philadelphia and contiguous territory, after several preliminary meetings, assembled at the Hotel Adelphia, Philadelphia, Wednesday, January 7, and officially legislated into being a body to be known as Eastern Industrial Advertisers. The new organization is to be a division of the National Industrial Advertisers Association, which is a departmental of the Associated Advertising Clubs of the World.

The E. I. A. is an independent body, in that it has adopted its own constitution and by-laws, and elected its own officers and board of directors. By the terms of the by-laws, membership in the E. I. A. is "limited to advertising and sales executives of industrial corporations and associations that have inter-industrial marketing problems." Regular meetings are to be held on the second Thursday of every month, the meeting in January to be known as the annual meeting.

To guide the destinies of the newly launched organization the members present regularly elected the following officers, directors and committees, to serve for the ensuing year:

President, W. S. Hays, National Slate Association, Philadelphia; Vice-President, N. S. Greensfelder, Hercules Powder Company, Wilmington, Del.; Secretary, D. J. Benoliel, International Chemical Company, Philadelphia; Treasurer, L. R. Barnard, Leeds & Northrup Company, Philadelphia.

The nine directors, each to serve for one year, are as follows:

W. A. Austin, Baldwin Locomotive Works, Philadelphia; A. D. Black, Black & Decker Company, Towson, Md.; J. D. Capron, U. S. Cast Iron Pipe Company, Burlington, N. J.; F. Dunlap, Diamond State Fibre Company, Bridgeport, Pa.; A. Elvidge, Martin Parry Corporation, York, Pa.; A. F. Hartranft, Reading Iron Company, Reading, Pa.; J. Rhoads, J. E. Rhoads & Sons, Philadelphia; R. J. Wood, Autocar Company, Ardmore, Pa.; S. H. Yorks, Bethlehem Steel Company, Bethlehem, Pa.

*Program Committee*—W. A. Austin (Chairman), Baldwin Locomotive Works, Philadelphia; C. L. Simon, Brown Instrument Company, Philadelphia; H. F. Marshall, Warren Webster & Company, Camden, N. J.

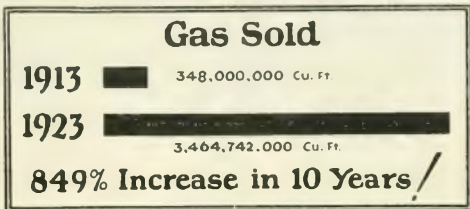
*Membership Committee*—E. F. Carley (Chairman), E. J. DuPont De Nemours & Company, Wilmington, Del.; L. W. Army, Leather Belting Exchange, Philadelphia; D. J. Benoliel, International Chemical Company, Philadelphia.

Following is a list of those present at the meeting:

W. S. Hays, National Slate Association, Philadelphia; N. S. Greensfelder, Bronson I. Tufts and Theodore Marvin, Hercules Powder Company, Wilmington, Del.; L. R. Barnard, Leeds & Northrup Company, Philadelphia; R. E. Savin, The S. S. White Dental Manufacturing Company, Philadelphia; J. D. Capron, U. S. Cast Iron Pipe Company, Burlington, N. J.; Louis W. Army, Leather Belting Exchange, Philadelphia; Harold F. Marshall, Warren Webster

### IMPRESSIVE GAS INDUSTRY STATISTICS

## One Company Has Three Consumers and Sells 3,464,742,000 Cu. Ft. Gas!



**I**N Toledo the Atlas Chemical Company sells gas to three consumers—namely, The Toledo Edison Company, the Willys-Overland Company, and Owens Bottle Company.

The gas sold to The Toledo Edison Company is for distribution to domestic and industrial gas consumers in Toledo. The gas purchased by the Willys-Overland Company and Owens Bottle Company is used in their own plants for manufacturing purposes.

The amount of gas sold to these three consumers reached a total of 3,464,742,000 cubic feet in 1923.

Compared to annual sales in 1913 of only 348,000,000, this represents a 849% increase!

This huge increase, coupled with the fact that 83.25% of the total amount of gas sold was for industrial use, not only emphasizes the big shift by industry to gas, but foretells what a tremendous expansion will take place in the gas industry within the next few years.

The gas industry offers a market you will not want to neglect. Ask us for complete data.

### Gas Age-Record, 52 Vanderbilt Ave., New York

The only A. B. C. & A. B. P. paper serving this field

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

# Gas Age-Record

"Spokesman for the gas industry"



# Advertisers' Index

**[a]**

Affiliated Artists, Inc. . . . . 71  
 Ajax Photo Print Co. . . . . 59  
 Akron Beacon Journal . . . . . 71  
 Akron Times . . . . . 66  
 Allied Paper Mills . . . . . 65  
 American Architect . . . . . 50  
 American Legion Weekly . . . . . 45  
 American Lumberman . . . . . 62  
 American Tel. & Tel. . . . . 50  
 American Wool & Cotton Reporter . . . . . 55  
 Audit Bureau of Circulation . . . . .  
 Inside Back Cover

**[b]**

Bakers Weekly . . . . . 50  
 Barton, Durstine & O'Horn, Inc. . . . . 29  
 Bates, Chas. A. . . . . 55  
 Bank Service Co. . . . . 66  
 Boot and Shoe Recorder . . . . . 62  
 Boston Globe, The . . . . . 15  
 Boston Post, The . . . . . 10-11  
 Boys' Life . . . . . 54  
 Briggs, Stanford, Inc. . . . . 51  
 Budd Co., John . . . . . 73  
 Buffalo News, The . . . . . 6  
 Building Age and Builders' Journal . . . . . 62  
 Business Bourse . . . . . 70

**[c]**

Capper Publications . . . . . 35  
 Chicago Daily News, The . . . . .  
 Inside Front Cover  
 Chicago Paper Co. . . . . 86  
 Chicago Tribune, The . . . . . Back Cover  
 Cincinnati Enquirer . . . . . 57  
 Collegiate Special Advertising Agency . . . . . 64  
 Columbus Dispatch . . . . . 51  
 Commerce Photo-Print Corp. . . . . 76  
 Gram Studios, The . . . . . 59  
 Gussack Co., Thos. . . . . 63

**[d]**

Daily News . . . . . 61  
 Denne & Co., Ltd., A. J. . . . . 59

**[e]**

Eastern Film Corp. . . . . 16  
 Economist Group . . . . . 36-37  
 Empire State Engraving Co. . . . .  
 Insert Facing 51  
 Erickson Co., The . . . . . 4  
 Erie Dispatch Herald . . . . . 76

**[g]**

Gardner, Ernest F., Adv. Servicing . . . . . 64  
 Gas Age-Record . . . . . 81  
 Good Housekeeping . . . . . 13  
 Grand Rapids Furniture Record . . . . . 59  
 Green Adv. Agency, Chas. C. . . . . 80  
 Greendark Co., The . . . . . 70  
 Gulfport Daily Herald . . . . . 68

**[h]**

Hammal & Associates, F. A. . . . . 59  
 Hesse Envelope & Lithograph Co. . . . . 70  
 Hiller Studios, Lejarena . . . . . 59  
 Hotel Alamae . . . . . 71  
 Hotel Bellefleur . . . . . 72

**[i]**

Igel-troem Co., The J. . . . . 64  
 Independent Studios . . . . . 68  
 Iron Trade Review . . . . . 77

**[j]**

Jewelers' Circular, The . . . . . 68

**[k]**

Kansas City Star . . . . . 81  
 Knit Goods Pub. Corp. . . . . 78

**[l]**

Life . . . . . 9

**[m]**

Macfadden Publications . . . . . 8  
 McCann Co., H. K. . . . . 11  
 McGraw-Hill Book Co. . . . . 56  
 McGraw-Hill Co. . . . . 7  
 Mailbag . . . . . 69  
 Market Place . . . . . 85  
 Modern Priscilla . . . . . 12  
 Motion Picture Magazine . . . . . 33  
 Murray Studios, N. . . . . 68

**[n]**

National Miller . . . . . 78  
 National Register Publishing Co. . . . . 78  
 New York Times . . . . . 53

**[p]**

Penton Publishing Co. . . . . 77  
 Periodical Pub. Co. . . . . 59  
 Poster Adv. Co. . . . . Insert Facing 50  
 Power . . . . . 7  
 Power Plant Engineering . . . . . 58

**[r]**

Radio Digest . . . . . 62  
 Radio Merchandising . . . . . 72  
 Radio Publishing Co. . . . . 72  
 Reilly Electrotype Co. . . . . 67  
 Richards Co., Inc., Joseph . . . . . 3  
 Ross-Gould Adv. Agency . . . . . 74  
 Rotarian, The . . . . . 74

**[s]**

St. James Hotel . . . . . 54  
 Shaw, Keith . . . . . 74  
 Shields, Earl B. . . . . 54  
 Shoe & Leather Reporter . . . . . 74  
 Simmons-Boardman Pub. Co. . . . . 31  
 South Bend News-Times . . . . . 60  
 Standard Farm Papers . . . . . 69  
 Standard Rate & Data Service . . . . . 75  
 Street Railways Advertising Co. . . . . 41  
 Sweets Catalogue Service, Inc. . . . . 18

**[t]**

Thomas Publishing Co. . . . . 16  
 Thorsen & Thorsen . . . . . 78  
 Topeka Daily Capital . . . . . 7  
 True Story . . . . . 8

**[u]**

United Publishers Corp. . . . . 36-37

**[w]**

Ward, Inc., Artemas . . . . . 39  
 Woman's Press . . . . . 82

& Company, Camden, N. J.; Charles W. Fisher and S. S. Henderson, Textile World, N. O. Wyckoff, Posen; S. H. Yarks and G. A. Richardson, Bethlehem Steel Company, Bethlehem, Pa.; W. H. Dawson, Atlas Powder Company, Wilmington, Del.; Joseph Rhoads, Rhoads Leather Belting Philadelphia; E. F. Carley, DuPont Company, Wilmington, Del.; Charles L. Simon Brown Instrument Company, Philadelphia; P. J. Fleming, Merchant Evans Company, Philadelphia; F. L. Rutledge, Lanston Monotype Machine Company, Philadelphia; W. R. McLain and H. G. E. Ulman, McLain-Simjers Organization, Philadelphia; S. G. Bradford, Edgemoor Iron Company, Edgemoor, Del.; Charles Lundberg, The Iron Age, George A. Kingston and R. H. Conk, David Lupton Sons Company, Philadelphia; Alex. Moss, Advertising and Selling Foreignly; W. A. Austin, Baldwin Locomotive Works, Bethlehem, Pa.; D. J. Honnell, International Chemical Company, Philadelphia.

**Elliott Service Company**

New York, announces the following personnel changes: Ben D. Jennings of Critchfield & Company, Chicago advertising agency, has rejoined the Elliott company as assistant general manager. Mr. Jennings was formerly manager of the Cleveland office of the Elliott company and an account representative with Dorrance, Sullivan & Company, New York, and the Power, Alexander & Jenkins Company, Detroit. John O. Emerson, until recently advertising manager for the New York, New Haven & Hartford Railroad Company, and previously assistant advertising manager to the Penn Metal Company, has become director of marketing and production with the Elliott company.

**W. L. Barnhart**

Formerly in charge of publicity for the National Surety Company has joined the advertising staff of G. L. Miller & Company, Inc., New York.

**Powers-House Company**

Cleveland, has moved to new quarters in the Hanna Building.

**George Batten Company**

New York, has been appointed to direct advertising for the H. L. Judd Company, Inc., same city, manufacturers of drapery hardware.

**Irelin L. Rosenberg Company**

Have been appointed advertising counsel to the Great Western Knitting Company, Milwaukee, Wis. The Rosenberg company is located in Chicago, Ill., and not in Denver, Col., as erroneously reported in the FORTNIGHTLY of December 31.

**George T. Bryant**

Formerly director of sales for Robert H. Hassler, Inc., manufacturers of shock absorbers, has become general manager of sales for the Meyer-Kiser Corporation, Indianapolis.

**H. K. McCann Company**

Home Havermale, formerly manager of the Los Angeles branch of the H. K. McCann Company, has joined the Cleveland office as a member of the executive staff. W. H. Kinney and Cole Harris will take Mr. Havermale's place in the Los Angeles office.



## Advertising Calendar

**JANUARY 25-27**—Convention of the club secretaries of the Associated Advertising Clubs of the World, Fifth District, at Columbus, Ohio.

**JANUARY 27**—Dinner of the New York Business Publishers Association, Inc., to celebrate its thirty-fifth anniversary at the Baltimore Hotel.

**JANUARY 28**—Meeting of the executive committee of the Associated Advertising Clubs of the World, Fifth District, in Detroit, Mich.

**JANUARY 29-30**—Convention of the Financial Advertisers' Association in Detroit, Mich.

**JANUARY 29-30**—Annual convention of the Fifth District of the Associated Advertising Clubs of the World, comprising the States of Michigan, Kentucky and Ohio, to be held at Detroit, Mich. The National Advertising Commission will meet in Detroit at the same time.

**MAY 10-15**—Associated Advertising Clubs of the World, Houston, Texas.

**MAY 10-15**—Association of Newspaper Advertising Executives, Houston, Texas.

**JULY 20-24**—Convention of the Pacific Coast Advertising Clubs at Seattle, Wash.

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

### Caples Company

Chicago advertising agency, has added to its staff C. T. Frash, formerly with the C. E. W. Nichols Company, and W. E. Kopin, for seventeen years in the advertising department of the Santa Fe Railroad. The new men will be, respectively, account executive and service manager.

### Southeastern Hotel Journal

Formerly known as *Southeastern Hotel Reporter*, and recently purchased by J. Ben Ward, Jacksonville, Fla., will be represented in New York by Victor Sebastian, 151 Fifth Avenue, and in Chicago territory by Duane Wanamaker of the Ardath Advertising Service, 431 South Dearborn Street. These individuals will also represent the *Southern Lumber Journal*, another magazine owned by Mr. Ward.

### "World Herald"

Omaha, Neb., announce the following staff changes: O. E. Knisely has been promoted to the position of director of advertising; Walter E. Lamb is in charge of local display advertising; Leo R. Wilson, formerly director of local advertising, has resigned to become director of advertising for the *Omaha Bee*.

### Waters Advertising Agency

New York, announce the following new accounts: Kuckro Chemical Company, Westminster Engravo Company, Safety Transit Bus Company and Dazian's, Inc.

### F. S. Ackley

Formerly with the advertising department of the Western Electric Company at Schenectady for fourteen years, has joined the P. F. O'Keefe Advertising Agency, Boston, Mass.



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. Minimum

### Business Opportunities

#### DESK SPACE WANTED

Either with advertising agency or book publisher, by artist specializing in black and white design and illustrations, book jackets, etc. Must be in vicinity of Grand Central Station or Times Square. Moderate rental. Box 235, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### Help Wanted

#### ARTIST WANTED

A recognized advertising agency in New York City is in need of a man for their art department. One who can make quick sketches and layouts for clients. Reasonable salary to start. Address: Box 229, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

A salesman to sell space to artists. A man who can approach illustrators; a salesman of unusual courtesy, and faultless approach, plus a knowledge of advertising fundamentals. To the man who can qualify an opportunity will be offered paying a substantial salary and the privilege of building a future for himself on the inside of the organization. Address: inquires to Box 228, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### Position Wanted

#### RADIO ADVERTISING AND MERCHANDISING COUNSELLOR

Who knows the entire radio wholesale and retail field, offers consultant services to an advertising agency that sees in radio an opportunity for new merchandising and advertising plans of broader scope than has so far been tried. Box 222, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Fourteen years in ad-rooms of both large and small daily papers, and in job-rooms on direct-by-mail work, catalog and booklet composition, with technical knowledge of advertising, together with some practical experience in local retail advertising, and sales letters, should make me a valuable assistant to advertising manager of large department store or manufacturing concern. I am willing to go any place a real opportunity is open. Reasonable salary until ability is proven. Can furnish references. Address, C. E. Schuyler, P. O. Box 23, Trinidad, Colorado.

### Position Wanted

Young advertising solicitor living in Boston wants a position representing a business paper in that territory. Will consider part time representation if reasonable income is assured. Box 214, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### ADVERTISING & SALES DEPARTMENT

Age 28.  
Education 3 years university, specializing advertising and marketing.  
13 years experience canvasser, reporter, salesman cotton goods.  
Salary secondary.  
Box 226, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### ADVERTISING ARTIST

Versatile—wishes to connect with a reliable concern to execute and direct their art work. Backed by a thorough knowledge of mechanical requirements. Executive ability. Box 221, Adv. and Selling Fort., 52 Vanderbilt Ave., N. Y. C.

### EDITOR

Trade paper; college man; good writer; wide field; adaptable. Box 227, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

### ART STUDENT

23; desires position as beginner in commercial art studio or engraving plant. Have had some experience. \$15.00. Box 223, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

Editor-Reporter, experienced, energetic, alert, seeks part time connection, public; trade journal or general work. Box 224, Adv. and Selling Fort., 52 Vanderbilt Ave., New York.

Competent Advertising Executive, 33, agency experience; forceful copy and layout man; thoroughly familiar with production and executive detail; engaged at present in operating own agency; desire permanent connection with live firm (preferably dealing in food products); reasonable salary expected. Box 220, Adv. and Selling Fort., 52 Vanderbilt Ave., New York City.

A COPY MAN WITH A BACKGROUND OF Selling, Buying and Copywriting experience. An Idea Man who can dig down to the "sellable" appeal, make his own rough layouts and present his story in clear, concise, English. Now doing free-lance work. Seeks permanent connection either as an advertising manager or general office executive. Ed. ward Mitchell, Jr., 139 South Washington Ave., Dunellen, N. J.

# Successful Direct-Mail Advertising

PRINTED ON



**W**ATCH for the Foldwell advertisements appearing in this publication. You will find reproductions of direct-mail material used by many of the country's leading advertisers. Each reproduction will be of a piece or series that proved particularly resultful. Accompanying the reproduction will be a brief history of the purpose and preparation back of the piece.

¶ An interesting sidelight in analyzing the country's successful direct-mail matter produced on coated stock is the fact that Foldwell is used for so much of it — so many successful pieces have this point in common. Plans may differ, copy vary, art work, plates, and presentation be dissimilar, but the paper, time after time, is Foldwell.

¶ The reason for this preference is that careful advertisers seek a paper of known and constant value to carry their important messages; for after all, paper is the basis of a printed piece. It is the vehicle which carries plan, art work, copy — and in Foldwell the advertiser obtains at their best the elements necessary to carry these items successfully.

¶ Foldwell's exquisite coating, its color, and its uniformity give a printing surface that responds perfectly to the most exacting job. Foldwell's long, strong fiber and big content of tough, unused rags make for unusual strength and folding quality, which protect the job against the handling every mailing piece inevitably must undergo.

*We would like to have you make your own experiments with Foldwell. Shall we send you samples?*

## CHICAGO PAPER COMPANY

801 South Wells Street, Chicago

*Manufacturers of the FOLDWELL line of Folding Coated Papers:*

COATED BOOK · COATED COVER · COATED WRITING  
DULL COAT WRITING · SPLIT-COLOR (in 4 colors)

# Have You *All* the Facts?

Inadequate information about mediums is the bane of many advertising managers.

Costly mistakes are often made in the selection of the publications which are to carry the advertiser's message simply because *complete* information was not available.



Those mistakes can be eliminated when A. B. C. reports are used—because they supply detailed, authentic information about the quantity, character and distribution of the circulation for Newspapers, Magazines, Farm Papers and Business Publications *reported on*.

In the Business paper field, occupational statistics regarding the circulation are provided, so that the advertiser can answer the question, "What kind of readers?" as well as "How many?" and "Where?"

Only through the use of A. B. C. reports, can your advertising troubles due to inadequate information be held to a minimum.

WRITE FOR A COPY OF

*"The Measure of Your Message"*

AUDIT BUREAU OF CIRCULATIONS

202 S. STATE STREET, CHICAGO





# Motor car advertisers get big results!

.. from big space concentrated in The Chicago Tribune ..

**T**HE medium question? This year it does not exist for automotive advertising in the Chicago Sales District.

In Chicago, one newspaper reaches more than four-fifths of the families. In 1,063 towns surrounding Chicago, 20 to 80% of the families read this same paper—The Chicago Tribune.

During 1924 automotive manufacturers placed more millions of advertising in The Chicago Tribune than in all the rest of Chicago newspapers put together. This lead becomes more significant when it is realized that one motor vehicle in every five sold in the United States is bought in territory The Chicago Tribune dominates.

More and more motor car and accessory advertisers are concentrating in one newspaper. A more powerful message is thus made possible. As for the results they get, just read the letters at the right.

These letters refer to 1924 business, but in 1925 all 1924 sales records should be broken—particularly in the prosperous Chicago territory—the five states pictured below.



"Millions of Chicago people now know what a real motor car, backed by twenty-one full pages of Tribune advertising, can do to establish leadership. Tribune leadership guarantees leadership to advertisers who have courage and foresight. Stand on Michigan Avenue and watch them see by."

*Edward S. Jordan*  
President

JORDAN MOTOR CAR COMPANY

"As we are nearing the close of our year's business we find that our volume is more than five and one-half million dollars' worth of Hupmobiles sold in Chicago and vicinity for the calendar year 1924. We want to take this opportunity to express to you our appreciation for the part that your great paper has played in aiding in the distribution of these cars to our owners. This is our seventh anniversary in handling Hupmobile, and each year has seen an increase in the volume of business in this territory. Likewise each year has seen a further concentration of our advertising in your paper, with the result of less expense in our advertising appropriation."

*W. G. Gambill*  
President

GAMBILL MOTOR COMPANY, INC.  
HUPMOBILE DISTRIBUTORS

"In laying out our campaign for 1925 we are using the majority of our funds in The Chicago Tribune. This is consistent with the campaigns we have run the past number of years, at which time our business has multiplied consistently. We feel that full pages in The Tribune represent the best advertising value offered in this territory."

*Geo. H. Bird*  
President

BIRDSON'S COMPANY  
PAIGE AND JEWETT DISTRIBUTORS

"We found the page unit space of very outstanding value in acquainting Chicago and surrounding territories with the wide acceptance of Willys-Overland cars in that community. As you know, the Chicago Willys-Overland branch and dealers were enthusiastic over the results."

*Walter C. Canada*  
President

UNITED STATES ADVERTISING CORP.

"As you know, The Chicago Nash Company has been advertising for the past six years in The Chicago Tribune. The size of the space has been increased each year, as well as the frequency of insertions. During the past two years we have used nothing less than half page or page units. We know that concentrating our advertising appropriation in large space in The Chicago Tribune has produced highly satisfactory results. And we further feel that it has played an important part in the remarkable growth of Nash sales throughout the Chicago territory."

*W. H. Hollingshead*  
President

CHICAGO NASH COMPANY

Any automotive manufacturer or distributor who covers his Chicago market thoroughly with The Chicago Tribune alone. The success of the above advertisers, who depend principally or entirely upon this one medium, demonstrates its selling power.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER