

# Advertising & Selling

## FORTNIGHTLY



Drawn by Frank Benzing for Fisher Body Corporation.

MAY 20, 1925

15 CENTS A COPY

*In this issue:*

“What Is Happening to the Rural and Small Town Market?” By PAUL T. CHERINGTON; “Sound Sales Counsel Must Supplement Our Marketing Plans” By ARTHUR W. SULLIVAN; “The Sweeneys vs. the Stuyvesants” By L. E. MCGIVENA; “Can We Overcome Handicap of Too Much Advertising?”

Public Library,  
Kansas City, Mo

# *What Sells Advertised Goods?*

Good merchandise poorly advertised in a good market, will not, as a rule, sell well, while inferior merchandise well advertised in a good market will have a demand that will last just so long as it takes people to discover its inferiority—but, good merchandise well advertised in a good market wins and holds a demand that is increasingly profitable.

In *all* cases, advertising plays an important part.

When the merchandise is “right,” and the advertising copy is “right,” there is still another important factor—the medium.

Merchandise is poorly advertised if it is not advertised in the most effective mediums, and these mediums are known by the volume of advertising they carry. Advertising volume proves advertising productivity, because experienced advertisers do not advertise except for *results*.

Advertisers in the Chicago market have proved to their satisfaction that The Chicago Daily News is the most effective sales medium among Chicago daily papers—and accordingly place a greater volume of business in The Daily News, year after year, than in any of its daily competitors.

To reach the vast majority of financially competent households of Chicago, follow the lead of successful experience and advertise most in

## **THE CHICAGO DAILY NEWS**

### *First in Chicago*

\*In 1924 The Daily News published 15,099,527 agate lines of display advertising—a greater volume than was ever published in any Chicago daily paper in any single year. The next highest 1924 daily lineage record in Chicago was 11,774,440 agate lines.



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

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

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

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

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

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

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

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

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

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

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

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

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

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

---

# RICHARDS "Facts first—then Advertising"

TRADE MARK REG.



IN 1904, only the most adventurous were daring enough to set forth on a twenty mile "cross country". This month, hundreds of families will motor halfway across the continent to attend the famous 500-Mile Speedway Race in Indianapolis.

The shopping habits of Indianapolis housewives, however, are just the same in 1925 as in 1904—or back in 1869.

They would no more think of shopping before reading News' advertising than their husbands would think of starting by auto to Los Angeles without first filling the gasoline tank.

# The INDIANAPOLIS NEWS

DAN A. CARROLL,  
110 E. 42d St., New York City

FRANK T. CARROLL  
Advertising Manager

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

# Page 5—The News Digest

## Frank C. Hoyt

Treasurer and a director of The Outlook Company, died at the age of sixty-six, in New York on May 8. Mr. Hoyt had been with the advertising staff of *The Outlook* for about twenty-five years, being advertising manager when in 1913 he was elected treasurer of the company and one of the directors.

## Charles C. Green Advertising Agency, Inc.

New York, will direct advertising for Nieblo Manufacturing Company of the same city, manufacturers of "Reddy Tee"; the Lyon Manufacturing Company of Brooklyn, makers of Magnolia Balm; and the Grand View Hotel, Lake Placid, N. Y.

## H. W. Doremus

Formerly senior partner of Doremus & Morse, advertising agency, has become associated with Rudolph Guenther-Russell Law, Inc., New York, specialists in financial advertising.

## Philip Kobbé Company, Inc.

New York, will direct advertising for the Aqua Oil Service Company, Inc., same city.

## "The New Yorker"

Announces the addition to its staff of the following: advertising manager, Raymond B. Bowen, formerly director of sales for *The Outlook*; business and circulation manager, E. R. Spaulding, formerly business manager of *Town and Country*; advertising representatives, John J. McCall, formerly with *Success*, and J. H. Worden.

## The H. K. McCann Company

Los Angeles office, will direct advertising for the city of Santa Barbara, Cal., in a campaign which is being sponsored by the Santa Barbara Chamber of Commerce.

## Myers-Beeson-Golden, Inc.

New York, will direct advertising for the Veedan Air Spring Corporation of the same city, manufacturers of the Reliance Air Spring.

## O. S. Tyson and Company, Inc.

New York, will act as advertising counsel for the Morse Chain Company, Ithaca, N. Y., manufacturers of Morse Silent Chain Drives.

## Irvin F. Pascall, Inc.

Chicago, will act as advertising counsel for the National Scrubbing Machine Company, same city.

## Midland Advertising Agency

Cincinnati, will direct advertising for the Kodol Radio Corporation, formed through the merger of Automatic Electric Devices Company and Kodol Radio Manufacturing Company.



## The Thumbnail Business Review

By Floyd W. Parsons

☐ The April volume of building was the largest monthly total ever recorded. In the eastern States the increase was 14 per cent over March and 13 per cent over April of last year. There have not only been big gains in actual work started, but also large increases in prospective work. Contemplated new projects show an increase of 25 per cent over a year ago. The outlook in both the metal and petroleum industries is promising. Germany has always been our largest buyer of copper, and the prospect there is for increased purchases. Traffic is again at the year's high mark. Loadings during the first week of May exceeded those of any other week so far this year. Crop forecasts are only fair. It looks as though we will have higher prices for grains and produce not much more than enough to supply our domestic needs. Our international trade situation is active and satisfactory. Our exports exceed our imports of merchandise by nearly a billion dollars a year. But when we take into account so-called invisible items in our foreign trade, such as ocean freights, tourist expenditures, immigrant remittances, gold imports, and to these items add our purchases of foreign securities, we find that we are a debtor nation to the extent of more than \$200,000,000 annually. This is a healthy condition and the way it should be. It means that we are sending large quantities of goods abroad and taking the obligations of our customers in settlement. Where the world does its banking, it will also do its trading.

## Ray Furber

Formerly with Hanff-Metzger, Inc., and the James Advertising Agency, Inc., has joined the New York office of The Julius Mathews Special Agency.

## Hommann, Torcher & Cornell, Inc.

New York, will direct advertising for The Audak Company, same city, makers of a device for linking up the radio receiving set with the sound chamber of the phonograph.

## Associated Advertising Clubs of the World

Elected the following officers at the Houston Convention: President, C. K. Woodbridge, president of The Dictaphone Corporation, New York; secretary-treasurer, Jesse H. Neal, secretary, Associated Business Papers, New York; representative of the Board of Club Presidents, William S. Patton of Houston, Tex.; representative of Sustaining Members, Edwin T. Meredith, Des Moines, Iowa; representative of Federation of Women's Advertising Clubs of the World, Ethel B. Scully; representative of the National Advertising Commission, W. Frank McClure, Chicago; chairman of the Joint Assembly, Homer J. Buckley, Chicago. Mr. Woodbridge, Mr. Neal and Mr. Holland, the retiring president, were elected to serve on the executive committee of the association.

The National Advertising Commission elected officers at a luncheon meeting on May 11. W. Frank McClure is chairman; George Burbach, *St. Louis Post Dispatch*, vice-chairman, and Charles F. Hatfield, also of *St. Louis*, secretary. Mrs. Bernice Blackwood, Chicago, was reelected president of the Federation of Women's Advertising Clubs.

## The John S. King Company

Cleveland, will direct advertising for the F. W. Roberts Company of the same city, office supplies, stationery.

## D. J. Crimmins

For the past four years with the Harry C. Michaels Company and previously with the Erickson Company, has joined the contract department of the Newell-Emmett Company, Inc.

## "Commercial News"

Has moved its offices from Omaha, Neb., to St. Joseph, Mo. Hereafter it will be published by the Retail Review Company.

## Street & Finney

Will direct advertising for P. Derby & Company, Inc., of Gardner, Mass., makers of chairs.

## Philadelphia "North American"

Has been purchased by Cyrus H. K. Curtis, publisher of the *Philadelphia Public Ledger*, the *Evening Public Ledger*, the *New York Evening Post* and a group of magazines. It will be consolidated with the *Public Ledger*. No formal statement of the purchase price has been made.

## Green and Van Sant Company

Baltimore, has been formed by the consolidation of the H. B. Green Company and Van Sant and Company, both of the same city. W. N. Van Sant will be president of the new company and Harry B. Green, vice-president and chairman of the board.

[ADDITIONAL NEWS ON OTHER PAGES]

THE NEW YORK TIMES, MONDAY, DECEMBER 1, 1924.

### Seven Days from ENGLAND AND ONLY \$70

the gang plank Saturday—came a  
Broadway at Ninth tomorrow,  
of exclusive fabric—wool-  
from Scotland and the  
-orges from Northumber-  
and worsteds from the  
-an standard—died  
-ors, including the  
-o Lavender.  
-o your wardrobe  
-the chance—  
-method—  
-importations

ackawanna  
Railroad

through line the  
beautiful route  
on picture of  
history of mount-

South Limited  
7:30 P.M.  
8:30 P.M.  
9:30 P.M.  
10:30 P.M.  
11:30 P.M.  
12:30 P.M.  
1:30 P.M.  
2:30 P.M.  
3:30 P.M.  
4:30 P.M.  
5:30 P.M.  
6:30 P.M.  
7:30 P.M.

# "THERE OUGHT TO BE A LAW"

"**B**USINESS is stubborn and selfish!" said a Congressman the other day to the editor of NATION'S BUSINESS. He had just heard the result of a business battle. The Secretary of Commerce had called lumbermen to Washington to fix a standard inch board.

"Get together," he urged, "solve your own problems." The lumbermen welcomed the opportunity to do the job themselves; they realized that if they didn't, Congress might. (Then there would be the devil to pay as well as more Federal inspectors, investigators, and supervisors.) Bad for business; bad for the consumer.

So this great industry, represented by mill men, wholesalers, manufacturers, retailers, architects, and builders, worked all day and night, and the next day and night. One thirty-second of an inch hopelessly divided them. The Secretary of Commerce made a personal plea. More discussion. Finally a compromise; a standard and an extra-standard board were adopted.

IT WAS this incident which aroused the Congressman's ire. "You can see for yourself. There's a typical case. Business is stubborn, selfish, and stupid. Fighting over a thirty-second of an inch! That is why Congress has to make hundreds of laws each year regulating business!"

The editor had attended the meetings. Otherwise he could not have answered the challenge.

"It does seem like a small thing," he replied, "a thirty-second of an inch. Yet that thirty-second of an inch involves the scrapping of millions of dollars' worth of machinery; it involves destruction of hard-won markets, entailing endless confusion; it would mean a realignment of thousands of freight tariffs, both rail and water; it would require a revision of building codes in twenty-odd states; it would—"

"Hold on," said the Congressman, "I didn't realize—"

THAT is the trouble. There are too many of us who do not realize the tremendous interrelation of industry today, who prescribe a simple legislative pill. It's so easy to say, "There ought to be a law—." But business, now so complex, cannot be treated so simply. In 1919 the Russians couldn't buy tea.

India, which raises it for them, couldn't buy textiles of England. The Manchester mills had the greatest slump in sixty years. Cotton dropped, and the South could n't buy; wholesalers along the Ohio River failed. Thus Cincinnati families suffered, and all because the Russians quit drinking tea.

Again. A shipment of pianos was tied up in a South American port because the purchasers could not pay for them. A man in Omaha invented Eskimo Pie with a chocolate coating. It swept the country, necessitating more cacao from Ecuador. The trade balance was restored, credit re-established in New York. The Ecuadorians got their pianos; our manufacturers got their money; piano workers their wages. New markets were opened for wire and wood and steel and all the things which go into a piano.

All because a man in Omaha thought of selling ice cream in a chocolate cover.

OUR industrial processes, growing more intricate daily, breed misunderstandings—and oftentimes bad legislation. No one mind today can encompass these far-flung inter-relationships. H. G. Wells says regarding them:

"It is a race between education and catastrophe!"

Our national well-being depends upon a wider understanding of business. And that means, simply, the sum total of your understanding and mine.

NATION'S BUSINESS is a magazine devoted to bringing about a better appreciation of the intricate relations of government and business, and also a better appreciation of one industry's problem by another. It is published in Washington by the large business organization in the country, and is founded on the belief that anything which is not for the public good is not for the good of business.

The circulation of NATION'S BUSINESS today is 165,054. One year ago it was 120,666.

# THE NATION'S BUSINESS



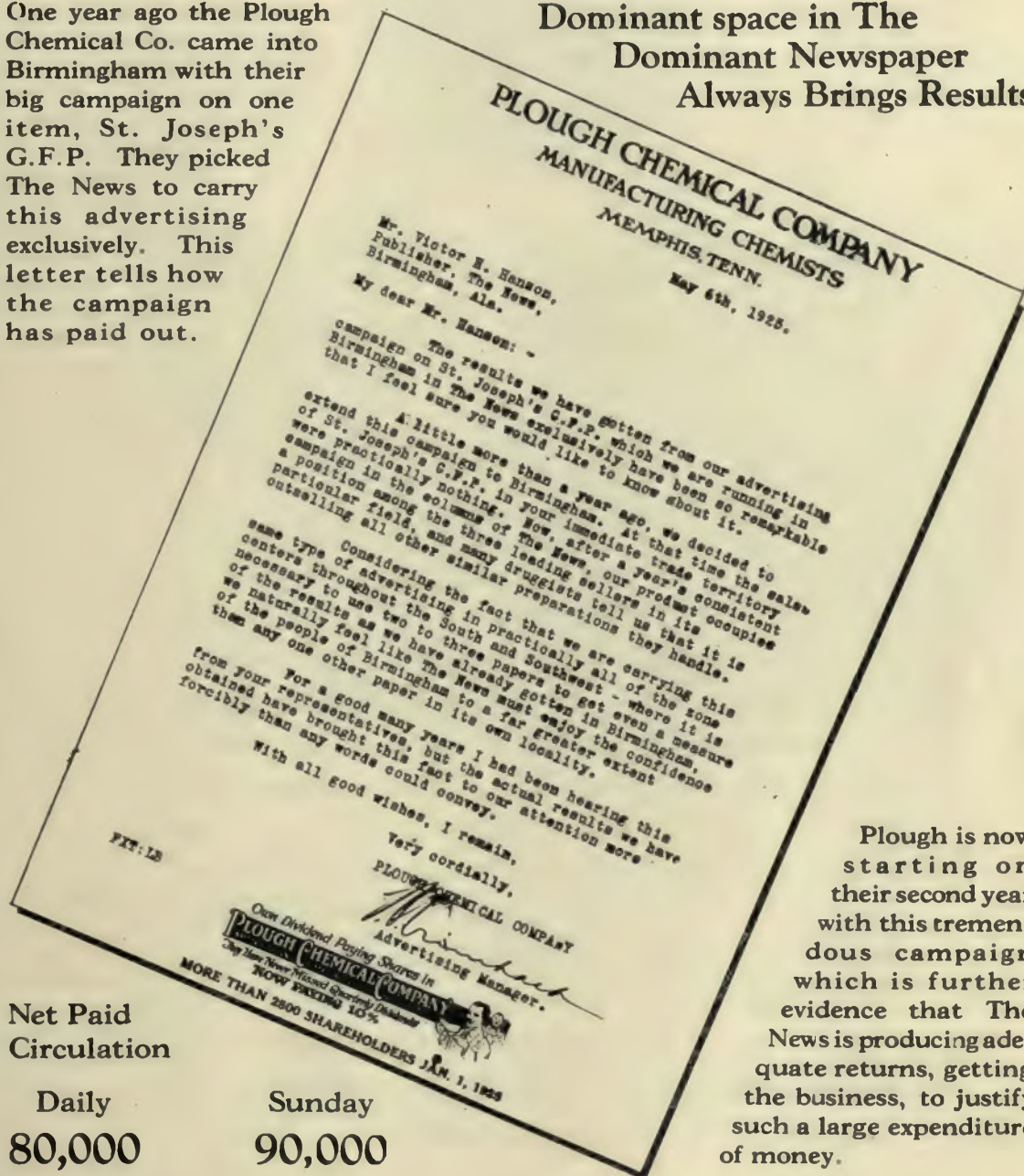
MURKIN THORPE, Editor  
PUBLISHED MONTHLY BY THE CHAMBER OF COMMERCE OF THE UNITED STATES, WASHINGTON, D. C.

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

—and this firm has used 100,024 lines exclusively in *The News* in the last year

One year ago the Plough Chemical Co. came into Birmingham with their big campaign on one item, St. Joseph's G.F.P. They picked *The News* to carry this advertising exclusively. This letter tells how the campaign has paid out.

Dominant space in *The Dominant Newspaper*  
Always Brings Results



Plough is now starting on their second year with this tremendous campaign which is further evidence that *The News* is producing adequate returns, getting the business, to justify such a large expenditure of money.

Net Paid  
Circulation

Daily	Sunday
80,000	90,000

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago



## For Distinguished Service to American Business

HARVARD UNIVERSITY, through its Graduate School of Business Administration, has awarded the Edward W. Bok Medal for 1924 to the National Vigilance Committee of the Associated Advertising Clubs of the World. For over fifteen years this Committee has cooperated with American newspapers to patrol their advertising columns so that the public may rely on representations made in the sale of merchandise, securities, and service. Forty-three Better Business Bureaus and over three hundred local Advertising Clubs aid in this protective service to publications, advertisers, and consumers. In recognition of what has been done, the Harvard award was made. To use the words of the Jury of Award, the Truth-in-Advertising movement, as developed by the National Vigilance Committee, has rendered distinguished service to American commerce and industry through raising the standards of advertising.

ASSOCIATED ADVERTISING CLUBS  
OF THE WORLD







*Wherever Progress Demands  
Extreme Dependability*

**Delco**  
STARTING, LIGHTING AND IGNITION

*Advertising  
Well  
Directed*



The Campbell-Ewald organization of 160 people, owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you.

**D**ELCO leadership has been maintained consistently under the most extreme tests on land—in the air—on the sea—and in the less spectacular but even more important service of millions of Delco-equipped motor cars.

The splendid reputation that Delco has established and maintained has been built up through the assistance of "Advertising Well Directed." Delco has been a client of the Campbell-Ewald Company for over eight years.

# CAMPBELL - EWALD COMPANY

H. T. Ewald, Pres.    E. St. Elmo Lewis, Vice-Pres.    Guy C. Brown, Vice-Pres. and Sec'y    J. Fred Woodruff, Treas. and Gen. Mgr

*Advertising Well Directed*

General Offices: DETROIT, MICHIGAN

New York

Chicago

Toronto

Los Angeles

San Francisco



A Delineator house built by  
A Delineator reader from  
A Delineator house plan in

# *The* DELINEATOR

*Founder of* BETTER HOMES IN AMERICA

Butterick Building, New York

---

## *Buffalo the Wonder City of America*

# *“Buffalo—the Center of the Consuming Market”*

—JOHN A. PIQUET

The following are extracts from an article, one of a series, by JOHN A. PIQUET entitled “Garden Spots of Industry,” in *INDUSTRIAL MANAGEMENT*, March, 1925:

“Buffalo is perhaps the best example of the typical manufacturing site of history—the city on the water and trade-route, as most of the great cities have been. The Buffalo area, from the city to Niagara Falls and roundabout, stands at the cross-roads of a continent. Here the interior meets the beginning of the exterior. Here railroad and water merge. To the north the country’s greatest waterpower; to the south, coal fields and natural gas. Here is the center of the consuming market. Buffalo is the natural metropolis of a region from Virginia to Labrador and from the Rockies to the Atlantic. Buffalo adds industries as New York loses them. Buffalo will keep on growing steadily because it offers a location that cuts cost in transportation, power, and selling. It will grow more as industries study scientific location in greater numbers.”

“Nature gave Buffalo its unparalleled location, but man improved on it. This city . . . is one of steady growth, and no mushroom booms or incidents of immigration supply or financial power are responsible for what it or they have accomplished. The Buffalo area has excellent chances of becoming the first manufacturing district in America as time goes on, for it possesses all the factors of industrial supremacy, while New York and Chicago do not.”

Buffalo’s wonderful industrial development means a great deal to the advertiser. It means more buyers of advertised goods—a great responsive market. While Buffalo has its attractions for industry it is equally attractive to the advertiser—because 80 per cent of the buyers here are reached with one advertising cost through one newspaper—The News.

*Cover the Buffalo Market with the*

## **BUFFALO EVENING NEWS**

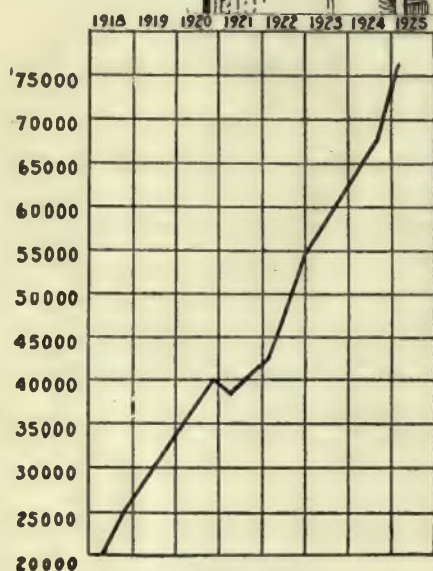
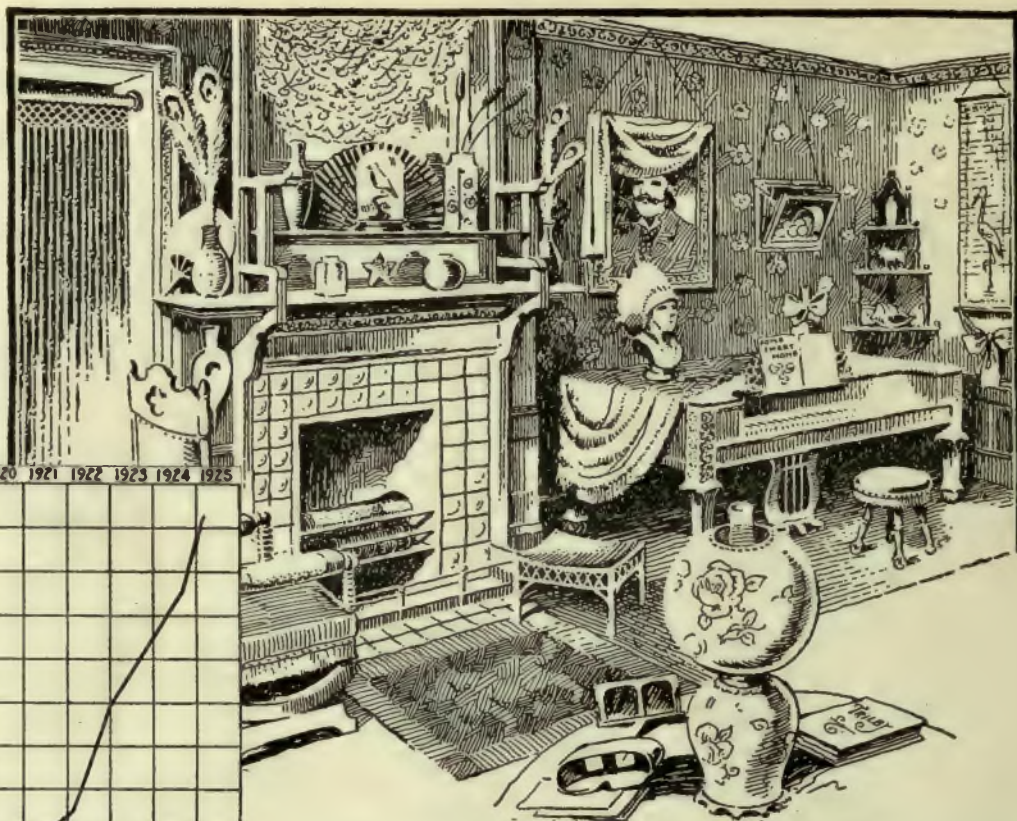
*A.B.C. Mar. 31, 1925*  
129,777

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

*Present Average*  
132,864

Marbridge Bldg., New York, N. Y.

Lytton Bldg., Chicago, Ill.



Growth of  
The HOUSE BEAUTIFUL

## Remember, too, the Age of the Lambrequin and Patent Rocker?

When the sitting room was a museum of silk-tasseled needlework, plaster-paris busts, scaffolding mantelpieces and cheerless fireplaces? And how dear to the housewife were the clicking bamboo and glass portieres that glistened in the gas-light. Those surely were the "fussy" days.

It was from such decorative nightmares with their riot of dust-catching relics, voguish though they were at the time, that *The House Beautiful* led the escape, beginning with its early issues in 1896. Finding its editorial inspiration and theme in the rare beauty of furniture design by Sheraton, Chip-

pendale, Adams and others, with decorative embellishment in keeping, the magazine soon inaugurated a renaissance in home decoration, responsible in a comprehensive degree for the good taste prevalent in our better houses today.

Such is the influence of *The House Beautiful*, accounting for its steady growth from the modest beginnings of nearly thirty years ago to a current circulation in excess of 75,000 copies.

In contents it deals with every phase of home planning, building, equipment, decoration, furnishing and orientation. Dependably au-

thoritative from cover to cover, it is welcomed on its monthly visits by a host of financially independent readers who regard it as a genial forum on a subject close to their hearts—home.

*The House Beautiful* provides direct contact with both the man and mistress of the house. It is show window and salesroom in one, for all that goes into the modern home. In short, it hits the bull's-eye. Rates are based on a rebate-backed guaranteed circulation of 70,000 (A.B.C. figures) with a liberal excess above that amount. Shall we mail rate card or send a representative?

**THE HOUSE BEAUTIFUL**  
8 ARLINGTON STREET      BOSTON, MASS.

# Advertising & Selling

## FORTNIGHTLY

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AT Houston, Tex., on May 14, the Associated Advertising Clubs of the World elected as their seventeenth president C. K. Woodbridge, president of The Dictaphone Corporation, New York. Mr. Woodbridge was nominated by the Joint Assembly of the Association, and his election was uncontested. He succeeds Lou E. Holland, president of the Holland Engraving Company, Kansas City, president of the Associated Advertising Clubs of the World for the past three years, who declined reelection. Jesse H. Neal, secretary of the Associated Business Papers, New York, was reelected secretary of the Associated Advertising Clubs of the World.

The 1926 convention will be held in Philadelphia, where it will be a feature of the Sesqui-Centennial Exposition.

[Articles indicated by an asterisk are portions of addresses delivered before the Houston Convention of the A. A. C. of W.]

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Peoples Gas Bldg.: Wabash 4000

NEW ORLEANS:  
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Mandeville, Louisiana

CLEVELAND:  
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405 Swetland Bldg.: Prospect 351

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Telephone Holborn 1900

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

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

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LINKED above are the trademarks of the Tappan Stove Company, makers of good gas stoves, and The H. K. McCann Company, creators of effective advertising. Both trademarks were originated by The McCann Company: each connotes a fundamental company policy.

The Tappan trademark, with the slogan, "The Range with Rounded Corners," is a reminder of the Tappan Company's policy of making gas stoves that are *superior* in quality to the specifications of the American Gas Association. Superior in attractiveness and convenience too. Stoves that aspire to meet everywoman's ideal of the gas cookstove she would take solid comfort in having in her own kitchen.

"Truth Well Told" is not only The McCann Company trademark but its *working policy*—and it is in the telling of just such truths as the story of Tappan quality that we find particular satisfaction.

## THE H. K. McCANN COMPANY

### *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

MAY 20, 1925

# Advertising & Selling

## FORTNIGHTLY

FREDERICK C. KENDALL, Editor

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

# What Is Happening to the Rural and Small Town Market?

*By Paul T. Cherington*

**T**WO changes which have taken place during the past twenty years would alone be of sufficient importance to revolutionize rural life. Nearly half a million miles of good roads have been built (this is twice the total railway mileage of the country) and more than three and one-half million farm owned motor cars are operating over these roads. This motor car equipment has been taken on by the farms while the number of horses on farms has remained about stationary at over nineteen million. With farm products worth a total four times the aggregate for 1900, it is not to be wondered at that farm values have increased from twenty billion dollars to nearly eighty billion dollars during the same period. And incidentally it is significant that 450,000 rural homes now have electric light and that over 640,000 have running water piped to and over them. These changes all represent modified habits of and capacity for consumption.

The effect of the thousands of young men and

women whose agricultural college training is helping them to farm successfully, and the value of suggestions received by farmers from over 2000 county agents are among the many other changes which are impossible of statistical measurement. In short, anybody who left

the farm twenty or even ten years ago and has not been in close touch with it since does not know the present rural market.

The table reproduced on the next page makes vivid some of the lines of progress in farm life during the past twenty-five years.

Similarly in small towns rapid changes have been going on. The moving picture theater has a fixed place in the social life not previously filled by any agency. Churches, and various social or fraternal bodies which long have been a part of rural and small town social life all have taken on new activity and new forms as a result of the improvements in country transportation.

Better stores, better schools, better churches, and all the other improvements in town equipment and activity are too familiar to need detailed enumeration. Both rural life and small town life have changed, and they show changed relations to each other.

The consumption of those articles which are used in the conduct of



© Brown Bros.

**T**HE small town of today is much different from the small town of twenty years ago. The automobile, interurban traction, electric power and lighting, the telephone and a hundred other forces have vitally affected the lives, wealth and buying tendencies of the people in the formerly remote districts. Perhaps the most significant point with regard to these changes is that they are tending to diminish rather than to emphasize the contrasts between urban and rural life

daily life has been modified by the changes in rural life. The standards of living have been raised in food, clothing, housing, as well as in cultural matters. At the same time the great increase in the value of money crops, the accompanying increment in farm land values and the increased farm labor wages have made possible an expenditure of money by rural consumers which was not possible under the conditions of a generation ago. Each of the recent investigations shows a widespread consumption of packaged and branded merchandise among rural and small town people.

Dr. Kirkpatrick's bulletin on family living in farm homes gives an interesting picture of present day farm life in a prosperous New York county devoted to general farming.

The really necessary background for all thought about this phase of the subject is supplied by Emily Hoag's study of Bellville, N. Y., a small village which has given the world two governors, an eminent architect, a widely known preacher, a distinguished authoress, and a wholesome migrant stock sent to nearly every state in the Union and to many foreign countries. Socially, it is a fair question how much better the new conditions can do by its sons and daughters than the older environment did.

The general store of today is a very different thing from the general store of a generation ago. The gasoline tank by the front step, the ice-cream or refreshment facilities for the tourist's comfort, the stock of automobile accessories and of electric supplies, the persistently ringing telephone, the delivery auto or the stock wagon to cover the peddling routes, the packaged goods on the shelves, the brisk, business-like air of the place, all are evidence of the new day. It is not impossible that the younger brothers of the boys who came back from college to make the dairy farm and the creamery pay will come back to the general store filled with ideas about turnover and service that will make the country store also a profitable enterprise.

Chain stores are invading rural

districts in the vicinity of many of the larger cities and the indications are that they may increase, at least in the small town trade. It is quite conceivable even that country general stores operated in chains utilizing scientific methods of buying and distribution might become serious contenders for the farmer trade in competition with individually owned stores.

House-to-house selling, mail order

told are problems which are so distinctly individual for each case that few generalizations are possible. One or two general principles are clear, however. A special technique for developing rural and small town copy is less necessary than an accurate understanding of and a current familiarity with conditions in small town and country life. The growth of tenant farming, for example, may seem remote from the advertisers'

job, but it may be the one factor that will defeat a campaign in a given locality for a permanent attachment like a garage door hinge, while it may mean the unexpected success of a high priced movable device like a radio set in the same community.

In general, however, it may be said that, with the new conditions of rural and small town life, these two markets together may be expected to keep pace with the city markets in progress and expansion. They will always be more expensive than city markets to cover with effective distribution, because the city distribution units are larger and more concentrated, and their turnover is more rapid. But on the other hand, the rural and small town distributors probably will for a long time to come offer an outlet more satisfactory to deal with—as far as they go—than do the city concerns. The reason for this is that these latter must get their higher rents and other costs out of the margin between what they can sell their wares for and what they pay for them.

City stores will probably continue to be notoriously close buyers. If it were not for the larger volume and quick turns that they offer, they would be much less profitable to deal with than country stores.

For some lines, like high style clothing, city stores will always have most of the trade, just as the country stores will have lines like agricultural implements which they largely control. But perhaps the most significant point in all this discussion is the fact that every important change in rural living conditions in recent years has tended to diminish, rather than emphasize, the contrasts between urban and rural life.

### Some Changes in Rural Life

	1900	1920	Percentage of increase
Rural population	45,614,142	51,406,017	12.6
Rural dwellings	9,330,264	11,212,654	20.3
Rural families	9,534,000	11,548,629	21.3
Farm owners	3,653,323	3,925,090	7.5
Number of farms	5,737,372	6,449,998	12.4
Improved acres	414,498,487	503,073,007	21.2
Value of farms	\$20,439 million	\$77,924 million	286.
Value of farm products			
Crops	\$ 3,192 million	\$10,919 million	242.
Animals	\$ 1,812 "	\$ 7,419 "	310.
Farm owned motor cars	-x	3,574,880****	-
Tractors on farms	-	415,169****	-
Miles of surfaced road	153,530*	430,000****	184.
Jitney & Motor Buses	-	53,000****	-
Interurban electric mileage	6,856**	19,082****	178.3
Rural telephones	266,968	2,498,493****	835.9
Water piped in farm houses	***	634,899****	-
Farms with gas or electric light	***	452,620****	-
Number of County Agents	-	2,046****	-
Rural motion picture houses	-	4,000 (Est)****	-

\*Figure for 1904 earliest available.

\*\*All mileage outside of town limits.

\*\*\*No data available.

\*\*\*\*Figure for 1924.

x In connection with the number of Automobiles owned in 1900, the National Automobile Chamber of Commerce says that the number of motor cars of all kinds in 1900 was about 3000. Of the two known to be owned by farm owners on Long Island, one is said to have been owned by farmer Vanderbilt, and the other by a similarly prosperous neighbor.

selling, and other forms of large unit operations designed directly to enter the homes of country people all doubtless will serve some purpose as the distributing mechanism adjusts itself to the new conditions of living. It seems hardly likely, however, that anything really can displace the retail store where goods can be examined and compared, and where there is permanent and continuous opportunity for redress.

One thing is clear: only an enterprising and well conducted country store can continue to compete with town and city stores, even though rural store credit to customers is an important factor in farm economics.

What is to be said in addressing the farm market and how it is to be



# Sound Sales Counsel Must Supplement Our Marketing Plans

*By Arthur W. Sullivan*

Vice-President, Joseph Richards Company, Inc.

**I**N these days of manufacturing over-production and close profit margins the advertiser's Thursday glow of pride at a double page spread is often succeeded by a Monday chill of apprehension over the sales sheet. And all the mystic ritual of copy production is so much Sanscrit to your modern sales manager unless he can translate it in terms of black figures.

Advertising today is a sales force—a force for sales. It is an equally important force for sales—only in somewhat different fashion—as the two-legged sales force which is out calling on the trade and eating German fried potatoes out of bird baths in small town hotels. Advertising doesn't have to eat German fried potatoes but sometimes it has to eat crow.

This advertising force for sales, no matter how good or bad it may be, no matter how large or how small, how gaudy or humble in appearance, has the magic ability to call upon thousands and even millions of people in a day.

At the same time that the advertising is calling upon millions of potential users of the product it is also visiting thousands of dealers who sell it.

At this point the advertising force for sales teams up with the human sales force. It introduces John Salesman to the dealer so that when John walks in he is already favor-



**T**IME is the most precious commodity that the salesman has in his portfolio. When he is obliged to spend 45 per cent of his working time in getting to dealers' places of business and in cooling his heels awaiting the leisure of unenthusiastic buyers, the sales hour becomes a sales half hour. When advertising can furnish the line with an introduction and can create public acceptance for it, much of this time loss is done away with

ably known. It saves John hours of time each week by presenting his credentials for him—hours that John can utilize in taking orders instead of having to explain the parentage of his product.

Time is the most precious commodity that John Salesman has in his portfolio. Last year it was discovered that only 55 per cent of the time of a large sales organization was spent actually in selling. The other 45 per cent was spent in getting to dealers' places of business and waiting for buyers to listen. Hence, in effect, a sales hour be-

comes a sales half-hour; and advertising is not a force for sales unless it conserves John Salesman's time and makes it more profitable.

When advertising increases the productive activity of John Salesman it is truly a sales force. For example, it helps him sell a larger average quantity per customer because it creates public acceptance of and demand for the line he carries. It also enables him to make more calls in a given day—and by the law of averages this, too, means more sales.

In short, the right kind of advertising is so important a force for sales that it enables John Salesman to sell more goods to more customers in less time and at greater profit.

Do we advertising agents realize that sound sales counsel and cooperation is the crying need of the

average business in America today? The ignorance of many businesses in regard to the veriest fundamentals of practical marketing is colossal. To these businesses the modern agency can, if it will, be a pillar of fire in the darkness. And there is a rapidly growing conviction on the part of advertisers that sales counsel should be an integral part of agency service.

The agency deals with the problems of firms in widely divergent lines of business. It accumulates a broad knowledge of business principles and methods. It is equipped to

[CONTINUED ON PAGE 75]

# The Sweeneys versus the Stuyvesants

By L. E. McGivena

THE FORTNIGHTLY'S stubborn insistence that advertising must become a science is going to make life harder for advertising solicitors and space buyers—no question of that! Mr. Bates' two-sided discussion threatens to take the business a further step beyond the simple arithmetical exactness of circulations and rates into the more difficult domain of definition. From a more or less pleasant and companionable, if slipshod, way of doing business, enlivened by brief bursts of sirenic salesmanship and redoubtable desk-pounding, we will ultimately sink—or climb—to cautious briefs and weighted witnessed words. Undoubtedly the new era will be better for business, but it's hell to be a pioneer while the pioneering is going on.

In his initial interrogation Mr. Bates remained with some difficulty on the dilemmic fence, keeping both legs well over to one side, however, and eventually dodging a formal definition. He contented himself with saying that, in effect, quality circulation substantially meant "buying power combined with an ability to read the English language." This statement seems woefully incomplete. "Buying power" is static. The Bank of England represents buying power, and the individuals who comprise it can undoubtedly read English. But the Bank of England could be considered quality circulation for relatively few advertisers. The human element has been neglected in his statement, and as is usual, is going to make trouble.

\* \* \* \*

Mr. Calkins, following, never went near the fence but elected to sit upon a lone fence post of his own. Pausing to toss a few bouquets at the Best People, his own clients, the Condé Nast and similar publications,

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## Editor's Note:

WE present herewith the fourth contribution to the discussion "What Is Quality Circulation," initiated by the publication of an article by Charles Austin Bates in our issue of April 8.

Mr. McGivena, who is promotion manager of *The News* (New York), mostly disagrees with the views of Mr. Calkins and Miss Birchall. But he also presents a definition of the elusive "quality" which makes a publication desirable from an advertising standpoint. Mr. Bates sums up in the next issue.

At the risk of becoming tedious, we repeat that readers must not assume that any single article in this controversy represents the viewpoint of the FORTNIGHTLY. The question under discussion is a highly pertinent one and we have opened the floor, so to speak, to those to whom circulation is vital.

---

Mr. Calkins gives a definition of quality circulation that seems to resolve itself into a definition of class circulation, or of a circulation composed of a group of classes. His illustrations combine sophistication with some sophistry, and in spots a naïveté worthy of any young man from Dubuque.

Mr. Calkins: "Hence what we mean by quality circulation is merely a publication which selects its readers along the lines of their interests, ways of living, amusements, sports and hobbies.

"WHEN a farmer raises cattle for a living, he reads *Hoard's Dairyman*. That is class circulation," he says, and contrasts him with the gentleman farmer buying a five thousand dollar bull, who is quality circulation, and presumably reads *Country Life*. But if a man who raises cattle for a living is a class, why isn't the gentleman farmer who raises cattle for conversation, or showing, or just to have around, as much a class? If buying a bull as a business investment rather than as "an article of bijouterie and vertu" (I'll bet that quote has knocked off many a struggling space salesman) makes the difference, is it a question

of professional vs. amateur standing? The amateur doesn't have to take his bull so seriously, perhaps, but why should that make him quality circulation? If we can classify people by "their ways of living, amusements, sports and hobbies," then they become class circulation of some sort. Why aren't bankers, brokers, yachtsmen, polo players, book collectors, and such as much class circulation as cattle farmers or railroad workers? True, the folks Mr. Calkins mentions may belong to more than one class, but so does the cattle farmer, who may be a Republican, a Protestant, a Mason and a pinochle player.

Ultimately the difference in this distinction seems to be one of income. Yet Mr. Calkins specifies that the difference is not one of income. He stresses sophistication as the essential of quality circulation; people versed in "the art of living a varied, colorful and complicated life, with means to pay for the scenery and properties called for by the stage directions. For lack of a better word let's call them sophisticated."

He gives a specific instance of a sophisticate as a "man who lives alternately in country and city, drives a good car, belongs to a country club, runs over to Europe occasionally, spends a few weeks in Florida, has his clothes made by a good tailor, buys an occasional print, a painting or rare book, and knows something about rugs, wines, cigars, polo ponies and preferred stocks."

It is obvious that such a specimen is a rare bird. Undoubtedly there are men who do and buy the things he catalogues, but in my limited and circumscribed existence I have never met a man who could honestly claim a middling connoisseurship in so many fields. One man may, for in-

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# Are We Yet Ready to Limit the Number of Retailers?

By H. H. Maynard

ONE attack on present organization of distribution is based on the assumption that there are too many retailers. One prominent magazine recently published a series of articles in which each line of retail trade was analyzed and in each case the conclusion was reached that one of the principal reasons for what was called the high cost of distribution was the fact that there were entirely too many stores and too many retail merchants. It has been pointed out that one person in every 20 is engaged in retailing, either as an employer or employee. There is one retailer for every three farmers and one for each four factory workers. There is one retail store for each group of 22 families in the United States.



© Brown Bros.

ALTHOUGH the country crossroads type of store is often looked upon as an obstacle to the lowering of distribution costs, it often happens that such an enterprise has a lower cost of doing business than have many of its urban competitors. Since the power of national advertising has placed all dealers in convenience goods on more or less of an equal footing, the greatest single factor in reducing the cost of retailing will be the efficiency of the individual merchant. The increased competition which the future promises will tend to eliminate the wasters without the necessity of any artificial limitations

Certain criteria for judging the necessary number of retailers have been proposed. It has been suggested that retail stores should be limited by distance; that is, grocery stores should be four blocks apart in our cities; there should be a drug store to each ten blocks on our principal streets, etc. Other suggestions would limit the number of retailers by setting a certain proportional relationship between the number of retailers and the population served by each retailer; would set a limitation by the average income per retailer; would advocate a licensing system which would allow a city council to use its judgment to decide whether a retail store was needed at a proposed location, etc.,

etc. Such proposals have not been considered seriously because of the realization on the part of the students of the problem that any such artificial limitation of the number of retailers is based upon a wrong assumption. Our whole business structure is based upon a theory of free competition and our business experience has not given us any reason to change this idea.

All proposals to limit the number of retailers assume that by limiting the number, the volume of business done by each remaining retailer would be increased. The further assumption is made that increase in the volume of business done would make it possible for goods to be sold at a smaller cost. It is, of course, true that the large retailer has a good many advantages which cannot

be enjoyed by his smaller competitors. Careful systems of stock control, purchasing, credits, and more efficient advertising and personal selling can be used in a large establishment than in a small store. This is true because of the opportunity which organization gives for the use of specialists.

The small retailer, on the other hand, has some very definite advantages. The small specialty store in the heart of a retail district has the advantage of personal contact with its customers which is usually lacking in the larger stores. The proprietor has a personal interest in each customer and can buy his stock in accordance with the exact needs of his established trade. The owner of a small

store can supervise his business more closely than can the executives of a large organization. The small retailer located in suburban districts has a very definite advantage in the sale of convenience goods. There is no reason to believe that in lines of retailing where the purchase of convenience articles is important, the small dealer will ever be replaced by the large store.

I do not believe that reduction in the cost of retailing can be accomplished by reducing the number of retailers. The one factor which will reduce this cost in the future is efficiency. The efficient merchant will not conduct his business in the future just as he is conducting it today, but very probably with certain changes, modifications in methods of doing business, and in the

type of organization which he conducts.

The fact that retailing as now conducted in cities is not perfect is shown by the changes which have been taking place in methods used and in the type of establishments themselves. The general store in the country village was the successor of the shop of the tinner, the cobbler, and the tailor of Colonial times. In the 1870's the department store was introduced in this country from Paris, where it had first been tried out. It had a rapid spread and many predicted that the large department store would soon be supreme. This has not happened

and in fact there seems to be little, if any, tendency for increase in the proportion of the total retailing done by such stores. The department store has many advantages and many disadvantages as compared with the chain and specialty stores. It is not felt that their proportion of the business of the country will increase.

Just following the beginning of department stores in the United States, mail order houses got their start when Montgomery Ward started a supply house for Grange cooperative stores in the 80's. When the Grange experiment failed, the store entered the mail order busi-

ness as now conducted. At the present time the mail order houses do 4 per cent of the retailing of the country and up to perhaps 20 per cent of the rural business. There has been no tendency for this proportion to increase in the last five years.

The coming of the automobile has made it possible for the farmer to do much of his business in the larger trading centers. This fact has resulted in decreasing the importance of the crossroads type of chain store. In the earlier history of the country, stores of this type carried both shopping and convenience goods. At the present time shopping goods

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Courtesy Editor and Publisher



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*First views of the Houston Convention of the Associated Advertising Clubs of the World. Above is shown a view of the dinner given at the Houston Club on May 10 in honor of Lou Holland, the retiring president. Below, to the left, is Main Street, Houston, decorated in honor of the visiting delegates. The other picture shows the New York delegation at the Pennsylvania Station about to entrain for the trip*

# Herbert Hoover Said—

## Notes from His Address of Welcome to the Delegates to the Houston Convention, A. A. C. of W.

**O**UR standards of living are much higher today than they would have been were it not for the part played by advertising.

These standards of living are sort of built up in layers. The lower layers are the plainest; food, clothing and shelter. Primeval nature herself stirs up enough emotions through hunger, cold and storms to keep "desire" vividly active in this end of the scale of living. But the moment we have got beyond this stimulus the advertiser has full swing in stimulating "desire" for better food, better clothing, better shelter, entertainment and so on over the whole range of the ten thousand and one things that go to make up superimposed layers of rising living standards. These upper layers have been added to, widened, and become more general because of advertising.

§

One profound economic effect of advertising is oftentimes overlooked—its influence upon production. The general knowledge and rapid distribution of an article, which can only be accomplished through advertising, creates large production and thus lower costs and prices. Modern advertising is the handmaiden of mass production. Moreover, your convincing announcements of a multitude of improvements on everything spreads a restless pillow for every competitor and drives him to further and faster exertions to keep apace.

§

Some say that without advertising the subscriber would carry the burden; that is, he would pay the largely increased price necessary to support a publication which did not contain advertising. But all this is disproved by a simple test; publications which attempt to circulate without advertising seldom go far and generally fail.

There is a collateral to this independence and support of the press—that is the indirect financial lift given to our authors and illustrators. To command circulation, and therefore advertising, whether to a



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Herbert Hoover

U. S. Secretary of Commerce

particular class or to the public at large, there has come great competitive demand for the genius of the author and the artist. In bygone centuries these professions were compelled to seek out and flatter some patron—to live in an attic or in the patron's hall bedroom, and except on favored occasions to eat at the second table. But now the Midas of advertising has given them freedom and independence. They are so situated now that even they are susceptible to your wiles in stirring suppressed desires. Today there is no Grubb Street in our world.

§

There are some economic wastes which can be eliminated by advertising managers. One of these you are already attacking through your development of research activities. An advertising agency is a selling agency. The indispensable attribute of salesmanship is an understanding of the market. Competent salesmanship requires that its efforts be expended in territory and by methods which shall reach the maximum number of buyers at the minimum cost. It follows logically that sound market analysis

must be an integral part of advertising salesmanship. All this requires hard, intensive, not superficial analysis. Research in those matters is like that in any other branch of economics. It takes time to develop experience and method.

§

Great advancement has been made, so great in fact that while advertising at one time may have been looked upon as a nuisance and an intrusion for the beguiling of the credulous only, it has now come to take a place as commercial news and as an economical method of salesmanship.

§

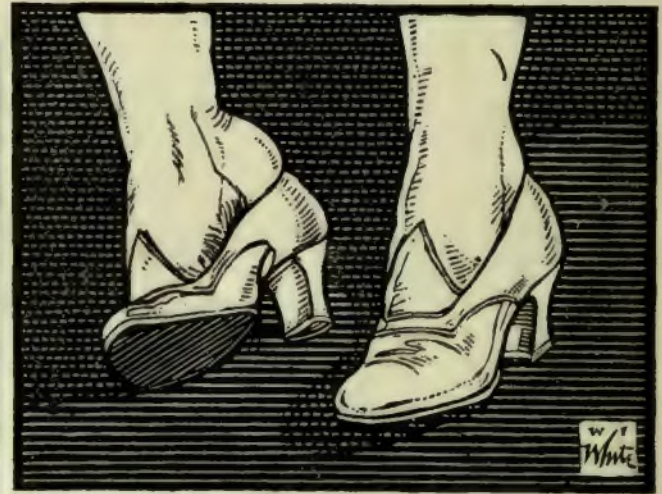
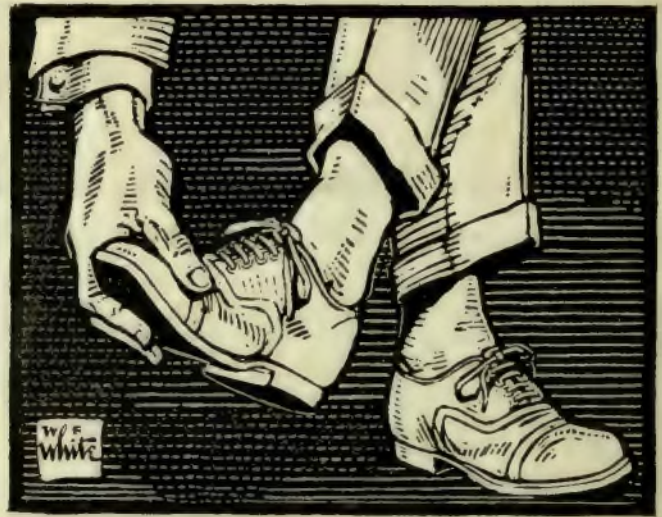
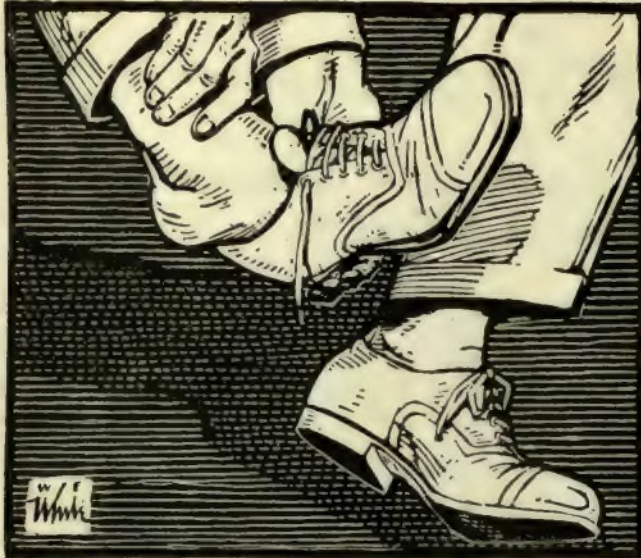
It is not too much to say that from all the many inventions and the multitude of ideas that are poured forth daily in the preparation of advertising there is emerging a science and a profession. It is becoming a science in its search for method and a profession in its skill of management.

§

American business needs a lifting purpose greater than the struggle of materialism. Nor can it lie in some evanescent, emotional, dramatic crusade. It lies in the higher pitch of economic life, in a finer regard for the rights of others, a stronger devotion to obligations of citizenship that will assure an improved leadership in every community and in the nation. It lies in the organization of the forces of our economic life so that we may strengthen the home and may produce happier individual life, more secure in employment and comfort, wider in the possibilities of enjoyment of nature, larger in its opportunities of intellectual life.

§

National character cannot be built by law. It is the sum of the moral fibre of its individuals. When evils which rise from our growing system are cured by live individual conscience, by initiative in the creation of voluntary standards, then is the growth of moral perception fertilized in every individual character.



**I**LLUSTRATION plays a dominant role in the current newspaper campaign of Ground Gripper Shoes. "Does fatigue stalk in your shoes?" says the text, and weary extremities are pictured in a variety of excruciating poses—poses that will arouse many a sympathetic twinge from fellow sufferers. Here is an example of the frequently abused negative appeal, shrewdly and intelligently employed. The emphasis is shifted from shoes as such to comfort and relief from fagged out feet. Last December, in an article entitled "Finding Advertising Individuality for the Standardized Product," Ray Giles called attention to the noticeable similarity between shoe advertisements. For example he referred to four pieces of shoe copy, each of the same unit of space which appeared in one issue of *The Saturday Evening Post*. Each advertisement contained a big half-tone shoe. In refreshing contrast, this advertising of Ground Gripper Shoes breaks tradition and expresses in an individual manner the individuality of the product

# Can We Overcome the Handicap of Too Much Advertising?

By John Benson

AS we look back upon advertising we see what a great force it has been, how effectively it has worked, on the whole. But that was under conditions which may not much longer prevail. The entire machinery of distribution is going to change. With a greater emphasis upon consumer demand than before, advertising appeal has a bigger responsibility to commerce.

In considering the future demands upon advertising, let us briefly review some of the handicaps which have developed in it and what must be done to overcome them.

In the first place, advertising volume is a handicap. There is now so much advertising that busy people, distracted by motoring, movies and radio, excited by sensational news, pay less heed to it. They glance at advertisements rather than read them. They get into their minds certain trade names flashed at them boldly and persistently, names which they more or less uncritically accept when pushed at them over the counter by a dealer. They still rely on the dealer to select for them any one of these trade names he prefers.

Consumers are probably in recent years being less influenced by advertising itself and more by the secondary effects of advertising upon the dealer's initiative. Advertising has acted more as a self-starter than as a driving engine of demand. It starts the jobber, it stocks the dealer, and the consumer falls in line as a rule. It does not convince the consumer as mail order does. It does not lead to a definite, active, well-grounded preference on his part. He knows names better than he knows products. The dealer still acts as his shopping adviser, for which he, of course, exacts a high rate of profit. He is in a position to exact it, both from producer and consumer.

The very volume of advertising blurs individual preference for an advertised product. There are others being promoted in much the same way, with much the same claims, in



John Benson

President, Benson, Gamble & Crowell

advertisements equally well groomed as to art, typography, headlines and borders. Individuality is accordingly submerged. The very effort to secure it by more distinctive and attractive display has tended to level up all advertising. Technique is far ahead of content. Magazines and newspapers are filled with good looking ads, little Lord Fauntleroy's all dressed up and many of them with nowhere to go. They make in the aggregate a symphony of pleasing effect without the contrasting idea needed to arrest attention.

There are, of course, many notable exceptions; advertisements which are unique, informative and helpful. They serve to prove the rule.

What advertising needs is more individuality of thought, new points of view, interesting and informative copy. Irrelevant interest, curiosity headlines, pictorial attractions, are being overdone. There should be more direct appeal to self-interest, a more resourceful handling of the uses and merits of a product.

There is not enough grip in headlines to attract readers who are or may be interested in the product.

Headlines should have more meat in them. They should convey the message at a glance. A hundred people glance at advertisements to one who reads the text. That larger audience must be influenced favorably and made to yield a better percentage of interested readers. It seems to me that the advertisement writer should follow more closely the technique of the news writer, in *satisfying* the public. He must give the reader something worth while for the pains of reading; otherwise the latter will quit. This is important, not only for the individual advertisement but also for the whole business of advertising. Unless people get something worth while out of advertisements, they won't continue to read them. They won't waste the time.

Advertising influence would be more effective if every advertisement would look through the reader's eyes and have his interest at heart. It should never mislead. It should never disappoint with bold, intriguing headlines and no substance to follow. It should avoid sweeping claims. It should be interesting and informative; sincere and specific.

This may sound simple; but it is often a difficult problem. Most merchandise is not very interesting. It is all so much alike to the unimaginative mind. If a product is worth advertising at all, however, it must have some vital aspects which can be presented from a fresh angle. The trouble with much copy is its lack of enthusiasm. It employs stereotyped superlatives. The copywriter does not immerse himself in the merit of that product, either from the maker's or the consumer's point of view. His own emotions never get fired. What can you expect but a dry, uninteresting piece of copy?

Take refrigerator advertising, for instance. Home refrigeration is a very interesting subject and it is progressing every year. New things are being developed by scientific research. The temperature required to keep different kinds of food is

[CONTINUED ON PAGE 78]

# Building the House to Fit the Heater

## How Our Advertising Campaign Is Changing Small House Architecture and Cutting Building Costs

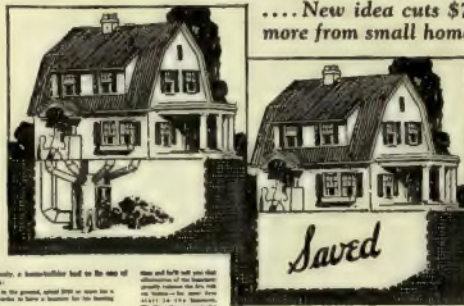
### By Walter S. Rowe

Advertising Manager, The Estate Stove Company, Hamilton, Ohio

**D**O you recall the O. Henry story about the shipload of women's shoes which went astray and landed on a South Sea island? The salesman who was sent to dispose of them found a decided lack of consumer acceptance for his product in that particular territory—no native had ever worn a pair of shoes, and the population was 99 per cent native. But he wasn't dismayed. He retired into the jungle and emerged with a large supply of sharp and insidious cockle-burrs. Then, in the dead of night, he placed them in the plaza and along the avenues where the wealth and beauty of the island was wont to promenade. You can guess the ending of the story—how the bare-footed populace reacted to the cockle-burrs, how they hopped, skipped and jumped to the shoe store, and how, having formed the habit of encasing their feet in nifty high-heeled creations, they wore them ever after.

In the spring of 1921, the Estate Stove Company placed on the market a new type of heating appliance, called Estate Heatrola. A concise definition of the Heatrola may be taken from the headlines of the opening advertisement: "Now comes a heater that looks like a phonograph and works like a furnace. In-

## A hole in the ground ....or 15 per cent saved?



....New idea cuts \$700 or more from small home costs

**UNTIL** recently, a homebuilder had to do one of two things:

1. Build in the ground, build 20% or more into a basement, or

2. Build without a basement and do without the comfort of a basement.

But now, through the Estate Heatrola and the Heatrola collection, home plans give you the best of both worlds—no basement and still with the comfort of a basement. Usually, total construction cost of the entire basement of the house was equal to the total construction cost of a basemented plan 15 per cent or more.

#### No second mortgage

Age of the mortgage and business loan rates will not cut you off from your home building ambitions and plans. You can get a loan, a better loan, in a better neighborhood. You can get a loan, a better loan, at the present rate of interest.

#### Safer, more beautiful

Had your building expert and architect ever suggested that you build in the ground? Would they have suggested that you build in the ground? Would they have suggested that you build in the ground?

Save and help us you that construction of the basement would require the use of a large amount of concrete, and that the cost of the foundation, masonry and part of the floor would be considerable.

Types of plans for these constructional items available.

#### Handled by Heatrola

Special attention given every customer's building plan for best basement, no basement, or basemented plan. The Heatrola collection of plans, with the Heatrola, is a complete line of plans for every type of house, but of the most up-to-date and modern.

#### A plan endorsed by authorities

Special attention given every customer's building plan for best basement, no basement, or basemented plan. The Heatrola collection of plans, with the Heatrola, is a complete line of plans for every type of house, but of the most up-to-date and modern.

Plans, in Chicago, were selected because they already had proved at Chicago that they were the best. The Heatrola collection is a complete line of plans for every type of house, but of the most up-to-date and modern.

#### Consult one of these builders NOW

Send one of the builders mentioned in this advertisement for a copy of the Heatrola collection of plans, with the Heatrola, and you will be able to see for yourself the advantages of the Heatrola collection of plans, with the Heatrola, and you will be able to see for yourself the advantages of the Heatrola collection of plans, with the Heatrola.



**This new building plan saves the cost of:**

- Basement
- Foundation
- Concrete
- Masonry
- Part of the floor
- Part of the roof
- Part of the walls
- Part of the ceiling
- Part of the stairs
- Part of the doors
- Part of the windows
- Part of the plumbing
- Part of the electrical
- Part of the heating
- Part of the cooling
- Part of the lighting
- Part of the painting
- Part of the decorating
- Part of the furnishing
- Part of the moving
- Part of the settling
- Part of the living
- Part of the dying

## Estate HEATROLA

Now in THE BEST OF THE BEST, HAMILTON, OHIO

Chicago, Boston and other - The American Furniture Mart and other stores. Inquiries please.

**Estate Heatrola**

with Heating Plan and Heating Appliance

It is all here.

Send for your copy today.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

The "Build Without a Basement" idea has created a market for the Heatrola where no market previously existed. It is revolutionizing small house construction with a cost reduction of approximately 15 per cent and it has made possible the sale of Heatrolas during the spring building season as well as the fall

stalled in one of the living rooms, it heats the whole house." Frankly, the Heatrola was designed primarily not to take the place of warm-air furnaces or other basement heating plants, but to replace base burners and other types of stoves in old houses, the assumption being that new houses would ordinarily be built with basements

and heated with basement heating plants. However, after the Heatrola had been on the market for about two years, we made quite an extensive investigation to learn who were buying the Heatrola and into what types of homes it was going. In traveling through the southern states, we learned that practically all modern small houses were being built without basements, and that the Heatrola was being installed as the heating equipment in many such homes. In Jackson, Mississippi, a \$20,000 model bungalow had been equipped with the Heatrola. In Mobile, Alabama, a whole block of modern one and two-story houses had been designed specifically for Heatrola heat. A study of these houses showed that laundry, storage and other normal functions of the basement were being conveniently provided on the first floor of the dwelling, so that it was quite clear that the only reason for a basement was to house the heating plant.

Of course, the elimination of the basement meant a considerable saving in the cost of construction, and we reasoned that if cellarless houses were considered practical and acceptable in the South, why should they not be equally practical and equally acceptable in other sections of the country? There was no question about the ability of the Heatrola thoroughly to heat

Portions of an address before the Semi-Annual Meeting of the Association of National Advertisers.



# THE · EDITORIAL · PAGE

## A Corporation's Audience

**S**INCE 1920 General Motors has made rapid headway in building up a fund of good-will for itself. This has been no accident, but the result of a carefully worked out plan of which two features merit special mention: the audience the corporation selected to whom to tell its story, and one of the units of its educational publicity campaign.

Following is the corporation's analysis of its audience:

First: Its stockholders and investors—the source of its capital.

Second: Its employees—the source of its labor.

Third: Those from whom it buys materials—its sources of supplies.

Fourth: Users of its products—its customers.

Fifth: The general public—its potential market.

A well-conceived campaign of education directed to these five groups could hardly fail to bear fruit.

The unit referred to previously as being worthy special mention is the folder which is sent out to all stockholders with their quarterly dividend checks, telling them what their company is doing and making them enthusiastic salesmen and saleswomen for General Motors. Each quarter's folder takes up a different phase or angle of the company's affairs and serves to educate as well as to enthuse.

A few years ago corporations regarded it none of their stockholders' concern what the company was doing so long as it paid its dividends. But the experience of General Motors and other pioneers in the cultivation of stockholder good-will proves conclusively that it pays to enlist their confidence and their active cooperation as well as their capital.



## A Sales Manager's Responsibility

**P**ROBABLY the sales managers of all concerns selling extensive lines have experiences similar to the one related to us recently by the director of sales of a large company manufacturing electrical goods.

There were four numbers in this concern's line which had "petered out." At one time they had been big sellers, but for nearly two years past only an occasional order called for any of these four items, and they were no longer worth cataloging and stocking. So they were withdrawn from the line and their manufacture was discontinued. Whereupon there began to be calls for these four numbers from all along the line and the salesmen began to demand their reinstatement.

What had happened was that the salesmen had come to take these items for granted and had ceased to try to sell them; yet when they were no longer available they missed them at once and began to talk about them to their trade.

The sales director of this company blamed the salesmen for this situation, yet the responsibility was not entirely the salesmen's. The home office was just as much to blame, for it is a sales department's function to see to it that the men on the road are not allowed to

become so accustomed to any of the items in the line that they neglect to talk about them.

It will prove decidedly worthwhile for any sales manager to go over his line several times a year for the purpose of locating "lazy numbers." These he can profitably bring to the attention of his men, putting it up to them that if they are not going to sell these items they will have to be taken out of the line. Or, if such is not the case, at least reselling the men on the items so that they will sell them again to their trade.

It takes eternal vigilance to keep any line selling actively throughout.



## Publicity of Trade Complaints

**I**N spite of the vigorous protests of Commissioner Huston Thompson, it would seem that the new rule adopted by the Federal Trade Commission in regard to publicity is one of the wisest steps that this body has taken since its inception. The publishing of complaints which later investigation failed to justify has worked irreparable harm to many of the concerns involved, and has aroused an understandable animosity toward the Commission on the part of those firms. Furthermore, the Commission itself has been obliged to waste time and money in the prosecution of cases which, with a little cooperative understanding between it and the respondents, might have been adjusted without contest.

Unprejudiced and forward-looking business men recognize the present value and greater potentialities of the Commission as a constructive force in the world of economics. To realize these potentialities most effectively and in the shortest possible time it must have the whole-hearted cooperation and respect of business throughout the country. The Commission is to be commended upon removing the greatest stumbling block which has laid in the path of such understanding.



## Let the Public Criticize

**I**N a recent address before the Washington Chamber of Commerce, Alvin E. Dodd, manager of the Domestic Distribution Department of the Chamber of Commerce of the United States, said: "People do not understand what takes place in the distribution of merchandise from the producer to the consumer, hence the difficulty in making them understand that it is quite as important a factor in fixing retail prices as is production."

It is unquestionably true that people do not understand the process of distribution, and it is our belief that a campaign of education along these lines, to be undertaken by organized advertising, would be far more effective than any campaign to "advertise advertising," such as is urged perennially. A campaign of this nature might subject some of the processes or agencies of distribution to public criticism. If so, well and good; it is high time we stopped trying to defend old practices and engaged the whole public in the problem of cutting the cost of distribution, in the interest of business and greater value for the consumer's dollar.

# Determining the Buying Power of Periodical Readers

Some Interesting Results of the Research Being Conducted by the Agency Association

By *Dr. Daniel Starch*

**T**HE first problem which our Research Department is undertaking to solve is a vital and interesting one, namely: What is the buying power of the readers of various periodicals? A reliable answer to this question should make it possible to know more accurately and intelligently how to reach the market for a given commodity requiring a certain buying power.

Our immediate objective in investigating this problem is to determine the most suitable and reliable methods for solving it. At the same time we are securing facts which will be of use in the final solution of our problem. Accordingly, we are approaching our task through four different methods:

1. The first method consists of checking through the subscribers' lists of some 75 leading periodicals for the purpose of determining the occupations of their respective readers. Occupation is probably as good a single index of buying power as there is. The method is being carried out with the subscribers' lists in four different cities. The four particular cities were selected for two reasons. The first is that we wanted cities of moderate size so that the first step in this task could be completed within a reasonably short period of time and the methods to be used for the more extensive study be decided upon as soon as possible. The second reason is that through special contacts which we are able to make in these cities the other methods which we are trying out can at the present time be best applied in those particular cities.

This method, namely, determining the occupations of the subscribers on the various lists, can be carried out very satisfactorily and a large number of names can be covered. However, it leaves open certain questions about which we are not certain. It is for this reason that we are trying out three other



Dr. Daniel Starch

methods. In the first place, the checking of subscribers' lists does not tell us whether or not the same proportion of occupations is found among those readers who buy the same magazines at the news stands. They may or may not be the same, but we shall not know unless we make a study of it. Again, the checking of subscribers' lists does not tell us anything about the relative appeal or standing of the various publications in the minds of the readers.

2. Hence the second method is carried out by means of a house to house survey. This survey includes a series of questions designed in the main to determine the occupations of those who buy a given magazine on the news stands as compared with those who obtain the same magazine through subscription. In addition this survey will bring information about indices of buying power other than occupation. It will also bring information as to how a magazine is

regarded in the home from the standpoint of appeal and standing.

3. The third method consists in making a news stand survey through personal inquiries of those who buy magazines at the news stands. This will furnish us a check as to the occupations and buying power of such buyers as these as compared with those who receive a magazine through subscription. According to our present plans, we are arranging for approximately 15,000 individual interviews by means of the house to house survey and the news stand survey. These surveys are being carried out through contacts with universities in various parts of the country which we have been able to establish. This, I believe, has two distinct advantages: a. keeping down the cost of this survey, and, b. making the survey in a purely impartial manner. The work is carried out in these various institutions by selected students in the field of Advertising and Marketing.

4. The fourth method consists of sending out by mail a brief questionnaire which is designed to determine the occupations and two or three other indices of buying power of the readers of various magazines, both with reference to those obtained through subscription and those bought on the news stand.

The results of the four methods will be checked against one another to determine their reliability and feasibility.

All four of these methods are now in operation. The first one, namely, that of analyzing the subscribers' lists, has been carried furthest. We are splitting up the subscribers of various periodicals into a considerably finer classification, so far as incomes are concerned, than has ever been attempted before. In checking through the subscribers' lists, the occupation of each subscriber is determined. Each occupation is classified into one of five

[CONTINUED ON PAGE 73]

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

# Barton, Durstine & Osborn

INCORPORATED

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

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

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



NEW YORK  
383 MADISON AVENUE

BOSTON  
30 NEWBURY STREET

BUFFALO  
220 DELAWARE AVENUE

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



*Our grandfathers were not content with humdrum, commonplace bottles*

## A Sales-Sermon in Glass

*By Marsh K. Powers*

**I**T is easy to assume that the importance which is now placed upon distinctive packages is wholly a modern development, brought about by a recent awakening to the sales-making and sales-protecting potentiality of the individualized container, and to scatter unmixed and unqualified praises on our present generation for this addition to the science of selling. And yet the bitters manufacturers of the sixties and seventies "knew it all before us." Sixty-five years ago they were utilizing this sales strategy in a notable fashion.

In this case, as in many others, therefore, a little research goes to show that the vaunted "new ideas" are merely new wine in old bottles.

Illustrated in accompanying photographs are fourteen selected examples of the ingenuity of early American glassmakers in evolving distinctive designs. Almost any one of these could well serve as the inspiration or pattern for some present-day seeker for a distinctive bottle. Not all of these are bitters bottles—many are flasks intended for the reception of those commodities made illegal by Mr. Volstead's efforts.

The ribbed, pagoda-topped bottle, roughly suggesting a conventionalized log-cabin, bears the inscription

S. T. DRAKE'S  
1860  
PLANTATION  
BITTERS

signifying that once-popular bever-

age which in its heyday was advertised in these glowing phrases:

PLANTATION BITTERS BY THE MILE—Messrs. P. H. Drake Co. last year sold nearly two million bottles of *PLANTATION BITTERS*. Allowing twelve inches to the bottle, set in a continuous line, they would extend three hundred and seventy-nine miles. What a nation of invalids we are! Just think of a stream three inches square, extending from New York to Buffalo, being swallowed by human stomachs in a single year. But people appear to thrive under it and repeat with pleasure. We are inclined to think that Drake Co. are entitled to the persimmons. Viva la Plantation, S. T. —1860—X.

The buxom "Indian Queen" was a saleswoman for "Brown's Celebrated Indian Herb Bitters." The

barrel-shaped bottle once contained "Dr. C. W. Roback's Stomach Bitters."

The other bottles and flasks illustrated are not marked with the name of their original contents.

The slim, long-necked example was an apothecary's vial. Any modern manufacturer whose commodity should be recorked immediately after using could profit from this pattern, as this particular bottle will not stand up without support and hence would automatically compel its purchaser to replace the cork without delay.

The crying-baby's head would certainly be appropriate for any alleviator of juvenile woes, even though it originally sampled a beverage restricted to adult consumption.

Each of the others, in its turn, suggests an appropriate modern application. Some are emphatically "mannish" in character, others are wholly feminine, as, for example, the lyre-shaped flask which stands between the gin bottle and Dr. Roback's package.

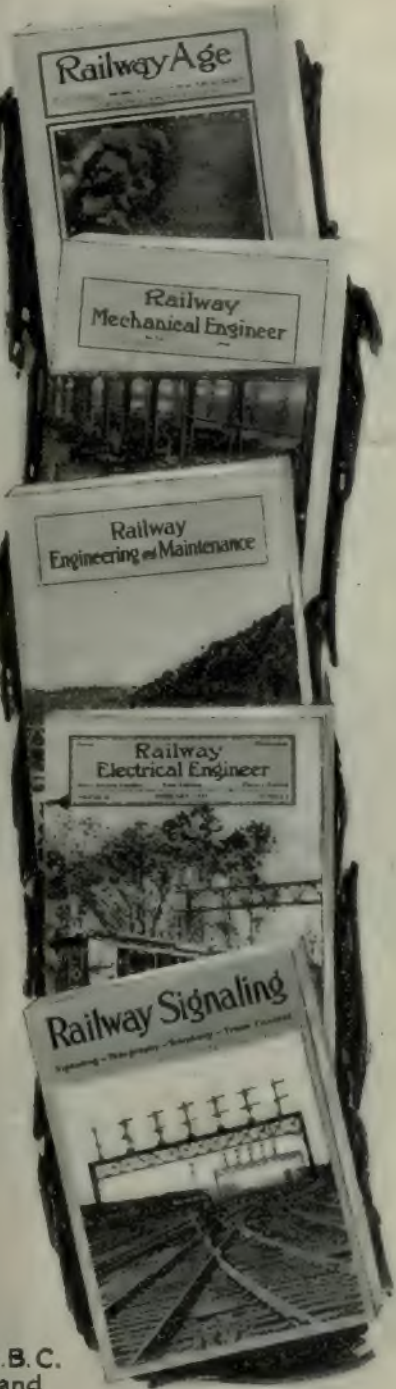
Obviously the realization of the importance of distinctive or artistic packages is no new discovery arrived at only through the all-conquering keenness of present-day grey matter. In fact, the evidence of these actual bottles should incline us, whenever we hear superlative praise of some alleged modern contribution to sales practice, to thrust skeptical tongues into our cheeks and wonder what earlier generation was first to utilize the "new" strategy.

The vendor of liquid merchandise who desires to delve further into the bottle lore of past generations will find collections of early American glass work in a number of museums as well as in antique shops.



*The Indian lady in the center is a 60-year-old saleswoman*

# The Railway Service Unit



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

## Direct Your Message to the Right Railway Men

through the five departmental railway publications which constitute *The Railway Service Unit*.

The departmental organization in the railway industry and the widely different railway activities make it necessary to gain, effectively, the interest and confidence of each department individually.

These five railway publications accomplish this by each one being devoted exclusively to the interests of one branch of railway service—and their effectiveness is shown by the classified circulation statements and the high renewal rate.

*Our Research Department will gladly furnish analysis of the railway market for your products.*

**Simmons-Boardman Publishing Company**

*"The House of Transportation"*

30 Church Street

Chicago: 608 S. Dearborn St.  
Mandeville, Louisiana

Cleveland: 6007 Euclid Ave.

San Francisco: 74 New Montgomery St.

New York, N. Y.

Washington: 17th and H Sts., N. W.  
London: 34 Victoria St., S. W. 1

# Is Advertising Art Only the Step-Child of the Fine Arts?

*By Heyworth Campbell*

**M**ANY, including Mr. Hine, the prominent English art critic, compared the drawings and paintings of the Art Directors Club's first Exhibition of Advertising Art on the whole most favorably with the current gallery exhibitions. This year's Show may or may not inspire such high praise. But what of it?

The art galleries will continue to display heroic, inspired examples that may never be matched in the field of the graphic arts. But how about the average? And thinking of the many dull and depressing canvases, I am wondering if the so-called fine arts may be justified in assuming an imperious, lofty-minded, high-plumed attitude.

Advertising art will always appear to be only the step-child of the fine arts when one compares the original canvases in the galleries with the final printed pages of periodicals.

However, fairly judging the originals by Cornwell, Dunn, Biggs, Wyeth, Rockwell, Parrish, and an army of other equally talented artists, and temporarily eliminating display type, pictures of packages, coupons, and other ingredients that spell advertising, it must be admitted that a condescending attitude toward commercial art is uncalled for.

In any event, comparing advertising art with exhibition art is less important than demonstrating that good art and efficient advertising are synonymous. In this year's exhibition there is displayed a happy combination of better art in advertising, and better advertising in advertising art. Advertising illustration is not necessarily good in order that it may be artistic, but it is very sensibly recognizing the importance of good taste and respecting certain simple fundamentals of design in order that it may be good.

When Mr. Lasker said that advertising should not be expected to



make successful a business that would not have been successful without advertising, he might have added that one should not expect art to be efficient in advertising unless that advertising would have succeeded with little or no regard for art considerations. Had this simple truth with reference to art and advertising been conceded prior to many advertising appropriations, vast fortunes and many failures would not have been charged up to advertising and to art.

Of this current Show—in fact, of any exhibition of advertising art—that peculiar individual who whispers mysteriously about merchandising as though it were a black art will surely say that this may be art, but is it advertising? Standing alone, the original drawings and paintings in point of conception, atmosphere, character, and rendering, might all have been made fiction illustrations. Occasionally one sees an automobile or an oil can worked into a composition, but you will have

to refer to the proofs of the finished advertisements to realize that these paintings and illustrations were made for and successfully functioned as advertising.

The fact that these originals have the freshness, personality and freedom from restraint as though created for no other purpose than the mere joy of doing, and that in the completed pages they represent sound advertising, testifies to the sympathetic and intelligent understanding of the art director and the many other personalities entering into the problem.


It is my impression that one of the purposes for arranging these exhibits of the best in advertising art over the year was to establish a definite method of measuring and comparing the progress of advertising art. Compared to the previous exhibitions, the most extravagant optimist must admit that this year's Show just holds its own.

In the first exhibition held four years ago there was a great proportion of editorially brought up illustrators, such as Booth, Chambers, Cornwell, Falls, Gruger, Howett, Leyendecker, Morgan, Reuterdaahl, Penfield, Rockwell, and hosts of others. Comparatively few of the exhibits in the first Show were by men primarily and exclusively identified with advertising; talented young artists who have been born right in the advertising field.

This year the proportion is reversed. A great many more of the exhibits are by artists discovered and trained in the advertising field and many of the most important exhibits are by this new group, which includes René Clarke, Spreter, Sundblom, Lees, Stoops, Hammer, Prince, Ruskin Williams, Helck, Pruett Carter and many others who might be mentioned. This is considered one of the most hopeful signs for the healthy progress of advertising.

*"The Proof of the Pudding is in the Eating"*

# There Must be Some Plums in This Pudding

 ANY inquiries are being made as to how *The Christian Science Monitor's* "new plan" is working out. (Under this plan three regional editions are published daily, carrying regional advertising at regional rates.)

April, 1925, was the first month of the new plan, and the Monitor's advertising lineage showed an increase of 44% over April, 1924.

*Atlantic Central and Pacific editions.  
Rates and circulation data on request.*

## *The* CHRISTIAN SCIENCE MONITOR

PUBLISHED AT 107 FALMOUTH ST., BOSTON, MASS.

### BRANCH ADVERTISING OFFICES

NEW YORK  
270 Madison Ave.

LONDON  
2, Adelphi Terrace

PARIS  
56, Faubourg Saint Honore

PHILADELPHIA  
802 Fox Bldg.

CHICAGO  
1458 McCormick Bldg.

CLEVELAND  
1658 Union Trust Bldg.

DETROIT  
455 Book Bldg.

KANSAS CITY  
705 Commerce Bldg.

SAN FRANCISCO  
625 Market St.

LOS ANGELES  
620 Van Nuys Bldg.

SEATTLE  
763 Empire Bldg.

PORTLAND, ORE.  
1022 N. W. Bank Bldg.

## Copy Cub Wants a Kennel—VI

# Thinking in Terms of a Campaign

[ Writing copy versus campaign-planning . . . determining the selling point . . . styling a campaign . . . merchandising a line . . . far-purposedness . . . mechanics of campaign-handling . . . result checking ]

By Sara Hamilton Birchall

IT was in the spring of 1917 that I crossed the line which divides the copywriter from the advertising man. Up to then, I had written pieces of copy to definite assignments, other people determining the selling points, planning the campaigns and analyzing the results.

That spring I said goodby, one by one, to the fellows who had attended to these aspects of our promotion work. Goodby in Grand Central, as they entrained for Plattsburgh to the tune of "Over There." . . . Goodby with a waving handkerchief as they swung down the Avenue behind the Great Lakes band rolling out "The Maid of Amsterdam." . . . Goodby at the docks, when the transports silently slipped away at dawn.

Like so many other women, that spring, I took up a man's job; in this case the study of sales policies, the budgeting of a circulation-getting campaign, and the relation of money expended to money brought in. Advertising ceased to be a matter of fresh ideas, clever phrases, attractive layouts. It became a matter of merchandising principles, selection of season and media, and the economical handling of a restricted wartime appropriation to produce the highest possible results per dollar expended.

I spent most of that spring with the adding machine and an assistant who could do mental arithmetic. We analyzed several years of subscription advertising in newspapers, magazines and through direct-by-mail. We planned the fall campaign with anxious care. A proud person I was when my chief passed the plans. I felt that I had stepped across the line.

Many cubs find this step difficult to make.

It is! It makes you study as you never studied for your hardest exam. It makes you think till your brains squeak. If you want a cushy job where somebody else does the hard thinking and the tough scrapping and takes the blame when things go wrong, remain a copywriter. If you can turn a good phrase and present a fresh point of view with reasonable frequency, you may come to earn as high as \$5,000 a year. But to get beyond that figure you must be able to pick a selling point, style a campaign, and merchandise a line.

**WHAT** is it to pick a selling point?

It means that you must be able to seize on the basic reason why John Bonehead and his wife will buy a certain given thing—a hair-net, a trip to Europe, a square-crowned hat instead of a round-crowned hat, a quart of milk that costs thirty-five cents instead of a quart that costs sixteen cents, an Airedale pup, a yeast-cake—and you must be able to present that basic reason in your advertising so as to make sales.

For instance, whoever hit on the idea of selling Fleischmann's yeast as a complexion-clearer and health-builder hit on a new selling point after the company had sold yeast as a bread-raiser for years and years.

The basic selling point may be fashion. Or healthfulness. Or economy. Or any one of fifty things. Not always is it obvious. For instance, you might think the only basis of getting women to buy *Vogue* would be as a means to smarter appearance involving more

spending. Not so. Our "Old Faithful" begins "\$2 Invested in *Vogue* Will Save You \$200," and pivots on the phrase "The gown you buy and never wear is the really expensive gown." A lovely salve to the feminine conscience. And a splendid selling argument to give father when he makes out the subscription cheque.

Now and again a new selling point gets over only too well. Not so long ago we were hoist with our own petard on *Vanity Fair*.

In 1913 Mr. Nast bought two moribund little circulations and combined them under the name of "*Vanity Fair*." We started to build it up. The public took to it readily. But even as late as 1917 advertisers had a queer persistent notion that *Vanity Fair* was a woman's magazine, a sort of second-rate *Vogue*. Space-buyers gave the plums to *Vogue*. *Vanity Fair* got the leftovers.

**THEN** the advertising manager had a new selling idea. Men were reading *Vanity Fair* for the motor news and the men's fashions and the sports and the pictures of pretty women. Why not strengthen these features and go after men's wear advertising?

We did. For three or four years, we talked *Vanity Fair* as a man's magazine. We got a lot of advertising into the book. And then suddenly we woke to the horrible truth that we had sold advertising managers and space buyers so thoroughly on *Vanity Fair* as a man's magazine that a lot of advertisers wouldn't put any women's or general advertising into it! The funny part of it was that *Vanity Fair's*

[CONTINUED ON PAGE 68]



# THE INTERRUPTING IDEA

NUMBER SEVENTEEN

NEW YORK

MAY 1925



FLAUBERT

*'One would have to live two centuries to attain a true idea of any matter whatever'*

## Dramatizations

The solid old earth began to quiver and quake.

Its surface rippled with wrinkles. Rocks moved to and fro. People grew dizzy with the continuous rise and fall.

§

What had happened?

Each year had been compressed into a second. Each century's earth movements were happening in less than 2 minutes. And the earth which we all thought so stable was revealed as a shivery, shaky mass.

§

Thus, a dramatization out of science.

§

When advertising years are compressed into single experiences, they, too, dram-

atize the real nature of the progress attained.

The monthly sales figures resolve into pronounced up or down movements. Profits show in their true profit; results in their true result. Policies prove their wisdom; knowledge its depth. Service reveals its consistency; interest its sincerity.

§

So it is that an advertiser never really knows his agency until the years have had time to tell.

So it is that an advertiser who continues with his agency after three years, really pays it a more important endorsement than the advertiser who newly selects it.

§

What do the years tell of Federal?

In 1924, 89% of Federal's billing consisted of accounts which had been Federal's clients more than 3 years.

53% consisted of accounts which had been clients more than 7 years.

25% consisted of accounts which had been clients more than 10 years.

§

In this rarely paralleled record, is summed up those things about Federal service which are so difficult to say, yet so important to weigh.

§

*"THE INTERRUPTING IDEA" is also issued as an independent publication, printed on fine paper. Executives who wish to receive it regularly are invited to write to the FEDERAL ADVERTISING AGENCY, 6 East 39th St., N. Y.*

IDEA	METHOD OF PROTECTION	REQUIREMENTS FOR THIS PROTECTION	DURATION	COMMENTS
<b>A TRADE-MARK</b> Any device which identifies the origin of a product, telling who made it or who sold it.	Registration with the Patent Office, Washington, D. C.	A. Must be physically affixed to a product or its container. B. Must point distinctively to origin or product. C. Must be eligible for appropriation by one person to the exclusion of others.	20 years, renewable for similar periods upon expiration.	I. A word may be a trade-mark. II. The first to begin continuous use of a trade-mark is its owner for that class of goods, whether or not he registered the trade-mark. Registration serves to establish priority of usage. III. A trade-marked article can be made by another unless that article is patented. The trade-mark itself, however, must not be used by another for that type of product.
<b>A TRADE NAME</b> A name which applies to the business as a whole, not to an individual product.	Infringer can be restrained in court on grounds of unfair competition. In major cases, infringer can be bailed before Federal Trade Commission.	A. Owner of name must show in court that another is leading people to believe that they are purchasing from the original user of that name, when in fact they are buying from the infringer.	Perpetual.	I. The term "Trade Name" is used in a confused sense. A TRADE-MARK WORD IS NOT A TRADE NAME. There is an important difference between the two, both in their application and in the ease of defending their use against infringers.
<b>A SLOGAN</b>	A slogan as such cannot be copyrighted nor registered.			
<b>AN ADVERTISEMENT</b> , a piece of copy, an illustration.	Copyrighting with Copyright Office, Library of Congress, Washington, D. C.	A. Must represent an original intellectual effort. B. Must bear copyright notice when published, then submitted with application for copyright.	28 years, renewable once.	I. Copyright fee only \$1. Procedure very simple. II. Must not be attached to product. If it is, it comes under the classification of labels.
<b>THE TITLE</b> of a newspaper, house organ or magazine.	Same as Trade-Mark. Registration with the Patent Office, Washington, D. C.	A. Must be physically affixed to the newspaper, house organ or magazine. B. Must point distinctively to origin of product. C. Must be eligible for appropriation by one person to the exclusion of others.	20 years, renewable for similar periods upon expiration.	I. The title is really the trade-mark of the publication. II. Does not include the title of a book (such as a novel or a text book). III. The phrase "Registered. U. S. Pat. Office" or "Trade-Mark Registered," or a similar phrase must always appear in conjunction with a trade-mark so registered.
<b>A LABEL</b>	Copyrighting with the Patent Office, Washington, D. C.	A. Must be attached to product. B. Must be descriptive of contents. C. Must tell who made the goods or who sold them.	28 years, renewable once.	I. Notice this is not copyrighted with the copyright office but with the patent office. II. A label differs from a trade-mark in that it is descriptive and in that the label includes the entire print while a trade-mark applies to the device regardless of the printed matter with which it appears on a package.
<b>DESIGN OF FABRIC</b> .	By securing letters of design patent, from the Patent Office, Washington, D. C.	A. Must be a new, original and definite form into which a physical substance is moulded or shaped, which gives it a distinguishing appearance (such as ornamental design or pattern of texture, or furniture decoration)	3½ years, 7 years, 14 years (optional).	I. This applies essentially to textile designs. II. The fee is nominal; varies with duration of patent.
<b>AN INNOVATION IN PACKAGE CONSTRUCTION</b> .	Patenting with the Patent Office, Washington, D. C.	A. Must be a new discovery or invention of an art, machine, manufacture, composition of matter, or else a new and useful improvement on one.	17 years, not renewable.	I. A new feature in the product itself, or in the construction of its package is especially desirable when the product is in the advanced competitive stage, since it provides to the product a basic point of individuality.
<b>AN INNOVATION IN PACKAGE DESIGN</b> .	Infringer may be restrained in court on grounds of unfair competition.	An advertiser cannot register a color, as such, as his trade-mark, but he may succeed in registering an arbitrary combination of colors used in conjunction with his label, as his trade-mark. An advertiser may restrain another from imitating the color scheme, package dressing or label arrangement, so as to be mistaken for his, on the grounds of unfair competition.		
<b>AN INNOVATION IN THE PRODUCT ITSELF</b> .	Same as innovation in package construction. Patenting with the Patent Office, Washington, D. C.			

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## Legal Methods of Protecting Ideas in the United States

THE chart reproduced above, known as the Kleppner Chart, compares the legal methods of protecting ideas in the United States. It is reproduced from "Advertising Procedure," by Otto Kleppner, with the permission of Prentice-Hall, Inc., the publishers. As the chart shows, the creation and the protection of ideas and trademark rights is purely a matter of compliance with certain legal technicalities. A great many marks are not registrable under the present Trademarks Act, and many owners of trademarks fail to seek registration, even though they are entitled to it. At first glance this would seem risky. How-

ever, it is not incumbent to register a trademark in order to use it, and, theoretically at least, the owner of a mark is entitled to the same degree of protection whether registered or not. Registration, however, does offer tangible and concrete evidence as to the owner's rights, even if it adds nothing to the rights already possessed by the owner. Registration, furthermore, gives the Federal Courts jurisdiction over all cases of infringement or unfair competition in which the mark is involved. Moreover, registration is practically a necessity if the owner ever expects—or hopes—to sell goods under the mark in foreign countries



Straight  
down the  
Middle

## Your drive

for metal trade business will be "straight down the middle" if you use the dominant publication of the Industry—"The Iron Age."

For seventy years this master publication has served as the main reliance of buyers-in and sellers-to, the metal trades; right now practically every company of any importance is on the subscription list and 1450 representative industrials use it as their advertising medium.

No campaign for business from the world's greatest industry is complete unless *The Iron Age* carries your publication advertising and backs up your other selling methods. You are conspicuous by your absence when you are not included in the columns of "the World's Greatest Industrial Paper."

Write for rates today and start your drive for business "straight down the middle."

## THE IRON AGE

239 West 39th Street, New York City

# Controlling Tardiness and Absence of Employees

**T**HE problem of controlling tardiness and absence on the part of employees, which one authority has estimated to vary from 1.5 per cent to 11 per cent per month in manufacturing plants, is covered comprehensively in a small booklet issued by the Metropolitan Life Insurance Company of New York. The existing situation is summarized and some methods of correcting it are outlined.

In the main, the best results have been brought about through: (1) Keeping accurate records on the basis of which intelligent action can be taken; (2) devising a system of rewards, to take any one of a number of forms, which will be effective with respect to the majority; (3) handling persistent cases in individual ways; (4) keeping everlastingly at it.

The imposing of fines, or the "docking" of wages, for irregular attendance is an old practice and one which has met with only indifferent success at best. People, it has been found, usually respond more quickly and willingly when offered a reward than when threatened with a punishment. These rewards may be of various kinds—cash, extra time off, special privileges, or pride in the accomplishment of a definite task with the accompanying approval of one's fellow workers. Whatever the nature of the incentive, the unit of time in which it is possible to earn it should be reasonably short.

One plan which has produced satisfactory results provides for a cash payment of 10 per cent of one week's salary (maximum bonus not to exceed \$6) to any home office employee, a record of whose attendance is kept, who has a perfect record for any thirty consecutive business days. Failure to return promptly to one's desk following the lunch hour is equivalent to a tardiness. A feature which distinguishes this from certain other plans is that it offers a continuous incentive; a clerk may begin a new period the day immediately following an absence or tardiness. In addition, each department is furnished with a monthly statement of its tardiness rate together with that for other departments of the division

of which it is a part, and for the company as a whole. Persistent cases of lateness are handled individually by the personnel division and may be made the cause for withholding of salary increases, or, in extreme cases, for dismissal. Since this plan was adopted, the tardiness rate has shown a steady decline.

Somewhat similar are the steps which have been taken by the Procter & Gamble Company of Ivorydale, Ohio, and the United Engineering and Foundry Company of Pittsburgh. The former pays weekly a bonus amounting to four cents an hour to the employees with perfect records with a resultant 33½ per cent reduction in absenteeism. The latter has evolved a scheme of interlocking bonuses which aims to provide vacations with pay. For perfect attendance the company sets aside each month an amount equal to 5 per cent of the employee's wages for the same period. The bonus is paid semi-annually with an "allowed absence" of six days in any bonus year without deduction.

**T**HE arrangement of the New York Stock Exchange is an example of an incentive which takes the form of extra time off. Any employee who succeeds in completing three months with a perfect attendance record from any date receives a green certificate which allows him one day's leave of absence with pay at any time when prearranged with his department head. Upon the completion of four consecutive quarters of perfect attendance from any date, he receives a gold certificate which entitles him to three days' leave. It is thus possible for an employee to secure an additional week's leave of absence with pay during any twelve months. Honor days, as these are called, have no cash surrender value, and the honor day record is not considered broken because of absence or lateness due to certain specified causes. Honor days earned in any calendar year must be used by December 31 of the following year. In dealing with persistently late employees, the personnel department strongly emphasizes the fact that such lateness is fundamentally an act

of dishonesty. In extreme cases only is the penalty of discharge exercised.

The development of a competitive spirit between departments is the way in which The Peoples Gas, Light and Coke Company of Chicago handles this problem. A monthly report showing the rating of all departments is sent to each department head. These are posted on the bulletin boards for the inspection of the employees and are discussed at the meetings of the department heads.

**T**HEIR responsibility and opportunity to deal with the abuse in a personal way rather than by rules are strongly emphasized. The plan has been in effect since August, 1921, and, according to the company, it is working. However, they have found that it requires constant pegging away by and at department heads in order to keep the enthusiasm for it alive.

Another company which follows a similar plan is Pomeroy's, a department store of Reading, Pa. They have effectively used their house organ, "The Store Booster," in stimulating pride in accomplishing a year's perfect attendance record. The October, 1924, issue of the magazine contains photographs of ninety-nine employees who succeeded in achieving such a record. The store also presented a five dollar bill to each.

Some firms succeeded in materially reducing time lost through irregular attendance by tying up the matter with other company plans. Such a concern is the Wooster Brush Company of Wooster, Ohio. This company has an extra compensation or premium plan designed to increase production. Before an employee is eligible to participate in this, however, he must put in at least 95 per cent of the total working time for the premium period, which is one month, and he must not be late more than three times during the same period. The company reports that this method has reduced the time lost to practically nothing. Several years before this plan was in operation, they found that using a time clock which stamped the tardy employee's time in red produced a good effect.

# An Open Letter to Makers Of Everything for the Home

From your Prospects

HOME OWNERS  
SMALL TOWN AMERICA

Gentlemen:

Recently 26965 of us home owners and householders living in and around the Small Towns of America replied to a question by the Editor of THE HOUSEHOLD MAGAZINE on Home Improvement.

65% of us told her we are about to make improvements and what kind. As we constitute what you would call a large "cross section" of the THE HOUSEHOLD MAGAZINE'S circulation, we represent nearly a million families in Small Town America THAT ARE RIGHT NOW IN THE MARKET FOR YOUR GOODS.

11% of us specified paint; 10% of us Building Additions; 7% New Houses; 8% Water Systems; 7% Bath Rooms; 6% Electricity; 4% New Furniture; 2% Porch Screens; 4% Furnaces and so on.

Which BRANDS shall we buy? That depends on two things: Which of you think we are a sufficiently desirable market to tell us about your brand in the publications that come regularly into our homes and

Which of you see that our Small Town dealers are stocked with your goods. Most of us deal with 103,120 merchants that are also subscribers of THE HOUSEHOLD MAGAZINE.

Trusting we shall hear from you through THE HOUSEHOLD MAGAZINE, we are

Sincerely yours,

*Household Subscribers.*

## The HOUSEHOLD MAGAZINE

More than 1,650,000 Subscribers

Advertising Headquarters  
608 South Dearborn Street  
Chicago, Illinois

TOPEKA, KANSAS  
Arthur Capper  
Publisher

Eastern Office  
120 West 42nd Street  
New York, N. Y.

# Where Waste Most Often Occurs in Direct Mail Advertising

By Homer J. Buckley

**O**F all the places in advertising where the mass selling appeal should be limited, it is in direct mail advertising. I don't mean by this that the mass selling appeal should not be used at all, but I do want to emphasize that its use should be restricted—very materially restricted—if we are to eliminate much of the waste that is now taking place in this medium.

In nine cases out of ten mass selling appeals have no place in a campaign of direct mail advertising, and if I were to analyze the failures reported in such campaigns I would invariably attribute the reason to this "bogey" which I have chosen to call mass appeal of copy preparation and circularizing.

It's the lazy man's way—and more often the inexperienced practitioner's method—of conducting a direct mail campaign. This sort of campaign is one where a piece or a series of mailing pieces are sent to a mass list of names, without the specific classification of prospective buyers being carefully studied. No analysis is made to ascertain the buying habits—whether urban or R. F. D., rated or unrated, department store, chain store or small town dealer, or dozens of other important angles which enter into a merchandising campaign.

This carelessness is going on to a surprising extent *all the time*. It is not alone confined to small concerns, but it is found among experienced agency men and advertising managers who ought to know better, but who are prone to treat direct mail as only an incidental part of their program of advertising.

This indifference may be likened to an advertiser running a general publicity campaign and using the same page copy in agricultural papers that is run in newspapers or industrial business papers. The efficient advertising man will see to it that there is copy prepared to fit the types of reader of the various types of mediums on the list of publications he is using. But when it comes to his direct mail, he just



Homer J. Buckley  
President, Buckley, Dement & Co.

shoots the same broadside, booklet or folder to his entire list, regardless of classifications. This is all wrong; it creates waste, damages the effect, and retards the results.

Successful direct mail advertising is a highly specialized business, calling for the best brains in the preparation of copy, classifications, study of lists, and selection of the type of mailing pieces that will prove most effective to the various lists that are to be covered. Careful thought should be given to the number of times the prospect should be covered and during what length of time, so as to tie in most successfully with the general advertising and merchandising program. The omission of any of these points, or an error in judgment—which is often based on guesswork instead of experience—very frequently results in failure and waste.

Third class mailings are often employed when they are a criminal waste of the advertiser's money. Some advertisers depreciate the value of letters and will not use

them in a campaign, yet the letter is the ace in the deck of a series of direct mailings, if judiciously employed. I say "if judiciously employed" advisedly, for the letter is more often abused than otherwise.

Direct mail copy, be it for a mail order piece or designed to parallel personal selling to get an inquiry, is the most difficult kind of advertising copy to write. Men who are versatile copy space fillers for general publicity are not as a rule successful direct mail copy men. The whole approach is different. A man of this type is invariably skilled in writing to the mass reader mind, but when it comes to the direct-specific appeals, he falls flat.

I have known men who are positive geniuses in writing newspaper or magazine copy, but who are miserable failures at writing a sales letter, folder or other mailing piece, and the exception to this is rare. Of course there are men who can and do write mass appeal copy for direct mail, and this literature I classify without hesitation as waste. Unfortunately there is much of it going out all the time.

The specific requirements in the preparation of successful direct mail advertising are training and experience, combined with a thorough understanding of: (1) The product—its merchandising angles, and competition; (2) the lists to be covered and most effective method of classifying them according to buying habits, etc.; (3) the ability to produce the type of copy appeal of direct and specific interest related to each group at the point of purchase; (4) the mechanics of direct mail pieces and their specific application to each class; (5) the follow-up—when, where and how employed.

In other words, direct mail advertising today calls for a high order of application, an understanding of fundamentals, and practical operation in mastering essential details if waste is to be eliminated. There is a crying need for men in direct mail who can measure up to these standards.

# EVERY SALESMANAGER Should Study This Chart

Containing excerpts from letters written by some of America's most famous advertisers, telling of sales results attained in New York through the use of Interborough Subway and Elevated Advertising, and their general high regard for this medium.

<p><b>ROYAL SCARLET FOOD PRODUCTS</b></p> <p>"... and after one year of poster work with your good company, we are very glad to advise that results have proven highly satisfactory.</p> <p>Our sales in the territory covered have increased thirty per cent during the period."</p> <p>A. P. WILLIAMS President</p>	<p><b>O'SULLIVAN HEELS</b></p> <p>"We cannot refrain from writing to tell you how splendidly our sales have increased during the first four months of this year (1924). New York continues to be our banner territory."</p> <p>ROBERT H. CORY President</p>	<p><b>IDE COLLARS</b></p> <p>"Our business in New York has steadily increased year after year, and it is our belief that this is in no small measure due to our steady advertising in the cars of your company."</p> <p>IRA FLEMING Advertising Manager</p>	<p><b>BORDEN'S MILK</b></p> <p>"... our sales in New York City have mounted steadily and we can come to no other conclusion than that our advertising in the Interborough Subway and Elevated has had a real share in building our business."</p> <p>STUART PEABODY Advertising Manager</p>
<p><b>WRIGLEY'S GUM</b></p> <p>"Buying space continually for that number of years (20), and increasing our showing whenever we have an opportunity to do so, is the very best evidence that we can offer of what we think of your service."</p> <p>WM. WRIGLEY, Jr. President</p>	<p><b>HOLEPROOF HOSIERY</b></p> <p>"In our recent special campaign on the new Holeproof Exc Toe, we have had an opportunity of checking results directly... and I think it no more than right to let you know that these results were highly satisfactory."</p> <p>W. W. FRESCHL Vice-President</p>	<p><b>THE MENNEN CO. TOILET PREPARATIONS</b></p> <p>"In view of the fact that we have been using this service so long, we necessarily must have renewed our contracts several times, which means we must think well of the service. We don't know of any better way of covering the New York Metropolitan district."</p> <p>WILLIAM G. MENNEN President</p>	<p><b>THE POMPELIAN CO. TOILET PREPARATIONS</b></p> <p>"The buying capacity of New York City staggers the imagination, and the way your service reaches that field is a gratifying thought to the advertiser."</p> <p>W. W. WHEELER Vice-President</p>
<p><b>LIFEBUOY SOAP LUX and RINSO</b></p> <p>"All advertising is said to be good but some is much better than others, and we consider the cars you control to be an excellent advertising 'buy'."</p> <p>F. A. COUNTWAY President</p>	<p><b>SUNKIST ORANGES</b></p> <p>"We have been using your advertising service continuously since December 1, 1916, and consider it to be a vital part of our advertising plan for the New York market."</p> <p>PAUL S. ARMSTRONG Advertising Manager</p>	<p><b>BEECH-NUT PRODUCTS</b></p> <p>"Needless to say we firmly believe that your posting space has been of real help in stimulating the sales of Beech-Nut products."</p> <p>S. VAN WIE Advertising Manager</p>	<p><b>NUJOL</b></p> <p>"We consider the Interborough Rapid Transit Subway and Elevated one of the best car card advertising mediums in the country."</p> <p>STANDARD OIL CO. (N. J.) C. L. Bowman</p>
<p><b>DEL MONTE PRODUCTS</b></p> <p>"We cannot speak too highly of the service you have rendered us in the past and the fine spirit of cooperation evidenced by all members of your staff with whom we have come in contact."</p> <p>W. E. LOUCKS Promotion Manager</p>	<p><b>MAXWELL HOUSE COFFEE</b></p> <p>"The results we have secured have been extremely gratifying to us, for they have exceeded even our highest expectations. We have always felt that your medium has played a great part in the success we have attained in the New York market."</p> <p>FRANK L. CHEEK Vice-President</p>	<p><b>DOMINO SUGAR AND SYRUP</b></p> <p>"To have the confident feeling that Artemas Ward, Incorporated, — and Louis Cohn, personally, — are always back of every contract to the limit of their power, gives the advertiser a peace of mind which surpasses understanding, as it also surpasses any attempt to put it in words."</p> <p>EARL D. BARST President</p>	<p><b>NATIONAL</b></p> <p>Co. as away, going to plem that h is about stance, way be done.</p>



Write for More Facts About  
**INTERBOROUGH ADVERTISING**  
SUBWAY and ELEVATED  
CAR CARDS and POSTERS

Controlled by  
**ARTEMAS WARD, INC.**  
50 Union Square  
NEW YORK  
N. Y.

# THE 8-pt PAGE

by  
Odds Bodkins



**T**HERE has come to my desk a copy of *The Carter Times*, house-organ of the Carter White Lead Company, which is unique in that it is a twentieth anniversary issue. A 20-year-old house magazine is surely worthy of respect when one takes into consideration the high infant mortality of such publications!

Interestingly enough, the leading article in this issue is the announcement of the installment plan of selling painting and decorating. The application of the installment plan to the financing of painting is a significant new development, and I was much interested to learn just how the scheme is worked out. Perhaps the readers of this page will be equally interested. I quote from *The Carter Times*:

#### How an Installment Contract Works Out

If the estimated cost of the job is..	\$150.00
Painter will add 9%.....	13.50
<hr/>	
Total contract price.....	\$163.50
20% payment to painter.....	32.70
<hr/>	
Balance payable to Finance Company in ten monthly installments of \$13.08 .....	\$130.80
Owner pays no other charges.	
Charge for credit investigation, col- lection, risk, interest and service	13.50
<hr/>	
Cash received by painter from Finance Co. ....	\$117.30
Cash received by painter from home owner .....	32.70
<hr/>	
Total cash received by painter....	\$150.00

The minimum finance charge is \$9.00 with no extra charge for credit investigation.

In Chicago the other day I talked with the vice-president of a company in another "household necessity" line, and he said that his own and another important industry were working out a similar time-payment plan. It is easy to foresee that before long it will be possible to make all major purchases and expenditures on the deferred payment plan; and that any individual industry or company that holds out will face difficult competition.

—8-pt.—

This, from a General Motors advertisement published in business and financial papers, strikes me as being exceedingly well put:

"Shakespeare created his characters in three ways: what he made them do, what he made them say, and what he made others say about them. These are the three ways we take the measure of a man, a group of men or a corporation."

—8-pt.—

Sanger Brothers, authorized Hoover dealers for Dallas, Texas, have discov-

ered—or should I say "invented"?—a new outdoor advertising medium. One would have supposed that with lithographed and painted displays and electric signs, and advertising automobiles and kites and calliopes, the field would be pretty well exhausted. But not so! Sanger Brothers discovered that very effective outdoor advertising could be done with fireworks, as witness.



It seems that each year these enterprising Hoover distributors stage a big party at the fair grounds and invite everybody in Dallas. At the last party the program wound up with this big Hoover set piece, which not only burned "The Hoover" into the minds of the spectators, but edged into the papers and the movies and got itself talked about all over Texas. That's what generally happens when one does something unusual!

—8-pt.—

"Wage earners buy Ford cars for many reasons," says Charles Percy of Cleveland, "and more often than not the reason which a wage earner will give for buying a car can be properly termed a 'conscience appeaser'."

The "conscience appeaser" is a common sales phenomenon, but it seems not to be understood by many salesmen and advertisers. They try to argue with prospects about whatever it is they are trying to sell, instead of getting around on the other side of the

problem and helping the prospect excuse himself for buying!

—8-pt.—

While out West recently I noticed a safety slogan on the buses which says a great deal in four words:

"Courtesy will prevent accidents."

Selling safety via the courtesy route is appealing, and it should be effective.

—8-pt.—

On the evening of the last day of April the friends of Frank Blanchard tendered him a dinner at the McAlpin Hotel in recognition of his service to advertising in an educational way during the past twenty years. F. B. organized the first resident advertising course ever given, back in 1905, at the Twenty-third Street Y. M. C. A., New York, and he has conducted a class there every year since. Many of the men who today stand high in advertising learned their first lessons in agate lines, copy and layout under Frank Blanchard. The McAlpin dinner was well deserved recognition.

—8-pt.—

Although professing righteous indignation over the idea of press agency, secretly I cannot but admire the perspicacity of whoever is behind the publicity of the General Airways system in sending two grand pianos to Washington by air freight. Could they have selected anything that would have more quickly or more convincingly "caught" the mass mind than grand pianos? In the popular imagination they stand, not merely as musical instruments, but as symbols of weight and bulky unwieldiness, combined with delicacy and intrinsic value.

No wonder editors "fell" for the story!

—8-pt.—

Well, if it doesn't accomplish anything else of benefit, the new postal rate schedule will result in a lot of house-cleaning of mailing lists. And I know of a number of concerns that could pay the new rates, and still save considerable money if they would cull out the dead names and the duplicates!





## Delicatessen Wives?

**N**UMEROUS in the city; almost unheard of in the country!

Less than 50 per cent of the city families do their own baking, whereas 94 per cent of farm families bake their own bread and pastry. The family flour consumption is divided as follows: strictly farm families, 55.34 per cent; town and village families, 12.21 per cent; families in cities of 5,000 to 25,000, 9.58 per cent;

families in cities over 25,000, 22.85 per cent.

Obviously it is to the farm families that flour manufacturers must direct their advertising if they are to have an influence in the selection of over one-half of the "family consumed" flour of the nation.

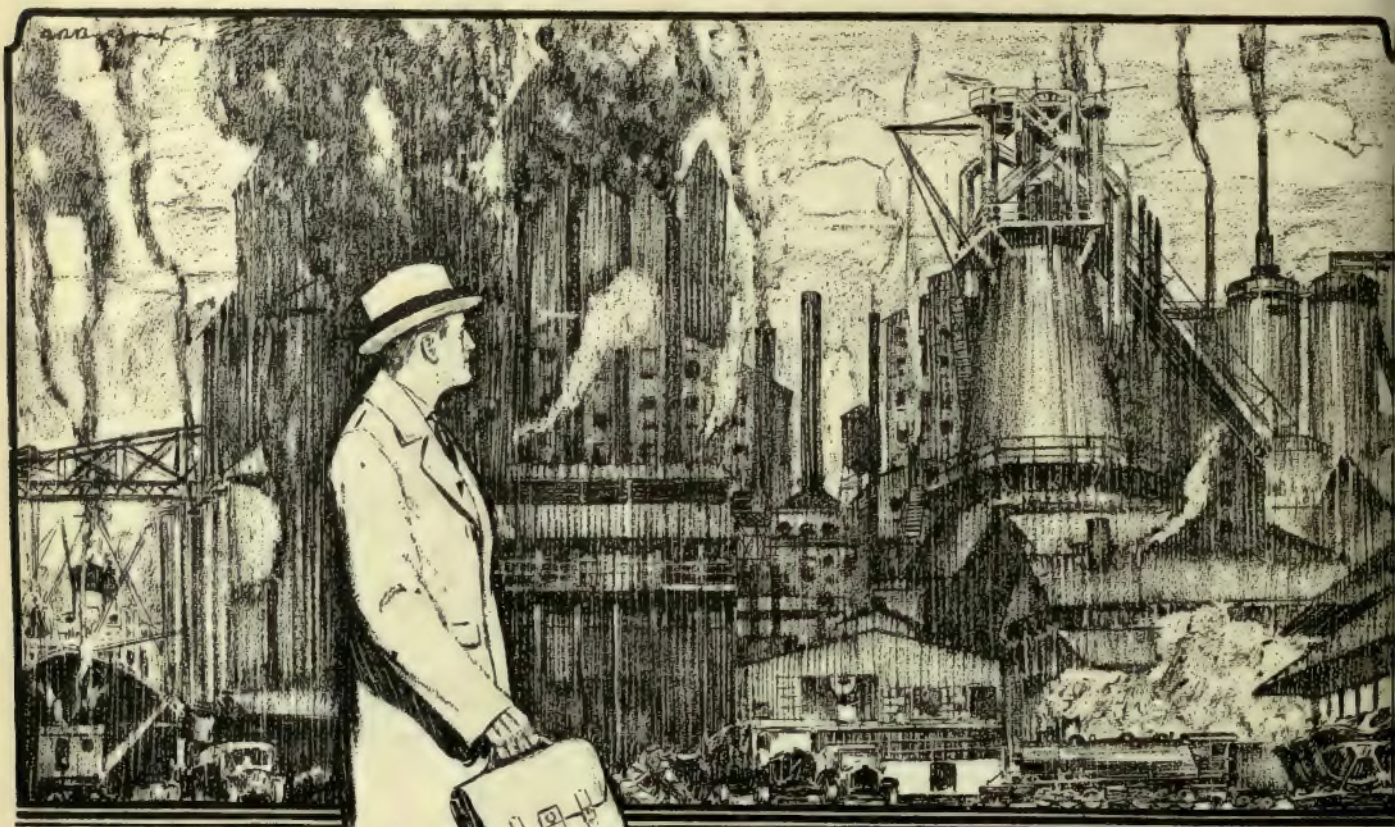
The buying of flour is a very definite and conscious transaction on the part of farm families. Each

family buys an average of 100 pounds at a time. The Farm Journal subscribers alone buy 4,230,000 barrels a year. Their average consumption is 690.9 pounds.

Whose brands will they buy? That depends upon what flour advertising they read in The Farm Journal, whose more than 1,200,000 subscribers may be reached at the small cost of less than  $\frac{1}{4}$  cent per page per family.

# The Farm Journal

first in the farm field



## How big does the *Industrial Market* look to you?

**M**EASURED by the yardstick "volume," the industrial market as a whole staggers the imagination. The figures are so stupendous, they require a rearrangement of the powers of comprehension before one can think in comparable terms.

Measured by the number of potential buyers, the industrial market becomes alluringly small, for 95% of all industry's purchases are made by 115,000 plants. These include everything from the great industrial works to the little shops with a big future. The remaining 5% is widely scattered, of uncertain stability and low potential. They are beyond the border line of profitable selling.

The obvious economy of selling only where sales are profitable, points directly to the need for concentration of sales and advertising on worth-while markets. Market determination and sales analysis loom big as the first steps toward lower cost of distribution.

Scientific selling simply means the study of markets and the intelligent cultivation of those buyers whose purchases are large enough to justify the effort to sell them.

### *Four principles of Industrial Marketing*

As a preliminary to selling, four basic facts should be determined (1) What are the worth while markets (2) What are the

buying habits of these markets (3) What is the most direct approach to them (4) What appeals will have the greatest influence on their buying.

The classification of industrial markets is not difficult. Industry's needs are known and buying habits are well established.

Any manufacturer selling to industry can segregate his prospects with certainty. He can reach them directly and with a definite knowledge of what appeals influence their buying. Information which will aid him

selling and advertising are many of America's Industrial Leaders. Among them also, are numerous smaller manufacturers whose real success started when they changed from promiscuous selling to concentrated effort.

*A service of unique value*

The McGraw-Hill Company has been of definite assistance to many of these manufacturers. They were able to bring to the consideration of plans a fifty years' knowledge of industry, unique and unmatched.

Other manufacturers who desire to fit their sales and advertising plans to present-day needs and opportunities, are invited to counsel with the McGraw-Hill Company.

A recent survey of the buying habits of industry has been published under the title of "Industrial Marketing". This

graphic analysis will be sent, upon request, to any manufacturer (or advertising agent) whose market embraces the industries served by the McGraw-Hill Publications.

*The Industrial Market at a glance*

Group	Units	Purchases	
Mines and Quarries	11,400	\$1,000,000,000	
Public Utilities	26,680	4,000,000,000	
Power Plants (over 250 H.P.)	16,000	Included in other groups	
Construction	7,500	2,500,000,000	
<i>Class</i>			
<i>Manufacturing</i>	A	B	
Process Industries	7069	6285	12,700,000,000
Mechanical Industries	7981	5213	5,900,000,000
Textile Industries	5544	4847	4,500,000,000
Lumber Industries	3531	3546	1,200,000,000
Miscellaneous	4717	5488	3,700,000,000
Class A (50 or more workers)			
Class B (21 to 49 workers)			
<b>Total</b>	<b>115,801</b>		<b>\$35,500,000,000</b>

*The above changes somewhat from year to year due to growth, mergers, etc.*

to do this is available through the McGraw-Hill Company.

Numbered among the manufacturers who are following these principles of scientific

McGraw-Hill Company, Inc., New York, Chicago, Philadelphia, Cleveland, St. Louis, San Francisco, London, Publishers of

# McGraw-Hill Publications

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

<p><i>Electrical</i> ELECTRICAL WORLD JOURNAL OF ELECTRICITY ELECTRICAL MERCHANDISING RADIO RETAILING</p>	<p><i>Mining</i> COAL AGE ENGINEERING &amp; MINING JOURNAL PRESS</p>	<p><i>Industrial</i> POWER AMERICAN MACHINIST CHEMICAL &amp; METALLURGICAL ENGINEERING INDUSTRIAL ENGINEER</p>	<p><i>Overseas</i> AMERICAN MACHINIST (EUROPEAN EDITION) INGENIERIA INTERNACIONAL</p>	<p><i>Construction &amp; Civil Engineering</i> ENGINEERING NEWS-RECORD <i>Transportation</i> ELECTRIC RAILWAY JOURNAL BUS TRANSPORTATION</p>
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This advertisement is the second of a series to appear in the following newspapers—*New York Times, Philadelphia Public Ledger, Pittsburgh Gazette-Times, Cleveland Plain Dealer, Detroit Free Press, Chicago Tribune* and *New York Herald-Tribune*; in the following advertising papers—*Printers' Ink, Advertising and Selling Fortnightly, Sales Management*; and also in all of the McGraw-Hill Publications. The purpose of these advertisements is to arouse a national appreciation of the need for improving industrial sales efficiency, also to awaken a keener interest in the correct principles of industrial advertising and selling.

# The Sweeneys Versus the Stuyvesants

[CONTINUED FROM PAGE 18]

stance, know something of preferred stocks, wines, cigars, and horses, but he buys rugs and pictures and books on the advice of somebody else, or because somebody else who represents good taste and the proper thing to him buys them.

I HAVE met a well-known and wealthy horseman who buys pictures, but always pictures of horses. He bid six hundred dollars one day for a huge, dingy painting that showed among other things two horses coming down a hill. He bought it, he said, because it was the most natural action of horses going down a hill that he had ever seen. When Duveen had the canvas cleaned, he found it was a lost work of a very famous Dutch artist, and the owner was immediately offered ten times what he had paid. But the old gentleman preferred to keep his picture, not because it was an old master but because it was a good picture of something he loved and understood—horses. A limited sophisticate!

I recall a certain millionaire who bought a new house, remodeled and re-furnished it regardless of expense, and moved in. Then he decided they needed some pictures. So one day the whole family piled into the White sedan, drove to the galleries, and selected dozens of pictures. The only restriction on their choice the head of the family made was that no picture should cost over twenty-five dollars. So they bought anything from ten inches of exquisite water color to one horrendous seven-foot canvas of a flock of sheep, bad enough to engender a life-long hatred of mutton. But in very many other respects this man was a very sophisticated person.

Sophistication is limited in anybody. We might compare a human being to a partially cut diamond, with one or more brilliant facets, but the rest of the stone as it came from nature. Our sophistication is our facets. Nobody's is comprehensive.

Another instance: a musician—teacher, singer, composer, celebrity in his world—kept all his money in bills in an old trunk, gave over the family bathtub one time for two weeks to a new hatched brood of ducklings, spent his summer in the country barefoot, and adored boiled wax beans smothered in hot sour milk. In music this man was an ultra sophisticate; in other respects he was extremely unsophisticated.

The most sophisticated man I have ever known (in Mr. Calkins' sense of broadly and richly lived and travelled) was a morose jumble of inconsisten-

cies; puritanically intolerant in many ways, but sentimental as a musical comedy milkmaid. He was the first crossword puzzle fan I ever knew. The only effect of advertising on him that ever came to my notice was to sell him a device to clean a pipe. And not so long ago he committed suicide in a very sophisticated and gentlemanly way, with a minimum of mess and considerable consideration for the folks who had to relay his remains to the crematory.

Mr. Calkins rather describes, if I may be so bold, people who are smart, or smarty, rather than sophisticate. It is very hard to sell a truly and broadly sophisticated person anything. Least of all is such a person susceptible to advertising in a publication that heralds wood carvings of dropsical nudes as a new step in sculpture, or some new tonal or graphic showman as a shining evangel in art. The aftermath of sophistication is independence—independence in taste, in thought, in manner, almost to intolerance. The sophisticate's criteria are formulated pretty solidly, and his interests absorbed and confined. He may read and observe much, but be relatively little influenced. Consequently he is not a particularly good prospect for most kinds of advertising.

\* \* \*

THE smart or smarty people, on the other hand, are essentially imitative—conformative copyists. With a vast appetite for new experiences, ambitious to reach or stay or shine in a certain social status, they have more than average means, but few standards. They reflect one another and emulate the nearest shining light of their acquaintance and experience. They live by authority and borrow authenticity. They affect connoisseurship and familiarity with many fields they really know little about. The women in the family are usually the motive forces that move them along.

These people do read and follow the publications Mr. Calkins mentions, or at least buy them. They can be sold comprehensively on Colonial furniture, including the sleigh back rockers and ship carpenter's cupboards that in the original are interesting museum pieces but untenable in this day as livable furniture. Some of the women do read and study *Vogue* with an intensity that oftens amounts to passion. They are always on the alert for the smart thing, the right thing, the newest thing. As Mr. Calkins says of his sophisticate—"They live in a world which has its own technique." Their absorption in this

world is tense. But beyond all else, *they are impressed by example rather than advertisement!* They have their authorities *in personis*. They follow the leader rather than the advertiser.

For instance: If a salesman suggests Chinese rugs for the living room, young Mrs. Smart indignantly rejects the idea. Chinese rugs are used in dining rooms only. The smart magazines say so. Her friends use them there. But let Mrs. Whoof, who is one of Mrs. Smart's patterns, cover her living room floors with Chinese rugs, and Mrs. Smart weakens. Chinese rugs go on the fence. And if word comes that Mrs. Wild, another Biddle or Cabot of her circle, affects Chinese rugs for the same purpose—Chinese rugs are sold! They are *all right* on living room floors because the authorities have spoken.

THESE are the people Mr. Calkins may have seen around Thorley's, with unfloricultured dubs like myself, paying ten dollars because we wanted a good Easter lily and really couldn't tell one ourselves. The sophisticates, whose lily needed no gilding of a Fifth Avenue florist's name, were probably in the crowd at Bloomingdale's, selecting superior lilies at \$1.69.

Mr. Calkins speaks of prestige. Prestige is a pebble in a pool—and there are many pools. Occasionally a pebble is potent enough to ripple many pools or the whole ocean of life, but generally it operates within smaller circles. The more circles it affects, the greater its cash value. Rolls-Royces would carry very little prestige if the Sweeneys on foot didn't know and recognize them.

Prestige among the smart or smarty people is also established in a person or persons. The wry-faced officers of the Pierce-Arrow Company who looked askance at Mr. Fatty Arbuckle's purchase of a Pierce-Arrow should have been respectfully recommended to fly a kite. Mr. Arbuckle was a considerable pebble in his pool, and undoubtedly sold many more Pierce-Arrows to film folks. At least he didn't prejudice more people against the car than some other pebble might. He really gave it more prestige in a new field and among the general public.

I could whisper to Mr. Calkins the name of a certain suburban community near New York where, if one certain man could be sold a Pierce-Arrow, at least ten more sales would follow in his circle within the year. It might be necessary to put fourth mortgages on the homestead, hock the jewels, and leave the grocer and undertaker unpaid, but these families would get the Pierce-

*"What's all the shootin' for?"  
 This advertisement appeared in  
 Printers' Ink two years ago!"*

May 31, 1923

PRINTERS' INK

119

## What Is "Class" Circulation?

**A** FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

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Programs for 60 legitimate New York theatres —  
 aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

108 Wooster Street

New York City



## One department's activity in direct advertising

During April the merchandising department of Evans-Winter-Hebb investigated marketing conditions, planned or executed direct advertising in the interest of the following:

building stone	motor cars (to secure dealers)
concrete block machine	motor car hardware
cooking stove	paint and varnish
drug specialty	paint spray gun
furniture	paper and envelopes
hardware specialty	printing paper (for jobber)
household disinfectant	printing paper (for manufacturer)
industrial crane	shock absorbers
insurance policies	sporting shoes
lawn watering system	trunks (automobile)
motor cars (to consumers)	woven commercial baskets

Such a list serves as index to the uses of direct advertising. And, although it does not include additional work that was done in other departments, it also indicates this organization's broad experience in its specialized field.

While Evans-Winter-Hebb does not suggest that direct advertising is a panacea for all sales and advertising ills, it is likely, however, that you might find in a recommendation of this organization just the tonic or remedy that your condition requires.

### EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West

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

Arrows. Trying to sell them an Estey organ would be another story, because an Estey organ gives little publicity, and a radio answers its purpose among these folks.

\* \* \*

Miss Birchall in the last issue also dodged definition and enlightened by illustration only.

She called our attention to the hard lot of the Harrison family in Kansas City, A. D. 1905—all of which from an advertising standpoint is as the Medes and Persians, because times have changed since Sara was a girl. If you really want to know how much they have changed, look up the article by Roger F. Davidson—"The New Consuming Public"—in the FORTNIGHTLY of June 18, 1924.

Miss Birchall mentions that of a total of 24,000,000 families in this country, some 8,130,000 only pay taxes. These taxpayers, please remember, are largely urban, and do not represent the whole income of the country. Farmers need an expert accountant to figure out their incomes; and they get a living on and from the farm to a great extent, in addition to their cash income. But if the fact that one-third of the population of these United States pays income tax is not good news to every advertiser, we had all better stop. No country in any period of history ever had so much and such a large high-income population; and no country ever had such an increase of prosperity as this country in the last decade. I have no 1905 income figures, but cogitate these: 357,515 incomes of more than \$3,000 in 1914, and about 2,000,000 such incomes in 1924. Incomes below \$3,000 totaled 2,479,465 in 1917; reached 4,622,575 in 1921; and undoubtedly exceeded this figure for 1924.

**A**UTOMOBILE registrations increased from 1,258,062 cars in 1913 to 15,029,177 in 1923—a rise of 1200 per cent. The seven to ten billions of dollars we now have rolling around on rubber tires would have flabbergasted the 1905 economist (or whatever they called them then).

So when Miss Birchall asks if we think buying habits have changed much in the intervening two decades, the only answer is Yes. We know they have!

Exhibit B—the Misses Abby and Eulalia of Harvard Square, Cambridge, is of little more value. Isolated remnants of a tight little local caste, their significance, economically or socially, is as trivial in 1925 as the long nails of the Mandarin; or the speck of yolk children in certain Pennsylvania mining towns are wont to leave upon their chins on the mornings they imbibe eggs, apprising local society that Pop is working again. They are not even representative 1925 intelligentsia. At most they are only a very small group in the middle class, where most of the intelligentsia are found anyway.

Exhibit C—my dear old friends, the Stuyvesants! (The much sought plutocrats, at which every advertiser at some

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



## Keeping up with Mrs. Pleasant Ridge

When Mrs. Pleasant Ridge was a little girl her neighborhood was a series of estates. There was much "visiting" from house to house—a compact community spirit reigned.

Today the estates have given way to broad avenues bordered with substantial homes. But the community spirit still remains—because Mrs. Pleasant Ridge has kept up with the growth of the community. She belongs to clubs, goes to the theatre; she is "up" on every current topic.

In keeping with such an existence is the interest of Mrs. Pleasant Ridge in The Daily Enquirer. Staying at

home, she sandwiches it between breakfast and housework. Shopping bound she is accompanied by it on her ride to the city.

As you've guessed, "Mrs. Pleasant Ridge" is not *one* woman, but *many*. In this suburb are 873 residence buildings; here 502 Enquirers are delivered each morning.

What does this mean to you, Mr. Advertiser? Simply this: Through The Daily Enquirer you can, at an extremely low rate, talk to the great majority of housewives in Pleasant Ridge—and at an hour when they have time to listen!

I. A. KLEIN  
New York  
Chicago

R. J. BIDWELL CO.  
San Francisco  
Los Angeles

# The CINCINNATI ENQUIRER

"Goes to the home, stays in the home"



## THREE HITS • NO RUNS ONE ERROR



**L** EFT on the bases—that's the position of many dealers today. Some manufacturers are wondering why more runs aren't being scored in the sales columns. Something seems wrong with the teamwork in distribution.

These manufacturers know their products are OK; that their dealer organizations are capable and that their national advertising is effective. These are the three hits.

Why don't the dealers pile up bigger scores? One error—inadequate consumer contact—leaves them stranded on the sacks.

With Caxton Applied Direct Advertising in the line-up the manufacturer has a dependable hitter who will drive the dealer across the consumer's home plate. And the dealers will gladly pay for his services.

Ask your advertising agency about Caxton a.d.a. or write us direct.



THE CAXTON COMPANY  
*Cleveland*

time or other years to loose a telling shaft.) They are entertaining. The jazz orchestra rates five hundred alone. By the night, Cinderella! And the coming out party of the deb daughter set the old man back fifteen thou!

Ah, well—let Exhibit C stand, right alongside Mr. Calkins' *rara avis*. There must be some families like the Stuyvesants, or else where do the Sunday sections get their stories? But alas—so few, so far between, so hard to reach and sell—that it is better to sell the haystack and let the needle go! And remember to put these Stuyvesants in the *up* part of the 390,000 families earning from \$6,000 a year up. Any bright little classified boy will tell you that it is imprudent, if not impossible, for \$6,000 families to shoot fifteen thousand on the debby daughter's blow-out. In New York City, only 9 per cent of our families earn from \$6,000 up, and the Stuyvesants fit into the last quarter per cent of the nine. Granted they are splendid customers, are there enough of them to count; and how in blazes can you keep alive selling them?

"And I am equally convinced that the three types of mind—mass, intellectual quality, financial quality—overlap surprisingly little." Again we beg to disagree. They not only overlap, but they slop over. Only time can breed class minds, and in this country we are not old enough. We are too fluid, too shifting. We have very little inherited wealth, and very little of that running beyond two generations. We are making millionaires rapidly, and reducing them again. And a million dollars does not entirely reform a mind within one lifetime.

**M** ISS BIRCHALL believes that the basis of quality in circulation depends on an attitude of mind toward money. But she is mistaken if she believes that the mental attitude of the mass reader is "*Money is to be saved.*" The mass mind shoots the roll, gathers the roses while it may, and has little care of the morrow. How else can you explain the fact that the poorest millions of England's population spend millions annually in lotteries and in bets? How else can you explain the silk shirt outbreak of 1919? And only last week we had public warning in the press from a labor chief to his constituents that easy credit and installment buying may be carried too far.

The saving attitude of mind belongs to accustomed wealth. The very rich man with a large income gives much thought as to how to save and preserve and multiply a portion of his income. The poor man dreams and plans to make his buy the most. Forswear the exquisite aloofness of the *Vogue* offices some time Miss Birchall and go out and give the Sweeneys the double O—Saturday night is a good time—and get acquainted with the mass mind's attitude toward money. We have tried "*with the utmost fixity of purpose*" for four years to prevent free lance newsboys from overcharging for the



early edition of our five-cent Sunday paper on Saturday night—but see if you can find anybody in New York on Saturday night who cares for an extra nickel, excepting only the subway change makers!

\* \* \*

**WHAT** is quality circulation?

Well, here is a definition. I may modify it next week or next month or next year, but it seems more complete to me now than any of the preceding: *Quality circulation is that circulation which per capita or per thousand can be profitably sold the largest possible volume of the thing advertised. It is a variable and fluctuating field for each individual advertiser.*

I say "can be profitably sold" rather than having buying power—because the former includes buying power, susceptibility to impression and sales argument.

For instance, the best quality circulation (it seems to me offhand) that a maker of harmonicas could buy would be the circulation of the *American Boy*, in preference to all the Condé Nast publications in the world.

And I honestly believe that more Estey organs could be sold on the lower East Side among New York's foreign born population, because there are possibly more people there who love and appreciate music than in any other audience in America. I hazard this opinion because I know that one of the largest retail music houses in the world sells most of its high priced violins (\$500 to \$10,000) to workmen of foreign birth. Such men regard a violin as an investment and a heritage; and having been born too late to acquire a Strad, look for the next best substitute. Is it entirely possible that the best quality circulation for Estey organs might be some New York foreign language papers?

So it is up to each advertiser to test his fields and find his quality circulation. Such circulation may be constantly changing. The mail order advertiser "wears out" certain fields or lists sometimes, and the circulation he has been using may fall in productivity and no longer be his best field.

Ultimately quality circulation is that group of people among whom you can do the most business. It does not come in neat bundles or numbered lists. It must be sought for and found by test and experiment.

For the general advertiser we think mass circulation—which includes all classes—is generally most profitable. The Sweeneys in the aggregate are everyone's best customers; income below \$6,000; capacity for impression and susceptibility—infinite. Of course there is some waste; there is waste in every circulation. But if your advertising can sell only a portion, it can create a prestige among the rest. After all, advertising is more than listing for sale. It is creating desire which blossoms into tomorrow's demand, as well as today's sales.

# There's no place like the home-

—to get the facts on the buying habits of any market. The new 1925 Consumer Analysis of Greater Milwaukee is based on personal interviews with a real cross-section of all Milwaukee families. Published in four volumes, this survey covers brands used, number and percentage of brand consumers and dealers, per capita consumption and total annual volume.

**VOLUME I**  
*Grocery Products; Candy and Gum; Cigars, Cigarettes and Tobacco.*

**VOLUME II**  
*Musical Instruments, Radio Equipment, Automobiles.*

**VOLUME III**  
*Cosmetics, Clothing, Jewelry.*

**VOLUME IV**  
*Electrical Appliances, Building Material, Miscellaneous.*

*Copies of this survey are being sent to interested executives as quickly as each volume is printed.*

## The Milwaukee JOURNAL

**FIRST—by Merit**

## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

**The William Feather Company**  
605 Carlton Building :: Cleveland, Ohio

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.

# Three Big Forward Steps

## Four-color Covers

Beginning with the December issue *People's Popular Monthly* will carry four-color covers. The printing will be the highest quality of four-color work available. You can now send a first class color message into a million small town homes.

## 680 Line Page Size

Page size will be changed from 760 lines to 680 lines. The exact month this Fall when the change takes effect will be announced shortly.

## A Million Circulation

We will mail a million circulation commencing in September, but the million circulation rate does not take effect until the January issue, 1926. You can save enough this Fall to offset many of your increased postage costs.

This magazine is entering a new era of influence.

Let it become your salesman in the Small Town homes of America.

# People's Popular Monthly

Des Moines, Iowa

Carl C. Proper  
Editor and Publisher

Graham Stewart  
Advertising Director

## Building the House to Fit the Heater

[CONTINUED FROM PAGE 24]

the average five or six-room house in even the coldest climates, and other possible objections could be readily swept aside. A cellarless house, properly built, is actually drier and warmer than a house with a cellar, considerably easier to heat, much more convenient, and, from the standpoint of appearance, decidedly more pleasing.

We wanted the opinions of architects and other authorities on the practicalness of cellarless houses, and we went first to Mr. Maurice I. Flagg, director of service of the Architects' Small House Service Bureau. His answer was emphatic and decidedly reassuring. "Perfectly sound," said Mr. Flagg, "and in accordance with the principles of good small-house construction."

In view of the statement of Mr. Flagg and other authorities, it became evident that not only was the cellarless house idea a sound idea, but that by promoting it we would have the advantage of tying up with a very definite trend in small-house design. We wanted to know, however, just how large a saving could be made by building without a basement, so we sent a questionnaire to real estate boards throughout the country. The information thus obtained showed that we were justified in claiming an average saving of 15 per cent.

OUR investigation had not only assured us of the practicalness of the cellarless house, but had furnished us with a wealth of material for advertising copy. With the demand for small homes far exceeding the supply, with building costs at peak prices and no probability of a decline, with newspaper and magazine editors appealing for public or private enterprise to furnish some means of alleviating the housing shortage, with the Department of Commerce actively interesting itself in the problem, what could be more timely or more appealing than such a headline as "New method of home building cuts 15 per cent from costs!"

We realized, of course, that we were undertaking a big contract in attempting to promote so radical a change in home building as the elimination of the basement; we took into consideration the fact that such a campaign would be, at best, an indirect method of selling the Estate Heatrola, and that not all of the heating appliance business resulting from the campaign would come to us. On the other hand, the proposed campaign offered us these two certain results:

(1) An opportunity to interest all our dealers in actively displaying and pushing the sale of the Heatrola in the spring building season, whereas formerly their efforts had been concentrated in the fall months.

(2) The only solution we had found



## Envelopes

PLAIN, PRINTED OR LITHOGRAPHED  
FOR EVERY PURPOSE

Send for Samples—Prices that are Interesting

HESSÉ ENVELOPE AND LITHO. CO.

4181 North Kingshighway

ST. LOUIS

## GET THE 1925 RED BOOK



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

\$2.50 each, postpaid

Special prices on quantities.

THACKER GROCER DIRECTORY  
Dept. AS, 83 W. Gay St., Columbus, Ohio

# NEXT WEEK!

MOTOR WORLD  
BECOMES  
MOTOR WORLD  
WHOLESALE



WATCH FOR THIS ISSUE  
SOMETHING NEW & BETTER  
IN TRADE PAPER PUBLISHING

# NEXT WEEK!

- Next Week** — the million dollar property, now known as Motor World, with all its prestige and influence, will lose its present identity and become Motor World Wholesale—the change being made in response to a strong and rapidly increasing demand for such a publication.
- Next Week** — there will be a complete change in the appearance, arrangement and editorial treatment of this publication. It will be 100% wholesale—the only publication of its character in this field.
- Next Week** — Motor World Wholesale will be full of interesting news and information about the wholesale field. This will be of a much-needed and very helpful character that will strongly appeal to its readers.
- Next Week** — will see the inauguration of a number of special departments devoted to Car Distributors, Tires, Electrical Wholesale, Replacement Parts Wholesale, Salesmen, Radio, etc. These will concentrate editorial matter of interest to these specialized fields and will appear in each issue.
- Next Week** — Motor World Wholesale will have thousands of new subscribers—all drawn from wholesalers and their salesmen. These are being received at the rate of over 2000 a month. Of the present subscribers over 40% already are interested in the wholesale field. It will have the largest paid circulation of this character obtainable.
- Next Week** — in Motor World Wholesale you will see a distinctive, interesting, informative, newsy paper—entirely different from any publication in the trade paper field.
- Next Week** — thousands of quantity buyers will be carefully scanning both advertising and editorial matter in Motor World Wholesale. Will they find your product there?
- Next Week** — thousands of wholesale salesmen, tremendously influential with the retail trade, will be carefully reading Motor World Wholesale from cover to cover. Will they find there information about your product that will help them sell it?
- Next Week** — is a mighty good time to be well represented in Motor World Wholesale. The tremendous interest aroused in this new publication assures your advertisement getting unusual attention. There is yet time. Wire space reservation to

**MOTOR WORLD WHOLESALE**  
239 West 39th Street                      New York City

**GET IT!**

**READ IT!**

**JUDGE IT ON ITS MERITS!**

of the problem of how to make advertising of the Heatrola published in the spring of the year timely and interesting.

It was the certainty of these two favorable results that finally induced the directors of our company to say "go ahead." The advertising ran in magazines through the spring building season of 1924, and is being continued in a larger way this year.

**T**HE very first advertisement that appeared gave us proof of nationwide interest in the cellarless house idea. Although the copy was not aimed particularly at producing inquiries, it brought in over a thousand, most of them from individuals who were planning to build homes, but many of them from real estate operators and building contractors, and others from property owners who saw in a low-priced, easier-to-build house an opportunity to dispose of land which could not be sold as vacant lots.

A feature of the advertising has been the offer to supply at a nominal price, complete house plans for a variety of modern cellarless houses—Heatrola-heated—designed for us by The Architects' Small House Service Bureau. But we soon found that the technical service which we would be obliged to render in connection with selling this new building idea would be far more comprehensive than the mere furnishing of house plans. We have been asked to answer questions regarding dry-rot, questions as to methods of floor insulation, protection of water pipes, methods of laying foundations, and a thousand and one questions of a technical nature which were originally beyond our ken, but which were part of the responsibility we assumed in our new rôle of home building advisor.

In a comparatively short time we seem to have become the clearing house for cellarless house information—not only in regard to technical points in building, but in connection with financing and other phases of the building business.

It was recognized very early in this undertaking that the speculative builder would be a very important factor in the marketing of Heatrolas as equipment for new houses, as it is the speculative builder who is responsible for more than 50 per cent of all houses that are being built nowadays, and for a considerably larger percentage of the new houses in the low-price class. To reach this market we have used direct mail, trade publications, exhibits at home building shows, and a special force of salesmen whose work has been entirely of an educational or missionary character. We have shown the builder how he can gain a distinct advantage over competition by building a cellarless house, a lower-priced house, a Heatrola-heated house, a nationally advertised house.

Encouraged by the great demand for low-priced houses in Chicago and suburbs, we decided this spring to make an intensive effort to promote the



# The Sign of Prosperity

MOTOR through the beautiful country which provides New York City with fluid milk and you will everywhere see the blue and white sign of membership in the Dairymen's League Co-operative Association, Inc. You can nearly always tell the homestead of a Dairymen's League member before you see the sign, by observing the well kept buildings and the general air of prosperity.

Almost one-half of the average New York State dairy farm is devoted to pasture. The cows harvest this pasture crop without expense to their owner. For this reason, the most prosperous months for the Dairymen's League member are May, June, July and August.

It is good business to use extra space in the Dairymen's League News during the summer months, rather than wait until fall, as is usual in advertising to the general farmer. This paper is read by every active member of the Dairymen's League because it supplies him with vital market news, unbiased by any other interest.

Build up the "valley" in your sales graph by adding the Dairymen's League News to your summer schedule. The rate is very reasonable, 50c a line for circulation averaging 70,000. Published every Friday; forms close Monday of the preceding week.

*A request will bring you Sample Copy and Rate Card*

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

DAIRYMEN'S  
*League*  
NEWS

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

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



## What Is Stranger Than Strangers?

**S**TRANGE, ISN'T IT, how many strangers there are! You spend goodly amounts of money to "keep known" as the experts say. In spite of which, you are constantly and startlingly, faced with the endless strangers, that you and your product are strange too. It jolts you.

More than likely it isn't a case of too small space. Or too few mediums.

With advertisers rather generally, one of the troubles—one of the biggest, in fact—is that so few are willing to do the simple, utterly obvious things with their selling-on-paper; the same as their salesmen do selling-on-foot.

The simple, clean cut, easy-to-understand things, frequently don't make a very showy showing, among our neighbors and friends. But what matters that, if they show up satisfactory profit-wise?

If you have the courage—and it takes courage—to do the simple, utterly obvious things, the chances are we can offer you the kind of business building service that will insure a substantial reduction of strangers to your product, resulting in a larger success for your advertising.

You may also like the idea of a moderate sized agency.

**TUTHILL ADVERTISING AGENCY**

L. W. C. TUTHILL, President  
1133 BROADWAY, NEW YORK

building of Heatrola-heated cellarless houses in this metropolitan district. On March 29 we launched a campaign of large-space advertisements in the *Chicago Herald and Examiner* to run through the spring building season. But for a period of six weeks before the advertising started four members of our organization with two members of the newspaper staff, merchandised the proposed campaign to the real estate operators and builders in Chicago and in a 40-mile radius around the city. To the concerns who would endorse the cellarless house idea, who would agree to put up at least one such house as a sample early in the season, and who would show their good faith by placing a non-cancellable order for at least one Heatrola, we offered listing of the firm name in each of our advertisements and exclusive representation in the particular territory in which each concern was operating.

As nearly as we can estimate, at least 1,000 of these houses will be built in the Chicago district this year.

**A** LEADING trade journal in the building and contracting fields has made the promotion of cellarless house building one of the planks in its editorial platform for 1925 and has come out unequivocally with the statement that "basements in small houses are a tradition of the past."

Early this year we offered cash prizes amounting to \$1,000 for cellarless house designs. Over 620 sets of plans were submitted—the largest number of plans ever submitted in a competition of this sort—and every State in the Union, with a single exception, was represented.

In addition to the results which I have already cited, these things have been accomplished:

Magazine advertising of the Heatrola featuring the cellarless house idea has produced practically double the number of inquiries that came from advertising which was devoted exclusively to the merits of the heating appliance.

The cellarless house idea has taken the Heatrola out of the class of appliances whose sales are confined to a single season of the year.

Lastly, our records show quite clearly that advertising of the Heatrola which featured its application as part of the equipment of new houses had been just as effective in selling the Heatrola as a replacement unit for old houses.

In conclusion, if any of you think that we have undertaken too big a contract in attempting to make a new market for the Heatrola—if it occurs to any of you that the same amount of effort applied along lines of less resistance would be more productive of sales and profits—let me present this thought in justification of our program. The market for the Heatrola as the heating plant for new houses will grow larger each year. In promoting the "Build Without a Basement" idea we are not only increasing present outlets, but we are building for the future.

### Advertising and Selling Fortnightly

9 East 38th St.  
New York, N. Y.

Please send me the following bound volumes at \$5.00 each:

- Volume I, May 9, 1923, to Oct. 24, 1923.  
 Volume II, Nov. 7, 1923, to Apr. 23, 1924.  
 Volume III, May 7, 1924, to Oct. 22, 1924.  
 Volume IV, Nov. 5, 1924, to Apr. 8, 1925.

I enclose check to cover.

Name .....

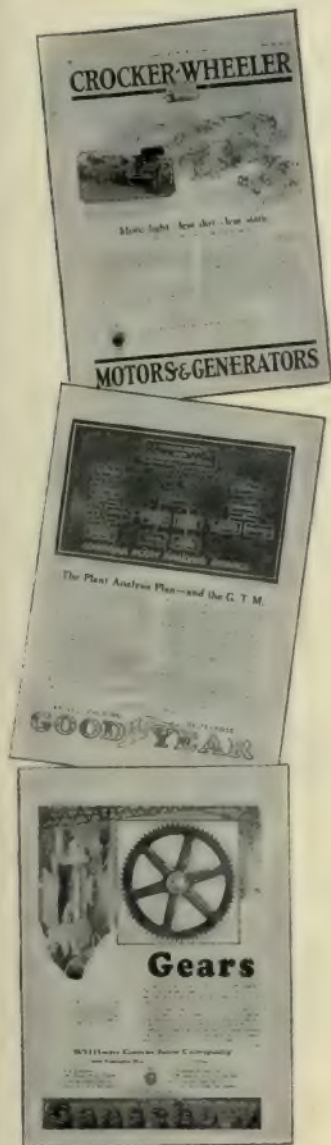
Address .....

City .....

Bound copies of Volume IV are now ready. The volume is cross-filed under title of article and name of author, making it valuable for reference purposes. Price \$5.00 each, including postage.

A few copies of I, II and III available at the same price.

# What Do POWER's Readers Buy?



ENGINES, boilers, pumps, condensers?

To be sure. But that isn't all.

By title POWER's readers are executives, consulting engineers, superintendents, mechanical engineers, electrical engineers, master mechanics, works managers, etc. You'll find them wherever power generation is an important factor—in central stations, steel mills, ice plants, textile mills, public buildings, paper mills—in every branch of industry.

But their function is a common one. They are responsible and in authority when it comes to the generation and application of the kilowatts, horsepower and pounds of steam that keep industry going.

This means they are responsible for and buy equipment for not only the generation of power, but for its many common industrial applications as well—refrigeration machinery, heating and ventilating apparatus, motors, control, speed reducers, belting, instruments, etc.

POWER's readers are responsible for power generation and application everywhere in industry. If your products have a place in their production work, POWER has a place in your sales work.

Supporting data? Lots of it. Just ask.

# POWER

A McGraw-Hill Publication  
Tenth Avenue at 36th Street, New York

# WHICH PAPER?

## *The Strathmore 4-Group Plan Tells*

COVERS BOOKS JAPANS BONDS WRITINGS

### THE · EVERYDAY · GROUP

*Bay Path Cover.*

*Bay Path Book*

*Bay Path Imperial*

*Bay Path Bond  
Blandford Bond  
Strathmore  
Multicopy Bond*

*Bay Path Vellum*

### THE · PRESTIGE · GROUP

*Alexandra Deckle  
Edge Narrow Width  
Old Cloister Cover  
Rhododendron Cover  
Strathmore Munsell  
Cover*

*Alexandra Book  
Alexandra Deckle  
Edge Narrow Width  
Blandford Book*

*Alexandra Japan*

*Alexis Bond  
Saxon Bond*

*Alexandra Brilliant  
Strathmore Snowdrift  
Telanian Extra  
Super  
Woronoco Damask*

### THE · DISTINGUISHED · GROUP

*Old Stratford  
Parchment Cover  
Strathmore Deckle  
Edge Narrow Width*

*Old Stratford Book  
Strathmore Charcoal  
Strathmore Deckle  
Edge Narrow Width*

*American Japan  
Parchment  
Strathmore Japan*

*Strathmore Deed  
Strathmore  
Parchment  
Woronoco Bond*

*Strathmore Script*

### THE · DECORATIVE · GROUP

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

*Strathlaid Booklet  
Strathmore De Luxe*

*Aladdin Writings*

STRATHMORE EXPRESSIVE PAPERS  
ARE PART OF THE PICTURE





# WHICH PAPERS

## *Come Within the Price?*

Many advertisers are born practical-minded. They begin certain jobs with a price-limitation. Then— which papers come within the price? Which give opportunity to be different? Which afford change from the same old thing? . . . Now comes the Strathmore 4-Group Plan. It tells. It presents 3 groups of Strathmore Expressive Papers at 3 price levels, and a 4th group of decorative papers . . . Does this job class as "Everyday"? The

Everyday Group points out "Everyday" covers, books, japans, bonds and writings. Does that job class as "Prestige"? The Prestige Group gives a complete choice of "Prestige" papers. Thus, also, with your "Distinguished" or best jobs, and with your "Decorative" or novelty jobs . . . When you know what you want, and when you don't— work from the 4-Group Plan. How will you have your card? Please mark the coupon.



**WHICH SIZE CARD?**

The 4-Group Plan Card has been printed on fine Strathmore paper, in 3 sizes;—Wall, file, desk. Check which you want (or all, if you wish) and mail to us. To lift up your printing, costs only a 2-cent stamp.

STRATHMORE PAPER CO., MITTINEAGUE, MASS.

Please send Wall size  Desk size  File size

If you want A Handbook, please check

Name \_\_\_\_\_

Address \_\_\_\_\_

WHICH STRATHMORE EXPRESSIVE PAPER?

*The 4-Group Plan tells*



# The Ten Main Factors in Campaign Illustration

—and how to handle them

1. The creating of an exclusive physical atmosphere.
2. An art technique which shall assist in differentiating the campaign.
3. Possibilities of accumulative interests, due to serialization of theme.
4. Analysis of the popular vogues, fads and fancies of public.
5. If possible, the advancing of a single selling argument.
6. An eye to pictorial competition, particularly in newspaper space.
7. Meeting the pictured campaigns of competitors.
8. Careful study of seasonal influence.
9. Perfect correlation between text and illustration.
10. Some indication that the advertising illustrations are in harmony with future aims of sales department.

These factors are thoroughly covered in

## ILLUSTRATION IN ADVERTISING

By W. Livingston Larned

Vice-President and Art Director in Chief of the Ethridge Company  
321 pages, 6 x 9, 212 illustrations, \$4 net, postpaid

This book is a fact-packed explanation on the use of art in advertising. It discusses principles, methods, technique, advantages and disadvantages and psychology of practically every illustrative treatment for practically every advertising requirement.

Every important illustrative method is covered. All usual, and many unusual, advertising requirements are considered.

Advertising managers, artists, copy-writers, service executives, commercial photographers, production managers—every one interested in good advertising display and illustration—read Mr. Larned's masterly covering of the entire subject.

Covers every important art point

- Atmosphere
- Action
- Serialization
- Borders and Mortises
- Using White Space
- Outline Technique
- Human Interest
- Woodcut Technique
- Perspective
- Pencil, Crayon and Drybrush
- Mechanical Shading Methods
- Photographic Illustrations
- Pen Drawings
- Humor, History, Heroics
- Use of Black Areas
- And hundreds of others

SEE IT FREE

Every one of the thirty-seven chapters has a thought—a suggestion—an idea—for you. Every one is well worth reading and referring to again and again. We shall be glad to send your copy for 10 days' free examination to your home or your office.



### FREE EXAMINATION COUPON

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

Send me for 10 days' free examination Larned's ILLUSTRATION IN ADVERTISING, \$4.00.

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

Name .....

Address .....

Position .....

Company .....

A. F. 5-22-25

# Advertising the Church

By William N. Bayless

THE modern church is a large and extensive user of direct mail advertising. Not many advertising men know that. They have a more or less vague idea that the church is spending most of its money in the newspapers and perhaps occasionally on the billboards. Their assumption of this is, of course, natural. Those are the media that make an impact on the national consciousness. Advertising in the newspapers and on the billboards is seen by the general public.

But the general public does not know of the millions of dollars spent every year by the churches of America in letters, folders, mailing cards, booklets and house organs (which are generally referred to as Church Bulletins).

Although one of the inefficient and wasteful features of church advertising today is the large amount of poor copy and weak, ineffective layout, nevertheless there are some outstanding examples of beautiful and convincing direct mail advertising in the church field.

I have particularly in mind a handsome brochure for the Church of the Master in Cleveland. My hat is off to Ralph Leavenworth, the man who planned and produced that booklet. It is a beautiful thing. Moreover, it has imagination—a rare quality in much of the church advertising of today.

That is particularly true of the cover design. Instead of the usual trite and commonplace design on a church booklet, there is a very artistic line drawing of the exterior façade on the church. The technique of this drawing is done in the impressionistic style of broad, bold strokes, with smashing masses of blue color. The whole thing is surprisingly effective.

Another touch of imagination on this cover is the fact that it does not mention the name of the Church at all! Can you imagine that! I have an idea that the man who did it may have had a rather bad quarter of an hour with the Church Board. Probably the first thing they said to him was—"Young man, you have forgotten to put the name of our church on this cover." Then the advertising writer had to explain patiently to them that it was left off purposely, and had to sell them on the idea of leaving it off.

The only lettering on the cover at all is the alluring caption—"Too Important to Pass By," which appears right under the color illustration of the church.

The inside pages of the booklet are in only one color (black) but they present in a very practical and convincing way the various activities of the church among the adults, the young people and the children. These phases of the life of the church are well illustrated by a number of half-tones from photo-

graphs. The whole thing makes an ideal piece of printed matter for distribution among the unchurched people of that community, to "sell" them on what The Church of The Master has to offer them, in both a social and spiritual way.

Churches are fast beginning to see that more beauty is needed in their bulletins and folders. The copy is also commencing to gear up more closely to the spirit of the times. An illuminating instance in the field of Letters is that of a priest of the Catholic Church in Chicago who has gotten amazing results from a series of multigraphed letters that he sends monthly to the young folks in his congregation after they have been confirmed.



# WANTED:

*... a man with*

# IDEAS

*and the ability to express them*

We need another writer—we will employ two, if they meet our requirements. Naturally, education counts, experience counts, personality counts—but only insofar as they contribute to the applicant's ability to write good advertising. By good copy, we do not mean glowing platitudes and rubber-stamp phrases. We mean copy with the sparkle of human interest in it, copy that hits people where they live.

If you think you can write that kind of copy, we would be glad to have you prove it to us. Write us a letter, telling us what you think we should know about you, and naming the starting salary you would expect. Enclose samples of your work—they will be returned to you.

We are growing—the copy writers we need are additions to our Cincinnati staff, not replacements. If you come with us, you will be joining an organization where there are no silk hats—no “prima donnas.” Instead, there is an honest spirit of cooperation—real team work. If you show ability, you won't need to worry about advancement.

But the first thing is to show ability. Show it—in your letter to us.

## The Ralph H. Jones Company

ADVERTISING

431 MAIN STREET, CINCINNATI  
171 MADISON AVENUE, NEW YORK

MEMBER:

*American Association of Advertising Agencies*

# The Great American Family of K-C



## How Advertisers Make Customers of K-C Families

Advertisers realize the enormous buying capacity of more than a million and a half **COLUMBIA** readers. Hence they employ the most effective medium through which to make customers of these K-C families.

As an illustration of this we present the following partial list of well known trade names which are found in the advertising columns of **COLUMBIA** Magazine:—

*American Telephone & Telegraph Co.  
AutoStop Safety Razors  
B. V. D. Underwear  
Brunswick-Balke-Collender Co.  
Canadian Pacific  
Coward Shoes  
Cunard Line  
W. L. Douglas Shoes  
Fatima Cigarettes  
Forhan's for the Gums*

*Gem Safety Razors  
Glastonbury Underwear  
Alexander Hamilton Institute  
Ingersoll Watches  
Ipana Tooth Paste  
Rubberstet Brushes  
7-20-4 Cigars  
Standard Playing Cards  
U. S. Shipping Board  
White Star Line  
Whiting-Adams Brushes  
Wrigley's Gum*

# COLUMBIA

The Largest Catholic Magazine in the World

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

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

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

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

## The Business Press and Distribution

By Jesse H. Neal

THE Government and the great national commercial organizations are all devoting much thought to the question of cutting the cost of distribution—of getting necessary merchandise from its source to the final, private consumer.

Before launching forth in any half baked criticism of the existing systems of distribution, we should bear in mind that distribution as it exists today is the outcome of hundreds of years of unceasing effort. It is of course susceptible of improvement but on the whole it must be accepted as conforming in its fundamentals to the present needs of society.

In fact the complexities of our distribution machinery are due largely to the increasing complexities of modern civilization, and we can't change one without changing the other.

Hon. Sydney Anderson, the author of that masterly Congressional report on distribution, says:

"Improvement must come through a better understanding of the processes of production, conversion, and dispersing of goods and their relation to each other. This means the accumulation and organization of a larger basis of information drawn from the experience and records of successful business, and the making of this information available not only to those who are in business but to those who want to go into business, and to those who want to learn how business is done or ought to be done. With the accumulation of facts and the dissemination of knowledge, there will certainly come more intelligent effort, better direction and lower costs of distribution."

Information, facts, education, more practical knowledge, is the solution. How are these stimulating influences to be disseminated if not through the established information routes, the broad highways of intelligence reaching into the wholesale and retail establishments of the country, the retail business papers?

As a matter of fact these publications have been responsible for nearly all of the improvements in wholesaling and retailing during the past 25 years. Collectively they are spending millions of dollars to get and distribute just the kind of information that Mr. Anderson referred to, and the retailers of the country are paying millions of dollars in subscriptions annually because they want and need the service these papers perform for them.

If this isn't "an economic function," what is it?

To the alert brained advertising man, there should be no question as to the economic function such publications can serve in promoting proper distribution of merchandise at low cost. The principal objection that can be urged against advertising in the retail

### PROVE IT! SHOW THE LETTER

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

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



### CATCH THE EYE!

Liven your house organs, bulletins, folders, cards, etc., with eye-grIPPING cuts—get artwork at cost of plates alone. Send 10c today for *Selling Aid* plans for increasing sales, with Proof Portfolio of advertising cuts.

*Selling Aid*, 808 S. Wabash Ave., Chicago

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

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

### Jewish Daily Forward, New York

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

The name EVANS & BARNHILL, Inc., has been changed to EVANS, KIP & HACKETT, Inc. ~ Mr. Garrett B. Kip and Mr. Edmund F. Hackett, long associated as Treasurer and Vice-President respectively and as Directors of the Corporation, now have their names associated in the Corporate name with those of David G. Evans and S. Keith Evans.

## EVANS, KIP & HACKETT

INCORPORATED

Merchandising - Advertising

247 Park Ave., at 46th Street

NEW YORK CITY



*YOUR most exclusive mailing list and that ultra sales letter (your masterpiece) will bring to you many more happy returns—if supplemented by an announcement in our programs—distributed (for your profit) in six far-famed subscription theatres—  
The Guild—  
The Garrick—  
The 52nd Street—  
The Provincetown—  
The Greenwich Village—  
and The Neighborhood.*

*THE names of all subscribing members and other attentive playgoing readers of these programs would challenge the loving collaboration of the Social Register—  
Mr. Bradstreet—  
and Mr. Dun—  
the Directory of Directors—  
and Who's Who in America.*



For reservations address  
C. P. Lathrop, Garrick Theatre  
65 West 35th St., New York City

Ninety thousand discriminating playgoers monthly

publications is that it takes real advertising ability to write the copy and plan the campaign, and the space doesn't cost enough.

The retailers and wholesalers of the country are as much the sales force of a manufacturer as the men who travel out of the home office. The merchandise if it moves at all must move through these channels, and whether it encounters resistance or the wholehearted cooperation of the distributors, depends upon the manufacturer's attitude.

When people ask me what should be the place of the retail business paper in a national campaign, I respond that it should be precisely of the same importance in advertising as the retailer is in merchandising. One should be proportional to the other. If you do not care about the retailer, ignore him, flout him, affront him, and then use all the strange and devious routes to his attention you can find, EXCEPT the broad highway of intelligence leading straight to his most intimate and friendly interest, the retail business papers.

DO you not realize that a retailer cannot carry all lines of goods? He cannot even carry all lines of advertised goods, and by that I mean the goods advertised to the private consumer.

This compels the retailer to exercise his discretion as to what he will stock, and this, let me assert, is the biggest and most important of all retailing functions. You think of the retailer as a man from whom you buy goods, whereas his big job is to SELECT the goods he can sell to you. His work of SELECTION transcends in importance all his other functions, and in this work his guide and advisor is his retail business paper.

The successful merchant has no time even to see all of the traveling salesmen who call, and in the waste of the time of these men is one of the costs of distribution that could be lowered. The salesmen that he does see are nine times out of ten, men representing lines with which the dealer is familiar through advertising in his trade paper.

The retailer is the purchasing agent for 1000, 5000 or 10,000 families. He has achieved that responsibility, not because he has said "yes" to everyone who wanted him to sell their goods, but because he has demonstrated that he knows how to interpret the wants of his clientele, to give them what they want when they want it, at a price they can afford to pay.

The man who buys for 1000 families should be just as good an advertising prospect as the man or woman who buys for one family, and don't forget that the dealer is a human being subject to the same emotions and mental reactions as the man who buys for himself alone.

You can of course use a general blanket medium in the vain hope that it will reach effectively the dealer as



FACTORY EQUIPMENT purchased by furniture factories runs into millions of dollars annually.

New factories and new additions are taking the place of older plants.

Branches are being built in the South and in the Northwest.

Old machinery is being discarded and modern equipment is taking its place.

Building engineers and manufacturers of equipment that is used in making furniture find they can reach, through this journal, the men who have a great deal to say about where the money is spent.

This is the only audited circulation industrial paper published that serves the furniture manufacturer. We'll gladly send you sample copies and talk things over.

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

## The STANDARD ADVERTISING REGISTER

### Gives You This Service:

1. The Standard Advertising Register listing 7,500 national advertisers.
2. The Monthly Supplements which keep it up to date.
3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
4. The Geographical Index. National advertisers arranged by cities and states.
5. Special Bulletins. Latest campaign news, etc.
6. Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co., Inc.  
R. W. Ferrol, Mgr.  
15 Moore St. New York City  
Tel. Bowling Green 7986

A trading  
zone of more  
than 300,000  
population.

**SOUTH BEND  
NEWS-TIMES**

*Daily and Sunday*

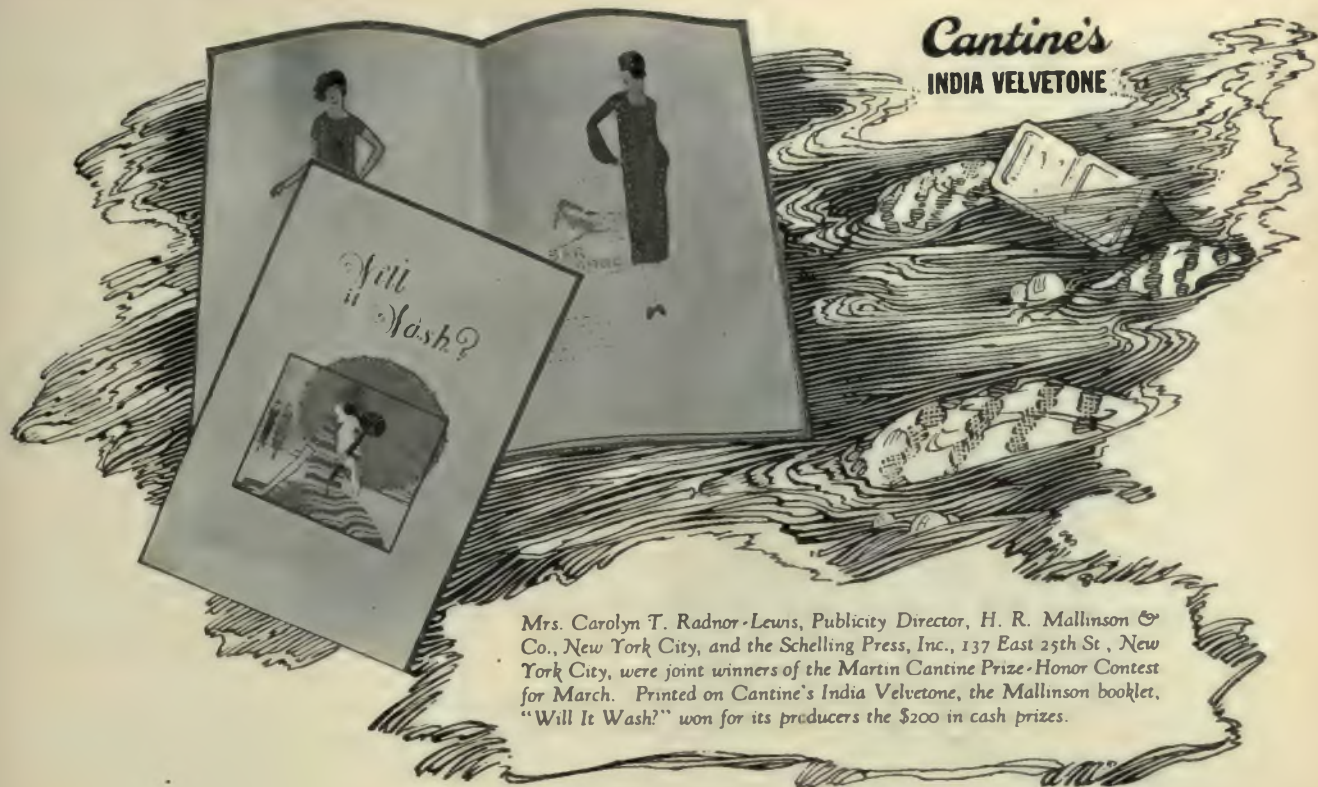
**Lorenzen & Thompson, Inc.**

*National Representatives*

**New York**

**Chicago**

**San Francisco**



**C**USTOMERS and prospects forget *verbal* specifications. Striking sales points and convincing arguments of superiority deserve the permanent value of direct mail matter *made forceful* with modern illustrations, harmonious typography, good presswork and Cantine's Coated Papers. Ever since 1888, the Martin Cantine Company has specialized in the manufacture of fine coated papers exclusively.

Write to your nearest jobber or The Martin Cantine Company, Saugerties, N. Y., Dep't 175, for details of monthly contests and book of sample papers.

**Cantine's**

**COATED  
PAPERS**

**CANFOLD**  
SUPREME FOLDING  
AND PRINTING QUALITY

**ASHOKAN**  
NO. 1 EMBEL BOOK

**ESOPUS**  
REGULAR  
NO. 2 EMBEL BOOK

**VELVETONE**  
SEMI-OIL - Easy to Print

**LITHO C.I.S.**  
COATED ONE SIDE

## Telling It to the Boy Scouts



## Building The Eagle Scout Trail

**L**AST Summer Boy Scouts of Eagle grade from four states helped build a trail from the Grand Canyon of the Yellowstone, to Tower Falls—twenty-five miles. This filled a long felt need for the fire patrol in Summer and rangers in Winter.

An article about the Boy Scouts' work is published in the *May Boys' Life*. In advertising in *Boys' Life* advertisers reach many thousands of members of the Boy Scout organization of 550,000 of the same caliber as the boys who built the Eagle Scout Trail. It pays. Let us tell you why.

# BOYS' LIFE

THE BOY SCOUTS' MAGAZINE

200 Fifth Ave.  
New York, N. Y.

Union Bank Bldg.  
Los Angeles, Cal.

37 So. Wabash Ave.  
Chicago, Ill.

## "Impressive Facts About the Gas Industry"

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

Robbins Publishing Co., Inc.  
9 East 38th Street New York

**GAS ENGINEERING AND  
APPLIANCE CATALOGUE**

well as all the dealer's customers. If this method works at all, it costs many times what it would cost to go to the dealer first through his own papers where you can talk his language in an atmosphere that is favorable to interested attention.

Then do not forget the vitally important factor that determines the value of all advertising mediums—the *NATURE OF THE CONTACT MADE BY THE MEDIUM*. We are reached by many people and many influences but they reach us in different ways. I am reached daily by the porter on my floor but he would be worthless as the medium of a bond house. I look to my dentist for advice about my teeth but he would have no influence with me in advising me as to the condition of my gall bladder.

One salesman reaches 10 people a day and earns \$2,000 annually; another salesman reaches 10 people a day and earns \$20,000 annually. They reach the same number of people, but what a difference in the nature of the contact. Publications differ in character and in reader interest just as individual salesmen differ.

If you want to get to the retailer at minimum expense and maximum results use the channel of approach built for him, which is 100 per cent germane to his business, the biggest thing in his life. That will reduce resistance, reduce expense, and aid in promoting the smooth, even flow of merchandise from its source to the final consumer.

### Criterion Photocraft Company

Of New York, commercial photographers, is now being conducted by Oscar J. Schwartz and Herbert H. Schwartz. The former partnership between Oscar J. Schwartz and Jack Goold was dissolved on April 20.

### Poor Richard Club

Held its annual elections on May 4. The following officers were elected: president, Howard C. Story of Story, Brooks and Finley; first vice-president, Rowe Stewart, vice-president and general manager of the Philadelphia *Record*; vice-presidents, Karl Bloomingdale, of Bloomingdale-Weiler Advertising Agency; Norbert A. Considine, president of the Paper House of Pennsylvania; Bartley J. Doyle, president of the Keystone Publishing Company; Leonard Ormerod, general information manager of the Bell Telephone Company of Pennsylvania; secretary, Charles Paist, Jr., president of the Charles Paist Company; treasurer, John M. Fogelsanger, financier. Directors, each to serve three years: Theodore E. Ash of the Theodore E. Ash Advertising Agency; Harry L. Appleton of Murta Appleton & Company; Walter P. Dilg, member of the firm of Weeks Photoengraving Company.

### Hommann, Tacher & Cornell, Inc.

Will direct advertising for the Freed-Eisemann Radio Corporation of Brooklyn, N. Y.



# A Worth-While Contribution to Industrial Marketing

## A Survey of the Textile Industry as a market for Machinery and Equipment

"This will prove an important piece of work, containing as it does vital information of interest to anyone interested in the sale of material of whatever nature to the textile industry."

"It certainly contains much valuable information and shows a great deal of work and thought in compiling. We will keep it handy for use."

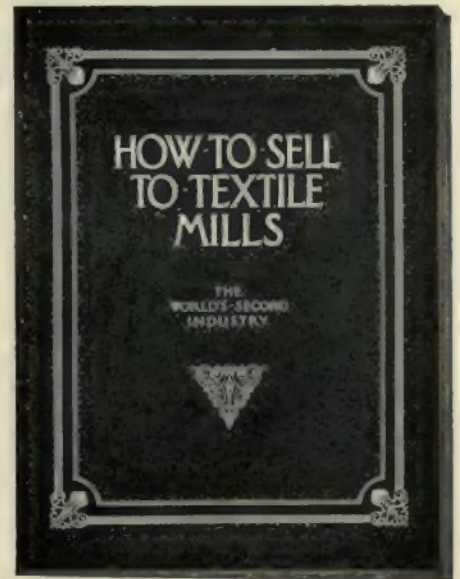
"It is not only interesting, but very desirable, to have the facts contained in your book for reference, and we will use this reference in planning our sales and advertising."

"Like everything else connected with the Textile World, it is exceptionally to the point and clear-cut, and we believe will serve a very worthy purpose in acquainting various salesmen with conditions in the textile industry."

"If you can spare about a dozen more of these booklets, I would be pleased to send them to all the houses in England that we represent."

"It remains for a publication like yours, with its comparative figures, to really illustrate the importance of the textile industry in this country."

A copy of this Survey will be sent on request to any manufacturer or agent offering an industrial product or service.



### Table of Contents

- Chapter I—The Textile Industry.**  
The Marketing Problem; The Industry; Where Mills Are Located; Their Distribution by Size; Size of the Industry.
- Chapter II—What the Mills Buy.**  
Equipment Used in Mill Power Plants; Machinery and Equipment Accessory to Manufacturing Processes; Special Equipment; Equipment for the Comfort, Health and Safety of Employees; The Repair Shop.
- Chapter III—Buying Habits.**  
Who Buys? Personnel of Mills; Their Sources of Information.
- Chapter IV—Textile Publications.**  
Types of Mediums; Textile World; The Consolidated Textile Catalogs; The Trade Directories.
- Chapter V—Services Rendered.**  
Definite Service to Advertisers; Conclusion; Your Plan.

# Textile World

*Largest not paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE NEW YORK CITY

**T**HE editors of this publication were, until recently, oil industry executives. They know what their fellows in this field need and want. That is why Oil Trade, edited by executives for executives is welcomed so warmly each month by the men advertisers want to reach. Get the facts from any agency.



## OIL TRADE JOURNAL, INC.

350 MADISON AVENUE

NEW YORK

Chicago

:::

Tulsa

:::

Los Angeles

## Limiting the Number of Retailers

[CONTINUED FROM PAGE 20]

have almost entirely disappeared from the stores in the smaller towns because of the natural desire of the consumer to purchase in the larger centers where stocks are available and where greater freedom of selection is possible. Were it not for the fact of national advertising, many of the convenience articles would, no doubt, disappear from the country store and be purchased in the larger centers. Because of the force of national advertising, residents of the smaller towns know that they are securing exactly the same article from their local merchant that they would secure were they to buy these articles in the cities. The problem of the country merchant is, therefore, to conduct his store in such a manner as to have the confidence of his buying public. To observe proper sanitary regulations and in general to make his store an attractive place in which to do business. If he can do this and at the same time compete in price with the city stores, chain stores, mail order houses, he will be able to retain his position.

Mail order houses have realized the application of this situation to themselves and are adopting new methods of merchandising. One of the larger institutions is opening a considerable number of stores for over-the-counter sales. Articles carried in stock are sold for the same price at which they are listed in the catalog and are sold for cash without delivery. Information seems to indicate that this type of selling is very successful. It was felt that this institution as well as many of its competitors will be certain to develop this type of selling very largely in the future. These mail order houses have a tremendous amount of goodwill and can cash in on it in this manner.

**C**HAIN stores now sell one-seventh of the groceries of the country and are prominent in other lines. It is felt that national advertising is perhaps the greatest single factor which will be of importance in extending the future growth of their merchandising. This statement is based on the belief that chain store merchandising will tend more and more to be developed in fields where so-called automatic merchandising is possible. By this term is meant the sale of goods with a minimum of selling effort. The extreme illustration is, of course, the self-serve store. Nationally advertised goods are apparently the best fitted type of merchandise for the automatic selling because of the fact that the sale is made in the mind of the customer before she enters the store in many cases. National advertising has made it possible to develop consumer insistence in many cases, and other cases to develop consumer acceptance.

**KEEP YOUR COPIES**

**A**T the conclusion of each volume of the Fortnightly an index will be published and mailed to you. By doing so you will acquire an invaluable reference book on advertising and selling.



In either case, automatic merchandising is possible. Chain stores are recognizing this fact by the recent statement of the president of the Chain Store Grocers' National Association, who said that in his opinion chain grocers would shift more and more to the selling of nationally advertised lines of goods in the near future.

**H**OUSE to house selling is, of course, an important tendency in retailing at the present time. It is felt, however, that this type of selling does not hold great promise of future development. Certain lines of goods are well adapted for house to house selling and will, no doubt, be sold in this way in the future. But the very fact of the tremendous number of firms which are attempting to sell their goods in this manner sets a limit on the future development. Some little investigation has shown that housewives are tending to be more and more reluctant even to give the house to house man time to display his wares. The average housewife wishes to purchase her goods when she wants them and in such quantities as she desires in a retail store, and she does not wish the retail store to be brought to her door, as is the case when sales are made by house to house men or by wagon peddlers of all kinds.

The significance of house to house selling for the national advertiser is found in the fact that the concerns which are using advertising very largely to gain entry for their salesmen are proving to be the most successful of this newer type of merchandisers. When a house to house man can introduce himself as representing a nationally advertised product, he secures an entry and an amount of goodwill which cannot be secured by the salesman for the unknown product. However, it is felt that only a comparatively small number of lines of merchandise can be sold from house to house even by means of national advertising, and for this reason that type of selling does not hold any great significance for the future.

The factor which will determine the type of merchandising which we will have in the future is, after all, the efficiency of the individual retailer and the extent to which he changes his methods of merchandising to keep in line with new developments. He must be alert and he must be efficient in his use of personal salesmanship and advertising, window displays, store layout, etc. It is felt that there is room for each of the types of merchandising already mentioned and perhaps for new types. Different types of retailing appeal to different types of customers. "National advertising combined with efficient local advertising will continue to be what it has been in the past—one of the greatest factors in retailing."

*Evangeline Aldrich*

Has joined the H. Charles Sieck Advertising Agency, Los Angeles.

## The Central Office

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

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

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

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

Standard 7 x 10 Page

Established 1887

Charter Member A. B. C.

## American Wool and Cotton Reporter

BENNETT SERVICE

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

530 Atlantic Avenue  
Boston

518 Johnston Bldg.  
Charlotte, N. C.

### South American Newspapers, Inc.

Agents for advertisements in the leading dailies:  
"EL DIARIO NACIONAL" of Bogota, Rep. of Colombia  
"EL NUEVO TIEMPO" of Bogota, Rep. of Colombia  
Each one reaches a market of not less than half a million consumers of American products.  
These papers carry magazines, full page colored or daily strip comics, duly authorized by American copyright owners.

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

### National Miller

Established 1895

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

*fredk*  
**Lowenheim**

Conducts a personal art service for users of advertising illustrations

Black & White  
Color  
Wash - Oil  
Dry Brush  
226 West 47th Street  
NEW YORK CITY

Call Chickering 8880



Again this year, Westinghouse is using ORAL HYGIENE to tell the entire dental profession about the Westinghouse Electric Fan in the white ivory finish.

## Oral Hygiene

A Journal for Dentists

### Pittsburgh, Pa.

Chicago: W. B. Conant, Peoples Gas Bldg., Harrison 8448.  
 New York: Stuart M. Stanley, 58 Park Place, Barclay 8547.  
 St. Louis: A. D. McKinney, Syndicate Trust Bldg., Olive 43.  
 Los Angeles: E. G. Lenzner, Chapman Bldg., Broadway 0103.



## Zero

### Makes A Difference

Zero has drawn it differently for all kinds of advertisers. His gas holders, film stars, business folks and what not—are unusual but do not get away from the sales point.

He has a novel idea for your particular job. No technique limitations. Let him show you his work.



# In Sharper Focus

W. S. Ashby  
 By Himself

THE people really interested in my birth were the immediate family and the doctor in attendance, so I don't see what difference it makes to your readers that I was born in Decatur, Ill.

I left there with my parents at the age of sixteen months. We moved to Colorado Springs, one of the few fam-



ilies that did not go on account of someone's health. It proved very beneficial to me. By the time I was of age I weighed several times as much as I did when I arrived.

Had too good a time in high school to bother with lessons. Father refused to support me in school for fun, so I had to get a job. Learned two trades, lens grinding in an optical establishment, engraving to help out in dad's jewelry store.

Tried running a store with a partner, but couldn't run either one of them, so sold out my interest and got into advertising, in which I had been interested for years. As no one in Chicago would give me a job, the Western Clock Company took pity on me and gave me a chance.

That was nearly fourteen years ago, and I'm still here.

My only hobby is a horse which my wife and son ride. I pay the feed and shoeing bills. Four youngsters keep me reasonably busy. Boiling it right down, I don't know what my hobby is. I like outdoor sports, I like to read, I like to go to the theater; in fact, I like most anything where everybody's happy and having a good time. My favorite author is myself.

J. J. Geisinger  
 By Henry Eckhardt

HIS first claim to distinction is the lawn he owns in Larchmont, N. Y. To own a lawn in Larchmont is a sign as meaningful as owning a beach at Southampton. A lawn in Larchmont remains a lawn only because some one can afford a dollar per week per square foot, for the watering.

His other claims to distinction rest on advertising.

History tells us that J. J. Geisinger was the first copywriter, the first service-man, the first copy chief, the first service director in the advertising agency field.

That would seem to put him in Chauncey Depew's class. But it doesn't—not by a jugful. You should see him in action.

Nevertheless, it was back a bit, when the original N. W. Ayer first conceived the idea of modern agency service, and inaugurated that service in the person of J. J. Geisinger. Yes, it must have been back a considerable bit—to hear J. J. G. tell of how he started National Biscuit, of how H. J. Heinz became king of the fifty-seven varieties, of how the I. C. S. struck the selling keynote



which has built the modern correspondence school, of how International Silver Company—why, his reminiscences make an advertising chronology.

Gossip gives credit to a certain young lady for that slogan, "What's wrong with this picture?" Gossip is wrong. That's J. J. G.'s pet test for an advertisement; he used it a quarter century ago to keep advertisements from slipping a cog.

By titles, J. J. G.'s history is brief enough, General Manager of N. W. Ayer & Son until 1912. Since then, Vice-President of the Federal Advertising Agency.

# Mr. Holl says

*"Our business paper campaign is the back-bone of our advertising"*

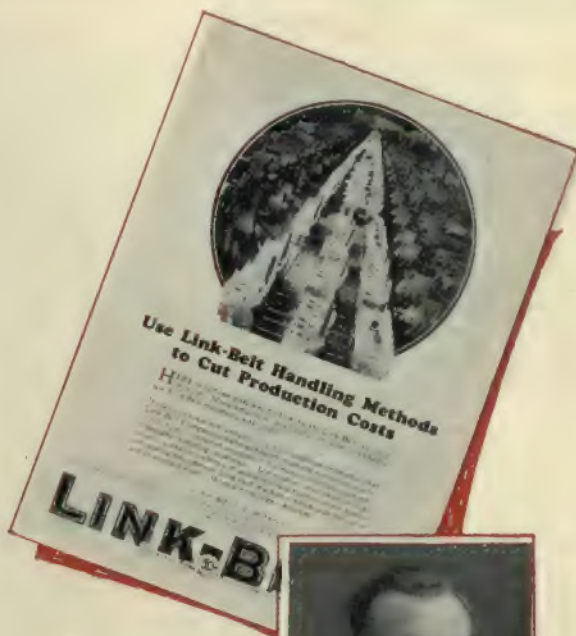
Mr. Holl, advertising manager of Link-Belt, believes that every dollar spent for advertising should contribute to the attainment of a previously fixed goal.

It is of especial interest, therefore, to note Mr. Holl's attitude toward the business press. To quote from his address at the London Convention of the Associated Advertising Clubs:

"Our greatest single expenditure is for advertising in the industrial papers. We advertise continuously, year after year, using large space, and wherever possible purchase preferred positions. *Our business paper campaign is the back-bone of our advertising.* For a manufacturer whose product is sold in varied industries, we have felt it unwise to use magazines having a general mixed circulation.

## Low cost

"When you think that for the price of one page in a national general magazine you can keep a full page advertisement in a weekly business paper for a year, change the advertisement every week, and pay all expenses of photographs and cuts, it seems foolish to use the general medium."



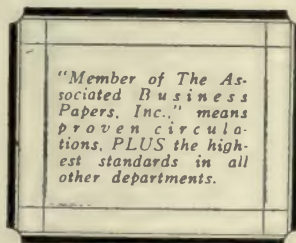
Julius Holl has for some years been Advertising Manager of the Link-Belt Company, Chicago. He has been actively identified with organization affairs, and is now President of the National Industrial Advertisers' Assn.



Prominent on the Link-Belt schedule are publications that are members of the Associated Business Papers, Inc.

A. B. P. papers are the "key" papers in their field, leaders in quantity plus quality circulation — papers that have pledged themselves to maintain high publishing ideals in every department.

Our Advisory Service Department is glad to confer, without obligation, with anyone seeking data on the business paper field.



**A. B. P.**

**THE ASSOCIATED BUSINESS PAPERS, INC.**

*Over 120 Papers Reaching 54 Fields of Trade and Industry*

HEADQUARTERS, 220 WEST 42nd STREET

NEW YORK

**Sweater News**  
and  
**Knitted Outerwear** May, 1925

**Underwear & Hosiery Review**  
The  
Vol. 8, No. 2  
Mar. 1925

**Tie-up**

Your Consumer Campaign  
with Trade Publicity

for Sample Copies address:  
**KNIT GOODS PUBLISHING CORP.**  
93 Worth Street New York City

## Thinking in Terms of a Campaign

[CONTINUED FROM PAGE 32]

subscription galleys had always shown about an even break between men's and women's names. We looked at each other and blushed a rich damson-plum blush. John Bonehead had got even with us at last!

What is it to style a campaign?

It is to present the basic selling point with such originality that it will attract John Bonehead's attention and such continuity that it will get lodged firmly in John Bonehead's skull.

**C**ONTINUITY! That's a thing that Cubs don't usually get. They write one advertisement after another, each based on a different idea. The individual advertisements may be excellent. But they lack the cumulative force of a series, each driving home the same point in a slightly different way. Fox and Mackenzie say that good advertising is truth retold and retold and retold and retold. An epigram; but true as preachin'. You've no idea how long it takes to get an idea through John Bonehead's skull. Yes, yours, too, may the Old Scratch fly off with you! How many years do you suppose I've been telling you that *Vogue* is published twice a month? . . . Did you know it? . . . Does your wife?

Tecla Pearls is a fine example of continuity. So is Campbell's Soup. So is Eastman Kodak. So are those little Thompson Starrett advertisements. As far as you can see one of those advertisements you know what it's about, and you have a sort of instinctive goodwill toward it. Immensely valuable, that!

What is it to merchandise a line?

Merchandising is a big thing, far beyond the cub's grasp in most cases. You must know that your product is right, the profit reasonable, the distribution adequate, the selling price right, and the public informed. All these factors and often many others, must be considered in planning an advertising campaign that will succeed. You must know about jobbers and middlemen, dealer helps and merchandising stunts, turnovers and markups, trade papers and trade discounts, key cities and regional quotas, and all sorts of mysterious-sounding things.

Let's take a leaf out of old Socrates' book.

Eskimos eat candles. Suppose you write a splendid campaign selling candles as food. No matter how good your copy, it would be a failure. Why? Because you could never reach the Eskimos with your persuasive language, and nobody else will eat candles.

Absurd? Certainly!

But isn't it just as absurd to buy costly national circulation to advertise a product not distributed west of the Mississippi River? To try to sell

**Free** 60-page Reference Book

**POLK'S REFERENCE BOOK FOR DIRECT MAIL ADVERTISERS**

Mailing List Catalog No. 55

**POLK'S REFERENCE BOOK FOR DIRECT MAIL ADVERTISERS**

Shows how to increase your business by the use of Direct Mail Advertising. 60 pages full of vital business facts and figures. Who, where and how many prospects you have. Over 8,000 lines of business covered.

Write for your FREE copy.

**R. L. POLK & CO., Detroit, Mich.**  
570 POLK BUILDING  
Branches in principal cities of U. S.

## INVEST \$3.00

Some firms pay \$3,000 to an expert to direct their advertising or manage their salesmen. Others pay \$3.00 for a subscription to **MARKETING** and find out for themselves what experts are doing. Still others lose anywhere from \$300 to \$300,000 annually by doing neither.

# Marketing

Canada's Business Magazine

**SPECIAL OFFER** 26 fortnightly issues and set of four colored maps showing Canada's population distribution, for \$3.00.

**MARKETING PUBLISHERS LIMITED**  
4 East Wellington Street, Toronto, Canada

**HOTEL EMPIRE**

New York's newest and most beautifully furnished hotel - accomodating 1034 guests  
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET. **\$250**

ROOM WITH PRIVATE BATH. **\$350**

ALL OUTSIDE ROOMS

## THE WORLD IN PICTURES

A good photograph will say more than a thousand words. I have 150,000 subjects, including Burton Holmes negatives. On-approval service. Write me about your needs.

**EWING GALLOWAY**  
15 E. 40th St. New York

# The Advertiser's Weekly

The Organ of British Advertising

The only weekly paper in the British Empire exclusively devoted to Publicity.

The only Advertising Publication in Great Britain giving audited net sales figures.

Published for all who wish to be informed on British advertising and its development.

Subscriptions \$5 annually, post free.  
Advertisement rates on application to  
New York Office  
9 E. 38th St. N. Y. City  
or  
New England Office—c/o Mr. Frank E. Willis, 148 State St., Boston, Mass.

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

**THE JOHN IGLSTROEM COMPANY**  
Massillon, Ohio Good Salesmen Wanted

face cream at \$50 a jar? To attempt to advertise \$16 a yard fine woollens to women when (1) the manufacturer hasn't discovered a way to mark his yard goods so the woman purchaser can identify it, and (2) he sells nearly all his output to the cutting-up trade? Yet I've seen all these things attempted, and many more.

Merchandising a line is compounded about evenly of common sense and the careful analysis of every point in the complicated transaction of moving a product from raw material to actual use by the consumer.

Far-purposedness is necessary to the advertising man who can carry such a campaign through to successful conclusion. There is nothing easier than to lose track of your original purpose by the way. It takes a tremendous amount of clear thinking and tenacity to hold to one line unswervingly for the necessary number of years.

The mechanics of handling a campaign vary widely, according to the problem. But usually you begin with an appropriation of so many thousand dollars. You select your public—Stuyvesants or Sweeneys. You figure how to reach them most economically—time of year, media, business conditions. You decide just what you can afford to offer them, and what special inducement to buy you can make. You plan how you will follow up inquiries. How the sales force will back up your written campaign. Whether publicity is needed in addition to direct advertising. Etc., etc. You make up your schedules of magazine advertising, newspaper advertising, direct-by-mail, trade paper advertising, with your copy due dates and mailing dates and costs and your estimates of probable results. In an agency, of course, this is all done for you by experts; but it doesn't do a copywriter, even in an agency, a bit of harm to know how it's done. Launch your campaign with the biggest smash possible. Hit hard while the iron is hot, and stop swiftly when the temper of the public cools and it costs more to make sales.

**R**ECORD your results, if your advertising permits you to trace returns in inquiries or orders. Study them with the most meticulous care. Many factors enter into the result—even the weather—but you can usually get a line on the reason for the success or failure of a whole campaign.

Sometimes there are trick results. One January Sunday the *Chicago Tribune* staggered me with 1500 two-dollar subscriptions from a single advertisement. Why? There was a blizzard. The streets were impassable. Everybody stayed home, read the Sunday paper, and signed my coupon NOW!

Another time a printers' strike delayed a *Vanity Fair* circular three weeks beyond mailing date. It went out just after November 11, 1918—the day of the armistice. The public, released from the long financial strain of the war, cut loose and bought them-

# Press-Tested Electrotypes

*The Test Proof Tells*

Our Special Test Presses prove the printing quality of Reilly plates *before* they're delivered.

You need take no more chances on electros.

*The Test Proof Tells*

# REILLY Electrotype Co.

209 West 38th Street, New York

TELEPHONE FITZROY 0840

---

GOOD PRINTING *need not be*  
EXPENSIVE PRINTING

---

LET US PROVE THIS TO YOU, BY GIVING US AN OPPORTUNITY TO FIGURE ON YOUR NEXT JOB—NO MATTER HOW SMALL OR HOW LARGE.

Telephone:  
CHELSEA  
10480

The WALDINGER PRESS  
PRINTERS & BINDERS  
121 WEST 20TH STREET, NEW YORK

---



## CHALFONTE-HADDON HALL ATLANTIC CITY

### Summer Outdoors:

SEA BATHING  
BOARDWALK  
ACTIVITIES  
GOLF  
TENNIS  
YACHTING  
FISHING  
AVIATION

Indeed, it's a pleasure to visit *Chalfonte-Haddon Hall*. Along with all the benefits of recreation, sea air and novel scenes, you enjoy also the comfort of not being a stranger. *Chalfonte-Haddon Hall* welcome you to Atlantic City with the hospitality and friendly atmosphere of home.



American plan only. Always open.  
Illustrated folder and rates on request.

LEEDS and LIPPINCOTT  
COMPANY

On the Beach and Boardwalk. In the very center of things  
Hear us on the Radio . . . frequent Broadcasting from WPG

selves something they had been denying themselves for a long time, and a 'simply amazing number of them evidently had been denying themselves *Vanity Fair*. I never got such a huge percentage before or since.

These things, studied over a period of years, alter the copywriter's point of view about the all-importance of copy. Particularly the all-importance of the clever phrase, the cute idea, the trick headline. Copy is tremendously important, yes. Clarity of statement is tremendously important, yes. Cuteness about certain products is tremendously important, yes. But the cleverest copy about a bad product or a poorly distributed product, cannot make customers for it. The most brilliant phrases addressed to the wrong public, or addressed to the right public at a wrong time, cannot create sales. The copy is nothing, unless the selling plan beneath it is right.

When the cub stops phrase-making and says to himself: "Now here's a certain amount of money to be spent for a certain definite end. Am I getting the most out of it for my chief? How could I get more?" He has crossed the line from cubhood and begun to be a genuine advertising man.

[This concludes a series of six articles by Miss Birchall on training the copy cub. The first installment was published in *ADVERTISING AND SELLING*, February 25, 1925.—EDITOR.]

### Robert E. Ramsay

Will retire on August 1 from James F. Newcomb & Company, Inc., of New York City, of which he has been vice-president for the past four years. Mr. Ramsay will specialize in the production of direct advertising and house organs.

### Adcraft Club

Of Detroit announces the election of the following officers and directors: President, Ward H. Marsh of McKinney, Marsh & Cushing; vice-president, Ralph L. Yonker of the J. L. Hudson Company; treasurer, Elmer P. Grierson of the *American Boy Magazine*; secretary, Robert R. Thien of MacManus, Inc.; secretary-manager, Gordon W. Kingsbury. Directors: Clinton F. Berry, Union Trust Company; Charles W. Brooke, Brooke, Smith & French; Verne Burnett, General Motors Corporation; Frederick Dickinson, Hupp Motor Car Corporation; W. R. Ewald, Campbell-Ewald Company; Joseph Scolaro, publishers' representative; Walter K. Towers, Paige-Detroit Motor Car Company.

### David A. Tynion

Formerly of the Curtis Publishing Company and Moser & Cotins, advertising agency of Utica, N. Y., has been made a member of the firm of Birchfield & Company, and together with Horace E. King will be in charge of the Rochester, N. Y., office of this agency.

### W. A. P. John

Formerly vice-president of the Dunlap-Ward Advertising Company, Inc. of Cleveland, has joined the Detroit office of Campbell-Ewald Company.

keith & shaw  
advertising art

GEORGE C. LAWRENCE, ARTIST



### BOOT AND SHOE RECORDER

BOSTON

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

**The Only Denne in Canadian Advertising**

You cannot effectively place your Canadian Advertising by merely consulting a Newspaper Directory. You need an Advertising Agency familiar with "on the spot" conditions. Write.

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

### Decorations De Luxe

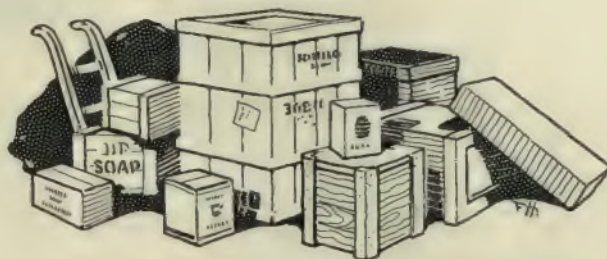
add  
**tone and QUALITY**  
to the Printed Page  
OFFERED IN ELECTROS  
RITE NOW FOR PROOFS

Cobb Shinn

207 Fair Bldg Indianapolis Ind.







The Managers  
of More Than a  
Million Homes

are convinced that  
Merchandise Advertised  
in this, their favorite  
publication, is first-class  
and good for them to buy  
because

**GOOD  
HOUSEKEEPING  
SAYS  
SO**

# Exposure

A NUMBER of bond and real estate houses operate on the one-call principle. Their salesmen are taught to "put all the stuff they have on the ball" during their first call. They must get 'em or lose 'em then and there. They are not permitted to call back.

A basic law is involved in this policy—the law of averages. Other factors remaining the same, a man will make sales in proportion to the number of times he exposes himself to a possible sale.

In any given group of investors there are always some who are in a nascent condition—they are able and willing to buy.

So these houses, sometimes characterized as "high-pressure," ignore the follow-up factor and go after the greatest possible number of calls per man per day.

Hence, the salesman is valuable in proportion to the number of calls he can make.

The number of calls a man makes is directly comparable to the circulation of a magazine. Each copy that reaches a reader, or readers, exposes an advertiser in that copy to a possible sale, always assuming, of course, that the advertised product is a commodity that would naturally be bought by the readers reached by said magazine.

The character of the readers can be closely approximated by judicious sampling.

When the reader character has been established then the total exposure (circulation) of the magazine determines its relative advertising value.

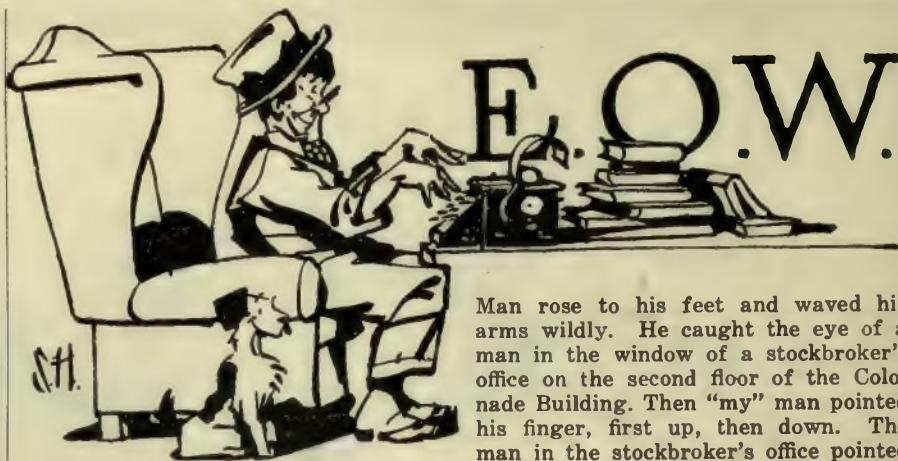
Like the investment salesman a magazine is valuable in proportion to the number of calls it makes (for a dollar of cost to the advertiser).

There is an old newspaper slogan that "Nothing succeeds like circulation."

*A. R. Maujer.*

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

INDUSTRIAL POWER offers you an "exposure" to a total of 42,000 plants at the amazingly low rate of \$3.58 per page per 1,000 exposures. The manner in which this value has been attained is interesting—and we would appreciate the privilege of telling it to you.



## The Non-advertiser Must Pay the Price

At the last annual meeting of stockholders of the Pennsylvania Railroad, President Rea asked for authority to increase the company's bonded indebtedness to the extent of \$100,000,000.

He got what he asked for—but not until after one of the stockholders—A. S. Hayward of Trenton—had questioned the advisability of the railroad continuing its policy of selling its bonds to a banking syndicate. Mr. Hayward advocated selling the bonds direct to stockholders and cited the case of the New Haven Railroad, which recently disposed of an issue of bonds to banks and business interests in the territory it serves. He also directed attention to the practice of the American Telephone & Telegraph Company, which every year or two sells its securities direct to its stockholders.

Mr. Rea told the stockholders that the Pennsylvania had never paid more than 3½ per cent for its financing—3½ per cent of \$100,000,000 is \$3,500,000—a sizable sum of money.

I doubt if there is a single recognized advertising agency in New York or Philadelphia which could not "place" the Pennsylvania's proposed bond issue for a tenth of \$3,500,000.

Last May the American Telephone & Telegraph Company stockholders were offered \$150,000,000 new stock. They snapped it up at an underwriting cost of a few thousand dollars.

The A. T. & T. believes in advertising and knows what it will do. The Pennsylvania Railroad is much older than the telephone company, but in everything that has to do with advertising it seems to be about where it was in 1865.

## By Wireless!

The man in the seat just ahead of me on top the Fifth Avenue bus, coming downtown this morning, asked me for a match. I gave him half-a-dozen and by so doing apparently earned his goodwill, for, more than once, he turned in my direction and commented on the weather and the people and the buildings we passed.

On Broadway, between 58th Street and 57th Street, the bus stopped. Mr.

Man rose to his feet and waved his arms wildly. He caught the eye of a man in the window of a stockbroker's office on the second floor of the Colonnade Building. Then "my" man pointed his finger, first up, then down. The man in the stockbroker's office pointed his finger down. "My" man waved his arm. The man in the stockbroker's office put the first finger of his right hand across the first finger of his left hand. "Hell," said my man, "Pacific Oil's half a point down."

## Tell Him to His Face

One of the largest advertising agencies in New York has a method which is all its own, of minimizing the possibility of friction between members of its staff. It is this: "If you have anything derogatory to say regarding any of your associates, please remember that it is the duty of the person to whom you complain to summon the person complained of and ask you to repeat your complaint in his presence."

## Delicatessen Department

I know what "loose" milk is. But will some kind gentlemen please tell me what "pulled" figs are and also why "budded" walnuts are better than—or not so good as—the unbudded kind?

## They Live on Advertising

Not so very long ago I met a young woman who, at the time, was connected with the advertising department of one of New York's largest department stores. Highly educated, member of a family which is looked up to in the community of which it has been a part for three generations, and with enough money of her own to live comfortably, she is not at all the sort of person one expects to find in a relatively unimportant position in a retail establishment.

When, as tactfully as I could, I asked her why she had associated herself with ———'s, she said, "Oh, just for the fun of the thing. It is an experience." Later, in answer to other questions, she said, "I don't believe ———'s have any customers—that is, customers in the sense that So-and-So and So-and-So have. They do an enormous business. Their store is always filled; but if they stopped their advertising, they would not last six months. They live on advertising. It is the breath of life to them."

Not an entirely healthy condition, is it? JAMOC.

# The Buying Power of Periodical Readers

[CONTINUED FROM PAGE 26]

classes, according to size of income:

- D Under \$1,000
- C \$1,000 to \$2,000
- B \$2,000 to \$5,000
- A \$5,000 to \$10,000
- AA \$10,000 and above

We have not gone far enough as yet to be able to present results which we would consider sufficiently extensive to be final. However, it will be of interest to present a few typical examples. I shall not mention the periodicals by name, as the work has not progressed sufficiently far.

Percentages of Subscribers in the Various Occupational Groups

Magazine	AA	A	B	C	D
Magazine No. 1	15%	14%	41%	28%	3%
Magazine No. 2	9	14	48	27	2
Magazine No. 3	10	11	46	29	4
Magazine No. 4	5	12	55	26	2
Magazine No. 5	7	10	64	17	1
Magazine No. 6	3	6	42	45	5
Magazine No. 7	2	2	31	59	6
Magazine No. 8	2	0	18	66	14
Magazine No. 9	0	2	13	65	20

The significance of these figures is obvious.

Twenty-nine per cent of the readers of magazine 1 are in classes A and AA and only 3 per cent are in class D. On the other hand only 2 per cent of the readers of magazine 9 are in classes A and AA but 20 per cent are in class D.

There are those who believe that research is of little or no value, who believe that their own personal impressions and opinions, formulated out of their own imagination, entirely apart from facts, are the ultimate basis of action. We shall not worry about those who take seriously Mark Twain's criticism, when he said that "There are three kinds of lies, namely, lies, d— lies, and statistics."

Let us not misunderstand. Research, facts and statistics cannot take the place of judgment and imagination in making and executing plans. Sound judgment and practical imagination will always be most necessary. Facts, however, must be and are the only sure foundation upon which sound judgment and practical imagination can be based.

A man prominent in his field of business recently remarked to me that all we need is commercial imagination, that investigations in the field of marketing and distribution are purely a gesture to impress the head of a business, that it would be far better to look out of the window and let your imagination work than to make a market investigation. We shall not worry about people who take that point of view.

Research means nothing more nor less than obtaining dependable, unbiased facts in an organized form and related to a specific problem. Statistics and facts may be dry, and the labor involved in securing them may be drudgery, but instead of crippling



Courtesy of Barton, Durstine & Osborn, Inc.

Advertising Agencies appreciate the importance of artistic illustrations in the interest of their clients products.

FREDERICK BRADLEY  
435 FIFTH AVENUE, NEW YORK

::

Photography for Advertisers  
TELEPHONE CALEDONIA 5645

## Consider This Market Every Day In the Year

Your church uses and buys—

- |                     |                     |                       |
|---------------------|---------------------|-----------------------|
| Adding Machines     | Hardware and Plumb- | Radios                |
| Addressing Machines | ing                 | Rugs and Floor Cover- |
| Automobiles         | Heating Equipment   | ing                   |
| Cameras and Kodaks  | Furniture           | Roofing               |
| Cement              | Fixtures            | Bulletins and Signs   |
| Clocks              | Kitchen Equipment   | Tires                 |
| Coffee              | Letter Heads        | Typewriters           |
| Dishes              | Pianos              | Vacuum Cleaners       |
| Envelopes           | Pipe Organs         | Victrolas             |
| Files and Cabinets  | Paper               | Window Glass          |

Your Pastor recommends—

### Will It Be Your Product?

Place part of your appropriation for 1925 in the magazine best fitted to sell this field

## The EXPOSITOR

The Preachers Trade Journal Since 1899

Out of 130 National Advertisers using church papers 70 of them use the *Expositor* exclusively

F. M. Barton Co., Caxton Bldg.  
Cleveland, Ohio

Chicago: 34 S. Wabash  
New York: 17 W. 42d St.

F. M. BARTON CO., Cleveland, Ohio  
Please send Sample Copy and Rate Card  
of the Expositor to  
Name.....  
Address.....

## \$17,150 Worth of Business at a Selling Cost of Only 3%!



Complete Departments in—

MERCHANDISING  
SURVEYS  
COPY  
ART AND PLATES  
PRINTING  
IMPRINTING  
MAILING LISTS  
PEN ADDRESSING  
TYPEWRITING  
LETTER REPRODUCTION  
MAILING

A letter with a folder enclosed, mailed to 12,000 customers, produced \$17,150 worth of business at a selling cost of only 3%.

Hundreds of firms in all lines, are enjoying consistent and sensational sales results from their Direct Mail Selling. It's HOW you sell—not WHAT you sell, that counts! Waiting for buyers to come to you simply invites the sheriff! Take your values to them frequently; thru interesting circulars and letters.

Knowledge of markets, products and conditions is the success of Direct Mail Selling; so let our experienced merchandisers with "brass-tack" ideas, co-operate with you. An opportunity to show you how our service will help your business, will be welcome.

### BUCKLEY, DEMENT & COMPANY

DIRECT MAIL ADVERTISING  
PLANNED—PRINTED—MAILED

General Offices and Plant  
1314 Jackson Boulevard, CHICAGO

Eastern Sales Office  
247 Park Avenue, NEW YORK

**"When a manufacturer," said the architect, "asks me if he shall cut his list of media to avoid duplication, I ask him if he ever drove a nail with a single blow of the hammer."**

**Moral—use as many as you can, starting, of course, with The Architectural Record — (there are several reasons).**

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

(Net Paid 6 months ending December, 1924—11648)

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

Member A. B. C.

Member A. B. P., Inc.

imagination, they are sure to be a foundation for sound judgment and creative imagination. The invention of the Engineers' Transit Compass has not made the engineer less imaginative. Rather, it has made it really possible for him to plan structures on a scale never dreamed of before. Let us then understand that research, facts and statistics are not a substitute for, but are indispensable servants of, sound judgment and constructive imagination. There is more real inspiration in a set of comprehensive, reliable, unbiased facts about a problem than in the unfounded fancies of the impressionist. There is less likelihood of disappointment and a greater probability of success.

Returning to our original main problems, we shall some day know with satisfactory accuracy: 1, who the people are who have the buying power to purchase a given product; how many there are; and where they are located geographically; 2, we shall know more accurately through what channels to reach them with our sales messages without so much waste and lost motion; 3, we shall know what sorts of sales messages will really influence them, without relying so blindly on individual guess. We shall know the truth and the truth shall make us free—free from mistakes, guessing and waste.

#### Vanderhoof & Company

Chicago, will direct advertising for the W. B. Wilde Company of Peoria, Ill., and Savoly, Inc., Chicago.

#### Rex W. Wadman

Has been appointed manager of *Oil Engine Power*, effective May 1.

#### Roy S. Pollock

Has joined Picard, Bradner & Brown, Inc., New York advertising agency.

#### Eddy & Clark, Inc.

Akron, Ohio, will act as advertising counsel for the Champion Rubber Company of Cuyahoga Falls, Ohio, manufacturers of garden hose and automobile inner tubes. The Champion Rubber Company is a division of the Eclat Rubber Company of the same town.

#### Peck Advertising Agency, Inc.

New York, Brooklyn and Philadelphia, has been appointed advertising and merchandising counsel in the eastern part of the United States for the Not-A-Toy division of the Corcoran Manufacturing Company of Cincinnati, Ohio, manufacturers of Not-A-Toy, a device for babies.

#### C. A. Larson

Publisher's representative, has moved to 154 Nassau Street, New York.

#### Frank G. Erskine

Has joined the staff of the New York office of Cone, Hunton & Woodman, Inc., publishers' representatives.

## Sales Counsel and Marketing Plans

[CONTINUED FROM PAGE 17]

probe deeply into almost any business. And it is an inexperienced agency man, indeed, who cannot ask the advertiser questions about his business that he cannot answer.

A manufacturer was much disturbed by the growing unevenness of his sales in different parts of the country. A fairly large national advertising campaign was being used. The copy had been highly spoken of by the manufacturer, his sales organization, his competitors and even by the agency who produced it.

The advertiser said there was no reason why sales should not be as satisfactory one place as another. He couldn't understand it. So, as is often the case when an advertiser fails to analyze correctly, this one turned upon the advertising. He said it was not producing the business. The agency was to blame. What about it?

The agency handling the account had nothing to offer in rebuttal except that the advertising had been created in accordance with the latest principles of successful advertising practice. The advertiser had approved the copy and liked it. What was wrong with the copy? The sales manager said if he knew the answer he wouldn't need an advertising agency. One snappy retort led to another and in a short time the account changed hands.

**T**HE agency thereafter said many bitter things about the advertiser—his temperament, his fickleness, his injustice. It did not stop to consider that its entire rebuttal to the charges against it was based on its opinion of the quality of the advertisements; and it forgot that when it comes to judging advertisements the advertiser always has the best opinion because he has the final opinion. More than that, the agency did not comprehend that it had sinned even though its sins were those of omission rather than of commission.

Another agency stepped in. The first thing it did, after first confidence had been established, was to insert a well greased probe into the records of the Sales Department. Questions were asked. The answers showed records and analyses to be woefully incomplete and out of date.

The agency was successful in getting permission to send a man into the field. He investigated two widely different sections of the country.

He found that in one group of states the product was poorly distributed and yet the volume per dealer was comparatively large because the dealers carried only a few competing brands. In another group of states this advertiser had 75 per cent distribution, but the volume per dealer was very low and the number of competing brands carried per dealer very large. In this latter group of states the product led



## An additional service to advertisers and readers

Each Spring, The Tulsa World conducts a Cooking School and Better Homes Exposition, under the able direction of Mrs. Florence Austin Chase, a nationally recognized home economics expert.

## The 4th Annual Cooking School

which was held this year from April 13 to 17, was a big success in every respect. Over 2,000 interested Tulsa women were in daily attendance, and were loud in their praises of the School. This is but one of the many cooperative services The World renders its advertisers.

# TULSA WORLD

OKLAHOMA'S GREATEST NEWSPAPER

### American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman—published weekly—effectively

**COVERS LUMBER FIELD**



**A TAYLOR THERMOMETER ADVERTISES 24 HOURS EVERY DAY**  
 Agents whose clients' products are in keeping with thermometer advertising recommend Taylor Outdoor or Indoor Advertising Thermometers. All year round publicity, because of universal human interest in temperature.  
 Write for catalog and quantity prices.

**Taylor Brothers Company**  
 ROCHESTER, N. Y.

(Division of Taylor Instrument Companies)



*Specialists*

**ILLUSTRATIVE PHOTOGRAPHY**

CARD BLDG. CLEVELAND  
 The PHOTOCRAFT COMPANY

# An Exhibition Of Modern British Posters

From the Collections of H. L. Sparks and F. C. Kendall



Full information from any I. N. E. R. Enquiry Office, or  
Continental Dept. Liverpool Street Station London E.C.

## BROOKLYN MUSEUM

Eastern Parkway and Washington Avenue

May 10 to June 9

Week days 9 to 5, Sundays 2 to 6, Mondays and Tuesdays  
Admission 25 cents. Other days Free.

Broadway-Seventh Avenue and Lexington Avenue Subways  
to "Eastern Parkway—Brooklyn Museum" Station.

all brands in total sales. In the former group of states it stood fourth. There were good and sufficient reasons for the conditions in both territories.

When the agency presented these and other findings to the client, not the least important result was a complete change in sales and advertising policies to conform to the conditions of the respective territories.

Perhaps the most important thing accomplished was that the Agency literally taught this manufacturer more about sales analysis and sound field operation than he had ever before known. More than that, the agency gained the well-earned and permanent confidence of the manufacturer.

It will not do to say: "That is an exceptional case and the manufacturer should have had all the data anyway." Of course he should, but it is not an exceptional case. It is no whit worse than many other examples of manufacturers' ignorance and agency indifference.

Another manufacturer for years had used local advertising. The agency handling the account had never thought any further than the O.K. on next week's newspaper copy. Another agency got the account. In six months, based upon a close study of this advertiser's entire problem, from manufacturing to distribution, local advertising was in the discard and national advertising was adopted not only as the logical solution but on the basis of proved economy.

The wonder is that so many businesses in America have succeeded in spite of themselves—in spite of wasteful manufacturing, inadequate financing, amateur sales policies and lazy advertising. Another wonder is that so few advertising agencies have seen the practical wisdom of going with the manufacturer through the labyrinth of his growth and so becoming an integral and indispensable part of his organization.

The day is rapidly passing when any business can hope to succeed on a fast and loose basis; and the day is over when a well-managed, progressive advertiser is going to be satisfied with less than thorough and volunteer cooperation from his agency on many problems that may be only remotely connected with advertising.

### Joseph B. Mills

Publicity director of the J. L. Hudson Department Store Company of Detroit, has been elected chairman of the program committee of the Direct Mail Advertising Association convention which will be held in Boston on October 28-30.

### We Apologize

The article, "How to Advertise Industrial Equipment Abroad," which appeared on page 23 of the *Fortnightly* of May 6, was an address by S. B. King, advertising manager, Sullivan Machinery Company, Chicago, instead of by E. W. Clark as was erroneously stated in our issue of May 6.

*“To rise above mediocrity — — requires enthusiasm and a determination not to be satisfied with anything short of one’s ideals.”*



Drawn by Zero for the Hagenbeck Film Company

**T**HE good engraving is the product of the deft artisan. In the accurate reproduction of art, sympathy of treatment to retain the original values and skilful direction of the mechanics are essential if the result is to transcend the just ordinary engraving.

Some firms produce engravings which, like those things they reproduce, are works of art. Others turn out from their plants “just engravings.” If you feel that you are getting this kind of service and desire the former, we will be glad to put ourselves and our facilities on trial.

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



Every business has its peculiar advertising and merchandising problems. Only specialists can master them. That is why we have restricted our service to industrial clients in the plumbing, heating and engineering fields.

*"Putting the Cart before the Horse"*  
is the title of our latest booklet.  
Write for a copy.

Arthur Henry Co. INC.  
Industrial Advertising  
1482 BROADWAY NEW YORK.

**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 June 3d issue must reach us not later than May 25th. Classified advertisements will be accepted up to Saturday, May 30th.

## The Handicap of Too Much Advertising

[CONTINUED FROM PAGE 23]

being found out. Scientists have learned that milk should be kept at 50 degrees or less; meat at a certain temperature; vegetables and fruit at another temperature, and so on.

The importance of flavor in food to digestion and health is alive with human interest. Much might be said about it in presenting the refrigerating efficiency of an ice-box.

How much of this information do the readers of refrigerator advertisements ever get? It is available.

Radio advertising is another case in point. There has been a flood of it. But of what use has it been to the purchaser looking for something definite on which to base his choice of a set? As he scans the radio pages he is met by statements so much alike that they could be transposed from one advertisement to another without loss. Sweeping claims for volumes, distance and selectivity march by his nose in endless procession without a single definite reason for them. Much might be said about radio of real interest to the layman, without getting into technicalities; simple, informative copy which would win confidence because it was concrete and helpful. There is a world of copy material imbedded in the feelings of users for a product, in the uses they make of it, in the benefits they derive individually, in the pithy phraseology they employ in telling about it. Often a user will discover in a product things never thought of by the maker which will open up an entirely new range of advertising appeal. Copywriters can be as interesting about a flat-iron as George Eliot was about the commonplaces of ordinary life if they will sink themselves as deeply and feelingly into the subject as she did.

**T**OO many things are done by rote and proxy in the advertising business. A research crew goes out to study a product and its sale. It brings in a wide array of answers to stereotyped questions, sorted out on a tabulating machine. This may be valuable data, indispensable in fact, and still lack the vital spark for good copy. Do we go out enough ourselves and sense for ourselves the consumer's and the dealer's feeling for a product? It is personal contact which counts in advertising: personal contact with the advertiser, the product, the dealer, and the consumer. Many new ideas or incisive headlines have been garnered in this way.

Copy should be more sincere. Confidence is the basis of all advertising influence. Unless people believe what they read they won't be influenced by it. During the past few years there has been substantial progress made in the sincerity of advertising appeal.



There are fewer sweeping statements made, less boasting, very much less deception.

But there is still a popular tendency to discount advertising as a partisan appeal astutely phrased to tell nothing but the truth but not ALL the truth. Advertising copy has hurt itself by being far-fetched sometimes. It has hurt itself by one-sided presentment. Take soap advertising, for instance. While undoubtedly keeping the skin clean is an aid to personal beauty, it is a minor factor compared with purity of the blood and wholesome food and hygienic habits. The subject is not presented in its right perspective. Too much credit is assumed for the soap, especially the particular soap. To induce a woman to undergo a soap cleansing of the skin in the hope of recapturing her youthful complexion is in itself thoroughly unsound. She cannot do so.

**I**N tooth-paste advertising there has been more or less artificial appeal. People have been misled without being literally misinformed. Therapeutic claims, perhaps theoretically right, have been based on a superficial and rather plausible use of scientific fact.

Advertising men have an obligation to their profession. They should adhere to standards of sincerity in spirit, and not merely attempt to get by the censor or avoid literally mis-statements. They owe this to themselves and to their clients, whose results depend upon the credibility of all advertising.

During the past two decades advertising has done a big job in stimulating trade channels. Advertised goods have been preferred by jobbers and dealers. The mere prospect of an advertising campaign has been the means of stocking a product. The trade has had respect for advertising as such. Dealers have cooperated with it by local publicity, by window and counter displays, by mail follow-up, by demonstrations and training of sales clerks. This local effort has really been the effective factor. It has sold the goods. Will that situation continue in the future? I think to an ever-lessening extent and unless popular interest in advertising remains keen, dealer interest will run. There is evidence now that dealers and jobbers are less impressed by the prospect of national advertising than they have been. More advertising as such does not mean what it did. Dealers want actual demand. There is so much advertising which fails to create it. Dealers know that.

It seems to me that the advertising of the future cannot lean so heavily upon stimulating the channels of trade into selling effort. It must rely more upon consumer influence. It must be so informative and convincing that consumers will definitely prefer the product and demand it from the dealer.

Building up a definite preference for



**B**EFORE the war, the annual requirements of the gas industry were \$125,000,000. Last year they were approximately \$450,000,000. They will be still greater this year. Wise advertisers cover this field 99.47% by using Gas Age-Record.

**Gas Age-Record**

9 East 38th Street  
New York

A. B. C.

A. B. P.

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

**Gas Age-Record**

*"The Spokesman of the Gas Industry"*

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a product in the reader's mind, so that he will inquire for or demand that product from his dealer, is a more difficult job than the familiar one of building up a mood of acceptance. The billboard type of copy can accomplish the latter. It will take something more convincing and more incisive to do the former. AND IT MUST BE DONE, if advertising is going to do its share toward shifting the burden of distribution from a selling to a buying initiative.

We advertising men have a responsibility in maintaining the volume of advertising. There are economic influences at work to shrink it. Some advertising has been ill advised. Concerns have been advertising who had nothing to say. They have been spending money on themes of no real interest to the public. Such advertising is likely to cease.

This may be true also of the advertising of merchandise which has nothing distinctive or interesting about it. People will not continue to read it. They get nothing for their pains.

Smaller units of space may be used as advertising becomes more informative and less flamboyant.

The huge consolidations contemplated or going on will tend to eliminate advertisers who compete. Industry is steadily concentrating itself into fewer and more powerful hands. It is a tendency of the time and will probably go to greater lengths in the near future.

New fields of advertising must be developed if volume is to be maintained; and volume must be maintained to keep advertising rates where they are.

Advertising men must be ever on the alert for new opportunities, new merchandise, new uses of it, new inventions. Some of the old ones may lose their appeal and pass out of the advertising arena.

Advertising has done a big job. Great progress has been made in the amount and effectiveness of it. Loss or progress will be made in the future. But we must look that future squarely in the face. We must ourselves be the first to recognize its new requirements and to meet them.

### Visigraphic Pictures, Inc.

Producers and distributors of motion pictures, have moved into new quarters at 247 Park Avenue, New York.

### Chambers Agency, Inc.

New Orleans office, will direct advertising for the West Baden Springs Hotel, West Baden, Ind.

### J. Mora Boyle

Has been made advertising director of the *Daily Mirror*, New York, in full charge of sales.

### H. P. Gould Company

Publishers of *Management*, have moved into new offices at 58 East Washington Street, Chicago, Ill.

## Advertising Calendar

**JUNE 1-5**—Second district convention, Associated Advertising Clubs of the World, Bethlehem, Pa.

**JUNE 2**—Advertising Managers' Conference, William Penn Hotel, Pittsburgh, Pa.

**JUNE 2-3**—Special meeting of executives of Associated Business Papers, Inc., at Seaview Golf Club, Absecon, N. J.

**JUNE 3-5**—Ninth district convention, Associated Advertising Clubs of the World, Centerville, Iowa.

**JUNE 4**—Meeting of the New York Business Publishers' Association, Inc., Machinery Club, New York.

**JUNE 8-10**—Summer Convention of the Insurance Advertising Conference, Briarcliff Lodge, New York.

**JULY 17-18**—Conference Better Business Bureaus of Pacific Coast, Seattle, Wash.

**JULY 20-22**—Convention of the Pacific Coast Advertising Clubs (Twelfth District) at Seattle, Wash.

**OCTOBER 12-13**—Fifth district convention of Associated Advertising Clubs, Springfield, Mass.

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

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

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

### Charles Matlack Price

Has been retained as art director for the Outdoor Advertising Agency of America, Inc. Mr. Price is the author of "Posters," a comprehensive book on poster design later republished as "Poster Design," associate editor of *Poster Magazine*, and was for three years instructor in poster design at the New York School of Applied Design.

### Mrs. Anita Simpson

Of the Chicago staff of Albert Frank & Company, Inc., has been elected president of the Women's Advertising Club of Chicago for the coming year. Among other officers are: Mary Dowd, program chairman; May M. Brown, recording secretary, and Marguerite Heinrichs, corresponding secretary.

### H. E. Stedman

Has been appointed art director of the Hartwig Advertising Company, Inc., of St. Louis.

### Arthur C. Kingston

Formerly connected with the United States Rubber Company and its subsidiaries, has been appointed director of sales of the Boston Woven Hose & Rubber Company, Boston, Mass., following resignation of Edgar E. Fay.

### Kirk Day

Until recently with the Prather-Allen Advertising Agency, Cincinnati, Ohio, has joined the staff of the O'Connell-Ingalls Advertising Agency of Boston.

### United States Advertising Corporation

Has moved its offices to the Fisk Building, 250 West 57th Street.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

### Business Opportunities

\$7,500.00

will buy controlling interest in \$25,000.00 Advertising Agency, Incorporated. Contracts \$4,884.25 already closed in writing. "Business," Box 423, Roanoke, Va.

### Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc.

DEHAAN CIRCULAR LETTER CO., INC.  
14 West 40th St., New York City.  
Telephone Penn. 3566.

### Position Wanted

#### ART DIRECTOR

with an engineering and sales background, desires similar position with Eastern agency. Capable artist can work in all mediums. Newspaper and studio experience. Available about August 1st, 1925. Box 272, Adv. and Selling Fort., 9 East 38th St., New York City.

Copy writer desires to make change. Publishing and agency experience, wide range of accounts. Versatile. Salary moderate. Single. Age 25. Box 275, Adv. and Selling Fort., 9 East 38th St., New York City.

**ADVERTISING WRITER, SOLICITOR,** nine years' experience covers buying art, printing, engraving; three years large agency and three years selling space; produced booklets, catalogues, dealer helps, letters, etc.; University trained. Age 29, married; desires big opportunity with advertiser, agency or publisher; salary reasonable; opportunity must be unlimited. Box 271, Adv. and Selling Fort., 9 East 38th St., New York City.

### Position Wanted

**COPY, EDITORIAL, DIRECT MAIL**  
Making words talk like a regular, sensible human being is my strong point, backed by a dozen years of successful all round advertising and editorial experience. The details are right. Part time possible. Box 274, Adv. and Selling Fort., 9 East 38th St., New York City.

Somebody is going to be glad they got me—a sales and advertising executive who isn't too Ritzy to go out and prove it. A fine background of road selling and branch managership experience. Send me anywhere. Box 269, Adv. and Selling Fort., 9 East 38th St., New York City.

### Help Wanted

#### SALESMAN WANTED

One who knows something about direct-mail advertising—to travel and present a constructive plan to printers. Printing experience would help. Please reply by mail only, stating experience and minimum drawing account, against commissions. Personal interviews impossible except by appointment.

CHARLES AUSTIN BATES  
33 W. 42nd St., New York

### Miscellaneous

#### LETTERS

Do you need commonsense—human—sales promotion letters that pull? Let me do them for you in my spare time—\$5.00 per letter. Address Frank P. Stelling, 273 Lexington Avenue, New York City.

#### MAKE A CHANGE

Get away from the heat and bustle of the city during July and August and live in an attractive seven-room home (not apartment) adjoining large tract of woods in Yonkers. Newly furnished. Forty minutes to Grand Central Station on N. Y. C. Railroad. Live in country, but near your work. Box No. 273, Adv. and Selling Fortnightly, 9 East 38th St., New York City.

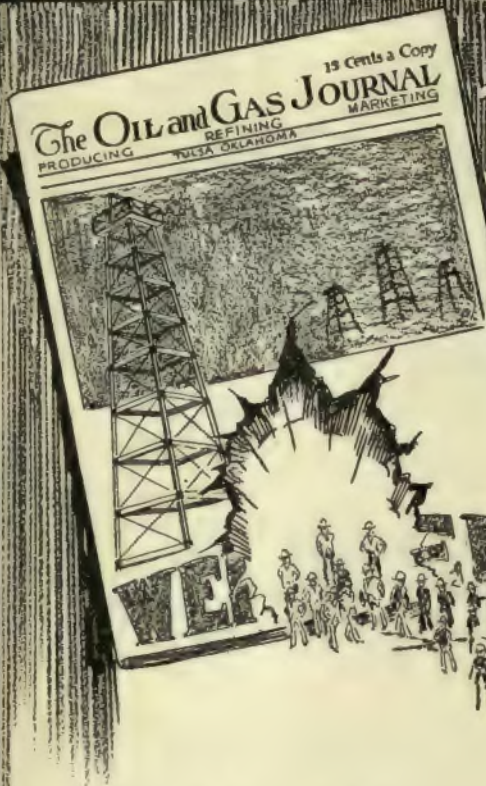
"GIBBONS knows CANADA"

TORONTO

MONTREAL

WINNIPEG

*if sold by Newsboys*



### If Sold by Newsboys

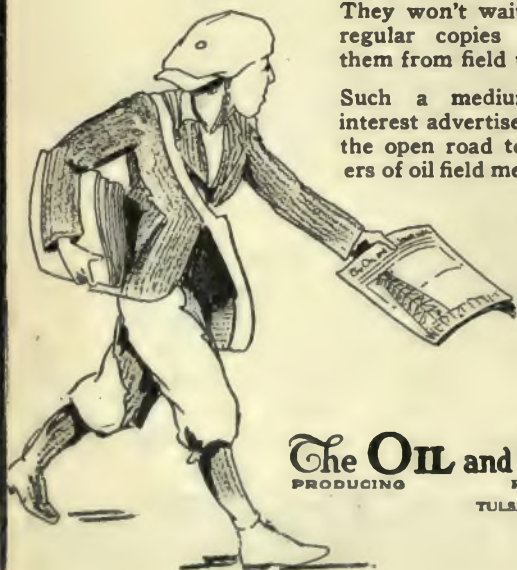
the moment the first boy appeared on the streets he would attract every oil man within hearing.

Because oil men the world over have learned that the "Big Yellow Book" carries the first important news happenings in the industry.

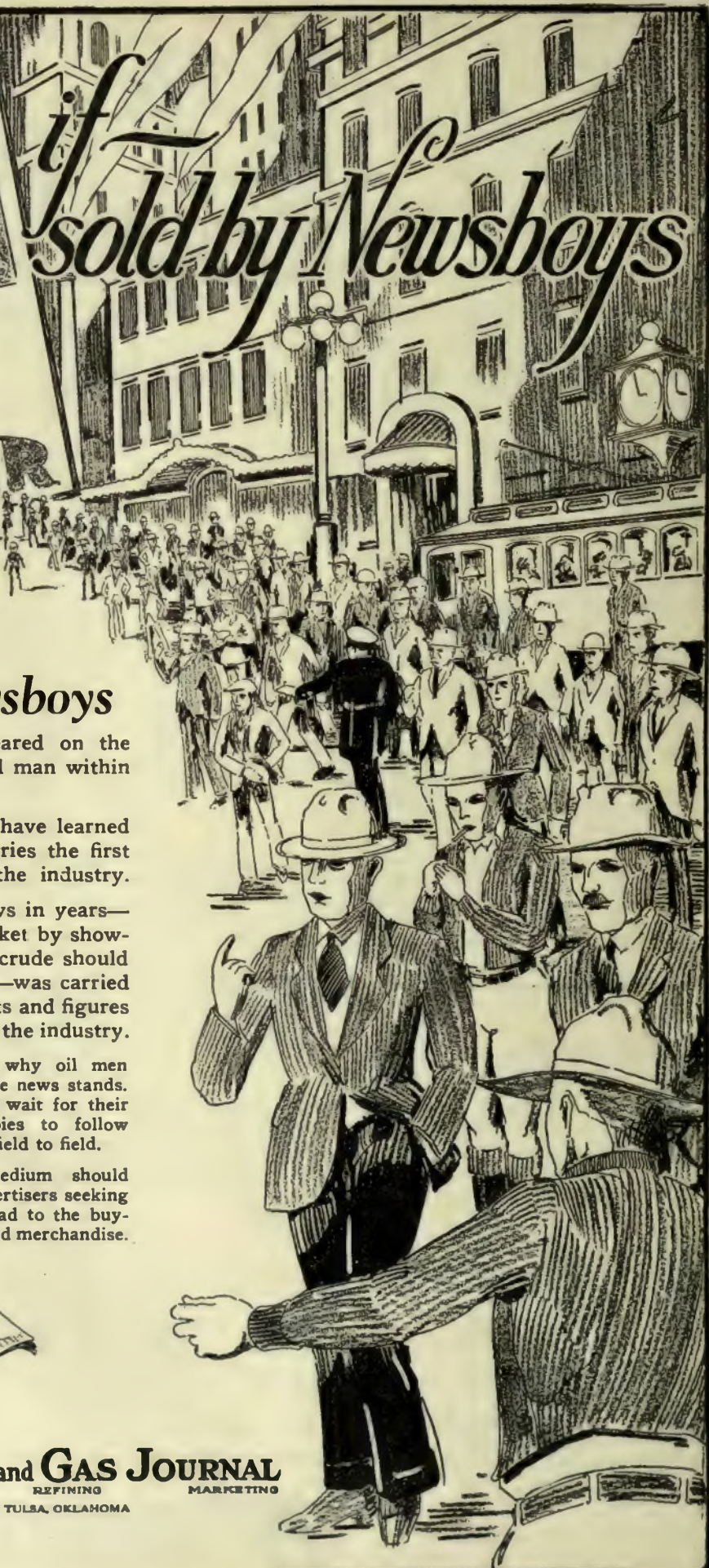
The most important piece of news in years—the saving of the oil security market by showing why increased production of crude should have no effect on gasoline prices—was carried in the Journal. We proved by facts and figures that this was the true condition of the industry.

And that's why oil men buy from the news stands. They won't wait for their regular copies to follow them from field to field.

Such a medium should interest advertisers seeking the open road to the buyers of oil field merchandise.



**The OIL and GAS JOURNAL**  
PRODUCING REFINING MARKETING  
TULSA, OKLAHOMA



*Will you  
Give us your  
opinion  
on this?*

# Are We On The Right Track?

SINCE the inauguration of TIME, the weekly News-Magazine, we've confined our efforts to building circulation upon the sole basis of MERIT.

We do not believe in premiums or stunts to boost circulation. On this policy, we have built Time's circulation from 5,000 copies in 1923 to 70,350 copies in 1925 and GUARANTEE 110,000 by 1926. We intend to adhere to this policy. We believe we are right, but we want the outsider's viewpoint.

Will you give us your opinion? Will you fill in and return to us the coupon below? We will appreciate your courtesy in assisting us to obtain an opinion from advertisers and advertising agents regarding TIME's stand on the circulation question.

**ROBERT L. JOHNSON**  
*Advertising Manager*

**TIME, Inc.**  
236 East 39th Street  
New York City

**REPRESENTATIVES**

*Western*

POWERS & STONE  
38 South Dearborn Street,  
Chicago, Ill.

*New England*

SWEENEY & PRICE  
127 Federal Street,  
Boston, Mass.

*Southern*

F. J. DUSOSSOIT  
1502 Land Title Building,  
Philadelphia, Pa.



I believe TIME is RIGHT in adhering to its policy of selling circulation on MERIT alone.

Mark Here [       ]

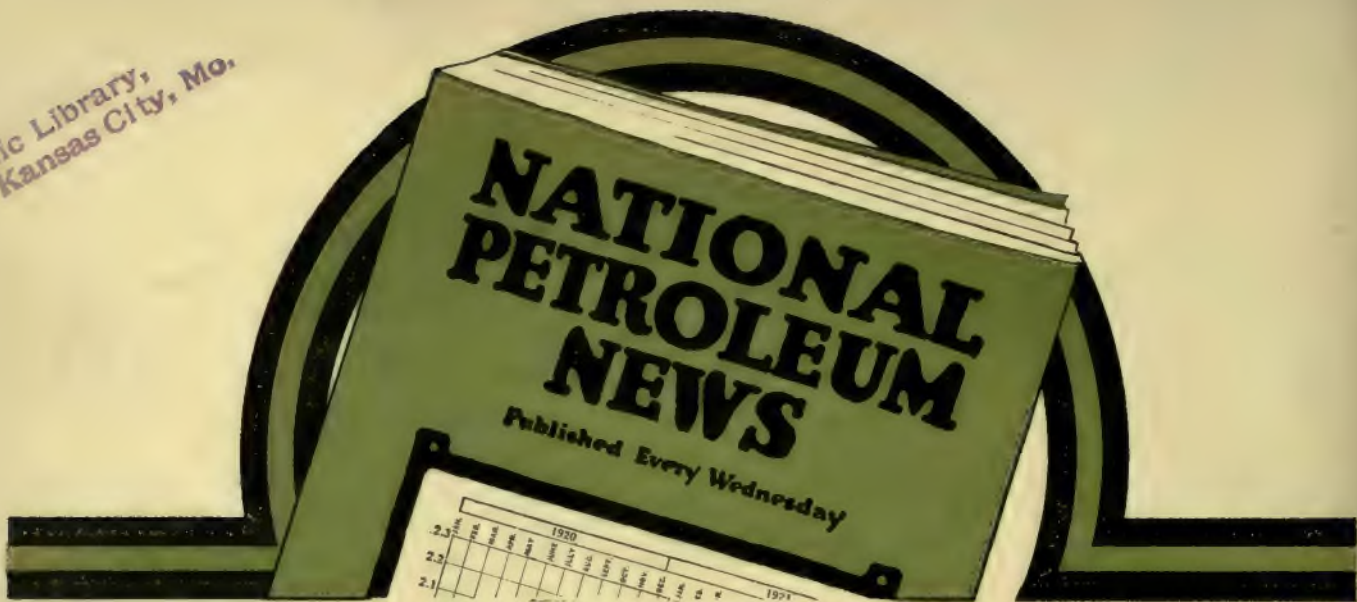
I believe in the use of premiums or stunts if they will influence an increase in TIME's circulation.

Mark Here [       ]

Name .....Company .....

Address .....Capacity .....

Public Library,  
Kansas City, Mo.



## “Check book readers”

EVERY FRIDAY MORNING the directors of a world-famous oil company sit in session in a building down on the lower end of Manhattan. At every meeting the latest copy of National Petroleum News (published the previous Wednesday) is in the Chairman's hands. Its important stories are discussed by the board in official session. *How do we know this?* Because if Uncle Sam's mails are late, the Chairman's secretary phones our N. Y. office for its copy by messenger boy at once. In addition, every one of those directors gets his individual copy of N.P.N. at his desk and several have copies at home.

If the leaders of a corporation which has, within itself, nation-wide facilities for collecting information and investigating each new development, feel this urgent necessity to keep abreast of the editorial pages of N. P. N., you can realize what it means to the head of the small company, who must either depend upon published information or make his decisions blindly.

The fact is that, large or small, an oil man finds “N.P.N.” a weekly necessity.

**M**EAASURED from any angle — number of paid-in-advance subscribers — dollar volume of advertising carried — buying power of companies reached — number of individuals reached who control their companies' buying decisions — evidence secured by impartial outside investigators — NATIONAL PETROLEUM NEWS stands first as the right place in which to advertise to reach the whole oil industry.

NATIONAL PETROLEUM NEWS  
812 Huron Road CLEVELAND

DISTRICT OFFICES:

TULSA, OKLAHOMA . . . . . 608 Bank of Commerce Bldg.  
CHICAGO . . . . . 360 North Michigan Avenue  
NEW YORK . . . . . 342 Madison Avenue  
HOUSTON, TEXAS . . . . . 608 West Building

Member: A. B. C.

Member: A. B. P.