



Class _____

Book _____

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ADVERTISING

By

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INSTRUCTOR IN

ADVERTISING AND SALESMANSHIP

WHARTON SCHOOL OF FINANCE AND COMMERCE

UNIVERSITY OF PENNSYLVANIA



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NEW YORK

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PREFACE.

In offering this course in advertising to the public I have made an analysis of the underlying principles in publicity as they seem to be agreed upon at the present time. Every phase of advertising, from the demonstration in a show window to the most technical magazine advertisement, has been considered and given its interpretation in the light of modern psychology as well as suggesting the possibilities for development in each particular field.

This course is not designed for the advertiser alone, but is of such a nature as to enable a business man, of whatever field, to enter into a greater appreciation of the possible development of his own establishment provided his executive work involves the handling of people or a knowledge of goods. It not only suggests publicity between manufacturer and consumer, retail dealer and the public, but the publicity demanded by any firm within itself, necessary for a continued and healthy growth.

This course has been designed to make absolutely secondary the detail of advertising which can and will be learned minutely upon entrance into the advertising realm. The development of thought is creative in nature, leading by a series of steps into the realization of the ideal and the ideal as recognized by our best business concerns. As stated be-

fore, the data for this course is the actual material of the business world given a scientific analysis and a proper label. It does not tear down without offering a better solution of the problem in hand. It states the underlying principles of progressive advertising, the combination of which principles results in a recognized good advertisement.

This course creates for *any* business man, or one about to enter life, such a study of human nature as will increase one's proficiency in the handling of any and all men. The employer needs it to keep check on the employe; the employe needs it to get results for his employer. Thus a standard for right and just criticism is established.

Intelligently insisting upon an ideal gets people to work; getting people to work intelligently brings success and often the ideal. It should be borne in mind that this course not only suggests sane ideals but outlines the steps in its realization. Each lesson of this course directly related to the detail of advertising; as the study of type, department store advertising, the show window, the advertising agency, etc., has been read to some business man interested in the particular question under discussion and has received his approval.

Whether or not the ideal portrayed can be immediately realized is not the question. It will at some time be brought to pass by some one. That competitor most to be feared will be he who approaches nearest its conception. It is the advertiser without a standard for work, or the business man without an appreciation of the means for the fullest appreciation

of the human and detail factors in the workings of any business, that produces inferiority or mediocrity.

This course then aims to be a combination of practice and theory, equally balanced, and destined to reveal to every young man his natural ability for publicity in any of the several fields, as well as proving a most beneficial resource book for any business man who is interested in the development of his own institution through publicity.

Herbert W. Hess.

PHILADELPHIA, PA., OCTOBER, 1910.

CHAPTER I.

PSYCHOLOGY AND THE ADVERTISER.

AN INTRODUCTION.

Life is a result of many different processes. The one who uses a discerning eye in the discrimination of those small things which have produced results, by this knowledge is laying the foundation for a new and greater success. This man is depending upon the laws of the past for results at the present time, which nature is not slow to repeat. The individual who depends on the god of chance for results may not succeed. In competition with the ones who depend upon chance, the law crowd number, as a class, is a sure winner. Remember that exceptions to the apparent law are always to be found but that such instances are only exceptions.

It is said that the very least time calculated to make us a race of people as we now are is about sixty thousand years. Think of it! Sixty thousand years for the world to come into a mere recognition of law abiding in and through every passing event of time. In the year 1500 A.D., we have the account of a physician whose curiosity was so great as to cause him to dissect a human body. People rose in indignation that the body of man should be so desecrated. The unhappy physician was condemned to exile for a few years on an island. It happened after his time

had been served that the ship upon which he had sailed for home became wrecked. To the masses of the people a just condemnation had been sent by a wrathful God. But the start had been made and to-day we find the medical world with its accurate knowledge of the human body preparing a code of action by which the human family will be led to live in health.

So other sciences have arisen, one by one, until every field of human endeavor begins to formulate laws regarding the best expression of itself. People stood aghast when Atlas and the turtle were shoved away to leave us a ball floating in space. And when this globe of ours was seen to revolve about the sun, and the myriads of stars to be actual worlds, the thought of laws that govern an incomprehensible universe was again conceived. Just as these different sciences have arisen in the past to produce effective results in desired fields of work, so the future will bring other scientific knowledge. Although man has spent a greater part of his conscious existence in trading, buying or selling, the world is just recognizing the fact that to trade, buy or sell properly, there is underlying such relations, a science.

The question naturally arises, "What is this science regarding?" The answer is, "Human Beings." Yes, human beings, wherever and whenever they are, are subject to common laws. And the business man whose dealings are with men, women, and children is beginning to recognize that there can be a science for him. This classified knowledge relates to human beings in their natural tendencies. If they have natural tendencies, these are located in the mind. So the study of mind with regard to the tendency of all people is

productive of a kind of knowledge which is destined to decide the measure of success that a merchant is to meet with in a given community.

The study of the laws which govern the action of the mind is known as psychology. So he who would move men to action will find the possibilities for so doing in this newer science. With this knowledge, the head of a bank will appreciate the mind content of his working force and by suggestion, bring into play, a harmony of varied interests. The general agent of a life insurance company will be able to pick out men because they possess certain tendencies capable of approaching the masses on the subject of insurance. The superintendent of a factory will understand how to win over his men into action without driving them. Salesmen will come to appreciate the different types of people to whom they sell goods, and a recognition of the temperament will decide the manner of approach as well as the mind attitude expected from people of a specific class. As for the advertiser, he will learn of the qualities of mind to be depended upon with the presentation of goods in any form, be it in a show window, on a street car card advertisement, an announcement found in magazines or in booklets. The advertiser must come to know the laws governing attention,—how attention can be gained, and what is necessary that it be sustained. Memory, instinct, habit, suggestion, imitation and imagination, all have their parts to play in the making of an individual. How to bring these different elements into a condition of desire when once the attention has been gained, is the psychological problem of the advertiser.

Then as chemistry and anatomy are to serve the physician, as astronomy is to serve the pilot in the guiding of his ship, as mathematics is to serve the architect in the construction of bridges and subways, so psychology is to be the means by which, through an intelligence of the mind tendencies of mankind, we bring to pass a constant exchange of goods, or, in other words, create business.

It is the purpose of this course to deal with the subject of advertising in several respects: first, from the human nature standpoint; second, the correct analysis of the goods themselves in relation to the world; third, the English presentation of these subjects as found in newspapers, magazines, street car cards, trade papers, etc.; fourth, unique, novel show windows, and letter methods of impression:—all these working in some way to create desire.

BASIC PRINCIPLES IN PSYCHOLOGY.

Upon adopting a science to control us in our analysis of a particular vocation, it is quite necessary to have a correct notion of the principles underlying that science. Let us then consider some of these basic elements in the subject of psychology as applied to advertising.

Psychology being a science which brings us into touch with the laws governing the action of the human mind, and also being of such a nature in its classification as to enable us to know what to expect of the average individual under certain circumstances, the question first to be considered, regards the manner of coming into a mind attitude toward the world at all.

THE SENSES.

This leads us to a discussion of the senses and their play in shaping the affairs of man. A careful consideration of this subject is very important to the advertiser, for it is through the rousing of the senses or the recalling of their memory that desire is aroused, and when desire has been created the next step on the part of the reader is action. So an appreciation of sense life gives birth to desire and results in action. The first two processes make possible the sale: the last concerns will-power, which causes things to happen.

TOUCH.

The sense of touch is the fundamental sense. All of life begins with touch only to develop into a more complex organ; as, the eye or the ear. Touch assists us in the appreciation of the other senses; as, for example, our concept of a burr. Here sight and touch combined give us a mind attitude entirely different from a mere sight sensation. On the other hand, there are feelings apart from the sense organ; as, a feeling of silence or a feeling of a difference in color. By actual contact with the world, through touch, we have come to appreciate hardness, softness, elasticity, the roughness or the smoothness of an article. The ability of the advertiser to recall these fundamental feelings in connection with the particular business in which he is engaged, either pleasantly or unpleasantly, as he desires to gain a point, will decide the extent to which he is successful in getting his advertisement noticed. Many advertisements are appeals to these senses without being effective, for somehow the

fundamental sense is dormant. In No. 1 we have an excellent example of the direct appeal to the sense of touch. It is a strong contrast relating to the tediousness of the old method as opposed to the ease and freedom of the new roused by the sense of touch.



No. 1.

No. 2 is another appeal to the same sense. The powder puff, in itself, has an appreciative feeling, apart from the service that it performs.

Helen Keller is an example of what can be accomplished through the sense of touch and taste. Slowly and painfully has she felt and tasted herself into an intelligent world. If she does not possess the actual intelligence of sunshine in appearance, the feeling

of its warm rays are there. The thing to her is pleasure, and although she describes it in terms of experience different from ourselves, yet her experience, at the least, we know and appreciate.

SMELL.

The sense of smell is more difficult to show by illustration. The arousing of memory pictures re-

LABLACHE
FACE POWDER

BEAUTIES OF SPRING
are the women, everywhere, whose skin is smooth and velvety, unmarred by the lines of time or by exposure to wind and sun. They are the users of Lablache. Their complexions rival in delicacy of coloring the fragrant blossom of the peach.

Refuse Substitutes. They may be dangerous. Flesh, White, Pink, or Cream, 50c. a box, of druggists or by mail.

Send 10c. for sample box. -
BEN. LEVY CO.
French Perfumers,
Dept. 8, 125 Kingston St., Boston, Mass.

No. 2.

garding it must be made by means of words. Human beings brought into touch with flowers would recall odor by one in the act of smelling. The expression about the eyes, the uplifted head, or the somewhat drawn together nostrils, with a characteristic smile, might suggest the pleasurable sensation experienced. Whenever a merchant handles goods where odor is one of the elements, it behooves him to regard the possibilities of arousing agreeable or disagreeable

thoughts as he needs. If the appeal is strong enough, the masses must respond, for we are all alike in the sense of smell. It is true that people differ with regard to what is pleasant, but that is a question of education, and the advertiser in calling up memory pictures of smell must reckon with the class with which he has to deal. To develop a liking for a particular odor is one thing; to satisfy a liking already acquired is another.

TEMPERATURE SENSATIONS.

Just as we possess eyes to see the world, ears to understand sound, so we have scattered over the body certain small areas known as temperature spots. Some of these spots respond to heat, while others only to cold sensations. But regardless of the fact that there are heat and cold organs, we all have an appreciation of heat and cold. Upon our recognition of these forces within our lives, refrigerators represent the one element, while different kinds of radiators, furnaces and stoves are the opposite extreme. The Seeger Refrigerator Company have an advertisement which combines the sense of taste, heat and cold with the suggestion of smell. See No. 3.

TASTE.

We all know what it is to taste good things. In fact, the greater part of many people's time is spent in getting ready to eat and eating. Different kinds of food appeal to different people, but just the same the taste and desire for that which will make our mouths water is ever there. Those who deal in foods have been quick to analyze the elements that

create desire in this respect, until our magazines fairly force us into a world most bounteously laden with luscious and desirable food. Through the sense of sight, the steaming wheatlet served by a smiling, clean butler, creates a desire for a taste that is ir-

In Hottest Weather



Every Particle of Food Pure-Sweet-Wholesome

Milk, butter, meat and vegetables are kept pure, sweet and wholesome, if stored in a

Seeger Dry Air Siphon Refrigerator

The patented *Seeger Dry Air Siphon* system maintains a constant circulation of pure, dry air, which is forced downward from the ice, thence upward through the provision chamber, carrying off through the air siphons, all the moisture and odors from the food and condensing them on the ice, whence they are carried off, as it melts, through the drain pipe, water being the best absorbent.

That's why melons, onions and other fruits may be kept in the same provision chamber, without affecting milk, cream, or butter. No moisture, no odor, no germs and a lower temperature than in most refrigerators.

The air in the "Seeger" is continually circulating, and in passing through the ice chamber it naturally gets colder each time. And by passing through the ice chamber so regularly and so often, the air gets colder than it does in other refrigerators, that's why the *Seeger* consumes less ice.

Beautiful in appearance, the very best cabinet workmanship throughout, panels, selected kiln dried, red oak.

Indestructible, snowy white enameled provision chamber, with removable shelves, metal and non-corrodible, no corners, cracks, or crevices to conceal germs.

EASY TO CLEAN AND KEEP CLEAN

No. 3.

resistible. Every advertisement of the Cream of Wheat associates itself with the pleasing and even picturesqueness of life.

THE MUSCULAR SENSE.

Then we have a muscular sense to appreciate a feeling of weight or pressure. This is excellently

worked out in No. 4. What man has not experienced a feeling of disgust as he pulls at his tie to get it into the proper position? Every one knows just how to grip that tie and the pulling feeling in his fingers.



THE collars that make all tie-tying troubles a dim memory of the past

SLIDEWELL
Collars
COLLARS

the collar with the little-to-t-bottom-should that lets you tie slide freely back and forth

ALL THE NEW STYLES
15c, 2 for 25c; in Canada 20c, 3 for 50c.

You'll find that SLIDEWELL COLLARS not only save you tremendous annoyance, but are better made, better finished, better looking in every way than the collars you've been wearing.

If your dealer (ask him first) has not yet put SLIDEWELLS on sale, you can order direct from us. Send 75c for 6, or Canada \$1.00 for 6; and state your size and name or name you select from the style book. Or write for the SLIDEWELL Style Book and send your order from it.

HALL, HARTWELL & CO.
Troy, N. Y.
111 W. WALL ST.
Canadian Office: 400-410
Toronto

No. 4.

The comparison of the position of the hands in both pictures rests upon our appreciation of the muscular sense.

SIGHT.

Sight is more readily recognized in its importance because our present existence seems more to depend upon this sense for pleasure than any other. To be blind is counted as one of the very greatest of afflictions. By means of sight we experience light and shadow, while each, in turn, will often arouse joy and fear. There is a grand sight to be seen as we pass

through the mountains of Colorado. We bow in awe before the rolling clouds of a terrific storm. The setting sun with its various and beautiful parting rays creates a picture of hope for the morrow. The stern face of a woman yonder tells me of trouble. I attempt to sell a man goods and the expression on his countenance leads me in my choice of wares for presentation. Thus we see how intimately associated with the sense of sight are the many moods of our nature, and these moods can all be aroused by presenting the right picture, whether it be an illustration or written. The sense of sight also makes possible an appreciation of our other senses. Glance through a single magazine and nearly every sense experience of your life is brought forth in memory form by means of the eye.

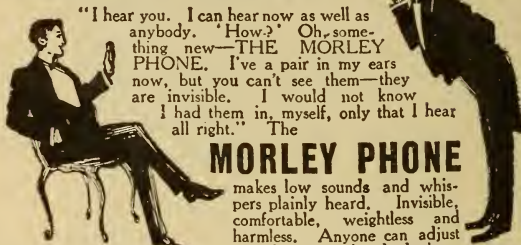
HEARING.

Those who sell pianos, install telephones, or have remedies for the deaf, are all engaged in businesses which depend for their very existence upon the sense of sound. The ability to arouse memories of sound and to suggest them in relationship of usefulness or pleasure for the consumer is the work of the seller. No. 5 pictures the difficulty of those who are deaf.

By this time we should be brought to appreciate the fact that our world is a world of sense impression. By means of sense impression we come into an intellectual knowledge of things. If we know that fire will burn one, the fact has come through experience. And howsoever intellectual a man becomes, the fact of burning presented in a concrete form will be recognized quite as quickly as an abstract statement. Because all have come to a knowledge of the universe

through the senses, a strong enough appeal to them must bring a response. The secret of advertising successfully is to arouse the sense life of people and from this as a basis lead them into an intellectual conception of the thing experienced. These stimulated sensations must then be made to become a

"DON'T SHOUT"



"I hear you. I can hear now as well as anybody. 'How?' Oh, something new—THE MORLEY PHONE. I've a pair in my ears now, but you can't see them—they are invisible. I would not know I had them in, myself, only that I hear all right." The

MORLEY PHONE makes low sounds and whispers plainly heard. Invisible, comfortable, weightless and harmless. Anyone can adjust it. Over one hundred thousand sold. Write for booklet and testimonials.

THE MORLEY CO.

PERRY BLDG., Dept. 713, PHILADELPHIA

No. 5.

part of the individual, the first indication of which is desire. As stated before, the last factor to be directed is will.

THE MIND.

This leads us into consideration of mind. By it we commonly mean the group of thoughts which an individual possesses and which tend to govern his actions in life. To review, our senses furnish us the material which makes the power of thinking possible. The best thinkers are entirely dependent upon

things of sense to have opinion at all. But the mind seems to possess qualities within itself which govern the way with which we shall receive these sense impressions. For instance, an apple is presented to me, green in appearance. - It is rejected because the look associated is similar to an apple given me the day before. I do not want a sour apple. Thus we have the power of association, and its play in our lives affects us accordingly as the thing presented is surrounded with pleasure or pain. So the advertiser should attempt to bring up those images which have with them only such associations as tend to reinforce the particular kind of goods he wishes to sell.

Attention, will, and imagination are also qualities of the mind which seize upon the things of sense to build up a dream world for us. These factors will be treated in separate chapters.

There are, however, two laws of the mind which we wish to consider at this time, namely: The Threshold of Sensation and The Law of Relativity.

What do we mean by the Threshold of Sensation? Enter a street car and seat yourself in the ordinary manner. If you glance at the advertisements opposite you, some will force themselves into attention while others will scarcely be noticed. Now select one which has not been noticed and analyze it to find the reason. In most instances there has been a lack of some element. By introducing a color here or an exclamation point there, or some little thing, the whole copy would be read. An so by the threshold of sensation we mean that every advertisement must contain a combination of elements strong enough to get the attention. The point between non-attention and

attention is said to be the threshold or the step necessary to be passed over to make us realize the presence of a thing.

Many advertisements are valueless just for this reason. They lack one thing to make their presence and their message felt. Each should be studied most carefully with regard to this point, for it is the crowning factor of a successful advertisement. Just as the photographer seats his subject, adjusts the lights and shades, and then gives one more touch of grace to him already posed, resulting in a photograph that every one stops to look at because of perfect representation and grace, so there is that single touch to be given many advertisements which make of them now a success where they were once a failure.

The Law of Relativity states that sensations tend to modify each other. When a boy, I was severely burned in spots over my entire body. My left hand was intensely painful and the other burned places were scarcely noticed. Here we have the intensity of one spot making insignificant, pains in other parts of the body. To apply this to advertising means that one advertisement is in competition with another. This means that there is rivalry for attention and that an advertisement, good in itself, may become poor when placed in relation to another.

Every advertiser should then start out with these general questions: First: Is my advertisement strong in its sense and intellectual appeal? Second: At the least, is the neighboring advertisement such as to decrease the general effectiveness?

Many concerns placing advertisements are compelled to take the positions assigned. These are of-

ten arranged by an incompetent make-up man, but a knowledge of the necessity of these factors should result in insistence regarding the observation of these basic principles. An accurate description of what you are actually buying should be understood before purchase. Such should be the rights of every purchaser of space for advertising, whether it be in street cars, magazines, newspapers or on bill boards.

To summarize the chapter: Psychology is the science for salesmanship and advertising; our senses are the means by which we come into intellectual concept of things, and for the masses the quickest appeal is through the senses; the two general laws regarding the intensity and the proper placing of an advertisement should be seriously considered.

CHAPTER II.

THE FORM AND FIGURES OF ADVERTISEMENTS.

The fact is undisputed that people prefer pleasing effects in preference to displeasing ones. Every object of nature, and likewise of man, possesses within itself elements which, generally speaking, draw toward it, repel or remain unnoticed. A snake is of such a nature as to cause the average individual to run away in horror. Yet peculiar quality of human nature will, upon the occurrence of such experiences, arouse daring and curiosity to the extent of enabling the person to adjust himself whenever the snake puts in appearance.

With the coming of spring, the crocus which is the first flower to raise itself into the sunshine seizes the attention of every passer-by. They behold and are pleased. Furthermore, the eye has caught the early comer without preparation for its arrival. Its form is pleasing and the tendency is to draw near and pluck the flower.

So it is with the general forms of advertisements. We are attracted toward them, we are repelled, or they remain unnoticed. When a sense element has been strong enough to create an impression, its general setting is such as to have one of these three effects.

The discussion of the chapter is regarding these three general effects and what mind tendencies control our appreciation or disgust of any particular arrangement.

Two factors which are often unconsciously acting in our first appreciation of any advertisement may be symmetry and proportion.

SYMMETRY AND UNITARY FIGURES.

By symmetry is meant the equal division of any given figure. If an undivided circle is to be regarded as a perfectly unitary figure, symmetry again implies two or more parts, just alike, uniting to form an all including figure. The circle divided into four equal parts is symmetrical, each part of which is equal to every other part. See below.



d




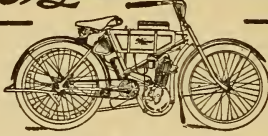
e

Now the eye glancing through the pages of a magazine is attracted toward unitary and symmetrical figures, but there is more of an inclination to regard the symmetrical figure. This is explained on the basis that the eye, once centering on a figure, tends to sweep in the content of that figure. Now, if broken up into parts, it will take in the same figure with as many movements of the eye as there are

sections of the circle. Thus the attention is centred upon the symmetrical longer than upon the unitary figure.

Upon turning the pages of a magazine my eye fell almost immediately upon the bicycle advertisement of Harry R. Geer Co. It then took in that of Wagner and almost immediately returned to the first one. Why is this? Because the advertisement of Geer is blacker in type effect, and the entire wheel can be more easily taken in at a single glance.

	
GEER MOTORCYCLES	
We Have the Finest Line in the Country	
5 H. P. Green Egg.....	\$225.00
4 H. P. Bluebird.....	200.00
2 1/2 H. P. Model.....	150.00
Discount to Dealers	
Used Motorcycles.....	\$40.00
Send for Catalog	Immediate Deliveries
HARRY R. GEER CO., 888 McLaren Ave., ST. LOUIS, MO.	
<small>Largest Motorcycle Dealers in America</small>	

<i>Wagner</i> Motor-Cycles	
	
19 FOUR MODELS 10	
DESCRIPTIVE CATALOG ON REQUEST	
WAGNER MOTORCYCLE CO., St. Paul	

No. 1.

Notice the circle within the circle of the back wheel of this first one. The spokes of the wheel create symmetry. Compare both advertisements of No. 1 with No. 2, and observe how much more attention is forced upon the symmetrical figures. No. 2 is without a central point upon which the eye must centre. It takes too long a time to get any association what-

ever between the man, the bicycle and the watch fob. No. 3 represents, approximately, the idea of simple unity and shows how quickly the eye passes over the object and is ready for another illustration.

Watch Fob Free to Bicycle Riders



Send your dealer's name with 4 cents postage, and we will mail this handsome fob. Also catalog illustrating and pricing our high-grade

Indianapolis

G & J TIRES

Admitted by bicycle manufacturers and riders to be the best made. Wear longest, ride easiest, and are most convenient to repair.

G. & J. TIRE CO.

Indianapolis, Ind.

Address **Bicycle Tire Dept.**



No. 2.

Thus far we have seen how symmetry within an illustration plays its part. Let us now examine this general effect with respect to the border of an advertisement and its content lines. No. 4 shows an ap-



GOOD MOTORC

book entitled "What Y go wrong in buyil language, not tec fully on motors, cycle journal, for

M. M. M'

No. 3.

proximate square with symmetry produced by means of a machine belt. The pulleys also serve to balance the effect. Thus the general appearance of an advertisement may be arranged so as to produce a

symmetrical effect and this would seem to be one good way of arranging copy.

Also given a choice between a unity and a symmetrical effect, the symmetrical effect is the more desirable, because it contains elements which tend to hold the attention longer.

BORDERS.

Many and varied are the border styles of advertising. But these should be considered most seriously.

WITTE ENGINES

**USE GAS, GASOLINE OR
KEROSENE**

Are known by a superior standard of construction. 23 years of service has demonstrated their worth. Does work at lowest cost and is always ready to saw, grind, pump, shell or do any farm or shop work.



**FIVE
YEAR
BOND
GUARANTEE**

We build all sizes in stationary or portable type. Hopper jacket or water tank cooling. Inducements to introduce in new localities. Write stating size wanted.

WITTE IRON WORKS CO.
554 West Fifth St. Kansas City, Mo.

No. 4.

Generally speaking it is better to have one. A border keeps the eye from wandering to other parts of the page and will force the eye within the lines. Again, it gives individuality as well as a sense of unity to the text. It is the form which has the effect of drawing or repelling. Two advertisements, side by side, one with and the other without a border, are vying for glances. The attractive border will usually

win the moment. As hinted before, there is a feeling of unity with regard to the advertising, and howsoever small a thing is, clearly defined limits hold the



Pulling in Business

By offering your customers diamonds of our cutting you can show diamonds that stand you only the actual cost of production, plus our modest profit.

Of course, that is pulling in business, and good business, too.



J. R. WOOD & SONS

Diamond Cutters

Importers of Rubies, Emeralds and Sapphires

2 Maiden Lane, Corner of 170 Broadway

NEW YORK

No. 5.

eye longer. When some idea within the text itself would be a real hindrance to the effect as a whole, the border should be omitted entirely. In No. 5 we have an excellent example of this.

The idea of flying a kite implies freedom and space. A border would lessen the total effectiveness of the first impression.

This leads us to a classification of the possible advertisements. First, there are those without borders; second, those with clearly defined border limits;

A MAGAZINE FREE

Send postal with your address and we will mail to you regularly without cost

THE 6% EXPONENT

an Eight Page Magazine devoted exclusively to the interests of the Small Investor.

If you are interested in the problem of saving money intelligently, this publication will entertain you. It is published by men who know and can prove the superiority of 6% Securities—and it's good reading. Send your name to-day for copy.

New York Central Realty Co.
Suite 1177, 1328 Broadway, New York.

No investor has ever lost a cent of principal or income on purchases made through this house.

The methods which have made such a record possible are fully set forth in our circular which we will gladly send you on request.

Our clients are netting 6½ to 7 per cent income on their investments.

The Geiger-Jones Company
Specialists in Securities of Old Successful Industries
204 North Market St., Canton, Ohio

HOW

Shur-on
EYEGLASSES

AID YOUR HEALTH

REMEMBER THE NAME

Superior mechanical construction, embodying the discovery and application of fixed scientific principles, is why Shur-on eyeglasses—the neatest, most inconspicuous and convenient eyeglasses—assure relief from eyestrain.

Owing to the relationship between the eye and brain, the presence of eyestrain means headaches and other nervous disturbances. By wearing **Shur-on** eyeglasses, eyestrain—the cause of brain strain—is removed.

Valuable Booklet Free

This booklet shows how the efficiency of the finest lenses may be ruined by ill-fitting eyeglasses. It also fortifies you against substitution. Shur-on eyeglasses—without lenses—are sold by the better opticians everywhere, for \$3.00 and \$5.00.

E. KIRSTEIN SONS CO.,
Dept. O, Rochester, N. Y. Estb. 1884.

*Always ask the Optician if he has
sold you a Shur-on.*

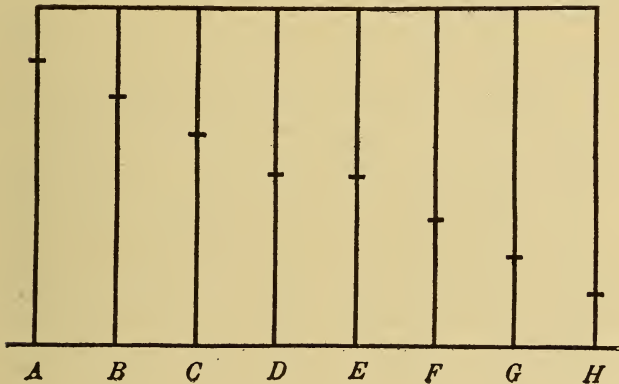
No. 6.

No. 7.

third, broken borders; fourth, a factor introduced which breaks up the straight line effect. Figure No. 1 contains an example of a broken border line. It introduces a novel effect and helps to break the monotony of that particular advertisement. It will be observed that Wagner's display is in heavier type

than that of Geer and this fact in itself gives an element of individuality to each.

No. 6 is an example where one of the leading features of the written information becomes a feature in the border. The same thing is true of No. 7, which is a more elaborate display and shows an inclination toward the artistic. No. 6 of the Geiger-Jones Company shows the presence of heavy lines as an indication of their advertising limit. No. 7 is an



No. 8.

example of the thought of the text becoming an illustrated part of the border effect, thus producing a union of the two.

Every advertiser should consider this phase of his advertisement especially. While it is a factor which perhaps is not consciously observed, yet the mind takes it in, is either held and forced into a further reading of the text or is unattracted.

SYMMETRY AND PROPORTION OF FIGURES.

As symmetry and unity have either a pleasing or a displeasing effect upon us in gaining and holding our interest, so also the element of proportion is a most prominent factor. Upon examining the eight vertical lines divided into equal and unequal parts, (No. 8) we find that people have a decided preference for certain ones. The following passage taken from Witmer's Analytical Psychology states the reason for our preference:

"When the eyes are moved with attention from the bottom up, the lines will appear to be standing. If your attention is restricted to lines divided into unequal parts, a line with a cross bar above the centre will generally have a slight preference. When the eyes are moved from the top down, the lines will appear to be suspended. A line with a cross bar below the centre will then be preferred. In moving the eyes over unequal parts of a line, it is more pleasing to pass from a longer to a shorter section than from a shorter to a longer. It would be absurd to assert that any one of the lines of the chart is beautiful or has aesthetic value. Nevertheless, even a very slight preference for one mode of dividing a line may grow into a decided opinion of the beauty or ugliness of an object, if that object forces upon our attention, along with its other characteristics, an arrangement of unequal and equal parts. We learn from a study of the relative aesthetic effect of these simple lines that the natural exploitation of vertical distances is upward, unless something in the figure or some association causes the eyes and the attention to begin the movement of exploitation at the upper end."

Now turn the chart so that the lines are horizontal. The line "E" will appear to be equally divided. Here we find the symmetrical division is much more pleasing than when the vertical line is thus divided. Again we refer to Witmer's explanation: "To exploit a horizontal line the eyes seize first upon a middle point or portion of the line and then seek to make equal movements to the right and left. This is in accordance with the anatomical relations of the eye and their twelve muscles and also with the normal habits of vision developed by environment.

"So it is that dual symmetry has greater esthetic value in the horizontal than in the vertical line. Horizontal dual symmetry is commonly known as bilateral symmetry. It is found in almost every work of art and indeed in many objects of nature, for example, the human body."

In the selection of lines which are proportionately divided we find that the majority prefer a division of the line in which the ratio of the two parts is approximately that of 3:5. This division is known as proportion as distinguished from the pleasing equality of parts known as symmetry. This proportional division of lines is known as the golden section and is nearly that of C and F as found on the chart.

Many trade journals have very poor pages because of displeasing figure effects. This is the result of a total disregard of the laws governing proportion and symmetry. Not only should each particular advertisement observe the principles, but the arrangement on the page should be governed by them.

There are five figures which are desirous of adaptation to bring about pleasing effects, that is, the

circle, oval, square, rectangle and triangle. When the oval, rectangle and triangle are in the golden section relationship, they seem to be more pleasing than the circle or square, although the latter are decidedly popular.

Experiments have proven that, given a number of geometrical figures to be remembered, the triangle

There Are Beards
of all
Colors, Kinds and Kinks

There is the tough beard on tender faces,
the rough beard on wrinkled faces, and the thin
beard on youthful faces

JOHNSON'S
Shaving Cream Soap

Instantly softens all beards and makes them yield
easily and comfortably to the razor blade.
It soothes tender faces, smooths wrinkled
faces and freshens the skin of all faces.
It is antiseptic; it makes a quicker, more
lasting, and a better lather than any other
shaving soap, and "the lather's the thing."
Every Druggist Sells It
Put up in a collapsible tube containing 150 shaves—
2½¢ a tube.

Trial Tube
FREE

*A convincing 30 share one
tube sent for a 3-cent stamp
to cover postage.*



Johnson & Johnson
Dept. 46
New Brunswick
N. J.
U. S. A.

No. 9.

lingers longest in the mind. The coupons found as a part of many advertisements take this form and stand out in decided contrast to the rest of the page. Any advertisement taking this form is sure of attracting attention. The great difficulty in its popular usage is the limited space which it necessitates for reading

matter. The arrangement of reading matter must necessarily be peculiar or a great amount of space will be wasted. Yet its insertion within a large advertisement and properly centred is most desirable for attention purposes. (See No. 9.)

When is a square not a square? This is a riddle the solution of which is most interesting to the advertiser. A perfect square does not appear so to the eye of the casual observer until the base line is three per cent. greater than the height. When this condition has been met the square appears square.

To many people the oblong is even more pleasing than the square. The ideal rectangle again follows the principles of construction which make the height to the base as 3:5. In a square every line is equal and a straight line drawn through the centre of the figure from any angle divides the figure into two equivalent parts. In the rectangle with unequal sides a line drawn to the centre of the figure divides it into two equivalent parts. The square then possesses symmetry but little diversity, while the rectangle has both diversity and symmetry. The ellipse and circle are both popular and the ellipse should again approximate the golden section.

THE ARTISTIC EFFECT.

Symmetry and diversity are essential factors in all feelings of pleasure. A combination of these elements in a given form produces an artistic effect. So a vertical line drawn directly through an advertisement dividing it into two equivalent parts, considering other relations, is likely to show it to be artistic. Such a division into two parts is called bilateral sym-

metry. As an example of this we call your attention to the advertisement of the Oneida Community Silverware Company. (See No. 10.)

COMMUNITY SILVER

Flower de Luce

Leeds XVI

6 Teaspoons, \$2.00

6 Teaspoons, \$2.00

The Aristocrat of the Dinner Table

EVEN MORE IMPORTANT than Community
Silver's beauty is its unusually heavy plate
of pure silver. For it is this which gives
it its sterling-like finish, and makes it
wear so well. *As your Doctor*

ONEIDA COMMUNITY, LTD. ONEIDA N.Y.
Also Makers of RELIANCE PLATE, best low-priced plated ware made

No. 10.

This advertisement is centred as nearly as it is possible to do so and is most beautiful in effect. A line drawn down the middle gives this bilateral sym-

metry. The glasses on the table, the flowers and the printed text have been arranged for nearly perfect division. What little variations there are would seem to make the impression more effective. The flowers pinnae'd absolutely would introduce stiffness; as it is, we find what would be expected, taste. The printed text, "The aristocrat of the dinner table," is exquisitely worked out and with the note of explanation is also nicely centred. The entire figure is a rectangle somewhat following the golden section with two rectangular forms containing spoons. The vertical division of these latter rectangles, although not the golden section, by the bowl of the spoon tends to take away the severity. The table itself comes near the golden section, while the spoons certainly reach it. Observe, too, how the tablecloth is draped in the form of a half ellipse, again to meet the demands of the golden section. Thus we have an advertisement containing a large number of symmetrical figures with as many as possible regarding this average.

OTHER APPRECIATIONS OF PROPORTION.

The human mind has manifested an esthetic appreciation of proportion, as is seen in the development of the form of the cross of Christian art. The cross was originally T shaped or had the cross bar very high upon the vertical. Gradually the cross bar was lowered until the present form satisfied the esthetic demand for proportion in the vertical line.

That the rectangle is popular needs but close scrutiny of windows, doors, buildings, trunks, boxes, towels, playing cards, magazines and books.

Many advertisers defy the principles just stated and instead we find columns running the full length of the page taken up with advertisements. Such a condition exists because of the theory that the reading matter runs parallel and the reader's chance of observing it will be greater. This necessitates an advertising copy regardless of form and as a consequence mechanical devices of every kind are employed to force the attention in the right direction.

To summarize, then: first, we are attracted to an advertisement because of its general shape; second, this is either pleasing or displeasing; third, pleasing effects are usually found in figures possessing unity or proportion in relation to the golden section; fourth, an artistic advertisement follows both the principles of symmetry and proportion; fifth, many advertisements defy these principles and resort to mechanical devices for an effect.

CHAPTER III.

HUMAN INSTINCTS.

INSTINCTS ARE INHERITED.

If a frog is placed near a pond we know that he will have no hesitancy in jumping into the water when he wishes to avoid capture. The ducklings take to water from the first hatching day, while the proverbial mother chicken looks on in horror. We say that such actions are natural on their part; the psychologist calls them instincts. It is regarding these tendencies, common to us as human beings, that this chapter treats.

If the advertiser realizes that the presentation of an advertisement contains one or more factors the response to which is natural to every human being, the chance of that advertisement being universally seen is greatly increased.

Just as each of us inherits eyes and ears physically, so we inherit a general mind tendency to react when certain kinds of objects are presented. Many advertisers have recognized the commercial value of arousing these instincts until the average magazine contains a great percentage of appeals made directly to them.

Certain periods of life bring appeals to instincts which during other periods lie dormant. For instance,

youth loves an exciting venture and worships a hero. The presentation of a robbery arouses his entire nature, so much so that many a youth has attempted to follow his instinct for venture at the expense of modern teaching until the jail doors have closed behind him. The boy who revels in the exciting plot and controls himself in later life wonders why he ever could have possessed so much ardor for things so commonplace.

As a matter of fact the human race is at the youth of its existence rather than maturity, and is more likely to be susceptible to the instincts of youth. The advertiser should, at least, always analyze his goods with respect to the instincts which can be aroused pertaining to them, as well as the different periods of life to which a particular instinct would seem strongest. This theory then necessitates a change of appeal and makes variety and advertising possible.

SELF-PRESERVATION.

Every person has a tendency to act for his self-preservation, entirely oblivious of others. It takes a highly developed state of mind to reach that stage where each man is his brother's keeper. When people live quietly in a community without the calamitous entering to cause a spontaneous expression of life, there is often a semblance of order, decency and a regard for each other. Assemble these same people in a theatre to witness a pleasing opera. During one of the acts, should the stage be suddenly filled with flames and smoke, a stampede would result and nearly every individual would rush for his own

safety. This is the instinct of self-preservation being aroused to action by the presentation of the proper stimulus. All instincts are in different degrees expressions of one's life, not only toward the preservation but also the furtherance of the interests of the individual. What then are some of these things which show themselves in the furtherance of the interests of the individual during different stages of his development?

CURIOSITY.

Curiosity plays an important part in every one's life. It manifests itself early and continues with many until death. With a greater number of people, however, curiosity is not so active with the advance of age. The advertiser has employed this instinct in the creation of puzzle and novelty advertisements. A show-window containing anything with which the mass is not acquainted draws a crowd to the window and there is a tendency to remain there until their curiosity is satisfied. Advertising pages have often resorted to the question mark for the purpose of attracting attention and our curiosity has been aroused. The bill boards of a certain city were one day seen with the word "*Stop your kickin*" printed upon an effective colored background. Curiosity ruled. What was it all about? In due season the laundry so advertised announced its connection with the word. Every man, woman and child was looking for the solution.

LOVE OF THE BEAUTIFUL.

Beauty is another element of our nature which is

to be depended upon. We stand in awe before the marvels of the heavens, the terrific storm about us. We delight in the tiny violet upon the hillside, or the rustling of the willow leaves. It is true that people differ somewhat regarding beauty, but it exists in some form or other for every individual. A student will go into ecstasy over the beauty realized in a perfect brain specimen, while the average individual tends to turn away in disgust. Yet an artistic sense is in each one and it is because of our different kinds of education that more things are not regarded as beautiful. The advertiser, through language and the illustration, has attempted to harness his particular kind of goods to the beautiful, and howsoever commonplace the article may seem, there is always something beautiful which can be associated with it. As a warning, one danger is to be guarded against. If the advertisement is too artistic, the goods are likely to be forgotten and art will be found to exist for art's sake. No. 1 is an excellent example of an artistic advertisement. An appeal to nature in her various moods can always be depended upon for sympathetic response. The advertiser should insist upon the regard of this instinct of beauty in every page of magazine, booklet and newspaper. It is because many advertisements are so excellently gotten up that people are beginning to think of them as fashion plates for good taste in all departments.

ONE'S SOCIAL INSTINCT.

The social instinct is decidedly strong in each one. People do not like to be alone; they like to think of



Let the Children Kodak

Enrich the home life with pictures of them and by them. There are opportunities at every moment of their busy little lives. They pose for you a hundred times a day and do it the more gracefully in that they do not know it. In every moment from "Good Morning, Papa," to "Now I lay me," they invite the camerist. And turn about is fair play. Let the Children Kodak. The mystery of photography appeals to them and with a simple little Brownie they soon learn to make good pictures.

There's no dark-room in photography by the Kodak system. Every step has been so simplified that the merest beginner can now make good pictures from the start. Kodak means photography with the bother left out.

Kodaks \$5.00 to \$100. Brownie Cameras (They work like Kodaks) \$1.00 to \$12.00

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y.

themselves in connection with other people. As a result of this inclination, our churches, clubs, theatres, balls, and socials bring us together from time to time in these various expressions of our social nature. It is perhaps a matter of temperament that decides what kind of expression our lives will take, but the tendency toward the expression is there. Accordingly, the advertiser should continuously advertise to the class of people to whom he wishes to appeal, and his presentation of goods should not be such as to offend the taste or rules of the particular class to be reached. At one time our religious papers printed patent medicine advertisements with the most impossible of cures to be effected by their use. Many people were offended by the presentation of such "stuff" in a supposedly clean and authoritative paper. So great a complaint has gone through the land that our religious magazines have refused to take them, while even the newspapers are beginning their elimination. Thus we see that the social side has a code of ethics which regulates itself; so soon as an element enters which breaks down the best interest or enjoyment of that class, the instinct of self-preservation arises to reject the objectionable factor. From time to time, advertisements are brought forth which offend the modesty of many people. Unless the appeal is made to a certain low class the result must be unsatisfactory.

The development of the social nature creates conditions under which we must live if we are to continue existing as social beings. The advertiser must always regard people in their various social relationships.

ier. There are a great many classes of such different ideal tendencies that an attempt to satisfy each one is exceedingly interesting. Specialization has shown its worth in even this respect until each particular tailor has a following of those whose tastes are of one standard, while his neighbor across the way satisfies an entirely different class. So advertisements which represent our ideal selves, brought about to the play of the imagination, are destined to a glance of the eye.

Given a college in a town and the ideal of every young fellow, not a college man, will be in imitation of his college friend. Without the college the traveling man will perhaps set the fashion. The period of life also changes the taste of people and the advertiser must again meet the demand of the fickle public.

SEX INSTINCT.

The attraction of the sexes has played a most important part in advertising. An attractive face has fascinated many a man while the maiden has been spellbound by her ideal's manly carriage. A certain New York clothing concern has several athletic fellows wearing their nobby clothing, but the group is always accompanied by a single lonely maiden. One man says "I always look at B's advertisement to see whether or not she is pretty."

A magazine issued an edition containing a description of the various types of men as illustrated by popular artists. Letters were to be written by the young ladies interested, describing the type she liked best and why. It is only necessary to state that every girl of some sixteen summers in the neighborhood in ques-

tion became vitally interested and followed up the magazine's last edition in the solution of the problem. Of course, there are dangers in too much of this kind of advertising. A suggestion of it now and then will always prove interesting, but it is well to regulate its use.

POSSESSION.

Supposing the marriage relationship to have been realized, instincts pertaining to the home begin to show themselves. The desire for possession of things comes. Now is the time when advertising shows its real power. If this couple have been reared in homes where the *Youth's Companion*, *St. Nicholas*, or *Sunday school papers* have been a part of each week's program, then when a particular article is mentioned as being needed, that advertisement which has proven most effective will unconsciously associate itself with the goods wanted. It is because of this law of association that the average merchant has a right to believe in the eventual action on the part of developing men and women for his continually advertised goods. Children's magazines are effective in creating sales ten or twelve years hence. But to return to the idea of possession, there begins to be a longing for a home and the things which go to make up their ideals. The display windows of our department stores showing ideal kitchens and, in fact, every room of the house, offer the suggestions needed to deplete the purse of the average individual. Booklets and circulars sent throughout the country create ideals and a desire to satisfy the natural instincts on the part of those who do not have city privileges. As a consequence of the

marriage event, the home, in its various aspects illustrated, appeals to the average person as he turns the pages of a magazine or newspaper.

Not only is this instinct for possession strong, but there goes with it a desire for improvement and change. It is just this spirit which keeps business alive. As soon as things are worn out or as soon as an improvement is noticed, the channels of trade are again open for a sale.

PARENTAL INSTINCT.

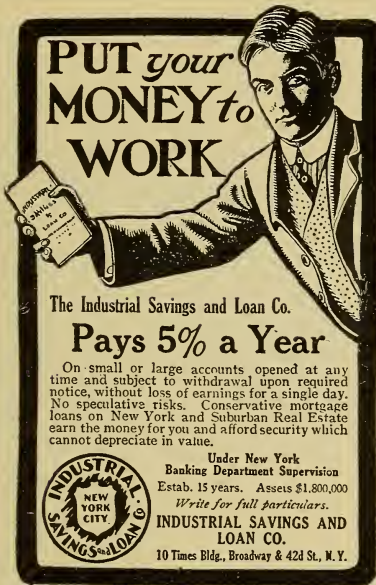
When a child is born into the home, grandfather and grandmother, down to the youngest immediate relative, become interested. Thus the parental instinct is universally recognized. This instinct is not generally disregarded, for a perusal of the average magazine brings innumerable combinations of a child and a particular kind of goods. (See No. 1.)

Colgate's have advertised their tooth powder in many different ways. As one writer has put it: "They have now reached their limits for advertising possibilities, as the children no longer dislike cleansing their teeth, for they really enjoy eating the taste that goes with a heretofore disagreeable duty."

HOARDING.

In connection with the possession of goods has arisen a desire to hang on to them. This is known as the hoarding instinct. Even when the article is no longer in use, the thing is put away in the garret for a possible future purpose. It is a most difficult thing for many people to throw away that which has been serviceable and which could ever be used in an

emergency. The same spirit promotes the squirrel to hide away the acorns and hickory nuts. This characteristic of human beings is seen regarding money matters particularly. To save for that rainy day which is sure to come is a feeling we recognize in nearly every one. Banking institutions and life



PUT your MONEY to WORK

The Industrial Savings and Loan Co.
Pays 5% a Year

On small or large accounts opened at any time and subject to withdrawal upon required notice, without loss of earnings for a single day. No speculative risks. Conservative mortgage loans on New York and Suburban Real Estate earn the money for you and afford security which cannot depreciate in value.

Under New York
 Banking Department Supervision
 Estab. 15 years. Assets \$1,800,000
 Write for full particulars.
INDUSTRIAL SAVINGS AND LOAN CO.
 10 Times Bldg., Broadway & 42d St., N. Y.

INDUSTRIAL SAVINGS AND LOAN CO.
 NEW YORK CITY

No. 3.

insurance companies are the best concrete expressions of this idea as exemplified in business. No. 3 is an example of an appeal to this instinct.

SOMETHING FOR NOTHING.

“Something for nothing” is so strongly impressed upon the minds of human beings that the “quack”

with an authoritative utterance gets an immediate following. Certain women have the notion that remnants because they are remnants must necessarily be quite cheap. As a result they buy only remnants, many of which have been actually raised in price to pay for the extra time spent in tearing them off. A grand rush for a fire sale with goods advertised to be given away necessitates an extra police force to keep the people in order.

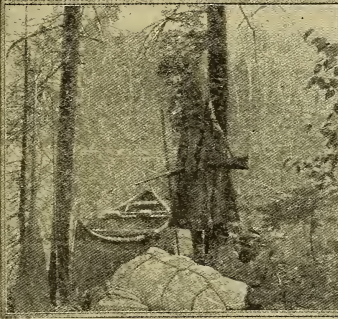
The single word "Free" in an advertisement will have recognition from the average person, if his eye comes anywhere near it. But there is danger. It is reason itself that forbids things to be given away: expectation aroused, never to be gratified, brings disappointment and often disgust. Unless a thing possessing value is actually to be given or sold so as to satisfy the one who is to receive it, the results are unsatisfactory. Many concerns refuse to make the price a consideration, insisting upon quality and a fair deal. This latter method is destined to win out although the time to accomplish it will, perhaps, be somewhat longer. The premium system which is carried out to the length and breadth of our land is perfectly legitimate and can be depended upon for a response. Although the consumer pays for his articles, he does it so gradually that the transaction is a gift as far as he is concerned. Perhaps, too, he is gaining, for the retailer might not sell his goods proportionately cheaper, even if the system were not in vogue.

HUNTING INSTINCT.

No one man has exemplified the hunting instinct

within human nature as has Theodore Roosevelt. Those who already felt its power in their lives, compelling them to search the mountain side for game, waited most impatiently to hear the returns from the African wilds. In the meantime, as the magazines began stories of thrilling adventures, a universal interest began to manifest itself. Hunting and fish-

WINCHESTER



.22 CALIBER AUTOMATIC RIFLE.

For camping, canoeing, automobilng, or any outing, this novel little repeater affords more pleasure than any other gun. Being reloaded by recoil, it is only necessary to pull the trigger for each shot. It shoots clean and inexpensive cartridges, is easy to load and light to carry.

IT MAKES AN OUTING OUTFIT COMPLETE.

Winchester Arms and Machine Company, the F. W. Grand — are made for each other and sold everywhere.

No. 4.

ing seem to have a great fascination for the majority of us. We are called into the experience of our forefathers quite willingly in spite of mosquitoes and threatening fevers. The advertiser has not neglected this field, for innumerable advertisements

contain various appeals to those who would find enjoyment in the adventure of hunting. No. 4 is an example. The advertisement itself can be criticized. Although the Winchester Rifle is the chief object of interest, it is not here properly displayed. The general effect of the illustration is indefiniteness. What the rifle will actually accomplish or any value attached to it is not brought out.

Warm as the summer beach



If anybody needs or deserves rooms just right to live in, to play in, to sleep in, it is the little folks. In spite of all precautions, the old-fashioned heating methods soon begin to leak or force ash-dust and coal-gases into the living rooms, and the loved ones are made to breathe burned, deoxygenated air, totally unfit for the lungs. Whereas Hot Water or Low Pressure Steam heating with

**AMERICAN & IDEAL
RADIATORS & BOILERS**

will supply pure, warm air to every room in the house in all kinds of weather. These outfits are used exclusively in hospitals, sanitariums, laboratories, colleges, greenhouses, etc., where correct heating and ventilation are an absolute necessity. IDEAL Boilers and AMERICAN Radiators are made in such small sizes, yet with equal completeness, that they are now put into thousands of cottages, houses, stores, etc., at prices easily within reach of all. These outfits soon save their cost by cutting down the fuel bills and absence of repairs, while their cleanliness helps the housework and saves much wear on carpets and furnishings.

Do not wait until you build that new home which you may have in mind. See that your present home is warmed as you know it should be, and it will rent for 25% to 25% more, or sell quickly at a higher price when you leave. IDEAL Boilers and AMERICAN Radiators are a fact-paying investment — not an expense.




From our new mail folders, and you get the services of the most skilled drafter. Don't pay a cent till the soon-coming Fall — write us to-day for free valuable book which tells fully all the best and why of IDEAL-AMERICAN heating.

Public Showrooms
all large cities

AMERICAN RADIATOR COMPANY

Write to Dept. 20
CHICAGO

No. 5.

The American Radiator's advertisement (No. 5) would be analyzed as having the following appeals:

First, the paternal instinct as brought out by the youngsters at play. This is reinforced by the little girl playing with her doll.

Second, the fishing or hunting instinct as manifested in their play.

Third, curiosity on the part of all three children, but particularly the smallest tot peering into the tub.

Fourth, our love for the nicety or fitness of things as carried out in the dress of the little fellow with the pole.

Fifth, curiosity as to the association of the winter scene without, and the apparent summer scene within.

Sixth, the home life with its associations.

Seventh, the instinct to make improvements or to possess the most convenient service whether it be table cloth, kerosene lamp or the American radiators.

Eighth, there is an indirect appeal to the constructive instincts of the three homes. We unconsciously compare them and express our preference.

Similar to these instinctive tendencies which are being so advantageously used, the interests of the passing day gaining universal attention should be taken advantage of. For instance, the discovery of the North Pole was immediately seized upon by the alert advertiser until we were "Northpoled" to goods of every description. When the North Pole itself was found the most far-fetched associations were brought before the public mind, but the attention was at least secured. This necessitates an advertiser who is alive to the events of the day. His imagination must be quick to throw back in popular form his particular goods.

CHAPTER IV.

PRINCIPLES OF MEMORY.

Our minds are constantly receiving impressions through the senses from the outside world. Many of these sensations create impressions which are never erased and which are subject to immediate recall when the occasion demands them. On the other hand, try howsoever we will, there are certain things of the past needed at a particular time which defy recall. So we have come to say that he who can bring up the past whenever he wishes has a good memory; while he who cannot do so has a poor memory. Every intelligent man, if he does not possess this most desirable quality of mind, longs for it.

The advertiser is interested in this particular phase of mind for it is by means of its characteristics that he hopes to control the actions of men when a printed page is not before them. For instance, a man wishes a cake of ordinary soap. He has never purchased any before and is uncertain as to makes. When the clerk asks what kind, the answer is likely to be Ivory or at least the one which he remembers as having definite qualities. He has become acquainted with the name Ivory through advertising

and merely reflects back the past at this particular moment.

The real purpose of advertising is to be so effective in its various kinds of appeals that above all competitors your advertisement is to come quickest to the mind in the choice of a certain brand of goods. "How can I get people to remember it?" is the one problem.

The subject of memory involves all the other qualities of the human mind, for upon their appreciation or selected action depend the impressions which can be recalled. The psychologist has given us four principles governing the development of our memories which should prove valuable to the advertiser. Let us consider each of these four principles.

REPETITION.

First, we are compelled to recognize things because of their constant repetition. At first obscure, perhaps insignificant, a certain thing is not recognized as existing. But just the same it is in the world waiting for recognition. The mere fact of its being and persisting must finally react upon the human mind for recognition. When the recognition does come, the chances are for its everlasting remembrance. There are many small advertisements in every magazine whose appeal to the eye is lost for the first purchaser of the paper. It may be that six months will go by until by some peculiar combination of circumstances that particular announcement is most vividly brought into recognition. Almost unconsciously we say, "Why, that

man is advertising constantly." If this judgment is not made for all future time, at least that advertisement will be readily recognized and remembered. Even poor advertisements, if used persistently, must in time bring results. Poor advertising not constantly repeated is absolutely profitless. The old maxim, "If at first you don't succeed, try, try again", is true regarding the poorest repetition. When once the recognition comes, the effect is likely to be quite cumulative. "Gold Dust," "Sapolio," "Ivory Soap," "Fairy Soap," "Quaker Oats," "Cream of Wheat," and so on down the list, all show what repetition will do and it is only repetition which has brought results. A certain doctor in a country community was not an exceedingly busy man, so he began to take long rides in his particular section. The farmers saw him always on the move and drew wrong conclusions. They said, "Doctor S. must be in great demand, for he shows himself in the neighborhood so often. We do not hear of deaths. Surely no complaints are being entered, therefore Dr. S. must be a good physician. I'll just call him in the next time he passes, to give some advice regarding the particular difficulty I am having." Doctor S.'s practice soon grew, and it came about more quickly because he advertised himself by means of repetition. This instance also illustrates the maxim "Nothing succeeds like success." The world cares more to be associated with or to possess those things which have a recognized standard. To get a recognized standard in the public mind should, in its first steps, be the object of advertising. The business world can tell innumerable stories of concerns

which have won the public mind through advertising and whose popularity began to wane upon the withdrawal of publicity. Competition is what keeps things going. When once this fact is lost sight of by an unguarded merchant, his competitor has gained a hearing and possibly won the day. Water allowed to drop regularly upon a rock beneath soon wears it away. The first drop is not so powerful, but the added drops bring to pass the seemingly impossible. This naturally leads to a discussion pertaining to repeated advertising.

The question is raised regarding daily, weekly and monthly repetition. Suppose you wish to select eighteen days during a particular period of the spring in which to sell motorcycles. Would it be better to run the advertisement continuously for eighteen days or every other day? Again, considering expense, would you rather have an advertisement twice the contemplated size for daily use for every other day's insertion? Carrying out the theory of repetition, the same space should be used in either event. Once seen on a certain page, the fact of its being repeated there emphasizes its importance. People unconsciously expect it to be there. But if the doubling of the advertisement gives decided attention qualities, making positive what before tended toward indefiniteness, then the every other day program would seem to be the better. On the other hand, given copy which, although small, is decidedly individualistic, its constant repetition should be quite as effective. In either instance the advertisement should be inserted as many times as possible at the beginning of the cam-

paign. Money limitation, of course, checks all in their desires to advertise constantly. Whatever the limitations, this theory should hold: any advertisement possessing qualities which gain the attention should be repeated as often as possible. Remember that many two-inch advertisements have these qualities and have brought decided results. Some kinds of enterprises need larger spaces than others to give required information.

By repetition is not meant sameness. If at this moment you were to walk into my office, the same individual who entered a year ago, the chances are that you would have a different suit, hat or expression on your face. Nevertheless, whatever changes have been wrought by passing events, there would still be enough of you to gain immediate recognition. The advertiser must try to keep that in the mind of the public which is individualistic.

POETRY.



Another impressive form of repetition is to be found in the use of poetry. Every one has a tendency to respond in the rhyme and rhythm of words. It has been our natures from olden barbaric days. The bards of Homeric times sang in rhyme their stories of bravery and valor and were always hearkened to by peasant and noble. Many advertisers have employed this tendency advantageously, until through the "Mother Goose" rhymes of our childhood we have become acquainted with different brands of goods. Street cars have employed this method for instructing the public. Undoubtedly there are thousands of people who are constantly

gathering together a knowledge of this business poetry. A card possessing the form of poetry will attract the eye.

INTENSITY.

That which has impressed us has a quality known as intensity. The degree of intensity decides the depth of the impression made and accordingly fixes its hold on the memory. We have already learned that for advertising there is need for attentive ele-

T E X A S

	<p>IS TODAY THE BEST FIELD FOR The Rich Man The Man of Moderate Means and The Man who is anxious to acquire a home and future for himself and family. CONVINCING LITERATURE Issued by SOUTHERN PACIFIC SUNSET ROUTE YOURS FOR THE ASKING</p> <p style="font-size: 0.8em;">L. H. HUTTING, C.E.P.A. 366-1155 or 1 Broadway, N. Y.</p>	
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No. 1.

ments. Everyone, to get at the greatest intensity, should seek for the superlative degree of these attentive elements. Intensity should be considered with respect to color effects, contrast or harmony within the advertisement itself, contrast and harmony on the particular page, styles of type, and the presentation of the goods.

There are three attitudes each of us have toward

life. One is the physical, another the feelings, with the last, the intellectual. Our intensity should be considered in these different respects. No. 1 is an example of the physical expression of life. There is a kind of intensity that appeals to every one. The mad rush of the steers, the peculiar loop of

You will never know
eye-glass comfort,
convenience or lens efficiency
until you wear

REMEMBER THE NAME

Shur-on
EYE GLASSES



All eye-glasses are not
Shur-ons, for better
mechanical construction makes
Shur-ons the **best** eye-glasses

Always ask for a *Shur-on*;
and be sure you get it.

At the better opticians for \$3 and \$5 (without lenses.)

BOOKLET FREE
For your instruction and protection.

E. KIRSTEIN SONS COMPANY
Department P. ROCHESTER, N. Y.

No. 2.

the lasso (which could be improved), the strike of the Western pony, and the cowboy rider are all elements of universal force appeal. The constant repetition of this advertisement will at least advertise the fact of Texas, whether the Southern Pacific will be directly benefited or not.



A brewery once advertised its beer through an illustration picturing a massive bull dog looking intently at a bottle of beer. It was another example of force intensity.

No. 2 is an example of feeling intensified. The face's expression indicates pleasure and satisfaction. Thus we have an intensity of feeling illustrated to impress upon our minds the value of "Shur-On" eye-glasses.

Glancing through the advertisements of a magazine the following feelings are employed to increase the intensity. There is a picture of a coffin with



THAT MAN

worked 1 year, averaged 8 sales a day and made \$2880.00.  If you live in a city or town where gas is used and will consider a good proposition, write today and ask the particulars.  A postal is enough.

Address it to

GAS USERS ASSOCIATION

1551 Madison St.

Chicago

No. 3.

this headline: "Among the worthiest of all tributes is the selection of a casket of adequate quality and character." Feeling alone is appealed to and is intensely brought to the mind by the appropriate illustration. Further on a canoe, the "Loisette," containing our athletic type of man in appropriate costume, is paddling down a summer stream.

This is an appeal to our appreciation of strength and love of nature.

The last appeal is to the intellectual. No. 3 is an excellent example of an advertisement the repe-

tition of which, howsoever small, is destined to recognition. The appeal is perhaps to the feeling side of making money, yet it contains a degree of the intellectual in that it appeals to the reason. The reader does not expect something for nothing, but is led to believe that here is a position which a man of good understanding can handle. Illustrations which explain the workings of things are intellectual in nature and should be presented with regard to intensity. They are often very unattractive. The border effects of No. 6, Chapter II, are good examples of intensity aroused mechanically by a purely intellectual advertisement.

ASSOCIATION.

People remember the past because of associations. To-day a friend wished to know the date which marked the close of a certain strike. At this particular time a certain thing had happened. His memory attempted to recall by means of the mind quality known as association. Pleasure and pain are two opposites, the experience of which is universal. Hence the advertiser should see to it that the unfortunate is not brought forth if such a picture would result in pleasant memories. With life insurance, pictures of misery might prove convincing; while with other kinds of trade, its association would be repulsive. To advertise a canoe by means of an illustration showing a drowning man, would not be advantageous unless you had a canoe on the market which would be guaranteed not to do this particular thing. The same illustration shown at a summer resort, where such accidents were a common expe-

rience, might prove quite profitable to an up-to-date life insurance agent.

No. 1 is an attempt to associate the preconceived notions of wildness, the cow-boy and Texas, with the means of getting to this state. For thousands of people this would be the very reason for staying away from the place. Only those who were considering a decided change of home would be interested, while many of these would be inclined to seek other advertised fields presenting fewer physical difficulties to be overcome. At the present time a Chicago firm is attempting to sell small farms in Florida. The associations aroused regarding Florida are: the ease with which things are growing, the many crops possible within a single year, the delightful climate and the guarantee of success.

After all, association or memory consists in that combination of elements which arouses a definite state of mind. Although this advertisement has been unfavorably impressed, it is a decided improvement over the one which does not attract attention. If the advertisement has brought forth criticism regarding the goods, at least it has not lacked in intensity. A campaign to destroy wrong associations must be instituted. When a certain razor company doubled the price of blades, the announcement was intense enough to cause widespread discontent. The writer at this time was entering complaint regarding certain poor blades. He chanced in the store when a representative of the razor company happened to be on hand. The universal complaint of poor blades and the increase in price were two factors which necessitated adjust-

ment and as a result this representative of the firm was present. The fact of his presence was advertised and before long the store was crowded with those who had complaints regarding the blades. He was a very skilful man. First he told how the change from the old process to the new necessitated a peculiar manipulation of machinery to which the workingman had not been previously accustomed. This accounted for the poor blades. As to price, why, the cost of getting out these blades on the new process would be much greater. Then he proceeded to picture the most expert men in the land examining those blades at an enormous salary. Well, he changed the ill-will of people to acceptance of the proposition at least. As for that particular razor at the present time, the associations of the majority with respect to the exorbitant high price and many unsatisfactory blades are not such as to make a man rejoice at its possession. That it is good, is indisputable. That it is not handled, with regard to a consideration of a decent price and a fair deal for all interests is the feeling of association many have regarding it. We all detest being imposed upon. People cannot be eternally changing from one thing to another. Every dealer should conduct his business on a basis which keeps the consumer satisfied. A recognition of the worth of a thing is one thing; the satisfactory marketing and its use is another. Advertisers reap the greatest results by combining these elements so that the customer's associated attitude toward the goods is a pleasant one.

Merchants should have pleasant associations connected with their names. Each advertisement re-

calls for the reader pleasant or unpleasant ones. People particularly remember bad associations and usually pass that news along. It is because of this same law of the association of ideas that the association of our instincts with goods is recognized. If a particular article is associated with a universal experience of childhood, constant repetition makes one feel its effectiveness. Thus we have both recognition and association working together to produce memory regarding a certain thing.

INGENUITY.

Whenever we wish to remember by employing a mechanical adjustment of things to assist the recollection, this is known as the ingenious method. By manipulations, dates and numbers are thus arranged, and because of the nearness to certain fixed ideas, are thus forced into the memory.

The use of the word "Uneeda" is really a phase of this kind of memory. "Iwanta" was not permitted but was similar in content. A street car advertising sign is now appearing which consists in an entire broken mass of material to be united in a puzzle. Curiosity is aroused. Day by day the public is looking for the union of the pieces. Here we have repetition in its constant, individual, yet varying presentation; association is appealed to as a problem, for every one is trying to associate the past to anticipate the putting together of the parts. The ingenuity of presentation will impress the advertisement upon thousands of minds, and because it was so ingeniously presented it will be re-

membered. Thus the method of presentation becomes as great a factor as the thing presented.

IMAGERY.

Those advertisements which bring to mind past experiences do it through a recall of certain sense impressions we have had in the past. It is interesting to know that we all do not remember things in the same way. For instance, if asked to remember in picture the breakfast table of this morning, some people would not be able to call up the picture but would have to depend on thought regarding each article. To many the picture of one seated at the piano would associate itself with some melody. The melody would surely come if a familiar tune were suggested. A street car advertisement consists of a group of young fellows about a table drinking. The words "And there's always fair weather, When good fellows get together" are so placed as to command attention at first glance. Almost immediately the tune of the song comes to mind and you continue on to the close. The words of a song unknown or inappropriate would detract considerably from the illustration. The words "Dropping, dropping, hear the pennies fall" come to mind. It is readily recognized as an ancient Sunday school hymn. I can also hear the pennies fall into that box and the clink of the coin as it is passed about the class. This is known as auditory imagery or the ability to remember sounds. We also have visual imagery to recall the appearance of things; muscular imagery to recall the sensations of weight of pressure; gustatory imagery, which is

calling up our taste sensations; olfactory imagery to bring up our past experience of smell.

Knowing that whole classes of people find it impossible to recall the past with respect to the images of any given sense experience, the advertiser should constantly change his method of appeal. "Be all things to all men" when the history of a particular advertising campaign is written.

CHAPTER V.

IMAGINATION.

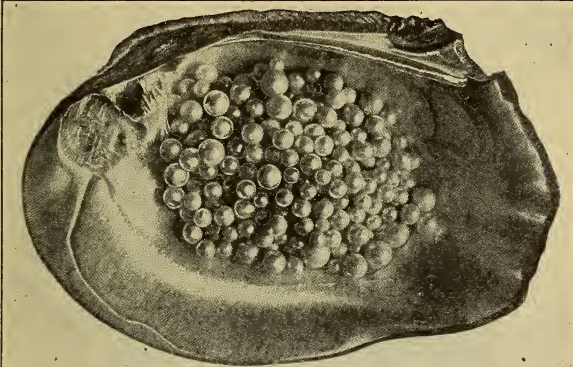
By imagination is meant the power to construct in the mind images of things. It is the quality of mind that brings men and women into a picture form of each other's happiness and suffering. It is a factor which enters into our enjoyment and sympathy in the affairs of life from childhood to old age.

Whenever a tornado sweeps through the city or an earthquake shakes down a San Francisco, we can picture through imagination what has happened, and immediately there is a sympathetic response. Thus imagination helps to move and control men in their action. It is a fact to be noted that when we ourselves have passed through any kind of an experience our sympathy is all the more extended to those who are passing through the same thing. The advertiser must develop a mind which can live in the imagination of all classes of people, for it is through this quality of mind that he must make himself adaptable to the needs and desires of mankind.

KINDS OF IMAGINATION.

As classified by Professor Halleck, imagination may be, first, such as to produce an approximately

literal image of a thing. Any one of you can at this moment recall the image picture of your mother. Advertisement No. 1 gives an exact image of pearls



FROM THE FRESH WATERS OF THE UNITED STATES

Nature has been a large factor in the prosperity of this country. It has done many wonderful things. One of them is the production of fine fresh water pearls, with color, lustre and hardness equal to the Oriental Pearls.

No Custom Duties—No importing Expenses—and no European profits; hence they can be sold considerably cheaper than the Oriental Pearls.

After months of accumulating, we are now putting on the market a large line of well-matched American Pearls, mounted as shirt-studs with the Larter automatic backs, a few with flat backs or button backs.

Our travelers have them for delivery, or we can send a selection on memorandum for immediate report.

A Christmas Suggestion for a Man

A set of pearl studs with the Larter backs.

Our stock of Oriental Pearls is the largest in this country. We are therefore in a position to supply all pearl stud wants, either Oriental or American Pearls, at Moderate Prices.

Pacific Coast Representatives:
A. L. HALL & SON,
Jordan's Building,
Post Street,
San Francisco, Cal.

LARTER & SONS
21 & 23 Maiden Lane
New York



WE ARE HEADQUARTERS FOR PEARL STUDS

No. 1.

held by a shell. Here the play of the imagination has been pleasing and real to nature. How much more natural and forcible than if a setting in a ring

had been emphasized. Human beings like to do a few things for themselves, and the process suggested from the pearl to its setting is such as to stimulate more pleasingly the imagination of every interested person.

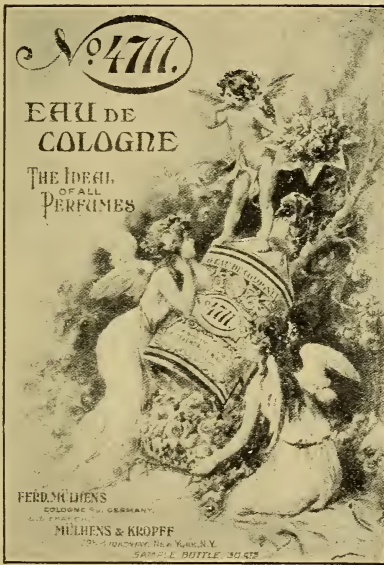


No. 2.

Second, it has the power to separate the parts of concrete objects. In biblical days we find the handwriting on the wall. No. 2 suggests a body, and when we learn that Roosevelt is the man, who does not complete the picture?

Third, imagination has the power of forming simple combinations of separated elements. Our medieval ancestors made use of this when they cre-

ated Satan with a human form, the horns of a goat, the hoofs and tail of an ox, and the wings of a bat. Because of the ethereal and uncertain yet pleasing effect of cologne, the imaginative treatment of No. 3 is most excellent. Observe the many impossible combinations.

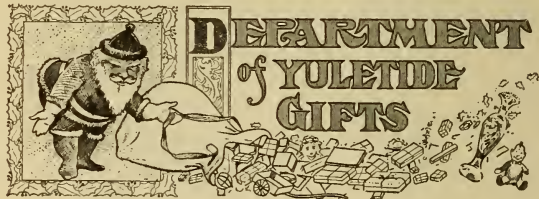


No. 3.

Fourth, it has the power of diminishing the size of an object. Dean Swift in *Gulliver's Travels* made the Lilliputians climb over the body of Gulliver. No. 4 is suggestive of this type of imagination and because of the diminution of an ordinary being attracts immediate attention.

Fifth, the imagination can enlarge. Any one can picture a giant Atlas carrying the earth upon his shoulders. No. 5 is an indirect way of fulfilling the requirements of this type. While the boy picture has not been increased much physically, yet the busy air and equipment are enough to create for us a larger realm than the one in which such youngsters generally move.

Sixth is the power within imagination of selecting from the elements of past experience and getting a new rational product. With this type of imagination



No. 4.

working, Edison produces his phonograph and electric light bulbs. Another puts up a type-setting machine, while a third produces a steamship which plies from ocean to ocean. Thus there are two kinds of imagination to be regarded; first, the mechanical; second, the constructive.

The advertiser employs mechanical imagination when he gives us a fanciful picture, as the Gold Dust Twins on a Wright Flying Machine proclaiming the wonders of Gold Dust. Through a continued use of imagination the Gold Dust Twins can be expected to perform any kind of antic, for they are constantly in the circus ring of the public eye. It

was constructive imagination which built up Gold Dust itself into an article possessing certain qualities that are not only reliable but necessary in the average kitchen.

The TRAVELERS' Thin - Model BRUSH

is selling everywhere. We know, because of the re-orders.




An actual photograph of the back of the TRAVELERS' THIN-MODEL BRUSH.

Almost a knife-edge—light-weight, can be carried anywhere without taking up any noticeable amount of room—yet it is as effective as the old-style thick, heavy brushes or a whale bone.

They come handsomely cased in leather envelopes of assorted colors—separately or in pairs: cloth and velvet brush. Backs of ebony and French ivory—plain and mounted in silver and gilt.

Ought to be on every dressing table, in every traveler's bag, and in the pocket of every automobile!

The Old Favorite



Travelers' Garment Hangers

For Coats and Waists
Also for Skirts and Trousers

In sets of 3, 4 and 6 in leather cases, bags and pouches of assorted colors.

\$8 per dozen and upward

A Man's Gift

Our Cravat Holder

Trefle, ring and triangle shapes. Hipskin, red or green morocco leather. Metal parts brass or Sterling silver.

Per doz.
Heras \$14.00
Sterling Silver \$36 and \$42



Extra! A New Cravat Holder

ring shape—metal parts \$8 per dozen
gold plated—hipskin strap. Very handsome.

OTHER OF OUR ATTRACTIVE HOLIDAY ARTICLES:

Folding Shoe Horn
In English Case

Crater Match Box
With Removable Top and Matches

Salt Sets
Silver Mounted

Mission Serving Tray
Refrin or Copper

Flat Iron Set
In Wooden or Morocco-Finished Case

Cigar Paper Weight
Tooka Bito's Case

Send for Complete Catalogue now— or send a sample order.

TILDEN-THURBER CO.,

MANUFACTURERS
PROVIDENCE, R. I.

No. 5.

While considering the factor of imagination in advertising, let us see how wrapped up it is also in many of the ordinary interests of life. In literature

we find the creation of such characters as Scrooge, Rip Van Winkle, Mrs. Wiggs of the Cabbage Patch, and Robinson Crusoe. Who, although he has not read the books, does not know somewhat of the associations of character suggested by each name? These characters have made money for publishers. They themselves advertise by word of mouth the books of which they were a part.

Again in the scientific realm, we find the play of imagination in such books of Jules Verne as "Twenty Thousand Leagues Under the Sea," or "Around the World in Eighty Days." When Verne first wrote these works, they seemed so contrary to the experiences of man at that time that they were considered ridiculous in prophecy. We do not entirely dispute them to-day.

In the works of Moore's "Utopia" and Plato's "Republic," we see men reaching for an ideal form of government.

Recollect the fabulous stories as related by Mandeville in his many adventures. In our own moment of time, Cook, with his Northpole Dash, has startled the universe. Advertisers have been quick to seize upon this interesting subject and if for nothing else, Cook has lived to serve the advertising world.

In the advertising realm there are creations just as varied forcing themselves into the fabric of people's minds. There is Phoebe Snow, with her rhyme and metre, telling us of the cleanliness of the Lackawanna Railroad. She is usually attired in spotless white beside an engine. The engineer, with his soot-begrimed face, is looking down upon her with friendly mien from his cabin window. Phoebe is an individ-

uality but not an identity; for she changes in personal appearance from time to time. Nevertheless, she holds a place among non-existent persons in the advertising realm. On the railroad train, this past summer, a young lady declared that her trip East would not be complete until she had taken a ride on Aunt Phoebe's road and her inquiry was regarding the possibilities of it.

Sunny Jim startled the world with his happy countenance. He was perhaps suggestive of our "before and after" advertisements which have always been popular. His was a personality so strong and winning that the tendency was to forget the food which made him the man he was. Force, as an article of food, tended to lose its identity.

Another advertisement is that of the Pears Soap people, entitled "Bubbles." Here the babe is represented as blowing bubbles. One has just been cast into the air and the little fellow is looking with wondering eyes as it disappears in the distance. The picture is absolutely artistic and appealing, and for these reasons alone would attract universal attention. Moreover, the blowing of bubbles has something of charm in it for everybody and we respond to the wonderment of the child.

Had the artist who first sold the picture to the Pears people suspected that his creation was to serve in the advertisement of so ordinary a thing as soap, possibly the transaction would never have taken place. For between the business man and the artist there seems to exist a gulf. Artists, as a class, hate to see their productions associated with industrial life. "Art for art's sake" is their motto. But

the business man by obtaining these pictures advertises the work of an artist more than he would possibly otherwise get, or more than he would ever be able to advertise himself. In the majority of cases, by means of advertising, these desirable pictures would tend to raise the standard of taste generally.

At the present time the Kingsford Starch people are running an advertisement which contains a most

The good cook knows
that a spoonful of Kingsford's
mixed with the flour makes perfect
pie-crust. She also
knows that

Kingsford's Corn Starch
is far better than flour for thick-
ening gravies, soups and sauces.

Send a post card today, and
we will mail without charge
our remarkable little Cook Book
"G."—"What a cook ought to
know about corn starch."
It contains one hundred and
sixty-eight of the best recipes
you ever tried.

T. Kingsford & Son
Oswego, N. Y.
National Starch Co., Successors

No. 6.

motherly looking woman. The love not only in the expression of her face, but also by her act, is quite discernible. Everybody remembers the time when hunger was satisfied by the right kind of pie. If this advertisement is continued, there will be an impression made upon the mass by means of this character and all because of a universal experience.

No. 6.

But people are not the only ones who come in for their share of regard. Just as in literature, we have "Black Beauty," beloved by every one, so in advertising, the fox terrier Victor listening to his master's voice has aroused our sympathy. No. 7 shows us Bull Dog faithfully advertising suspenders.

CHRISTMAS
Bull Dog
SUSPENDERS
 IN SINGLE PAIR BOXES 50c

WHY NOT BUY HIM A PAIR OF
Bull Dog Suspenders for Christmas
 IN A BEAUTIFUL GIFT BOX?

Practical gifts appeal especially to men

That's why, as the holiday season approaches, there is such a demand for Bull Dog Suspenders in "Hudsonian" and "Herringbone" patterns. Just the thing to give father, brother, or someone else's brother. Order from your dealer now and have a few pairs ready to put on the tree. You will find them in many beautiful colors and designs, with leather ends to support and gold gift metal trimmings. Light or heavy weight and prices long at same price.

A Sensible, Pleasing and Inexpensive Gift for 50 cents

They also contain "Horse and Better Rubber," which means more and better service, and Bull Dog Suspenders are positively guaranteed to

Outwear Three Ordinary Kinds

For your own protection, please ask for "Bull Dog" on the buckle and box. 50 cents in your hands, or by mail postpaid if we will, we supply you.

HEWES & POTTER
 Dept. 801, 87 Lincoln Street, Boston, Mass.
 Largest Makers of Suspenders in the World

No. 7.

Two advertisements which show contrast moods arousing the imagination are both effective, yet it cannot be doubted that our hospitable darkey of the Cream of Wheat advertisements is much more so than the Quaker of Quaker Oats.

Thus we see that the play of the imagination has its effect in impressing the public mind—that to

arouse the imaginative element such as to reinforce the value and importance of goods is the object of advertising.

SUGGESTION AN AID TO IMAGINATION.

Mr. Heinemann, the European publisher, was observing two peddlers standing side by side selling toy dolls. One of them, who had by far the homelier doll, as he thrust it into the face of the passing



"THE SQUARE GUY"

Is a Long Filler 5-inch Havana Segar \$5.00 per One Hundred

Bulldog Segars

ARE REAL HABANA
FINE AND MILD

Our New and Pleasing Shape

After Dinner - - - \$6.00
per box of Fifty

Panetelas - - - \$4.00
per box of Fifty

"Fra" Perfectos - - \$3.00
per box of Twenty-five

If Your Dealer Doesn't Handle
Them Order Direct From Us

JOHN W. MERRIAM & CO.

THE ROYCROFT SEGAR SHOP, 139 Maiden Lane, New York City

RELIGION grows spiritually only as civilization advances human ideals, for through the realization of his ideals alone is he able to comprehend more of the source of his being. The universe upon which the eyes of Job looked, had a very different meaning than it has to the scientist, armed with his extensive

No. 8.

crowd called out the name of a public reformer. The second peddler with this kind of competition hardly succeeded. Mr. Heinemann taking him aside, suggested that he put two together, hold them up, and call them the Heavenly Twins. It was at a time when Sarah Grant's novel was famous. It is said that an instantaneous success followed. Advertisement No. 8 would attract attention on any page. The imagination has here worked to "square up"

our bull dog and at the same time to create a pun that tends to characterize the squareness of the business transaction involved in the selling of "Segars." "The Square Guy" is quite suggestive.

But many advertisers are afraid of the play of imagination in their work. They claim that it is a



No. 9.

dangerous thing to take up those combinations which are contrary to conventionality or precedent. So it is, if the new thing is too foreign to the multitude to which you would appeal. Always lead the class you would reach, step by step. Educate them by a slow process up to your way of thinking. Whenever an entirely new thing is thrust upon the pub-

lie they tend naturally to receive it as a something curious or freakish. But if the same thing persists in the public eye it is not long before there is a



**\$5 Can Save
A Baby's Life**

Send to: R. S. MINTURN, Room 266, No. 103 East 22d Street, New York. He is a member of the Best Milk Milk Commission which issued its "Best Milk" Certificate to condensed milk. He is also the author of the book "The Baby of the Year" and the best of milk and its uses, and the nearest milk to one should know to buy. 10-10-10.

**17,000 Babies Died Last Year
How Many Will You Save?**

Price 10 Cents per 100 Copies

No. 10.

reaction of sympathy and a tendency to accept the goods. This kind of an imaginary campaign involves the expenditure of much money, and only

VAN REED'S

HEADACHE CAPSULES



Highly endorsed
by thousands. Sick
nervous or neural-
gic

**HEADACHE CURED
FOR TWO CENTS**

Absolutely safe;
effective within 10
minutes.

*Sold by Egan, Miller,
Reice, Nolte, Brown,
Gracey, Fred Rapp
and all druggists.*

No. 11.

when the amount is large should this exploitation of an approximately new idea be carried on. The same concept is recognized in your mental attitude

toward a stranger who possesses certain eccentricities. At first his personality strikes you unfavorably, perhaps, but the common experience is that he improves upon acquaintance. The same principle would apply to advertising.



The Howard Watch

THE finest compliment you can pay a man is to give him a HOWARD watch.

It shows that in your opinion the best is not too good for him.

It classifies him among men with whom punctuality and exactness are a principle—as a HOWARD sort of man.

He knows the HOWARD is the finest practical timepiece in the world. He appreciates your decision as to quality. He values the HOWARD for its associations—as the chosen timepiece

of the men who have done the big things in this Nation for three generations.

Moreover, it is an intimate sort of gift; something that is always with him and which must often suggest the giver.

A HOWARD watch is always worth what you pay for it.

The price of each HOWARD from the 12 jewel in a fine gold-filled case (guaranteed for 25 years) at \$15.00; to the 23 jewel in a 14-K, solid gold case at \$25.00—a favor of the factory, and a printed ticket attached.

Drop us a postal card. Don't sit, and we will send you a HOWARD book of value to the watch buyer.

E. HOWARD WATCH COMPANY
BOSTON, MASS.

No. 12.

THE ILLUSTRATION STIMULATES IMAGINATION.

Illustrations suggest different moods common to human experience. When the imagination begins to work, for the moment we again live in the past. No. 9 is a German advertisement expressing a mood of wonderment. The expression of each is an ex-

perience common to mankind, hence its effectiveness on the reader.

No. 10 is a real appeal to our sympathy. Whose heart does not bleed for this little one?

No. 11 mirrors the physical state in which many find themselves and to this class the hope of a remedy is most forcibly brought home.

Lest we may forget that there are happy suggestions to be made, follow your play of imagination in No. 12.

CHAPTER VI.

DESIRE AND HABIT.

What is it that makes each of us have inclination to do or not to do, to take or reject, as the case may be, certain definite things? Need and desire are the impelling forces of such activities. We need or desire those things which seem to be necessary for the preservation or enjoyment of life. And in either case our action depends upon what we instinctively feel or upon the process of reasoning regarding the affairs of life.

Thus, heredity as manifested through instincts when the proper stimulus has been presented, arouses either a feeling of need or desire. Although many men have never taken themselves into an African forest to hunt the wildest of game, nevertheless there is an intense desire to roam foreign countries for an exciting chase. The mere reading of such adventures arouses an immediate tendency to act were the opportunity given.

Again, desire is created or modified by the environment in which one is born or into which one has been thrust through the circumstances of life. A child reared in a community where the people are religious or conventional would be appalled by the

bitant is presented. Chance alone will decide whether it is in response to a printed advertisement or to a display that action is brought to bear in purchase. There being no absolute need for the article under consideration and the lack of a proper stimulus keep back our exchange. Thus there are whole groups of people in whom exist a desire for things without an immediate need. It remains with the successful advertiser to bring the individual and the goods into a purchase relationship. There was a time extending over a number of years when there was no evident desire for these buttons. But one day I became associated with an individual who had the knack of making his cuffs assume a positive yet conservative part of his dress. His cuff buttons were always of such a kind as to harmonize with the effect he desired to create. Now, my single pair of buttons had served every occasion. Being of excellent material, that thought in itself had satisfied my possession of them. When the contrast was presented, however, an immediate desire which had not existed before was aroused. The old buttons had lost all value.

To you, advertiser, it is given to force people into recognition of your goods, then to arouse or reinforce desire and by some happy phrase to get an action in your favor. This will possibly necessitate a campaign of advertising which will be different in nature according to the class of appeal. To give an example which is still existent, there are certain women who would refuse the help of a washing machine. There is no desire for the use of such an article because real need is not felt. And this was

the attitude of the mass of people when washing machines were first put on the market. The method of appeal to this class of people must be entirely different from that which is to reach the party who already owns one, likes it, and needs another.

Referring to the second class, the right kind of an advertisement will appeal so as to increase desire, if improvements which further save energy and time are insisted upon. A motor machine is much more desirable than a hand machine. Make the people want it; this is your work.

In managing an advertising campaign it is better to dwell oftener on the idea of need. Always try to make the reader feel that he is missing somewhat of the good things, conveniences or protection of life without your object. Lead him to feel a need. Remember that the greatest number of people have not felt the need of your particular article. Those who have already tried your goods and found them satisfactory will perhaps purchase again. Those who desire and have not been impelled to buy constitute a majority class. The interest aroused regarding an object should be more than interest itself; it should be self-interest. There is a difference between these two. I may be quite interested in flying machines and yet not acting in such a way as to bring such a machine into my possession. Conditions are not such as to cause me to attach that particular apparatus to the interests of my life. I may be interested in women's hats in so far as they please my taste for a sensibly dressed woman, but it would be quite different if my self-interest were aroused in the hats.

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To summarize, then, the following steps must be considered as constituting the highway leading from non-desire to purchase:

1. Non-desire.
2. Attention.
3. Interest.
4. Self-interest (need or desire).
5. Action.
6. Possession.

To further comment regarding desire, there are many kinds of goods which people already desire, and it is the matter of money which delays the purchase. There are thousands of those who would purchase a piano immediately if they were to follow their desires, and it is only when advertising arouses a self-interest in the article by showing that the "parlor grand" which they think they cannot afford can be purchased, second hand, on easy payments or in some other way, that these people ever think seriously of the step.

HABIT.

Having considered desire in its relationship to interest, what do we hope to accomplish if the individual responds to our appeal? The answer is that he will purchase the goods again, and then again. This process of repetition is known as habit. Habit is the master of all people's actions, possibly excepting the genius. So habit and its relationship to selling should be understood and reckoned with in every sale of standard goods. "No breakers, no makers" is the excuse offered when something has

been suddenly smashed. The same feeling exists when goods have become worn out or ragged. When these articles are broken or worn and desire demands new ones, the advertisement which induces action now is whether or not the goods have proven satisfactory. Then it is that habit begins its work and the purchase takes place, with a tendency ever afterward to act in the same manner.

Not only is the brain plastic and susceptible to every sense impression, but there is always a tendency to act in the same manner whenever elements have not entered to check such action. "Habit is simply a new pathway of discharge formed in the brain by which certain incoming currents ever after tend to escape."

Habit differs from instinct in that it applies to those actions of the individual which have become involuntary in his life. I may appeal to an instinct to create a habit. For instance, I wish to sell soap and by way of illustration or argument put a baby in a bathtub, frolicking in glee as he lets the foamy soap slip through his fingers. The paternal instinct has been aroused, the present need is soap, the tendency is to buy. If the soap is satisfactory, the chances are that I shall again purchase. Here an instinct has responded to an advertisement, the present need has resulted in the possession of the soap, and a habit for its repurchase has been started. If it were not for habit our lives would daily be taken up with the conscious doing of such trivial things that it would be impossible for us to perform any of the greater things of life. Because people are such inconsistent slaves of the monarch

Habit is just the reason you are destined to success in considering its power in advertisements. Many people who have once purchased goods and found them quite satisfactory could never be persuaded or reasoned into the purchase of a competing brand. The tendency to follow the course of least resistance is stronger than all the talk of many men. *Get people to act once and get them to act now*, is what you should strive to accomplish.

The instinct which, worded, says "Something for Nothing" is the one oftenest appealed to in bringing people into a first act. The boy or girl who is sent to the grocery store for an article goes to that one which hands out a piece of candy with the purchase. When samples of cereals are given away, and they are pleasing to the taste, the generosity of the seller is often most amply rewarded. In theatres, an announcement that a watch is to be given to the one drawing a lucky number at a certain matinee packs the house.

When Wanamaker advertises that for one hour a certain line of ladies' skirts will be sold at absolutely cost price, that hour brings its multitude of women fighting and scrambling for the possession of goods regarding which self-desire has been aroused. I was at one time associated with a first-class dry-goods house which made it a specialty to give bargain remnants on Fridays. Friday morning, fifteen minutes before the opening of the doors, found the street lined with people of every class waiting for a chance to purchase. When the doors were swung open there was a regular stampede for the counters. Many became so excited and covetous that the idea

of selection was crushed out of the mind, and gathering an armful of the goods they happily paid for the entire lot. Friday after Friday brought the majority of the same people and the same action as described above. Now this firm was of the highest standing and patronized by the most desirable people. Its name was respected by every one in the community. When goods were advertised as marked down they were marked down. And while there was no money lost by the firm, there was the creation of habit in the direction of this store which resulted in the purchase of many more articles upon which there was a decided profit. It is also interesting to note how certain classes of people, who were in the habit of disregarding the morning hours would come late in the day to inquire regarding the advertised bargains. Not a single class of people but what seemed to be influenced by the wording of that advertisement which offered a reduction in prices.

A third and most powerful appeal is where premiums are offered. The wife whose husband smokes is often satisfied if she sees a vase slowly form itself into the outline of the curling smoke. In fact she insists that he go to that tobacco store which offers premiums. In following a salesman through a small town his argument passed into nothing when he offered a most tastefully decorated china clock as "A gift just to introduce the goods."

Among the many unique ways of carrying out this inducement method of purchase, all to produce habit for repurchases, advertisements Nos. 2 and 3 will be found suggestive.

No. 2 is an advertisement which has two items appealing to desire. First: a piece of "Mistletoe Free." The twig of mistletoe is a desirable thing in season for it has a certain sentimental value. The second appeals to the unconscious Christmas spirit in its nicety of associations. United to Something for Nothing and the Christmas spirit are the good things to eat—turkeys, ducks and geese. Surely there would be a tendency toward action here. No. 3

Mistletoe Free

On Saturday I will give away one twig of Mistletoe to every customer making a purchase at my store.

I have the Choicest Stock of Turkeys, Geese, Chickens, and Ducks for Christmas, and the Choicest Steaks and Roasts of all kinds for the Holidays.

I always carry a line of Fancy Groceries, Canned Goods of all descriptions, Fresh Eggs, Creamery and Dairy Butter and Fruits and Nuts of the Very Choicest Kinds.

ROOD'S GROCERY AND MEAT MARKET

1301 West Third Street, Ashland, Wis.

No. 2.

shows the management of a business which offers to fill the need, free of charge, of a too busy or negligent housewife as well as the lonely bachelor. A friend had moved from one city to another. In the first place he had been in the habit of sending his laundry to just such a place as is here advertised. The services rendered had been very satisfactory and

indeed so much filled the need that he always took occasion to recommend the Colonial Laundry to those who complained at not receiving the proper care of their clothing. Upon arriving at the second city his first question regarding a laundry was "Do they mend your clothing?" Such was the power of habit as well as the effect of gratuitous service. In fact, convenience occasioned by this laundry's act would

You tore out the button-hole

of that shirt getting out of it and forgot to repair it before sending it to the laundry.

If you sent it to an ordinary laundry it would come back bursted.

When you send it to us we take the time and trouble to mend it—free.

We make other repairs, too.

Kane Steam Laundry Co.

— O. G. KELTS, Mgr. —

Both Phones 115-117 Holgate Court

No. 3.

make him quite willing to pay an extra price for the service which had now become almost indispensable.

The wise advertiser is he who constantly studies the habits of the mass or the particular class to which he wishes to appeal. There are habits universal and again, habits local in nature. Christmas, Easter and the separate seasons are days and times which bring

all people into states of mind through appeals peculiar according to conditions. Learn the interest of the mass and employ the point of greatest interest in the advertising of your goods.

That desires are often local should always be regarded. For instance, the Southerner does not consider Christmas worth while without fire crackers. The North can hardly sympathize with this procedure, it only looks and wonders. Again, as in Philadelphia and Boston, there are appeals which can be made to patriotism never possible to be realized in Chicago or Kansas City. In considering the medium of a given locality, one would be compelled to decide which paper the people politically were buying, or interested in, if the largest class is to be reached.

Thus the habits of the people in different localities, differing and yet responding to a similar stimulus, necessitate a constant analysis on the part of the advertiser. He must get the people out of their ruts and constantly guard himself lest he be caught in its ever reaching snares.

The discussion thus far has considered action where self-interest has been aroused without considering any of the factors which may check or inhibit action.

INHIBITION.

By inhibition we mean that power resident in ideas which have the force to divert the customary action of another. Applying this to advertising, we might say that inhibition in advertising is that power resident in experience, ideas regarding other goods, or established customs which have the power to keep one from acting.

The things which might check the creation of desire for any particular advertised article are suggested in the various chapters. Therefore, a summary is all that is needed here.

The general appearance of the advertisement with regard to ornamentation, exploitation, poor type and arrangement might be such as to displease, and as a result desire is not stimulated.

The thought expressed might be such as to insult our moral, religious, political notions, or our sense for the fitness of things. When this attitude of mind has been aroused, desire is inhibited.

Again, the means of getting a thing might not be clearly enough suggested and natural laziness too greater than whatever desire has been aroused. This is a lack of knowledge, clearness and definiteness on the part of the advertiser.

Lastly, the paper in which the advertisement appears might have a bad rating in the mind of the reader, and although desire has been created suspicion will tend to check action.

The creation of desire is thus the reason of any things existing at all. The advertiser must consequently remember that this is to be aroused and stimulated into action accordingly as conflicting or inhibiting ideas are not expressed or suggested. Upon the delivery of good merchandise, habit begins its operation, opening up possibilities for the continuation of happy business relation.

CHAPTER VII.

GETTING THE WILL.

All of life is involved in action of some kind. Hardly is a building erected and said to be completed before it is beginning its crumbling career. Accordingly as it was erected in intelligence does it stand few or many decades. Likewise in the physique of man there is the process of building to about forty-seven years, when conditions change and he is turned in the direction of the grave. Now this force of nature in man which brings about changes and re-directs energy is commonly called will, and its intelligent control brings to pass those things which are desirous and helpful to humanity. Thus all actions can be classified and accordingly as you, a human being, perform any act whatever this moment it must fall under one or a part of the following heads.

DIFFERENT KINDS OF ACTION.

First, unconscious reflex action. This is evidenced when the sleeper without awakening removes the foot which has been tickled by a feather.

Second, conscious reflex action. Think of your eyes for a moment. You are now conscious of their winking but the action takes place without your willingness.

Third, impulsive action. Here a hazy idea of a purpose is involved and we act on the spur of the moment to realize the end. Some immediate condition suggests an immediate realization. Its tendency is for the preservation of the individual.

Fourth, instinctive action. This is what makes the bird in its northern flight suddenly stop and fly southward. It is what makes the spider weave a web, or the silkworm to burst its cocoon. Its action is for the preservation of the species.

Fifth, deliberate action. Here intellect plays its part, and man, weighing and deliberating each factor involved, acts in that manner which would seem to be the best. This is the highest type of action.

To get people to act unconsciously is what advertising has often accomplished. Goods of a certain brand have been sent to you by your dealer. Although you had not asked for them, they were received without a word of complaint. Why? Because their name had become so familiar that they were not strangers to you, and because your dealer had recommended them by an act of this kind, their acceptance was without hesitation. If the goods fulfilled any kind of expectancy that might have been created, your experienced familiarity would at least start competition with another make of the same article. Constant advertising and advertising so that your particular goods have been favorably impressed produces many a sale. People as a whole are not scanning the papers with a view to memorizing the different advertisements, and when a particular kind of advertisement has been repeatedly forced upon the attention there is a reflex or impulsive act in its favor when the occasion demands.

Moreover, people do not like to show their ignorance regarding anything, and the fact that a single properly named article lingers in the mind to project itself so responsively to the question of the clerk, "Which brand?" pleases the buyer immensely.

The store keeper who has his goods displayed so as constantly to remind the purchaser of these articles is aiding in the building up of impulsive tendencies on the part of his customers to buy those particular goods. A friend entered an auction sale hall and immediately began bidding upon what he thought was a Waterman fountain pen. He got it for thirty-five cents but it was not the Waterman, the name was Waterouse, and it seems that the auctioneer had been slightly deficient in his pronunciation so as to give a wrong impression. Now, although the person had never used a Waterman pen, what was it that made bidding upon this particular pen irresistible? Of course, the advertised knowledge of a Waterman pen. A pen of an unfamiliar name would never have created an impulsive bid.

That which would call forth an instinctive response, the fourth type of action, is an appeal to the instincts themselves, and these are treated under a separate chapter.

The fifth type of will, or deliberate action, may be said to have three relative factors, as follows: First, two or more ends in view; second, intellect to make the choice; third, freedom to act. Generally speaking, desire has already been aroused before deliberation is made and the proposition resolves itself into the question, "Which is the most desirable?" A single advertisement may arouse desire for a life

insurance policy, but it is only when two or more have been considered and a choice made that a voluntary act follows. In a voluntary act, there must be the possibility of choice between two or more propositions. With only one object to choose from the idea of freedom is eliminated. It is this weighing and considering which makes the act different from an involuntary one. Consequently an advertisement which appeals to those qualities where the most reason is involved is the one which will arouse the greatest desire, if the individual looks at things intelligently.

This deliberate action generally relates itself to such articles as are of greater value or the purchase of which takes place only once or twice within a lifetime; for instance, the purchase of an automobile, a life insurance policy, a home, a piano, bathroom furnishings, expensive rugs, etc. In other words, when much money is involved in a transaction, there is the element of thought and, oftener, much thought. While the single advertisement might have aroused desire for a certain object, that object will be purchased which has an intellectual appeal in it and is superior to other advertising of the same class.

But the world is not yet run on a pically intellectual basis. Men and women are not often found estimating things with the precision of a mathematician. Therefore it is necessary to know something regarding the other types of will as manifested in the different temperaments of people.

THE SANGUINE TEMPERAMENT.

First, there is the *sanguine* temperament which is impulsive and impressionable in its response to a

stimulus. If this class is to be won, it must be at the present moment. Themselves full of feeling and hopeful, they respond quickly to the suggestions of the present. But they likewise proceed to forget their past experiences. Your advertisement must have some appeals in it which will create desire for the goods now. Such advertisements as the following are good examples: (No. 1.)

wherever the mails reach and never step out of your office to do it. I will show you how you can do this without interfering with your present methods of doing business. I want you to send for this *now*—not next week nor tomorrow but **NOW**. I have a proposition that will interest every man who buys, sells or manufactures merchandise of any description.

If you wish to better yourself, or increase your business, or open a Mail Order department, or start a Mail Order business *I can help you*. Send for this literature and my proposition **NOW** before you forget it.

Send for it before you do another thing.

FRANK L. McWADE, Pres.

977 COPELAND BUILDING

ROCHESTER, N. Y., U. S. A.

No. 1.

While No. 2 is not so typical as some of the others, it carries with it a suggestion for immediate action and at the same time appeals to our sense of "Something for Nothing" in a modified form.

A ⁵⁹PIECE CUT-OUT PUZZLE



FREE



FREE

GIANT PAINTER
PUZZLE

To every purchaser of Lucas Paint, Stain, Enamel or Varnish during the week of April 25th to 30th will be given a Giant Painter Cut-Out Puzzle. Puzzles of this kind are the rage all over the country and afford many an hour of amusement for children and "children of a larger growth."

Just now is a good time to touch up and brighten things around the home.

SPRINGTIME IS PAINT-TIME

A little Lucas Paint, Stain, Enamel or Varnish goes a long way toward making the home more cheerful and pleasant. No matter what you want to paint, stain, enamel or varnish there is a Lucas product "purposely made for the purpose," of exceptionally good quality and sure to give satisfaction.

Special display all week of Lucas Paints, etc., for the inside and outside of the house. Come and ask questions.

H. B. WITMAN

BRIDGEPORT, PA.

No. 2.

No. 3 is an excellent appeal to the reason and immediate action. This class, then, should have an appeal which suggests immediate action. It will be observed that these people are subject to all kinds of suggestions from the outside world. They are almost entirely objective in their attitude toward life. They are moved into feeling by an outward stimulus.

To

Please let me know at once how much—500 of our
 Ketchikan and envelopes would cost on the stamped to send
 so the following business of Columbia River Bond in both Medium and
 Large quantities. We know this paper is sold to printers and lithographers
 in large quantities direct from the mill, and it is very much better
 than the commonest sort of paper which should give us very much better
 results for our money, which would be better than any other value
 for our money, which would be better than any other value.

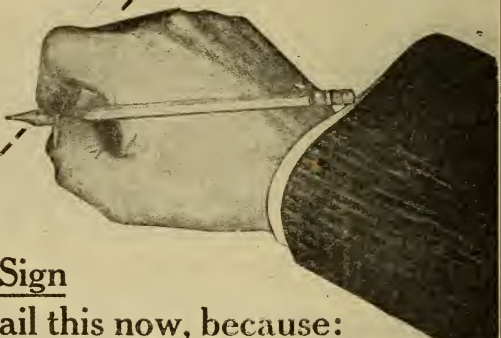
Sign and
 mail this coupon
 to your printer
 or lithographer

Now

Sign
 and mail this now, because:

Sign
 mail to your printer or lithographer now

See all here, see and



No. 3.

Whereas the majority of clothing advertisements appeal directly to the ideal side in appearance, No. 4 has aroused a state of consciousness with regard to carefulness of dress. It is a mood that it appealed to.

No. 5 is an advertisement which is suggestive to

many and would bear criticism of the class under discussion. There would be a tendency to criticize the advertisement itself and consequently a loss of attention regarding the article sold. An ingenious advertiser could change the conception of ease represented here so as not to offend the modesty of the most fastidious.

Careful
Dressers
wear



CHALLENGE

Brand
WATERPROOF

COLLARS & CUFFS

They are a great help to a stylish appearance and they save laundry bills too. The dull finish and linen texture are so perfect you can't tell them from linen. Absolutely waterproof—cleaned with a rub.

Sold by dealers everywhere. Collars, 25 cts., Cuffs, 30 cts. Our new "Slip-Easy" finish permits easy, correct adjustment of the tie. Let us send you our latest style book.

THE ARLINGTON COMPANY, Dept. B
725-727 Broadway, New York

Boston, 65 Bedford St.; Philadelphia, 909 Chestnut St.; Chicago, 161 Market St.; San Francisco, 218 Mission St.; St. Louis, 505 North 7th St.; Detroit, 117 Jefferson Ave.; Toronto, 55-64 Front Ave.

No. 4.

In the analysis of No. 6 there is a persistent appeal to the entire class of those belonging to the melancholy type. Opportunity for the betterment of self, and likewise an appeal to the possibility of being more valuable to the employer, is especially emphasized.

The reader is urged to action by such expressions as "I will" and "I can."

THE CHOLERIC TEMPERAMENT.

This leads us to the third type of will as manifested in those of the choleric temperament. The motto of these people is, "I want what I want when I want it." This is the temperament of action and is essentially the characteristic will of the business man. This type of man is prompt, intense, impetuous. In contrast with the melancholic man, he lives in the present



Foster's IDEAL Spring

*A Dream of Luxury
and Ease*

It is not only the pressure of the body in exact proportion to weight, but the perfect support of all points. It is a double-acting—two springs in one; does not sink to the center and never sag to one side and other springs. A perfect boon for invalids—a dignified luxury for all. Made of the up-to-datest of materials. Extraneous by used by leading hospitals—its merits secure and retain patronage.

It can be removed by mail-order. Look for the name—write on every local paper, every furniture dealer and another of the kind of the name of Foster's IDEAL Spring, Assorted Pairs, Upholstered or Full Length, and other styles. Write for our free catalog or a trial booklet, mailed free with value of money order.

FOSTER BROS. MFG. CO.
27 Broad St., Utica, N. Y.
1405 10th St., St. Louis, Mo.

THIS TRADE-MARK



MADE IN U.S.A.

No. 5.

and is moved to action by outward events. The choleric individual differs from the sanguine in that reason tends to govern him in his choice of things. Sentiment is always the thing to be kept in the background and is to be let loose only as he has been successful in the carrying out of some transaction. Intensity of purpose is a marked characteristic which results in a life not as broad as it might be. This man is interested in things which bring ease and comfort into his home. Anything which overcomes friction

and annoyances, either in home or in business, is welcome. He is in life for the money that can be gotten out of it, and with his money he awaits a reasonable appeal for speculation and investment.

THE PHLEGMATIC TEMPERAMENT.

The fourth type is that known as the phlegmatic



Grasp the Forelock!

THIS is your Opportunity. Grasp it *now*. Send to-day for our descriptive book, "Business Foresight" It tells how you can become a bigger, better business man by learning the Laws of Business. No matter what your business, profession or age is you should take our course and thoroughly

Learn Business Law

It will profit you greatly. You will then be of greater value to yourself or your employer. You can not only say, "I Will"—which is good, but you can also say, "I Can!"—which is infinitely better. Our course is most thorough, yet simple and interesting—can be taken by the busiest of men in spare time.

FREE—With our book, "Business Foresight", we will also send to you free one of our copy-righted Lectures. Send to-day. A postal will do.

Business Men's Association
423 Studio Bldg.,
Kansas City, Mo.

No. 6.

temperament. These people are so slow as to lack practical effectiveness. While they employ reason, their deliberation is so long that a person of another temperament has bounded and possibly hit the mark. Your advertisements affect them—yes; these see

them all, but you must await their own sweet will for an action.

Now it must be borne in mind that people generally are not to be put into one of the classes above mentioned as you would sort out apples for barreling. It cannot be done. Humanity in mass has characteristics of all classes, but there is one temperament toward which each individual tends. It remains for the advertiser to recognize the different types and to change his advertisements from time to time, so that as many classes as possible have been reached by his varied appeals.

Another factor to consider regarding our appeal to will through desire is that our desires change from time to time. The natural unfolding of life from year to year, from youth to the responsibilities of a married career, are such as to give us a desire for things that were formerly never considered. It is to meet these increasing experience demands that your advertisement must prepare. Your advertisement must now, through our experiences in life, be brought from a subconscious state to one of consciousness. It must now have a vital meaning. If your goods are not what they should be, not up to the advertised standard, woe be unto you.

There is a difference between the responses of men and women to the affairs of life. Temperamentally and generally speaking, women are of the first two classes named. Women are consequently led into the choice of things by an appeal to their sentiment or personal experience. If once desire has been aroused, price does not seem to check them in their choice of a

thing, and what seems to assist them in completing their ideal is the thing to be gotten.

WHAT CONSTITUTES INHIBITION.

Up to this point we have been considering the different kinds of temperamental appeal regardless of those elements which are likely to retard an action of the will. Whenever one idea tends to act upon another idea so as to check the action about to take place we have what is known as inhibition. For instance, upon reading an advertisement regarding tar roofs, I am persuaded that they will meet my present needs; but suddenly I remember of once being compelled to sleep under one in summer and the heat which had been retained was unbearable. As a result of this new idea, I stop action.

In advertising, one must be exceedingly careful not to suggest such thoughts as will prove inhibitory. To suggest qualities of a competitor is immediately dividing the attention so that no single idea is left for action. Make your advertisement stand out with qualities that are each preeminently worthy of immediate acceptance. If the reader's own knowledge or experience is such as to inhibit action, this fact cannot be remedied: but do not allow your own manner of expression to be of such a nature as immediately to suggest it.

CHAPTER VIII.

GAINING AND HOLDING THE ATTENTION.

It is a difficult thing to give an exact definition for attention. It is one of those peculiar states of mind which every one realizes but which fails of absolute expression in a single sentence. The best way to think regarding attention is in the terms of non-attention. When a thing is not in my mind, it is not in attention. The moment a thing begins in any way to be a thing in my mind I have passed from a state of non-attention to one of attention. Sense impressions are pouring into our lives every minute, yet the number of which I am conscious is very limited. Right now my mind is attempting to create a logical thought while unconsciously there is the noise from the passing street car, the slamming of a door, the pressure of my body against the chair, the light from the lamp above me. But until I turn thus specifically from one to the other, I am not aware of their presence as objects; in other words, I am not paying attention to them.

What is it that makes me suddenly turn from the consideration of one thing to another? Or why do I pay attention to anything? I pay attention to a thing because my sense organs are made to react the moment a proper stimulus is presented. So when any sensa-

tion becomes strong enough, I pay attention to it and continue to pay attention until my interest is lost and some other thing in the universe attracts my attention. Those people who have the ability to hold a single thing in the mind, and to analyze it in all of its parts until every element is known, are said to possess concentration. Those whose minds constantly flit from one thing to the other without the ability to carry out a single idea in spite of incoming impressions from other senses are said to be scatter-brained. Well, in dealing with the masses of the people, they are likely to be more nearly scatter-brained than concentrated. And it is because of this state of mind that the advertiser must always see that his advertisement possesses, first, that element which commands attention immediately, and secondly, those elements which lead on in the further perusal of the advertisement after the attention has been gained.

The one receives a sensation of which he is conscious; he begins to associate this sensation with past experiences. If these recalled associations are pleasing, the chances are that the reader will continue, while on the other hand if the unpleasant is recalled there will be a tendency to pass over the advertisement. In turning the pages of any magazine it will surprise one to find the great number which are thus non-attentively passed over. They seem to lack that something which forces the glance of the eye into attention. The psychologist has discovered that among the colors red is first, green is second, and black third. Blue seems to be a very popular color and while not forcing itself boldly into our mind does make an impression most favorable. In glancing at

the advertising found in street cars you will be surprised to notice the manipulation of the colors, red, green, blue and black, to catch the casual glance of the eye.

Whenever a new thing is to be brought before the public, it is through the sensation aroused that one hopes to lead the people into a complete knowledge. As one advertiser said, "Look at the brute force in those headlines; but I must get them to notice the name if nothing else." Advertisers, recognizing this principle of human nature, will print but part of an advertisement and from time to time add other items until the space has been properly filled in. They depend upon the curiosity of people to watch for the changes. The puzzle in its various forms is resorted to and so long as the solution of them is made possible without too much laborious effort, human nature continues to probe.

In educating the people into an appreciation of a new article there are three steps to be taken: First, through sensation making known the existence of a thing; second, giving the article value to the individual reading; third, making possession possible. Every advertisement to be successful must be strong enough to force the reader both by mechanical and argumentation through these processes. An advertisement which catches the eye for a single second only to lose the attention afterward, has lacked certain necessary factors. Every advertiser should study most carefully the attention elements of his advertisement.

Among the many ways of forced attention are printing crosswise or upside down, contrast colors, the introduction of freakish elements and those

which are regarded as such, and the position of the advertisement itself.

The last suggestion would lead to the discussion of the importance of whole-page, half-page, or quarter-page advertisements. It is self-evident that a whole page must force attention if looked at. A half-page advertisement with another advertisement will begin a war for attention. If one of them is poor it only goes to reinforce the good one. If both the advertisements happen to be good and equally interesting to the reader, they will both be read. So it is that the smaller advertisement has fewer chances of being seen when compared with the larger ones. When the practical factor, money, is taken into consideration, it is a problem for the advertiser to solve whether the whole-page advertisement will bring in twice as much money as the half-page, or the half-page twice as much as the quarter-page. Each advertiser in his specific line of work must observe the results with regard to the different sizes. In glancing through the better magazines which advertise the private schools of our country, I do not recall one that has taken a whole page. Oftener they are exceedingly small advertisements, but each one is usually most expressive and clear as to the character of the school. It would not be sensible to employ whole pages here.

So the kind of business, the stage of progress in which it is, the season of the year, and the character of the paper in which it is inserted, should be thoroughly investigated before given for publication.

The sense of sight is the advertiser's ally. Through the eye must be brought a memory picture of the various other senses. Let us now consider two factors

of the eye which help us to realize complete mechanical attention. Our eyes are so made that they respond to sensation in a regular way. The two factors to be considered are orientation and exploitation.

ORIENTATION AND EXPLOITATION.

Where you look at a given advertisement such that your eye repeatedly falls upon a certain point, that is said to be the point of orientation. Because it is impossible for any one to look at a single thing for any length of time, there is an immediate movement on the part of the eye or attention away from this point. This moving over the advertisement is said to be exploitation. And if the entire advertisement has thus been exploited the advertisement is said to be a good one from the standpoint of these two elements.

If our greatest pictures are examined carefully, these two laws will be found to be inviolate. It is the natural tendency of the eye to slip over everything as water down a roof. Just as we put up the eaves-trough to stop the water, so the artist has introduced such devices as will force the attention within a given area. Observe the following two reproductions of famous artists on pages 114 and 115:

Observe the glance of the eyes upward by the cherubs. Unconsciously we follow in their gaze until the entire picture has been exploited. As you catch sight of the head in the painting entitled "Hounds in Leash," the eye sweeps along and downward the full length of the body. It is also a natural tendency of the eye to sweep from left to right.

The same idea has been carried on with regard to the hands of a clock. Why have not the hands been

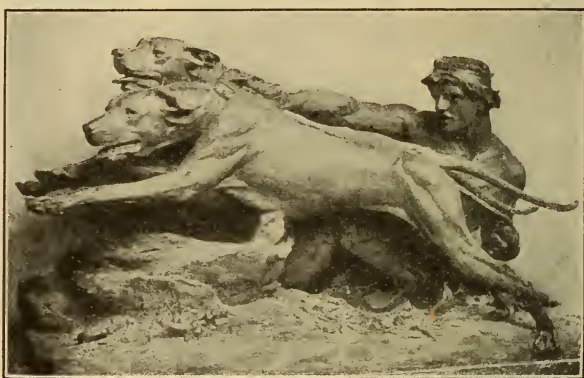
made to go from right to left? It is simply a question of mechanics as to which way they may move. You have your answer in your own experience to bear you out that it is more natural to look from left to



right. By way of accuracy, however, it should be stated that a certain percentage exploit from right to left just as certain people are left handed.

In the following figures observe the illusions pro-

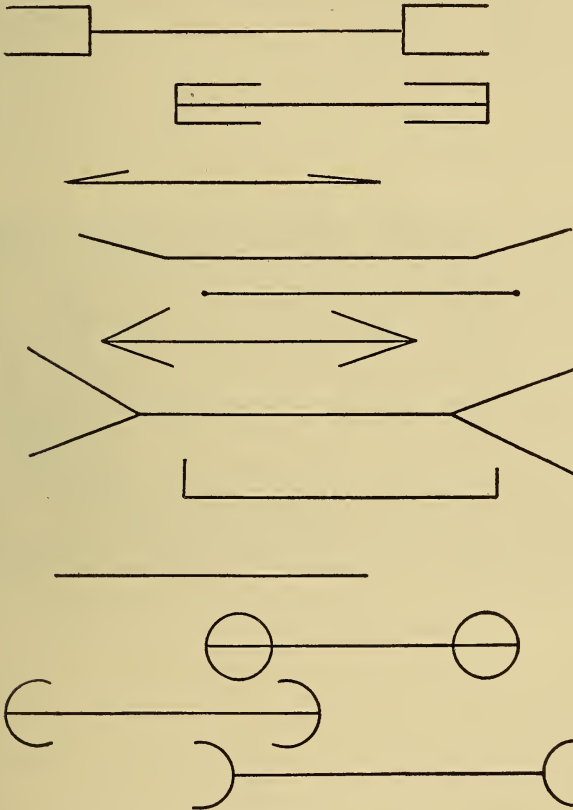
duced by the exploitations of the eye. The length of the lines is the same yet the mind thinks of them as different in length. In the construction of every advertisement it is thus possible to force the attention in certain directions. This principle of forcing the attention should be considered in the making of borders. Many are so constructed as to catch the eye at a certain point only to introduce index fingers or arrows for a continued movement of the eye. See No. 1 on page 116.



Psychology has given us six principles which govern attention. The first principle states that *the power of any object to force itself into our attention depends on the absence of counter-attractions.*

If a page of a newspaper or a magazine contained but a single advertisement, the chances of its being seen would be very high. If the advertisement were small and on a page with reading matter, competition for attention would begin. Even then the absence of any other advertisement would greatly increase its

chance of being seen. This leads us to the conclusion that the whole-page advertisement is sure to be seen. Experiments thus far quoted seem to indicate that the



No. 1.

half-page is not seen so often as the whole-page; the quarter-page is not seen so often as the half-page.

It is a difficult thing to state the value of any advertisement proportionately. Many small advertisements are exceedingly good and would attract attention because of qualities entirely apart from the space value. Another question which the advertiser should raise is whether or not the increased expense of a whole page over a half page can be justified by returns. It is conceivable that a whole page might be effective, but that a half page would bring results quite as satisfactory; in other words, that the whole page does not always bring results twice as great as a half page. In this connection, it is well to consider the value of the back cover page of any magazine. It is undoubtedly one of the best if not the very best of places. When lying upon a table it is in constant view. When picked up, the chances of its being seen are immediate. Again, the color possibilities give it value.

Just as a single advertisement on a page with no competition has its attention value increased, so the advertisement itself should avoid competitive elements. For instance, No. 2 shows too much sameness of type. Altogether it is a black mass with nothing pleasing for the eye to rest upon. The writer of this advertisement was afraid to use white space. The eye simply rambles and gets nowhere. The average reader hesitates to read such small type and in the second place cannot help but grow disgusted with a masked effect. Within the advertisement itself there are too many elements given equal consideration without one thing tempting more than another.

The second principle states that the *power of any*

object to attract our attention depends on the intensity of the sensation aroused.

We find the electric sign manufacturer following this principle. He sends his message out into the darkness and we *must* see. Color and striking combinations also force the attention. No. 3 is a striking thought combination whose unity of interpretation holds the eye.

The question of type is to be regarded under this



10 DAYS FREE TRIAL We will ship you a "RANGER" BICYCLE on approval, freight prepaid to any place in the United States without a cent deposit in advance, and allow ten days free trial from the day you receive it. If it does not suit you in every way and is not all or more than we claim for it and a better bicycle than you can get anywhere else regardless of price, or if for any reason whatever you do not wish to keep it, ship it back to us at our expense for freight and you will not be out one cent.

LOW FACTORY PRICES We sell the highest grade bicycles direct from factory to rider at lower prices than any other house. We save you \$10 to \$25 middlemen's profit on every bicycle. Highest grade models with Puncture-Proof tires, Imported Roller chains, pedals, etc., at prices no higher than cheap mail order bicycles; also reliable medium grade models at unheard of low prices.

RIDER AGENTS WANTED in each town and district to ride and exhibit a sample 1910 "Ranger" Bicycle furnished by us. You will be astonished at the wonderfully low prices and the liberal propositions and special offer we will give on the first 1910 sample going to your town. Write at once for our special offer.

DO NOT BUY a bicycle or a pair of tires from anyone at any price until you receive our catalogue and learn our low prices and liberal terms. **BICYCLE DEALERS**, you can sell our bicycles under your own name plate at double our prices. Orders filled the day received.

SECOND HAND BICYCLES—a limited number taken in trade by our Chicago retail stores will be closed out at once, at \$3 to \$8 each. Descriptive bargain list mailed free.

TIRES, COASTER BRAKE and everything in the bicycle line at half usual prices.

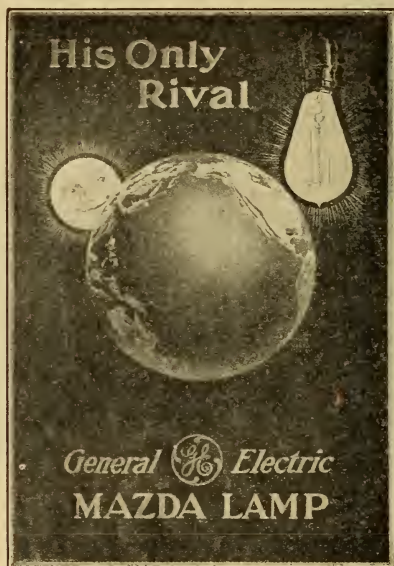
DO NOT WAIT but write today for our Large Catalogue beautifully illustrated and containing a great fund of interesting matter and useful information. It only costs a postal to get everything. Write it now.

MEAD CYCLE CO. Dept. D-8, CHICAGO, ILL.

No. 2.

principle. Experiment thus far has shown that the attention value increases in almost exact proportion to the increase of its size. My own observations have been, however, that there is a limit of effectiveness. Too large type does not permit of unity in the reading of the text. Many advertisements in trade journals lose an effectiveness because of this too large display. In glancing through the pages of the *Musi-*

cal Courier, one is particularly impressed with the hideous type display. The messages they mean to convey are lost to the average reader. If they are read it is perhaps because of the previous curious interest of the reader and not because of forced attention.



No. 3.

The third principle states that *the attention value of an object depends upon the contrast it forms to the object presented with it, preceding or following it.*

No. 4 is an excellent example of a contrast not only within itself but a contrast to the rest of the page

upon which it is found. It cannot fail to get the attention. Contrast here is pleasing, while many contrasts are not so. Those who arrange the advertising pages of any paper should be compelled to make the proper arrangement of material. Only contrasts that

GOING INTO AFRICA

THE
Remington
AUTOLOADING RIFLE

"BIG ENOUGH"
"BIGGEST GAME"
FIVE KNOCK-DOWN BLOWS

LOADS WITH
A CLIP

UMC BIG GAME
CARTRIDGES

REMINGTON FIRE ARMS SINCE 1816
U.M.C. AMMUNITION FOR FORTY YEARS
THE WORLD'S STANDARD

No. 4.

mutually strengthen each other should be permitted. Nor should one advertisement be strengthened at the expense of another. Too much contrast, however, produces disgust. An advertisement that attempts to produce every conceivable variation and at the same time violates the unity of the subject is displeasing. None of us admire the advertisement that is run in

upside down, necessitating one standing on his head to read. The substitution of black background for the ordinary white is quite effective if skilfully brought out. Many have miserably failed in creating the desired effect, so its use should be quite guarded.

The fourth principle states that *the power which any object has to attract our attention depends on the ease with which we are able to comprehend it.* Those who have attempted puzzle-picture advertising realize the importance of this principle. If the mass are to be counted upon as sure contestants, the solution must be very simple. As simple as this: "V.C. T.A. are four of eight letters spelling the name of a former English Queen. By solving this and six to follow the winner will be awarded a handsome piano." After a great deal of difficulty the word Victoria stands out and the happy student proceeds to send in his answer. Well, the masses expect this simplicity. Advertisements that contain phrases or illustrations not necessary for the selling of the goods are tended to scatter the attention. They are making its comprehension as a unit difficult. Remember that to get the immediate attention is the object of advertising, and that a strange element is destined to lessen the effectiveness unless that element contains enough curiosity power to compel a lengthened interpretation. But here also there must be an immediate association between the new element and the rest of the known or familiar advertisement. Following this principle, advertising should be distinct and easy of comprehension; each element should play its part in a greater unity. Too crowded advertisements often come as violation of this principle.

CHAPTER IX.

THE TYPOGRAPHY OF ADVERTISING.

As you glance through the pages of any magazine, heeding particularly the type with regard to size, kind, beauty and variety, the wonder is that so many details have been passed over. But such is the case. It is regarding the classification and general knowledge of type necessary for the intelligent expression of his ideas to the printer that this chapter deals. "No man liveth unto himself", was an expression which found its way into the minds of men two thousand years ago, and the wise man among advertisers is he who not only has his own knowledge concerning this subject but who is willing to follow suggestions from the printer. The printer's business is type and it is to his interest as well as yours that the best results be obtained. Type foundry are other people to be consulted, for they issue bulletins of their type and it is quite necessary that the advertiser keep in touch with the changes of type fashion.

GOOD APPEARANCE NECESSARY.

Just as one man forms an opinion of another by the general impression which he gets from the neatness of clothing, the physical carriage, and the spoken word, so each advertisement has those elements within

itself which you unconsciously begin to analyze with respect to the pleasing effect that has been created or to the criticism and rejection of that one which has not fitted into your idea of congruity. One of the elements which enters into our appreciation of any printed matter is the type and its manner of arrangement. Some advertisements are printed with so fine a type and so closely together that a blot might as well exist for our attention. Thus a knowledge of type is not only a necessary factor for expression but also the possessor of those elements which either draw or repel us. They are the dress which make us like or not like the advertisement. How many times do we find people handling books in the library for selection only to say, "I do not like the looks of this one." So consider the dress of your advertisement and with the printer attempt to create a combination garb which is neither too plain nor too crowded with the frills of printing. Typography defined means the general make-up and appearance of a piece of advertising looked at from a printing standpoint. And there is to be gotten that typographical appearance which almost immediately draws us toward the advertisement itself and further into the unfolding of the thought contained therein. I have in mind a friend's book which has proven a failure. The first expression made by others is, "How unpleasant in appearance!" The contents are most pleasing and quite to the point of the subject, but its competing volume, no better in style of expression and information, yet characterized by universality in type appearance, continues to lead in sales.

It is the purpose of the remainder of this chapter

to define and explain the different elements combined in the subject of typography which will be of practical value to the advertiser in considering this particular phase of his work.

If you were to write a book, the writing with the photographs, drawings or other articles of which cuts were to be made, would be considered your manuscript and copy for the printer. In the case of an advertisement which has a drawn outline marked so that the printer may know exactly how to set it up, we have what is known as a layout. On this layout are indicated the exact space, the size of type, position of cuts and other information to enable the printer to carry out the ideas of the advertiser. See No. 1.

Send for it to-day:

Adventures
OF THE
World's
Greatest
Detectives

CHIEF WILKIE
United States Secret
By GEORGE BARTON

A collection of thrilling stories
tales include adventures of French
American detectives. They range
to be the father of detectives, and
Inspector Byrnes of New York; Robert
of the famous London Yard in Scotland
Chief of the United States Secret

Sent Postpaid on Receipt of

Address GEORGE BARTON,
865 N. 23rd Street, Philadelphia

"A book of Unusual interest: graphical
The Philadelphia Inquirer"

8 point Italic Cap.
8 point Italic Inc.

24 point Gothic Con.

12 point O.S. Ant.

8 point O.S. Ant.


14 point O.S. Ant.

8 point Italic

No. 1.

Composition is the setting up of type and arranging it for printing. As soon as arranged an impression is made. This is known as a proof and is marked for corrections. After correction it is secured and arranged in a chase ready for printing, when it is known as the "form." The proofreader is one who reads this proof for correction. No. 2 is the same advertisement which has been marked by him for correction.

Send for it to-day: A



Adventures OF THE World's Greatest Detectives

CHIEF WILKIE
United States Secret Service

By GEORGE BARTON

A collection of thrilling stories from real life. The fifteen tales include adventures of French, English, Russian and American detectives. They range from Vidoeq, reputed to be the father of detectives, and include such men as Chief Inspector Byrnes of New York; Robert Pinkerton; the head of the famous London Yard in Scotland, and John E. Wilkie, Chief of the United States Secret Service.

Sent Postpaid on Receipt of 75 Cents.

Address GEORGE BARTON,
865 N. 23rd Street, Philadelphia.

"A Look of unusual interest; graphically written."—
The Philadelphia Inquirer.

No. 2.

The next page shows the marks ordinarily used by the printer in his correction of proof. No. 3 shows the "dirty copy" while No. 4 contains the corrections.

- No. ¶ No new paragraph.
- Run in ¶ Let there be no break in the reading.
- ✓ ¶ Make a new paragraph.
- ✓ √ Correct uneven spacing of words.
- ∂ Strike out the marked type, word, or sentence.
- ∩ Reverse this type.
- # More space where caret ^ is marked.
-) Contract the spacing.
- (Take out all spacing.
- ┌ Move this to the left.
- ┐ Move this to the right.
- └ Raise this line or letter.
- ┘ Depress this line or letter.
- Make parallel at the side with other lines.
- ↓ Indent line an em.
- × Push down a space that blackens the proof.
- w.f. Change this bruised type.
- tr. Change this faulty type of a wrong font.
- l.c. Transpose words or letters underlined.
- s.c. Put in lower-case, or small letters.
- caps. Put in small capitals.
- ∩ Insert apostrophe. Superior characters are put over an inverted caret, as " ∩ ∪ ∩ ∪, etc.; for inferior characters the caret is put in its usual position, as in ∩̂.
- rom. Change from italic to roman.

- ital. Change from roman to italic.
- Insert period.
- ;/ Insert comma.
- ;/ Insert semicolon.
- ;/ Insert colon.
- / Insert hyphen.
- /- / One-em dash.
- / 2 - / Two-em dash.
- ⊗ Take out cancelled character and close up.
- Qu. or ? Is this right? See to it.
- ^ Insert letter or word marked in margin.
- |||| Hair-space letters as marked.
- Stet Restore crossed-out word or letter.
- Dots put below the crossed word mean: Cancel the correction first made, and let the types stand as they were.
- Over two or three letters. Change for the diphthong or for a logotype, as *ae*, *ffi*.
- ==== Straighten lines.
- //// Diagonal lines crossing the text indicate that the composition is out of square.
- Out, see copy. Here is an omission; see copy.
- Corrections or textual improvements suggested to the author should be accompanied by the interrogation-point and be inclosed in parentheses or "ringed," as (*tr.* / ∩) or (∩ / ∩).

PRESIDENT LINCOLN'S GETTYSBURG ADDRESS

Four score and seven years ago our father's brought forth a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war; testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war, as a final resting place for those who gave here their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it is rather, to the living, that we are dedicated to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that we here dedicate to the cause for which they died, that we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—and that government of the people, by the people, for the people, shall not perish from the earth.

*From a facsimile of the manuscript written by Mr. Lincoln for the Baltimore Fair—the standard version—as first reported in The Century Magazine for February, 1864.

Int. see copy

PRESIDENT LINCOLN'S GETTYSBURG ADDRESS

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war; testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

*From a facsimile of the manuscript written by Mr. Lincoln for the Baltimore Fair—the standard version—as first reported in The Century Magazine for February, 1864.

The first impression that one gets in looking at any printed page with regard to the type is the different size of the letters. The capitals are larger than the small ones while the small letters often vary among themselves. The system generally employed by American type-setters in measuring or describing these letters is known as the "point system." The fundamental unit of this system is the point, and with printers is considered as about 1-72 of an inch. Now accordingly as letters differ in height or points, they have appropriate names which are recognized immediately by those proficient in advertising and printing.

Another thing which we observe is that the distance between the lines often varies. This is accomplished by the insertion between the lines of type of those forms termed "leads." A single lead is 2 points thick and the composition is said to be leaded. Many pages of printed matter are not leaded. Whenever it is desired to vary the distance, reference must be made to the kinds of lead in terms of points. Thus you might say, "Insert a 3 point lead." A lead above 3 points is called a "slug." If a greater spacing is desired, what is known as metal furniture is used.

It is oftentimes desired that words be separated from each other by greater or less distances or that an indented paragraph have a special indentation. This is accomplished by the insertion of quadrats, commonly known as "quads." These are defined as pieces of type metal of the depth of the body of the respective sizes to which they are cast, but lower than type so as to leave a blank space on the paper when printed. An "en" quadrat is half as thick as its

height; an "em" quadrat is equal in thickness and height and being square on its surface is the true quadrat. A two "em" quadrat is twice the thickness of its height; a three "em" quadrat three times, as their names signify.

The size of the type of course determines the number of words to be found on a printed page. But we do not estimate the number of words that any given page may have by mere guess work or detailed counting. In estimating the number of words in a composition, one square inch is reckoned as containing the following number of words:

Set Solid.

5 point type	about 69 words
6 point type	about 47 words
8 point type	about 32 words
10 point type	about 21 words
11 point type	about 17 words
12 point type	about 11 words

Leaded.

5 point type	about 50 words
6 point type	about 34 words
8 point type	about 23 words
10 point type	about 16 words
11 point type	about 14 words
12 point type	about 9 words

In the following table are the names of the various types with respect to their points as well as the number of lines each specific kind has to the running vertical inch without leads:—

3½ points	Brilliant	20	lines to inch
4½ points	Diamond	17	lines to inch
5 points	Pearl	14	lines to inch
5½ points	Agate	13	lines to inch
6 points	Nonpareil	12	lines to inch
7 points	Minion	10	lines to inch
8 points	Brevier	9	lines to inch
9 points	Bourgeois	8	lines to inch
10 points	Long Primer	7	lines to inch
11 points	Small Pica	6½	lines to inch
12 points	Pica	6	lines to inch
14 points	English	5	lines to inch
16 points	Columbian	4½	lines to inch
18 points	Great Primer	4	lines to inch

The standard width of a newspaper column is 2½ inches or 13 ems pica. The standard width of a double column is 4¾ inches or 26½ ems pica.

Twelve points are known as a pica. Thus 72 points or 6 picas make one inch. This scale might be likened to our inch and foot measurement. 12 inches make 1 foot, so 12 points make a pica, and there being 72 points in an inch there are thus 6 picas in an inch. In making a layout the pica or ⅙ of an inch is the unit.

An em in printing is the square of the body of a type. An em of a 10 point alphabet is 10-72 inches squared. In all piece work, book and newspaper matter, the amount of type used is reckoned in terms of ems. One square inch of type contains the following ems:—

6 point type	144 ems
8 point type	81 ems
10 point type	52 ems
11 point type	43 ems
12 point type	36 ems

3½ point or Brilliant, the smallest type, is only used on maps and charts.

4½ point, or Diamond, is the smallest type ever used for book work. Bibles and prayer books are often printed in this size. It is sometimes used for foot notes.

5 point, or Pearl, is occasionally used for bibles and dictionaries, for foot notes, marginal notes, or references. It is seldom used in job printing.

5½ point, or Agate, is almost universally used for the setting up of "Want" and other classified advertisements in daily newspapers. In such papers all advertising space is reckoned on a basis of Agate measurement: that is, the number of solid Agate lines that can be put in any single column space, irrespective of the size of display type contained in the advertisement. Advertising rates are usually quoted as so much "per agate line, 14 lines to the inch." This, however, is true only of newspapers that use the old system of agate in which 14 lines set solid make one inch. According to the modern system of type measurement, agate is 5½ points and 13 lines set solid make one inch. Agate type is also used for foot notes and for printing that calls for economy in space.

6 point, or Nonpareil, must have been regarded as a marvel of skill, as its name "Unequaled in splendor"

indicates. This size of type is commonly used for setting up "Want" advertisements in weekly papers and in country dailies. Most closely printed books are also set in it. The job printer also employs it. For the advertiser this is perhaps the smallest type to be used. Few people will make the effort to read smaller type.

7 point, or Minion, is generally used for the reading matter of high-class weeklies and some small dailies. A few publications measure their advertising space on the Minion basis. It is sometimes used in job work. If the advertiser wishes to fill a space wider than 3 inches with 7 point type, or smaller, it is recommended that it be divided into two or more columns. Small type is difficult to follow in a wider measure. Moreover, they cannot be read for any length of time without injury to the eyes.

8 point, or Brevier, takes its name from the Roman Catholic church books. The majority of country newspapers set their reading matter in this size of type and it is also extensively used in novels and cheap literature. Magazines, circulars, and job work also employ it. It is one of the standard sizes for text matter in newspaper and magazine advertisements. This size type should not be used in a measure wider than 25 ems.

9 point, or Bourgeois, is used largely in magazines, trade publications and sometimes in job work. It is also an excellent size for circulars and catalogs, being easily readable under all conditions where the width is not more than 26 ems.

10 point, or Long Primer, is one of the most useful sizes of type. It is a favorite letter for the text of

books, magazines and catalogs. The descriptive part of advertisement also employs it.

11 point, or Small Pica, is used in legal reports, law and standard books. It is also adapted to high-grade circulars or catalogs.

12 point, or Pica, is the largest size of type commonly used in book work. It is an excellent face for descriptive matter in large advertising. An advertisement set entirely in this type is always attractive.

14 point, or English, received its name because it was used by early English printers for their law books, acts of Parliament and exclusively English works. It is a very good size for the descriptive matter of hand bills or catalogs having large pages.

18 point, or Great Primer, is used for the text of large folios and in children's books, also hand bills.

20 point, or Paragon, and all the sizes above this are adaptable to every class of job and news display advertisements, also posters, hand bills and street car cards. Headlines and title pages of books as well as display lines of advertisements employ this type.

The sizes above 20 points, or Paragon, used to be known by the multiples of Pica or of the sizes above Pica; as, double Pica (meaning 24 point), double English (meaning 28 point), double Great Primer (meaning 36 point), etc. In printing offices generally, however, the old names of type are no longer in use, the sizes being spoken of in points only.

The following specimens of type represent the several common sizes of letters used in newspapers, books and advertisements:

This sentence is set in 6 point Cheltenham

This sentence is set in 8 point Cheltenham

This sentence is set in 10 point Cheltenham

This sentence is set in 12 point Cheltenham

This sentence is set in 14 point Cheltenham

This is set in 18 point Cheltenham

Set in 24 point Cheltenham

In 30 point Cheltenham

36 pt. Cheltenham

48Cheltenham

60 point

Cheltenham

In choosing type for advertisements it should be kept constantly in mind that advertisements, more than any other class of printing, are made to be read, and read easily. They should be legible. Fancy type should seldom be used.

The types based on the old style Roman letter are the best. Old English, or black letter, when used for the body of an advertisement is difficult to read, although it makes attractive headlines in places where it can be used in good size and with plenty of space.

Italic type is not nearly as legible, size for size, as straight Roman type.

Lower case type, or "small letters," is more easily read than capitals. The body of the advertisement should not be set in all capitals, for while each individual letter may be plainer, when set in words, they have a similarity that is tiresome to the eye. They are excellent for headlines and for emphasizing words in the body of the advertisement.

Words should never be printed in all capitals of Old English.

"It is better to select a printer than to select type."

The following pages show samples of up-to-date type generally used.

BODY TYPE

10 POINT ANTIQUE

The beginning of the nineteenth century will be forever memorable in the annals of printing as a period when there were born a large number of improved mechanisms and processes. Lord Stanhope's iron hand press was perfected in 1800, and drove out of the market its wooden predecessors,

10 POINT OLD STYLE

The beginning of the nineteenth century will be forever memorable in the annals of printing as a period when there were born a large number of improved mechanisms and processes. Lord Stanhope's iron hand press was perfected in 1800, and drove out of the market its wooden predecessors,

8 POINT RONALDSON

The beginning of the nineteenth century will be forever memorable in the annals of printing as being a period when there were born a large number of improved mechanisms and processes. Lord Stanhope's iron hand press was perfected in 1800, and drove out of the market its wooden predecessors, although as late as 1809 the largest printing office in New York City was run with nine wooden hand presses. The

6 POINT RONALDSON

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BODY TYPE

11 POINT MODERN

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10 POINT MODERN

The beginning of the Nineteenth Century will be forever memorable in the annals of printing as being a period when there were born a large number of improved mechanisms and processes. Lord Stanhope's iron hand press was perfected in 1800, and drove out of the market its wooden predecessors,

8 POINT MODERN

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The beginning of the nineteenth century will be forever memorable in the annals of printing as being a period when there were born a large number of improved mechanisms and processes. Lord Stanhope's iron hand press was perfected in 1800, and drove out of the market its wooden predecessors, although as late as 1809 the largest printing office in New York City was run with nine

DEVINNE

6 POINT.

**BEAUTIFUL DISPLAY OF ELECTRIC LIGHT WITH MAGNIFICENT
Spirals and Globes are Gorgeously Illuminated. A Line of \$ & 1 2 3**

8 POINT.

**THE CREDULOUS MAY BELIEVE YOUR STORY \$123
The bonny buds that blow in bright and cloudy were**

10 POINT.

**FACTS SHOW THAT PRINTING IMPROVED
The Haughty Youth Will Speak the \$1 2 3 4 5 6**

12 POINT.

**HEADQUARTERS FOR MATERIALS
Printers and Lithographers \$ 1 2 3 4**

18 POINT.

**SUPERIOR PRINTING 2 5
All material up to date &**

24 POINT.

THE BEST grocery 1

36 POINT.

ADVERTising

42 POINT.

UP=TO=date

DEVINNE ITALIC

6 POINT.

*THE WINTER EVENINGS ARE PASSED AND VISITING THEATRES
The Generous Young Man was Highly Rewarded for His Kindness &*

8 POINT.

*ELECTRIC MOTOR CARRIAGE MADE OF ALUMINUM
Protection Given to the Industrious & £ \$ 1234567890*

10 POINT.

*NOT TO EXCEED OVER FIVE HUNDRED MEN
Noble Deeds are Quickly Observed 123456789*

12 POINT.

*EXAMINATIONS FOR HIGH SCHOOL
Tested During the Spanish War 1234*

18 POINT.

*IT IS OUT OF QUESTION
But many people know the*

24 POINT.

UNIVERsal Business

30 POINT.

TAKES the next

36 POINT.

DISPLay ads

DEVINNE CONDENSED

6 POINT.

NINETY NINE TIMES OUT OF EVERY HUNDRED PEOPLE DON'T KNOW WHAT TO
When Duncan is asleep, his two chamberlains will I with wine and wassall so, con

8 POINT.

AVAUNT! AND QUIT MY SIGHT! LET EARTH HIDE THEE! THY BO
This is the sergeant, who, like a good and hearty soldier \$123456

10 POINT.

AS TWO SPENT SWIMMERS THEY CLING TOGETHER, AN
That expedition of violent love did outrun the pauser \$123

12 POINT.

PROCEEDING FROM THE HEAT-OPPRESSED B
Form as palpable as this which I now 12345

18 POINT.

THE REAL OLD MOUNTAIN D
Then away with your pills, for

24 POINT.

POTHEEN From Ireland

30 POINT.

DOWN BY a stile

48 POINT.

COLUMbian

BEN FRANKLIN CONDENSED

6 POINT.

WE ARE PLEASED TO BE AT YOUR SERVICE, PERHAPS YOU \$ @
Primary election, Republican nominee for 1 2 3 4 5 6 7 8 9

8 POINT.

REQUEST THE HONOR OF YOUR PRESENCE AT THE @
Perhaps you need some help in advertising 1 2 3 4 5 6

10 POINT.

YOU AND YOUR FAMILY ARE INVITED TO
When, in the course of human events, 13345

12 POINT.

A ROLLING STONE GATHERS NO MOSS
Modern type display will bring success

18 POINT.

ALL WILL END NICELY @
The modern novel \$ 1 2 3 4

24 POINT.

THE GIRL AND HERO
Billing and Cooing \$24

30 POINT.

BASEBALL FAN \$
Yells Himself 1 2 3 4

BEN FRANKLIN CONDENSED

36 POINT.

FREELY GIVEN
Casting bread 12

42 POINT.

WELCOME !
Flags Bunting

48 POINT.

ENGLAND
Spanish Mob

60 POINT.

BOBolink

BRADLEY

12 POINT.

Placed on bargain counter next sale \$1234567890

18 POINT.

Sixty horse-power dynamo 12357890

24 POINT.

Repairing of the best 135790

36 POINT.

Ninety & Six \$ 1 2 3**POST CONDENSED**

6 POINT.

**NOW IS THE WINTER OF OUR DISCONTENT MADE GLORIOUS AND
Summer by this sun of York; and all the clouds that lowered and**

8 POINT.

**EITHER THERE IS CIVIL STRIFE IN ENGLAND, OR TH
Besides, I have not since put up my sword against the**

10 POINT.

**THIS MURTHEROUS SHAFT THAT'S SHOT H
This murtherous shaft that's shot hath not yet**

12 POINT.

**LET US NOT BE DAINTY OF LEAVE-TA
There's warrant in theft that steals itsel**

POST CONDENSED

14 POINT.

**I CANNOT TELL YOU WHAT OTH
I was born free as Caesar; so were y**

18 POINT.

**THE HOUSE WAS PACKED
The jokes were fine, and not**

24 POINT.

**WE'LL BRING HIM T
I do not know the man**

30 POINT.

**FOR MY BROTHER
And that is no lie**

36 POINT.

**NOW HE MAY
For that would**

POST OLD STYLE

6 POINT.

**CONTINUAL PHYSICAL EXERCISE OF THE
Rich Copper Mines have been \$ 1 2 3 4 5 6**

8 POINT.

**THREE PRINCIPAL MINING STATES
Procuring valuable gems for \$ 1 2 3 4 5**

10 POINT.

**PROSPECTORS IN KLONDIKE
Pearls Gold Garnet \$ 1 2 3 4 5 6 7 8**

12 POINT.

**AUSTRALIA @ TASMANIA
United States Custom 1 2 3 4 5**

14 POINT.

**FOREIGN ARTICLES OF
High tariff on several 2 6**

18 POINT.

**BRAZILIAN GOODS
Seldom fail to \$ 1 2 3 4**

24 POINT.

**SOUTH AFRICA
Expensive for 2 4**

POST OLD STYLE

30 POINT.

AMERICA IS!
Practiced \$ 12

36 POINT.

INVESTED
Procure \$69

48 POINT.

COPPER
Mines \$12

54 POINT.

VIVE la

POST OLD STYLE

60 POINT.

UNITE
there 12

60 POINT.

WAit

72 POINT.

ERa

WINCHELL CONDENSED

8 POINT.

LATEST JUVENILE TOYS UNITE SCIENCE WITH PLEASURE AND
This is what might be considered a marvel, notwith \$1234567890

10 POINT.

MAGNIFICENT BUILDINGS ARE BEING ERECTED IN ALL
Perils of the Arctic trail told by an explorer \$12345678

12 POINT.

STRIVING EARNESTLY TO REGAIN HIS FORTUNE
Great schemes receive liberal public \$123456789

18 POINT.

IN ADDITION LARGE SUMS WERE
paid depositors. Every dollar \$123

24 POINT.

THE SENTINEL ON GUARD
Many things in the lin \$1234

30 POINT.

CASHIER Skipped \$1357

36 POINT.

SINCE THE Rich \$12

WINCHELL

6 POINT.

**THIS MEANS MUCH TO THOSE WHO WANT THE BEST
Latest faces of type can always be found 1 2 3 4 5 6 7**

8 POINT.

**YOU APPRECIATE THE RESULTS OBTAINED &
It takes enormous sums of money \$1 2 3 4 5 6 7 8 9**

10 POINT.

**UP-TO-DATE TYPES AND MATERIALS \$
Quality is better than quantity 1 2 3 4 5**

12 POINT.

**YOUR BENEFIT AS WELL AS OURS
You will find both here 1 2 3 4 5 6**

14 POINT.

**THE KIND OF WORK WE ARE
Appreciate the results 1 2 3 4 5**

18 POINT.

**THE OPTIMISTIC SMILE
Will come to you 1 2 3 4**

24 POINT.

**THIS SOLID TRUTH
Bookbinding \$ 1 2 3**

WINCHELL

30 POINT.

**STILL FOR THE
LOOK for them \$**

36 POINT.

**STATIONERS
Plan upward**

PABST OLD STYLE

6 POINT.

AT THE PRESENT TIME. THE EVERY-DAY WORK OF THIS \$
Never before has such beautiful engraving been done as is being turned out 12345

8 POINT.

WHEN ANY ATTEMPT IS MADE NOW-A-DAYS \$ &
Modern Printing excels the choicest products of a few \$83406

10 POINT.

NOTHING SHORT OF MARVELOUS \$ &
To produce something extra fine the results 1 2 3 4 5 6

12 POINT.

GREATLY IMPROVED OVER THOSE
Truer conception of the artistic. \$ 1 2 3 4 5 6 7

PABST OLD STYLE

18 POINT.

**UP-TO-DATE FACES OF
Type, Borders, Rules, 1 2 3 4**

24 POINT.

**ENGRAVERS FOR
Choicest products 1 2 3**

30 POINT.

**TO SHOW THE
Serve admirably 56**

36 POINT.

**ENGRAVER
Advertising \$12**

48 POINT.

TRIUmph

CHELTENHAM

6 POINT.

WE RECOMMEND THE STUDY OF ART WORK TO INCREASE
 IN Printing it will be found that Presswork Deserves \$ & 1 2 3 4 5 6 7 8 9 ¶

8 POINT.

KINDLY PRESERVE OUR NEW BOOK. IT MAY \$ & £ ¶
 ¶ The Best of all that is Good in Type Insurance 1 2 3 4 5 6 7 8 9

10 POINT.

MAN GOES THROUGH FILE HANDCUFFED
 Taking small Consolation in knowing that \$ 1 2 3 4 5 7

12 POINT.

EVERYTHING BUT THEMSELVES \$ &
 ¶ Countless numbers of people 1 2 3 4 5 6 7

14 POINT.

TO GET ALL YOUR BUSINESS \$
 The only successful way \$ 1 2 3 4 5 6

18 POINT.

EMPLOYS EXPERIENCED
 Engraving done for \$123456789

24 POINT.

THESE UP-TO-DATE
 Men who know \$ & 1 2 3

CHELTENHAM

30 POINT.

GEOGRAPHICAL
knowledge has \$1234

36 POINT.

IS SUFFICIENT
Book and \$12345

48 POINT.

BUSINESS \$
To improve 21

60 POINT.

RIVer styx

CHELtenham BOLD

6 POINT.

IN THIS BOOK AS THEY WILL BE FOUND WORTHY OF
We beg leave to direct attention to our catalogue \$ 1 2 3 4 5 6 7 8

8 POINT.

ADVERTISE YOUR TRADE. LET US PRINT IT AND
It takes time, brains and spot cash to get \$ 1 2 3 4 5 6 7

10 POINT.

GOOD RESULTS, WHY? BECAUSE IT WAS
See for yourself if it does well & \$ 1 2 3 4 5

12 POINT.

WE ARE NOT AFRAID OF WORK \$96
Done in a modern and up-to-date Bindery

14 POINT.

TO FIND IN GOOD CONDITION
even if we have to use small orders

18 POINT.

ONE REQUIRES MORE OF
Large Orders on hand \$156

24 POINT.

DELIVERY IN SHORT
Please callat our \$124

CHELTENHAM BOLD

30 POINT.

**PRINTING IS THE
place of business 2**

36 POINT.

**WANTED BY \$
Engravers 1245**

CHELTENHAM BOLD ITALIC

6 POINT.

*OLD RELIABLE FAIRY STORIES FOR SALE IN THIS \$
If all advertisers believe in inside Directory Advertising 12345*

8 POINT.

*SWELL ADVERTISING FOR THE ORDINARY &
We have a complete assortment of goods 1 2 3 4 5 6 7 8*

10 POINT.

*THE COMMERCIAL TELEGRAPH CO.
We have long chapters of accidents 1234*

12 POINT.

*BUT FOR BREACH OF PROMISE
Gentlemen, a verdict is required 1 2 3 4*

CHELtenham BOLD ITALIC

14 POINT.

GETTING INFERIOR WORK
Many dollars have been lost 123

18 POINT.

TO MODERN IDEAS \$
These same articles \$1 2 8

24 POINT.

AND AVOID THE
Wall Street Market

30 POINT.

GOOD REASON
New Type Faces

36 POINT.

YEARS AGO
The Honor of

JENSON OLD STYLE

8 POINT.

MADAM, YOU NEED NEVER DUST AGAIN UNLESS
 Madam, you need never dust again unless you want to get that

10 POINT.

THE USES OF IVORY SOAP ARE REALLY
 The uses of ivory soap are really considered quite a

12 POINT.

BUY FURS OF "SHAYNE", AND YOU
 Buy furs of "Shayne", and you will get your

18 POINT.

BRENLIN IS FALSE ECON
 Brenlin is false economy, and the

24 POINT.

CONNECTED BY THE
 Connected by the wire of

30 POINT.

YOU CAN buy that

48 POINT.

FRA Elbertus

JENSON OLD STYLE ITALIC

8 POINT.

“THE HEART OF THE HOME IS THE REFRIGERATOR”
“The heart of the home is the refrigerator.” Don’t you see

10 POINT.

LIKE SOME STALWART GIANT OF THE FOREST
Like some stalwart son of the forest, which for a cent

12 POINT.

YOU CAN BUY THE “OLIVER” AT
You can buy the “Oliver” at much less than

18 POINT.

AFTER DINNER MINT IS
After dinner mint is considered a

24 POINT.

LEST YOU FORGET
Lest you forget, I would

30 POINT.

PERRINS sauce, the

36 POINT.

FOR Wide awake

HEAVY JENSON

12 POINT.

HAVE YOU GOT A GOOD FIGURE?
Have you got a good figure? If you have

18 POINT.

A FAILURE AT FIFTY
A failure at fifty is considered

24 POINT.

ARE YOU WELL?
Are you well? If not

30 POINT.

IT IS SO EASY
To claim too much

36 POINT.

ANY Cheaper

48 POINT.

SAFE and

CASLON OLD STYLE

8 POINT.

THE HEART OF THE HOME IS THE REFRIGERATOR "FR
The heart of the home is the refrigerator "Frost King" has more than

10 POINT.

THE GIFT THAT GIVES MOST EASTER JOY IS
The gift that gives most Easter joy is Fussy Package. For

12 POINT.

DO YOU WANT "HEART SONGS" ON
Do you want "Heart Songs" on your piano the

14 POINT.

BUY A FLORIDA FARM IN THE
Buy a Florida farm in the beautiful

18 POINT.

BEAUTIFUL VALLEY OF
Valley of the Suwanee River

20 POINT.

SIMPLICITY--ACCESS
Simplicity -- Accessibility --

24 POINT.

READY-AIM-FIRE
It shivered the windo

CASLON OLD STYLE

30 POINT.

“MY POLICIES”
Simplified spellin

36 POINT.

FINE-FORM!
A necessity to

NEW CASLON

6 POINT.

LIKE SOME STALWART GIANT IN THE FOREST WHICH
For a century has withstood the violence of the elements, the Ha

8 POINT.

NATURE'S ROYAL ROAD TO HEALTH: PRESTO!
If a particular article is associated with a universal ex

10 POINT.

YOU CAN BUY THE OLIVER TYPEWRIT
Bry wear is good wear! Make us prove it!

12 POINT.

IN THE LAND OF FORTUNE WE
Cut glass--the gift that never fails of a welco

NEW CASLON

14 POINT.

HE WON'T BE HAPPY TILL I
An up-to-date line for wide awak

18 POINT.

SPECIAL EXTRA! FOR
Vacation time is still here

24 POINT.

AFTER DINNER M
Thoroughly reliable!

30 POINT.

HER ANSWER
Lea & Perrins is

36 POINT.

U-ALL-NO A
Favorite song

CASLON OLD STYLE ITALIC

10 POINT.

BARGAIN SALE OF SILK DRESS GOODS
Home Comforts Abolished and Meals Taken Out \$1234

12 POINT.

ECONOMICAL STATE CAMPAIGN
We are Retiring from Business & J \$12345

18 POINT.

HOMeward JOURNEY
Good Newspaper Reports \$123

20 POINT.

FOREIGN WATERS
Soldiers are Coming Home

24 POINT.

A BATTLE FIELD
Seashore Attractions &

30 POINT.

READ A Design

36 POINT.

LEAF for the

ENGRAVERS BOLD

6 POINT.

BEST SERVICE THAT CAN BE OBTAINED IN THE CITY IS FOUND 81234569788

6 POINT.

YOU PROBABLY KNOW ITS GOOD POINTS, & IF NOT 1234567890

6 POINT.

NINETY NINE TIMES OUT OF 8 & 1 2 3 4 5 6 7 8 9

6 POINT.

NINETY NINE OUT OF EVERY 8 & 1 2 3 4 5

12 POINT.

NINETY SEVEN TIMES \$1234566

12 POINT.

NINETY NINE TIMES \$123

12 POINT.

NINETY TIMES \$ 1 2 3

18 POINT.

NINETY NINE \$12

18 POINT.

NINETY NINE 1

24 POINT.

NINETY \$ 1

BLAIR

6 POINT.

GIVE THEM A FAIR TRIAL AND IF NOT SATISFIED 1234678

6 POINT.

AND DO IT IN A SAFE AND SPEEDY WAY 2357890

6 POINT.

MAKE A TANDEM THAT SIMPLY DE 2346880

12 POINT.

NEWS ITEMS AND REPORTS IN 34790

12 POINT.

FOR SALE AT ALL STANDS 1256

12 POINT.

RAIN IN THE WEST 456

TIFFANY GOTHIC

6 POINT.

SATISFACIÓÑ GUARANTEED LADIES' TAILOR MADE SUITS \$1234567890

6 POINT.

JOB LOTS AND BROKEN LINES WILL BE CLOSED 123456780

6 POINT.

MACHINERY SHIPPED TO ALL PARTS TO 12367890

12 POINT.

WHY DEXTER LEFT HOME QUICKLY 1235790

12 POINT.

WE HOPE TO HAVE YOU JOIN 124680

12 POINT.

QUIET GAME FOR TWO 5739

OLD ENGLISH TEXT

6 POINT.

Men Who Talk Most About Money Have The Least Of It \$1234567890

8 POINT.

Great Loss To Brokers By Declining Stocks In The 23456789

10 POINT.

Everybody Invited To Attend A Banquet 44567890

12 POINT.

A Steamer Leaves The Pier Hourly 1357890

14 POINT.

Three Hundred Morning Papers 124680

18 POINT.

The Most Needy Ones In 35790

24 POINT.

How Quietly They 1357

30 POINT.

Seems As If W 240

36 POINT.

No One Else 135

WASHINGTON TEXT

6 POINT.

Fall To Resemble Those Used Years Ago During The Reign 1234567890

8 POINT.

Providing For The Discriminating Traveler The Best 12345678

10 POINT.

Fierce Rain Storm Destroyed Thou 1234567890

12 POINT.

Unexcelled By Others For Its 12367890

18 POINT.

Prescriptions Our Spe 537420

24 POINT.

Yokohama, Japan 13570

30 POINT.

Uncle & Oscar 1345

36 POINT.

Just Before 470

48 POINT.

Anxious 89

CLOISTER BLACK

10 POINT.

Viewing The Marvelous Works Of Nature 135790

12 POINT.

Messages Carefully Transmitted \$24680

14 POINT.

Owing to the Extended Nature of this

18 POINT.

Latest And Most Style 4680

24 POINT.

A Queer Idea For 1360
Two Pails of Beer and

30 POINT.

Without any Change
Workingman's Deal

36 POINT.

Xmas Comes 790
President's Job

POST MONOTONE

6 POINT.

CARRIES US BACK ABOUT A THOUSAND YEARS TO
No state in the South can boast of such a \$1234567890

6 POINT.

GLASS BLOWERS OF MODERN TIMES SHOW MA
Every year we make a special effort t \$1234567890

8 POINT.

ALL SKILLED TRADESPEOPLE, SIOUX INDI
Granite affording protection again \$ 13567890

10 POINT.

EXTENDING FROM THE FORT TO
One of the best attractions \$235790

12 POINT.

WILL BE WORST QUICKSAND IN
Rehearsal of a dramatic \$1567890

14 POINT.

A BEAUTIFUL ORNAMENT
Examined with equal \$3956

18 POINT.

DESIRE OF WILD LIFE
Sequel of a play 2345

HOWLAND

8 POINT.

WHILE THE AUDIENCE LISTENED TO THE CONTINUOUS
Satisfying the curiosity of thousands of people \$1234567890

10 POINT.

THE PINE FORESTS OF NORTHERN MICHIGAN ARE
Employing busy brains and active muscles \$1534560

12 POINT.

AN AGED VETERAN OF THE CIVIL WAR
Suburban homes that once stood \$12345

18 POINT.

GENUINE DISPLAY OF WONDERFUL
Misses escape from a boarding \$12345

24 POINT.

DEVELOPING THE CHILD
Are struggling again \$123

30 POINT.

HUNTING Harvest time

36 POINT.

ZINC & Copper 1 33

BOOKMAN

6 POINT.

PLUCKY POLICEMAN BEAT THIEVES IN AN AWFUL BATTLE
The local officials issued a statement last night in favor of the shops

8 POINT.

PROSPERITY WILL BE AT OUR DOOR 4 YEARS MORE
If such is the case there will be wheels running night and day

10 POINT.

CONTRIBUTIONS TO THE CAMPAIGN FUND
The downfall of liquor means the rise of man

12 POINT.

WEIGHT IS TAKEN OF ALL METAL
Various kinds of metal are used in molding

14 POINT.

DRIFTED OUT WITH THE TIDE
Alone on a raft, and not a sail in sight

18 POINT.

FACTORIES REOPENING
Race tracks have temporary

20 POINT.

STARS AND STRIPES
For our country's flag

BOOKMAN

24 POINT.

IF YOU FAIL TO
Succeed try again
In the bright lexicon

30 POINT.

WHO'S TO WIN
Yale or Harvard
Football contest at

36 POINT.

NEW BRIDE
Coming Home
On the morrow

LIGHT GOTHIC

6 POINT.

VERY EASILY REACHED BY RAILROAD, SUBWAY OR TROLLEYS THAT PASS THE PROPERTY 123456789

6 POINT.

ENTERTAINING THE OLYMPIC ATHLETES AT THE PRESIDENT'S HOME
A Heavy Rain has Fallen over many Northern Cities & £ \$ 1234567890

8 POINT.

MATRIMONIAL VOWS AND ADVENT OF THE FIRST-BORN
Our Brightest Hopes are the Most Fleeting \$ 1234567890

10 POINT.

HARVESTING THROUGH THE STATES
Then this Poor Man Began to Think 1234

14 POINT.

FALL AND WINTER STYLES
Secure the Better Class of Work

20 POINT.

PRIMARY ELECTION
Labor Saving Material

30 POINT.

SUMMER PAST
The Main Feature

36 POINT.

THIS IS the day

MEDIUM GOTHIC

6 POINT.

CHARITABLE LADIES ARE DISTRIBUTING OLD CLOTHING
 Managing and Directing are of Special Concern \$ 1234567890

8 POINT.

KNOWING THAT THE HUMAN HAND HAS DONE
 Election Returns Read from the Stage & £ \$ 1 2 3 4 5

10 POINT.

FORTUNES BY HONEST GAINS IN TRADE
 Educated and Skillfully Employed \$ 1 2 3 4 5

12 POINT.

BEAUTIFUL AMERICAN TEMPLES
 Contest of Noted Strong Men \$ 123

18 POINT.

DEMAND SATISFACTION
 Over the Garden Wall 123

24 POINT.

HONEST AND TRUE
 Keep to the Right Side

30 POINT.

COIN Makes big

36 POINT.

FOLKS Have

STANDARD GOTHIC

6 POINT.

**INTERNATIONAL CONGRESS ON FUTURE WARFARES OF THE
Calculations made by illustrious Astronomers & \$ 1 2 3 4 5 6 7 8**

8 POINT.

**CHILDREN ADMITTED TO AFTERNOON SCHOOLS
A Beautiful Flower Garden & \$ 1 2 3 4 5 6 7 8 9 0**

10 POINT.

**SEVERAL EXPERIENCED TRADESMEN
The Independent Farmer & \$ 1 2 3 4 5**

12 POINT.

**ARTISTIC PRODUCTIONS FOR THE
Captains of Industry & \$ 1 2 3 4 5**

18 POINT.

COMPETITION of trade

24 POINT.

**GREAT INTEREST
Coupon Cutting \$1**

30 POINT.

REASONS Talk

36 POINT.

A BIG Store

SLOPE GOTHIC

8 POINT.

CAPTAIN PEARY'S NORTH POLE EXPEDITION
They were stranded many miles from home

10 POINT.

COLUMBUS DISCOVERED AMERICA 14
With the help of the Queen of Spain

18 POINT.

OF MANY UP-TO-DATE
Opera singers arriving

24 POINT.

ELECTRICITY NOW
Is only in its infancy

30 POINT.

TO PRINT FINE
Success sure

36 POINT.

MISTAKES
Book work

GOTHIC MEDIUM CONDENSED

8 POINT.

IF YOUR BUSINESS IS ENLARGING TOO SPEEDILY FOR YOUR CAPITAL AND
 You have a favorable opportunity of developing it, this firm \$1 2 3 4 5 6

10 POINT.

CAN SUPPLY AN INVESTOR. NO DIFFERENCE WHERE &
 You are located. Let me know the size 1 2 3 4 5 6 7 8 9

12 POINT.

OF THE PLANT, THE AMOUNT OF BUSINESS YOU \$
 Do, and the possibility of extending your 1 2 3 4 6 6

18 POINT.

ONE OF THE NEW UP-TO-DATE STORES
 Lend your Cash and Lose your Friend \$

24 POINT.

THE ARRIVAL OF THE GUESTS
 It is very nice to know a thing

30 POINT.

RAISED Every Morning

36 POINT.

AUTOMOBILE Raiders

GOTHIC CONDENSED

6 POINT.

A SPECIAL PERFORMANCE TO BE GIVEN FOR THE BENEFIT OF THE WORTHY INSTITUTION
To the True Lover of Nature, no Out-door Days are ever Melancholy & \$ 1234567890

8 POINT.

A MOST DELIGHTFUL SAIL UP THE PICTURESQUE HUDSON RIVER TO ALBANY
All Interested in Suburban Property should not Fail to take Immediate Advantage

10 POINT.

HANDSOME ENGRAVINGS DRAWN BY SOME OF THE LEADING ARTISTS
The Man who Overlooks the Small Things is Seldom Hired \$123456789

12 POINT.

START THE DAY RIGHT AND THINGS WILL GO ON SMOOTHLY
The Management Requests the Audience to Kindly Remain Seated

18 POINT.

HEROIC SACRIFICES MADE BY A YOUNG WOMAN
Careful Habits and Good Intention \$12345678

24 POINT.

WEIGHT AND PURITY GUARANTEED
Large Oaks from little Acorns Grow

30 POINT.

MEET AT THE Beautiful Scene

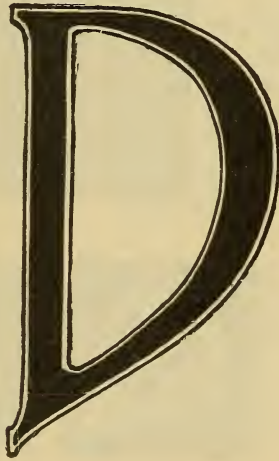
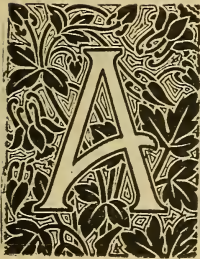
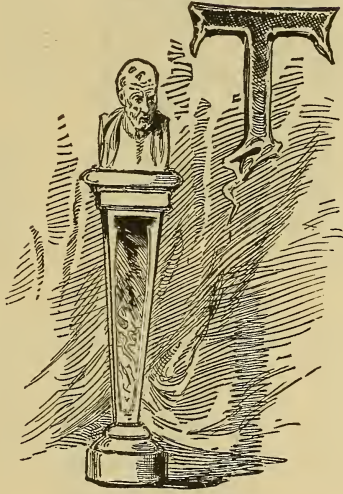
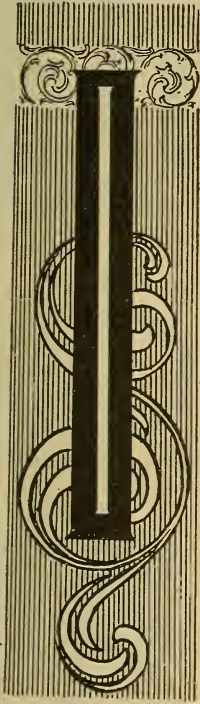
36 POINT.

WE HAVE A Great Variety

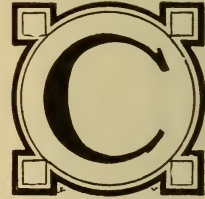
INITIALS



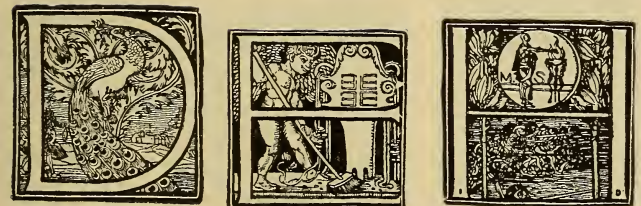
INITIALS



INITIALS



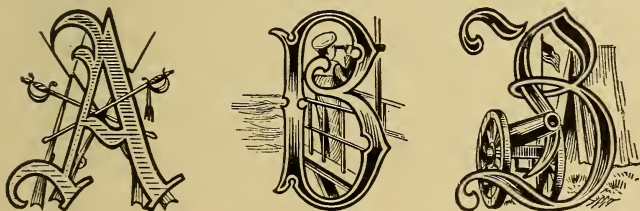
INITIALS



INITIALS



INITIALS



CHAPTER X.

THE ILLUSTRATION.

Reading matter may be interesting in itself, but if it be properly illustrated there is an immediate additional interest in the text. We like those books better which contain illustrations. A picture conveys a score of impressions at first glance. Somehow we seem to get an association of things that simple printed matter will not give. The moving picture shows of our decade indicate the popularity of those things which appeal to the sense of sight. Why is it that people do not come together to listen to the records of a Victor talking machine? Because, the greatest sense of enjoyment for the masses seems to come through sight first, and the other senses afterward. The sense of sight usually by means of suggestion combines one or more of the senses, which is not so true of the others. Consequently an illustration is one of the most effective ways of drawing the attention. If you could have lived in London three hundred years ago it would have been possible to see each tradesman with his symbol before the shop door. The symbol was more effective than printing. But just as his symbol was such as to bring about an immediate association with his goods, an illustrated advertisement must be such as to reinforce the other

elements. The illustration should be such as to find its fullest interpretation in the printed matter. Not that there is to be a repetition of thought, but that each explains the other so as to produce a feeling of unity when both have been scanned.

THE BEST ILLUSTRATIONS.

The advertiser should constantly be on the watch for good photographs that might be used to give individuality to his work. Try to choose subjects which are universal in expressions of human interest. When we look upon the Gibson pictures or the Fisher pictures, there is something in them that reminds us of dozens of people whom we know. They are never just like one person, but many. And we all think the same thing. So search for a happy and universal combination of illustration and text and have each be a revelation of the other. The idea that the head of a beautiful maiden can be made to fit into the text of any advertisement is false. Yet some advertisements do set about the process until we have what might be called an advertisement monstrosity.

With regard to speech Hamlet says, "Suit the action to the word, word to the action, with this special observance, that you o'erstep not the modesty of nature." In advertising we are to suit the illustration to the text and the text to the illustration, else we may drag the reader into confusion.

Having clearly in mind the advantage of illustrations, the need of those possessing originality as well as universal interest, and the union of text and illustration to produce the best impression, let us consider /

the making and the kinds of cuts used by the advertiser.

In newspapers and magazines there are three kinds of processes which result in an illustration, namely, the zinc etching, the half-tone, and the wood cut.

THE KINDS OF ILLUSTRATIONS.

The *zinc etching* is a reproduction of any drawing or print which originally consisted of lines or dots as



No. 1.

found in pen, crayon or charcoal drawings. The copy is placed before a camera and a negative obtained. This negative is then printed upon a zinc plate. The zinc between the photographed lines is removed by the use of acids until in this etching bath the proper printing depth has been obtained. Many thousand impressions may be made from this zinc etching but if the illustration is to be used for a long time an

electrotype should be made from it. No. 1 is a simple pen drawing consisting of black and white lines from which a most excellent zinc etching can be made.

To make an *electrotype*, an impression of the illustration is taken in wax and suspended with a plate of copper in an acidulated solution of copper sulphate. An electric current is then turned on and the waxened impression begins to be plated. When of sufficient thickness, the wax is removed from the new plate, and after mechanical adjustment the new impression or electrotype is ready for the printing press. This same process is carried out in the reproduction of half-tones.

Half-tone engravings are taken from either the object itself, photographs, wash drawings, water color printings, pastels, oil paintings, photogravures, lithographs, or steel engravings. The first step in the half-tone process is the photographing of the object of illustration through a screen interposed between the copy and a sensitized plate in the camera. The result is a negative consisting of lines and dots. The negative is printed on a copper plate and goes through the etching process above described. Afterward, all the defects are taken out and the half-tone engraving is prepared for mounting. Cuts on pages 190-193 will reveal different screen processes, as well as the different effects to be created by each.

Nearly all photographs for engraving need retouching. Distinctness of outline is the desirable characteristic. A half-tone taken from a half-tone is seldom satisfactory, while anything having colors should always first be photographed. The quality of paper upon which the half-tone is to be printed de-



65 SCREEN.



85 SCREEN.

Plates made by Consolidated Engraving Co., N. Y.



100 SCREEN.



120 SCREEN.

Plates made by Consolidated Engraving Co., N. Y.



133 SCREEN.



150 SCREEN.

Plates made by Consolidated Engraving Co., N. Y.



175 SCREEN.



200 SCREEN.

Plates made by Consolidated Engraving Co., N. Y.

cides what screen is to be used. For newspaper work a screen 50, 60, or of 75 lines will give the best results; for books or catalog work, a screen of 100 or 120 lines; for the ordinary magazines, 110 to 120 line screens; for book work, a screen of 133, 150, or 175 lines; for highly enameled paper, a screen of 133 or 150 lines. An electrotype may be made of a half-tone and should be employed when many reproductions of the cut are desired.

The *wood cut* was the original method of reproducing drawing. This is obtained either from a drawing or a photograph. Either, however, should be absolutely correct in detail as this process brings about an illustration that is clear and distinct above the others. It is this necessity for care and skill on the part of the engraver which makes wood engraving more expensive than the others. Because of the sharpness of outline, this process seems to be the best for mechanical subjects and illustrations which are to be used extensively. The wood cut itself, however, is merely to serve as a pattern for an electrotype.

In considering the illustration, an accommodating camera will handle any drawing of reasonable dimension. It is much easier to reduce the size of the drawing than to enlarge it. In the latter instance a new drawing of the required size is advised. For an enlarged drawing the defects become magnified, and the results are often unsatisfactory. In either event, if other than proportionate changes are desired, illustrations must be redrawn.

If it is desired to combine different parts of illustrations so as to carry out some conception of the adver-

tiser, the following suggestion is made by Fowler in his "Building Business":—

"Lay a piece of blue carbon paper, face downward, on some white bristol board; fasten all three in position on a drawing board with thumb tacks. Next, trace with a sharp point all the principal lines of the figure, being careful to follow them exactly, and only tracing such lines as bind the important details of the design or illustration.

"When the clipping and carbon paper are removed, a tracing will be found on the bristol board that will give all the principal lines of the figure. These should be inked over with Higgins' black waterproof drawing ink, care being taken to make the lines as smooth as possible.

"If this tracing is carefully made, any engraver can make a good line cut of it. It is always desirable that the cut be smaller than the drawing, so as to permit considerable reduction in size as such reduction obliterates much of the roughness in the lines and the poor workmanship that is common with amateur draftsmen, or with people who have little artistic ability.

"A little practice and observation is required to enable the advertiser to make smooth lines, and also to acquire judgment as to what lines in a half-tone should be reproduced in a newspaper cut.

"No one has the right to use a copyrighted picture, however, unless he changes its identity."

The newspapers have a process for duplicating their forms known as *stereotyping*. If you are an advertiser and wish to insert the same advertisement in several papers, by sending a copy to one newspaper and asking for a number of stereotypes it is possible thus to duplicate your advertisement for the other

newspapers. This, of course, saves them time in the resetting. As all newspapers do this, it is reciprocal courtesy.

Stereotypes are made by beating a moistened paper pulp substance against the form into which the type of the paper has been put until this substance contains an exact reproduction of the surface desired. This pulp with its impression is then heated, dried and placed on a half cylinder, when molten stereotype is run into the space between the cylinder and the paper. By a mechanical device, this molten type is hardened into the desired impression before the paper has been even scorched. The necessity for everything metal in a newspaper make-up is readily recognized.

KINDS OF ENGRAVING.

There are three other kinds of engraving with which every advertiser should be familiar; steel and copper engraving; colored effects through a combination of half-tones; colored printing and lithography.

The difficulty and nicety of detail required in the production of steel and copper engravings make this method quite expensive. The rich and dignified effects are enough to warrant the expense, if one wishes to be characterized as a gentleman of positively good taste. When a calling card is presented and the name has been steel engraved there is a depth in your glance that betrays admiration. Engraving is to be recommended for both professional and business cards. The traveling man finds their use an aid in introduction. It advertises the taste of the user.

When the plate for a steel or a copper engraving





FIG. A

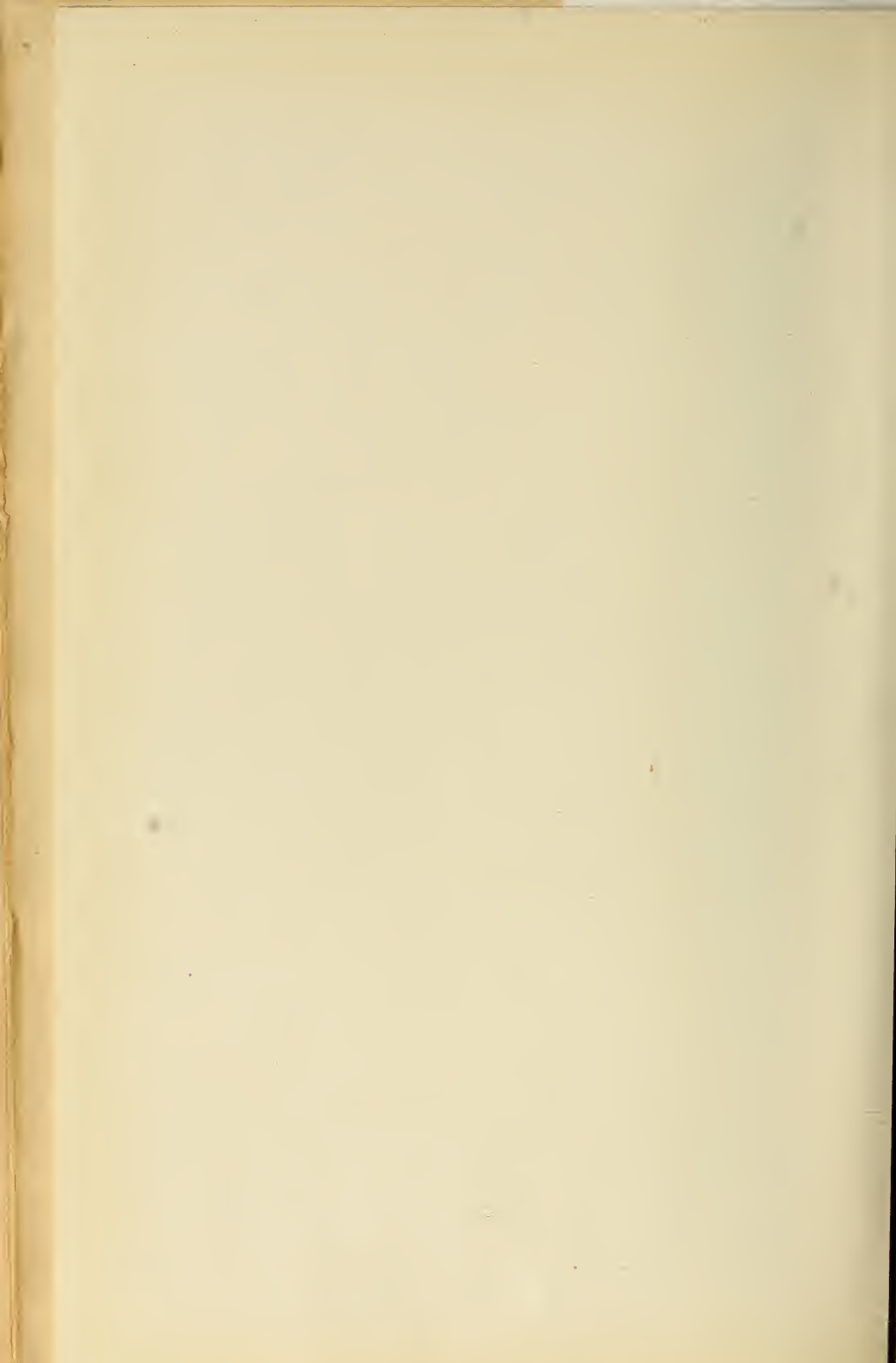






FIG. B

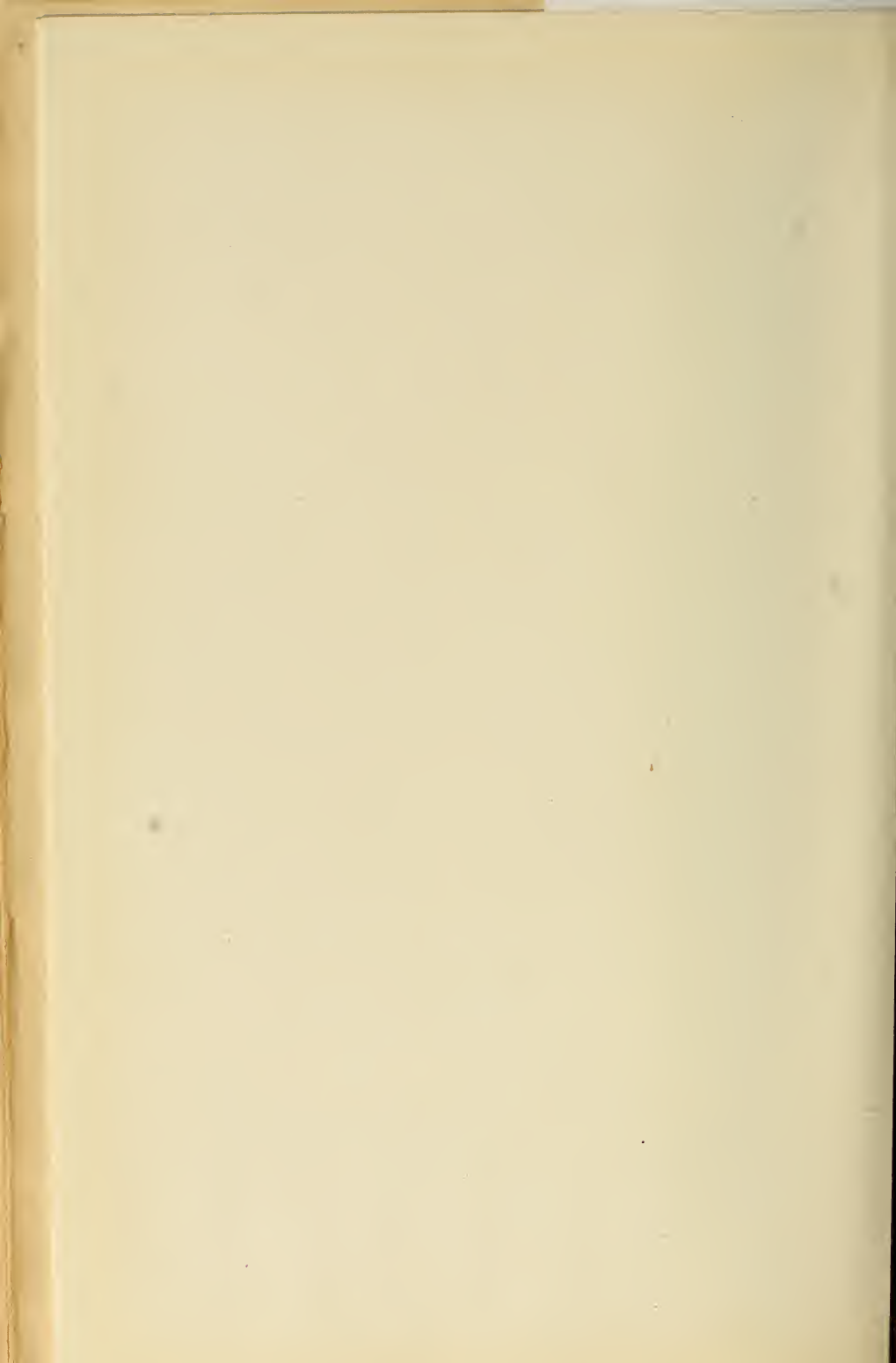
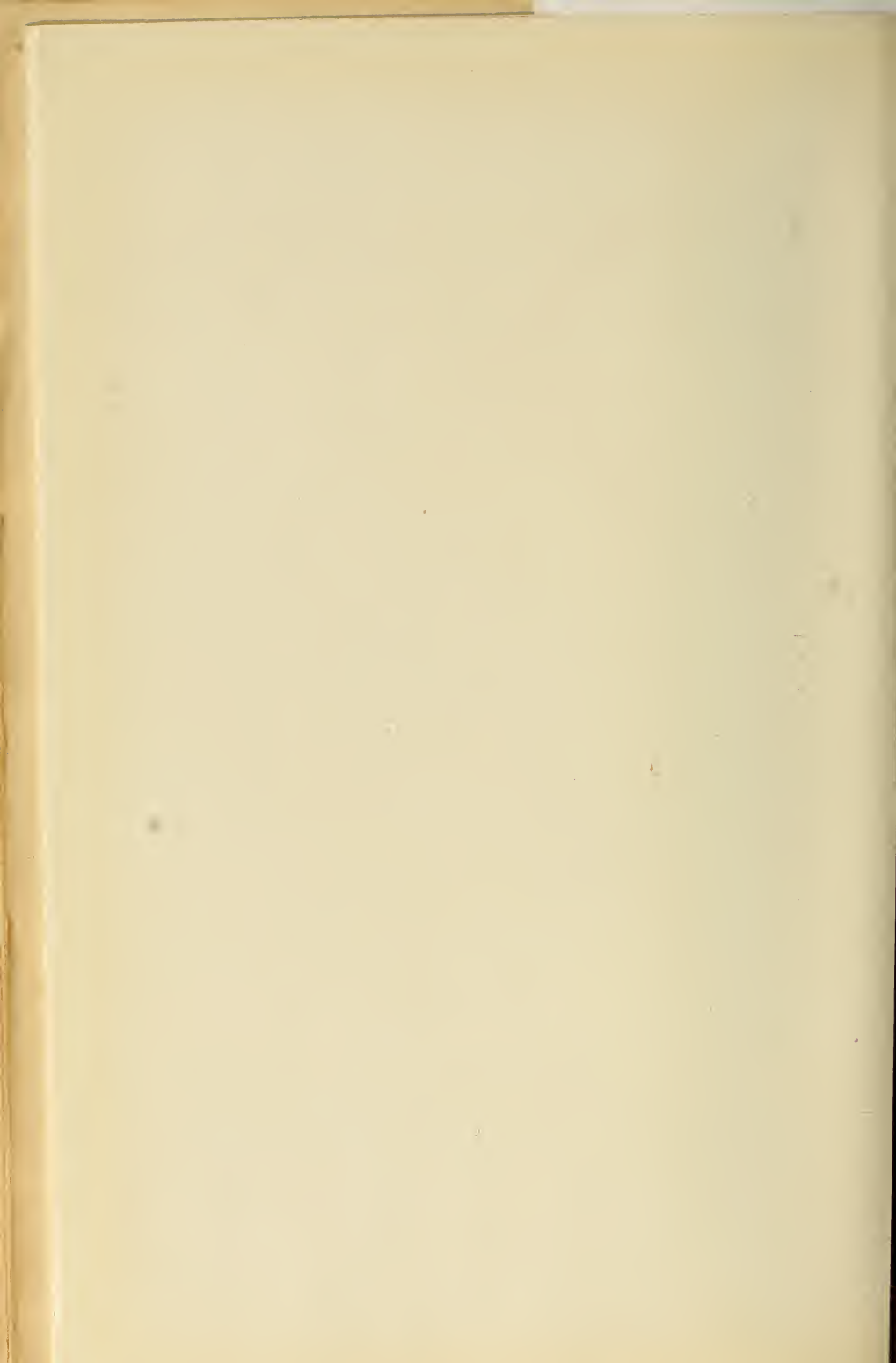






FIG. C



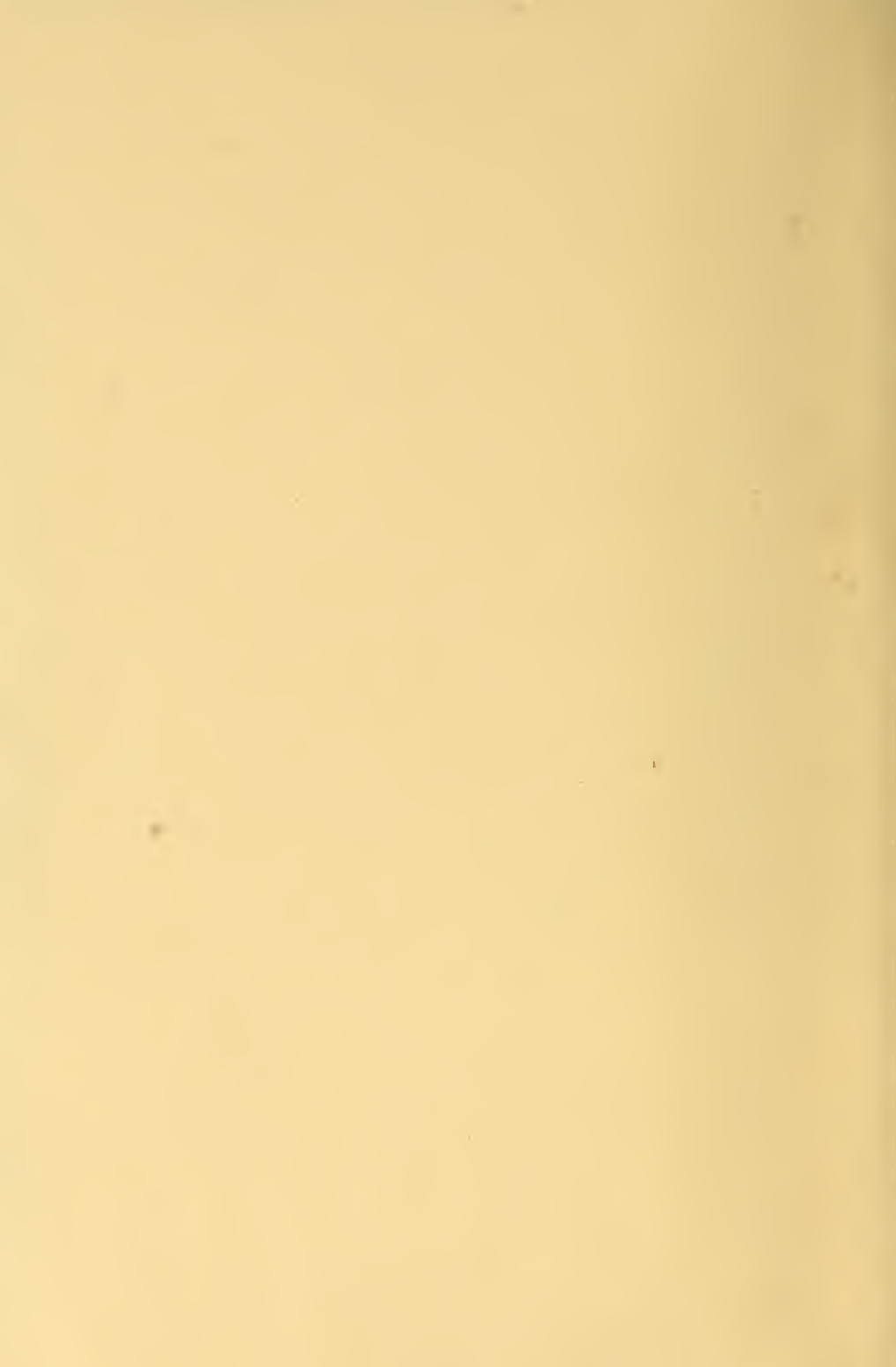




FIG. D

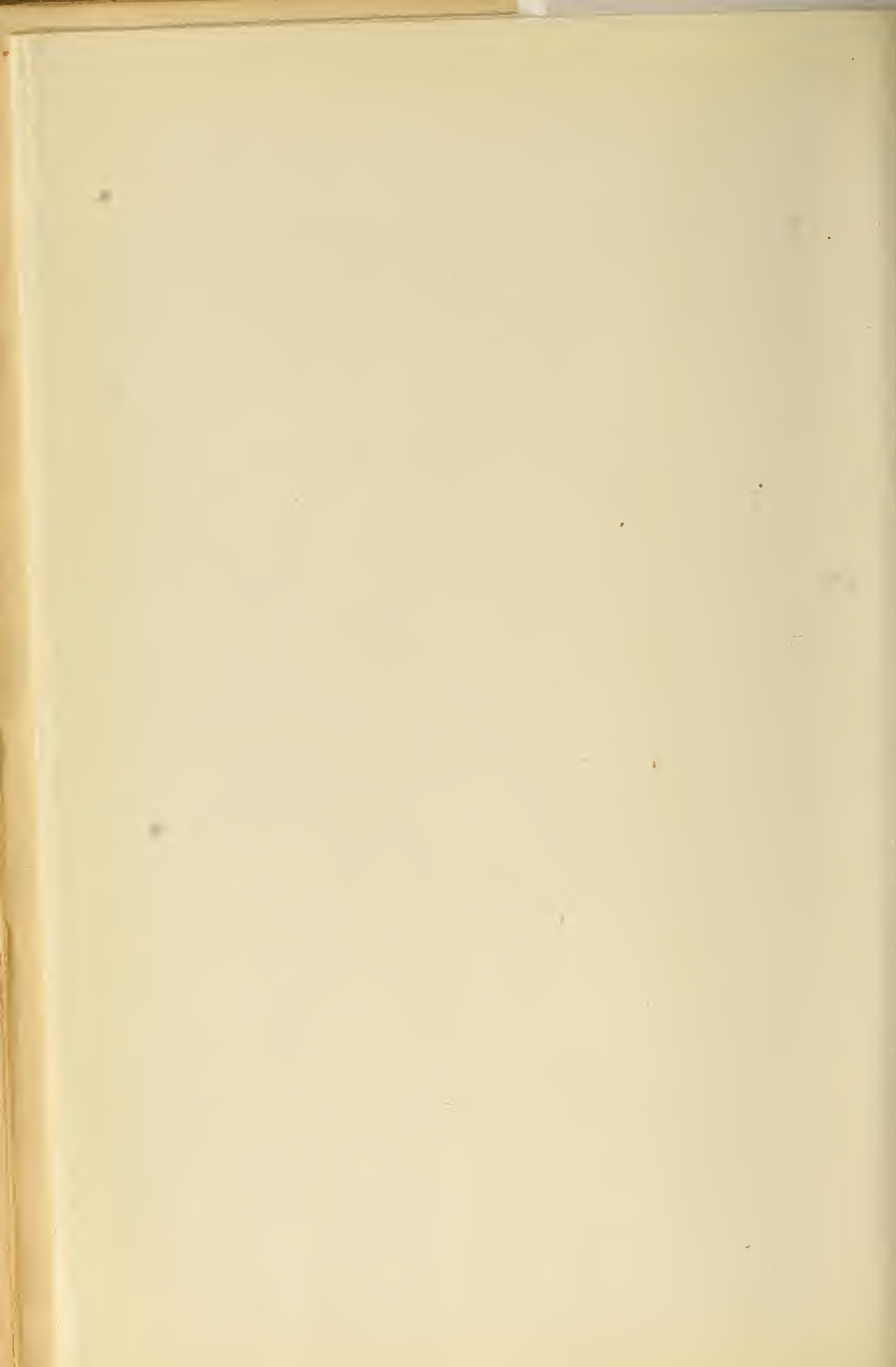
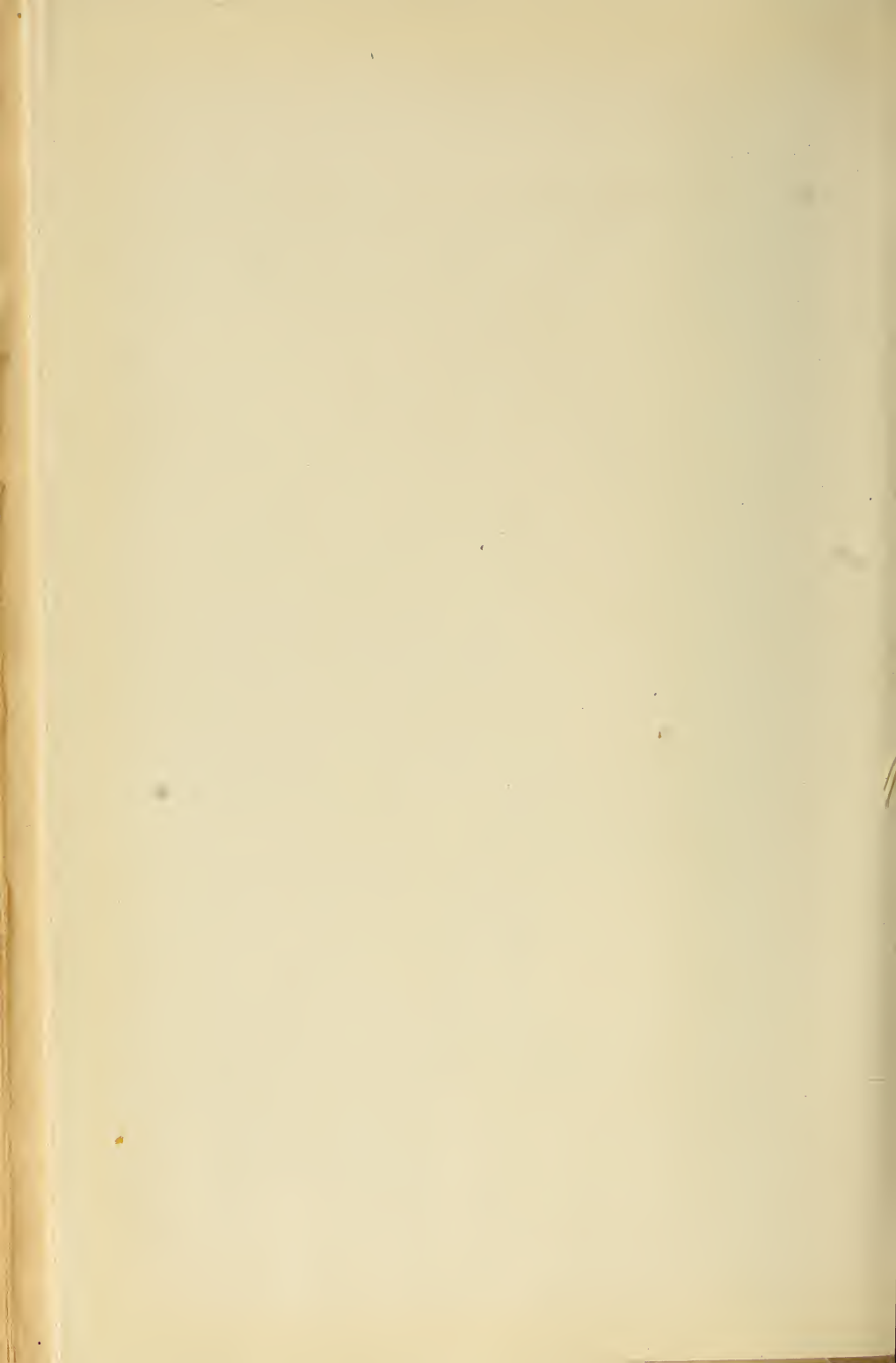






FIG. E



has been made, its entire smooth surface is inked, the ink being forced into the engraved crevices. The plate is then cleaned with benzine and polished with whiting. Then the card or paper to be printed is placed over the plate, and a powerful press forces the card and plate together until the ink has been transferred from the crevices on to the card.

Colored printing differs in the number of colors and kind of illustration to be produced. There are excellent results to be obtained in the printing of three colors where each engraving is a half-tone. Take for instance the reproduced oak leaves; "a" is a half-tone printed in yellow; "b" is a half-tone printed in red; "c" is a combination of these two; "d" is a half-tone blue which combined with "c" produces "e", the finished picture.

The introduction of half-tones to produce a single picture necessitates great care on the part of all parties concerned so as to obtain a result not blotted or blurred.

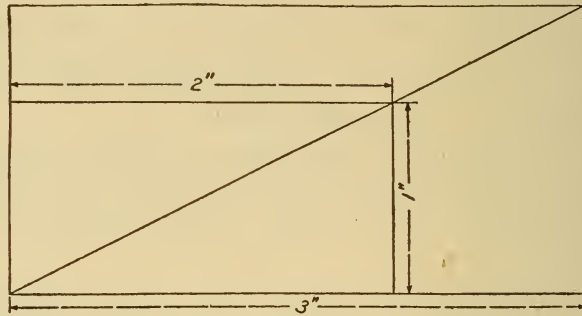
The four-color process, however, is not so expensive for it does not require the same painstaking diligence in its production. Only the last plate of the four is a half-tone. The first three with their respective colors are printed as in the illustrations; "x" is a perfectly blotted mass of yellow color; "y" introduces the red; "z" is the introduction of blue; "w" is the introduction of the half-tone in black with the finished picture. The introduction of one half-tone thus lessens the necessity of great precision.

Lithography is an attempt to imitate the steel and copper engraving and also to produce color effects.

In lithography the effects are engraved on stone which is great in expense. For the reproduction of steel and copper engraving, it is only advised on a very large edition of cards or general printed matter.

The blend of colors, design and size for any kind of work should be at the suggestion of the artist. Circulars, pamphlets and folders increase the attention value almost doubly by their color presentation.

It is often desired to get some conception of the size of a reproduced illustration, especially if it is to be decreased in size. This can be ascertained as fol-



lows: A line is drawn from the lower left hand corner to and passing through the upper right corner of the picture. If the picture is to be reduced to a given width, and it is desired to find what the height would be, measure off the width along the lower edge from the lower left hand corner; from this point a measure is made vertically upward to the diagonal line and the exact height will be obtained. If the height is given and the width is unknown, measure from the lower left corner to the desired height and then across to the diagonal line. See the drawing above.



b

FIG. X

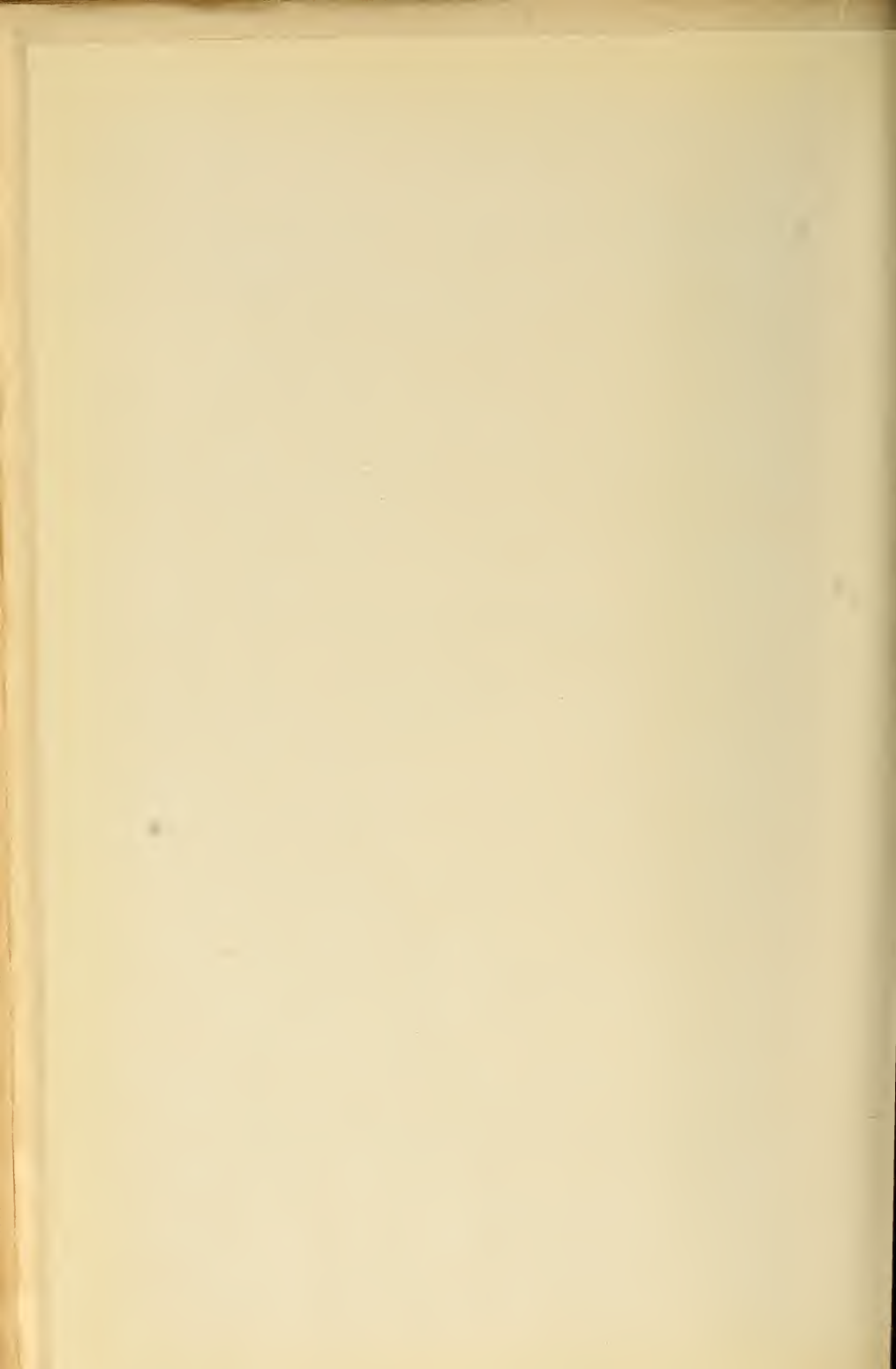




FIG. Y

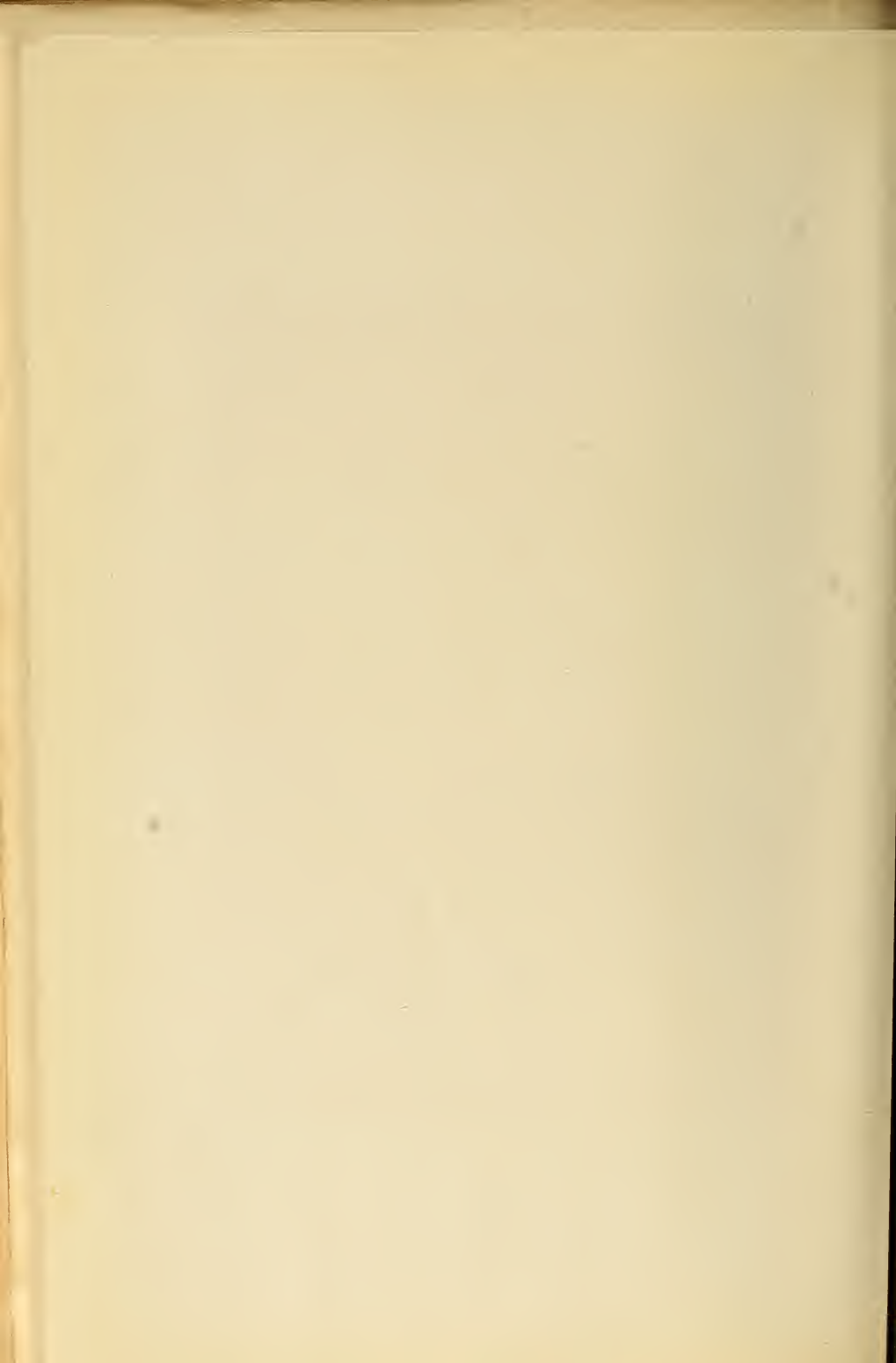




FIG. Z

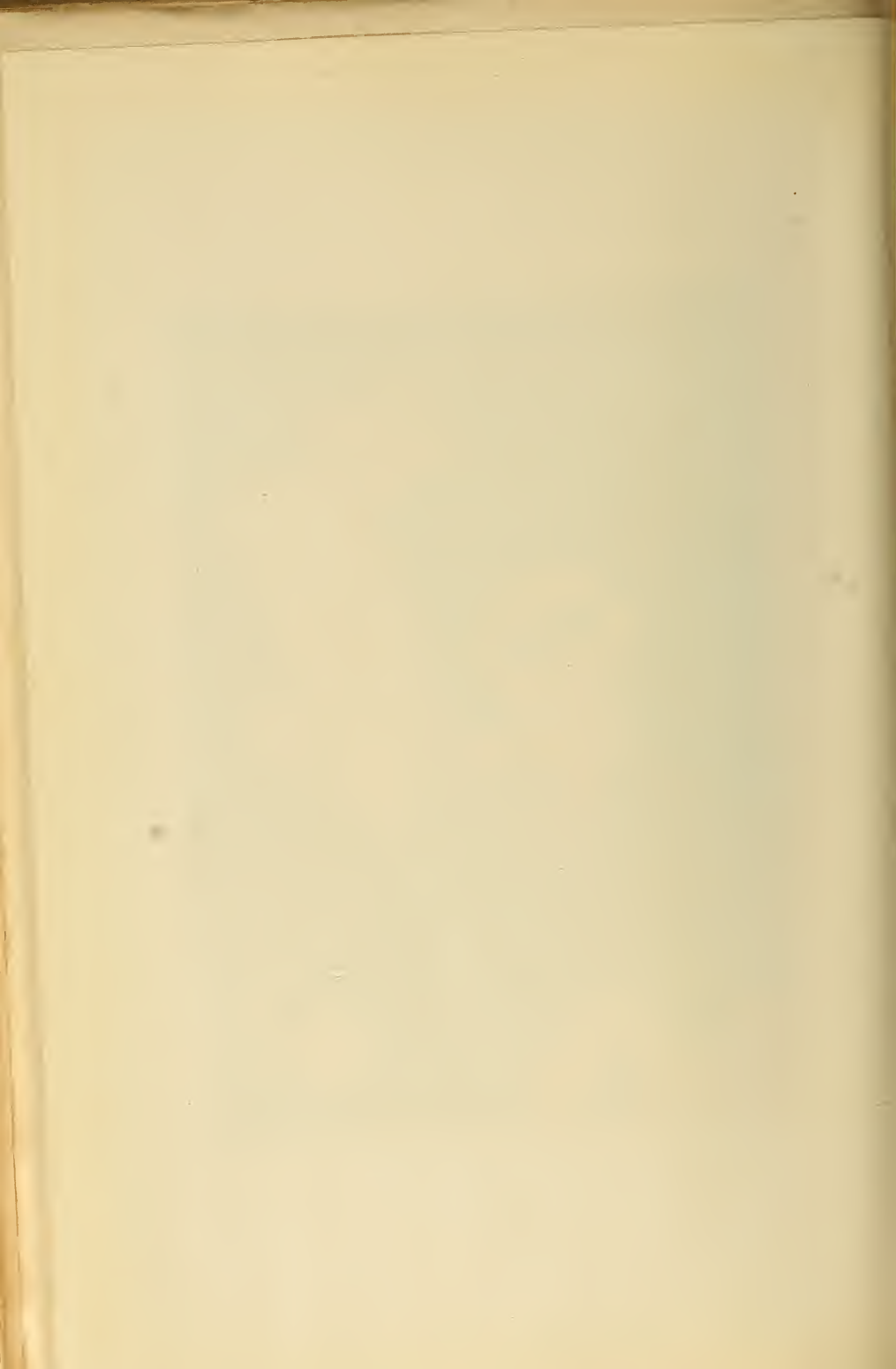
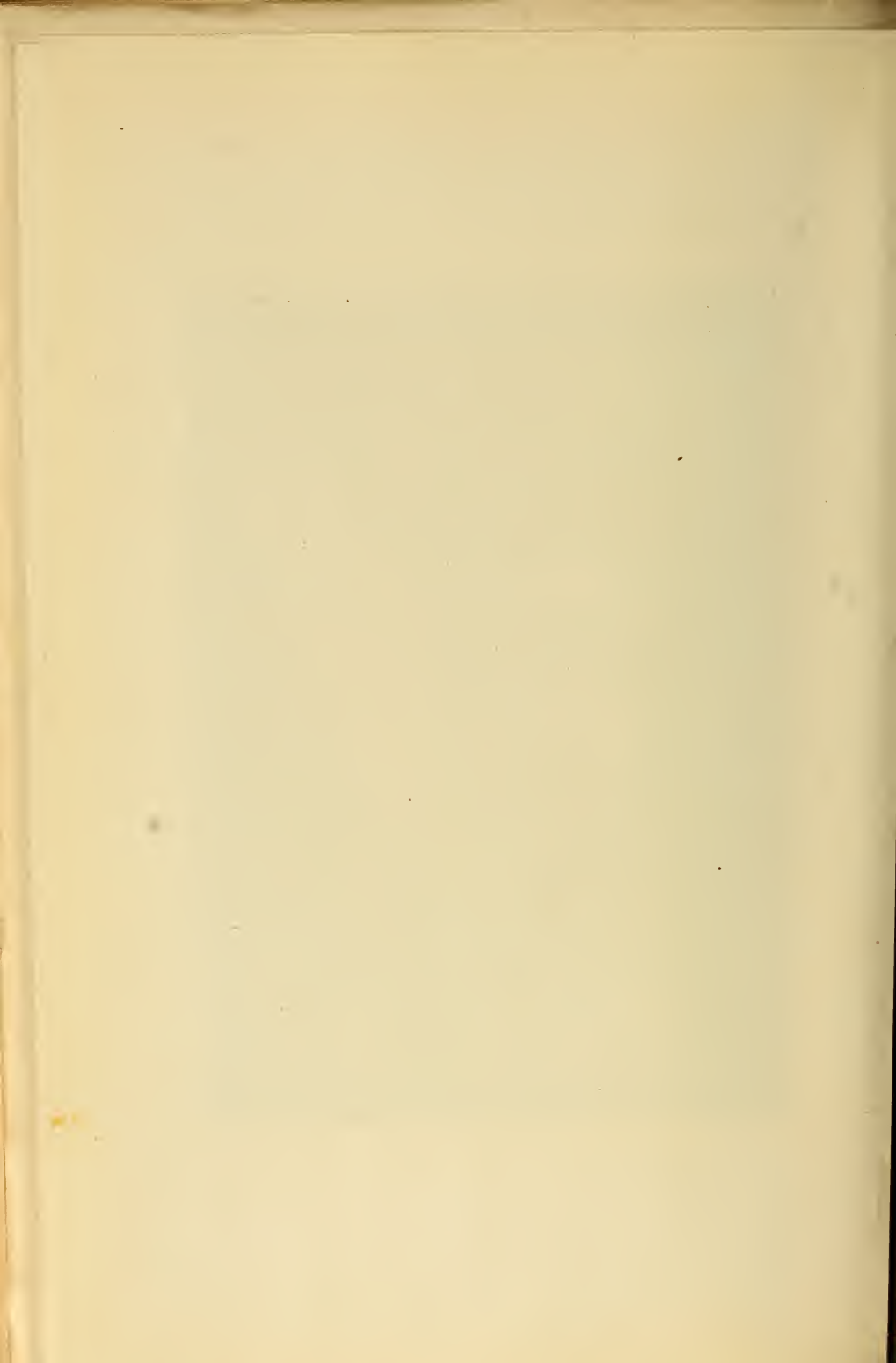




FIG. W



CHAPTER XI.

PERSONALITY.

One of the most difficult subjects upon which to write is that of personality. It is a something which is spoken of as one of the very basic elements of success. Thinking men in the different walks of life consider it and when every other reason for a man's success has been given and not found satisfactory, the final statement is made that his personality has brought the success. On the other hand, if a man has succeeded and happens to be an individual who seems to be without that fascinating quality known as personality, the critic says, "Is it not strange that Jones should have succeeded so well with his lack of personality?"

Personality defined would seem to be a combination of qualities which taken together produce such an effect on the minds of men as to compel the favorable attention of those about. People with personality we wish to become a part of our own lives. There is a something about them that seems to be universal in spite of any other glaring defects they might have in their character. A criminal often has personality, our sympathy goes out to him and we are inclined to help all that is within our power. A man may be so good as never to have violated a single one of the ten com-

mandments, observed the Golden Rule and to have responded entirely to the spirit of the thirteenth chapter of First Corinthians and yet be without personality.

Then personality has its degree. We often hear men say that they had rather be a big fish in a little puddle, than a little fish in a big puddle. Their power of forcing themselves upon others is limited and they wish their lives so placed as to demand the greatest recognition. This is an acknowledgment of the limits of one's expressiveness and influence. The sensible attitude of this class affords them a place in life which permits of happiness and satisfaction in the chosen career. They never have to compete with those whom it is impossible to excel and at the same time they receive recognition for every bit of power that is within them. Those who do not recognize the limits of their personality with respect to the affairs of life, who fail to adjust themselves to their particular sphere, suffer from the constant over-strain. The other man, better gifted by nature, easily does what the smaller man has not the capacity to do.

Personality thus seems to regard the capacity either expressed or latent to act in the affairs of life in a large way. If he is able to appreciate the thousand difficulties of a thousand different people, if he is able to step in and sympathetically cause things to happen, he has personality. Somehow people meeting people seem instinctively to feel this power, to sympathize and to do. But, you will say—some persons can do things, have personality and yet do not have sympathy for other conditions. Yes, such is often the case, yet with this other quality the per-

sonality is that much widened in its influence and attractiveness.

Professor James has classified the human being as possessing three selves :

Social Me,
Spiritual Me,
Material Me.

These three natures are to a more or less degree found in every normal individual. The extent to which these forces play in our lives and which are recognized by others is the extent to which we have developed ourselves. A man who has developed each of the three must necessarily have a wider range of outlook upon the world than the individual who has realized but one. Hence to project one's self into the universe where a human being is recognized as a being with similar feelings; to project one's self into the realm where the spirit side of man is allowed to find a relationship with the entire universe; to project one's self into the material realm enough to build a house, to drive a railroad train through a new country:—all these projections are to have developed personality to the fullest extent. According, as one is in harmony with the fundamental laws which govern the action in any of the spheres, is he true in his expression and does he receive the greatest commendation from his fellow man. Personality is thus brought into greatest recognition as intelligence paves a way for action. And that person will live longest in the public mind who has somehow affected this mind and affected it for its good or reformation.

So, advertisers, your success for good or for bad depends upon the development of your personality. Personality means the expression of yourself or the projection of yourself into the outside world enough to affect the current of passing events. This means the arousing of your deepest self so that the force of your action will make the necessary impression—is the law that makes for lasting personality.

Berhard Berensen, our American critic in art, referring to the subject of the expression of the artist in his work says: "In painting a picture I must have the illusion of being able to touch a figure, I have the illusion of varying muscular sensations inside my palm and fingers corresponding to the various projections of this figure, before I shall take it for granted as real, and let it affect me lastingly."

In other words the artist must live through the movements of what he is to portray. As a result of this process the figure stands forth with all the characteristics of life. Work which is effective is that which is creative. An imitation seldom has the atmosphere of the original. The ring is not true to the first stroke. It is this creative side of the writer that must be felt in its work. It may take hours to produce a single paragraph but the paragraph will come if you continue experimentation. It may be, too, that it will come suddenly and apparently easily. The attempts, in themselves failures, have fitted into the final production. success.

Many people have the notion that the great feats of life or, to be specific, the best advertisement, is a result of a moment's work. Not so; the majority of success-

ful men have worked many and laborious hours, often without producing a single desirable effect. But it is this constantly attempting to do that brings its reward. An artist with a few strokes of his brush had finished his painting and handed it to the purchaser. "What," said the man, "pay you several hundred dollars for a portrait which has taken you three days to finish?" "Yes," said the artist, "it has taken me the greater part of my life to paint that portrait." Thus it is that the advertiser must work and work to get his effects. Every detail must be examined and understood until with much practice there is an intuitive response to the subject on hand.

It is true that some are able to do naturally what many others do with great effort. But these people are the exceptions, and their number is so small that competition is not to be feared. This argument seems to be the governing one in many a young man's life, and as a result of false reasoning he stops short in action in any given field.

It is the duty of each one to find out along what lines he seems to have the greatest inclinations. An ideal should be built up around natural abilities and the struggle should begin. Constantly trying to do a thing always creates conditions never before considered and the mere effort of doing things brings with it a power never before reckoned upon. The development of personality in its truest sense has begun. Now find out the inclinations of life which are weak; what elements are needed to strengthen the original ideal. Working for a solution, you are destined in some manner to find a new power. The dream you had hoped to be realized may never come

to pass. Many a young man can testify that he has started out with one idea and attempted by every means and effort to accomplish this. Somehow his own life began to show possibilities along entirely different lines. Attempting to do one thing reveals greater power to do an associated thing. In doing, the whole creative power was aroused and something quite apart from the dream realized. In either instance the satisfaction is the same.

Do! Do! Do! This is the secret of personal development. Nature has ordained that by it intellect shall be developed. Tennyson has the ultimate solution of any problem considered by my readers at this moment.

“Flower in the crannied wall,
I pluck you out of the crannies.
I hold you here in my hand, root and all,
Little flower—and if I could understand,
What you are, root and all, and all in all,
I should know what God and man is.”

And it is the duty of each one to attempt his solution of the universe. The strange thing is that we soon meet on a common ground and the laws which govern one particular business are in some way co-related to every other business. Thus each man has his place and a place that is absolutely necessary for the working out of life's problem, either socially, spiritually or materially.

There is one element which often inhibits man in his action. This is the element of fear. People are afraid of making mistakes. These unfortunates are

slaves to the conventional and the dead past. The spirit of progressiveness which enables the railroads to be stretched across this continent, the spirit which felled the forests and spanned the rivers, the spirit or flame that established a republic and dignified a nation—all these spirits are sleeping in the personality of our young friend. I dare not say dead, for they are not. If he were snatched by some balloonist and dropped near the North Pole with a Peary expedition on the way there might be some hope.

The crime is not in making a mistake—the real crime only begins when you have made the same mistake twice. Every man makes mistakes. Some of our greatest men who admittedly are exceedingly long on many things are fearfully short when it comes to other interests. This is why they have stenographers, artists and other forces to help them out of their difficulties.

Mistakes should be our educators. It is by mistakes that we learn and are able to avoid serious consequences in the future. The history of the world is an entire list of mistakes. Many things have happened by which the populace are suffering to-day, for the question should have been decided the other way. But would not we have done better to have sat on a log in some swamp than never to have acted? No. Considering our limited knowledge of things at different stages of the world's history, the right knowledge in many instances could only have come through a disappointing experience.

There is an old saying, "God helps those who help themselves." It is true. Get to work and help to answer your own ideal. Let your ideal be your

prayer. A great God has given laws that are invincible, and if you attempt to solve every problem, howsoever difficult, some kind of a solution must come, if it is not just exactly the right one at this particular time. In the meantime you have been developing character and personality. You are ahead of the man who never began. You are in demand.

To return to the question of the expression of one's self, it has been my observation that it is the expressive individual who grows. He does make mistakes. The more expressive he is, the more mistakes he oftentimes makes and the severer is the criticism regarding him. However, with the passing of years, if intelligence has worked, we find a man who is recognized as doing the right thing at the right time. He can be depended upon for his actions. Many of his scoffers are now compelled to be his followers. He has won out.

The notion also prevails that one man knows so much more than the other. In dealing with thousands of people where I have had opportunity to study the mind content, this is not true. Every normal man has some tendencies which are superior or at least equal to the other man. If he seems superior, it is because he is compelling his life to be more expressive. Your own power will increase in just proportion to your effort. As time goes on you will find that you are his superior at least in some one point, and he will be compelled to recognize this secretly or openly. "Every man is my superior in some one point, in that I shall know him." At the same time have some confidence in your own superiority.

The laws of the human mind are the same. If it were not true the world could not exist. By a strict

observance to the laws that are constantly being revealed growth of personality is as true as that water seeks its own level.

As an advertiser, your very being is to become a part of your work. In reality, "By the sweat of your brow shall you earn your daily bread." People will notice your work for it will bear the impress of personality. There will be life in it. Then you are a server of mankind and a recognized necessary factor in the fabric of society. You have projected yourself out into life to be one of the forces which are to modify or possibly change the current of events. People will act differently because you have acted.

What advertisements can you recall at this moment? Why do you think of the ones you do? Because some advertiser worked and dared to express himself. It is safe to say that those who have worked have succeeded. Their success was predetermined by the amount of effort to be expended. Whenever an advertisement which shows personality appears, people ask, "Who wrote it?" Soon they are able to recognize his advertisements as they appear from time to time. *He* has personality; his advertisements have individuality. The man has projected himself intelligently into one of three or all three of the selves of life—the material, the social and the spiritual.

Thus an advertisement becomes valuable because of the writer's personality. Constant application in the spirit of creativeness will result in that kind of a copy which will have stamped upon it certain characteristics unquestionably of *your* personality. The advertisement mirrors back your enthusiasm, your conviction, and your story.

When you have put your personality into work, the advertisement begins to possess individuality. There is a peculiar way that you have of presenting your goods in writing. In other words, you create an atmosphere. It is a good thing to be recognized as representative of certain characteristics in every advertisement put forth.

This does not mean that advertisements are not to differ. Different classes of people will be reached by different advertisements of the same article. Nevertheless, it is possible to have certain similar elements which are readily recognized. Just as different theatres of a city have their specific audience for the different kinds of plays they present, so people are attracted toward different kinds of advertisements. The advertiser must decide to which class an appeal is to be made. Deciding this, the ideal advertisement must be modified to suit the particular class. Change and variety in unity creating individuality, through personality, are the elements that hold attention in an ever changing world.

CHAPTER XII.

THE ENGLISH OF ADVERTISING—ACTION AND DESCRIPTION.

As human beings we differ considerably in our mind attitude toward things. If a fight were to take place upon a street corner, a crowd would soon gather. But if you were to listen to the interpretations of what happened, you would receive as many different versions as there were eye witnesses. Why is this? Simply because each of us lives in a world that has its objects and points of existence peculiar to our individual experience. After careful analysis, however, we find that the glasses through which each of us looks are often similar to those of the man next door. The four distinct attitudes toward life are: Narration, Description, Exposition and Argumentation.

The majority of people seem to be living and enjoying the universe in a narrative sense. They want things to happen and are in misery unless the tide of events is ever changing. They depend upon the happenings of the day for their enjoyment. Every one is susceptible to this condition of life, for we have all evolved through the narrative stage of existence before acquiring whatever other developments have come to us as intellectual beings. We like motion and anything in motion attracts our attention. Not only is

our attention attracted but we long to become a part of that motion itself. This desire results in merry-go-rounds, loop-the-loop machines, scenic railways, etc. Extreme desire carries us to Coney Island when vacation time permits us to get there.

A display window which has in it any moving apparatus attracts immediate attention. The crowd will pass block after block only to halt suddenly at a repeated movement in a window. A certain department store during the dull season had a part of its main floor occupied by booths in which were being made by the necessary machinery envelopes, candy, carving of cuckoo clocks, cut glass and the weaving of rugs. Needless to state, there was always a large crowd about the exhibit places. Not only was the process highly interesting and instructive, but it aroused desire and compelled buyers to go into their pocketbooks to purchase the now coveted article.

Goods which are advertised by a pleasing demonstrator are sure of the appreciation due them.

If any representative magazine is critically examined, it is surprising to note the number of pages which fairly teem with the narrative advertisements above mentioned. Recall many of the Dutch Cleanser advertisements. You see in your mind's eye the little Dutch girl, busy: the illustrations are so titled as to impress one with motion, while each illustration itself is filled with some every-day activity. Things are being done. And it is because of this "whirr" of events that the Dutch Cleanser advertisement forces itself into the attention.

In our previous chapters we have examined the details which are to be considered in the putting together

of an advertisement. The thing to bear in mind at this stage of the instruction is that a general effect should be gotten over and above, or outside of, the detail, but that this general effect is due absolutely to the observance of the principles discussed. A cyclone is ever whirling, and looks to us like a funnel sweeping things down to destruction. It is governed by laws of nature which are many and complicated, while we momentarily are only able to see the onrush of the cloud. A pile of bricks, laths, stone, cement or gas pipes does not constitute a house. Only when these different elements have been bound together by the laws of proportion and symmetry in compliance with a previously worked out plan, do we honor the same with the name of a house. So detail must ever be considered, not for itself alone but in its relationship to the whole, and the whole must be an impression different yet dependent upon each part. A theatrical manager wished to engage a certain young man for a minor part in a play. This young man was an exceedingly ambitious individual, bubbling over with enthusiasm in his attempt to play the part. But the play as a whole had to be considered, and his acting was necessarily reduced in expressiveness to give a proper interpretation as a whole.

Thus in advertising each part must be subservient to the other part, but each tending toward a climax. The climax of every advertisement is so to lead the reader on as to get from him some kind of a response. To accomplish this there are two methods employed; first, such a forceful arrangement and wording of the text itself as to bring a response; second, a positive demand given to do it now.

When the advertisement is merely printed matter, the imagery of an individual must be appealed to and the picture must be created. Upon the vividness of this picture depends the power of the written matter, and from a narrative standpoint there must be, not only action aroused with regard to the word picture, but action on the part of the reader toward the purchase of the goods. An appropriate illustration usually conveys a picture the interpretation of which is found within the text. The illustration saves the reader many mental processes, while it hastens him to the point of action. It should be borne in mind that advertisements are ordinarily read because they have forced themselves into the mind, and any mechanical device which assists to overcome the difficulty of entire comprehension within the shortest distance of time is to be welcomed.

There seem to be two kinds of advertisement writers. One class is composed of those who have elegant power of expression, definition and description, but who fail to produce results. The other class is composed of those who compel action on the part of the reader. Every advertisement writer should examine his copy most carefully to see if the suggestion of action is involved as well as striking effects. It is always a man of action who is demanded by the business world, and through the written word things are supposed to happen just as evidently as the specific order is sent into the house by its salesmen.

Necessarily the advertisement without illustration must be decidedly good to compete with the pictorial one. It may be, however, that the mere absence of an

illustration will produce such a combination contrast as to force the mind of the reader where it would not otherwise go.

The direct method of getting an immediate response is by a command. Although people cringe at the thought of being compelled to do a thing, nevertheless they are daily unconsciously obeying many positive statements. Upon walking down the street, if you are met by a crowd of persons, the instinctive feeling and action of each is to turn to the right in keeping with the command given early in life, "Keep to the right."

Moreover, people like authority to govern them. It is when an individual breaks away from the authoritative voice of politics, religion and society that his real trouble begins. The world seems against him. The problem of choosing for one's self is a difficult one and the masses are responsive to a command which is not too offensively given.

Of late, the advertiser has come to recognize this factor and has exhorted people into action. Upon glancing through a single magazine it is surprising to find the number of sentences carrying a direct suggestion of action. Sentences which have suggestion of action may be imperative, exclamatory, or in the form of a question. Again, an authoritative statement at least gets people's attention. A question imperative or exclamatory implies that some condition exists which needs consideration. Consequently each individual begins to analyze himself immediately with regard to the need. A command in any of the above forms tends to be obeyed accordingly as a real need has been pointed out. Study the following list as to force, dignity and authority:

You Must Send for Our Booklet!
 Why Not Write Us Now?
 Pens That Write Right.

Three Great Reasons
 Why You Should Use
 The COMMERCIAL GRAPHOPHONE

First: It will save Fifty Per Cent. of your Time
 and Expense.

Second: You Dictate any Hour of the Day or
 Night; at any rate of Speed.

Third: Your Letters will be Better in Construction
 and Better in Diction.

You can prove this by a *free trial* in your
 office. Interfering in no way with your
 office routine.

DEAF?

Accept This Offer
 of Instant Relief.

Send us the coupon below for particulars
 of our Service Test Offer. Get a Stolz'
 Electrophone and try it for a full month in
 your own home. See for yourself how clear
 and distinct it will make all sounds.
 Take it to the theatre or church with you,
 sit in the back row, and enjoy every note,
 every word.

Don't Worry About the Rain!
 or the snow or sleet of good wildfowling

weather, or the twigs and rushes of the duck
blind, or the drifting sand of the goose pit
—nothing can get into the action of a

MARLIN
Repeating Shotgun

SPEND YOUR WINTER AT
TUCSON, ARIZONA!

Write Chamber of Commerce for
FREE ILLUSTRATED BOOKLET!

BE YOUR OWN BOSS

Abolish This
Labor Forever!

READ THE SPECIFICATIONS

See and hear the *Victrola* at the nearest
Victor dealer's.

Write for complete catalogue of *Victrolas*
and over 3,000 *Victor Records*.

Write for this Book

IT'S FREE

“How
To
Save”

Can You
Do Work Like This?

*Stop Petty Thefts
of Postage Stamps*

Give Your Boy
this great boys' magazine.

I TEACH
PENMANSHIP
BY MAIL

Learn
about this new Chair
Fill out, sign and mail
the coupon attached and
we will send you illustrated
catalogue.

Send for Our Catalog

Mail this Coupon FREE
for My ILLUSTRATED BOOK to you

If you are a hunter, don't fail
to read Col. Roosevelt's account
of his African Expedition in Scrib-
ner's Magazine, beginning with the
October number. Then if you want a
rifle such as experience-taught big game
hunters use, you'll surely buy a Winchester.
Winchester Rifles are made for all kinds of
hunting and Winchester Ammunition is
made for all kinds of guns.

Sold by Dealers Everywhere.

INSIST UPON HAVING THE RED W BRAND.

Upon reading the list it will be observed that some are skilfully worded and impress one pleasantly in exhortation, while others are commonplace. There are different degrees of insistency revealed, all the way from "You must" to "Why not write us?" which is a simple question imperative.

It does not pay to be too insistent. The clipping "You *must read* our handsome illustrated booklet, etc." is a little strong. It tends to arouse the antagonism of the individual. There is action on the part of the reader in the wrong direction, for he says "I shall not read it." Not only is a command often too strong, but it is often a weak utterance if the reader does not feel the authority back of the words. There are some people from whom we simply will not take commands. So in advertising there should be such an impression previously created as to make the individual instinctively willing to respond.

A great many will believe a thing because it is in print. In argumentation they say "The book says it." That settles the argument. Not long ago a college professor was riding in a train toward a distant point. A stranger soon became communicative and the conversation soon resulted in the discussion of the literary value of a certain book. The stranger disagreed most decidedly with the professor's views, but he did not know that he was in discussion with a professor. The next morning, in some way, the stranger had learned the name and profession of the one with whom he had argued. With a most humble attitude he approached the professor and began to apologize for his self-estimated audacity. The man was willing to give up all that he had believed simply because

a supposedly authoritative individual had differed with him. So it is that there are those advertisements which are authoritative in their impressiveness enough to make the slightest suggestion of action a possibility in realization. A minister's name associated with the recommendation of any article carries considerable weight with a mass of people. They believe what he says. Thus testimonials from desirable and authoritative people serve as an indirect command to those who are interested in any particular line of goods.

The advertisement of authority is excellently carried out in a Packard advertisement, No. 1. Here is a motor car with its name presented to the reader. In words it does not present to the reader an account of its excellencies. All this is left to the imagination. The impression of the advertisement is of a firm which undoubtedly aims at the production of the best motor car possible. Money and expense have not been spared in the manufacture of the article. Its excellency must demand immediate recognition as possessing the highest merits. We have the best to offer you. This might be the unconscious feeling aroused. Yet this company could not begin its advertising career, as a new business, with so bold a voice. No, the car has previously been advertised as other cars, and its reputation as a machine possessing superiority has spread. It makes no promises but what it can fulfil. Thus we have a general effect created which is favorable and authoritative in its interpretation.

But No. 1 should not be classified as a narrative advertisement. It is rather to be classified under description. No. 2 is the typical narrative advertise-


ment. Here we have action and every bit of the action is involved in the display of the Ideal Vacuum Cleaner. No. 1 presents a mere picture while No. 2 contains motion. In either illustration we have a decided impression but a different kind of impression. No. 2 is thought of as happening in time while No. 1



No. 1.

is simply existing in space. This is the difference between narration and description. Whenever a mere picture of a thing is presented regardless of happenings it is to be classified as a descriptive advertisement, while the happening of things in an illustration is to be counted as a narrative advertisement.

No. 2 is also a seasonable advertisement carrying with it the sentiments of the Christmas spirit. A command, "Act at once," is also quite noticeable.



ON THE WINGS OF THE NEW
COMES A PRESENT FOR YOU

The rush of air through its wings upholds the aeroplane, but rushing air has been made to do a greater service for man than this.

The application of air suction to household cleaning is a greater advance over our old laborious, inefficient ways of cleaning than is the flight of the aeroplane over our old methods of transportation.

Man is truly happy only as he progresses; for progress is the law of the universe.

Make for yourself a merry Christmas, and a happy New Year by getting in line with progressive standards of cleanliness.

The Ideal Vacuum Cleaner

Operated by *It Eats Up the Dirt* Or Electric
Hand Motor

What a splendid Christmas gift this truly wonderful machine would make for your wife, your young married daughter or some other loved one or friend! This is *the* machine that has brought all the tremendous advantage of Vacuum Cleaning within the *every-day* reach of all.

IT COSTS ONLY \$25 COMPLETE

Weighing only 20 pounds, it is carried about as easily as a pail of water, and you walk it by hand with an ease that makes the labor of cleaning seem like play.

Either this or, at a total cost of \$60 or \$65, you can enjoy the luxury of having your machine equipped with a first-class motor that is readily attached to any electric-light socket.

Christmas is fast approaching. Don't put off getting this machine. Cut out this advertisement now. **Act at once.**

The Ideal Vacuum Cleaner is sold at our various agencies throughout the country. If no agency is handy, write us direct. Valuable booklet on Cleaning Problem sent free.

AMERICAN VACUUM CLEANER COMPANY, 225 D. D. Fifth Ave., New York City

No. 2.

No. 3 is an advertisement which is expository in its make-up. There is a most excellent cut, pleasing in every detail, with such reading matter as will tell

how and why such an effect is to be obtained. Exposition is then the explaining of the thing. Here in No. 3 we have revealed to us that a cement effect thus pictured is possible, is more desirable than other kinds of building material, and that the Atlas Cement effect has received recognition by the Government in its

ATLAS PORTLAND CEMENT
MAKES THE BEST CONCRETE

A house of concrete does not depreciate in value

When it is built it is finished. It requires no painting. A house of other material depreciates faster than the land on which it stands and decays in value. Concrete insures the stability of your home and the stability of its value. But in considering concrete, remember that

Atlas Portland Cement is strong and its quality is absolutely uniform. It is made from genuine Portland Cement rock. It contains no foreign slag. It is the brand purchased by the Government for the Panama Canal.

WE ALSO MANUFACTURE TRADE MARK
ATLAS-WHITE
PORTLAND CEMENT FOR DECORATIVE PURPOSES

Send for and study our book
"Concrete Houses and Cottages"
in two volumes each containing 120 homes with floor plans. (One dollar each.)

OTHER BOOKS IN THE ATLAS CEMENT LIBRARY:

Concrete Construction about the House	Free
Concrete in Highway Construction	50c
Concrete in Railroad Construction	1.00
Concrete in Factory Construction	1.00
Concrete Cottages, Five	50c

If your dealer cannot supply you with ATLAS write to
THE ATLAS PORTLAND CEMENT CO.
DEPT. 58 - 20 BROOK STREET, NEW YORK

Express orders by the quantity of one carload containing 100 tons. (Over 200 tons per car.)

No. 3.

Panama Canal project. Through exposition the reason side of our nature begins to act and we say, "Concrete is worth considering in building a house. Therefore I shall consider the question of cement." And thus each successful advertisement compels us

to come to some sort of a conclusion regarding it. When we have reasoned ourselves into a positive statement regarding a thing, we may be said to have entered into an argumentative attitude toward the universe. But argumentation or persuasion directly is for the salesman. Narration, description and exposition are the forms of discourse which the advertiser should so arrange as to make the reader form

Watch the Earnings	
of our Public Utility Companies and you will marvel at the increase each month, which is brought about by economical and capable management, in connection with the natural growth of the communities in which they are operating. The earnings	
Grow by Months	
adding to the value of the stocks of our companies, and increasing the Equity Values over and above the Bonds which have been issued.	
This Increases the Safety of our Bonds	
day by day, making them valuable as an asset for Banks, Business Men, Estates, Widows, Orphans and Benefit or Building Funds—in fact, for Everybody.	
<i>WRITE US FOR INFORMATION</i>	
GAS, ELECTRIC, and WATER BONDS	YIELDING over 5%
PETRY & COMPANY	
THE ROOKERY CHICAGO	BANKERS PENOBSCOT BUILDING DETROIT

No. 4.

either a conscious or unconscious favorable attitude toward the goods. Here we have suggestion to bring about a positive mind state.

No. 4 immediately creates the impression of a possible investment. Close reading of the text shows the possibility of a profitable and safe investment as well as the classes of people that might be particularly interested. Here the argument is entirely suggestive yet positive in its conviction of a business venture, at least worth consideration. This advertisement is

more nearly argumentative than the other three, yet it is expository in nature.

It is often quite difficult to find where narration leaves off and description begins, where description ends and exposition ends. But it is well for the advertiser to consider the relative value of the text according as it gets away from or draws near to the class of advertisement desired.

With the classification given it is possible to think of certain kinds of business employing a definite form of expression. For instance, banking institutions, real estate companies and physicians would be inclined to tell of their work in the expository realm. Goods that appeal to the sense of sight or touch would often be placed in a picture or descriptive relationship. On the other hand, the same goods might be brought to bear an important part in the happening of some event, enough to doubly impress its commercial value. This changing of an advertisement from one kind of discourse to another will often increase its effectiveness.

To summarize, then: first, human beings have four attitudes toward life—a narrative, descriptive, expository or argumentative attitude. Second, an advertised article should have its setting in one of these general states of mind, such that each element tends to make the object climatic in its impressiveness on the mind. Third, that the use of a command often insists in getting the individual to act in the first step necessary to possess the goods. Fourth, that an authoritative expression should come from a recognized authoritative source.

CHAPTER XIII.

UNDERLYING PRINCIPLES OF FORCEFUL ADVERTISING ENGLISH.

The different kinds of composition, respectively, may be aided by the use of certain general devices. It is the object of this chapter to suggest such methods of composition as will prove most effective in advertising. Every kind of writing can be classified as either abstract or concrete in the effect produced. The majority of people are concrete in their attitude toward life, and it is this expression of a subject that brings the greatest response to a pen picture.

DESCRIPTION.

Description has as its object to give the reader the same kind of impression as would be received were he actually looking at the object. Vividness is then first essential. The first principle to secure vividness states that *there should be conveyed to the mind of the reader some idea of the shape of an object*. In advertising the shape is oftener impressed upon the mind by an illustration, but not always. A candy manufacturer describes his "Dairy Cream Almonds" as follows:

An almond shaped butter cream centre, beautifully finished in the pans, with a delicate ivory gloss.

A suggestion of almond taste in the flavor lends an exquisiteness to the taste, and to which no doubt we may also credit its wonderful sale and popularity with customers.

Maple Peanut Crisp.

A small square of molasses brittle, fire cooked, combined with crisp-roasted Spanish peanuts, and dipped in a maple sugar icing.

Butter Acorns.

In shape, an acorn, it presents a very attractive appearance. This is a two-run butter cream, each complete piece being a combination of vanilla and chocolate flavors.

Crystalized Raspberries.

A delicious sugar jelly drop, in the form of a large raspberry, crystalized.

Upon reading the description of each of the different kinds of candy the shape is immediately brought to the mind. As a result, each piece is given an individuality, and the picture which immediately arises brings about a feeling of familiarity or acquaintance with the goods. Get the picture—"Crystalized Raspberries."

The second factor to be considered in securing vividness is the size of an object. When we have said "Dairy Cream Almonds" or "Butter Acorns" in speaking of candy, the size is an appreciative element in the description. It is regarding the shape and size

of articles that permits the use of the metaphor and the simile.

When a bank wishes to convey to the public some notion of its yearly increase as well as the present capital, the mere statement of such statistics is quite bewildering to the average person. Somehow the stated value of large sums seems to convey but little impression. It is true that if a man were to give away \$500,000 in actual money, the desire not to give would soon prove a check on his liberality. On the other hand, if the same man were to write out his check for the amount, no regret would arise. The actual handling of money seems to attach to it an additional value and the feeling of possession likewise arises to protect it in its newer importance. The signing of a check is the work of a moment and does not tend to bring to mind the true value represented. To picture values of money is the task of many different kinds of institutions. Many have wished to show the increased valuation of their stock, etc. This is usually accomplished by means of the pyramid. No. 1 forces the reader into an appreciation of the increased deposits for the several years and compels one to the inevitable conclusion that here is an institution keeping abreast with the times and which is increasingly prosperous in its business relation. This is what might be called a pictorial figure of speech.

It must be borne in mind that every article advertised is to have some talking point. There are many elements of interest to every article, but some one should be selected which has back of it such arguments as are convincing to the most casual reader. The wide-awake man is he who continuously brings

his goods before the public from a new standpoint. It is this analysis of the important factors which makes possible a series of advertisements permitting of change and variety. In the street cars, at this time, is appearing the Quaker Oats advertisement. There is a snowstorm sweeping through the streets of a large city. The buildings are barely discernible through the blinding snow, but rolling down this



No. 1.

street, storm swept, are the letters spelling "Quaker Oats." A single sentence tells us to make ourselves rugged so as to be able physically to meet the wintry blasts. The inference is that "Quaker Oats" will do it. Here a talking point has been seized upon that has reference to the physical conditions of which we are all victims at this particular season. Imagine the force of the same advertisement in the month of

August. When summer comes it will again be the old Quaker.

No. 2 is an example of an appeal to people with regard to the great number of crackers sold. The inference from this illustration is immediate, and our housewife says "Because so many are sold, they must

**Immense Increase in Baking of Ivins
Lunch-on-thins Proves Their Popularity**

Over 42,000,000 Lunch-on-thins were baked by Ivins during 1909. This means that over 42,000,000 messengers, carrying the message of Ivins baking superiority, were sent from the Ivins model bakery to folks who like good things to eat.

Before the advent of Ivins Lunch-on-thins the "butter thin" was accepted as a "dry," tasteless cracker." Ivins by their exclusive baking methods have transformed "butter thin" from an ordinary cracker to a dainty, delicious baking creation—Lunch-on-thins.

Ivins
Lunch-on-Thins

Can be served with soup, salads, ices, cheese, dessert—and in many other ways that enterprising housewives will discover after they have applied the "Test of Taste" to this *fastest of all crackers.*

A pound of Ivins Lunch-on-thins—sold by weight from sanitary tins—costs you only 15c. Ordinary "butter thins," in package form, cost you over 23c a pound. Important economy.

Insist on Ivins Lunch-on-thins. Fresh at all grocers.

IVINS,
Baker of GOOD Biscuits
PHILA.

Year	Number of Lunch-on-thins Baked
1906	6,482,700
1907	14,795,550
1908	28,466,600
1909	42,049,350

No. 2.

be good." The fact that they seem to be popular is enough to warrant a purchase by others. The two advertisements of Ivins are said to be very effective.

No. 3 is quite interesting. It is meant to show by comparison how other crackers of similar make, when done up in ready-made packages, cost twenty-three


cents as against fifteen cents for the "Lunch-on-Thins." Had the same comparison been made regarding the weight, it would not have meant quite so much to the reader as the money representation.

No. 4 is a most detailed description of the looks to be gotten by the use of "Dandelion Brand Butter Color". The look of anything appeals to people.


SAVE 8c 1b.

IN BUYING IVINS LUNCH-ON-THINS—BY WEIGHT

This Is What Some Housewives Are Buying




One Pound
ORDINARY "BUTTERTHINS"
IN PACKAGE FORM
23c



Ivins

This Is What Thousands of Housewives Are Buying



One Pound
IVINS LUNCH-ON-THINS
SOLD FROM SANITARY TINS
15c

Ordinary "Butter Thins" sold in package form cost you at the rate of 23c lb. Ivins Lunch-on-thins sold by weight from Ivins' special sanitary tins, cost you only 14c or 15c a pound. An actual saving of 8c or 9c on every pound. In these days of high prices such a saving is important — especially when you are also getting the **BEST QUALITY**

Ivins Lunch-on-thins not only give you greater **QUANTITY** value, but greater **QUALITY** value as well. Every ingredient used is guaranteed pure. Baked by exclusive Ivins methods in special Ivins ovens. Delivered fresh to your grocer. You don't get crackers that have been on the grocer's shelves indefinitely. Over 100,000 Ivins Lunch-on-thins are being munch'd daily by Philadelphians —proof of their popularity.

No. 3.

There is money made on the looks of things. The appeal is direct and the description of each associated element is convincing in its argument regarding the value of this vegetable compound.

A third observed principle in description is the reference made to the human feeling associated with

the object. In No. 5, part of an advertisement, the very headlines proclaim two feelings which govern man in his life's actions. In the second paragraph the idea of health is touched upon. The combination—health, wealth and happiness—immediately arouses the best of our feeling nature. After an appeal to our

The "Looks" of the Butter Makes the Sale!

Butter sells on its "looks"—not on its "taste"—and it's the "looks" of the butter, too, that makes the price.

Dandelion Brand Butter Color is just what you need to make your butter perfect and help you get a good price for it.

It imparts a rich, golden hue to butter that appeals to the housewife—

It is pure, wholesome and guaranteed—
And doesn't affect the taste, odor or keeping qualities.

Dandelion Brand Butter Color adds weight to the butter—
enough to pay for its cost.

There is no waste. It does not sour or stale.

Dandelion Brand Butter Color is used in over 90% of the creameries and dairies of the country.

Try it yourself. See what a delightful golden color it will give your butter—and how much better price you can get for it.

Dandelion Brand Butter Color is
Endorsed by all Authorities

**Dandelion
Brand**

Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

**Butter
Color**

Vegetable

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all food laws—State and National.

WELLS & RICHARDSON CO.,
Burlington, Vermont
Manufacturers of Dandelion Brand Butter Color.

No. 4.

ideals through the feelings, there follows an explanation as to how these things can be brought about. What follows must have the elements of argumentation to get results.

EXPOSITION.

It is the purpose of exposition to make clear to others what we ourselves understand. Of course, the

other three forms of composition are to make people understand the value and importance of certain goods, but the downright explanation of things is to be classified as exposition.

Make Money Enjoy Life

¶ You can realize \$500 to \$1000 per acre per year from apples, pears and peaches; \$300 to \$500 per acre from berries or grapes, \$150 to \$250 per acre from potatoes; \$50 per acre from alfalfa.

¶ And it gives you out-door life—contentment—health. It makes you one of the Nation's Providers, with a demand and a ready market for all you can supply

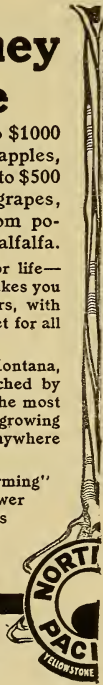
¶ The irrigated lands in Montana, Idaho and Washington, reached by the Northern Pacific, offer the most profitable farming and fruit-growing opportunities to be found anywhere in the United States.

¶ Non-irrigated and "dry-farming" land, available at much lower prices, afford great returns from grain, grasses, alfalfa and forage crops.

CLIP THE SLIP FOR

Name _____

Address _____



No. 5.

Exposition answers such questions as how? why? what is it to be used for? It is the kind of composition employed to educate people regarding goods. At this time Cluett, Peabody & Company have gotten

out their new collar known as the "Belmont." Many have not liked the collar because of the difficulty in getting it on. When once on, the collar seems to possess certain qualities which to many are pleasing. Evidently the firm has been informed of the prevailing criticism and through a folder attempts to educate the people regarding the manipulation necessary to get the collar on. The illustration is again employed to make the explanations clearer. No. 6 is the illustration.

One of the first requisites of exposition is that the writer have a clear understanding of the subject to be discussed. He must see it in all of its relations so that each statement is consistent with the knowledge of the reader. If ideas regarding a thing are confused the explanation will be confused. Let any one of you now begin an explanation of the workings of an aeroplane and numerous difficulties arise.

When the subject is well in hand, there is always a coherence in the explanation of it. For instance, in talking about "The Steinway Five-Foot-Ten-Inch Miniature Grand Piano," the explanation that five feet ten inches is declared necessary by scientific experiments to reproduce the quality of the larger grand pianos give a significance to the measurement of all grand pianos. An item of interest is immediately noted and regarded by the purchaser of any similar instrument. The carefulness of these details on the part of advertisers established them in the minds of readers as careful and knowing firms.

One of the ways of making a proposition clearer is by means of repetition. When we have read a thing

once, there is a tendency to read it again, if presented immediately. And if a new fact is associated with



- 1 Place cravat in collar and button back and short end in old way. Then place right fold of collar under head of button.



- 3 Place index finger of left hand as shown in sketch. Lift outer fold of right end with thumb of right hand and force long end under as shown in fig. 4.



- 2 The index finger of left hand is pushing out collar button—right hand pulls long end over and notch is shoved down over collar button.



- 4 Keeping index finger on top of collar, take second and third fingers of left hand and shove long end of band up tight under collar.



- 5 And you are now ready to tie cravat.



Don't use a bullet end button like this.



Use this kind with post long enough for the four thicknesses (2 of the shirt neck band and two of the collar.)

COLLAR BUTTONS

No. 6.

TO TAKE OFF

Pull long end of band out and off button, before untying cravat, or, take off in the old way.

the already established expression, the reader is inclined to peruse the contents of a paragraph once

begun. The repetition holds attention. This thought is carried out in the following:

DO YOU KNOW WHAT OUR KNOCK DOWN FURNITURE IS?

That it is easy to put together?
That it is shipped in sections, from factory to you?
That it is made of solid oak?
That it saves you over half?

Why? Because

You do not pay exorbitant freight charges;
You do not pay expensive crating charges;
You do not pay high finishing costs;
You do not pay jobber's profit;
You do not pay dealer's profit;
You pay but one profit only—our profit.

In fact, do you know that retail furniture dealers purchase our furniture—set it up—and sell it to you at a handsome profit.

Our best customer is the United States Government. We furnished one of the buildings at the Seattle-Yukon Exposition. We just furnished a large new building for the State of South Dakota. These orders run up in the thousands—purchased at catalog prices. The point is, you can buy one piece, if desired, at exactly the same price and terms.

BROOKS MANUFACTURING COMPANY,
Established 1901 Or,

A second way of explaining a thing is by comparisons and contrasts. The following taken from Foster Brothers Manufacturing Company explains the defects of a woven wire spring as compared with the *Ideal* of their own make.

A woven-wire spring, however good, can never be healthful, because its construction is wrong. It hangs like a hammock from rails at either end of the bed, sags in the middle—at first temporarily, then permanently—and crooks the spine at waist and neck; hence the back-ache, sleep disturbance and nerve irritation. Ask your doctor.

Foster's **IDEAL** affords luxurious healthful

rest for a lifetime, because built on scientific, hygienic principles. It never sags as each of its 120 double-spiral springs acts vertically, and yields in exact proportion to the weight put upon it. The bed as a whole conforms perfectly to every curve, hence maintains the spine in its natural, straight line. Made plain or upholstered for wood or metal bedsteads



WRITE FOR IDEAL SPRING BOOKLET AND NAME OF NEAREST DEALER
FOSTER BROS. MFG. CO. :: :: Broad Street, Utica, N. Y.; Broadway, St. Louis, Mo.

You OUGHT to Know,

How New York's growing multitude once surged across the Williamsburg Bridge into Brownsville, making thousands rich almost overnight; how one subway carried thousands of families into the Bronx, making millions for land owners there; how that ocean of population will surge across the East River into Queens Borough this year via three roomy, rapid routes.

You OUGHT to Know,

Where New Yorkers, sick of the leaf-foreable subway jam, will go to live this year, when there are rapid-transit routes are thrown open.

You OUGHT to Know,

That when the Pennsylvania R. R. opens its hundred-million-dollar system of four tunnels under the East River, real estate values will instantly jump, especially at the first station—only ten minutes from the business center of New York.

You OUGHT to Know,

How you can share equally with expert realty managers in the profits of these epoch-making events, by investing a few hundreds each, or a few dollars paid quarterly, without taking any of your time, or losing interest on your money.

You OUGHT to Know,

What Profit-Sharing Realty Bonds are, how readily you can buy them, and what splendid profits they are certain to earn.

Our Free 44-Page Book—

"A Safe 5% plus 50% Profit Sharing," tells all this clearly, with convincing statistics.

Cut or Tear Off This Coupon and Send Today

Mutual Profit Realty Co.

Room 434, 1222 Broadway, N. Y. City

Without obligation to me, please send at once your free 44-page book with map and sample Bond

Name _____


Address _____


No letter to accompany. We prefer this coupon. Send It Today

The third method of securing clearness in exposition is to state the cause and the effect.

It is the most natural thing in the world to ask "Why?" This is well worked out in the advertisement of the National Lead Company.

**Right Painting
Preserves Property**





PAINT is more than *color*, and more than *appearance*. Permanency and protection to the surface covered are of *first* importance. The variation of color should be taken care of only after these are assured

¶ Pure white lead and linseed oil are the recognized basic necessities of paint. Why? Because they form a perfect union and, when mixed, have the quality of penetrating the surface covered and becoming a part of it. Such paint never cracks or scales. It wears down uniformly and the surface is ready for repainting without scraping or any preparation other than brushing off the dust.

¶ Use National Lead Company's pure white lead ("Dutch Boy Painter" trademark), have it mixed with pure linseed oil, and your painting *must* be economical because it will last. It will also be beautiful. Ask the painter who takes pride in his profession if this is not true. He knows.

¶ National Lead Company's pure white lead is the best known and enjoys the largest sale in the world. It is exactly what we say it is—pure white lead containing no chalk, barytes or any of those other subtle adulterants which make painting an expense.

¶ If you paint our way you secure both beauty and durability. Write us for our "Dutch Boy Paint Adviser No. D." Complete color schemes—correct methods. Free.

Our Pure White Lead ("Dutch Boy Painter" trademark) is now packed in steel cans, each containing *one* quart, instead of in oak kegs as heretofore.

NATIONAL LEAD COMPANY

An office in each of the following cities:
 New York - Boston Buffalo Cincinnati Chicago Cleveland St. Louis
 (John T. Lewis & Bros. Co., Philadelphia)
 (National Lead and Oil Company, Pittsburgh)

The fourth principle often employed is to relate details and particulars. Many people do not wish to know the why of a thing, but rather just what the details of an article are. If you were thinking of an automatic gas water heater, the explanation of the particular points of appreciation might convince you regarding the efficiency of the heater in every detail. (See the following description as given by the Ruud

Manufacturing Company in advertising their automatic heater.)

WE want you to appreciate what the Ruud Water Heater is—what it *does*—and how its wonderful efficiency and convenience can be applied to *your own home*.

The Ruud stands in your basement. Its installation requires no new piping or plumbing—simply attach to pipes already in use. It burns gas. You light a permanent yet economical pilot burner; then leave the heater and *forget it*.

Now turn on a faucet in the laundry, kitchen, bathroom—anywhere. Do so any hour of the day—or night—and as many faucets as you wish. Instantly there gushes forth an inexhaustible supply of scalding hot water.

You do not strike a match; you do not wait—the single act of turning a faucet brings *all* the hot water an entire household could use.

The opening of the faucet relieves the water pressure in the pipes, automatically lighting the main gas burner, which heats the water—*instantaneously* as it passes from the main pipe, *through the Ruud*, to you.

Turn off the faucet—the water pressure is restored and the gas is automatically shut off. Right here is the *economy* of the Ruud—you don't pay for heating any water you do not actually use. And because of its patented features it gets more actual heat value from fuel consumed than any other system known.

It is *never-failing* in its efficiency—you don't have to watch it. There are no electric wires, no complications, nothing to go wrong.

The Ruud can be put into an old house as easily as a new one. If you are about to build, be sure to specify its installation.

Bear in mind the Ruud is not an experiment nor a "fad"—it is a long-tried, substantial, thoroughly reliable *household fixture*, giving hot water luxury, convenience and economy possible by no other means.

RUUD MANUFACTURING COMPANY

Dept. A Pittsburgh, Pa.

Branches and salesrooms in 25 Principal Cities

LONDON: British Ruud Manufacturing Company.

HAMBURG: Ruud Heiwaesser Apparatebau.

ARGUMENTATION.

Advertising is for one purpose—to get people to act. Whether it is now or not, the ultimate purpose is to make a buyer out of the reader. In other words, it is to argue or persuade people into an act. There is a difference between argumentation and persuasion. To persuade one is to get him to act through the feelings, while to argue a person into a thing is to get him to act through reason. Most of us are persuaded to do things. Consequently the advertiser does not employ pure argument to get the crowd. If he did he might say: "Judge by the appearances of things and reason thus: All people desiring automobiles will be fondest of an electric machine. You

are one desiring an automobile. Therefore you will be fondest of an electric machine.”

But somehow people generally will not obey these self-evident propositions. There are so many other elements which enter into our lives to beget action. The Amberola advertisement is one typical of pure argumentation. There is given the proposition to be



Of all sound-reproducing instruments of the cabinet type, this newest Edison Phonograph should be your choice.

First: Because the Amberola is the only instrument of the cabinet type that gives you all of the best of the longer musical compositions, played as they were originally composed and *meant* to be played.

Second: Because the Amberola combines all the tonal beauty of the Edison Phonograph, with a cabinet, in Oak or Mahogany, that is a masterpiece of the craftsman's art.

Third: Because its sapphire reproducing point is permanent and never needs changing, and does not scratch or wear out the Records.

Fourth: Because Leo Slezak, the greatest lyric tenor of all time, sings the wonderful Italian arias in which he has made his great successes, exclusively for the Edison.

The Amberola comes in several finishes of either Mahogany or Oak, to harmonize with surroundings in any home. It has drawers in the lower part for holding 100 Records. The price is \$200.

When you write please mention HAWKSTON'S MAGAZINE

proven and then specific instances back up the general statement. One would be compelled to know considerable to dispute any of these claims; at the same time the dignity of the advertisement itself and the occupancy of space command respect. I feel as if they have not spared money to present an instrument that would prove entirely satisfactory.

No. 7 is a typical example of persuasion. The reader is absorbed all at once in the practicality, the excellence of quality, the regard for detail and the reasonable price of this particular manicure set. It will be observed that here an appeal is made, not strictly on the merits of the goods themselves. A reference is made to the price in comparison with

**This Novel Manicure Buffer is the Case
for the Rest of the Set**

¶ Did you ever see anything more charmingly practical than the Allwon Manicure Set?

¶ In the first place, it's so complete. There's everything you can possibly need for the most thorough care of your hands—including even nail-lustre and enamel and salve.

¶ And every article is of such excellent quality—meant to last for a life time. Cunicle scissors imported from Germany—highest grade duplex file—orange wood stick, special emery boards—all as good as money can buy.

The Jewel-Case Buffer

¶ But best of all is the Allwon Buffer. You see it's hollow and roomy. And it's velvet-lined like a jewel-box. It's the case for the rest of the set.

¶ Thus the Allwon set is always together—compact—convenient. Handy at home—more handy for traveling.

It Saves Its Own Cost

¶ One more remarkable feature: Old style buffers must

usually be thrown away as soon as the chamois soils. One is always buying new buffers. This isn't the way with the Allwon. You can quickly put on new chamois as often as you wish. It's a clever little patented device. So you'll never need a new buffer. This saving alone soon pays for the set.

Note the Low Price

¶ This beautiful set costs you less than an ordinary one. You cannot buy as complete an equipment, either separately or in a set, at a price as low as you buy the Allwon. Yet this beautiful set would grace any boudoir in the land.

¶ With Buffer beautifully Nickel-Plated, the complete Allwon set is only \$2—Silver-Plated \$2.50—Sterling Silver \$5 and \$5.50—Gold Plated on Sterling Silver, \$7.50. Sold by Department, Dry Goods and Leather Goods Stores, Jewelers, Druggists. Or, if not yet on sale in your town, send us your dealer's name, together with the price, and we will supply you.

U. S. SPECIALTY CO., Suite 116, 752 Broadway, New York City

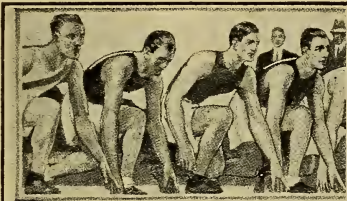
E. F. WALTER & CO., 166 McGill St., Montreal, Can., Exclusive Wholesale Canadian Agents

No. 7.

other goods. Thus any competing article that the person has seen will immediately come to the mind. In this way the competitor's goods are partly advertised. This advertisement could be made to stand on its own merits without a suggestion of another's article.

In No. 8 we find an excellent persuasive thought regarding "Sampeck Clothes." Not a word is said regarding competitors. The talk is such as to impress one with sincerity. Straightforward dealing, and with people who understand their business. In fact the last paragraph is the recognition of another

tailor's ability to produce as good work. This advertisement cannot but command the highest respect from its readers.



"Sampeck Clothes"
The Standard of America
THERE is something characteristic of vigorous young manhood about "Sampeck Clothes" that appeals very strongly to the young man, the business or the professional man.

The idea back of "Sampeck Clothes" is to provide men and young men with fascinating garments, authentic in style and true in quality at a *price not high*.

In "Sampeck Clothes" two indispensable features, style and quality are combined which make them the most fashionable clothes; it is possible to design and produce even in Gotham, the city of skilled tailors and fastidious dressers.

Booklet E—"Clothes of To-day," free on request. A beautiful College poster in colors mailed on receipt of 25 cents.

No. 8.

CHAPTER XIV.

THE BUSINESS MAN'S ENGLISH—FIGURES OF SPEECH.

Having classified the various kinds of composition and having shown the relationship of each to advertising, we now turn to the principles underlying the construction of the English in either of the four kinds of discourse: namely, description, narration, exposition and argumentation.

QUALITIES OF STYLE.

As for the English itself, the sentences should be expressive and comparatively short. An involved sentence, unless it is filled with unusual interest, is skipped by the average reader. There is to be gotten a certain forceful quality of style which makes the reader feel the value of every word. Force in writing is usually defined as that quality which makes one feel, and incites him to act upon what has been written. And it is just this kind of force for which the advertiser is searching.

Another quality is clearness. This is the construction of a sentence such that there can be no doubt as to the meaning meant to be conveyed. In our classified advertisements of the daily papers are to be

found flagrant violations of this principle. Observe the following:

“Furniture, pianos, carpets, feather beds, antiques, entire or part houses bought for cash, no matter how large.”

Compare the following two advertisements with regard to clearness: “Pianos guaranteed; \$5 monthly; bargains; tuning, repairing.” “If you want a bargain in used pianos of any make, write for bargain booklet.”

Another principle to be regarded is that of unity. Sentences may be short and even a single word employed to express a thought, yet there should be the idea of unity involved. Each thought expressed should be recognized as having its peculiar setting in connection with the entire advertisement.

A combination of words which produce repetition of the same word, group of words, or prominent syllables, unless the repetition has been previously arranged to produce force, is a general tendency which should be rooted out by every writer. The reading one's work aloud will often overcome this difficulty when the sense of sight alone fails.

The following selection taken from Charles Austin Bates on “Making a Front” is typical of the style of writing developed by the business man. Not only does he employ it in his ordinary correspondence, but it is revealed in every advertisement, pamphlet or circular, gotten out by him. Some people are terse because they have little to say and their terseness conveys but little information. The terseness of this so-called business English is filled with so much thought that we are often inclined to read twice before getting

the entire meaning. When the interpretation is clear, the next sentence is found to have adapted itself to the further unfolding of the thought.

MAKING A FRONT

We are all of us front-makers of one kind or other.

The style of architecture varies but the object of the building is the same.

We all want people to believe we are fully as good as we are and maybe just a wee mite better.

Some of us make a front with shirts of gorgeous hue and open-work socks.

Some of us let our hair grow to an intellectual length and wear the thoughtful frown that masks a vacant mind.

One carries a cane when a hoe would be more in keeping with his needs and his origin.

Another trims his beard to a point, frequents French *table d'hote*, places and gives the impression that his birthplace is only a mythical black dot on an unreal map.

THE STORE AND THE WINDOW

The Victor Department should have a good place near the front of the store.

Now, don't take this statement without further explanation. You might think it was because we have very much at heart their sale—which we admit.

The reason for giving the Victor a conspicuous place is that many are bought on impulse.

Victors are frequently sold in stores which handle other sorts of merchandise. A customer comes in for a piece of sheet music, or a roll of photographic films,

or some trifling purchase, and he hears the Victor playing "Love Me, and the World is Mine" or some other popular air, and he waits to hear the end.

And if he has any foolish notion about not wanting to spend money for a Victor, that chance hearing of a record is often the end of *that*.

You can trust the Victor to make its own friends, but you must give it a chance. You must put it where it can be seen and heard.

A piano is not usually bought on impulse. The purchaser makes up his mind, looks carefully over the field, and selects his instrument with great caution, probably after three or four visits to the store. You don't have to remind him that a piano is a pleasant thing to have around. Pianos can afford to be studied in the dim retirement of the back of the store, where the very privacy adds to their attractiveness. The talking machine should make its appeal from somewhere near the front.

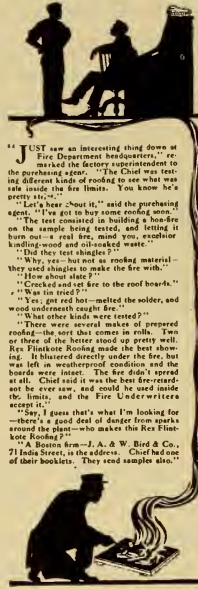
It is a good plan, when this is possible, to have a place for the Victor railed off from the rest of the room. This adds greatly to the convenience of the salesman who is demonstrating, it keeps the audience at a short distance, so that the sound effect is better; and it serves to protect the machine from careless and unauthorized handling.

Don't try to sell Victors in a small room if there is any part of a large one than can be devoted to them. Remember that you will want to play some of the fine sonorous records, and the poor customer will think he has seat A1 in the parquet at a band concert.

In stores where there is a great deal of street noise

to contend with, or where there is constant demonstration of other musical instruments, it is often necessary to enclose a large booth for special demonstrations.

The following advertisement shows the same qualities of style:



JUST saw an interesting thing down at Fire Department headquarters," remarked the factory superintendent to the purchasing agent. "The Chief was testing different kinds of roofing to see what was safe inside the fire limits. You know he's pretty strict."
 "Let's hear about it," said the purchasing agent. "I've got to buy some roofing soon."
 "The test consisted in building a box-fire on the sample being tested, and letting it burn out—a real fire, mind you, excellent kindling-wood and oil-soaked waste."
 "Did they test shingles?"
 "Why, yes—but not as roofing material—they used shingles to make the fire with."
 "How about slate?"
 "Checked and set fire to the roof boards."
 "Was tin tried?"
 "Yes, got red hot—melted the solder, and wood underneath caught fire."
 "What other kinds were tested?"
 "There were several makes of prepared roofing—the sort that comes in rolls. Two or three of the better stood up pretty well. Rex Flintkote Roofing made the best showing. It blistered directly under the fire, but was left in weatherproof condition, and the boards were intact. The fire didn't spread at all. Chief said it was the best fire-resistance he ever saw, and could be used inside the limits, and the Fire Underwriters accept it."
 "Say, I guess that's what I'm looking for—there's a good deal of danger from marks around the plant—who makes this Rex Flintkote Roofing?"
 "A Boston firm—J. A. & W. Bird & Co., 71 India Street, is the address. Chief had one of their booklets. They send samples also."

The style of the business man varies from the literary writer, not alone in his choice of subject, but with regard to the kind of action suggested. Action is the idea of business English. The very paragraph form is mechanically changed to correspond to his abbreviated conception of things. As a result we have four or five paragraphs created out of the

material of one. This readjustment from a psychological standpoint is such as to increase the attention value of the printed page. When one starts to read a short sentence there is an unconscious feeling that it can be accomplished within a few seconds. If the contents is interesting, the reader is lured into the next sentence, and thus the process continues until the skilful writer has led the reader into a complete reading of his text and thus has accomplished his purpose.

The passage following illustrates how the mechanical arrangement, curiosity, and wording combine to carry the reader through to the end of the paragraph.

DON'T READ THIS

because if you do you are liable to hear something to your advantage. 15,000 programs are distributed weekly from Keith's Theatre. If you want to receive your share of the PROSPERITY WAVE use this medium for advertising.


Patrons Wishing a Taxicab Will Find Same Waiting, if the
Head Usher is Notified in Advance

It cannot be said that this adaptation of a small paragraph is universal. There are to be found many single advertisements and booklets which regard every principle of English style. But to consider a mechanical readjustment with regard to paragraphing will undoubtedly often increase the attention value of an

article. Elbert Hubbard boasts of advertisements which defy many of the principles ordinarily accepted by the advertiser. But in the advertisement gotten out by him for the Equitable Life Insurance Society he has introduced a small cut which really accomplishes the same effect upon the reader. See No. 1.

Charity or Business-Which?

An Advertisement by Elbert Hubbard



THE germ of both life and fire insurance had its rise in the custom of taking up a collection for the stricken family. We all chipped in in the hope and expectation that if we were snuffed out by sickness or accident, the neighbors would do as much for us. When I lived in Kansas I well remember how when a farmer, who owned the next eighty to my father's, was killed by a runaway team, we all turned out and plowed the widow's fields, planted her crops and cared for her live stock. That she was young and comely probably had much to do with the ready and cheerful service which we brought to bear. So it seems that it was largely a matter of mood. Life insurance avoids the uncertainty of leaving things to the neighbors. It is a business plan, founded on the laws of mathematics and sound economy, to provide for those dependent upon us in case of death. Life insurance is no longer charity, or quackery, any more than fire insurance is. Life insurance is a duty, and it is a privilege. To eliminate the distressing results of death, through insurance, payable to business partners, wife or children, seems but common prudence. Lord Nelson in his will left his wife and daughter "to the tender care of the British Nation, to which I have given my life." And the wife and daughter—gravitated to the poor house; for what is everybody's business is nobody's business. Don't leave your loved ones to the care of the public or the neighbors. The neighbors may have troubles of their own. Cut out risk, accident and worry, by life insurance. There are no microbes in a life insurance policy. Some folks cannot get life insurance. Possibly you cannot. If so these words are not for you.

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES
"Strongest in the World"

The Company which pays its death claims on the day it receives them.
PAUL MORTON, PRESIDENT 120 BROADWAY, NEW YORK CITY

AGENCIES EVERYWHERE! None in your town? Then why not recommend some good man—or woman—to us, to represent us there.—Great opportunities to-day in Life Insurance work for the Equitable.

No. 1.

If you will begin to read the reproduced selection and stop at the end of the third sentence in each instance, you will observe that at about this point the interest becomes centred. There is a jarring feeling in the reading of the first sentence, but the jar has

enough impetus in it to force you into the next sentence and so on until the thought itself becomes the all important factor. We have become accustomed to the movement.

What is the contents that becomes so all absorbing in its influence upon many minds? Generally speaking it is the power through words of bringing up the picture experience of people's past. In "Making a Front" we have a building with a possible change of style represented. Then people by their many ways of creating effects—with shirt fronts, long hair, cane, etc., are shot before our gaze in panoramic view. The ability to unite all these forces into a whole has been a success with the writer, for each of us gets a decided picture of events.

Elbert Hubbard's advertisement again shows the practicability of the business man. He takes the ordinary experiences of life, experiences which involve the humorous, the pathetic, the calamitous, and because we can remember these events with their significance, he shows us that he has something to alleviate the pain or to change the memory of each happening. And we each cry over again our mishap or we laugh over again at the ludicrous past and, doing it, we see through another's eyes what was and what should be.

To the one who must write good English is given this command, "Read the most forceful writers in your particular line." This does not mean once but many times. By reading and re-reading you absorb certain qualities of style that become a part of your own expression which, added to your own peculiar experience, permits of a new kind of style on the

market. Get into the spirit of things and reflect this to the masses.

FIGURES OF SPEECH.

Hampton's Magazine is furnishing the following expressions:

"In the land of Fortune."

"Simplicity—Accessibility—Economy."

"The Sovereign Food Tonic."

"Like some stalwart giant of the forest, which for a century has withstood the violence of the elements, the Hartford Fire Insurance Company has completed its hundredth year of vigorous life."

"Do you want 'Heart Songs' on your piano the year around?"

"Buy a Florida farm
In the beautiful valley
Of the Suwanee River."

"A garden is a lovesome thing."

"The Heart of the Home is the Refrigerator."

"The Gift that Gives
Most Easter joy is
Fussy
Package."

"Nature's royal road to health."

"'My Policies'."

There is an atmosphere of nicety about each of the above selections different from the statement "This man draws dandy pay." You will readily recognize the so-called figures of speech as possessing an ele-

ment of beauty which an ordinary statement does not have. Figures of speech are but very little used in newspaper and magazine advertising. Unless the expression is decidedly in keeping with the text and likewise elucidating the theory would seem to be that it is better to fall back upon the forceful every-day way of stating the proposition. But figures of speech are supposed to assist the reader in the easy interpretation of a thought and the right figure in the right place must assist to give a completer image of things. Advertising literature seems to reveal the use of figures in pamphlets, circulars and booklets rather than the ordinary advertisements and newspapers. There could be a decided improvement in many advertisements by the introduction of a single clause or sentence, figurative in nature. Just as a touch of color adds to the effectiveness for the eye, so a figure of speech consistent in its interpretation of the text will add to the power of the imagination. This is a new field for the creative advertiser.

The above figures or statements which are really figures in effect are to be classified as the metaphor, simile, personification and allusion. There is also an attempt to be poetical.

The metaphor is the calling of one thing something else. "He is a fox." "The heart of the home is the refrigerator." This last figure is only part of the figure and causes a knowing individual to search for its inconsistency. Think of a refrigerator being the heart of a thing! Nevertheless it is a figure of speech, and regardless of its inconsistency attracts attention and conveys a thought. The advertiser undoubtedly intended just what he said.

The simile is a direct or stated comparison between things, stating that one thing is like something else with which we are familiar. "The Hartford Insurance Company has stood *like* some giant of the forest."

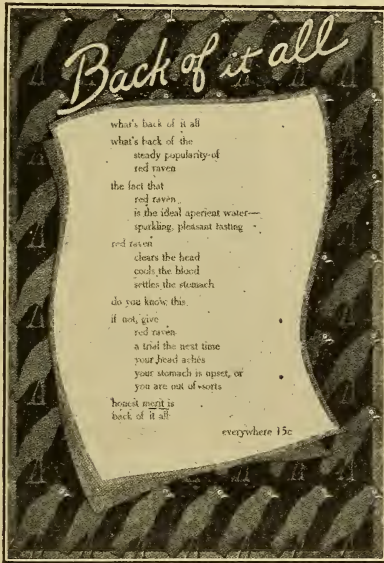
"Nature's royal road to health" is giving nature the power of a human being. Whenever a word is raised to a plane of being above its own and gives the characteristics of the new class it is said to be personification. Personification thus attaches importance to the ordinary or well-known.

In one of the sentences the Suwanee River is mentioned; another refers to "My Policies." Whenever reference is made to some well-known saying, story or incident we have an allusion. Allusions serve as an immediate interesting factor from which to lead to other things. People have sentiment and intellectual pride. Both can be brought to an immediate response by the proper stimulus.

Then we find repetitions of letters or sounds in pleasing combination defined as alliteration. "Simplicity—Accessibility—Economy." The "c" or "s" sound in each of these words produces a fascinating sum total effect. Alliteration is one of the principles to be found in poetry yet it can often be introduced into prose with good effect.

The form "The gift that gives most Easter joy is Fussy Package" is written so as to create a poetical effect. Poetry in advertising must be used very cautiously, as must any of the figures of speech. If the effect is so pleasing as to carry one into that dreamy poetical realm, unmindful of the practical thing meant to be given emphasis, then the adver-

tisement is commercially a failure yet artistically a success. Again, for a firm that is constantly before the public, it is a good thing once in a while to carry their goods into the unreal world. Many of us will never forget "The Spotless Town of Sapolio." There are many grown people to-day who can quote exactly the different advertisements as they appeared. To



change the form of advertisement back to the business realm was wisdom. Although many have never had occasion to buy Sapolio, yet when there is need for it that advertisement will be found to be the reason for the first purchase.

Notice the change of prose into poetic form in the above advertisement.

The form of poetry has been impressed upon each one's mind and there is an immediate tendency to read the passage. Of course, we are disappointed in not finding poetry, but we read it just the same.

USE SIMPLE WORDS.

An advertiser wished to use the word "optimist" in a certain advertisement. A clerk of the establishment said not to do it, that the mass to whom the appeal was to be made would not understand it. A test was made and several customers questioned regarding the meaning of optimist. The majority did not know its meaning. This word printed prominently meant absolutely nothing to them. The incident has its lesson. The class of people to whom an appeal is to be made should be studied most carefully with regard to its vocabulary and general ideas of things. The introduction of a strange word or peculiar figure should be educational in influence enough to explain itself somewhere in the text. People do not like the use of long words. Anglo-Saxon usage seems to carry the most forceful effect. Words should be regarded as to meaning and only those chosen which convey a definite concept.

CHAPTER XV.

THE ENGLISH OF ADVERTISING—WORDS.

In advertising the search is for a word or a limited group of words which immediately bring to the mind a score of impressions, every one of which reinforces the article associated with it. The right name given to any object at the right time is of great value commercially. It is said that the one who finds fascinating names for our Pullman cars receives an income much greater than the average salaried person. A name to be popular is one which has force with individuality, and at the same time is pleasing or fascinating to the sight, when written, and impressive to the ear, when spoken.

Words may be seasonable in their power of impression, or they may be for all time. For instance, the combination "Right Brothers" immediately brings up the advertisement of the Gold Dust Twins. Before the marvelous feat of the Wright Brothers' aeroplane, the name would not have carried with it the impressiveness that it now does. When "The Oliver" is mentioned, we have a name which can be used for years, and which because of its inherent dignity will be impressive because of the passing of events. With regard to the word "Oliver," it is interesting to note its association with their motto which comes to the

mind almost immediately, "The Machine You Will Eventually Buy."

Upon asking a class of young people, about sixteen years of age, for advertisements remembered, the most universal given was, "The Post-Dispatch—First in Everything." The newspaper mentioned insists that its motto be proclaimed under all circumstances until it has become a part of the mind fabric of the youth in this particular city. These so-called mottoes, if exceedingly terse and expressive in content, are really the equivalent of a single word. It takes no longer to understand the expression as a whole than it would the one word. It might be called a catch phrase.

The thing to strive for in the use of single words, mottoes and trade-marks is the nicety of relationship between words and the thing itself. If the association is farfetched it will be displeasing or unnoticed.

A desirable trade-mark is invaluable if once established in the minds of the masses. It saves space, words and money to the one who can, with so few strokes of the pen, attach a world of meaning to his insignia. You will note that the sentence above states that a "desirable trade-mark is invaluable." Some are unfortunate enough to possess trade-marks which displease the public mind. As an example, the picture of Mennen's talcum powder is not pleasing. While the powder itself has undoubtedly been a success, it could never be maintained that the firm would not have been just as successful with a more pleasing one. On the other hand, there is a possibility of proving a still greater growth had the trade-mark been such as to strike the public more favorably.

Review for a moment the trade-marks. See in your mind's eye the tiny chicken with the broken egg shell beside it. If "Bon Ami" does not come to the mind, at least "Hasn't scratched yet!!!" does. "Everwear" brings the background of the hose itself. Can you think of the Victor Talking Machine without seeing our fox terrier listening to his master's voice? Then there is "Ever Ready" looming up as a lathered moon face with his expression of delight in the mechanism of this particular razor. To many, the word "Educator" immediately prints itself on a cracker. On the other hand there are trade-marks used repeatedly in advertisements which fail to have any significance whatever to the casual glancer.

The following advertisements contain within the words themselves a certain dignity or impressiveness:

Sapolio
Campbell's Soups
Porosknit
Uneda
Tiffany
Thermos
The Oliver
Cream of Wheat
Packard
Cuticura
Ostermoor
The Steinway

Many other firms manufacturing the same goods and advertising equally as often have failed to educate you into an appreciation of their name. "What's in a name? Money—Failure."

There are those words which, because of their peculiar line effects, mechanically force us to remember and comprehend them. See No. 1 and No. 2.



No. 1.

Thus we summarize: A catch word, trade-mark or motto should be of such a nature to associate immediately the goods for which they are the insignia,—that a pleasing association is the sum total effect desired.



**Victor
Herbert**

No. 2.

When a trade-mark or appropriate name or motto has been chosen, each should be immediately copyrighted. The world is full of those eager and ready

at the slightest suggestion to profit at other's expense. When the word "Stopurkickin" was employed by a St. Louis laundry in its advertising, people all over the country attempted to use the word until stopped by law. Protection of one's rights must be constantly guarded.

Now that words are given their significance let us turn to sentences. A group of words, proverbial in force, is to be classified as a single word. In advertising, a phrase or clause expression must be regarded as a sentence. Sentences are given their completest force when punctuated. The punctuation as employed by advertisers may be classified as characteristic or unique. Those who observe the principles of correct English follow the characteristic method; while others who violate these principles for effect, may be forgiven on the ground of uniqueness. Let us analyze the following:—

1. "The Uses of Ivory Soap are Extraordinarily Varied."
2. Talk or Walk?
3. Anything cheaper than
Brenlin is false economy.
4. A Failure at Fifty.
5. Are you Well?
6. Buy Furs of "Shayne."
7. "Twin
Grip."
8. It is so easy to
claim too much.
9. Madam, you need never
sweep nor dust again.

10. *Write For Our Free Portfolio.*
11. Presto!
12. Fine-Form.
13. Lea & Perrins
Sauce.
14. Vacation Time is Still Here
15. An Up-To-Date
Line
For Wide Awake
Jewelers.
16. Ready —— Aim —— Fire.
17. U-All-No.
After Dinner Mint.
18. Who's Your Tailor?
19. Why?
20. Thoroughly Reliable.
21. "Her Answer."
22. Connected by Wire.
23. Cut Glass—The Gift that
Never Fails of a Welcome.
24. Special
Extra!
25. You Can Buy
The Oliver Typewriter
for 17 cents a Day!
26. Lest You Forget.
27. *Why Irrigation Bonds
Are So Popular.*
28. Bry Wear is Good Wear!
Make Us Prove It!
29. He won't be happy
till he gets it!
30. Goody! Goody!! Goody!!!

31. A Difference and No Difference
A Difference in the Price but No Difference
in the Diamond.
32. From the Atlantic
to the
Pacific Ocean.
33. Our Prediction—Correct!
34. Linweave
The New *Advertised* White Goods.
35. “Have
You
the
Elgin
with
the
49
Dial?”

These lines stand out most prominently in the advertisements of which they are a part. The use of the question mark, quotation marks, underscoring of words, exclamation point, with variation of type, are the forms which impress the eye. In several instances there are no marks whatsoever. With many of the sentences a single glance carries an effective appeal to the class intended to be reached.

A “Failure at Fifty” compels one to look for the remedy. There is a certain garment which needs washing—Ivory soap will do it. “Are You Well?” “Have you a good figure?” What being well has especially to do with a good figure is the conundrum on hand, and it may be that the text of the advertisement will supply the information. “An up-to-date

line for wide awake jewelers,"—strikes the fancy; for I pretend to be wide awake and the other fellow's challenge demands that I see if he *is* "up-to-date." "Vacation time is here," is seasonable. I am about to go on my vacation; what have you interesting to suggest regarding it? "Why irrigation bonds are so popular." I did not know that they were popular; I must be a little behind the times. Go ahead with your answer.

"Lest we forget." That sounds interesting. But forget, what? Alas! it is the common curse of humanity. Go ahead with your rebuke.

And so we might continue to analyze each one with respect to its human appeal in single expressions. The newspaper headlines are excellent examples of the terse and expressive use of short sentences. The dry goods man is ever searching for a new name to attach to the goods which are constantly before the public mind. And it is the happy catch phrase that takes the old goods from the shelves to give place to the new. Here again is the chance for the play of the imagination. The head of the dress goods department of the store finds that he has several shades of blue as left-overs. How to dispose of them is the problem. With an artistic touch he arranges them on his counters until the idea of blue is in the very atmosphere. Then he advertises "An Extraordinary Sale of Ancient Blues." Yes, the novelty seeker comes with her mingled curiosity and interest. She asks for a glance of those "Ancient Blues." The successful salesman does the rest.

The Christmas season is on and the dress goods department is running low in sales. "See here," says

the manager of the department, "something must be done." So his ingenious eye sees a dress pattern placed in a choice box, labeled "A Christmas Present." The daily press has said "Dress Patterns in Fancy Boxes as Gifts." Now the average individual likes to be practical, and if a dainty box will convert an ordinary or commonplace article into an acceptable gift, the transaction is likely.

There is one admonition to be given with regard to the goods. Do not over-advertise an inferior article. Disappointment breeds suspicion and suspicion drives away patronage.

Thus we find that expressive words or sentences as well as the illustration are the feelers of the advertisement which, wrapping themselves about the attention of an individual, are to drag him into the mental absorption of the text itself. With the reading of the text the desire is to be thoroughly aroused, and coupled with this desire the name of the firm able to satisfy the demand. The name should stand out with dignity and force. Thus every illustrated advertisement has four factors to be most carefully considered: first, a suitable illustration; second, an appropriate headline; third, the text which fully explains; fourth, the name of the firm which can supply the demand. In each of these four processes the mechanical adjustment of type, lines and paragraphing are to be considered as of the utmost importance.

Each business has its own peculiar vocabulary. There are certain expressions peculiar to the trade involved. It is the duty of the advertiser to study each particular expression possible in the description

or explanation of the goods to be sold. Get into the spirit relationship of the article to be sold and there is only one expression which will satisfy the word interpretation of it. When you find it, you will like it; and when you tell others, they will like it. In the following pages we have selected from thirty different advertisements words peculiar to the business indicated.

AUTOMOBILE ADVERTISEMENTS.

Number of firms represented, 30.

Below are thirty-nine words which have become almost peculiar to this particular business:

silence	elegance	useful
comfort	refinement	richness
motordom	durability	convenience
simplicity	strain	sturdiest
staunch	reliable	quality
equipages	speed	reputation
luxurious	endurance	popular
harmony	grace	commodious
model	economy	standard
dependability	design	fitness
adaptation	stability	rich
high-powered	handsome	achievement
simple	style	safest

Striking and accurate uses of words were found as follows:

- “Peerless—All That The Name Implies.”
 “Grace in Design and So Supremely Luxurious
 in Finish and Appointment.”
 “The Car That Captured The Country.”
 “Built For Business.”
 “A Veritable Mechanical Greyhound.”
 “The Charm of The Six.”
 “Luxury in a Limousine.”
 “Built for Severe Service.”
 “A Mechanical Masterpiece.”
 “The Choice of Post-Graduate Motorists.”
 “Ask The Man Who Owns One.”
 “Two Cars for The Price of One.”
 “Luxuriously Fitted-up.”
 “Sumptuously Appointed.”

MEN'S OUTER CLOTHING.

Number of firms represented, 28.

Below are the words peculiar to the vocabulary of
 this business:

well-dressed	art
style	alterations
distinction	stylish
unique	creation
garment	worsteds
ready-to-wear	models
correct-cut	patterns
perfect-fitting	peg-top
unbreakable-fronts	regulars
nobby	Russian-sailor
taped-seams	full-cut
dark mixtures	made-to-order

designs	serge
perfection	hand-tailored
pre-eminence	stouts
qualities	double-breasted
medium-weights	all-wool
cashmeres	fancy-effects
tailored	100% process shrunk

The following are striking or accurate uses of words:

“Overcoat Opportunity.”

“Individual Measures Built Into a Cloth.”

“Cream of the Season’s Woolen Innovations.”

“Primest of Materials.”

“A Legal Guarantee with each Garment.”

“How the Best Dressed Men Dress.”

“Good Clothes Makers.”

“Ordinary ‘Merely Clothes’ Kind.”

“Highest Art and Science of Tailoring.”

“To-morrow Will End It.”

“The Standard of America.”

“The New York Tailors of New York City.”

“World Wide Styles.”

“Our Clothes Make You Feel Young, Look
Young, Act Young.”

“Uncommon Clothes at Common Prices.”

“Character in our Garments.”

“A Rapidly Moving Stock.”

“Every Suit is Embraced in this Sale.”

“The Facts Speak for Themselves.”

“Don’t Let the Opportunity Get Away.”

HEATING APPARATUS.

Number of firms represented, 8.

Below are the words peculiar to the vocabulary of this business:

method	high-grade	powerful
heating	saves fuel	saves gas bill
efficiency	comfort	consumes
practical	reputation	catalogue
efficient	coal	improved
economical	furnace	heater
less-space	air	water
flue	cell	fuel
cold weather	burns	no cinders
no clinkers	no dust	no soot
	under-fed	

Striking or accurate uses of words:

“Have you Seen Our Treatise on the Possible Utilization of the Exhaust Steam?”

“No Marathon Talkfest.”

“This is of Unquestionable Merit and Individuality.”

“Honestly Constructed.”

“Perfect Construction, Perfect Comfort.”

“Aimed at your Patrons’ Purses.”

“Passport to Comfort.”

“Battery of Zigzag Heat Tubes.”

“The Base Burner is a Humbug.”

“The Pyramid Grate.”

“Don’t Overlook the Health, Happiness, Comfort and Convenience to be Secured by the use of the Ajax.”

“The Heart of the House Circulation.”
 “It will serve you Right.”

CATSUP ADVERTISEMENTS.

Number of firms represented, 7.

Below are the words peculiar to the vocabulary of this business:

fresh material	relish
inspection	natural flavor
delicious	sound and red to the core
satisfying	sweet
perfectly ripe	clean preparation
fresh, ripe, sound fruit	especially grown tomatoes
selected	appetizing
pure quality	home-made
	airy kitchens

Striking or accurate uses of words:

- “Contains no Benzoate of Soda or other Drugs.”
- “Free from Chemical Preservatives or Artificial Coloring.”
- “It’s the Process.”
- “None so Good.”
- “Nature’s Best in Heinz’ Ketchup.”
- “Protect Yourself.”
- “The Kind that Keeps After it is Open.”
- “Natural Flavor Food Products.”
- “Original Catsup.”
- “Insist on getting Libby’s.”
- “Every one of the Heinz’ 57 Varieties is Pure.”
- “Selected Tomatoes picked at their Prime.”
- “All Prepared in Clean Kitchens by Clean People with Clean Equipment.”

“Recognized and Endorsed by United States Government.”

“Snider Process.”

Our language is in a process of spelling change. A few years ago Theodore Roosevelt gave to the printer an authorized revised list for spelling. While many of the older school hesitate to accept the revision, there is a tendency on the part of the business world to adopt it. The writer of these lessons recommends the new method. It is the conviction of many that fifty years from now will have brought the method into operation by a slow absorption process. The advertiser will have his part to perform in this change. Since many scholars and authoritative people have recognized the newer method, there need be no fear on the part of the advertiser that he is transgressing the laws of good English. In every movement there must be the pioneer. Being the leader of a new trail involves the criticism of its followers by the old school. But in the case of reformed spelling, the trail already has enough increasing followers to insure absolute recognition.

The following is the authorized list:

Choose the simpler spelling, that at the left.

Abridgment	abridgement
accouter	accoutre
accurst	accursed
acknowledgment	acknowledgement
address	addressed
adz	adze
affixt	affixed

altho	although
anapest	anapaest
anemia	anæmia
anesthesia	anæsthesia
anesthetic	anæsthetic
antipyrin	antipyrine
antitoxin	antitoxine
apothem	apothegm
apprize	apprise
arbor	arbour
archeology	archæology
ardor	ardour
armor	armour
artizan	artisan
assize	assise
ax	axe
bans	banns
bark	barque
behavior	behaviour
blest	blessed
blusht	blushed
brazen	brasen
brazier	brasier
bun	bunn
bur	burr
caliber	calibre
caliper	calliper
candor	candour
cares	caressed
catalog	catalogue
catechize	catechise
center	centre
chapt	chapped

check	civilise
checker	cheque
chimera	chequer
civilize	chimæra
clamor	clamour
clangor	clanguor
clapt	clapped
claspt	clasped
clipt	clipped
clue	clew
coeval	coæval
color	colour
colter	coulter
commixt	commixed
comprest	compressed
comprize	comprise
confest	confessed
controller	comptroller
coquet	coquette
criticize	criticise
cropt	cropped
crost	crossed
crusht	crushed
cue	queue
curst	cursed
cutlas	cutlass
cyclopedïa	cyclopædia
dactyl	dactyle
dasht	dashed
decalog	decalogue
defense	defence
demagog	demagogue
demeanor	demeanour

deposit	deposite
deprest	depressed
develop	develope
diersis	diærsis
dike	dyke
dipt	dipped
discust	discussed
dispatch	despatch
distil	distill
distrest	distressed
dolor	dolour
domicil	domicile
draft	draught
dram	drachm
drest	dressed
dript	dripped
droopt	drooped
dropt	dropped
dulness	dullness
ecumenical	œcumenical
edile	ædile
egis	ægis
enamor	enamour
encyclopedia	encyclopædia
endeavor	endeavour
envelop	envelope
Eolian	Æolian
eon	æon
epaulet	epaulette
eponym	eponyme
era	æra
esophagus	œsophagus
esthetic	æsthetic

esthetics	æsthetics
estivate	æstivate
ether	æther
etiology	ætiology
exercize	exercise
exprest	expressed
fagot	faggot
fantasm	phantasm
fantasy	phantasy
fantom	phantom
favor	favour
favorite	favourite
fevor	fevour
fiber	fibre
fixt	fixed
flavor	flavour
fulfil	fulfill
fulness	fullness
gage	gauge
gazel	gazelle
gelatin	gelatine
gild	guild
gipsy	gypsy
gloze	glose
glycerin	glycerine
good-by	good-bye
gram	gramme
gript	gripped
harbor	harbour
harken	hearken
heapt	heaped
hematin	hæmatin
hiccup	hiccough

hock	hough
homeopathy	homœopathy
homonym	homonyme
honor	honour
humor	humour
husht	hushed
hypotenuse	hypothenuse
idolize	idolise
imprest	impressed
instil	instill
jail	gaol
judgment	judgement
kist	kissed
labor	labour
lacrimal	lachrymal
lapt	lapped
lasht	lashed
leapt	leaped
legalize	legalise
license	licence
licorice	liquorice
liter	litre
lodgment	lodgement
lookt	looked
lopt	lopped
luster	lustre
mama	mamma
maneuver	manoeuvre
materialize	materialise
meager	meagre
medieval	mediæval
meter	metre

misst	mist
miter	mitre
mixt	mixed
mold	mould
molding	moulding
molt	moult
molder	moulder
moldy	mouldy
mullein	mullen
naturalize	naturalise
neighbor	neighbour
nipt	nipped
niter	nitre
ocher	ochre
odor	odour
offense	offence
omelet	omelette
opprest	oppressed
orthopedic	orthopædic
paleolithic	paleolithic
paleography	palæography
palentology	palæontology
paleozoic	palæozoic
parlor	parlour
past	passed
paraffin	paraffine
partizan	partisan
patronize	patronise
pedobaptist	pædobaptist
pedagog	pædagogue
phenomenon	phænomenon
phenix	phœnix
pigmy	pygmy

plow	plough
polyp	polype
possest	possessed
practise	practice
prenomen	prænomen
pretense	pretence
pretermit	prætermit
prefixt	prefixed
prest	pressed
preterit	præterite
primeval	primeaval
profest	professed
program	programme
prolog	prologue
propt	propped
pur	purr
quartet	quartette
questor	quæstor
quintet	quintette
rancor	rancour
rapt	rapped
raze	rase
recognize	recognise
reconnoiter	reconnoitre
rigor	rigour
rime	rhyme
ript	ripped
rumor	rumour
saber	sabre
saltpeter	saltpetre
savior	saviour
savor	savour
scepter	sceptre

sepulchre	sepulcher
sipt	sipped
sithe	scythe
skilful	skillful
skipt	skipped
slipt	slipped
smolder	smoulder
snapt	snapped
somber	sombre
specter	spectre
splendor	splendour
stedfast	steadfast
stept	stepped
stopt	stopped
strest	stressed
stript	stripped
subpena	subpœna
succor	succour
suffixt	suffixed
sulfate	sulphate
sulfur	sulphur
sumac	sumach
supprest	suppressed
surprize	surprise
synonym	synonyme
septet	septette
sextette	sextet
silvan	sylvan
scimitar, cimeter	simitar
tabor	tabour
tapt	tapped
teazel	teasel, teasle, teazle
tenor	tenour

theater	theatre
thoro	thorough, thoro'
thoroly	thoroughly
thruout	throughout
topt	topped
transgrest	transgressed
tript	tripped
tho	though, tho'
thorofare	thoroughfare
thru	through, thro'
tipt	tipped
tost	tossed
trapt	trapped
tumor	tumour
valor	valour
vapor	vapour
vext	vexed
vigor	vigour
vizor	visor
waggon	wagon
washt	washed
whipt	whipped
wilful	willful
winkt	winked
wisht	wished
wo	woe
woful	woeful
woollen	woolen
wrapt	wrapped

PUNCTUATION.

Primarily, punctuation is to make easy the reading of any text. In advertising we find the ordinary

usage of punctuation entirely disregarded. The advertiser attempts such combinations as will produce striking effects. Therefore, we may say that the advertiser is permitted to employ marks in any way whatsoever, if by doing so his advertisement gains in attention qualities, clearness and emphasis. Rather than give the correct marks of punctuation and their usage, it will be more profitable to examine carefully the uses of marks found in any magazine. Of course, the size of the type and the position of the word, phrase or sentence in each particular advertisement is an added element, but it is not necessary to reproduce them here. Observe how the following passages either illustrate some principle of punctuation or, violating it, give emphasis and clearness.

WHAT A REAL TAILOR CAN DO

If you have begun to believe that perfect-fitting clothes “come true” only in fashion pictures—why not call on our local Royal dealer to-day—or write *us* to have him call on *you*?

ZING! IT'S UP!

You'll find the Handihook
the neatest—lightest—*handi-*
est hook you ever saw. Does away
entirely with hammer. Needs no screw-
ing—no fuss of any kind.

ACME QUALITY
ENAMEL (Neal's)

Here's the plain
"horse-sense" of Duofold
The inside fabric is cotton, silk or linen. No
"itchy" wool next to you.

Exclusive DISSTON Features:

This is the *only* establishment making its own steel for the full line of saws and tools.

Quality of saws and tools begins with the steel, and Disston Steel is *famous* for its quality.

Shop treatments, *exclusively* Disston, result in finished products the most perfect for their purpose.

The Saws and Tools which
cost *least per year* are
"DISSTON" Brand

From
"THE TALE OF TWO TAILORS"
By Elbert Hubbard.

* * * *

The above quotation furnishes the reason which actuated a great London merchant in offering Stein-Bloch clothes exclusively to his London patrons.

SPEEDWELL "50"

54th YEAR
WHY DON'T YOU BUY

Our ½ Price Offer

Stopped!

“Strong as an Ox.”

Iced Chocolate Pudding with Custard Sauce
—a delightful dessert that every member of
the family can enjoy.

For sale by druggists everywhere, 10,
25 and 50 cents, or by mail. Stamps
taken.

Now Costs No More Than “Ready-mades”

And The *Best* Tailoring—*Royal* Tailoring

Now think of cherry pie, berry pie, peach and
apple pie—if you want light, flaky pie crust just try
part Kingsford's Corn Starch with your flour. *THE
BOOK TELLS.*

Especially valuable are the chapters
regarding the baby's food; what kind of
milk should be used; how it should be
modified with Mellen's Food to suit
varying needs; how often the baby
should be fed, etc.

Your preference for Fall may be either
for a soft hat or a Derby.

“Florentines”

The Ideal Silks for Sofa Pillows,
Quilts and Draperies.

In making home interiors attractive and
in good taste, much depends upon the artistic
use of fabrics for hangings, spreads, sofa
pillows and small articles of utility as well
as of beauty.

That Roof Will
Last For
Generations!

There is price—sentiment—business fore-
sight—in building for the long future;
for your son, and *his* son.

There is wisdom in selecting Carey’s Roof-
ing—a *perfect* and *permanent* protec-
tion for all flat and steeped roof build-
ings.

Roofs laid during the first year it was made
(25 years ago) are still intact; appar-
ently good for many years more.

Wisdom.

As your teeth are wanted to last—for
time to come—begin at once their daily
antiseptic cleansing with, etc.

A Plain Range!

MIGHTY EASY!!

To Get

“Common-Sense” Suspenders

“NATIONAL” Tailored Suits

Seventeen years on the market, and like the famous Bon Ami Chick—“It hasn’t scratched yet.”

Hasn’t scratched yet!!!

It cleans, scours, polishes—and it does this *easily*.

They’ll All Be Glad

TRADE-MARKS.

The following information will be found valuable in the securing of a trade-mark. A trade-mark is, as the name implies, a mark placed upon the goods of a manufacturer to indicate ownership or origin.

The following classes of words or marks may be registered as trade-marks in the United States Patent Office:

An arbitrary term or phrase, a coined word, or symbol.

A picture or facsimile signature of the applicant, or of another than the applicant providing their consent be obtained.

The name of an individual, firm, or corporation, when written in a distinctive style.

The name of a periodical publication.

Geographical terms, words descriptive of the goods upon which they are used, and the names of indi-

vidual firms, or corporations, when not written in a distinctive style, which has been in continuous and exclusive use since 1895.

A trade-mark may be registered by an individual, firm or corporation. It is necessary that the mark be in actual use either in interstate commerce or in commerce with foreign nations, or with the Indian tribes before the filing of the application.

A complete application for the registration of a trade-mark consists of a petition, statement, declaration and drawing in accordance with the rules of practice formulated by the Patent Office.

A description of the trade-mark is required only when necessary to express colors not shown in the drawing. A statement is required of the manner in which the trade-mark is used and the length of time during which it has been used. A drawing of the trade-mark and five specimens, or, when not possible to give five specimens, facsimiles of the trade-mark must also be included in the application.

The drawing must be made upon pure white paper equal in thickness to two sheet Bristol board, size 10 x 15 inches. A margin line is to be drawn one inch from each edge, leaving a "sight" 8 x 13 inches. A space of not less than $1\frac{1}{4}$ inches is to be left for title, etc., measuring from one of the shorter margin lines. When the sketch is horizontal the title is to occupy the right hand side of the sheet and to be printed so as to be read when sheet is turned to upright position.

Drawings must be made with a pen, India ink being used; every line must be clean, sharp and solid, not too fine or crowded, open surface shading

when any is used; proprietor's name is to be placed at the lower right hand corner of the sheet when in vertical position, and within marginal lines. Drawings must not be folded or rolled for transmission.

The application must be accompanied by a written declaration to the effect that the applicant believes himself to be the owner of the trade-mark sought to be registered and that no one else to the best of his knowledge and belief has the right to such use, either in the identical form or in such near resemblance thereto as might be calculated to deceive. That the trade-mark is in actual use, and that the description and drawing presented truly represent the trade-mark. A fee of ten dollars must accompany each application.

No trade-mark shall be refused registration unless it consists of or comprises (a) immoral or scandalous matter, or (b) the flag or coat-of-arms or other insignia of the United States or any resemblance thereof, or of any state, municipality, or foreign nation, providing that no trade-mark shall be registered if identical with or nearly so identical as to be likely to cause confusion or mistake.

No mark consisting merely in the name of an individual, firm, corporation or association, not written, printed, impressed, or woven in some distinctive or particular manner, or in association with the portrait of the individual, or merely in words or devices descriptive of the goods, or merely a geographical term, shall be registered unless such mark, words, or device was in actual or exclusive use as a trade-mark of the applicant or his predecessors from whom

he derived title for ten years next preceding the passage of the act of February 20, 1905.

Any person who believes that he would be injured by the registration of the trade-mark must file notice of opposition with grounds therefor within thirty days after the publication of the marks in the Official Gazette. If no notice of opposition is filed within thirty days, the Commissioner of Patents will issue a certificate of registration. If the application is refused, the applicant is notified together with a statement of the reason for the action.

An interference may be declared by the Commissioner when the trade-mark sought to be registered is identical with the trade-mark appropriated to goods of a similar nature for which a certificate of registration has been previously issued to another, or for registration of which application has been made, or which so nearly resembles such trade-mark, or a known trade-mark owned and used by another, as, in the opinion of the Commissioner may be mistaken therefor by the public.

CHAPTER XVI.

THE ETHICS OF ADVERTISING.

In every game of life the question arises as to what is fair and unfair. When a man has succeeded, the critic steps in to judge of his account; and if there is the slightest suspicion of fraud his success is immediately discounted to the joy of his jealous competitor. The discreet advertiser is he who recognizes this condition and whose acts conform to what is generally admitted as the standard ethical code, subject to such desirable changes as experience recommends and warrants.

Once upon a time the advertising of every newspaper and magazine was as promiscuous in its contents as colored stones along the seashore. The reader felt his every ailment to be cured. Goods of all descriptions were not being sold but simply handed over the counter for a mere pittance. Each firm competed with others to reduce the price as close to nothing without reaching nothing as possible. People bought goods, too; money was made. At first any sensation brings results, but it is the after effect which must be guarded against. An analysis of this after effect has brought merchants to realize that there is a law of order and decency even in advertising that must be regarded if advertising is to be cumulative in effect.

We often hear the statement "Jack of all trades and master of none." This proverb associated with an individual stamps him as a failure in the community in which he lives. In other words, instead of applying himself diligently and conscientiously to the details of a given line of work, he has passed superficially from one thing to another until he has broadened out at the expense of the depth. His friends count him a failure and extend only pity. For a while he was able to deceive them, but when the test moments of strength to cope with the difficulty came, he was not equal to the emergency. So it is in advertising. Those firms which occasionally thrust themselves into the attention of the masses, offering the most tempting of goods at ridiculously low prices, are soon found out in their falsehood. They have not considered advertising in its relation to every part of its particular business and have neglected detail only to become shallow. A lie tends to travel rapidly. It takes an exceedingly good memory to be a good liar. It is not long before the populace takes up the cry, traitor! traitor! The masses, at last, grew tired of this shrieking hysteria of advertising and through a sheer feeling of contrast began reading the saner advertisements.

The sane advertisement now holds sway and a large percentage of the masses have come to look with suspicion upon too highly colored an article. Who can ever forget the medicine advertisements' power over the people? Those testimonials giving actual names of people, places and dates were decidedly authoritative. To many, that the thing was printed was sufficient to convince of its supposed truthfulness. In this day,

people have come to realize that if a thing does appear black on white there must be further evidence of proof before a favorable decision is to be reached. This statement will only hold good with respect to a certain percentage, for there will always be people at that particular stage of development who are susceptible to the sensational. Whenever the sensational can be backed up by goods themselves and every one sees the truth in sensation, a run follows.

For instance, a first-class dry goods store is in the habit of having a remnant sale on Friday. When glaring headlines announce the fact that organdies, lawns and dimities worth twenty-five cents a yard are to be had for eight cents, a grand rush is to be the result. People have previously come to know regarding the integrity of this particular firm, hence an immediate response from all parties. A properly worked combination of sensation and reliability can always be depended upon to bring sweeping results. It is the mob spirit, which affects, alike, rich and poor, young and old, black and white.

Magazines were the first to recognize the evils arising from the acceptance of any and all advertising matter. People began unconsciously to discount the value of a paper when it printed those things which, if not boldly untrue, were at the very least subject to the greatest suspicion. As certain of the editors began to eliminate this objectionable element from its pages, the standard of the paper rose. Now many estimate the value of a paper by the character of its advertising matter. Some magazines have gone so far as to guarantee absolutely every advertised article and to refund to the answerer the total

amount lost, in case falsehood can be proven. Even church papers have been caught in the whirr of loose advertising. Strange to say, some of them seem to be the last to eliminate from their columns much of this objectionable matter. The money made from the magazine itself has been too tempting an offer. A certain religious old lady declared that she bought only those goods which were advertised in her religious paper. It is just this feeling of responsibility that the manager of any paper must have with regard to the quality of his advertisement.

As magazines were the first to recognize the harm of the untruthful matter and first to revise their columns in this respect, so they are the first to reap the benefits of such a movement. Their advertising sections are crowded with announcements by representative firms. The standard of reading, the best possible, and the advertisements from honorable firms, have created a demand for the magazine. Now advertisers are willing to pay as much as seven or eight thousand dollars for the single page of certain representative journals. Thus all interested parties who are desirous of accumulative business effect are united under a common system which brings satisfaction to all.

The newspapers are now beginning to awaken to the fact that they have a duty to perform for their readers. As the management of the paper realizes that people buy goods because *they* have advertised them, it is realized that it means suicide to destroy the confidence established. A reputation of association with the best business interests again proves for the populace, "birds of a feather flock together."

Every paper is seeking for an additional subscription list and as confidence is one factor to make this possible it behooves the various departments to consider their advertising pages as conducive of such an element. Really, then, advertisers in any paper should take into consideration two things: first, the confidence of the public in its pages; second, the circulation. On these, competition should be waged. Those advertising reputable goods in newspapers owe it to themselves to insist upon the cleanest array of printed matter possible on the part of the newspapers in which insertions are made. Thus the war wages between truthful publicity, backed up by the advertiser and newspaper management on the one hand, as opposed to lying publicity, backed up by unscrupulous merchants, advertisers and fakirs on the other.

Among advertisers themselves certain difficulties have arisen which seek for an ethical solution. In the "Printers' Ink" is a discussion of the right of one man to copy another's layout. The war is waged between Shannon, dealer in hardware, and Kirschbaum, a dealer in men's furnishings. (See No. 1.) Shannon, who has followed this style for about fifteen years, claims that Kirschbaum has taken the style up bodily. To every ethically inclined advertiser the question arises, "How much am I permitted to imitate others?"

"There is nothing new under the sun," has a certain element of truth in it. New things seem to be combinations of the old. Ethically, in advertising any new thing should have right for expression if its imitation does not violate any of the following: first,

its new appearance should not be such as to confuse the mind of the average reader with the advertisement of a competitor; second, it should not be such a combination that the distinguishing feature of the original is the distinguishing feature of the imitation. When all has been said, the only real harm that is to be openly decried is the thought of the first. As for absolute originality not one of us has it, and if the world were to depend for progress on the theory of



**Pongee Shirts
at a big
Saving**

Not so very many of them. And they're such unusually big value at the price that they'll probably be snapped up in next to no time.

But while they last you can take them away \$1.00 for each.

How's that? Fine pongee that looks like silk and holds its lustre even after the laundry man has had his whack at it.

Plain or pleated bosoms. French cuffs.

These are shown in the catalogue of dress and every day suits, neck wear, pajamas, and other novelties.

Kirshbaum
926 Chestnut

**Your garden
needs a good
big drink**

every' now and then to keep it looking fresh and green. You can't depend on Dame Nature because she's often lacking in tears when they're needed most. So get a hose and water your garden regularly. And if you haven't any garden water your sidewalk and the street. Surprising how it cools things off.

Our secret garden hose is of extra quality and sells regularly at 18¢ per foot—but present price 16¢.

We have a 1/2 inch, 3-ply garden hose, which we sell in 50-foot lengths with coupling attached, at 16¢ per foot.

Also, Shannon's Special—our extra quality wood hose—in 100' lengths.

Our Hoses Available, 25¢
Hose Attachments, 25¢
Hose Menders, 25¢
Hose Ends, 25¢
Hose Washers, 10¢ per dozen.

We have an assortment of these appliances of regular makes at a wide range of prices.

Shannon
HARDWARE
816 Chestnut

No. 1.

those denying the rights of others to ever use any other element in existence the growth of ages would pass away.

In the case of Shannon vs. Kirschbaum, the writer fails to see how Kirschbaum could be condemned at all for his copy form. The mass would never detect a similarity. There are a thousand firms to-day employing a similar form. Why? Because certain

psychological principles are observed here which would tend to create a similar advertisement without a single attempt at imitation on the part of many a conscientious advertiser.

Not long ago I had occasion to use one of the Karo Syrup advertisements and began a search through one of the magazines. I thought that I had selected one and had it cut from the page when the revelation came that I had one of Kingsford's Corn Starch ad-



The good cook knows
that a spoonful of Kingsford's
mixed with the flour makes perfect
pie-crust. She also
knows that

Kingsford's Corn Starch
is far better than flour for thick-
ening gravies, soups and sauces.

Send a post card today, and
we will mail without charge
our remarkable little *Cook Book*
"G."—"What a cook ought to
know about corn starch."
It contains one hundred and
sixty-eight of the best recipes
you ever tried.

T. Kingsford & Son
Oswego, N. Y.
National Starch Co., Successors

No. 2.

vertisements. No. 2 has a motherly looking woman, similar in appearance to the woman advertising Karo on the bill boards of the city.

In reality the Kingsford people advertised the Karo company. Now if one firm appropriates another's form intentionally thus to profit by another's previous publicity, it is to be ranked as stealing. On the other hand, such a condition as exists above is injurious to

one or the other's business and an agreement should result in a change of copy that would not prove detrimental to either party.

Nos. 2 and 3 were shown to several very quickly and then withdrawn. The majority seemed impressed with the idea that each advertisement was that of



CHILDREN love bread and Karo. Give them all they want. It's the most wholesome thing they can eat—Karo is pure, nourishing, higher in food value than other syrups—and more digestible. *Folks who find that other syrups do not agree with them, can eat Karo freely.*

Eat it on
Griddle Cakes
Hot Biscuit
Waffles

Karo
CORN SYRUP

Use it for
Ginger Bread
Cookies
Candy

Karo is delicious on breakfast cakes—it is the best and purest syrup in the world for all table uses, for cooking and home candy making.

*Send your name on a post card for Karo Cook Book—fifty pages including thirty perfect recipes for home candy-making—Fudge, Taffy, Caramels, Butter Scotch, and especially "Karo Sweet Divinity"—the book tells.

CORN PRODUCTS REFINING CO., Toledo, O., New York



No. 3.

Karo. Psychologically, the law of repetition on the part of the Karo people in the extensive campaign of the past winter, and the law of association because of their variety, yet individuality, made a less prominent-at-this-time advertised firm, whose copy is similar, serve to advertise another firm.

Nos. 4 and 5 are interesting in that they possess similarity of treatment. These four advertisements at least furnish material for discussion involving the following questions: Are they similar enough to arouse a suspicion of imitation? Did the same man design copy for both? How does similarity affect the



HERE'S the syrup for griddle cakes!
Pure—wholesome—delicious.
You can eat more Karo than any other sweet.
You can eat more cakes—like them better
and they will like you better.

Karo Corn Syrup

Eat it on Griddle Cakes Hot Biscuit Waffles	Use it for Ginger Bread Cookies Candy
--	--

As a spread for bread, you can give the children all they want.
Karo is lighter in food value and more easily digested than other syrups.

Send your name on a post card for Karo Cook Book—fifty pages including thirty perfect recipes for home candy-making—Wafles, Tasty, Caramels, Butter Scotch, and especially "Karo Sweet Delicacy" the book tells.

CHRY'S PRODUCTS REFINING CO., Dept. G, New York



No. 4.

respective firms in impressing their goods by this similarity of advertising? If there were complaint, how should an adjustment be made?

There is a tendency on the part of many to show up the imperfections of a competitor. Psychologically it has been proven bad; ethically it is likewise poor. A

man who is continually depending upon the defects of others for advancement soon gets the reputation of such and arouses not only sympathy for the down one, but indignation for the thrasher. The world has sympathy for the under dog. Again people admire those who are constructive in their attitude toward things



THERE is a Cake-Baking Secret known to good cooks that should interest every housewife.

It's the use of Kingsford's Corn Starch—not only in the *filling*, but in the *cake itself*—one part Corn Starch to three parts flour. It makes the daintiest smooth, light cake imaginable.

KINGSFORD'S CORN STARCH
is absolutely necessary for the best Angel Cake, White Mountain and other *white cakes*. Use one-half cup corn starch mixed with the flour.

¶ **KINGSFORD'S** has a hundred uses. The good cook reaches for the familiar yellow package a dozen times a day. It's on her grocery list every week.

¶ **A Word to Kingsford Friends**—Send us the name of any young housewife who thinks that Corn Starch is used only for puddings or desserts; we will send her our new little Book (*J*), "What a Cook Ought to Know About Corn Starch!" We will gladly mail you without cost a copy too if you like.

T. KINGSFORD & SON, OSWEGO, N. Y.
NATIONAL STARCH CO., SECAUCUS

No. 5.

and not destructive. Good qualities brought before the mind affect the mind favorably; good and bad together discount the possible good effect. The spirit of live and let live should govern a man's life. The statement that every competitor is my equal in at

least one respect should be recognized. If it is not true the consumer will soon come to realize it and naturally bring to pass a stream of trade in the right direction.

Pride is an element which can hurt an institution of however great a standing. Too much pride begets a feeling of contempt on the part of others. Hence every successful advertiser should take heed lest he fall, remembering the passage that "pride goeth before a fall." It is possible for an individual to have obtained the highest success imaginable and yet to have associated with it a spirit of simplicity, a display attractive but not ostentatious. It is not my intention to say that the "Ladies' Home Journal" has introduced dangerous pride into the spirit of its advertising; nevertheless to the average reader a peculiar combative spirit arises upon the presentation of the advertisement on the next page.

The feeling of live and let live, as suggested above, does not entirely exist. A prolongation of this kind of a campaign would result in disgust on the part of the reader. Both papers are excellent and recognized as such. Why need they resort to quite so authoritative statements and comparative powers? There are other ways of retaining and increasing the already comparative degree of admiration. This kind of publicity will not bring to pass the superlative degree of success.

SENSATION AND INTELLIGENCE.

While people generally are first impressed with first sensation, somehow intelligence comes to occupy a

The BUTTERICK Company

reprints below an advertisement of

The CURTIS PUBLISHING COMPANY

with some comments

Birds of a Feather

It is not the policy of THE LADIES' HOME JOURNAL to allude to its contemporaries. Nevertheless, we feel it proper to point out occasionally that THE LADIES' HOME JOURNAL has been and is the leader, the creative force in journalism for women. The advances in magazine quality and the progress in helpfulness were conceived in THE JOURNAL offices.

Those who follow know what the leader has done and is doing, but they do not know what he is going to do next. In short, THE force that makes a leader maintains a leader.

We have emphasized to our advertisers the importance of being in front — of doing a thing first. Advertisers with this ambition will do well to consider the advantage of having their advertising associated with the magazine which is first in circulation, first in initiative and first in influence.

The Curtis Publishing Company
Philadelphia
New York Chicago Denver

The circulation of THE LADIES' HOME JOURNAL is more than 1,300,000 copies each month. The same forces which have created THE JOURNAL'S unique circulation here, at the same time, made it an advertising medium of unique power.



This chattering allusion is not acceptable to us.

Better stick to this policy.

Has been frankly admitted.

Big claim — and true in large measure as covering women's publications, except for fashions — in which field they are novices.

We hazard a guess — there is a lively interest in Philadelphia as to what we are going to do next.

Unless a bigger force comes along.

Good advice — but, who are "our advertisers"?

The Ladies Home Journal is unquestionably one of the greatest and best advertising mediums in the world.

Character, achievement, and as a rule Courtesy — go with this name

In our "This" we are printing over 1,300,000 copies ourselves — and our average rate is lower

This answer of ours is not meant to be smart—but fair. We believe in strong competition. We do not believe in "knocking" a competitor.

THE BUTTERICK COMPANY.

place as the abiding element in their minds. As before suggested the cheapness of goods was, and still is with many, the chief basis of appeal; but there are other things regarding any article which can be made equally attractive and fascinating. "Something for nothing" does appeal, yet in this day of multitudes crying their wares, the same plea loses its effectiveness. As a result of the recognition of this principle we have a tendency on the part of many away from the price of an article to the presentation of its desirable qualities. The idea is conveyed that if you can afford but three dollars for a pair of shoes, this shoe with regard to specified features will meet the demands of any reasonable individual. One advertiser put it in this way: "If an advertiser can make the public feel that there is an ideal behind his business and his personality, he benefits, the community benefits, and he benefits from the benefit to the community."

GOODS AND PRICES.

So in advertising the idea is not necessarily to quote prices that are decidedly low. The conception is that the cost of a thing determines its selling price and that too much cannot be expected for an ordinary article. With the growth of this idea competition as to mere price has waned and the struggle is for as superior goods as a fixed amount will warrant, still giving a decent margin to the producer. This kind of competition is without the exaggeration of low prices, but with the praise of certain definite qualities. It teaches the multitudes regarding the points worth consideration in an intended purchase and does not

lead them to expect so much that they seem surprised when the articles wear out. A man should be made to see that a three dollar shoe cannot be made so well or give such service as a six dollar pair.

Prices of goods should then come to be one of the qualities measuring true value. They should be as nearly the same as possible in standard articles. A varying price breeds dissatisfaction. While certain seasons of the year have come to mean real bargain sales in many stores, nevertheless, standard goods marked down in season create suspicion.

Manufacturers are beginning to sign contracts with retailers, stipulating that no goods are to be sold at reduced prices. If this is broken the goods are immediately withdrawn and a refusal made to sell again. The manufacturer who has done considerable national advertising and has created a demand among the people, of course, has a power which forces the retailer to be subservient to such demands. A new article unadvertised could never bring the retailer to the recognition of such a policy. The other day found me in a drug store purchasing three advertised articles whose regular price would have been 75 cents. Imagine my surprise upon being told that 63 cents would pay the bill. Immediately a feeling of disgust at the excessive profit of some one arose. The public were being taken advantage of. This kind of procedure will soon educate the public with regard to the enormous profit that some one makes on a 75 cent sale. When a competitor reduces the price and advertises that it is the best on the market, equal in quality to higher priced articles, he will be believed. People say that the new man has merely gotten the

price where it belongs, and as a consequence he flourishes in the recognition. A fair price for a good article is granted legitimate by every one, but when advantage is taken of people's ignorance, the mind somehow is compelled to act and formulates a business creed readily adopted by a wiser and more considerate competitor. A drug store was offering reduced prices on a certain advertised brand. The competitor heard of the movement and informed the manufacturer. The sale was soon stopped. Thus we see a tendency for the manufacturer to regulate the selling price of his goods and to maintain for it a price that might prove detrimental to its sale by an unscrupulous or unthinking retailer.

CHAPTER XVII.

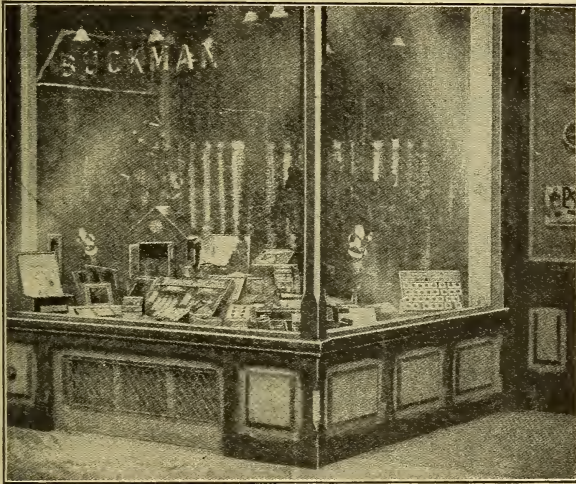
THE SHOW WINDOW.

Yes, it means just what it says. There is borne in every individual a tendency toward display in one form or another. P. T. Barnum started the circus and it has come to stay. Why? Because it somehow appeals to our primitive tendencies to be struck with awe, to admire, to be curious or to be pleased. The mere sight of the tents with their flags of many nations, the sound of driving stakes, the cries of animals, and the gruff voices of men are enough to cause every one to take notice at least once. It depends on the variation of program and the number of children in our own family as to the time we remain a patron of this yearly pageant.

To the merchant who is wide awake in seeing the possibilities of utilizing these human traits, the show window has proven a decided blessing. The small merchant on the block of a busy thoroughfare with a store front as pictured in No. 1 wonders why his competitor down the street is so much more successful. No. 2, on page 302.

Windows of our department stores show as much difference in general effect as is brought out in these illustrations.

As one writer forcibly expresses it, "The show window is the brass band, his press agent, his biggest-of-all advertisement that does not wait for the customer to come in, but reaches out through the plate glass, grasps his man by the arm and leads him into the store where he belongs." The show window reflects to the masses their ideal selves and they like thus to admire themselves in passing. But people tire

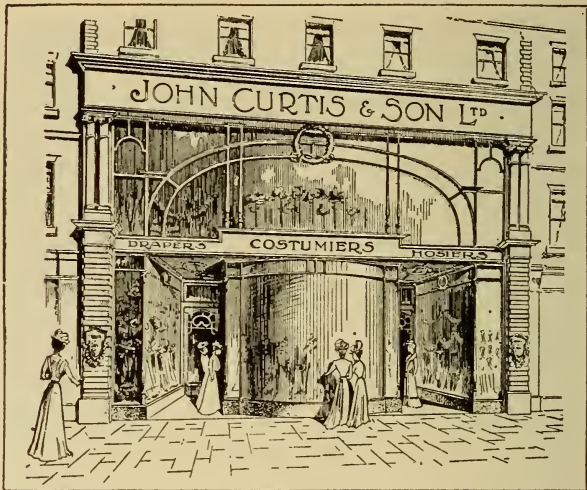


No. 1.

of the same dress and a consequent change in appearance is made necessary. Thus we find that one merchant has neglected to use action and human nature to get business and has failed: his competitor has employed both and has succeeded.

The first methods of window dressing were indeed crude. The evolution has been from the mere stock-

ing of goods in the windows to the most scenic or spectacular of shows, and finally to the present state, the pinnacle of its rise, that of an assimilation of art and utility. It has passed through its experimental stage and is no longer a theory but a universally admitted fact. From a mere bolt it has become one of the foundation pillars of a publicity system in all



AN IDEAL DRAPERY FRONT.

By John Curtis & Son, Ltd.

No. 2.

modern department stores. It would be well for those who are biased in favor of the written advertisement to consider that this phase of publicity is restricted in influence. While this is also true of the show window it must be admitted that the show window is more economical and that with its peculiar method of ap-

peal can influence the public when written advertisements have failed.

The difference between a written advertisement and the show window is the difference between the written description of an oil painting and the oil painting itself. Words which may appeal to one man as fine in a given description may not strike the fancy of another: seeing the goods may strike both. Moreover, the written advertisement is for the people at home, while the window is to catch the glance of a passerby. Many concerns have their advertisements reinforced by the show window displays. The window thus becomes the eye of the modern store, which according to its beauty, either attracts and fascinates or, devoid of this quality, fails to allure the average passerby.

A well dressed line of show windows will beautify the store front, but this beauty is only a means to an end. Its real function is to present merchandise to the public in such a way as to appeal not only to the pocketbook but also to the senses. The window trimmer is a salesman and a show window is his "line of talk." In order to successfully sell goods in this indirect way, he must have highly developed instincts of salesmanship and advertising. The clerks make the actual sales after he has introduced the man into the general atmosphere of the store.

The general effect of the show window display should harmonize itself in three respects: First, the background and setting should never be more elaborate than the merchandise itself. With this condition the goods would sink into insignificance while the embellishments are made important. The goods are to be the objects of interest, and art is to be employed as

a means to an end rather than the end. Secondly, the impression made regarding goods in the window should be the impression made upon the prospective customer as he enters the particular department for the displayed goods. This necessitates an inside display on the part of each department as nearly equal in effectiveness to the trimmer's work as possible. A woman visiting a strange city had been enticed by the elaborate outside display into the store. "How disappointing!" was her exclamation, "I thought that the interior of the store would be equally as fine as the beautiful window display." Third, the customer should be able to obtain the same kind of goods as displayed. Suspicions of unfair dealings are likely to be aroused when such conditions arise; at the very least, it will irritate the customer. It has been observed that whenever the goods displayed have been sold out and others equally as good and sometimes better are shown, the customer refuses to have them. The display of that particular article in that particular way has made an impression which can only be satisfied by the possession of that one thing. It is useless to argue if you have created a desire for a thing. As a merchant, it is your duty to be able to supply the demand.

The real test then of a display is not in the artistic effect but in the actual cash benefits that a merchant derives from it. The accurate definition of a show window would include an analysis of these factors—attention, art, novelty, utility, desire, money, goods, and the trimmer.

Having considered the general effects of the window display, let us turn to the man who does the

work, the trimmer. Upon him, individually, the firm places the responsibility of selling goods, not only in season but out of season. When goods are not in urgent demand, a demand is to be created. This end is realized when a man having intellect, a knowledge of human nature, and the artistic sense, is brought to loan his personality in the display of goods.

Without an aptitude for these qualities, a man is in the wrong sphere for success. Experience is the only and best teacher and with such a man, intuition plays as great a factor in getting results as knowledge. No other school for window dressing than that offered by the big stores is needed, although those more ambitious frequently supplement the work with art courses. To come in touch with experts actually doing the work is of primary importance in this art. It often requires many years to become thoroughly proficient.

COLOR.

The value of a window display as a trade attraction is hopelessly lost if the colors are not arranged intelligently and artistically. In order to combine colors harmoniously, a natural æsthetic sense alone will not suffice; it must be supplemented and broadened by a fundamental knowledge of the principles of the production of colors.

There are three general color classes. Red, blue and yellow are known as the primary colors. All other colors are the result of a combination of either two or all three.

The second class known as secondary colors are also three in number; namely, orange, purple, and

green. These are a combination of two of the primary colors. Red and yellow give us orange; blue and red produce purple; blue and yellow produce green. By the combination of these primary and secondary colors, any two or more, all other shades and tones are produced.

The third class is known as half-colors, or middle tones and are produced by an equal combination of one primary and one secondary color.

Colors stand in one of three relations to each other; they either harmonize, contrast or clash. In making a display of merchandise it is sometimes desirable to have strong contrasts, in other cases a perfect harmony is desired. A clash of color is never wanted and can be easily avoided with care and study.

In order to be quite specific let us consider each color as coming under one of these three classes, namely: primary, secondary or middle tones.

Colors of one class do not form strong contrasts with each other but harmonize. To produce contrast, colors of different classes must be placed together. Colors of the same class blend perfectly. Color combinations between a harmony and contrast are clashed. For example: yellow is the best contrast for purple. Orange and green harmonize. Red-orange and blue-green clash with purple.

There are many different shades and tones of colors which are produced by the addition of white, some third color or unequal proportions of two foundation colors. When white is used to reduce a color the result is a shade. All shades harmonize with the parent color. When some other color is introduced or unequal proportions of the founda-

tion colors have been used the result is called a tone. Tones of a color are usually inharmonious with that color.

There are times when it is impossible to arrange goods with regard to color only. Then it is necessary to place two colors near together which clash. The introduction of white between them will serve to neutralize and soften the effect.

When the majority of goods displayed in one window are alike in color, the background should be dark. The same principle applies when the goods are dark, the background should be light.

Again the window dresser must understand the pulse of the masses that flock by the door. He must have a knowledge of passing events, locally and nationally. The customs of the centuries must be brought forth at the opportune moment. Every season, almost every week of the season, has its specific style of decoration. The ingenuity of the decorator is taxed to the utmost for on no two similar occasions must there be a repetition and no two stores wish their windows to look alike.

The different seasons whose spirits are universal are the religious and patriotic ones. It remains with the store to create purely commercial seasons. The point of it all for the trimmer is, to catch the spirit of the particular season and to bring this out in the decoration scheme. The department stores take advantage of Washington's and Lincoln's birthday, Easter, Decoration Day, the Fourth of July, Thanksgiving, Christmas, and any other passing event of importance. For these events a universal spirit has already been created. The changes of

the seasons bring changes in styles. Stores have come to have regular openings when the display of goods is so thorough that the prospective buyer has an intelligent notion of the season's fashions. People come to look forward to the announcement of these openings in order at the beginning of the season to plan their buying. Again, there are seasons for traveling. Summer and winter bring forth the trunks, bags and other necessities for comfortable journeys. June is the month of marriages and, of course, this must be regarded.

The decorator takes advantage of these seasons. Let us enumerate several and see how they are symbolized by him. The Easter season has come. To arouse enthusiasm, he himself must be able to enter into the Easter spirit. The idea of peace rules the mind of man. The dove is brought forth as its symbol. Lavender is the season's color, while the lily, symbolizing purity, is the flower. The sago leaf, ferns and other plants are also used. The Easter lily represents the beauty of the spirit of Christ. The people are looking for a manifestation of these feelings, and when they get them, they are pleased.

Christmas represents the joyous season. To reflect this the brightest hues and materials are used in the decoration scheme. The children must be appealed to. A live Santa Claus in a fairy tale house is arranging a Christmas tree. This arouses the curiosity and wonder of the children. Custom has created an inborn tendency to look forward to this event. Bear in mind that the object of all this display is to bring the people into the store, and this

generally means a sale. The store abounds in red and green colors, with a profusion of holly and mistletoe. An appropriate flower for the season and one that is much used is the poinsettia, a plant which develops in southern California during the winter season of the northern hemisphere. Christmas bells are to be seen on every hand.

June is the bridal month. One display window shows the bride and her maids with the requisites of an outer wardrobe. Another is labelled "Appropriate Gifts for a Bride." We also find silverware and cut glass, pictures and jewelry, all suggestive of appropriate gifts.

At Thanksgiving time a dining room is imitated. On the table the food has been set ready for a banquet, with its sparkling wine and tempting confectionery.

During the patriotic seasons, as the Fourth of July, the American flag, pictures of soldiers in battles, and war relics are arranged so as to form an artistic picture. This symbolizes the spontaneous patriotic expression of the people.

Thus we see that the decorator constantly plays the part of a ringmaster. His work must bring the applause of the masses. In addition to this knowledge of the interest of the people, he is compelled to know and appreciate the value of each article in the store. From every department he must draw the materials with which to carry out his practical and artistic ideas. Harmony of color, proportion and timeliness are essentials for a successful window display. Window dressing thus demands originality and perseverance to meet with success. In the

former requisite the decorator's ingenuity is taxed to the utmost. He must produce not one original scheme, but hundreds. Every day of his life he is expected to give forth a display which in its general aspect is new. This often necessitates toiling with many assistants late into the night that the light of another day will give to the new crowd another display without too long a curtain delay.

KNOWLEDGE OF GOODS IS NECESSARY.

Too much stress cannot be laid on the importance of familiarity with the merchandise. Unusual is the face that is not rendered softer and more pleasing by a cleverly arranged window of wearing apparel or household goods, placed in the proper setting and displaying faithfully the prevailing fashions as well as the usage of each particular article. In order to accomplish this it is necessary to study carefully the fashions not only of wearing apparel, but also of household goods. Thus each line of merchandise should be treated according to its kind, its use and the prevailing fashion. Care should be given to the selection of the accessories, that is, the articles properly or usually used in conjunction with the featured article, in order that the display be complete and correct.

Suppose a window is to be dressed with satin dressgoods, each pattern being of a different color. The trimmer will first ascertain the use of this material which, in this case, would be appropriate for evening costume. The next step would be to treat the background in such a way as to convey the idea of luxuriousness; if possible, giving a salon

effect. Having determined the number of dress patterns necessary, he would select the fixtures, skirt forms, figure forms and any other fixtures the occasion required. These would then be arranged so as to give the proper proportion and symmetry. After considering the prevailing fashions for costumes made of this material, he would drape the figures or skirt forms with the material so as to delineate this fashion, first arranging the colors in harmonious combinations; never, however, under any circumstances, cutting the goods. The costumes would then be embellished with lace trimming, ribbon or whatever else was becoming and fashionable. At this point the window would be only half developed; to supply the need in the window accessories would be added. In this case there would be slippers, opera glasses, picture hats, long gloves, jewelry, etc. Each detail must be arranged most painstakingly so as to harmonize here or contrast there and always observing the laws of proportion and harmony.

If the window is dark, the light colors would be placed in the background, and if the window is light the dark colors would be placed in the back. The accessories not only serve to embellish the display, but also create a demand for these articles.

FIXTURES.

The mechanical phase of the question must be regarded, as proper fixtures are absolutely necessary in the making of a display of that merchandise which will be both pleasing and attractive to the public. With the right kind of fixtures and equipment, the

outline and arrangement of the display may be given right proportions and symmetry.

Just as the above principles apply to the department store, they will apply to the dressing of the show window of the smallest business concern that has its doors and windows open to the passing crowd, and just as a man is often judged by his clothing, carriage of body and other traits as being a hustling or dignified person, so the appearance of a merchant's store reflects the wants, tastes and peculiarities of his customers. It, therefore, behooves him to keep alive the interest that people have ever taken by a single purchase and constantly to present so attractive an appearance that there cannot help but be a second call.

ORGANIZATION.

For the purpose of economy and efficiency, a system of cooperation or division of labor is practiced in the decorating departments of all the large stores. A knowledge of this system is valuable, as it suggests a valuable improvement in the window trimming department of smaller stores.

At the head of the department is the chief decorator upon whom rests the responsibility for the success of all displays. Next in authority is the assistant chief whose duty it is actively to supervise the carrying out of all orders. Next in rank are those known as window trimmers, who, with the help of the assistant chief, do the actual work. Each trimmer has working with him a boy whose duty it is to help out in every way according to instruction.

The line trimmers, or department decorators, rank next to the trimmers. It is their duty to decorate the headings and cases of the various departments.

Each day a roster has been or is prepared. This explains what windows are to be changed, what departments are to be looked after for that day, and the men who are detailed for that particular job. Special instructions are often given when the chief director has ideas regarding the display of certain goods. It must be borne in mind, that usually each decorator is expected to execute his own ideas and his own initiativeness, at a moment's notice.

When quick effects are needed, or when large displays are to be installed, for instance, millinery openings, furniture sales, white goods sales, the entire staff cooperates. Back of drawn curtains, sometimes beginning before the last shopper has left the store, the work is begun and finished regardless of time.

RESPONSIBILITY FOR MERCHANDISE.

A window dresser is responsible for all the merchandise he puts into a window. An account is opened and every item used is charged against him. See Form 1, next page. When dressed, a window is locked, remaining so until time for the next arrangement. Credit is then given for each article as it is returned to stock.

All expenses accruing to the decorating department are charged to the general expense. The distribution of this general expense among the selling departments has given rise to a problem involving

considerable difference of opinion with various methods of solution.

The most favorable method of prorating on a single basis and one that is used by most large firms, is on the value of space occupied by each department. To do this it is necessary to ascertain the square foot value of the space on each floor of the store which may differ considerably even on the same floor. The space then occupied by the department is charged to that department, on the rental basis, as established by these figures. The proportion which this amount bears to the total rental value of the building is the proportion with which the department must be charged.

Another method of prorating is by discovering what proportion the gross profits of the department bear to the total gross profits of all the departments combined. Whatever percentage this proves to be is the percentage of the overhead expense which is charged to the department.

The third method is that of basing the proportion of expense chargeable to each department on the portion that the total inventory of the department bears to the total inventory of all the departments combined. As each of the three methods have their good points, there is no good reason why any one of these should not be adopted.

RESULTS OF WINDOW DISPLAY.

It is impossible to record in figures the result of a window display, although the effect may be felt or noticed in the number of sales of any article which may have been displayed in the window.

When the display of a particular line of merchandise has been made to support a newspaper advertisement, the difficulty is increased. The patrons of a store often make reference to a window display which has either appealed to them or attracted their attention. They often ask to see an article that has been displayed and refuse to take any other even though the substituted article be superior in quality or design and equal in price. It would seem that the article has been so impressed upon the mind by the surroundings or embellishments as to blind the judgment. Form No. 2 is filled out and kept on a file. The combined reports thus constitute a complete history of window displays from season to season and are invaluable for reference. They remind the trimmer of poor displays to be improved upon or avoided, and upon analysis show what factors have proven successful in different displays. This kind of knowledge permits of other creations.

To summarize then: first, window dressing is one of the chief means of publicity for the retail merchant; second, the window is the power which draws people into the store against all previous inclination; third, the window itself and the mechanical fixtures for decorating should be the best obtainable; fourth, the decorator should be a man intelligent in the analysis of human nature, keen as a salesman and artistic in his presentation of the goods; fifth, an itemized account should be kept of all the windows decorated and an attempt made to show the effectiveness of window display upon business; sixth, there should be a close relationship between the general excellency of the windows and the various departments of the

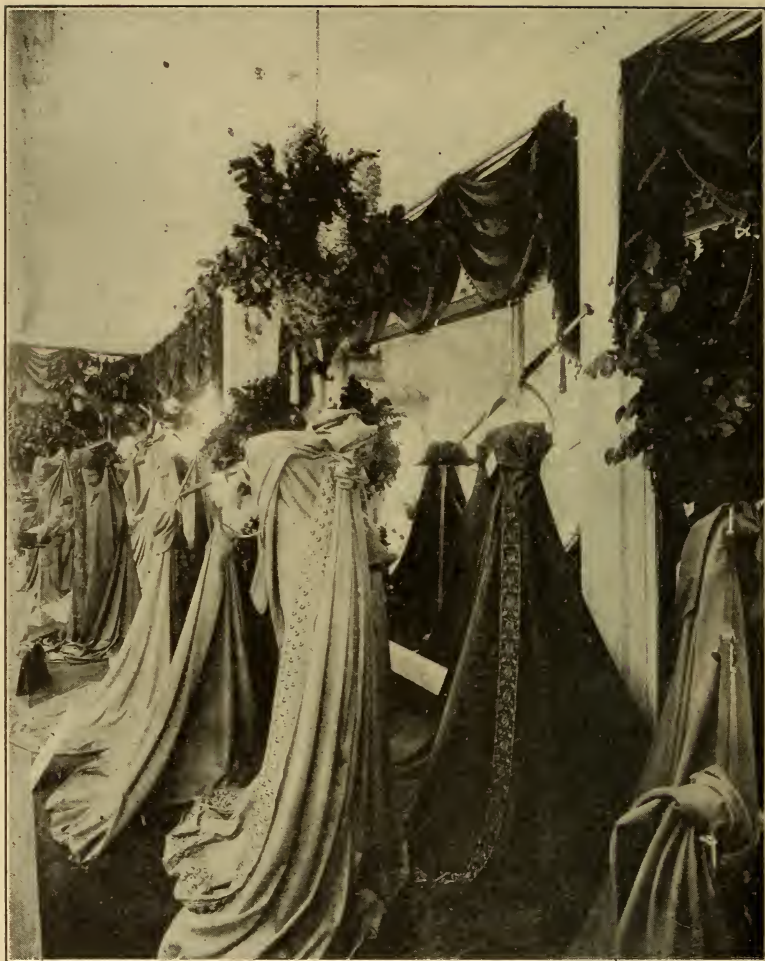
store; seventh, the display window should be as effective in getting results as the written advertisement; eighth, a good system is an important factor in obtaining the best display in the shortest time.

Following are three excellent illustrations showing the creation of a modern department store's windows:

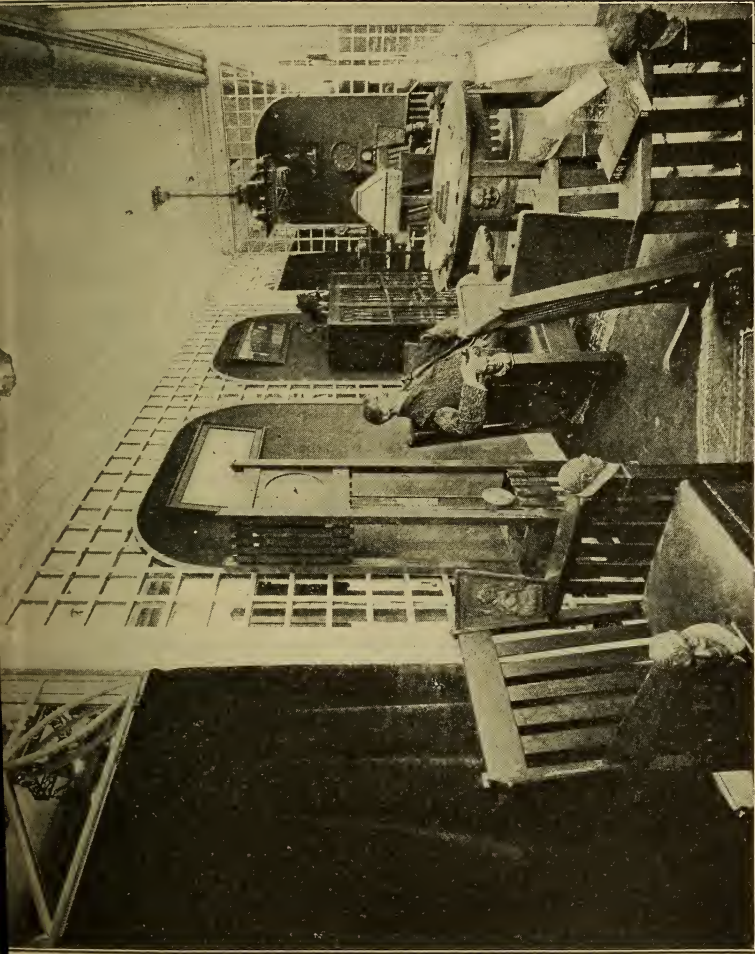
- No. 1. A Millinery Display
- No. 2. A Dress Goods Display
- No. 3. The Library



No. 1.



No. 2.



CHAPTER XVIII.

A DAY IN THE ADVERTISING SECTION OF A GREAT STORE.

How is the best modern advertising actually done?

The people who could not tell you are legion, and the chances are that if they could spend a day in the advertising section of one of the great stores of the world, they would find it a series of surprises from beginning to end.

They would be surprised, for instance, to learn that advertisers take their work seriously; that they don't write things out of their heads; that they regard adjectives as so many pit-falls; that it is necessary to know something about merchandise before trying to sell it—for an advertiser, it must be remembered, is simply a long distance salesman, enabled to talk to thousands of customers at once. They would be surprised that there should be so much routine, and at the same time so much uncertainty about what is going to happen next. Their ideas on the entire subject would be both naive and nebulous, and would have to be speedily revised if they intended ever to become working advertisers.

To make clear just what advertising life really is like, let us follow the order of a single day in the

store mentioned. Suppose it to be a Monday; it begins at nine in the morning, although the staff writers, when they have something special on their hands, often prefer to come in earlier to "break the back of the day's work" before the bustle and hurry begin.

HOW TO AVOID MISTAKES.

First of all, they read the morning papers—skimming the general news with an eye to anything that bears upon their special subjects, but reading carefully the pages devoted to the store's advertising. Seeing a thing in print gives what an artist calls "the fresh eye;" one can tell almost unerringly where head-lines, illustrations, phrasing and type could have been bettered. Next come the discussion of weak points with other writers and with the manager, and plans for the work ahead. After this, each writer reads and corrects his own "stuff" in the proofs for Monday afternoon's papers, copy for which, by the way, has been written the Saturday afternoon previous. Once these matters are through, he starts on the copy for Tuesday morning's page, each advertisement being dictated or written as carefully as if it were a cablegram. Not a word must be wasted, for advertising is a very expensive matter. All copy must be in the hands of the stenographers before one o'clock; as a rule, typewriting, editing and marking for the printers—the latter two being done by the manager or his assistant—are going on all the morning. As fast as an advertisement leaves the typewriter one copy of it is sent to the buyer of the merchandise described, who must consider

every statement to see that the information given to the public tallies with the facts before he signs it as O. K. Very few people are aware of the pains taken by a great house to make its advertising trustworthy. In this particular store, after everything else has been done to secure exactness, a force of critics go around every morning, comparing the day's advertisements with the merchandise. Any error in statement is noted, promptly made known to the firm, and finally returned to the writer. Under this system, needless to say, it is always possible to trace a mistake to its source.

GAINING INFORMATION.

About ten of this Monday morning, an assignment list is brought to each writer, with the letters or numbers signifying what sections he is to write up for the Tuesday afternoon papers. The same news will be carried on for Wednesday morning, but, of course, will be re-written, and usually more fully. For the evening most news is in the nature of an announcement. As soon as a writer's copy for Tuesday morning is off his mind, he attacks his assignments and begins gathering information about the merchandise—really the heart of his day's work. He makes appointments with the head of each section on his list and goes out for news exactly as a reporter does. He may meet the buyer in the latter's office or stockroom, in his particular section, or in the advertising offices. In any case he is shown the goods to be advertised. Not only must he see this merchandise, but he must make sure that there is plenty of it, so that there shall be no danger of the public

being disappointed; also it must be up to the standard. If it is doubtful, or of such importance as to demand extra advertising, he and the buyer will probably discuss the matter with the advertising manager. He must also find out whether the buyer has had a "good day" and whether the coming day is a large one.

This pursuit of information may take him anywhere. To a shirtwaist factory to see the waists in preparation for some great sale; to the store's own candy kitchen, where he learns how sweets are made; to the jewelry repair shops to get points about silver plating and diamond setting, or to the laboratory of perfumes, or he may accompany the buyer to corset, carpet, furniture or curtain factories—possibly in another city. In each place experts will be ready to tell him whatever he needs to know. Ordinarily, however, he will have collected his material for the next afternoon and the succeeding morning papers by the middle of the afternoon. By 4.30 P.M., he ought to have his stories for the next afternoon's paper ready for the typewriter and the editor, after which he reads papers, magazines and books, clipping and filing; consults reference books—a good reference library, incidentally, should be in every advertising office—or he may take time to go over the store simply to keep in touch with departments outside of his own specialty.

THE BUSY DAY OF A MANAGER.

All day long people will be coming and going in his office. Buyers telephone him about changes in the next morning's advertisements or arrange ap-

pointments. Notes of criticism or helpful suggestions come from the manager. There are pictures to plan with the head artist and his corps of assistants, often for days ahead; merchandise to be selected for photographing; the material for a booklet to be gathered, or an authority on some special subject—possibly a physician of note—interviewed. Or the manager may wish to use a curious word in an editorial, and the writer visits a library to get its history. Or he may go to Washington in some emergency to collect statistics. Lastly, a rush assignment is always on the cards. Merchandise that has arrived late from maker or Custom House and is for some reason tremendously important, may have to be inspected and written up at the last minute.

The advertising manager, naturally, does all these things and many more. He not only meets the buyers, but he has conferences with the other store managers and with the firm; he plans the pages in the various papers, and is responsible for them; apportions the staff work and keeps everything going; receives artists, reporters and others who have business with the advertising section, and watches the printers' end of the work, so that each page appears according to his instructions.

Of new ideas—good ones—he is in perpetual pursuit, and the writer who can produce them is balm to his soul. And as his work is more directly concerned with the financial side of the business than a staff writer's is, he must have a good financial sense as well as the powers of writing and managing. In spite of the fact that "specializing"—the following up of the same three or four departments

for months at a stretch by one particular writer—obtains in the offices here spoken of, it would be decidedly difficult to find any business day more varied than the advertiser's.

So much for the routine of advertising work in this one store—a routine changed from time to time as the manager thinks best. Whatever it be, it usually keeps busy a force of ten writers besides the manager; several artists, three stenographers, three office boys, and a large number of printers. Different stores have different methods, for each finds it must work out its own salvation. No two days are alike in such a profession, and probably no cut-and-dried unalterable system could ever be adopted with success. The ideal arrangement is whatever keeps things going like clockwork, and yet permits the greatest mental freedom to each writer. The mere habit of doing certain things at a given period, apart from saving time and energy, is helpful. An advertiser can no more afford to wait for inspiration than a great novelist can when he is under contract for a serial. The former's enthusiasm must always be on tap, and if, besides, he can keep all his information on any particular subject in a neat little compartment in his brain, as Napoleon is said to have done, he is a fortunate person. In work so continually changing, the power of consultation is simply invaluable.

THE EQUIPMENT AN ADVERTISER NEEDS.

First of all, good health, a good education and a wide-awake make-up. The more he has traveled and the more experience he has of almost any sort, the

better; nothing he has ever learned to do, from playing tennis to running a ranch, will come amiss in this business. Curiosity, in the noble sense of the word, he ought to have in abundance; he should enjoy finding out things about this world we live in, exactly as a healthy child does. The majority of advertisers have entered advertising ranks by way of a newspaper, and probably newspaper training is best of any. A reporter has the precious story sense and the "nose for news" without which no advertiser can amount to much, and he has also learned what is essential to a reader and what isn't.

An advertiser should know the best of English literature; and the accomplishment of reading French and German will be immensely useful to him, for foreign publications are full of ideas and information. If he has studied art under a good teacher, that will be an advantage.

He will need the ability to write under pressure and in the midst of interruptions, together with a keen eye for the qualities of goods. Some people have this last almost by instinct, while others acquire it by degrees. He must think quickly and act quickly. A knowledge of shorthand and typewriting will come handy, if he wishes to take notes from the buyers in shorthand, and composes more easily on a typewriter than with a pen. Neither is of vital importance. Familiarity with types and printers' terms is useful, and to a manager, necessary. But the four great indispensables of an advertiser's mental outfit, without which no training will help him, and with which no lack of training can hurt him very much, are a psychological turn of mind, sympathy,

imagination, and the power to write about merchandise in clear and accurate English which people will enjoy reading.

It is a matter of course that he should be sufficiently master of his writing technique as to be unconscious of it; no questions of rhetoric or grammar should raise their heads at the critical moment when he wishes to convey the charm of a fashion exhibit or the importance of a great furniture sale.

When it comes to qualities of character, tact, honesty, courtesy and common sense have just as wide a field for exercise in advertising as any other profession—perhaps a little wider, for the advertiser's success depends more than he at first realizes upon the amicable relations he can maintain with his associates and buyers, and upon his just judgment and fair presentation of the merchandise. He is dealing all day long with very human people who intend, as heartily as he does, to do the right thing, but who, like him, may be tired, anxious or hurried; and very often it is within his power by keeping a steady head and a kindly attitude to smooth out tangles and promote a good understanding in more directions than anybody would suppose.

For information, the buyer is the advertiser's great resource: he is naturally an expert in his own line and a perfect mine of facts. Get your man to talk, and unconsciously he will almost write your advertisement. If the subject is mattresses, he knows about the little wild horses who supply the hair, and the processes of manufacture; if toys, he has scoured Europe to collect them and can tell you curious things about their making. Trade, you

must remember, is full of romance. At the same time it is not impossible to write a successful advertisement with almost no reference to the merchandise.

One of the best advertisements the writer can recall was designed to sell the lovely linen and lingerie frocks required by women at a Southern winter resort. Very little was said about the frocks: the advertiser, in a pleasant bit of talk, simply conveyed the feeling of the resort itself so that one was homesick for palms and blue waters, and the desire for the clothes to wear in such a sunny place sprang up like magic. Of course this was the work of a genius who left out everything but the essentials—and the great cleverness lay as usual in deciding just what the essentials were. It is hardly to be expected that one method should be followed constantly with good results. The public gets tired of it, and so does the writer. A good writer chooses newspaper style as best adapted to one subject, a bit of bright dialogue for a second, and a courteous colloquial tone for a third. He may run a series of talks for two or three days on, say, men's or boys' clothing; or once in a great while a chatty letter—in which there isn't a word wasted—may convey what he wishes people to know. Whatever the method, the advertising must be magnetic—full of life and energy. Marshall P. Wilder's directions for strawberry culture might be adapted and applied to advertising. "First, plenty of action; second, more action; and third, a little more action still." A story without life never focuses attention. Who is it that attracts other people? The man or the woman who is doing things. The same law exists in advertising.

And next to action there is nothing more winning than sympathy. A writer must be kindly and imaginative enough to enter day after day into the minds of his unknown readers, to guess at their wants and tell them enough—but never too much!—about what will supply them.

It is impossible to lay too much emphasis on sincerity—an advertiser may be quite sure that if he doesn't believe in the goods he is talking about, nobody else will. And besides being sincere, he must see that his sincerity gets into his ink. Everybody knows how an unskilled writer, though he be the most honest of men, may, through lack of art, write a letter that makes him out a very impostor. An ill-judged adjective or a shade too much enthusiasm may spoil the whole impression an advertiser intended to give and which would have been fully justified by the article advertised.

Any practical advertiser will tell you that he is continually getting new light upon his calling, and that the things he could say about it would fill a volume. But if he were asked to compress his volume into a sentence, he might say that the advertiser's whole object is this; to be interested in the thing that is to be sold and to tell the public about it candidly, and in a manner readable, rememberable and persuasive.

OTHER FACTORS IN ADVERTISING A STORE.

A word may be added about the immense—though largely unconscious and unintentional—advertising power of what we will call the personality of a store. Every man or woman who has ever shopped is aware

of the different "atmospheres" of different stores, and the varying degrees of attraction they exert. Every strong attraction of this kind is probably in the last analysis, due to the expression, in a thousand ways, of the personality and interests of a store's founder. The various industrial exhibitions; the concerts free to the public; the store orchestras and bands made up of employees; the exhibitions and competitions for art students and amateur photographers; the observance of public days or events, are instances of such expression, which contribute immensely to the prestige and interest of a store, and doubtless possess an advertising power hard to compute.

CHAPTER XIX.

UNIQUE ADVERTISING.

By unique advertising we mean the doing of those things which are unusual and consequently attract the immediate attention of those brought into contact with the movement. The interest is beyond measurement at the time and often results in so-called "run on the goods." The following instances, related by various people, are both interesting and instructive:—

CLOTHES MAKE THE MAN.

Two negroes, handsome in appearance, were dressed in the height of fashion, strolling, arm in arm, most leisurely through a busy thoroughfare. They attracted immediate attention. Curiosity compelled many to move closer when their collars revealed the printed name of a firm they thus represented.

OUR COUNTRY ANCESTRY.

A country couple were taking in the sights of a city. Whenever they came to a skyscraper, a halt would be made and they would begin to count the stories of the building. Presently a large crowd had gathered. Then the old farmer pressed a spring

and a satchel opening in half revealed the name of the firm that employed them and the nature of the goods advertised.

KEY RINGS.

A trust company sent out to reliable people a key ring upon which was inscribed the following: "If found, fifty cents reward paid by 6620. Notify, address, over." The company is constantly receiving lost key rings. The same people have advertised among the high schools of the city an annual essay prize contest, the subject of which must be "Saving." A great deal of interest has been aroused and undoubtedly many boys and girls will grow up to recognize their success due to the principles brought out in the writing of that particular composition. Incidentally they remember the name of the trust company while their parents are not wholly ignorant of its existence.

A WRECK.

About seven years ago I was spending my vacation in Atlantic City. One evening a small schooner was driven on the bar and the next morning a promenader on the "Boardwalk" saw the boat slowly sinking below the waves. By the next day only a tall white mast showed above the surface of the water. Of course the wreck was in a prominent place, about midway between Heinz Pier and the Steel Pier and about a mile out.

The next day, however, a different sight met the eyes of the spectators; the mast was adorned or

rather concealed by an immense signboard on which in big black letters was the following inscription: "Wilson's Whiskey, That's All."

For the rest of the summer that advertisement met the gaze of thousands who visited the resort. It was the only thing that broke the unobstructed expanse of water and could not remain unnoticed. When the bathers came out of the water, blue with cold, the suggestive advertisement gave them an idea and no doubt many followed it.

EMBROIDERY CONTEST.

To advertise a department for selling fancy work materials, a teacher of embroidering and needle work was engaged to give women free lessons. Then a competitive exhibit of pupils' work was held which naturally attracted wide attention. Prizes were given for the best work.

FOLLOWING UP NEWLY WEDS.

The "newly weds" have at last been relegated to a follow-up list of the hotels where they spend their honeymoons. Bridal couples are usually easily spotted by the experienced hotel clerks, especially in the fashionable hostelries at Old Point Comfort, Niagara Falls, Atlantic City, Hot Springs, and other points where custom and fashion dictate the newly weds shall go. On the anniversaries of their weddings some of these hotels send ornate little calendars to their one time guests as a delicate reminder of their visit and as a still more subtle bid for future patronage. The flattery implied by these remem-

branches probably does not drive trade away, and if a calendar attracts a single guest, the costs of it are paid.

POULTRY SHOW.

To advertise a poultry food that he makes, a druggist holds in his store, every year, a poultry show in which his customers and others enter choice birds. Prizes take the form of merchandise. This brought so many people from the country roundabout that in three years it was necessary to hold the show in a hall.

ADVERTISED SALE OF REAL ESTATE.

At Wildwood, New Jersey, in 1908, preparing for our annual real estate sale, we took advantage of the business men's parade a week before the sale.

An automobile decorated with our artificial roses was so covered as to appear a solid mass. A large signboard, shaped like a sail, and likewise decorated with roses, was erected in the center of the car. As a float, it won the prize. After the parade the auto was driven up and down the boardwalk of the seaside resort. Of course, we were arrested. The next day the papers were filled with an account of the affair and the publicity was thus attained. During the parade, Chinese caps, buzzers and whistlers, with "Ackley's Sale" had been distributed so that the evening of the same day found the young people with plenty to do and talk about that which was sensational. This kind of publicity did three things: first it created a feeling of admiration and respect for the prize which had been taken; second it made

people appreciate the gifts; third, sympathy was aroused for the supposedly unfortunate arrest.

NEWSPAPER TEST SALE.

A department store that uses many country weeklies in addition to the daily local newspapers, gives ten per cent discount on all purchases made by people who present a coupon cut from the current advertisement in a weekly paper. This is done as a means of checking returns from outside advertising.

GETTING A PIANO DIRECTORY.

Photo-buttons with pictures of each public school in a certain city were ordered by a piano house. Then school children were notified that by calling Saturday at the piano store, a button bearing the picture of the school attended could be secured.

When youngsters called for the button they were required to give parents' name and address, whether a piano was owned or not, its make, etc. The result was a complete piano directory of the city for use by salesmen. Stenographers took the information.

THE MOTION PICTURE IN ADVERTISING.

Unique advertising was plainly shown this last fall when the Larkins Soap Company of Buffalo, New York, started their campaign in the South. The company showed moving pictures of the factories at the theatres frequented by the working class of people. These pictures contained views of all parts of their factories showing the processes, methods, supply of soap, toilet articles, office force at work and other interesting subjects that the visitor to the fac-

tories would be shown. A representative of the firm, an Amherst graduate, gave an interesting explanation of the pictures, instructing his hearers in those details which the visitor would receive at the factory. In order to defray expenses for this kind of advertising the company showed a set of pictures on the falls and rapids of Niagara. This also was accompanied by a talk, the nature of which was a short history of well-known events in that place. This talk preceded the factory views, giving the audience opportunity to become acquainted with the demonstrator.

BABY RING DISTRIBUTION.

A jeweler advertised that he would give to every baby born during the year in a certain belt around his town, a gold baby ring, the only condition being that the baby be brought to his store by a grown person. This prevented children less than a year old coming alone, probably. A shoe merchant in another town gave a pair of shoes free to each baby born in the country during a certain month.

CURIOSITY IN A RAILROAD TRAIN.

One of the cleverest advertisements that I have seen is to be found along the Pennsylvania Railroad leading to Trenton. The country we passed through was rather monotonous so that we were instantly attracted by a sign, "Look at the River View on the Other Side." Of course it aroused our curiosity, and we looked across as did most of the people in the car. There was the river

view, and, indeed, it was very striking. But our eyes did not linger on it very long for on every side were signs explaining a large real estate movement. Roads were laid out with street signs so that the meaning was clearly explained to the most casual observer. Their idea was to get the attention of the public, and this they succeeded in doing by arousing the public's curiosity.

The following clipping was taken from a magazine called "Advertising." It is quite suggestive.

The Editor of ADVERTISING.

DEAR SIR,—Last November you published a Santa Claus scheme, which I followed out to the letter, and found very successful.

I started on December 1st by dressing my big show window, 12 ft. by 8 ft., with my usual "gift goods," i.e., shaving tackle, ebony hair brushes, silver salt-bottles, perfumes, and the thousand and one things pertaining to Christmas gifts; and in my second window, also 12 ft. by 8 ft., I had Christmas photo stock, cameras, Kodak hampers, and Christmas mounts. I also placarded some good posters, plainly stating:—

"Blamey's for Choice Christmas Gifts."

We are fortunate in having local weeklies who possess good founts of type, and I bought space liberally for the four Saturdays preceding Christmas. I enclose the advertisements for your comment and perusal, and should be glad to have them back again. They are my own composition and pulled very well indeed.

For the week immediately preceding Christmas I hired a second-hand Oldsmobile car, and hung it round with advertising boards, leaving space in front for driver, and place at rear for "Santa Claus"—a youth in Santa Claus wig and mask and old ulster (couldn't get a fur robe as you advise).

The car delivered all the gifts at great speed, and its appearance almost blocked the street outside my premises. Apart from the novelty, we found it expedited our Christmas delivery service wonderfully, especially as some of our clients were two and three miles distant.

This year I have secured sole rights of a unique poster and hope to make a better show than ever.

I am sending you this description, as I consider the scheme good for all Christmas caterers, such as drapers and fancy dealers, as well as chemists, and take this opportunity of thanking you for the excellent article which inspired the scheme.

I am, dear sir,

Yours faithfully,

JOHN BLAMEY, M.P.S.

8, Market Street, Falmouth.

October 26th, 1906.

EDITOR'S NOTE.—The advertisements which Mr. Blamey (who, it will be seen, is a chemist of more than ordinary enterprise) encloses, are very brightly written, and vary in size from 3 in. single column to 8 in. double column. The latter are especially good, Mr. Blamey making excellent use of our Santa Claus silhouette blocks. The strong feature in the letterpress is the heading, which runs through the three last forms. In the first, it is "ONLY SEVENTEEN DAYS MORE in which to do your Christmas Shopping"; in the next it becomes "TEN DAYS ONLY REMAIN," etc.; and in the third "ONLY ONE DAY MORE!" One thing we must say, Mr. Blamey pays tribute to ADVERTISING, but he modestly refrains from referring to his own spirit of enterprise—the spirit which enabled him to recognise a good thing and to work upon it. In passing, we would say that the Santa Claus car idea was taken up extensively in other parts, and all who used it speak in the same terms of its success. Our hearty congratulations to Mr. Blamey.

NOVEL ADVERTISING FOR A CANDY STORE.

The J. G. Smith Candy Store in St. Paul is up to the minute in devising new and unique forms for advertising its business. The proprietor patented his "Telephone Soda Fountain" and advertises his store by that means.

This system of telephone ordering consists of a telephone exchange or central, located at the soda

fountain and connecting with telephones on each table in the room. The directory of drinks and refreshments is in the form of a telephone book, and you order by number. This directory makes a desirable souvenir and there are always extras for the customer to take.

This method of ordering is quite novel and the owner always advertises it by putting on letter heads, souvenirs, and all printed matter, the words, "The original and patented telephone soda fountain." The trademark of the shop is a candy box drawn by a couple of doves driven by a cupid. On this box is a space for stamping the time the candy left the shop. This feature is also used to advertise the freshness of the candy. For all mail orders a personal reply acknowledging the receipt of order is sent, and enclosing a stamped and addressed envelope with the trademark on it. On the trademark are the words "Drive me back for another load." The automobiles used for delivery purposes are shaped like a candy box. During festivals or parades large models of doves are suspended in front of the auto which make the whole appearance resemble the trademark.

One very effective advertisement was the putting of pound boxes in a folded newspaper. These papers told of the convention then in progress—in other words, were timely—and doubtless were furnished gratis by the paper, as they also advertised the paper.

WALK-OVER DISPLAY ADVERTISEMENT.

For some unknown reason my attention has been forced toward a splendid display advertisement

found in the Chestnut Street (Philadelphia) store window of the Walk-Over Shoe Company. The display is placed well toward the front of the window and consists of a circular wooden table, highly polished, on which at equal distances are placed Walk-Over shoes of different styles. Over the tips of these shoes a man is continually walking. A mechanical figure, having apparently no connection with the table, slowly walks around and then steps gracefully over each shoe.

YES, IT'S A BED.

A queer looking object coming down Chestnut Street (Philadelphia) one afternoon this winter caused people to turn and even look a second time. Some even hastened to scrutinize it. Before I saw what had actually attracted the crowd, my curiosity got the better of me and I also hastened to the curb.

There, being drawn by a sleepy and contented looking horse, was an enameled bedstead on small rubber tired wheels. A man was comfortably reclining on a fluffy mattress and carelessly driving the horse. A painted sign was hung on the side of the bed outlining its desirable qualities. The idea seemed so unique and the attitudes of the man and horse were so in sympathy with the article advertised, that curiosity and humor made a decided impression.

HOW AN INCUBATOR WAS ADVERTISED.

A firm of hardware dealers had a store passed daily by multitudes of people, but for some reason or other their business had not been a success. Many attempts had been made to increase their trade with-

out success. The same people happened to have an agency for incubators and decided to push their sale. During the Easter season they contracted with a farmer to supply them daily with a certain number of eggs which were about at the hatching point. These were placed in their largest show window within the incubator with a space permitting the newly hatched chickens to run about. Then cut prices were advertised on such products as wire netting, chicken feed, etc. Each day the incubator was filled so that chickens were constantly at the hatching stage of development. The chicks themselves were sold at a nominal cost. The effect was instantaneous; people crowded in front of the window and soon every line of goods in the store was on the move.

HOW IS IT DONE?

An advertisement which attracted much attention several years ago could well be used to advertise almost any goods that might be placed in a show window. The advertisement consisted of a long wooden beam so arranged as to make it appear that it had been hurled through the window and had stuck there with half its length on either side. This was accomplished by sawing the beam into two pieces which were carefully fastened to each side of the window in such a manner as to give the desired effect. Radiating from the point where the beam supposedly went through the glass were streamers of paper so arranged as to give the impression of large cracks. The whole picture was so realistic and so clever that people from all parts of the city came to see and afterward to talk about it. Employers of the

scheme reported increase in sales of the goods arranged in the window together with many inquiries as to how the effect was produced.

USING CURRENT HAPPENINGS.

A new drug store had started and business was rather dull. Some advertising had to be done in the line of sales on certain staple goods, but the results seemed to be only temporary. About this time the Spanish-American War broke out and the druggist took this opportunity to use military paraphernalia in his show window. He ordered projectiles, cannon balls and shells of various sizes, labeling each one and placed them in his window. A placard bearing some current event of the war was also added. The result was effective; his window was regarded as somewhat of a news bureau and his store began to be patronized quite extensively. His news items were received from a reliable newspaper office for which he paid a nominal price. This having proved a success, the druggist continues to use current happenings in his advertising with continued success.

“JOSH SAYS.”

During the summer of 1908, Pittsburgh was the scene of an advertising campaign that caught the public fancy and has become slang to the present time. In July the bill posters, placards and newspapers were filled with the phrase “Josh says.” For a week people wondered what it was all about until it became a standing joke. The vaudeville stage took up the phrase and made sport of it while all Pittsburgh laughed and wondered. But they were

not enlightened until September. During that month letters were sent out containing this single phrase and soon every stone wall, building and fence fairly screamed with "Josh says." In September, Pittsburgh held a centennial celebration and in the night at a water carnival the secret was disclosed. A float came down the river, the centre of a ray of light. It bore a huge loaf of bread made out of papier mache and on all sides were printed "Josh says, 'Ward's bread is best.'" Although Ward has ceased to use the advertisement, many others have taken it up and no one seems to be able to forget that summer campaign.

CHAPTER XX.

NOVELTY ADVERTISING.

We have been considering the subject of unique advertising; let us now turn to a review of novelty advertising. Unique advertising consists in the publicity of a thing in a manner that is unusual. It is rather forcing of the attention toward a thing which is made possible as a result of peculiar existing conditions. Novelty advertising is an object which is given away, the presentation of which may be unique.

A knowledge of the different articles and their manner of distribution alluring the passerby to a sale, is quite beneficial to every advertiser. New ideas are suggested. An assembled number of articles herein described reveals the unlimited possibilities for change and improvement to advance one's business.

Those who are liberal givers are usually those who possess abundance of faith. "Cast thy bread upon the waters and it shall return to thee after many days," is the belief of their existence. The Singer Sewing Machine Company evidently holds to this theory, for each year are distributed thousands of dollars in the most artistic of pamphlets and pictures. School teachers are liberally supplied and

as a consequence the rising generation receive their first strong and favorable impression of the Singer Sewing Machine. "Teach a child the way he should go and when he is old he will not depart therefrom." This quotation contains within it the elements which are destined to create an everlasting good impression



No. 1.

upon the minds of the young. The interesting thing about the pictures is that they are in groups and have a related significance. There are several series to be gotten, each differing in educational interest. One series consists of pictures of different birds with accurate descriptions of each one and at the same time containing a passing mention of the

Singer Machine. Nos. 1 and 2 are self explanatory.
No. 1 front—No. 2 back.

Then there are series containing pictures of the historical points of the different large cities.

PAPER-WEIGHTS.

A paper-weight is always an attractive article.

ORCHARD ORIOLE

AN "EXCEEDINGLY active, sprightly and restless bird (Nuttall) is the Orchard Oriole, a near relative of the Baltimore Oriole. Although not so gayly dressed, he far surpasses his cousin as a songster, his tone being far richer and his song more finished.

His small branch of the family is scattered, after the first of May, through the Eastern United States from the Gulf of Mexico to Massachusetts. Although protected by his less noticeable coloring, he shuns the open fields and highways, preferring the orchards, where the nest of freshly dried grasses, carefully woven, is, like that of the cousin in orange and black, hung from a branch.

When people are returning from seaside and country places, the Orchard Orioles are flying toward their Winter quarters in Central America to remain until the following May.

For More Than Fifty Years



the Singer has been recognized as maintaining the

HIGHEST STANDARD OF EXCELLENCE

among Family Sewing Machines and is
NOW SOLD AT LOWER PRICES

quality considered, than any other. Whether you propose the purchase of a machine or not, there is much to interest most women at any Singer Store—and all are cordially invited.

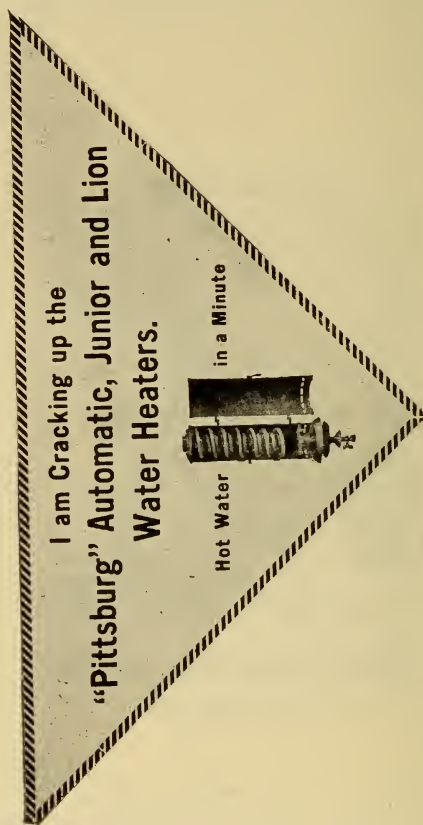
SINGER SEWING MACHINE CO.

SALESROOMS IN EVERY CITY, where the rest of the 16 Cards composing The American Singer Series may be obtained FREE upon personal call.

No. 2.

There seems to be a certain fascination in the mere handling of one. Those made of glass, rectangular in shape, and containing a picture of an angora cat, or a dog are destined for use on the desk of the most fastidious. A certain hotel adopts this

means to enable the departing guests to keep the hotel in mind.



No. 3.

CRACKERS.

The Pittsburgh Water Heater Company take advantage of occasions to give away their so-called

“crackers.” The inscription on each is quite appropriate. See No. 3. One can imagine the stampede of youth in the direction of such give-aways. If, in the excitement of cracking, the inscription is read, people are at least able to follow the noise to its source. The probabilities are that the mechanical curiosity of each one soon drives him to a more careful analysis which also leads to an interpretation of the text.

To this day the clothing company of Al. Henry, Rockford, Illinois, is impressed upon my mind, simply because he gave away such desirable noisy buzzers. As boys, how we did delight in them. When clothing was bought, it was the youngsters who recommended his store to the parent and to that store they usually went.

KNIVES.

Anheuser-Busch of St. Louis takes great delight in showing strangers hourly through their brewery. When the visitor is about to depart, a gift in the form of a knife, a key ring or a cork screw is presented.

FREE GUM.

When Mr. Wrigley started the manufacture of Spearmint gum it was with the knowledge that the average individual does not like it the first time. Regardless of this, he had faith that the taste would be developed and accordingly three hundred thousand dollars was invested in advertising the first year. Simultaneously with the advertisements, the retail

dealers of New York received a letter announcing the new brand and enclosing a coupon good for a free box. Mr. Wrigley's statement, according to James H. Collins in the *Printer's Ink*, says, "I believe Spearmint is going to sell and want you to try it at my expense." He said to the retailer, "Get this trial box for nothing, and if it goes, stock more. If it doesn't, forget it." By giving the retailer a dollar's worth of goods for nothing there was an immediate demand for them. It is estimated that this plan alone to cover New York city cost six or seven thousand dollars.

CALENDARS.

Calendars yearly play their part in the affairs of men. The home, the business office, the school,—all are run by calendar rule. So when the new year rolls around those received which possess serviceableness and artistic beauty are sure to be preserved. Every home has need of more than one calendar, too. Many concerns get out the most elaborate remembrances of this kind intending to present an article that is beautiful and valuable. It is to go to those friends which have been tried and not found wanting. If, however, a calendar is primarily thought of to introduce the individual to the firm for the first time, too artistic an advertisement must be guarded against. Each distributor should use discrimination with regard to the classes of people to whom he is sending them. Some houses design their own calendars while others depend entirely upon those who are in this particular business.

BLOTTERS.

Blotters are always acceptable and effective. The average man will notice a blotter because it is clean or in contrast with the old one. If the color is pleasing and the printing neat, during some idle moment it is destined to its share of attention. A certain laundry is in the habit of sending a blotter each week. But their color effects are decidedly poor and as a result are hastened to the scrap basket instead of the desk. Although a gift, the receiver expects some regard for beauty as well as usefulness. Those investing in this kind of a novelty should beware of a certain lettering on the surface which is likely to cause blurs on the blotted paper if in usage the blotter happens to become reversed.

FREE POLISH.

At a "House Furnishing Show" the Riverton Silver Co. distributed circular cardboards like No. 4, page 352. Upon reading the opposite side, No. 5, there was a demand for the booklet. Here was something for nothing. Previous to this show, the Justice Company had gone to various dealers throughout the city and told of their intention to distribute their samples through the dealers upon the purchase of a gross of the polish. The dealers readily took to the notion. Their names were inserted in an attractive booklet and thus two concerns were advertised at the same time. The "U-Kan-Plate" Company, of course, paid for this indirect method of distributing samples.

SAMPLES.

Certain concerns sell their goods through solicitors. Their help is obtained by means of the classified advertisement columns in the newspapers. Often samples are mentioned as absolutely free. Firms have come to recognize that there is a class of people who answer all such advertisements merely to pos-



No. 4.



No. 5.

sess the goods without one serious thought of selling them. So the keepers of such wares have changed their tactics and insist on a price for each sample; many firms really develop an income from this source.

MOVING PICTURES.

The system of leading people on by a series of steps and continually impressing the goods upon the mind is most excellently carried out by a Buffalo merchant. Saturday night in the centre of a down town district, moving pictures are thrown on a canvas stretched along the side of one of the buildings. Every few minutes a notice will appear reading thus: "Be sure and read what's in the package."

When a large enough crowd has gathered, a hand will appear through an opening in the canvas, scattering the packages. In the package is to be found a penny with the date 1889 on it. The note reads in effect as follows: "Go to 1889 Main Street and bring the penny and the finder will receive a reward." The idea of getting something for nothing brings the crowd. The reward consists in a dainty bottle of perfume.

FREE TICKETS.

The moving picture show has its attraction for rising America. A baker of a certain town makes his appeal to the public through their children. Every loaf of bread has a small stamp with his trademark upon it. For every five of these, the holder is entitled to a ticket for the moving picture show. Because children possess a collecting instinct, and also because moving picture shows present a form of excitement natural to youth, the demand for tickets is unusually strong.

SILVER DOLLARS. DANGER.

A pottery firm once got out a coin made of clay about the size of a silver dollar. One side only contained an imitation of money while the opposite side read: "See Smith, he will make money for you." Smith was the name of the salesman. The one side had been coated with a silver paint. The government prohibited the use of this novelty because it imitated coins. The lesson is clear.

FREE PHONOGRAPHS.

The novelty in advertising here described was

used by a general storekeeper in a small mining town. Owing to a general store being run by a co-operative association and a company store operated by the mining interests of the town, competition was very keen. The storekeeper was hard pushed to get trade, for the town was not growing. To push ahead he must be able to capture some of his competitor's business. The novelty which won him a large share of this desired business was the giving away, absolutely free, of a large phonograph, upon the presentation of slips showing cash purchases made at his store to the amount of twenty-five dollars. His prices were the same as those of his competitors and with the free phonograph he soon won over many customers who had never before been in his place and who began a cash business.

FREE CANDY.

Several restaurants of a large city are under the same management. Each one follows up the idea of giving prizes. Tickets containing a certain number are distributed daily to patrons. At night, twenty of these numbers are drawn by the firm, the announcement of which appears the next day. If you happen to have any of the lucky numbers, your reward consists of a forty-cent box of candy. In this manner people are led to look for the various restaurants under the same management in whatever part of the city they happen to be. Women seem to be particularly impressed. There is the gamble spirit in every one and an occasional winning always begets interest.

BARRELS.

The Old Orchard Vinegar Company, a few years ago, in introducing their product, gave away with each purchase of a certain amount, a little barrel, perfect in shape, labeled and cut in the centre to be opened. It was intended as a small bank. The saving instinct was appealed to and a convenient receptacle for loose change was suggested.

A MATCH CASE.

The Ohio Match Company give away a match safe. The safe is attractive in appearance, of convenient size, and is nickle plated. When first opened, it reveals an empty interior, but by holding it in a certain way the previously empty case is filled with matches. This trick is the magician's old one of a box with a false bottom. Those who see it are immediately anxious to become the possessor of one. This desire brings the match people in direct touch with the individual. Furthermore, it is made in sizes so that only Ohio matches will fit, which leads the owner to ask for this particular brand.

FREE FISH AND CANDY.

A few years ago, Finley Acker & Company of Philadelphia introduced a novelty in the sale of their candies. In each box was placed a miniature fish made of wax paper, enclosed in an envelope, with proper directions written thereon. Its purpose was to inform the holder of things pertaining to his or her temperament. The fish was placed in

the palm of the hand and the heat of the body caused the fish to make peculiar movements. The person's temperament was reflected by these movements. If the head and tail touched, it indicated one kind of a temperament. If the fish turned partly over it was still another classification, with still another interpretation when it turned completely over. This has proven exceedingly effective because of the appeal to our superstitious and curious instincts. The apparent unaided movements of the fish fascinate all from childhood to old age, while nearly every one is seeking the wisdom to be found in the interpretation of the words of Socrates. "Know thyself."

A FIRE INSURANCE COMPANY. FIRE PLUGS.

The practice of an insurance company in giving out small models of fire plugs is a good one. The plugs have the name of the company on them and a blotter attachment provided. This is not so much a bringer-in of new business as a reminder that the person receiving it has a policy in that particular company. It thus serves to remind him of the date when his premium is due and perhaps saves much time and expense on the part of the company in getting a renewal.

DEMONSTRATION.

When the demonstration of goods is desired, great care should be exercised in the selection of the right kind of an individual to talk about and to give away the particular article. The smile and courtesy of the demonstrator are as much of an

advertisement as the article itself. Remember that "the gift without the giver is bare" and people are quick to perceive this.

PICTURE CARDS.

The practice of giving out cigarette cards with various kinds of tobacco is not a new one, but in former instances the manufacturers have kept entirely to base ball players and charming actresses. It remained for the Murad people to hit upon some slight change in the old custom, and about four months ago they inserted in each package a picture of a college seal and scene of some athletic activity. At first the pictures were limited to one series of twenty-five of the most prominent colleges, such as, Pennsylvania, Yale, Princeton, Harvard, etc. The fad of collecting these interesting cards spread widely and especially among the fair sex, who always have a strong influence on man. I know that the fact of the cards, says one student, caused me to change my brand so as to get the required set. The company was wise enough to realize that nearly every one would get all the pictures in about two or three months, so they began the issue of a new series including twenty-five smaller colleges, and the chase was on again. They have now withdrawn the cards, as it is some time ago that they started, evidently realizing the necessity of again getting something new.

So we might continue to add novelty upon novelty to the list. The advertiser who utilizes these gifts for publicity should always go at the thing intelligently. To give something or anything at all is

not the right theory. But to give that which does possess individuality and which has clustered about it a hundred associations of the business advertised, the whole thing immersed in a spirit of good will, is the correct spirit. Have a plan in the distribution of things and as your faith and intelligence, so shall your harvest be.

CHAPTER XXI.

BOOKLETS—CATALOGS—CIRCULARS.

The writer has been collecting every booklet, catalog and circular possible within the last month.



No. 1.

There are three large sized drawers filled with them. About to begin this chapter, he has dived into the

contents of the drawer containing booklets and has selected those which immediately appeal. The fact of color has been most impressive. Those of a decided shade have received marked attention, but not more so than those which show an artistic blending of the lighter colors. The booklet with the striking illustration is effective, yet the right kind of printing without illustration on a proper colored background holds its own. No. 1 is a half tone cover page of a booklet gotten out by the Union Pacific people to reveal the pleasurable possibilities for those contemplating a trip through the West. It is, of course, impossible to produce the color effect here, but to know that the border effect directly around the illustration is of a light blue shade and in this blue the fish are swimming,—that the illustration itself is of a greyish-blue cast all on a more decided very light brown background, with the white effect outside the last deeper brown border line,—to know this is perhaps suggestive of the perfect harmony and blend of colors.

The subject "Union Pacific Outings" tells the general story while the specific information is gotten from the words "Colorado," and "Wyoming." The illustration is fetching and would appeal to every lover of nature. The booklet itself is an illustrated and written story of all the pleasure to be derived from such a trip with an introduction which goes directly to the heart of things. No. 2 and No. 3 are pages from the booklet, suggesting to the busy office man the best kind of relaxation from his insistent cares.



HE USES THINKING TO MAKE HIS BOAT FISHING

Here he is, in his office, but he's the fellow. He's waded the streams in the mountains, as well as paddled his canoe over the dark lakes in the north woods. He knows what trout fishing is and how to fish for trout. He has had the lever many a time, and in fact he is in an incipient stage here. And who can blame him? He's for the fishing days in the mountains of Colorado or Wyoming, and the season is now coming on apace.

When the sweet vernal time seems afar in the fatigues of winter, when the night winds still bring the tinkle of water, and sudden patches of snow bespatter the greenish earth, the delicate anemone is pushing hard toward the surface through the rack of moldering leaves, and the willow, and maples, and the buck-brush, in spite of lingering influences of the frost, feel the sweet current of a renewal of life in every tendril and in every fibre.

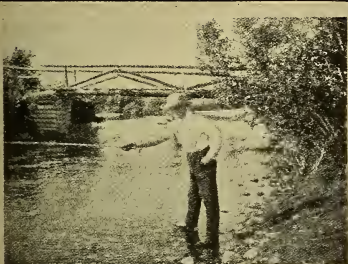
So it is with the gentleman above—the trout fisher. The same indelible and deliciously languorous longing as seems injected into vegetation takes possession of the soul. His pulse beats high, and the blood fairly leaps through his veins.



THIS OLD GUY HAS STOOD THE TEST OF MANY LONG FISHES

He is akin to the hazel and the alder. He must look over his fly-boots; he must fondle them, try them and think every page, eye, every article of his cutting outfit—carries, waders, rubber gaiters, hobnailed shoes, willow-rod lance-wood rod and silver line—has its potent charm to stir the memory and fire the brain with hope. But among the flies lies the most subtle mechanism of all, and as he turns one page after another, he is overwhelmed with ecstatic recollections of glorious trout-fishing days in the past, in which all happiness is fresh and pure and sweet; all care and worry lost—he is again adrift amidst the wild, foaming waters of the mountains of Colorado or Wyoming, searching for hooks in running torrents and fishing streams in the woods, where the trout are leaping and the sanguinary is in bloom.

Oh! the joys of such scenes, where the wild stream courses singing and shouting down through the fir and spruce, leaping hilariously over monstrous boulders, and rushing on down below that fall or that cascade, where the river roars and boils and tumbles among the bronzed rocks, spreading here into numerous channels of vicious white water, narrowing there in a fierce rush between close walls, gathering again



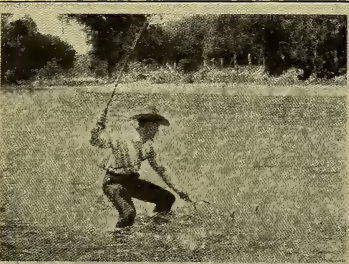
THE GENTLEMAN ABOVE—THAT'S THE WAY HE WADERS ALL DAY

back in perfect parabola into the depths of the frothy waters. To my excited eyes he looked the veritable whale, and, as his painted spotted sides and white pinkish belly crashed back into the foam, I could have sworn that he weighed a ton!

And then the battle waged faster and thicker than before.

A foamy swirl on the surface, twenty-five feet from the stern of the boat, and again the reel sang in spirital gladness. A dozen yards farther up the stream he went to the bottom, where the rocks were white and golden. He remained stubbornly stationary, but tugged and tugged away with a desperation—undoubtedly born of a foreboding of his impending gloom. He evidently realized that he had an adversary worthy of every resource of his dandy but muscular body, but he would not have been a Wyoming rainbow had he surrendered.

So, on he fought, bravely, savagely, but in vain. All at once, after nearly thirty minutes of the wildest kind of a mixup, he seemed to lose heart and turned into the shore. Here the Captain was put to the extreme of his skill to check and reel him in before he reached the dangers of the over-



INTO THE NET, MY BEASTY BRUTE, IS—OH! THERE! THAT'S RIGHT!

streams, bedazzled with pinkish pools, wild watery glass alive with trout, narrowing their golden amber depths like animalcules. For hundreds of rugged miles up and down, in and out masses of boulders and rocks, woods and vegetable debris, these chaotic transparent gleams of rushing and silvery waters have their sources, a tangle of checked-out cul-de-sacs, whose outlets team with these delicate fishes.

All of these streams form one fabulous mass of living waters, each helping the other as it flows down from its lofty area until all, pouring into one big river, flow placidly on to the sea. Of those distinguished by name, the chief ones, tracing them through Colorado, are even too numerous to mention.

That section of this rugged State, however, just over the western slope and beyond the Continental Divide, through which runs the crystalline Frying Pan River, probably offers a more varied assortment of fishing, camping and recreation facilities than any other locality of equal area in the State. For stream fishing the Frying Pan River and its tributaries



NOT TWO PAX ABOUT FIFTEEN MINUTES. THEY ARE ALL BAY.

have few rivals in the United States. Rainbow and Eastern trout—the greatest variety that ever rose to a fly—abound in great numbers from the head waters of this famous river to its mouth at Baysalt, where it empties into the Roaring Fork River. The latter stream empties into the Grand River at Greenwood Springs, twenty-five miles farther west. The Colorado Midland Railroad runs down the Frying Pan Valley along the entire length of the stream. Next a small station at the head of the valley, is the first point where real good fishing and accommodations may be obtained. Arthur Handthorn has erected a rustic hotel with a capacity of about fifty guests, and, in addition, has several cottages fitted up for light housekeeping, which are very comfortable. They rent for \$12 a week, and supplies may be obtained from the landlady. The scenery here is magnificent in and around this locality are the real fortresses of the Rockies, composed of lofty peaks, comprising the Continental Divide range of mountains. The altitude is 8,500 feet. Nights are cool and crisp and heavy blankets are welcome even in July and August. Both bait and fly are used to lure the finny tribe.



THREE. THREE. THREE. THREE. THREE. THREE. THREE. THREE. THREE. THREE.

More and better fishing is to be found five miles away in Lake San Christoval, probably the largest and most picturesque body of water in Colorado. Splendid accommodations, but no guides.

At Wagon Wheel Gap, South Fork, and on fact all up and down the Rio Grande for a distance of fifty miles, the fishing is always good, not only in the Rio Grande but in Bellows, Goose and Elk Creeks. Accommodations fair, but no guides.

On the Denver, Northwestern & Pacific Railway, "The Moffat Road," fifty miles from Denver, is Lake Eldora, where fine fishing and good accommodations with guides are to be found. The same can be said of Enger, on the Fraser River, and in the numerous creeks that flow into it without easy access. The trout are plentiful here, and are generally of large size. Good fishing is also to be had at Hot Sulphur Springs and Steamboat, where good accommodations, as well as good guides, are always to be obtained.

Piney River is a new fishing stream, near Rumbow, and offers exceptionally fine trouting for parties who wish to catch out.



NEVER ABOUT 1000 BREAD. A TRAIL THAT WAS ALL I HAD FOR YOU.

accommodations, however, are first class and reasonable. The finest trout fishing in the world, it is claimed, is to be found from twenty to twenty-five miles from Gunnison, on the Trench, Taylor, East and Gunnison Rivers, and also on the Ohio and Beaver Creeks. In these waters the largest trout caught in the State are taken. They often run as high as twelve pounds. There are good accommodations and the best of guides always obtainable. Cebolla is a grand fishing point. The river, by the same name, empties into the Gunnison at this point; and both streams, in proper seasons, are literally alive with the finest of fish. Accommodations are good at two dollars per day, but guides hard to get hold of.

Almost, three hundred miles from Denver, lies superb camping sites on the public domain adjacent to the station. Grand fishing in all the streams in the neighborhood; beautiful scenery, good accommodations, but no guides.

At Lake City, fifty-one miles farther on, there seems to be nothing but trout fishing. It is to be indulged in, also, right at the outskirts of the station in the lake fork of the Gunnison, and also in Henson Creek.



THEY WERE THE ONLY BREADS IN THE ENTIRE AREA.

threatened to part the line—break the cord. The reel whirled as a most fascinating war, and the arroyo man had a strenuous time keeping his thumb on the barrel, and at the same time avoid having his knuckles nipped and torn by the rapidly revolving handle. But to show how I have never known how Olyn preserved the equilibrium of that clanky bait in the wild swirls of the big, clogged waters in the very maw of the reek. But, at the Captain's cue, Henry was the master. I glanced at him once and saw the long, white-hulled landing-net beneath his foot, ready for grasping. Then my blood tingled with wild excitement as I saw the big rainbow yet away, say forty yards up into the raging waters of the reek. But he hesitated in the mad rush that meant certain liberty had been kept at up a few seconds longer. The Captain, however, had maintained unrelenting pressure on the reel, while he indulged his finny tranquility in the imaginary freedom of running away. But the huge rainbow quickly made up his fierce mind that all this was but a snare and a delusion, and as my eyes followed the wily levi to its distant entry into the water, the fish rose. With a whirl of his stretched tail he was in the air, full length, curving

The introduction of every booklet should be short and to the point. An introduction in which several pages are used is likely to be thrown into the waste basket immediately in spite of other good qualities. This booklet, through its most excellent titled illustrations, tells the story of which the text is almost incidental. Desire for such an outing is immediately aroused, while the reader glances at the reading to find a solution to the questions of price and living accommodation. Here are the titles given to the various illustrations,—observe how suggestive they are even without illustrations:

No Use Trying to Work; I'm Going Fishing.

This Old Rod Has Stood the Test of Many Fights.

*Let's Start the Train, Conductor, I'm in a
Hurry.*

*Hello, Billy! I Knew I Would Find a Friend
On This Train.*

*Here's Home for a Week or So. Does it Not
Look Comfy?*

*Here's the Same Spot I've Fished in Many a
Time Before.*

*Well, What Do You Think of That? Did You
See Him Strike It?*

*Come Here, Mister Rainbow! You For the Pan
Pretty Soon.*

*One Won't Be Enough. Must Have Two To-
Day.*

*What! No! It Can't be True. This Fellow is a
Dandy.*

*Into the Net, My Beauty Bright. Easy—There
—That's Right.*

*Not Bad For About Fifteen Minutes. These are
All I Want.*

*Preparing a Trout is the Easiest Task of All—
Sure.*

*A Lump of Butter 'Twixt Their Ribs, Brownd
to a Turn Completely.*

*Never Thought 'Bout Bread "A-Tall"—Trout
Was All I Cared For.*

*Pretty Good Job of Eating, Eh? Nothing Left
But the Bones.*

*Now I'll Sit and Think and Muse—About the
Poor Unfortunates in Town.*

Two Weeks Later We Broke Camp in This Manner.

A View of Centennial Mountains, From Sheep Mountain, Wyoming.

A Beautiful Trout Stream—Bird's Canon, Near Centennial, Wyo.

About Three Hours' Catch—A Creel Full.

A Camp Scene on the Little Laramie River, Wyoming.

Wash Day in Camp; Everybody Works but Mother.

A Pretty Spot On the Road to Centennial, Wyo.

A View of Sheep Mountain, Near Centennial, Wyo.

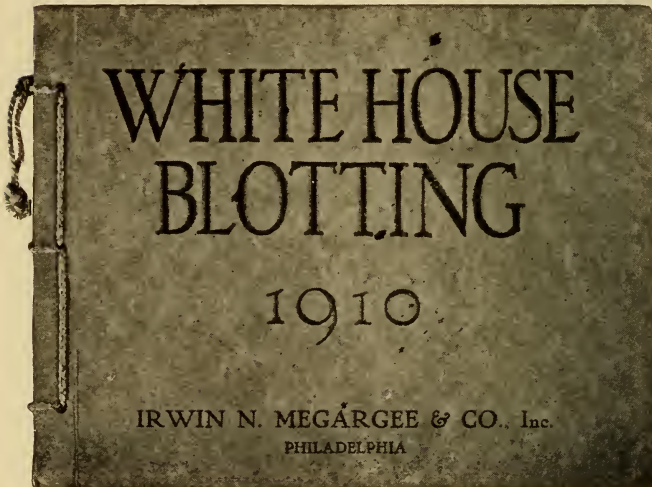
Helping (?) To Haul Slabs is One of the Diversions of Camp Life.

A String of Speckled Beauties—The Fish, I Mean.

The Gentleman Angler—That's the Way He Worked All Day.

Flap-Jacks are the "Real Thing" in the Early Morning.

No. 2 and No. 3 are reproductions of some of the pages. Notice how the fishing rod, tackle and fly hook are made to add to the general appearance. It should be stated that these are printed in blue ink, making a very effective contrast on the page. No. 2 and No. 3 show various pages of the story. The text is excellently written and filled with personal appeal. If you



No. 4.

analyze the subjects just quoted it will be seen that every phase of human interest in the taking of such a trip has been touched upon.

No. 4 is especially attractive, because of the gold lettering on a rich grey background. The first page of reading matter (No. 5) explains the mission of the

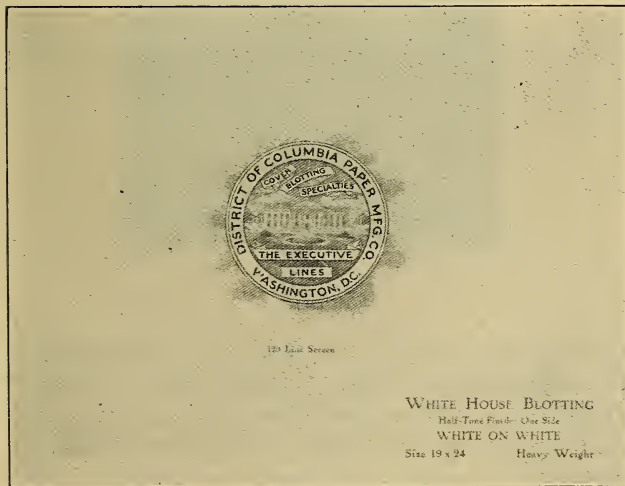
WHITE HOUSE BLOTTING

A NEW IDEA IN BLOTTING ORIGINATED BY THIS COMPANY IN DECEMBER, 1909, TO MEET THE NEEDS OF DISCRIMINATING ADVERTISERS AND OTHER USERS OF BLOTTING. THE BULK AT ONCE SUGGESTS ITS GREAT ADVANTAGES OVER THE ORDINARY FLIMSY KIND. IT IS ECONOMICAL WHEN ITS LIFE IS CONSIDERED, AND FOR THIS AND OTHER REASONS INVALUABLE FROM AN ADVERTISING STANDPOINT.

THE HALF-TONE FINISH ON ONE SIDE

WHILE NOT INTERFERING WITH THE BLOTTING QUALITIES—FOR IT BLOTS BOTH SIDES—PERMITS OF HALF-TONE PRINTING AND LITHOGRAPHING. THE SPECIMENS IN THIS BOOK PROVE THIS ASSERTION AND SPEAK FOR THEMSELVES. IF YOU HAVE A MESSAGE YOU WISH TO KEEP BEFORE YOUR PROSPECTIVE BUYER, PRINT IT ON A WHITE HOUSE BLOTTER AND SEND HIM ONE.

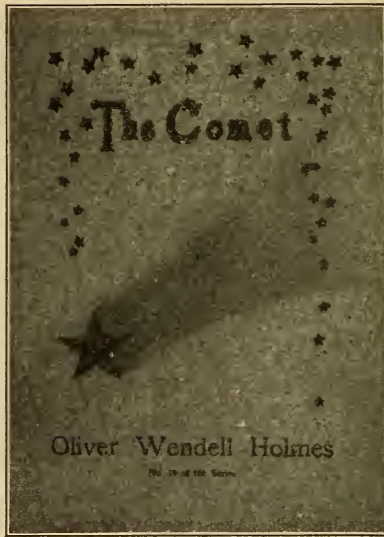
No. 5.



No. 6.

booklet, while actual samples of the blotting paper follow. No. 6 is one of the pages.

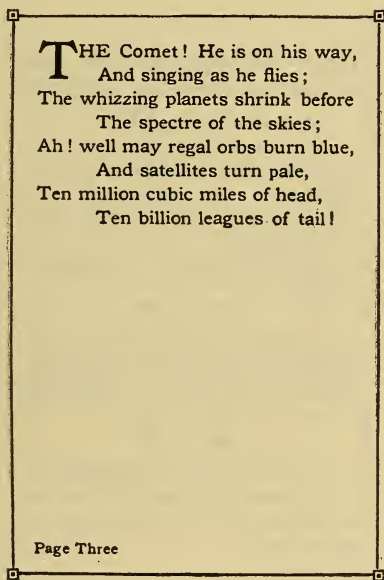
Benjamin F. Emery, printer, for a number of years has been issuing a series of booklets taking some historical subject of universal interest for each issue. He is surprised to find how many people have been treasuring these throughout the years.



No. 7.

From time to time come calls for numbers of the series, printed years ago. The last issue contains the "Comet," by Oliver Wendell Holmes. Coming during the appearance of Halley's comet, the booklet was destined to receive its full share of attention. The cover effect, No. 7, shows how simply yet effectively

the thought has been worked out. The supposed comet is a deep brown as are the stars, but all printed on a lighter shade of brown. No. 8 is an arrangement of a page, while Nos. 9 and 10 show his advertisement. These booklets have made money for the concern.





No. 8.

Thus we find the booklet to be educational in its message and that every principle governing the composition of any successful book must be adhered to. A union of good printing, good text matter, illustrations and color effects, all printed on the best paper obtainable, is the standard. It is educational



in its message in two respects: first, to appeal to the relationship of the particular article and the individual, second, merely to arouse interest in a given subject which will lead to further inquiry and the obtaining of additional information.

The only way to get a proper conception of the



Our Purpose  

This booklet is issued to show you the quality of our printing. If it has attracted your attention it has accomplished our purpose—and has demonstrated the advertising value of the booklet.

If not, it is already in the wastebasket.

The object is not to show the very best that can be produced regardless of cost; but to show that careful workmanship and good taste are essential.

Our theme is good workmanship. No matter how expensive the material, how good the design, if the

Page Twelve

No. 9.

manifold uses and possibilities is to answer every advertisement of five or six representative magazines. This will bring to your doors a stream of literature, the analysis and comparison of which will give you information not to be gotten by any two persons, for no two persons would have the same

booklets. The same principles governing the construction of advertisements, in general, are to hold for booklets, only the latter is to consist of an extended advertisement with a reader whose attention is likely to be held longer accordingly as the interest is obtained at the very start. A booklet is usu-

printer's workmanship is not right,
the advertising will not produce the
highest results.

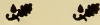


Proper equipment, too, is a necessity.

Our plant is built and equipped especially for the production of booklets and other fine advertising. Our machinery is the latest and heaviest.

There are three skylights directly over our presses.

This means that for color printing and half tone printing our facilities are the best.



Benjamin F. Emery
Printer

1037 Race Street

Philadelphia

Page Thirteen

No. 10.

ally sent to those who have made inquiry and who have thus manifested some interest. Consequently the message should be satisfying and forceful enough to lead to the results desired.

If the booklet has succeeded in producing argument for the reader and has interested him, this

should be followed by a catalog. Of course, many concerns do not have one, as the booklet is all that is needed. A catalog, however, may advantageously be preceded by the booklet; because of the expense in sending it forth not every one would be interested in the catalog. A page taken from the booklet of

MORE INFORMATION

IN a small booklet of this character, it is possible to give only a bare outline of the advantages of the various Kodak and Brownie models.

Those who desire more explicit information should secure our general catalogue, describing in full, not only the models listed herein, but others necessarily omitted from this booklet, as well as anastigmat lens equipments, accessories and a complete line of photographic supplies.

This catalogue may be obtained from your dealer, or will be mailed by us, free, to any address, upon request.

We will also gladly supply, without charge, the following booklets on subjects which every amateur should know about:

**The Velox Book,
Flash-light Photography,
Bromide Enlarging with a Kodak,
Tank Development.**

EASTMAN KODAK CO.

ROCHESTER, N. Y.,

The Kodak City.

the Eastman Kodak Company shows the relation existing between the two.

CATALOG MAKING.

A catalog is an accumulation of all the facts pertaining to any particular line of business and which answers all the questions relating to that business. It

is readily seen that an issue of that kind means considerable expense and that its distribution must be most guarded. A catalog concerning the particular goods in which a merchant is interested is an exceedingly handy thing to have around. When the salesman is not present and the advertisement has failed to make its impression, an urgent need for certain articles turns one to the catalog. This is the ever-ready and fixed salesman for any concern.

Because of the incessant changes in styles and prices in many concerns, the loose-leaf catalog is used. This kind loses its value unless the revised sheets are inserted as received and the old ones withdrawn. Those issuing this form of catalog should educate their customers in its use, and when evidence of its neglect is gotten, their names should be withdrawn from the mailing list.

A catalog with a supplement edition is very effective upon the minds of the people. It impresses them not only with the idea of detail but with the growth of the concern sending them. The fact that two books have been sent, when attractive, will gain the interest of the reader for a much longer time. The features of the supplement would receive a specific attention not gained if included within the regular catalog.

Many concerns issue catalogs which are different in size, possibly to attract attention. This is not to be recommended because there is no convenient way of preserving odd sizes of publications. Standard sizes are to be selected, and these are naturally determined by the size of the paper carried in stock or by paper manufacturers. But the size of any

catalog should be ultimately decided upon by the amount of material to go in, the class by which it is to be used, and the convenience with which it can be mailed. When a choice of standard sizes has once been made, they should be strictly adhered to.

The contents of a catalog should be carefully arranged in logical order. In general, a commercial catalog will contain: first, an introduction referring to the articles offered for sale and stating briefly their points of superiority; second, descriptions and illustrations explaining any technical features involved; third, detailed list of sizes, including the catalog number; fourth, information pertaining to shipping rates and prices in tabular form and accompanied by suitable illustrations; fifth, a comprehensive index arranged alphabetically and according to catalog numbers.

Before securing the cuts for any catalog or booklet, a dummy should be secured from the printer, then the amount of space to be taken up by each illustration should be most carefully considered. Unless this is done the final appearance of the page is likely to result in a lack of unity and proportion. The illustrations should be of the best but not so pictured as to produce dissatisfaction when the goods are received.

FOLDERS AND POST CARDS.

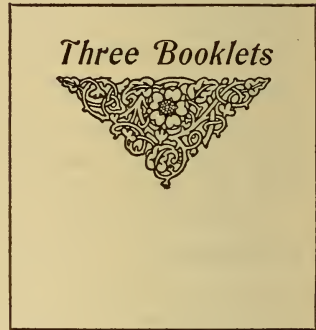
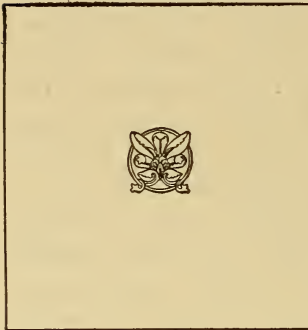
A folder is ordinarily thought of as a piece of printing folded once. The size is usually regulated so that when folded it will go into a No. 6 envelope. Of course, the variations of this type are numberless, but it is this deviation at a comparatively small

increase of expense that makes the subject valuable.

A novelty effect in any line is a slight change from the standard and implies that the change is of such a nature as to add attractiveness to the thing in question. The advertiser in any community can begin to show his individuality in so simple a thing as a folder. Of course, the ordinary folder can be made exceedingly attractive in color as well as type appearance combined with an interesting discussion of the question on hand. But a change from the regular form always increases interest.

A folder is similar to the booklet as far as giving information is concerned, only the former deals with some particular phase of the article that would suggest the reading of a booklet for more detailed information. Many folders given out at electric shows, food exhibits and house furnishing displays are exceedingly uninteresting. Printed on cheap paper, utterly disregarding of nicety in arrangement, they only serve for constant dismissal on the part of a disgusted public. These little messengers should be as interesting in every respect as the most elaborate catalog or booklet which they are intended to introduce. The fact is that the properly presented folder can often, by its message, drive home interest more quickly than the other forms. It should serve as the headlines of a newspaper enticing to a continued perusal of all matter printed in connection with the particular business. So many of these folders seem to take for granted the previous interest of the individual which is not usually true. There should be a harmony in grade

of the different kinds of printed matter gotten out by any concern. The only time that a cheaper folder might be regarded is when sent or given with other literature, and this in turn tends to cheapen the general effect.



Three Booklets

These are the last three booklets in this series :

No. 15. *Philadelphia in 1683*, from a letter written by William Penn to the Free Society of Traders.

No. 16. *The Domestic Life of Montezuma* from the History of the Conquest of Mexico, by William H. Prescott.

No. 17. *Three Letters from Lincoln*, including the letter to Mrs. Bixby and the letter to Horace Greeley.

Your name is on our list and you should have received each of the above.

These booklets are sent you as an introduction to the quality of our printing. We will be pleased to show other samples, or, better still, to show you what good quality and prompt delivery we can give on your own printing. Will you give us the chance ?

Benjamin F. Emery
Printer
1037 Race St., Philadelphia

No. 11.

No. 11 is a small and attractive folder sent in Mr. Emery's booklet "The Comet." The form is a square with the reading matter most tastefully arranged. Note how courteously yet persistently he stands up

for the quality of his work. There is simplicity yet attractiveness combined here, while the expense is exceedingly small. A circular which has an attractive outer page is destined to a reading of the text within. Too much should not be put on the

"Good Things Come in Small Packages"

**Waterman's
(Ideal)
Fountain Pen**

makes the best Christmas package. This pen is our first suggestion for a Christmas gift. There is more real appreciation in the receipt of this gift than in any other appreciation that lasts. It is a present that is necessary for all. The usefulness of this pen is best illustrated in the fact that, in the last twenty-five years, it has changed the world's method of writing—today everybody wants a good fountain pen. It is a dignified gift. The superiority of Waterman's Ideals is known everywhere.

From our complete stock, styles and sizes to suit everyone may be selected, with gold pens to match the action of any steel pen. All pens are exchangeable until they are entirely satisfactory.

The prices are the same everywhere. The face value of a Waterman's Ideal is as uniform as sterling.

Call and inspect our stock.



Greeting



We wish you
ever well and
ever prospering
to a greater and
greater height

Dickens

Compliments of

Williams, Brown & Earle
918 Chestnut Street
Philadelphia, Pa.

No. 12.

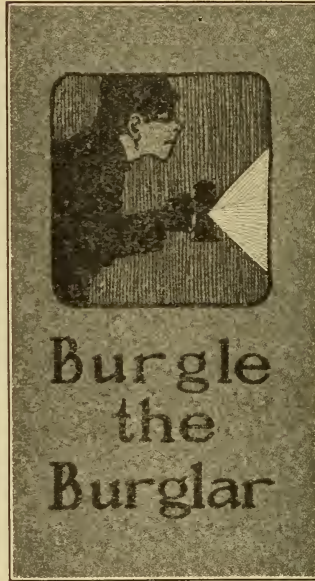
outer page. Following this principle many advertisers have tried all in their power to appeal to the curiosity, taste and clever appreciation of things.

No. 12, or the Waterman advertisement, represents taste.

No. 13 is an appeal, both to a clever appreciation of things and the curious.

POST CARDS.

The word "Postal" is to be applied to the United States cards only. Post card is applied to all mail-



No. 13.

able cards. Many folders are to be made into the form of a post card, and if the first impression created is pleasing, it is destined to a reading. The same principle regarding variety applies here. A single post card containing an announcement gets results if the message is timely and is suited to the taste

of the individual to whom it is sent. A florist relates how a postal containing Christmas greetings as a reminder of previous business relations brought several people who had gone elsewhere. Sent to new names it proved equally effective, for customers were gained that year, attributing their first purchase to the post card. The very first customer bought enough plants to pay for the advertising.


General appearances of a card count exceedingly in its reception. One that has been crushed or bent in the mails is more likely for the waste paper basket. Consequently care should be exercised in the choice of a card, the size of which is small enough to permit safe carrying through the mails.

There are double cards as well as single ones. A double post card, of course, permits of much more printing and is quite popular. Its simplest form of printing is illustrated in No. 14. This is called "To work and turn." The entire four pages, one, two, three and four, are printed on one side, so laid out that they will fall into proper place when folded. The back of this postal circular has an appropriate chandelier cut on it. Notice the half seal which shows at the bottom of the card.

Of course, cards are subject to many variations. It is often found more economical to use electrotyping than the regular printing form.

THE STOCK OF PAPER.

The heaviness of the stock of paper used for booklets, catalogs, folders and post cards affects considerably the postage rate. When price is a serious consideration this factor should be thoroughly in-



Hawthorn

TRADE MARK

TUNGSTOLIERS

ONE
CENT
STAMP
HERE

Hawthorn

TRADE MARK

TUNGSTOLIERS

THE TUNGSTEN LAMP stands above all others as the most practical and economical form of illumination in the field to-day.

This position is due not only to the remarkable illuminating results obtained by its use, but also to its reduction of the cost of illumination from 33% to 50%.

Even better results are obtained when used in combination with a fixture, specially designed to prevent the lamp, whose delicacy is well known.

This fixture carries the lamp by an anti-air link suspension, protecting it from all vibration and insuring its life.

Hawthorn Tungstoliers are made in various styles, each of which is adapted for practical illumination.

The fixtures are furnished in either heavy nickel, which corresponds with the white light of the Tungsten lamp and the Holographic reflector, or they can be furnished with brass lenses or special finish.

A five-light Hawthorn Tungstolier, 236 candle power, will replace any five or six ampere arc lamp made. That is, 300 watts against 640—one-half.


A four-light 40 watt Tungstolier will replace a cluster of eight sixteen candle power carbon lamps. That is, 160 watts against 480—one-third. The illustrations herewith show the units we are prepared to furnish immediately.

Each Tungstolier is furnished complete with wire, sockets and form "H" holders.

The complete unit is packed in individual cartons, each part wrapped in protective paper.

This allows stocks to be carried the same as sockets and other shelf goods without risk or depreciation.

Discount quoted on application. Write to-day.



LIST PRICE:

T 150
\$1.33

Made for 2 Light Unit
Length over all, 20 inches

T 157
Price From
\$2.25

Made for 2 Light Unit
Length over all, 20 inches

WESTERN ELECTRIC COMPANY

ELEVENTH AND YORK STREETS PHILADELPHIA, PA.

190

WESTERN ELECTRIC COMPANY

Gentlemen—Kindly quote discounts on "HAWTHORN" Tungstoliers as follows in lots of

None Address

No. 14.

vestigated and an estimate made by the printer regarding its mailing value. A trifle balance of the scale will oftentimes increase the cost of the matter when another grade equally as good in appearance would lessen it.

THE DUMMY.

In making up a booklet, catalog, folder or post card, the printer works from a dummy. The advertiser must prepare these with great care, working in harmony with the artist, until not a single thing has been left to the imagination of the working printer. Of course, consultation with the printer is to be encouraged and his suggestions to receive due consideration. The dummy should be obtained from the printer and should be of the same kind of paper as selected for the final issue. The advertiser should then insert his designs or sketches on the proper pages with an indication of the reading matter to be placed and showing the relative positions of type and illustration. The pamphlet complete consists of cover, interior page, binding, illustrations and reading matter.

COLOR.

The subject of color is a most important one, being associated with nearly every phase of advertising. Whenever it is possible to obtain a color effect the average advertiser will employ it. We live in a world which is a sea of color and its influence on our life is great.

Francis William Vreeland has written an article in the "American Printer" in which he expresses quite

clearly the subject of color. Its application to this chapter will readily be seen:

“The disc of the sun and the color effect of its light are yellow, deepening into orange. The sun is the source of light, heat and life, and the sunshine of happiness. Hence the colors of yellow and orange are symbols of warmth, light, life, sunshine and happiness.

“The glow of the fire and the life blood of man and beast are red. Red, therefore, signifies heat, vitality, energy and those things which result from an abundance of all these in mankind, i.e., love and passion.

“The sky is blue and the atmospheric effect upon snow is bluish white, deepening into positive blue in the distant landscape—blue and bluish white emblemize cold, sky, air and snow. Hence, also does the artist and colorist make the distinction of warm and cold colors, designating orange, orange-red and yellow, and all colors showing a strong influence of any or all of these, as *warm* colors; and blue and such colors as likewise show its influence, as cold colors. We, therefore, have warm and cold greens, purples, browns, greys, etc., according to either their tendency toward orange, red and yellow, or toward blue. But to continue our limited list of color symbols: Sprouting herbs, leafing trees, etc., as well as the fully developed foliage of plants, shrubs, etc., in nature are for the most part, green. Green, for these reasons, also symbolizes life—especially budding life—and vitality. It (green) is, in man’s mind, also associated with things relative to poisonous substances and metallic decay and corrosion, which

makes this color also the symbol of treachery, jealousy and envy—for, do these things not result from the poison and morally corroded and decayed centre of thought?

“And for similar reasons sea green is the symbol of water; steel grey of strength, weight, solidity, hardness, durability and resistance; purple of caste, royalty, pomp, etc.; white, of purity; grey, of solemnity; black, of ill omen and death; yellow and warm grey, of dawn, opening and commencement or beginning; brown, of bitterness; gold, of wealth and prosperity; and numberless other colors of things or thoughts which through long employment, association and consistency, appeal to the productive mind as properly representative of the thought to be expressed in a design.

“For our purpose, therefore, one who would achieve the most consistent and artistic results will choose for his color scheme such colors as will accomplish the above purpose. In a word, those which through long employment, association and consistency will, along with all of the other details in this composition, tell the story clearly. And this, too, in the purely decorative or ornamental composition as well as that one which is realistically treated.

“Let us, for example, suppose that we are to produce a cover design for a railroad or steamship booklet,—or poster, if you will,—in which the story is to be of trips or voyages to southern climes. To be consistent with the purpose of the book or poster, our choice should be a color scheme with a predomination of warm colors, such as yellows, oranges, reds, warm greens, etc., with, perhaps, just a touch

of something of an opposite character for artistic contrast. But always the predomination of those colors is to be symbolical of warmth, sunshine and abundant tropical foliage.

“Suppose now, in an entirely different vein, we are to do a design for the cover of a machinery catalog. Here steel greys and those colors suggesting strength, durability, etc., are the more appropriate, for they will not only be directly symbolical of the proposition, but will also produce a design quiet in tone, dignified and lasting in quality of appeal, and forceful in strength.

“Thus in all manner of color design should one use colors as much for their emblematic value as for their effectiveness. This at least if he would be artistically consistent; for only such designs and pictures are truly artistic.”

The following list of color combinations will be useful:

PAPER	INKS
Light red:	Olive and gold—rich green—blue and white.
Dark red:	White and gold—dark green—orange and dark blue.
Light yellow:	Light blue—red.
Light brown:	Dark brown and silver—green, grey and lilac.
Dark brown:	Black and white—light drab—orange.
Light blue:	Light red—dark blue—light yellow and yellow brown.
Dark blue:	Dark red and gold—light blue and white—green and orange.

PAPER	INKS
Light green	Yellow and dark brown—gold and orange—dark green.
Dark green:	Black and light green—gold and white.
White:	Crimson red—navy blue—emerald green.
Black:	Dark red—gold and white—light blue and silver.
Light gray:	Dark grey and red—dark blue and gold.

CHAPTER XXII.

LETTER WRITING.

At one time writing a letter was considered a mere exchange of ideas, necessary for the management of business. It is within the past ten years that letter writing has developed a new power and has turned competitor of the salesman. The business man has discovered that letters can convince people of a good proposition and that the proper "follow-up" system will often gain customers. Of course, not every person is susceptible to this form of salesmanship, but are all people under the direct control of salesmen?

The advertiser who sells his goods by means of letters accomplishes this through the so-called "pulling power" of a letter. Given a list of persons whose interest in a particular article has been manifested by an answer to an advertisement, the right "pulling" power letter can be depended upon to sell to a certain percentage of the number. On the other hand, a letter without this quality will greatly reduce the possible return.

A letter from the right individual is always welcome because of its peculiar message to you. He who writes understands the natural manner of open-

ing up a correspondence with you because of acquaintanceship. Upon writing to several friends one seldom begins the letter the same for each, nor does he talk about the same thing in the same manner. There is always a consciousness of the difference in temperament, learning or station of life, and this difference modifies expression accordingly.

To be able to write a good letter becomes an art, and the business world is beginning to realize that the man who can write the best letters is a specialist. He is one who sells goods on paper instead of dealing directly with the individual. As an example of the recognized difference in the expression of one's personality, look at many of our literary men. Their written works have charmed us, while to know them personally has often been such as to cause amazement that such fine word pictures could come from so uncouth a body. Oliver Goldsmith has fascinated the world with his "Vicar of Wakefield," yet his story tells us that he was almost an idiot when in social contact with people. Thus the man who can write is to find his place in the business world and his ability to move men's actions is to be realized by means of a letter. Somehow he is to divine the universal tendencies of men enough to arouse the greater number not only to read but to act upon what has been written, or if a letter has been received in answer to some advertisement in the form of an inquiry, he must be able to read his prospective customer at a distance through the form of his letter and the manner of his expression. At this point we see the relationship existing between the advertiser and the writer of letters.

THE LETTER WRITER AND THE ADVERTISEMENT.

A successful advertisement will often furnish work for the letter writer. The letter writer must be powerful enough to make the advertisement pay. Thus again are advertising and salesmanship united. The insertion of advertisements, the sending of booklets, pamphlets and circulars is lost on thousands of people unless a letter is sent with the literature.

The salesman goes out to sell his goods. He talks and he talks, but if he fails to hand the pencil for the signature of his prospective customer at the right moment, the sale is lost. So in handling a customer by correspondence, each letter should skilfully lead on to the point of desire and then the right suggestion be made to get results. In an extended correspondence, the kinds of questions asked by the interested party or his avoidance of certain propositions should act as a key for continued correspondence. To catch the writer's mind at the place of greatest interest and to lead him on by suggestion is the problem of a skilful letter writer.

There are two kinds of letters which are often productive of great results. One is sent to different people within a concern, giving them information, encouragement and instruction regarding those things which make for greater efficiency of the working force. For the members of any movement to receive this kind of information from authoritative sources is the creation of new ideals. Men soon grow to know what is expected of them and, furthermore, to be kept alive in the development of their own busi-

ness field. This kind of letter writing necessitates accurate knowledge on the part of the writer. Again there must be the element of personal appeal where each feels himself a part of a truly progressive establishment. Then as one man begins to succeed above another the poor salesman knows that it is inefficiency and not favoritism which permits of this greater success.

Letters thus have a unifying effect in spreading among the interested people knowledge which might be construed as for a favored few, were it not that each one receives the same information in the same form and at the same time. People working within any establishment need looking after. Most human beings are subject to relaxation whenever the opportunity presents itself to relax. This is especially true where a man is given considerable freedom and whose time is his own making. To advertise within one's own establishment is as necessary for the completest success as to have the right kind of office furniture and building to conduct a particular kind of business. The right kind of letters keep us in touch with the working forces of any concern and thus increase the general efficiency.

The second kind of letters for advertising purposes reaches two classes: namely, those answering advertisements and those sent to names on a particular mailing list. Those answering advertisements are the most valuable letters for any concern. Such a letter implies interest or it would not have been written. Interest, on the part of the consumer, is the hope

of salesmanship. It is the nibble of the fish on the hook; the question is, can you keep him there, hook him and then land him.

Letters sent to those whose names have been found on some mailing list are meant to create a demand and are really advertisements. An answer to this kind of a letter on an average proposition implies unusual interest and should be answered accordingly.

STUDY INQUIRIES.

Inquiries reveal how good an impression has been made as well as the weakness of the advertising copy. The fact that a question is asked regarding a certain unexplained point might indicate that the advertisement was not good. But this need not be necessarily true, for the size of the advertisement might not permit an insertion of details into the text. At any rate the advertiser should, by a careful analysis of the letters which are received, be able to tell quite accurately what effect his particular advertisement is producing. This permits of an intelligent change of copy to further increase the power of the advertisement. If the people are learning something really important about the article, the letters will not be filled with questions but will oftener immediately ask for the goods. The co-operation of the letter writer and the advertiser thus produces a combination which can intelligently gauge the pulling power of each advertisement from the standpoint of interest.

THE MAILING LIST.

Every well-organized large city house working through salesmen, men who canvass the trade, keeps a most complete card file of customers, present and prospective. In the making up of the mailing list every bit of information possible is obtained regarding the person to whom the letter is sent. It is nearly always possible to find the kind of business, profession or trade in which a man is employed. This, in itself, is always indicative of certain mind tendencies and permits of an introductory sentence, at the least, interesting. Mail order houses have much detail information regarding their trade and it is because of this that they have been able so well to compete with others. A knowledge of the kind of work in which the man is engaged or hobbies which have come to be known permit of a variety of letters. A mailing list is the most important factor in the distribution of all literature. It is not pleasant to feel that a large percentage of the names have not been honestly or intelligently selected and that a heavy loss must be counted upon. There are concerns in nearly every large city which have classified mailing lists and which are quite satisfactory.

In working with a certain night school I was constantly engaged in the making up of a mailing list. There were three high schools in the city. When graduation day came the programs were secured and a search through the directory brought the pupils' addresses. Those impossible to locate were given to some member of the class who personally secured

them. The most tedious way of getting an address is to go through the city directory and pick out the name according to the kind of work indicated. Once obtained, however, the list should be kept. Many concerns make a mistake either in destroying these records or in neglecting to check off the names which are found to be useless by the return of unclaimed letters. You may think that once used, the list will prove valueless, but if you are in any kind of developing business, surely their need becomes evident.

IMMEDIATE ATTENTION TO REPLIES.

When anyone has written for information regarding an article, he usually expects an immediate reply. Nor does he require two immediate replies, as is often the case in careless offices, especially where stereotyped letters are sent. A lack of attention in either of these details creates a very bad impression on the mind of the receiver. To answer immediately is to make the first hit while the iron is hot. Get back at the man while he has your particular article in mind. If you allow too much time to elapse, even a few days, you will often find that he has lost interest and it is hard to win him back. When correspondence has been ignored by the inquirer, persistency is the remedy. If it is possible, write so as to find out why his interest has waned. The same spirit which will not permit no for an answer on the part of the salesman must characterize the letter writer.

THE FORM OF LETTERS.

Let us now turn to the discussion of the letter itself. The first thing to be considered is the general appearance. The paper should be the best that any particular business can afford. There should be such a typographical arrangement of the letterhead as will produce a pleasing or artistic effect. Many concerns utterly disregard these minor details and as a result miss one of the simplest and often most effective ways of advertising themselves. While any printer can furnish innumerable samples of letterheads yet it is not to be said that he can get the same effect with the particular data which you have to arrange. Merchants often select a certain form which is pleasing with the order that theirs be similar. When the finished work is presented it does not at all appear like the sample. Perhaps their name is much longer. The difference is in the use and length of words. Each one should work out a letterhead which is individualistic and which is the artistic effect of his necessary information. It is better to engage an expert in this service than to be eternally changing and never happening upon the right combination. The heads illustrated on following pages, designed by the American Type Founders Company, are excellent examples of what can be created by the right people.

No. 1, on page 397, is also typical of a good letter. Sent to the right individual it commands a continued reading.

In all the letters shown observe the manner of introduction. In each one there is individuality and our interest is aroused from the very start. The old stereotyped business form of introduction should

CAPITAL STOCK \$1,000,000

SURPLUS \$500,000

UNITED STATES DEPOSITARY

MONMOUTH NATIONAL BANKMERCANTILE INSURANCE BUILDING
FRANKLIN SQUARE

BONDING DEPARTMENT

BRADNER, OHIO

EXCHANGERS SHARED

Edward Johnson, President
Charles Wilson, Vice-President

Telephone

Number 1806-A Blackberg

Edward Johnson & Company

Number Fifty-one Grand Street, Orleans, Maine

Art Stained Glass WorksWindows Designed for Churches
Colleges, Public Buildings
and Libraries, Hotels
Residences, etc.

WEDGWOOD TEST

REPRESENTING
FURLER INSURANCE CO.
LONDON FIRE INS. CO.
BOSTON INDEMNITY CO.
GERMAN LIFE INS. CO.
BRITISH LIFE INS. CO.

COMMUNICATION FROM

HOMER EBERT GLADSTONE
REAL ESTATE AND INSURANCE
NOTARY PUBLIC

LONG DISTANCE PHONE MAIN 147

166 MONTGOMERY STREET

BRIDGEPORT, INDIANA

LIVING COPPERPLATE ROMAN

Open all the Year

European Plan

The Myerling HotelArlington & Company
Proprietors

John R. Hawkins, Manager

Ocean City, Minn.

TIFFANY SHARED

London: 13 Druy Lane
 Paris: 8 Rue Chateaufort
 Berlin: Fenchberg Square

Military Novelties

Madame Louise Redmond
Fashionable Costumes

Cable Address: Leonard

*Second Avenue, at Broadway
 New York City*

EFFANY SLOPE

PHILADELPHIA
 CHICAGO

SAN FRANCISCO
 DENVER

AMERICAN REPRESENTATIVE

GEORGE H. BENDER & SONS

EXCLUSIVE AGENTS FOR THE CELEBRATED
 WILLIAMS COMPANY'S ROLL-TOP

DESKS

GEORGE H. BENDER
 MANAGER NEW YORK OFFICE

BRUNSWICK CITY.

MERCANTILE

John A. Bernard, President

Hobland H. Busby, Vice-President
Forrest Rice, Secretary

Robert Louis Brown, Treasurer

League of American Wheelmen
of the State of Kentucky

*Headquarters
 Haymarket Coliseum*



Newport, Kentucky

EFFANY 91, TYPE EXTENDER CUT #1212

FRANKLIN G. DANIELS
 NEWTON MINDER
 MORRISON HINGERT
 FRED KENNINGTON
 SAMUEL R. NEWKIRK

CABLE ADDRESS: FINANCE

DANIELS, MINDER & COMPANY

BANKERS AND BROKERS

PARAS BUILDING
 HARRISBURG, MAINE

MEMBERS
 MUNICIPAL STOCK EXCHANGE
 HARRISON BOARD OF TRADE
 LONDON STOCK EXCHANGE

FOREIGN DEPARTMENT
 H. N. JONES, MANAGER

BRANCHES
 FAIRMOUNT, KANSAS
 PAPA-SBURG, IOWA
 NEWTOWN, INDIANA

LIGHT AND HEAVY COPPERPLATE ROTAGE

JAY E. P. HARMFIELD
 TEL. TUBS MANAGER

TELEPHONE 258 RIVERBEND

JOHN EDLAND CURTIS
 CHIEF ENGINEER

HARMSFIELD-CURTIS MACHINE COMPANY

MANUFACTURERS OF

ELECTRIC PUMPS AND MARINE ENGINES

CUT AND PLANED GEARS

MALLEABLE IRON CASTINGS AND CHAIN HOISTS

BRANCH OFFICES
 CHICAGO ST. LOUIS PITTSBURG
 COLUMBUS INDIANAPOLIS
 PROVIDENCE

SOLE AGENTS FOR
 THE WORTHINGTON & SAMPSON
 ELECTRIC MOTORS

JACKSON AVENUE AND PINE STREET
 MANSBURG, INDIANA

LIGHT AND HEAVY COPPERPLATE GOTHIC CONDENSED

MILTON DIXON, PRESIDENT

CHARLES B. MUNROE, SECRETARY

LEON HERBERT, TREASURER

DIXON-MUNROE PUBLISHING HOUSE

NOT INCORPORATED

TECHNICAL AND MEDICAL PUBLICATIONS
 AGENCY MUIR'S ANATOMICAL CHART

PUBLISHERS OF
 JOURNAL OF PHARMACY
 MONTHLY DRUGGIST
 RICE'S MEDICAL DIRECTORY

OFFICE AND FACTORY
 230 MONTGOMERY AVENUE

REDVINE, MISS.

REGISTERED GOTHIC

be discarded and the occasion of the writing with regard to season, difficulty or new proposition should govern the style of the body of the letter. To make

 MCCLURE'S MAGAZINE

THE MCCLURE CO.



PUBLISHERS OF BOOKS

NEW YORK

March 19, 1910.

Mr. George Raymond,

Baltimore, Md.

Dear Sir:-

Two friends of ours, well-known novelists, dropped in on us recently and fell to glancing over the volumes described in the enclosed circular. In five minutes both had forgotten that they came on business. Presently, one of them, who had been wandering among the worlds in Pro. Chambers' "Story of the Stars" lifted his head and drew a deep breath.

"Why," said he, "should anyone try to write fiction when he can find facts as fascinating as these to write about?"

The other novelist, locating with an exact finger the spot where he had left off, regarded the star-wanderer dreamily.

"Did you know," said he, "that plants take care of their young?"
 "No," replied the other, "but do you know that when you see a star fall, you are looking at something that probably happened hundreds of years ago?"
 "No," was the reply.

"Then," said both together, "why don't you know?"
 And after some discussion, they evolved the answer. Both had tried to read scientific books and had found them as interestingly written as a roller, and dropped them. Now for the first time, they had come upon books that set forth in an interesting way the great, wonderful world as it is, books which get down to the bed rock of romance that underlies all the great facts of existence.

We relate this incident to you because it tells better than we can otherwise just the sort of books these are. Here are books so fascinatingly written by the world's greatest scientists and scholars that they are called stories. Here are books which, at the same time, contain that knowledge which heretofore could only be secured by taking a college course.

But no adequate conception can be had of their value to you and to every member of your family except by an examination in your home and at your leisure. Therefore, knowing you to be interested in books and believing that you will be among the first to realize their entertaining and educational value, we extend to you the following splendid introductory offer.

If you will return at once the enclosed order form, properly signed, we will send you the work complete in twenty-five volumes, all charges prepaid, for examination and consideration. It is understood that you need not send any money with your request for inspection, for, not only is the delivery of the books to be prepaid, but, if they are not entirely satisfactory, you are at liberty to return them at our expense.

It needs only a postage stamp and one minute of your time to take advantage of this opportunity, which enables you to secure these books at the low introductory price and pay for them while you are enjoying them on the easy terms of only \$2.00 per month.

Yours very truly,
 THE MCCLURE COMPANY.

No. 1.

the text alive and interesting should be the aim of each writer.

REPRODUCTION OF LETTERS.

The business world employs four different processes in the writing and reproduction of letters. We

are all acquainted with the typewritten letter and the carbon copies which can be reproduced. If the right kind of paper is used, as many as twenty copies could be obtained. When a great number is required other processes should be employed.

The mimeograph is one form of reproduction which helps us over this difficulty. This kind of work is accomplished by taking off the typewriter ribbon and writing upon a sheet of wax. The result is a perforated wax impression or stencil. This wax sheet is then placed on the cylinder of a mimeograph and is ready to make copies.

Another process which is often employed is called multigraphing. A type form is set up and an impression is made through a much broadened typewriter ribbon upon a paper. The result is a perfect imitation of a typewritten letter with even the indentations of the keys showing. Then letters are printed. Often a zinc etching is made and copies printed from the plate. This form of letter contains the signature. Testimonial letters are produced in this way.

Those engaging extensively in letter writing pertaining to any business have discovered that certain questions are always asked. Accordingly, a form letter has been especially prepared to answer this question. A different letter will be sent to those having still another difficulty. This saves both hours of extra labor and expense, at the same time permitting of a dignified correspondence. Often the first space for the first paragraph is left blank to be filled in so as to make the correspondence more direct. When the date and the salutation are inserted

great care should be taken that the color of the ink, style and size of type harmonize with the body of the letter. The same method is employed with follow-up letters. When there is no response from the first, others, complimentary in spirit, are sent at certain intervals. And so the correspondence continues until patience, money or an answer forbids further writing. The doing of this thing is in itself good advertising and if the goods or the issue possess real merit there will some day be a favorable consideration of the proposition.

Regarding the style of letter-writing, three qualities should be insisted upon: first, courtesy; second, precision; third, clearness.

PARAGRAPHING.

All letters should give consideration to the question of paragraphing. The manner in which a letter is spaced with regard to this detail is another element which at the first reading either impresses us or not. If one were to observe the absolute rules of paragraphing, the general appearance would often go disregarded, but the best letters in appearance sometimes violate school usage. The best grammar and accurate punctuation, however, are to be insisted upon. Too much cannot be said of punctuation. Its correct use leads the reader on from point to point with an interpretation of the text that is only fully realized by punctuation. Attempt to read poetry that is unpunctuated and you have some notion of the real effect of a properly punctuated page. We have come to interpret the meaning of

a text unconsciously and punctuation assists us in this process.

TELEPHONE CENTRAL 5907



February 26, 1910.

Mr. Herman W. Smith,
Philadelphia, Pa.
Dear Mr. Smith:-

We are sending herewith our great book under separate cover entitled "Ten Acres and Freedom". We want you to read this book thoroughly from cover to cover. It is very expensive, and has cost this Company a great deal of time, research and effort to prepare. We have spared absolutely no expense to secure information on every point, not only in connection with our colony in Marion County, but all questions arising and pertaining to Florida's fertility, productiveness and progress.

We want to especially call your attention to what the writer says on the inside front cover of this book. You can absolutely depend upon what is contained in these words. I have been fully authorized by the Board of Directors of this Company to definitely promise every purchaser of a Burbank-Ocala farm that if he is not satisfied with his purchase, that he may receive a refund for every cent paid in, together with of interest, any time before actual delivery of deed. This means that you are given ample time to arrange your business affairs, so that you may pay your farm a visit and satisfy yourself that you have made a profitable investment.

This guarantee is made only after a complete and thorough knowledge of the ability of this land to place any man in a position so that he be absolutely known that his investment is certain.

We want each reader of this book to know that this colony is not one on paper, but that it is an active, vibrant, living thing, that the people are settling in this colony now by the score, that they are clearing their land, building houses, planting their crops, and that improvements are being made by storekeepers, commercial men and the business world at large, who are seeking a portion of the great profit in trade that comes in caring for the wants of so large a community as this.

We have sold thousands upon thousands of acres of Burbank-Ocala land, and we are today selling this land at the rate of almost 1000 acres per day. We have only a limited number of acres left to sell upon these terms and at this price.

Think of buying a 10 acre farm at \$25.00 per acre, making a payment of only \$5.00 per month, or at the ratio of 17 cents per day. This Company desires and hopes to have from 1500 to 2000 settlers on these lands before the expiration of survey.

We don't care to sell land to those who will not take an interest in it.

No. 2.

The psychological reason of paragraphing is the tendency of the mind to pass from one thing to another quickly. A letter which is massed together found to be uninteresting would soon weary the reader

and it would be thrown away in disgust. If, however, the same page were paragraphed, the first paragraph proving uninteresting, the mere para-



JOHN B. STETSON COMPANY
FINE HAT MANUFACTURERS
RETAIL DEPARTMENT
1108 CHESTNUT STREET

PHILADELPHIA April 30th, 1910.

My dear Mr. Flanigan,-

Of course, you are going to help Penn put it
all over the Tigers next Saturday.

And naturally you'll follow the time-honored
custom of making this the opening day for straw
hats.

Am I right?

If I am, I'd like you to see four new shapes
that are way ahead of anything else in town.
They're just the sort that you chaps, who
know a good hat when you see it, want to wear.

The little enclosure that I'm putting in with
this will give you an idea of their looks.

Very truly yours,

John B. Stetson Company,

Jos B. Damai
Manager Retail Department.

Mr. D. Flanigan,
3621 Locust St.,
Philadelphia.

No. 3.

graph form would force the eye to the second and
so on to the end. It is to be hoped that some of
the paragraphs would prove interesting enough to

compel attention until the end. The previous letter is of three pages and the paragraph effect has been carefully worked out. It is pleasing to read and affords opportunity for skipping should the interest lag. (See No. 2.)

No. 3 shows a reasonable letter. The men who received these letters were quite responsive and showed their appreciation of its contents by actual purchase.

CHAPTER XXIII.

THE MAIL ORDER DEPARTMENT.

One of the business marvels of this century is the birth and growth of the Mail Order Department. It means salesmanship by mail only and depends entirely upon advertisements for results. Montgomery, Ward & Company; Sears, Roebuck & Company, and John M. Smyth & Company, all of Chicago, represent the leaders in this system. They began with almost nothing until to-day each has developed a business running up into the millions. But the mail order department is not necessarily confined to houses making this their one specialty. Department stores have been quick to see possibilities here and have made this kind of salesmanship a source of certain revenue.

That the right article advertised at the psychological moment does bring immediate results is evidenced by the following authentic instance: A few weeks ago two individuals got into a heated discussion regarding the possibilities of selling by mail. One claimed that much time and energy was necessary to get anything started. The other contended that results could be obtained immediately if the right article were advertised at the right time and to the right people. A wager followed. The two gentlemen began to walk the streets and through the

stores looking for a suitable article. Finally an ice pick costing but ten cents was agreed upon. It was advertised in a national magazine reaching the masses. The price asked for the pick was thirty cents. A phrase "A Dandy Ice Pick." constituted the catch expression. Replies began coming in from all sections of the country the very first day, until a wholesale stock was bought and soon exhausted. Orders are still coming in at the time of this writing. This instance does not prove that every article could be disposed of so easily, but it does show the tendency toward response if the right thing is presented at the right time. It is this tendency to respond which has brought millions of dollars to some concerns.

KINDS OF MAIL ORDER ADVERTISERS.

Mail order advertisers are divided into two classes: First, department or other city stores having mail departments which reach every class of people in both city and country. These may depend upon the personal element to assist them for they are retail in nature and will at some time bring many of the mail order customers directly to the store. This department not only depends upon advertising to create a demand but when possible, and it seems expedient, sends samples to prospective buyers. A request for samples is usually given immediate consideration.

Second, manufacturers of goods often sell direct to the people instead of selling them through the jobber. Although the expense of such a campaign is great, nevertheless the gain is said to be in favor

of the customer. Mail order advertisements bring so many returns that a part of the expense is decreased because of the enormous output made necessary to meet the enormous demands. This fact has afforded an excellent talking point and has argued many a man into a trial purchase.

The mail order department was originally thought to reach the class of people living on farms, in small villages or in places remote from purchasing possibilities. The small storekeeper is not able to carry a large stock nor is he able to keep abreast of the times in styles and patterns. In the meantime advertising has become expensive and farmers as well as city folk begin to desire the best and the most for their money. Transportation makes possible quick delivery and as a result of the alluring advertisement offering a real bargain in every respect better than the storekeeper's, we get a ready response. In the meantime, city people have come to regard the mail order house or department most favorably. Now that confidence has been gained it is said that Chicago dealers ship goods directly into the heart of New York. An advertised article secures the attention of some one. It is just what they want, or need, and in goes the order.

The continued success of any mail order department must inevitably rest upon the satisfaction given. Consequently the ideal which is created should not be untrue to the goods themselves. Remember that the advertiser is to be sight, touch and mind for his customer. His judgment as expressed in the advertisement must prove to be correct or a dissatisfied customer will be the result.

There have been many concerns whose dealings have not only been unfair but of a nature to be counted highway robbery. A knowledge of this has been spread among the masses until there is always a lurking suspicion that the goods might not come as described. So that advertisement which creates an atmosphere of confidence is helping considerably toward a sale.

Mrs. X—was seated at the dinner table enjoying an unusually good slice of turkey when Mrs. Y, peering over her glasses, exclaimed, “Mrs. X, what is that on your dress?”

...clothe yourself; furniture, arnish
 ... a roll of matting; ladies' and men's
 clothing; refrigerators and go-carts, 50c. week-
 ly. RAY'S, 1-43 Ridge ave., near 16th and
 5c. Parrish. Open Friday and Saturday evenings:

SPECIAL, 95c—ONE DOZEN HIGH-GRADE
 mantles, 6 upright and 6 inverted, 95c.; ex-
 press prepaid. New York Light Supply Co.,
 manufacturers, No. 49 North 9th st., Phila-
 delphia, Pa.

GILLETTE BLADES SHARPENED. 2a.;
 Ever-Ready, Gem Junior, 8c.; razors, 20c.;
 new handles, 25c.; Star and Gem blades, 20c.
 R. CAMP, formerly at Supples's, now at
 WAX'S CIGAR STORE, 1105 Market.

ELIJAH B. DESS, TUXEDO

No. 1.

“Why,” said Mrs. X, “that is an advertisement which I have just cut out of the paper. It is so small that I have pinned it on my waist to avoid losing it. I must confess that I doubt getting what is advertised but at any rate I am going to try. Listen to this:” See No. 1.

Thereupon followed a discussion. Mr. B told how he had just been caught by a mail order house. He had answered an advertisement which described a

certain suitcase as being worth fifteen dollars but selling for only ten dollars. A trunk was also described, offering an equally good bargain. When the goods arrived, inspection found them to be untrue to the description and actually to sell at retail prices in the neighborhood four dollars less than the advertised price. Mr. B was under the impression that he was getting his goods directly from a manufacturer and such being the case expected them, without a middleman's profit. Given any group of people and among them there are those in whom there

75c Cactus for 28c	
<p>Grow Cacti—Easiest of all flowers to grow, indoors or out; you can't kill them. Immense variety of forms and species. Exquisite flowers. 1 to 5 inches wide, in scarlet, yellow, purple, etc. We are in the heart of the cactus country, and ship the strongest plants only. Note these Special Introductory Offers—This rare Cactus (<i>Ec. dasyacanthus</i>), beautifully colored spines, bears exquisite 2 to 3-inch golden flowers, price 75c, with directions for growing, mailed for only 28c. Eight small Cacti, assorted, all bloomers, prepaid for \$1.00. Send with order names of two flower-growing friends and we will add free sample of our delicious Mexican Cactus Candy. Free Catalogue, "Cacti and How to Grow Them." GET IT TO-DAY.</p>	
<p>THE FRANCIS E. LESTER CO., Dept. BX4. Mesilla Park, New Mexico</p>	

No. 2.

is a tendency to respond and also a tendency to have faith.

That concern which gives satisfaction in the delivery and quality of its goods is destined to continued cumulative success.

No 2 is an appeal to our fondness for a bargain. The natural question is "How can it be sold so cheaply?" When we read the phrase "In the heart of the cactus country," our curiosity is

partly satisfied. This should be brought out more clearly and associated with the price. It would seem that people wish for a bargain and when a plausible explanation of one is given, concerning the particular goods, they respond.

On the other hand, so many "fake" advertisements have appeared, that free appeals are perhaps less effective than formerly. There will, however, always be a certain class of people who will be susceptible to any form of suggestion. It is upon this element in human nature that the "quack" in any profession or line of business depends. This course intends only to encourage the legitimate.

Another factor influencing the mind of the prospective buyer through a mail order advertisement is the magazine or paper in which the advertisement itself appears. If the pages have always impressed the reader as being conservative, devoid of the sensational, and the impossible, there is an added factor for a possible sale. Know the rating of the paper in which the advertisement is to be inserted.

As suggested before, many mail order concerns have established themselves as honest and anxious to give complete satisfaction. Their national increase of business has enabled them to offer merchandise that is better and with a much greater line for selection than is possible to be found in the average local store. Of course, this condition has resulted in a bitter feeling between the country merchant and mail order houses. But the farmer is satisfied with the goods received and continues to encourage this form of salesmanship. One of the problems of the country merchant and one which

has not yet been solved, is how to compete with his mail order rival.

THE KEYING OF ADVERTISEMENT.

In order that the mail order advertiser is not to be in entire ignorance regarding the pulling effect of his advertisements, they are keyed. This means such an arrangement of the address as will enable him to tell just which magazine obtained the answer.

The Taylor Nursery Baby Bed Company

No. 1 Madison Avenue, Corner 23d Street, New York City, N. Y.
712 Consolidated Building, Jacksonville, Fla.

Our catalog describes and illustrates all the features and uses of "**The Taylor Nursery.**" Send for it. It's free, for your dealer's name.

Our catalog, which we want you to write for today, will demonstrate fully to you that "**The Taylor Nursery**" is an absolute necessity to every mother with a young baby. Send for catalog to our nearest office.

The Taylor Nursery Baby Bed Company


No. 1 Madison Avenue, Corner 23d Street, New York City, N. Y.
410 Consolidated Building, Jacksonville, Fla.

No. 3.

One method is to give the building several numbers if it can be conveniently done. Another is to number the offices of a building and have the mail directed to these. Again, the wording of an advertisement which brings out a different fact from another enables one to detect the source. No. 3 shows

two advertisements taken from different issues of *The Ladies' Home Journal*. The kind of answer received would indicate which month's paper had proven effective.

The *mail order business* attempts to get an immediate answer to its advertisements. *General ad-*



Reg. U. S. Pat. Off.

Enough lamp-chimneys break from "accident" to satisfy me, without having them crack and smash every time the light is turned up.

Macbeth lamp-chimneys *never break from heat.* It takes an "accident" to end their usefulness.

They add to the beauty, comfort and usefulness of the lamp—and they fit.

There is a Macbeth lamp-chimney made for every known burner, and my name is on it. My book will tell which one to get for your lamp. It is free. Address

MACBETH, Pittsburgh.

No. 4.

vertising is educational in its nature and serves rather to send the intended buyer to the retail store for the goods. No. 4, or the Macbeth lamp chimney advertisement, is to compel the prospective buyer to ask for that particular chimney at his grocery store.

No. 5 is plainly educational in its nature. I am an absolute stranger to its message, yet it would be impossible for me to know whether to expect those goods in the store in my neighborhood or to await a letter from the Murphy Varnish Company. It is not definite either as a mail order or a general ad-



The charm of the dining room is largely owing to the simple, strong, and fresh of the staining wood-work which supports the decorative motif.

Murphy Varnish Company makes a mahogany stain for birch, pine, whitewood, or mahogany which will reproduce the rich dark tone of the old wood. To decide at an early date upon the wood finish for your house is a good plan.

Write Margaret Greenleaf, Consulting Decorator of Murphy Varnish Company. She will make suggestions, illustrated by wood panels finished to harmonize with the color scheme, which the Decorative Department will supply to you upon request. This is expert service. Samples of wall covering and drapery materials are included. Send your plans to-day. Your house is individually considered.

The scheme is made for you and the service is free.

Address: Department of Decoration
Murphy Varnish Company
 345 Fifth Avenue New York

No. 5.

vertisement. Thus we see that the character of every advertisement should be quite clear. What would be the use of my writing to New York for information if the goods could be gotten in the neighborhood? If the goods are kept here, I should know it and possibly save much valuable time.

Folders, booklets, catalogs, and circular letters are the necessary factors in a successful mail order business. These should be the finest that can be afforded. If common taste itself did not demand it, competition would necessitate the best in appearance. There is usually no middleman to receive a profit on goods; consequently, the advertiser must be willing to allow an extra amount for the best advertising literature possible. Just as a poor salesman turns away an interested buyer, so an ineffective circular will discount the estimated value of a concern. Illustrations with good forceful text are the convincing elements in a mail order sale after the inquiry has been made. While some answer advertisements through idle curiosity, yet the greater number can be depended upon as being in dead earnest if the goods are what they seem to be and the condition of sale made easy or possible.

A SIMPLE LETTER ADVERTISEMENT.

Last week I received a letter from the Cooper Manufacturing Company, (No. 6). With the letter itself had been enclosed a most tasty booklet as well as samples containing the prices of their underwear. The impression made was most favorable for I had determined to investigate their goods when buying my summer garments. Here is an example of an advertisement which is personal, yet mail order in effect. The samples are so satisfactory that I should not have the slightest hesitation in sending for the goods. In advertising this way the chief difficulty would be in getting the letters to the right class of people. The price might be unsatisfactory to many.

Consequently the mailing list of these particular goods must be seriously considered. Observe, too, how the letter is most timely. The few warm days of February are enough to set our thoughts in the direction of summer underwear. A second letter a

A. J. COOPER, Pres't & Treas'r

JAMES E. BURKE, Secty

NEW YORK OFFICE,
ROOM 43 WATSON BUILDING, COR FRANKLIN & CHURCH STS.

BENNINGTON, VT., Feb. 21, 1910.

Mr. H. W. Hess,

Philadelphia, Pa.

Dear Sir:-

As the time for thinking what we shall wear for Spring and Summer Underwear is fast approaching, we feel you will be interested in looking over a few of the fabrics made by the Cooper Manufacturing Company of Bennington, Vt., whose machines make the famous spring needle cloth, which always retains its elasticity and perfect fitting qualities.

We are the originators of this quality of goods. A few have tried to imitate us and have succeeded none so well. Look for our label and you will be sure you have Cooper's Spring Needle Knit Underwear of Bennington, Vt.

If you cannot find our goods at your dealer's, and he will not secure them for you, write us and we shall be only too glad to see that you are supplied.

Very truly yours,
Cooper Mfg. Co.

No. 6.

month later, but which did not come, would have been very forceful. Had the samples not been so fine in texture the letter would not have been as effective.

shows one of the records. At the head of the narrow vertical columns is printed the name of each form of advertisement.

When an advertisement is mailed to the customers and prospects of a district, the number of the form is placed in the proper column, following the date of mailing. In the last vertical column, headed "Amount of Postage" is written the cost of mailing one catalog, letter or whatever it may be.

By consulting these records, which are kept in a loose leaf ledger, from time to time, the manager is able to eliminate any unnecessary expense in the advertising department and to watch all details of this phase of the business.

No. 8 is a form of order blank used by many concerns.

CHAPTER XXIV.

TRADE JOURNALS.

Change is the life of trade. The business that is small and struggling to-day is a large corporation to-morrow. Then the fight begins to maintain the rights won, and to convince the multitudes that it was all done legitimately. The successful man is he who is able intelligently to meet the changes as they come and also to introduce such improvements as will create accumulative effect in the growth of the particular business.

Among the different processes at work to keep alive any particular business is the introduction of new methods to meet growing opportunities. For instance, you might have a small dry goods store in a growing city. There might not be a shoe store within five blocks of your place. A shoe department is opened up because of the need of shoes and the willingness of people to buy two different kinds of articles in your store instead of one. Thus department after department is added until the modern department store is established. Once established you have competition and what your neighbor is doing to improve his business you are com-

pelled either to appropriate or imitate in some form. Thus an outside factor demands a rearrangement of your method of doing business.

It is the trade paper, serving both the manufacturer and the retailer, which presents ideas concerning outside features that will enable the retailer or manufacturer to keep abreast with the possible changes in his particular line. The significance of the trade journal is not sufficiently realized up to the present time. With many, it has proven a field of possibility of making money, and money only, rather than to serve the interests of the reader as well. This is a large field for those fascinated by phases of journalism.

TRADE JOURNAL DEFINED.

The trade journal thus differs from magazine and newspaper advertising in that it appeals to the taste of the retailer in the selection of such goods as are considered by the particular trade to be the standard of taste for a stated year or season. Of course, the manufacturer, by advertising in magazines and newspapers, creates a demand which often compels the retailer to buy if he is to serve the people. But the majority of manufacturing concerns are unknown to the consumer and it is left entirely to the retailer to create the demand for different goods. Through the ideal trade journal, the retailer is enabled to get ideas, to create such demands. The changes of style are regarded, and at the retailer's suggestion the consumer discards the old and saves up money for the new, or sells the old and buys the latest effect.

To be specific, in a commercial sense, duty is for the day only. In an artistic sense it is a joy forever. The beautiful shades of one season are not in vogue the next season. That store keeper who has a stock left over must resort to reducing prices if the shelves are to be cleared for the holding of the latest shade. To assist the up-to-date buyer in his yearly selection is one of the chief functions of the trade papers. Another is to inform the retailer and manufacturer regarding the development of other firms and such national issues as tend to react upon the particular business for its success or failure. Not only does this apply to goods of the household, but to machinery as well. The man with the new device, saving hours of work on a particular article, can reveal this through his trade advertiser.

Whereas people take newspapers and magazines for news or stories, advertisements are always of secondary importance. On the contrary the retailer and manufacturer take the trade journals for the advertisements. The manufacturer wishes to find out what his competitor is doing; the retailer to select the best goods offered.

The advertisements found in these pages vary considerably. Some are mere cards indicating that the firm is still in existence but with no mention of their goods. The chances are that this firm is well established; the retailer knows that that particular business has always turned out the best goods. A postal will bring up-to-date information. On the other hand, often three or four pages are covered by a single manufacturer containing most beautiful cuts, all to convince the reader of the success

of the firm and the desire to educate him regarding the best of goods at the fairest of prices with a guarantee of entire satisfaction.

DANGERS OF TRADE JOURNALS.

Many manufacturers hesitate to advertise their new goods so openly in competition. They say that their ideas are stolen by others. An authentic instance relates how a silver manufacturing concern advertised an illustrated tea-set, most unique and attractive in appearance. The first edition of the trade journal containing the advertisement reached a manufacturer of similar goods who was on the alert for something new to make up. The tea-set was at once appropriated by him, placed on the market through the salesman and reached the trade before the first producer. Many concerns, however, have such a recognized quality of goods as to fear no competition from others along imitative lines. It behooves the new manufacturer to protect himself by such patents as will insure his own individuality with regard to a particular article, when imitation is likely. The ethics of business will soon eliminate from the purchasing list those who are discovered to be of the parasite class.

REPUTATION THROUGH TRADE JOURNALS.

The idea of getting a reputation with the retailer through the trade journal is the paramount issue. If a firm advertises constantly producing display advertisements, containing the best of cuts, artistic in arrangement and noticeably subject to such changes as permit of novelty effects, the retailer will

begin to recognize such efforts. When the salesman for that particular firm calls upon the trade, he meets an interested buyer.

Advertisements often appear in trade journals quite suddenly. They continue for several months, then they cease to exist and the question is asked, "What is the matter?" The correct reply to this question would help considerably to define the value of new and short-lived advertising. That some concerns continue and are soon recognized as manufacturers of integrity is undisputed, but what has become of the other fellow? There are five different answers given. First, the advertising campaign has proven a failure; second, it might have been a test made by the trade journal to find out the value of its columns to a new or unknown business firm; third, it might have been a test by a firm regarding the value of a mail order department; fourth, the firm might have become established and advertising no longer be considered a necessity; fifth, it might have been a campaign on the part of a manufacturer to prepare the way for a salesman. The above analysis at least shows the kind of questions that can be asked and solved regarding the value of a trade paper when it has been given a fair trial. The fact that year after year, on the same page, old firms' names are to be found indicates, at the least, comprehension regarding their withdrawal.

But there is another peculiar mind relationship between the retailer, reader and the trade journal. The retailer wishes certain articles in stock and has in the mind pictures of the goods wanted; he therefore goes to his trade journal. That firm which

through a display advertisement mirrors back those goods is destined to a recognition, and every buyer is carrying about a picture of needed articles.

Trade journal advertising permits of great variation. It is the new thing looked for. All cuts should be of the very best and should contain elements most striking in appearance. When a new thing is advertised, its illustration should contain the complete story of its usefulness, that he who runs may read. Humor is often introduced and with a decided effect, but too much humor is dangerous. A firm whose goods are standard and admitted of superior quality has the right to reinforce them through a smile. The familiarity can be such as not to breathe contempt.

The type display should be particularly regarded. The tendency of every advertisement in a great many journals is to stand forth in boldness. Consequently, the extreme is reached and type much too large is thrust before the individual. As a consequence, the page is hurriedly turned. In other words, there is too large and not enough type spread over too much of a page.

THE WRITTEN MATTER.

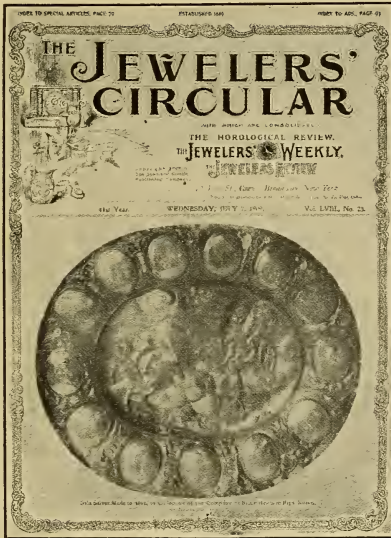
Every trade journal contains written matter of some kind and the excellency of the subjects chosen decides the enthusiasm which the reader will ultimately come to have for its pages. While a trade paper is regarding its specific kind of business, there are, within that business, elements that are of universal interest. It is this lack of insight on the part of an editor to give forth such news of general

interest that makes the pages dull and uninteresting. The ability to see things in the universal sense is the mark of superiority in any man. Institutions, trade papers and society are advanced and made prominent in the world as long as the universal tendency prevails. So the successful trade journal editor is he who puts forth on his pages, items of news or discussions, every one of which will interest some reader and make valuable, in a real sense, a magazine which has been paid for.

One of the first questions which an editor of a new trade journal would ask is regarding the arrangement of written matter and advertisement. A review of a number of journals shows a tendency to unite news and advertisement, although nearly every one contains consecutive pages of reading. If the contents of a paper are what they should be, the arrangement is a question to be left to the manager. As we find journals of both kinds equally successful, it would seem to be a question of individuality rather than that one is the standard. Again, the real object of the paper might go far in deciding what the arrangement should be. If the journal is intended to give technical knowledge in the form of essays and reviews, it might more profitably take the form of a regular magazine. Contrary, if the paper is considered more important as an advertising medium, a union of views and advertisement is recommended.

A review of the contents and arrangement of a few successful journals will reveal the possible scope in this kind of work. The Jewelers' Circular is a journal gotten out for the jewelry trade. It con-

sists of pages of advertisements in the first part of the book as well as the close. There are pages of reading interspersed with advertisements as well as pages devoted entirely to the exposition of interesting subjects. It seems to be almost ideal in its arrangement and content. Its illustrations are always of the highest quality, while the touch and gloss of its very paper are enough to entice a cas

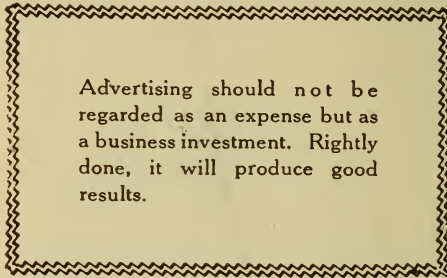


No. 1.

ual glancer. Jewelry, silverware, human faces are the general impressions created at one turning of its pages. The title page speaks for itself. See No. 1. At the top is to be found reference to the index of special articles as well as the index to the advertisements. To a new subscriber, the value of these items on this particular page might be ques-

tioned. Ordinarily the reader looks for such an announcement on the first or second page. However, such a magazine has its regular following, and when the trade has once become familiar with its pages, the originality seems to create an individuality which rather increases its impressiveness and its value. The cut is always some high grade ware, an ideal in realization. Thus we find the educational conception a prevailing one.

Upon turning to No. 3, we find the index to news and special articles on the editorial page.



No. 2.

Usually in magazines the editorial notes are found first, sometimes last. Here the newspaper idea has evidently been carried out to advantage. On this page is found No. 2 which is a special reminder for the advertising section.

A single glance at the clippings on pages 428-434 will be enough to show the variety of interests aroused and interestingly put. Is it a wonder that the retailer in the jewelry line is interested in his trade journal?

Here is the index:—

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THE NEWS FROM ENGLAND.

Unusual Weather Retards Business in London, But Birmingham Trade Is Better—Large Clock Factory Burned Birmingham Jewelers Endorse Daylight Saving—A Thousand Day Clock—Jewelry Exhibits at Imperial Exhibition Disappointing.

LONDON, June 23.—The early part of the month gave us an experience of phenomenal weather. No one seems able to remember anything like it in June. Overcoats had to be worn, while umbrellas were continually in request. No wonder the first two weeks of the month were almost barren of trade and despair sat heavily on the jewelry and fancy trades. As I write, a few days of slightly better weather have given place to boisterous winds, lowering skies and intermittent rains. As a consequence

the losses occasioned by delay. I had hoped to write of the Arts and Crafts Palace, in which the nations will exhibit jewelry, silverware and allied objects but, thanks to the dilatory conduct of one large exhibitor, the building was not properly ready. But there will not be much, after all, upon which I can spend time. Apart from the fine show of Catchpole & Williams, whose Medici collar was illustrated in THE JEWELERS' CIRCULAR WEEKLY last year; a really good exhibit by H. W. King & Son (the

Third Annual Convention of Ohio Retail Jewelers' Association, Held at Cedar Point, Proves a Busy Session.

CEDAR POINT, O., June 30.—There were about 40 retail jewelers present when President Stebbins called the third annual convention of the Ohio Retail Jewelers' Association to order on the afternoon of Monday, June 28, and appointed C. S. Hartman sergeant-at-arms. The members, however, continued to arrive from time to time, until the attendance nearly doubled before the convention was well on in its

Watch Co., which helped him with a mailing list of the retail jewelers of Ohio and rendered other valuable assistance. He reported 105 members in good standing at the present date.

After the secretary's report was read, G. J. Daum, the treasurer, reported the total receipts up to date as \$380.65 and the total disbursement \$268.62, leaving a net balance in the treasury of \$112.13. President Stebbins then made

Market Prices for Silver Bars.

The following are the quotations of silver bars in London and New York, as reported by Zimmermann & Forshay:

		London.	New York selling price, .999 Basis.
June 28.....	24 1-16d.		\$0.54 $\frac{3}{8}$
" 29.....	23 15-16d.		.54
" 30.....	24d.		.54 $\frac{1}{8}$
July 1.....	23 7-8d.		.53 $\frac{7}{8}$
" 2.....	23 7-8d.		.53 $\frac{7}{8}$
" 3.....	23 13-16d.		.53 $\frac{3}{4}$
" 6.....	23 5-8d.		.53 $\frac{3}{4}$

areer of the Late Leopold Laubheim.

Although many of his friends in this city and elsewhere had known that he was in poor health, the news of the death of Leopold Laubheim, of Laubheim Bros., wholesale jewelers, 65 Nassau St., New York, published in the last issue of THE JEWELERS' CIRCULAR-WEEKLY, came as a shock and was received with deep regret. He died, Monday, June 28, of apoplexy, and the funeral was held, Wednesday of last week, from the home of his brother, Morris Laubheim, 246 W. 126th St., New York.

Leopold Laubheim was born at Wurtzberg, Bavaria, Jan. 1, 1869, and was a son



W. R. Livingston recently opened a store at Lindsay, Cal.

C. E. Bishop will shortly engage in business in Seattle, Wash.

M. Amundson has engaged in business in New England, N. Dak.

Elmer Barrett will open a jewelry store in Painesville, O., about Aug. 1.

G. A. Frank, Dexter, Kans., has added a line of jewelry to his drug business.

E. B. Churchwell will start in business at Fayetteville, N. C., about Aug. 1.

National Monthly Import and Export Statistics.

WASHINGTON, D. C., July 6.—The records of the Treasury Department contain the following comparative statistics of interest to the jewelry trade, for May, 1908 and 1909, and for the 11 months ending May, 1908 to 1909.

	IMPORTS.		—11 Months Ending—	
	May, 1908.	May, 1909.	May, 1908.	May, 1909.
Clocks and parts of	\$18,926	\$59,811	\$448,113	\$418,976
Watches, materials and movements.....	329,645	205,371	2,301,925	1,841,443
Diamonds, glaziers' diamonds, etc., uncut, and watch jewels (free).....	174,779	607,710	4,287,324	5,998,674
Diamonds, cut but not set (dutiable).....	265,736	1,579,377	8,934,412	16,351,234
Diamond dust or bort (free).....	5,940	2,734	65,854	178,043
Precious stones, rough or uncut (free).....	6,842	46,438	113,086	200,173
Precious stones and pearls, not set.....	101,068	656,917	2,577,001	4,309,897
Jewelry and manufactures of gold and silver.....	73,572	111,821	1,670,994	1,599,478
EXPORTS OF DOMESTIC MERCHANDISE.				
Clocks and parts.....	\$101,558	\$102,814	\$1,358,448	\$1,152,661
Watches and parts.....	106,611	104,551	1,291,678	1,145,035
Jewelry and manufactures of gold and silver.....	74,232	90,001	1,429,859	1,146,154
Plated ware.....	57,792	63,787	678,480	579,563
EXPORTS OF FOREIGN MERCHANDISE.				
Clocks and parts.....	\$194	\$15	\$1,207	\$1,280
Watches, materials and movements.....	508	..	23,074	8,140
Diamonds, rough, including miners', glaziers' etc.	4,929	..	7,278	5,851
Diamonds, cut but not set.....	100	7,072	31,418	24,024
Other precious stones, rough or uncut (free).....	225	1,272	650
Other precious stones, cut but not set, including natural pearls.....	117	365	18,116	3,321
Jewelry and manufactures of gold and silver	2,905	391	236,969	25,484

Bridgeport, Conn., Jewelers Seek to Recover Quantity of Jewelry Recently Lost in That City.

BRIDGEPORT, Conn., June 30.—The Davis & Hawley Co., of this city, are seeking to recover a large amount of jewelry lost by one of the concern's customers, Friday, June 25. The loss occurred while a circus was here, which brought a number of strangers to this city. Any jeweler who may have an offer of these articles for examination or for sale is requested to communicate direct with the Davis & Hawley Co.

The missing articles include: Diamond bracelet with 11 diamonds in a knife-blade setting, marked and dated Jan. 11, 1893, hinged and clasped; gold chain bracelet, with padlock; pair woven gold thread bracelets, with balls on ends and springs inside; silver bracelet, set with blue Egyptian stones with pendants; watch fob of ~~stone~~ amethysts, graduated in size, cabo-

System in the Repairing Department.

(Address of WM. SWARTSCHILD, before the recent convention of the Iowa Retail Jewelers Association, at Des Moines, Ia.)

I AM glad to have the opportunity to address you on a subject that so vitally interests all of us in the repair department. You all know that the repair department is very often given insufficient consideration. It is of the greatest importance to the man who keeps in closest touch with the financial end of his business, and he is the one that gives it the strictest attention under all conditions. The man who neglects his repair department is forced to realize its importance in times of panic and of financial distress, such as confronted us

HELP WANTED.—Continued.

WANTED, assistant watchmaker and jobbing jeweler or bright young man to finish trade; engraving lessons under skilled engraver; good healthy coast town; congenial employer; finely equipped repair department; steady position; give references and wages in first letter. The Lathrop-Bass Co., Morgan City, La.

MAN, experienced, capable of taking charge of tool, material and optical department in wholesale jewelry house; mention age, experience and references. Lapp & Flershem, 156 Wabash Ave., Chicago, Ill.

Business Opportunities.

FOR SALE, jewelry store in Philadelphia; good established business; central location and low rent. "U., 569," care Jewelers' Circular-Weekly.

WOULD LIKE to meet party willing to invest capital to manufacture silver deposit on glass, either active or silent; money absolutely safe. "U., 920," care Jewelers' Circular-Weekly.

EXCEPTIONAL OPPORTUNITY for securing good opening for jewelry store in growing manufacturing town; established trade; room will be vacant July 1. Ralph T. Smith, Muncy, Pa.

FOR SALE, 18 years' established business, largest repair trade in the city; fine store room; inhabitants, 14,000; ill health cause for selling.

July 7, 1909.

THE JEWELERS' CIRCULAR—

News Gleanings.

J. S. Johnson, Audubon, Ia., has moved into new quarters in a new residence which he has built.

Paul Togstad, of Togstad Bros., Crosby, N. Dak., was married to Miss Berdina Kleven, recently.

R. E. Jones, Le Mars, Ia., has recently been visiting his brother, Harry Jones, at Guthrie Center, Ia.

The retail jewelry store of P. Weinberg, Key West, Fla., was considerably damaged by fire, about a week ago.

The firm style of the Alexander Jewelry Co., Houston, Tex., will hereafter be known as Alexander & Caspersen.

Most of the jewelers of Columbus, O.,

Blondina St., Utica, N. Y., was last week to Miss Katherine Hog New Hartford. They will take up residence in the Konatenah, where will be at home after Aug. 1.

F. J. Wemett, a well-known jeweler Livonia, N. Y., and Miss Nina Jacobs, Livonia, were married, Thursday evening, 1, at Springville, N. Y., the Rev. Fr. Wemett, cousin of the groom, officiated. After an extended automobile trip through the New England States, the happy couple will make their home in Livonia.

A dispatch from Berlin, Saturday, states that the Colonial Secretary, Herr Dernburg, on that day informed a deputation of members of the Reichstag who called upon him to inquire regarding the newly

Proposed New Building for I. McGill Walker, Baltimore, Md.

A VIEW of the proposed new store of I. McGill Walker, Baltimore, Md., is shown below. The dimensions of the building will be 119 feet by 26 feet. The material used in its construction will be limestone. The front will be of marble and with a show window. The window

Los Angeles.

Louis Roessler has returned to his old place in the sales force of the Whitley Jewelry Co.

R. H. Schwarzkopf has returned from Honolulu. He reports a very pleasant and successful trip.

Most of the leading jewelers in the retail trade will close their stores at noon during the first of August.

Pittsburg.

TRADE CONDITIONS.

The street car strike, which began Sunday morning a week ago, terminated 48 hours later, much to the delight of the business interests of the city. Monday, following the strike, very little business was done in any section of the city, for many employes had great difficulty getting to and from work, on account of the complete tie-up of the cars. Shoppers remained at home. The termination of the strike was most joyous news to all merchants, and there is little likelihood of fresh trouble starting.

Wm. Hoffman, who went to Philadelphia to bid his sons *bon voyage* on their trip to London has returned to his desk in Pittsburg.

F. H. Hayes, Washington, Pa., and Harry Blosser, New Kensington, were among the out-of-town merchants who were in Pittsburg, last week, on business.

E. P. Roberts & Son have been making

The Superb Silver Treasures of the Company of the Black Heads.

By Charles A. Brassler.

JUST as in nature we often encounter the most beautiful spots in remote places, so the choicest treasures of examples of the silversmith's art are sometimes found in the most out of the way parts of the Old World or in unexpected possession. Such a treasure is the collection of the "Company of the Black Heads" in Riga, a Russian seaport on the Baltic Sea.

Visitors to Riga, a city of the olden-time, cannot but be struck with its quaint archi-

Hamburg, Lübeck and Bremen, for Riga at one time belonged to the proud Hansa, that powerful and rich league of merchant cities which for a time almost ruled the destinies of the world. At the entrance to the building are to be found the relief pictures of the Virgin Mary and of St. Mauritius. In the interior, however, a great treat is reserved for the visitor, for here he will find many interesting and unexpected treasures. There is the "Golden Book" containing autographs of princely guests. The

trip.

The New Yorkers' baseball team left for Philadelphia over the Central Railroad of New Jersey a little after 10 A.M., and after an enjoyable trip spent in card playing and social gossip reached the B. & O. terminal at 24th and Chestnut Sts., Philadelphia, about 12:30 P.M., where they were met by a reception committee headed by "Lou" White, president of the Philadelphia Jewelers' Club. A special train was in waiting and the crowd of Philadelphians and New Yorkers were soon speeding toward Essington, where the Summer home of the Philadelphia Athletic Club is located. Arriving at their destination, the jewelers went at once to the athletic club, a short distance from the railway station, where they were shown into a large room in the center of which stood a large round table laden with sandwiches and amber liquor. After taking refreshments the jewelers spent the time until the beginning of the ball game in welcoming late arrivals, many of whom came in automobiles.

As the time for the baseball game approached the spectators found seats beneath the grateful shade of the wide-spreading trees and watched the practice of the two teams, the while speculating on the probable outcome of the game and listening to S. H. Kendel's band, which was on hand to help keep things lively

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THE QUESTION COLUMN.

The "Question and Answer Column" is an interesting addition to any paper. A special man usually prepares the questions and answers them himself. The casual reader observes the various signatures and concludes that different people are seeking information. By this kind of perusal he becomes interested in others' problems, and if the questions and answers are by an expert, much useful information is obtained. It requires a live man and one who has the ability to create a new atmosphere each time, to conduct this department. He must be a man acquainted with the difficulties and peculiarities in his field and make such suggestions as will appeal to the various trade classes, for upon this depends his success.

A GERMAN TRADE JOURNAL.

The "*Deutsche Goldschmiede*," a German trade paper, shows an interesting diversion. The journal is printed in regular form with the advertisements first and last. Just before the first news article, several pages of a different colored paper are found to be inserted. The attention of the reader is thus directed to the advertisements grouped under this particular color. When the reading matter is begun it is found to be a complete description of the business enterprises of the previous colored page advertisers. The articles contain such news as proves both interesting and instructive to the particular trade. A limited number of pages immediately following the articles have been previously described

so that the reader is prepared for their observation. As this method of presentation is followed out from time to time, each advertiser looks forward to the day when his business will receive this peculiar kind of recognition.

A glance through the different trade journals will give to the advertiser a score of suggestions. It is the rearranging which permits of their use. Consult them often.

In conclusion, the trade paper is valuable in three respects: first, it reveals to the retailer the styles for the ensuing year and thus prepares the way for the salesman; second, its readers are kept in touch with the progressive movements of competition; third, it is educational in that it teaches regarding the technical points of the particular trade, the knowledge of which enables the reader to act more intelligently in the management of his business.

CHAPTER XXV.

THE MEDIA OF ADVERTISING.

Where and how to advertise depend primarily on the thing desired for publicity. The careful consideration of these two factors is quite essential for intelligent results. Newspapers, magazines, billboards, street cars and electric signs are the media constantly before the public, each doing its best to gain our undivided attention.

NEWSPAPERS.

The newspaper is an every day experience with most city people and with the remarkable growth of mail deliveries and transportation, bids fair to enter daily every farm home and village. There are two classes of people interested in newspaper advertising whose accounts are earnestly sought by a solicitor; the local dealer, whose interests are of the communities which the local paper reaches, and the general advertiser who employs them to reinforce his national advertising.

The real problem for the local dealer of the city is to choose the one medium which will reach the greatest number of people, or the medium which will reach the greatest number of a particular class. One paper in many instances will not do this, neces-

sitating the purchase of space in two or more dailies. When the question of money is involved, no more papers should be used, however, than are necessary to reach a given number or class. This point is always regarded by the careful advertiser.

Another question involving serious consideration is the relative importance of evening and morning papers. Analysis by Professor Walter Dill Scott has shown that the average business man reads the morning in preference to the evening paper and that more than one is read. The working man rises at an early hour and hurries to his work without a regard for the news. He waits until night comes before reading the newspaper. Again, the business man spends on an average of only fifteen minutes a day in the reading of his paper, so that whatever advertisements are seen must have excellent attention qualities. The working man, perhaps, spends a longer time. He is home from a day's work and is ready for relaxation which the evening paper often affords. There are few duties pressing upon him making necessary a disregard for the paper and this would force the conclusion that the chances of the advertisements being seen with this class are much greater. Women at home have not been analyzed with regard to this, but it seems consistent to say that the possibility of leisure time might result in a more serious reading of the paper. At any rate, the rush to be found around certain advertised bargain counters does not indicate a disregard for advertisements.

Classified advertising is valuable in that it furnishes to the reader all the particular information

regarding any given article or subject. Suppose you desire to have two or three pieces of silverware cleaned for a dinner about to be given. Not knowing of any place to go, a glance under the heading "Plating" would give the desired information. I have watched different women glance over a Sunday paper and have seen them pull out a bargain or find a remedy for some evil from the most obscure places. The small classified advertisement does have an effect and many, either through curiosity or for specific information, search its columns.

In most of the smaller towns of our country, the weekly paper is the important news carrier. If for nothing else than to know what your next door neighbor is doing or what you yourself did last week and are likely to do next month from the trimming of a tree to a contemplated trip abroad, the weekly paper is eagerly scanned. The merchant of that community through this media has his chance of making an impression, but in many instances fails to do so. The efforts of a wide-awake man in this respect cannot help but make people sit up and take notice. At the present time there are young men bringing me advertisements of their town papers which seem to revel in individuality. The greater number are without a single mark of individuality. Ingenuity, exercised, will get the people into the habit of looking for the newest and the newsiest advertisement as much as for the latest society news.

The quality of the paper is often so poor as to prohibit the use of certain cuts, but very good effects can be obtained when the impossible has not been at-

tempted. Granting that these are often poor, the possibilities of a good English form and expression still remain. Each business, trade and profession has its peculiar problem and these happen to be the difficult ones in small towns. They can be and are being overcome by the progressive man.

When advertisements are constantly before the public eye, change of style is frequently demanded. People tire of the same thing presented in the same way, but the same thing in a new way always keeps up the interest. During the past winter months, the Bell Telephone Company has kept before our view the convenience and necessity of their service by means of repetition and variety. Their advertising copy has been attractive and teeming with human interest enough to catch the eye of the most casual reader.

NEWSPAPERS VS. MAGAZINES.

Magazine advertising has been the medium employed by the majority of manufacturers to educate the whole United States with regard to their goods. The reason ascribed for this procedure is that the magazine reaches the greatest number of people at the minimum expense. At the same time it is realized that there are multitudes of people who are entirely unaffected by this kind of publicity. It is thought that the newspaper could much more profitably be employed, provided a system could be worked out by which the most representative papers in the country were simultaneously given the copy for publication. It is argued by many that the ex-

pense need be no greater, while the results would prove more satisfactory. The mere suggestion of these conditions reveals the possibility of initiative-ness and venture for the improvement of general advertising conditions on the part of progressive advertisers. It is in just such conditions as above suggested that some one, venturing to improve will emerge a recognized successful man and a benefactor to the advertising realm. Our magazine advertisers are now reinforcing their general advertisements by newspaper publicity and it remains with the future to show the wisdom or failure of their actions.

No. 1, on page 442, is what has been characterized as a "Bold stroke" on the part of the National Biscuit Company. It is claimed that the entire page of the New York Herald was purchased by them, costing somewhere between seven and ten thousand dollars a single issue. The arrangement and selection of the news items are their own. The psychological reason of so expensive a stroke would be the repetition of an already established advertisement presented in a new way. It is simply recognizing the fact that the unusual should now and then be attempted to make an old thing new. An analysis of the page furnishes a most detailed account of their move. Let us enumerate them.

First, a morning paper has been chosen to catch a certain class of New Yorkers on their way to work.

Second, items surround the advertisement because people are looking for news. That is why the paper has been purchased.

Third, the kind of news selected relates to politics, disease, accidents, morality, sports, crime, the sensa-

NEW YORK HERALD, WEDNESDAY, JANUARY 12, 1910

LAKWOOD FIGHT UP TO LEGISLATURE

Governor Fort Urges New Law to Control Tobacco-Insolvent Institutions. WILL APPLY? TO ALL...

SOME FAVOR LEGAL CONTROVERSY

Some favor legal controversy in the case of the insolvent tobacco companies...

FEVER PATIENT ESCAPES FROM NURSE

Young Woman 19 with Scarlet Fever Escapes in Central Hotel from New York Harbor Hospital to Her Home...

FURBER DEAD IN RIFLES

John Furber, 38, of 100th St. and 1st Ave., died of a heart attack...

MR. BRYAN ENDS HIS PANAMA VISIT

Mr. Bryan ends his visit to Panama, returning to New York...

PELLS FRAMES LECTURES

Dr. Pell's lectures on the history of the United States...

1890 SOLD BY BISHOP

1890 sold by Bishop, a historical document...

TWO INDICTED FOR WHITE SLAVERY

George F. P. Jones, 40, and Charles H. ... indicted for white slavery...

HOLD YACHT CAPTAIN ON VAGRANCY CHARGE

Solomon L. Yacht, Captain of the ... held on vagrancy charge...

SEVERAL MURKERS

Several murkings reported in the ... area...

Hope of Solving Petrosino Crime

Hope of solving the Petrosino crime ... through the ...

SEVERAL MURKERS

Several murkings reported in the ... area...

SEVERAL MURKERS

Several murkings reported in the ... area...

MADE IMPORTANT EVIDENCE

Made important evidence in the ... case...

SEVERAL MURKERS

Several murkings reported in the ... area...

SEVERAL MURKERS

Several murkings reported in the ... area...

WOULD MAKE BOYS STAY ON FARMS

Wants to make boys stay on farms ... through ...

WANTS IT COMPULSORY

Wants it compulsory ... for ...

WANTS IT COMPULSORY

Wants it compulsory ... for ...

WILL NOT ACT AGAINST MR. WHITE

Will not act against Mr. White ... in ...

WILL NOT ACT AGAINST MR. WHITE

Will not act against Mr. White ... in ...

WILL NOT ACT AGAINST MR. WHITE

Will not act against Mr. White ... in ...

BROKERS NEED NOT EXHIBIT BOOKS

Brokers need not exhibit books ... in ...

BROKERS NEED NOT EXHIBIT BOOKS

Brokers need not exhibit books ... in ...

BROKERS NEED NOT EXHIBIT BOOKS

Brokers need not exhibit books ... in ...



Advertisement for Unceda Biscuit, National Biscuit Company, featuring a circular logo and text: 'There's One Thing in Unceda Biscuit that other soda crackers lack and that is National Biscuit Goodness'.

Continuation of the 'LAKWOOD FIGHT' article, discussing legislative efforts and public opinion.

Continuation of the 'TWO INDICTED FOR WHITE SLAVERY' article, detailing the charges and legal proceedings.

Continuation of the 'Hope of Solving Petrosino Crime' article, discussing the investigation and evidence.

Continuation of the 'WOULD MAKE BOYS STAY ON FARMS' article, discussing the proposed legislation.

Continuation of the 'WANTS IT COMPULSORY' article, discussing the debate over compulsory measures.

Continuation of the 'WILL NOT ACT AGAINST MR. WHITE' article, discussing the political stance.

Continuation of the 'BROKERS NEED NOT EXHIBIT BOOKS' article, discussing the regulatory requirements.

tional, economics, sociology, and society. Nearly every human interest has been touched upon.

Fourth, the advertisement has been centred preferably to the left rather than to the right side of the page, because the eye naturally follows this course.

Fifth, the advertisement itself illustrates the principles of contrast, orientation, exploitation, the golden average, and variety.

Sixth, individuality has been retained, for those elements are there similar to any advertising of the same company which the reader may have previously seen.

A UNIQUE NEWSPAPER CONTRACT.

The Ward-Mackey Company of Pittsburgh are noted for their many phases of advertising. They employ the newspapers whenever it is possible, demonstrating that persistency and variety in their use do create business. This company deals directly with the grocers' yet their advertising is for the consumer. Not long ago a contract was signed with the Pittsburgh Sun including the following provisions: The Ward-Mackey Company were to put labels on each loaf of bread: "Read the Pittsburgh Sun." At the bottom of the label was put a serial number. Evening editions of the paper contained a list of 25 winning numbers. People bought the Sun to find out whether or not they were the lucky ones. In addition to this information a column on the first page told who had been the previous winners as well as some story or incident which had developed in the contest. To avoid the government's lottery judgment, papers were sent to the suburbs as

baggage. This night edition does not circulate throughout the state. Ingenuity again demonstrates its power when wielded by an intelligent force. The newspaper is a field permitting of constant and effective use by the right man.

Many writers affirm that there is necessity for much space in newspapers to make returns satisfactory. There are many concerns unable to spend much money at first but this fact should not keep them from advertising. Instead of allowing limited space to discourage, rather insist that individuality compel attention, thus taking advantage of conditions. A repetition must bring results.

The same space insisted upon, day after day, will soon impress people that you own a particular section or page. It is one of the elements which helps to produce individuality. The position of a page selected should follow the various principles suggested in the different chapters of this course. The Bell Telephone Company has been giving us some excellent newspaper copy this past winter. Their advertisements possessed individuality as well as variety. Variety was obtained by changing the illustrations from time to time revealing some new convenience afforded by the use of a telephone. Their advertisement usually appeared in the lower left hand corner of the left sheet of the page. No. 2, pages 445-446, is a fair specimen of the work gotten out by this company.


The advertisements on pages 447-450, taken from newspapers, possess attention qualities and have stood out individually in the turning of 100 newspapers. Most of them have been repeated and in each instance seem equally effective with respect to their surroundings.

Going to Press May 1st
Philadelphia's recognized Business and Social Directory



Your application for service must be made before that date. An unusual medium for advertisers—Consulted a million times daily. Call Filbert 2790 for rates

The Bell Telephone Company of Pennsylvania.




Who Wants A Boy?

Not an incapable loiterer, but a competent twenty-four hour-a-day worker and helper.

A Bell Telephone
office boy, messenger and clerk rolled into one.

An employe that combines 100% efficiency with a corresponding degree of economy and saving.

CALL FILBERT 2790 FOR RATES



The Bell Telephone Company
of Pennsylvania

For Social Arrangements



How Handy!

Just lift the receiver and you can talk to whom you wish.

This modern magic is so universally used that it has become commonplace. How impressively inconspicuous is the home without Telephone Service.

Why defer longer? Call the Company's Business Office from the nearest public telephone—no charge for the message—and arrange for service.



The Bell Telephone Co. of Pennsylvania
Call Filbert 2790 for Rates

Telephoning News



The best reporter of the newspaper of to-day is

The Bell Telephone

Local and far away news finds a quick, certain, and easy path to the editor. The dance, the concert, the festival, the engagement, and other items of personal, local or national interest are constantly sent to the papers via the Bell Telephone—T.E.V. 171.



The Bell Telephone Co. of Pennsylvania
Call Filbert 2790 for Rates

Concerning Shipments of Goods



No better way of locating goods, keeping track of things, and getting rid of mountains of detail than

By Telephone

No other way so far-reaching, so quick, so inexpensive, so satisfactory, and so necessary to the progressive business man—it is.

The Modern Way



The Bell Telephone Co.
of Pennsylvania
Call Filbert 2790 for Rates



'I'll be half an hour late

If worry could be expressed in money, telephone service surely saves many times its cost.

Many subscribers would not part with it because of this one feature.

Needless anxiety is saved
if your home and office are "telephoned."



The Bell Telephone Co.
of Pennsylvania
Call Filbert 2790 for Rates

No. 2.

MAGAZINE ADVERTISING.

The majority of magazines can sell their copies so cheaply because of the income to be depended upon from the advertisements. Realizing the necessity of giving satisfaction to their constituency, they have made their pages more valuable by the elimination of objectionable or untrustworthy advertising copy. People have now come to look most favorably upon this section of the magazine, often turning with the keenest enjoyment in a review of its pages. As one has put it, "magazine advertising pages become a sort of human want directory, embellished with eye-pleasing features."

When the stories prove uninteresting, the reader al-

UMBRELLAS, CANES, ETC.



Umbrellas
Canes
Parasols ^{AND}
Lamp Shades

SPECIAL PRICES

J. C. HARMAN

115 South 13th Street

Formerly at 1322 Chestnut St.

REFRESHING SUMMER NOVELS

Second Edition

Routledge Rides Alone

By WILL
LIVINGTON
COMFORT

"The story unfolds a vast and vivid panorama of life. The first chapters remind one strongly of the descriptive Kipling we once knew. We commend the book for its sustained interest. We recommend it for its descriptive power."—*Boston Evening Transcript*.

With a colored frontispiece by Martin Justice.

Second Edition

The Heart of Desire

By ELIZABETH
DEJEANS

Author of "The Winning Game"

An intensely dramatic and absorbing novel of the instincts of womanhood—an analysis of a woman, human and appealing—the story pictured against a wonderful Southern California background.

Three colored illustrations by The Kinneys.

Raleigh

A Spirited Romance of Elizabeth's Court

By WILLIAM DEVEREUX and STEPHEN LOVELL

"As a romance the story is entitled to rank with the best of Stanley Weyman's novels, while its historic worth is far greater."

—*Twentieth Century Magazine*.

With 8 illustrations showing scenes from the play.

AT ALL
BOOK-STORES

J. B. LIPPINCOTT CO.
PHILADELPHIA

Hunyadi
János

Natural
Laxative
Water

Speedy
Sure
Gentle



Drink Half a Glass
on Arising

FOR

CONSTIPATION

Packard
MOTOR CARS



Packard
Motor Car Company
of Philadelphia

216 North Broad Street
Licensed Under Selden Patent

SAY—SONNY—INSTEAD OF GROWING UP I BELIEVE YOU'RE SHRINKING--

YEP—IM NEVER GOING TO GROW UP BIG...

WINTON

Sworn records of known individual owners give to the

WINTON SIX

the world's lowest upkeep record—77c per 1000 miles

Winton Motor Carriage Co.

S. W. Corner Broad and Race Streets

Licensed Under British Patent



Anty Drudge Gets a Proposal.

Mr. Millions—"I want you to marry me, Anty Drudge. I am wealthy and I can make you happy."

Anty Drudge—"Let's see, Mr. Millions. You are a manufacturer of washboards and washboilers and you are interested in the coal trust, aren't you? Yes! And you wouldn't want your wife to spoil your business by talking. On the whole, I think I can find more happiness in telling women how to save themselves drudgery, save fuel and keep their health by using Fels-Naptha in lukewarm water, without boiling, than I can by marrying you. Good Day."

Horace Greeley used to say that the man who worked with his head and his hands together could get on much better.

DISCRIMINATION WINS !!!

In every walk in life discrimination between the true and the false wins and enjoys success. In questions of form, of style and of values, whether financial, commercial or medicinal, the judgement of the men and women who select and appreciate and utilize the true and genuine product, proves most profitable and most satisfactory to themselves and to all who follow them.

Therefore, in connection with so important a subject as the physical well-being of the people, the most eminent physicians insist on full information as to the wholesome nature and truly beneficial character of the component parts of the remedies used and prescribed by them, and the wise manufacturer not only supplies them with the knowledge desired, but also combines for them in proper proportions the very substances most approved by them and omits every objectionable substance. The world-wide acceptance of Syrup of Figs and Elixir of Senna by physicians and the well-informed of the world, as the best of family laxatives, is due to the universal satisfaction which it has given for more than a quarter of a century and also to the fact that it is a remedy of known quality and known component parts and to the further fact that the California Fig Syrup Co. presents it to the world simply as the ideal strengthening personal laxative to cleanse and sweeten the system gently, yet effectually, and to dispel colds and headaches and to assist in overcoming constipation. To get its beneficial effects—always buy the original and genuine, for sale by all leading druggists. The full name of the company—California Fig Syrup Co.—is always plainly printed on the front of every package.

SPRING RESORTS

Atlantic City, Cape May
Asbury Park
Wildwood
Wildwood Crest
Bermuda
West Indies

Full Information
THE PUBLIC LEDGER
RESORT BUREAU
6th and Chestnut Streets
Room 208.



Please send data on

Name

Address

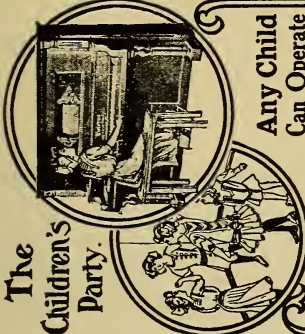


WILBUR'S
BREAKFAST
COCOA

*Superior in every way
as a morning beverage—
flavoring ice cream—and
all culinary purposes.*

H. O. WILBUR & SONS, Inc.

The Children's Party.



Any Child Can Operate The Euterpe Player-Piano

and make it play the most beautiful selections with the same ease as a child can sing. It is a new kind of piano with a bare dance or grand opera—there's its scope, to any with out the slightest knowledge of piano music.

\$400 to \$550

On the Pay-It-Your-Ownance Plan

Cheer up the home. Your own piano taken as part payment for a Euterpe, or for one of these.

Jacob Bros. Pianos, \$300 to \$700.
Mathushek & Son Pianos, \$350 to \$750.
James & Holmstrom Pianos, \$400 to \$750.

Write for catalog and bargain list or Little Used Pianos \$100 up

JACOB BROS. CO.
1031-33 CHESTNUT STREET

Gas Arcs

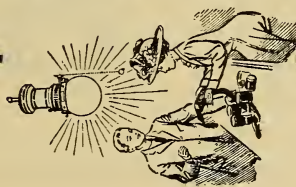
are best for store lighting. They give lots of light, make your store prominent by being brightest and, as an advertising feature, show your display to the best advantage.

Your store is flooded by a brilliant mellow light, the best known for matching colors or fabrics.

These lamps are sold on an easy payment plan and for a small charge, from 30c to \$5c per month, varying according to the lamp and the number to be maintained, they are kept in perfect order always.

For further particulars send for our representative.

The United Gas Improvement Company



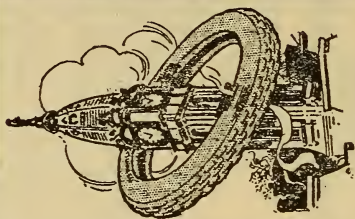
You Have the
Best City Milk
in the Country



Philadelphia
Milk
Exchange

FOR years we have been telling the producers who supply Philadelphia's milk that pure milk is a paying proposition—that unsanitary milk is a crime. Our strongest argument has been that, "Once the people of Philadelphia know their milk is pure they'll drink and use enough of it to make pure milk pay the farmer a profit." Our effort has been fruitful, so prolific of good that Philadelphia's milk supply is held up as an example by other cities, of what milk should be.

Having won Philadelphia's producers into cooperating with us, we faced the public. We found that the average consumption of milk per person was one glass per day. This condition was not right from any stand-point—the doctor's—the dietitian's (his cousin) or the milk dealer's. We determined to preach the goodness of milk—to make people acquainted with things as they really are. The result has been as we expected—a lasting impression. Philadelphia's thinking men and women of Philadelphia are today using more nearly the proportion of milk that they should for health's sake. We know an increased use of milk means an increase in bodily welfare for the individual—we want everyone to know it. Our campaign of education is to be continued. We shall camp sharply on the trail of all dairymen with loose methods. Milk quality will be assured. Of you we ask an open-minded reading of our milk talks as they appear and invite an independent inquiry on your part into the virtues of a milk diet and the strength of a constitution founded on pure milk. We ask your support of our effort to keep Philadelphia's milk supply at the high point where it stands. Our share in this work will be to drink a quart of Philadelphia's milk every day, adding to your physical well-being and helping to keep quality up at the same time.



Philadelphians who ride on
Republic Tires

pay more in the beginning
but save in the end. It's
mileage that makes tire cost
low. Republic Tires are
"best in the long run."

**The Lyman Tire
and Rubber Co.**

1324 ARCH ST.

most unconsciously turns to the advertising section where with its varied interests some appeal is successful. The fact that many of our leading business men, year after year, have impressed themselves upon the magazine public, is enough to show that their efforts have not been considered as vain.

Upon advertising in one or more magazines, keyed advertisements should be used so as to permit of the wisest expenditure of money as well as to find out the advertisement which seems to be the more effective, if different copies are running. Following the theory of repetition, it would be better to employ the same copy in all the papers of the same month.

A magazine of this spring contains a repetition of copy in the same magazine. This oddity of insertion compelled the reader to verify each. The magazine advertiser should consider the following factors: first, the reputable magazine which will reach the class or classes of people desired; second, the size of the advertisement; third, the position on the page; fourth, the most pleasing effect possible; fifth, clearness as to the manner of getting the goods; sixth, an illustration appropriate in its explanation of the text; seventh, whether or not a border is desirable (usually recommended); eighth, the advertising should be continuous.

Mr. B. wished to teach music by mail and began promiscuous advertising in several of the popular magazines. He failed. Consulting an advertising agency, he was told to make an insertion in certain agricultural papers, the result being immediate replies. The idea of selecting the right magazines to reach the desired class should be the first problem

of every advertiser. Principles underlying the enumeration given above have been explained in the previous chapters.

JUVENILE MEDIA.

Most parents who subscribe to publications for their children carefully inspect the magazine before putting it into their youths' hands. Again mothers or fathers often read the paper with the child. In many country homes the entire family reads and discusses the news to the minutest detail. This analysis suggests advertisements that might be one of three kinds: those for children, for children and adults, or for adults.

It has been found that those advertisements written for children in childlike language are not effective. The child prefers "grown language" but that which can readily be understood.

The real purpose in child advertising lies in the future possibilities. Brands and trade marks are to teach the youths, so that when they grow up they will act as early advised. The theory of this kind of advertising is to be based on the conception that the youth's mind is both plastic and impressionable. Habit forms itself early in life and if the child begins to associate specific brands with a given article, and at the same time there are continuous reminders of the same through the changing years, this persistent advertising must be cumulative in effect.

STREET CAR ADVERTISING.

If statistics showing the general effects upon the public mind of the various phases of advertising could be presented, street car copy would come sec-

ond, if not at the head of the list. Its influence is incalculable. It is the subtle force at work which produces effects on the sub-conscious mind. When the person opposite is staring at you, an advertisement is the means of escape. When you have been looking at her, again the advertisement helps out. The moment of idleness affords an excellent opportunity for this "sales card" to get your attention which you most willingly give because there is nothing else to do and you must do something. Think also of the great number of times that you are forced to take the same journey. An advertisement having talking points must educate as the days go by. When sent to the corner grocery store you ask for Sapolio, Agate Utensils, Campbell's Soups, Kingsford's Cornstarch and Quaker Oats because of street car advertising. The list pertaining to the varied interests of life thus made public could be indefinitely lengthened.

Street car advertising should not be involved too much in the explanation of things. Its mission is to produce a general effect which analyzed consists of an appeal to the artistic sense, the appreciation of the fitness of things as shown by the agreement of illustration and text, the illustration striking the fancy and the text giving the necessary information. To do this in a pleasing way should be the aim. The introduction of poetry, puzzles, colors, and startling information are factors capable of combination. A street car advertisement is really the illustrated heading of a newspaper article. Detailed information should be brought out elsewhere if desired. The fact remains that multitudes of people do not care

for further explanations. Suggestion is all that is needed to produce desire; constant advertising assures the masses that the goods can be relied upon and as a result there is an uninhibited tendency to act.

In newspaper advertising the copy should be frequently changed. People expect a change and many are looking to see what will arrive next. Entire change of individuality where the card remains long enough to impress the crowd can perhaps be tried without serious consequences. In fact that which is so constantly before people, even in a slightly varying form, while it might and does act on the subconscious self, nevertheless a contrast by way of sustaining the interests marks the firm as wide-awake, in the judgment of many. The arrangement of cards is often quite poor. Advertisers have a right to insist on the proper placing of them subject to approval. Two or more advertisements sometimes tend to neutralize each other by their positions when by a simple shift each would stand forth individually without loss to the other.

BILL BOARD ADVERTISING.

Whereas the street car advertisement may be likened to the headlines of a newspaper article with a brief suggestion interpreting the merits of interest or value, the bill board is to consist of headlines only. The test of a good bill board is the ability to read it intelligently from a swiftly moving train. The bill board selects the apt phrase, a glance at which arouses a multitude of suggestions. It serves to remind the reader of other advertisements, to impress

him with the extensiveness of this particular company's publicity and if for nothing else to please the reader of this evidence of his general intelligence. Riding on the train, it reinforces the advertisement page of a magazine or paper which the traveler has just finished. When one goes on a distant journey the scenery of which is new and strange, these boards with their familiar message affect us like the meeting of an old acquaintance in a foreign city. The traveler does not feel entirely alone. The fact that he recognizes this one sign in unfamiliar surroundings through contrast doubly impresses him with its message. It seems particularly appropriate that concerns whose homes are near the railroad should impress this fact upon the traveling public. It is always interesting to know the locations of our acquaintances and to be able to locate them in this manner, which for the majority would otherwise remain unknown. This is getting on a more friendly basis for future business relationship than is sometimes realized.

My first trip through the East was made doubly enjoyable by a recognition of the factories of those places which I had previously learned of through advertisements. The sign board depends upon appropriate catch phrases, pleasing letter effects, striking colors and contrast for its share of attention. It is the friendly greeting "Good morning! Don't you remember me?" or "What on earth are you doing here!" On the other hand it might be the first time that you are informed regarding the existence of a firm or an article, the general advertisement of which for some unknown reason has up to this time

NEW YORK'S REMARKABLE NEW ELECTRIC SIGN.

20,000 BULBS IN NEW MOTION PICTURE SIGN SEVEN STORIES HIGH—"WORLD'S LEADERS" TO BE FLASHED OUT IN BUSY HERALD SQUARE.

The most daring advertising sign plan probably ever conceived will be finished very shortly in New York City, near Herald Square.

The Rice Electric Display Company, of Dayton, O., is the promoter, and Armour & Co., Remington Typewriter Company, Prudential Life Insurance Company, Walter M. Lowney Company, B. F. Goodrich Company, National Cash Register Company, L. E. Waterman Company, George E. Keith Company (Walk-over shoes), National Surety Company, Curtice Bros., Washburn-Crosby Company, Quaker Oats Company and others equally important have already reserved space. Beer, whiskey and patent medicine advertising is not accepted.

The sign will be visible seven



blocks distant, is seven stories high and a third of a New York block wide. It will carry 20,000 electric bulbs, 500,000 feet of wire, 70,000 connections and 2,750 switches.

The chief attraction of the sign is to be a Roman Chariot race in seeming motion, the life-like moving effect being secured by flashing the electricity at the rate of 2,500 flashes per minute. It requires 600 horse power to operate it.

The horses will seem to be running at top speed with mane and tail and driver's cloak flying in the breeze. There are four stagings to the picture, one back of the other, reproducing a brilliant and most life-like perspective.

A smaller model of the same plan has been put up by the company in Detroit, and met with quick success. The chariot race at night seems to be a picture of fire in the air, fascinating in its vivid reality. Braziers on the side



of the picture flame out in the breeze and add to the spectacle.

The advertising plan of the sign is concentrated on the curtain which is above the chariot race scene. On this curtain advertising messages will be flashed out in letters on the instant that the chariot scene is darkened. The unique advertising idea behind the sign lies in the sign overtopping the curtain, "Leaders of the World," which links the advertiser with the picture very admirably, and also gives an ensemble prestige to the entire group of advertisers, who have been selected before solicitation by a committee aiming to secure real leaders. Every advertiser will have his message flashed at least once each nine minutes.

An interesting service is planned to be rendered advertisers. New "copy" for the sign, if sent by wire or cable before 2 p. m., will go on the sign the same night.

The sign will be ready within a month or so.

The Syracuse Advertising Men's Club held its annual dinner Tuesday, March 29th.

escaped your eye but which now reacts upon you intelligently

The electric sign is also a bill board but one whose effectiveness is at night. Its attention value depends upon the contrast afforded by the darkness of night and its own light as well as the intensity of the light stimulation. Novelty effects are always striking and stand greater chances of intelligent recognition than those which are ordinary.

The foregoing article from "Printers' Ink" shows the high standard which electric sign advertising has reached:

Outdoor display advertising is estimated by some to reach 85% of the people. The factors to be considered are: first, attractiveness, including the idea of art, coloring, change and area; second, location or that place which will be seen by the greatest number of the class to be reached.

CHAPTER XXVI.

THE ADVERTISING AGENCY.

It is the object of this chapter to present the complete outline of the work accomplished in an advertising agency. The study of the different elements of this modern business enterprise, in relation to the larger system of the business world, will enable those interested in advertising to see the particular phases necessary to be considered by every advertiser. This outline is the executive side of advertising, classified. The management of an ideal agency would consist of the following:—

1. Head of Agency.
2. Solicitors.
3. Rate Man—Planner.
4. Copy Chief and Assistants.
5. Art Department.
6. Printing Expert.
7. Special Departments.
8. Business Manager.
 - (a) Cashier.
 - (b) Bookkeeper.
 - (c) Stenographer.
 - (d) Order Clerk.
 - (e) Checking Clerk.
 - (f) Filing Clerk.
 - (g) Messengers.

HEAD OF AGENCY.

The duties of the head of the agency, of course, vary as conditions of trade vary. It is the manager's initiative and ability to analyze the current events which permit the growth of his own business. Specifically, he passes upon the business policy of the firm. He is in constant touch with the larger and more important prospects, interviewing these both in writing and in person. For instance, some large business concern has decided on an advertising campaign. The manager of an advertising agency hears of this plan and immediately takes such steps as will enable him to compete for the handling of the business. If necessary, he will go personally and address the concern as to the possibility of advertisement with the sum appropriated. Or, a town might have decided to engage in an extensive advertising campaign, regarding its points of particular interest to those seeking an enjoyable summer or winter resort. Or, a city might wish to advertise itself as a desirable place for new factories and stores.

It is the duty of an advertising manager to hasten thither and to show how the appropriated amount can be best invested to further the ends. This requires salesmanship of the highest order and demands that the agent shall be as consistent in the advertisement of himself and his own agency as his theory outline presents handling another's interest. There is thus most intensive competition to be found among advertising agents. Another important duty is the passing upon the advertisement itself and to make such suggestions as will improve the copy.

THE SOLICITOR.

The solicitor is one of the most important men in the agency. It is he who brings the business in and makes the work of the other departments possible. Copy men are in abundance as compared with the solicitor, and proportionately, the solicitor receives a much larger salary or his commissions permit a greater income. He must possess a general knowledge of the work of his own agency as well as the program of his competitor. Personality and salesmanship are the combination which decides his success.

When the solicitor or advertising manager has secured business, the work of its preparation begins simultaneously in the several departments interested.

RATE MAN—PLANNER.

The rate man and planner co-ordinate their work. In many agencies where specialization has not reached its highest form, the same man performs the duties of both positions. Separated, the planner secures the names of the papers, magazines or forms of advertising selected. This data is handed to the rate man. Searching through his index rate card, he finds the best magazines or papers in which to advertise with respect to cost and the class of people to be reached. He finds out whether cash, space, or time discounts are obtainable.

By cash discount is meant the discount obtainable by the agency if cash is paid within a certain date; by space discount, whether a larger space is proportionately cheaper compared with a small space. Time discounts provide a cheaper rate when the ad-

vertisement has been contracted for a certain length of time. It can be readily seen that such savings amount to considerable in the handling of large accounts.

Thus we find that the combined duties of this department necessitate a complete knowledge of all the publications possible. This would imply the circulation list, the classes of people reached by particular papers, the priority of daily, weekly or monthly papers with respect to a given article. This information is gained and recorded from experience, circulation, tabulated data, etc.

COPY CHIEF AND ASSISTANTS.

The planner co-operates with the rate man in framing up a campaign for a prospective client. However, in some concerns the head of the agency does this work. At the same time the above-mentioned people are at work, the copy chief with his assistants is preparing copy. When this is completed, often the head of the agency, the copy chief, the solicitor, and sometimes the art manager, convene to pass upon the merits of the sample copy.

Among the copywriters we find specialization. For instance, one might attend to the clothing, another to the grocery, and still another to the furniture advertisement.

With regard to copywriters, there are two questions which arise for consideration,—whether the man who is acquainted with the details of the particular business shall be allowed to write copy or the one who is only generally acquainted with the goods. The impression of an unacquainted individ-

ual regarding a specific piece of goods is never the same as the one who understands and appreciates it in detail. Consequently the ad. writer should not appeal to the experienced class, if his goods are for the general public. The ability of an unbiased or unspecialized individual to pick out the one point of popular interest and present it to a waiting public would seem to be more the possibility of a general man. Technicality does not beget interest on the part of an uninterested person.

The copywriter, with his experience in so many different fields through success and failure, arrives upon varied striking points disregarded by a man who is steeped in a single subject. The copyist has a kind of knowledge which permits of a greater play of association and suggestion. His breadth of view allows a greater scope for the imagination. These latter elements are the most forceful and effective in keeping advertisements in a healthy atmosphere of change.

An ideal copy man, then, would be one who does not swamp the attention in detail, and on the other hand is not so surfaced in effect as to create the idea of insincerity. He allows the scientific play of imagination, suggestion and association,—all these factors concerned in the element of change.

THE ART DEPARTMENT.

The art department designs illustrations to accompany the copy. They plan layouts, booklet covers, circulars, pamphlets and posters. In addition to employing their own help, some agencies engage the services of independent artists or designers. Often-

times the newspaper artist can be depended upon to assist the agencies.

THE PRINTING EXPERT.

The printing expert makes such suggestions regarding the arrangement of copy, booklets, circulars and pamphlets as are in keeping with ideas of good form and attractiveness. He also secures estimates for the cost of engraving and printing. The reproduction of form letters is left in his hands. It is necessary for him to know the prices of paper, what papers cut to advantage, sizes, color, harmony, etc.

SPECIAL DEPARTMENTS.

Classified under this heading would come such phases of business as are difficult of regular classification. You might, for instance, have a department which handles unique or novelty advertising.

THE BUSINESS MANAGER.

The business manager represents the handling of the mechanical workings of an agency. He simply attends to the business necessary in the getting out of advertisements. The cashier, bookkeeper and stenographer are self explanatory. The supervision of paying and collecting accounts is a most important one and demands prompt attention. An agency is in the best standing when it discounts its bills for cash. In advertising, bills are usually due the first of the month following the date of insertion.

Delayed collecting of these accounts often results in failure to receive payment. Advertising is a peculiar kind of thing, almost intangible as a factor

in business. When men have not been able to point to the immediate results of an advertisement and a collection has not been made at the proper time, there is a tendency, if possible, to get out of it.

A merchant, advertising quite extensively at Christmas time, has great difficulty in seeing the direct results of his campaign. He is inclined to believe that the season itself is enough to bring results of his campaign. Consequently a delayed bill relating to advertising, will often remain unpaid. Again, the advertisement might in reality have been a failure. The goods advertised might not have been up to the standard expected by the public. The particular goods might have been presented in the wrong season. Possibly the wrong medium was chosen. Several things might have conspired to turn the mind of the advertiser against the payment of his honest debts. But many, thinking that the loss is solely with them, fail to see just how the agency suffers by so gross a neglect of responsibility.

THE ORDER CLERK.

After the advertiser himself puts his O.K. on the copy and schedule of insertions which has been tendered by the agency, the matter is then put into the hands of the order clerk.

THE CHECKING CLERK.

After the order clerk has made out two copies, one goes to the bookkeeper and another to the checking clerk. The latter receives the papers and magazines as they arrive, assorting and filing them under

the proper dates. He then examines the advertisement very carefully to see whether it conforms to copy and also whether proper position has been given or the size is as specified. If the advertisement did not appear in the right issue, a letter to the publisher solicits an adjustment of the negligence. When a wrong insertion is made with regard to the copy or position, often-times the charge is cancelled or demand is made for free insertion. The same holds good in case the date has not been adhered to.

In the use of daily papers it must be remembered that there are usually several editions. An advertiser has the right to demand that his copy appear in the number regularly gotten out by the paper. If the advertisement has only been inserted in three editions out of five, he may look for an insertion in the first two editions the day following. Many often purposely miss the earlier editions of Friday in order to get the early editions of Saturday. They figure that a large majority leave their office at noon hour on Saturday when the first edition is still on the street. The advertisement thus secures the reader's attention on two different days, although paying for one day's advertisement. This applies only to display and not to classified advertisements.

In addition to this work the checking clerk writes for publications containing advertisements which have not been received. It is his duty to clip out all news items concerning the agency or the advertiser.

Messengers are necessary to hurry valuable information from place to place or to perform such services as are indispensable for the rapidity of business management.

One of the great difficulties that an agency has is in the person of his client. The latter often will not obey the precepts of the agency and consequently the results are not only unsatisfactory but often disastrous. Under such circumstances the agency can never be held directly responsible. We are now led into an examination of the kinds of accounts opened up by an agency upon which it depends for an existence. Newspapers and magazines give recognized agents a commission, averaging 15 per cent for the business procured and which is classified as General Advertising. General advertising consists of matter not directly associated with local interests or the existence of which is solely due to the activity of the agent. Local advertising does not pay the agent a commission on the theory that some city medium must be used. It is merely a question of the merits of the different papers as to which one will be chosen. In such cases the agency secures from the advertiser a regulated service for preparing and placing local advertising.

When the advertising is local in its nature, the publisher bills the advertiser direct, although the agency has obtained the advertisement. The agency merely receives the bill to verify space charges.

COMPETITION OF AGENCIES.

The following citation illustrates the competition of agencies as well as the relationship of general advertising to the collection of accounts:—In December the proprietors of a summer resort decide to boom a place. After discussion they agree on the amount to be expended—\$4,000. An advertising committee is

appointed which writes to the various agencies regarding a prospective campaign. Each agency figures out the possibilities based on the amount appropriated, outlining in general their publicity plan. It may be that the actual advertising, showing composition, illustrations, etc., may be submitted. In this instance often the head of the agency goes to the city and addresses the committee. The committee then selects the agency. The fortunate agency then conducts the campaign, getting the commissions from the newspapers or media adopted, while its services are given to the advertiser. Had the advertising committee gone to the media direct it would not have gotten service at a lower rate. Newspapers themselves are not equipped to handle the detailed agency business. To summarize, then, the advertising agency furnishes to its client, according to the amount expended, preparation of copy, the artist's illustrations, the printer's layout, advice regarding media, and the detailed duties of ordering, checking, and other office work.

THE PUFF.

It is the work of every up-to-date advertiser to bring about publicity in as many ways as possible, so that one method failing to bring results may be compensated by another. One of the aids to newspaper or magazine advertising is the so-called "Puff." A puff in reality is an ad., but one in the disguise of news. If its garb is apparent to the average reader, its effectiveness is lost. At the same time that it is news, the puff (pages 468-469) must create a favorable mind attitude toward the goods or object of sale.

HOLIDAY THROUGS AT OCEAN CITY

Ocean Front Promenade Presents a
Typical Early Summer
Scene.

TWO CONCERTS DAILY

Many Sales and Rentals of Cot-
tages—Special Train Early To-
morrow for Business Men.

Special Despatch to "The Press."

Ocean City, N. J., March 26.—With all the regular Summer lights burning, the pier and music pavilion and boardwalk stores brilliantly illuminated and the "tramp, tramp" of thousands of feet on the wooden planks, the ocean-front promenade to-night presents a typical early Summer scene.

Ocean City is experiencing the biggest Easter crowd since this early Spring holiday became popular at the resort.

Since early this week the Easter brigade have been trooping in. Thursday and Friday brought those whose places of business or schools are closed until next week. But to-day witnessed the flood tide of humanity bent on holiday pleasure. Many automobile parties "honked" into town up until a late hour.

Half-hourly service was maintained over the fast shore line between Philadelphia and Ocean City and a special train is scheduled early Monday morning for the convenience of business men.

Hotel Men's Ball.

One of the chief attractions to-night is the ball given by the Hotel Proprietors' Association in the Hippodrome on the boardwalk. An unusually attractive program was arranged, to be followed by an elaborate promenade. Hotel guests, cottagers and residents are liberally patronizing this annual affair. The success of the affair is largely due to the unceasing efforts of the committee, which is composed of Mrs. Charles E. Haag, Mrs. D. F. Wheatman, Ira F. Champion, Miss Elizabeth Heim, Mrs. N. Packer, Mrs. F. Turpin, Mrs. Henry Klotz and Mrs. A. P. Millner.

Since last Wednesday, when the free orchestral concerts were inaugurated, the music pavilion has been filled with music lovers. So far Conductor Lake's programs have been

particularly attractive and enjoyable. Tomorrow's program will be one of the finest orchestra concerts ever offered to Ocean City visitors. These concerts are held from 3 to 6 in the afternoon and from 7.30 till 9.30 in the evening, continuing until Tuesday next.

A number of local motor boat enthusiasts attended the meeting of the new Ocean City Motor Boat Club held in Philadelphia a few days ago. The most important business transacted was the opening of bids for the construction of the club's new home at Fifteenth Street and the way H. B. Le Cato, chairman of the Building Committee, reported that Otis M. Townsend, a local contractor, was lowest bidder at \$10,738. He was therefore awarded the contract and work will be commenced immediately in order to hold the gala opening early in June next.

Schoolboy Athletics.

Ocean City High School's dual athletic meet with Penn Charter to-night served as a magnet to draw schoolboys from Philadelphia. From latest reports the local athletes are giving the Penn Charter "crackers" a hard tussle, although the latter school brought down a big army of feminine as well as masculine rooters to cheer them on to victory. The younger element have enlivened the day's boardwalk pronouncements by their yells and cheers. Many handsome silver cups will be awarded to the successful contestants.

Those who remain over until Monday night have a rare treat in store for them. An amusing four-act play called "Uncle Rube" will be given in Champion Hall by local talent. Judging from the dress rehearsal held this week the affair will be well worth seeing.

Another big week of sales and rentals was made by real estate men, and every indication points to an early scarcity of available and desirable properties.

Joseph I. Scull reports the following rentals: Joseph A. Villa, to Miss Willa-Way Macdonald, West Chester.

Watson A. Lewis' store, on Asbury Avenue, near Ninth Street, to M. E. Cain, Philadelphia, Pa.

Miss Charlotte Noble's cottage, 426 Wesley Avenue, to Clement K. Stotesbury, a prominent Philadelphian who had this cottage last year.

Mrs. Mary E. Bozrah's cottage, 444 Asbury Avenue, to George E. Seaman, Ocean City.

The Moore cottage, 835 Asbury Avenue, to Mrs. Letitia E. Long, Ocean City.

The following rentals have been made by Mr. H. F. Stanton:—

Dr. Davis' bungalow, 1305 Asbury Avenue, to Morzau H. Thomas, of Philadelphia.

Captain P. S. Hand's cottage, 1209 Asbury Avenue, to S. M. Grass, of Camden.

George C. Bartlett's cottage, 225 Central Avenue, to Carl Schneider, of Philadelphia.

Third floor front flat in the Marshall apartments, to Captain Charles J. Curran, of Philadelphia. This is the flat he had last season.

One of the Gale apartments to Walter D. Bonsall, of Philadelphia. He also occupied these apartments last year.

Massey & Edwards have made the following rentals:—

Cottage of the Nichols Corson estate, 732 Central Avenue, to Charles W. Marshall, Philadelphia.

One of Mrs. Adelaide Crommer's cottages, at Fifteenth and Wesley Avenue, to Charles O. Alexander, of Philadelphia, and the other to Irwin Schupp a Philadelphia lawyer.

Alexander Sloan, Jr., of Germantown, has rented J. Gerghausen's cottage, 1728 Asbury Avenue, for the season.

J. M. Chester & Co. report the following rentals:—

Joseph T. Ward's cottage, 625 Wesley Avenue, to Mrs. T. J. Brauker, of Philadelphia.

McKee's cottage, 634 Central Avenue, to Mrs. Katie A. Rudolph, of Philadelphia.

Mrs. Jones' cottage, 441 Asbury Avenue, to E. S. Keyser, of Philadelphia.

One of the DeRousse apartments to D. Paul Brooklyn, N. Y.

OCEAN CITY IS BEING IMPROVED

Steam Rollers, Road Scrapers
and Gangs of Men Are
Kept Busy.

OPENING NEW ROADS

Hundreds More Cottages at
Resort Than There Were
a Year Ago.

[SPECIAL TELEGRAM TO PUBLIC LEDGER.]

OCEAN CITY, N. J., April 9 Several steam rollers, road scrapers and large gangs of workmen are busily engaged in improving the streets and avenues all over the city, in preparation for the summer season, soon to open.

The Councils have authorized an unusually generous appropriation for the purpose, and the clean, well-kept condition of Ocean City roads will continue to delight visitors. Many cottage owners have expressed their approval of the improvements being made. At the last meeting of the city fathers it was decided to open up a number of new roads from Twelfth to Eighteenth street, and between Central avenue and the Boardwalk.

A leading builder, who has more work offered him than he can handle, remarked a few days ago: "When one compares Ocean City of 1900 with the resort of 1910 the change is so marked as to be nearly unbelievable. We will open our summer season this year with many hundred more cottages than at the close of last year and with many thousands more than in 1900. The average cost of these buildings is over \$5000, exclusive of the ground, and any number have run up to \$10,000 and \$15,000."

Real estate men are giving the builders a close race as to doing a rushing business. It is no deviation from the facts to state that never before have early season activities been so marked, nor have cottages and properties ever brought such high figures.

Visitors are dropping in on nearly every train, and those hotels now open for the season are doing a good business.

James E. Bryon, superintendent of Camden schools, will build a two-family cottage on Third street near the Boardwalk, costing about \$3000.

Joseph M. McKinley, of Merchantville, has planned a \$2500 cottage at Fourteenth street and Pleasure avenue.

M. P. Winner will have a \$2000 bungalow at Eighteenth street and the Boardwalk.

Another handsome villa will be added to the many summer homes now dotting the bay front. G. T. Smitherman, of Had-donfield, has placed a contract for an unusually attractive \$6000 home. Work is being started.

That Ocean City possesses unique attractions as a resort is proved by the fact that Edward Ridenou, of Germantown, has rented a cottage on Asbury avenue as a result of his first visit over Easter. Heretofore his family has been going to Atlantic City.

It is confidently expected that Governor Fort will sign the turnpike bill. This much needed roadway improvement will then be assured. Preliminary survey will be made at an early date.

The Athletic Association of the Ocean City High School has arranged a dual meet with Atlantic City High School on Saturday, April 16. It is also planned to hold such a meet every Saturday.

A concerted effort is being made in Ocean City, as well as other South Jersey resorts, to secure the organization of a Cape May County Chamber of Commerce, the object of which, it is said, will be to "advertise and promote the general interests and advantages of Cape May County."

GAS PLANT FOR SEA ISLE

Company Expects to Supply Lights
in Three Months.

A puff generally presupposes an advertisement existing in the paper at the same time. Theatrical advertising is one of the exceptions to this rule.

The form of a puff should harmonize as much as possible with the paper in which it is to be inserted. Moreover, it should appear in a news column with news items and not with other puffs. Newspapers hesitate about allowing too much freedom with this phase of advertising as it is likely to result in a self-evident abuse, discounting the value of the paper for more universal news. A heavy advertiser, however, has a right to expect such a favor from time to time and is justified in his demands for its insertion.

The same principles underlying reporting will prove effective in the creation of a puff. All people interested in a particular business wishing publicity should be consulted with regard to their interest in every-day happenings. Clerks and the heads of departments have abundance of news to give when the right reporter approaches.

In the clippings on pages 468-469, a man from a certain advertising agency was actually sent to the city mentioned for the purpose of gathering news to be written up in the form of a puff. The same news was changed in expression so as to avoid repetition in the various papers. A different puff appears from week to week during the specified season.

An article similar to the one entitled "BELTS WORN ON ALL KINDS OF FROCKS" is to be found on the same page daily of the Philadelphia Public Ledger. It is a form of advertising in that it creates ideas regarding dress, suggestions

BELTS WORN ON ALL KINDS OF FROCKS

They Range From Byzantine Ones
of Heavy Metals to Canvas
and Cross-stitch.

Will the popular one-piece frock be as much worn this summer as it was last year?

This is a question commonly asked by women of each other as they speed about trying to get clothes, and as often as it is asked it is answered in the affirmative.

There is this difference between the frocks of now and then. That those of the present have belts. This is an improvement. It takes away that accentuation of a waist line that is not trim or trig.

Possibly it is not as satisfactory on the heavily built figure, whose waist line needed concealment, as on the long-waisted, slender figure, who can afford to have a fine carelessness about anything that increases the size or emphasizes the fact of her waist. She really does not mind having attention called to it.

Even the stout woman can manipulate the belt in such a way that it does not broadly proclaim the fact of a large waist. She wants to avoid wide and glaring ones, and especially those that are in two colors, which, while new and effective, have already proved a snare to the weak.

She need not choose a belt of a different color or fabric. It is not necessary to style to do this. She can make a compromise with fashion by using a narrow one of the material, run in and out of long buttonholes worked in the frock.

Or she can get a good effect by using another fabric even if in the same color, and sometimes, not often, but sometimes, she can edge it with a mere thread of black.

For the average figure there is nothing more fashionable than the new kind of patent leather belt that has a half moon of plain ivory pearl or smoked pearl as its buckle. Those with varnished kid buckles are also good; some girls like them best of all.

The beauty of these new belts lies in their suppleness. The leather has been reduced to a mere shearing, and is brilliantly polished. It is a fancy of the fastidious to buy this thin leather in the piece, and make their own belts; they can suit their fancy in the shape and style, and have odd bits left over to trim a coat suit.

This is by no means a commonplace thing to do. A bronzo brown linen suit or one of bright dark blue, looks quite snappy with a rever and one-inch cuffs of patent leather; doesn't make one look a bit like a chauffeur; if it suggests a motor, so much the better. All the better if you don't own one!

Of belts as a fashion there is no end. Some one must have spent sleepless nights devising them. They are plain and plaid, narrow and wide, gorgeous or simple. They range from the Byzantine affairs, that are cumbersome with metal and encrusted gems, to the peasant one of white canvas worked with a Cossack cross stitch in primary colors. The latter is good on white duck skirts and blouses.

ANNE RITTENHOUSE.

HITCHCOCK AT FORREST

Plays One Week More in "The Man
Who Owns Broadway."

Raymond Hitchcock and his merry company of 100 comedians, singers and dancers enter upon their last week in Philadelphia at the Forrest Theatre tomorrow night. In George M. Cohan's latest music play, "The Man Who Owns Broadway," Mr. Hitchcock has scored a prodigious hit. The strike affected the attendance at the Forrest not at all last week, and those who could not ride walked to the playhouse and crowded it to the doors. Hitchcock is the Artemus Ward of the stage. He is irresistibly and spontaneously droll. His support is excellent.

Flora Zabelle, the prima donna, is blessed with a stunning stage appearance and a voice of vocal velvet. Scott Welch is a good comedian and tenor singer. Stanley Forde is a fine figure of a man, and Lora Lieb a blithe, blonde villainess. Frances Gordon and George Lydecker have made individual hits. Raymond Hitchcock, in "The Man Who Owns Broadway" has annexed Philadelphia. The engagement could easily be extended for many weeks, but Boston calls and previous contracts are not to be denied.

of which will be carried out by the woman in her shopping. This, then, is a puff so universal in interest as to benefit every merchant. It shows the

"THE PRODIGAL SON"

Hall Caine's Play to Be Presented
by the Orpheum Players.

"The Prodigal Son," Hall Caine's dramatization of his own great story of Iceland, originally produced by Liebler & Co., will be given its first presentation in Philadelphia by the Orpheum players at the Chestnut Street Theatre this week.

The play is a swiftly moving, stirring and intensely powerful melodrama, based upon the biblical parable of the prodigal, and is said to be Mr. Caine's finest and most successful effort. It scored a tremendous success in New York and London, but owing to the sudden death of Edward Morgan, the noted actor who played the principal role, that of Mangus Stephenson, the play was never brought to Philadelphia.

"The Prodigal Son," however, is not unknown in this city. The book had a big sale and enjoyed the favor of the reading public as much as any other of Hall Caine's popular stories.

Realizing the first presentation of "The Prodigal Son" in Philadelphia will arouse unusual interest and focus the attention of the theatre-going public on the Orpheum Company, Manager Laferty and Stage Director Winter have exercised the greatest care to make the forthcoming production perfect in every detail. Three magnificent stage settings will be provided, the one showing the casino being particularly gorgeous, while the cast will represent the full strength of the Orpheum Company. Wilson Melrose will play the part of Magnus and George D. Parker will be seen in the role of Oscar. Marion Barney will play Thora and Leah Winslow will be the younger sister Helga. Peter Lang, Ed. Middleton, Helen Reimer, Kathlene MacDonnell, Henry Edwardes, John J. Geary and Carson Dav-
enport will be among the others in the cast.

possibility of a form of advertising which is destined to assist all; it is a form minus the narrower consideration of just one firm to meet the demand.

While the clippings, "The Prodigal Son" and "Hitchcock at Forrest" (pages 471-472) are news for the masses, to theatrical managers they are items destined to increase or to decrease their business for the week. Thousands of people are in a state of mind that does not consider any particular play for the week's program. But one of these puffs, read, proved so attractive in description or has aroused the curiosity to such an extent that action inevitably follows.

The following puff taken from a newspaper speaks for itself:

A MENU FOR TOMORROW

BREAKFAST.

Oranges.
Wheat Cereal.
Whole Wheat Muffins.
Griddle Cakes, with Syrup.
Coffee.

LUNCHEON.

Green Turtle Soup.
Stewed Celery. Saratoga Chips.
French Toast.
Salad of Cream Cheese and Chives.
Date Jelly. Lemon Cookies.
Tea.

DINNER.

Tomato Bisque.
Roast Duck, Currant Jelly Sauce.
Browned Potatoes.
Salad of Cauliflower, French Dressing.
Chocolate Pudding.
Coffee.

And then—

"The Evening Telegraph."

CHAPTER XXVII.

AN ADVERTISING CAMPAIGN OUTLINED.

It is the purpose of this chapter to present as a sample of a good advertising campaign the advertising of the United Roofing & Manufacturing Co., in their marketing of "Congo Roofing." This campaign shows advertising affecting the manufacturer, salesman, retailer and consumer.

First of all, the United Roofing and Manufacturing Co. believe absolutely in the goods which they have to put on the market. They are fair in their prices and ready to guarantee "Congo Roofing." To make good their word, a guaranteed bond has been prepared which will serve as a reminder from the buyer should the test of time prove their claims to be false. The directions for applying, one of the conditions which makes the bond possible, are on the opposite side of the contract. (See No. 1—front page and No. 2—back page). Here we have an effective talking point for the salesman.

Now that the goods have been manufactured and their quality guaranteed, the United Roofing & Manufacturing Co. propose to advertise "Congo Roofing" before the mass of people. Here retailer and consumer are both made aware of the existence and guarantee of the firm.

Next follows a letter to the salesmen handling the roofing. It explains in detail the things which the

firm are ready to do for all parties concerned and suggests numerous talking points for the agent. This is a letter very nearly perfect in form, arrange-

TWO PLY

CAPITAL STOCK \$500,000.00
TOTAL ASSETS \$2,565,257.91
SURPLUS \$681,631.21

No

National Surety Company

NEW YORK

Wm. B. JONES, PRESIDENT
WILLIAM J. GRIFFIN, VICE PRESIDENT

LEONARD DADMAN, VICE PRESIDENT
DAVID W. ARMSTRONG, JR., SECRETARY

CONGO ROOFING

Guarantee Bond

Know all men by these presents, That we, the United Roofing & Manufacturing Company a corporation of Delaware, as principal, and the National Surety Company, as surety, are held firmly bound unto _____ of _____

hereinafter called the purchaser, in the penal sum of Five Hundred Dollars, (\$500.00) which sum is hereby agreed to be the maximum liability hereunder, lawful money of the United States of America, well and truly to be paid, and for the payment of which we and each of us hereby bind ourselves, our heirs, executors, administrators, successors and assigns jointly and severally, firmly by these presents. Dated at Philadelphia, Pa. _____

Whereas, the said principal has manufactured and sold and said purchaser has purchased _____ squares of two-ply Congo Roofing which has been applied on the roof of _____ at _____ and the application thereof on said roof completed on _____ on which the said principal gives the following guarantee, to wit:

GUARANTEE

That for a period of ten years from the said date of completion of application the said roofing will remain in serviceable condition, damage from fire, hail, tempest, or other causes outside of ordinary wear and tear excepted, provided that the said roofing is applied in accordance with the printed instructions on the back of this bond and that it shall be coated at the end of two (2) years and again at the end of six (6) years from above date of application with a coat of Congo Paint, manufactured by the above principal, using not less than one gallon to two hundred (200) square feet of roof surface for each coating.

Now, therefore the condition of this instrument is such that if said roofing known as Two Ply Congo Roofing furnished by said principal shall fail in any particular set forth in said guarantee, said principal hereby agrees to furnish said purchaser free of charge, sufficient material to re-cover that portion failing to comply with the above guarantee, or said principal or his option may make any necessary repairs required to said roofing, provided that the burden of proof shall be upon said purchaser to prove the failure of said guarantee and to prove compliance with the conditions of this bond, but nothing in the above guarantee shall be construed to cover damage to the building or contents thereof.

If, therefore, said roofing shall well and truly comply with the terms of the aforesaid guarantee and said principal does further fail to said purchaser the terms of this guarantee, then the obligation shall be null and void otherwise to be and remain in full force and effect, provided, however, that this instrument is executed by the National Surety Company as surety bond upon the following express conditions, to-wit:

If said principal shall in any manner default in the performance of the aforesaid guarantee, then within thirty days after proof as is herein provided has been submitted to said principal, said purchaser shall immediately notify the National Surety Company in writing, by registered letter, prepaid, addressed to its principal office at 115 Broadway, New York City, New York, and the said National Surety Company shall have the right and option to replace said roofing as heretofore stipulated or to pay to said purchaser a sum not in excess of the gross value of said roofing.

National Surety Co.

United Roofing & Mfg. Co.

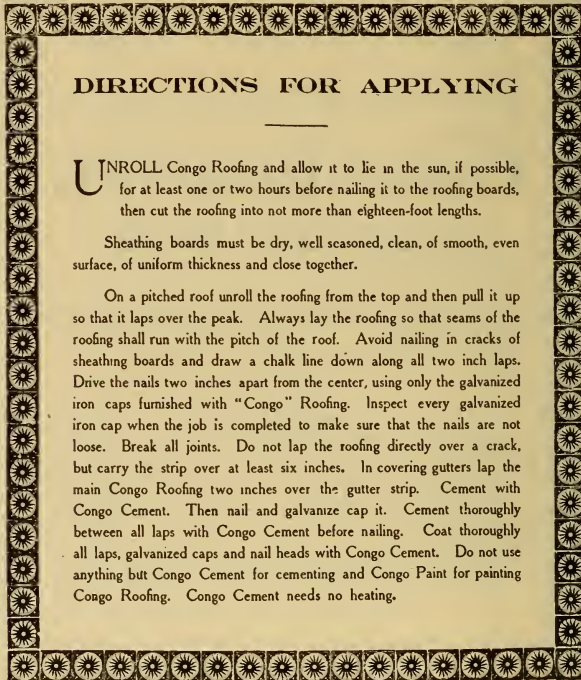
by _____ by _____

NOTE. This bond must be mailed to the United Roofing & Manufacturing Company, West End Trust Building, Philadelphia, Pa., for execution within thirty (30) days of the date of the application of the roofing.

No. 1.

ment of subjects and force. See No. 3 and No. 4, pages 477-478.

Numbers 5, 6, 7 and 8 (pages 479-481) are the circulars and pamphlets which are sent for distribution. No. 9 (page 482) is an agreement to advertise. No. 10 (page 483-484) are some of several advertisements inserted in the paper by the United Roofing &



No. 2.

Manufacturing Co. according to contract. No. 11 (page 485) is a puff which is inserted in the same issue of the advertisement, really indexing it. No. 12 (pages 485-486) are circular letters gotten out for the

consumer. Nos. 13 and 14 (pages 487-488) are a letter and sample. Many of these were sent to merchants who had attended a hardware convention and having there heard of this roofing were greeted by a letter upon returning home.

BUCHANAN-FOSTER CO.

504-507 West End Trust Building

PHILADELPHIA, PA.

Manufacturers of

CONGO NEVER LEAK ROOFING

To Salesmen Handling Congo Roofing:

In offering Congo to your customers, don't lose sight of the following facts:

Congo Roofing is an advertised article. It has been on the market for years. Almost every agricultural paper of any note carries a Congo Display ad.

Where the material itself is not shown, it is at least known by name.

When a dealer stocks this roofing the manufacturer is going to back him up in selling it. All inquiries through advertisements are immediately referred to the nearest dealer. Many sales are made in this way at no effort to the customer whatever.

A liberal quantity of samples and descriptive booklets are furnished every dealer, with his name and address imprinted. When a jobber sells a retail dealer, merely notify the Buchanan-Foster Co. of the quantity of samples and advertising matter wanted. They will be put in the printer's hands at once and forwarded to the customer direct, express prepaid. We also supply when wanted, Congo Floor mats, handsome window signs and cuts for local advertising.

Congo is better than either shingles or tin and is much cheaper. Tin needs painting continuously. Shingles warp and split. Congo has none of these faults.

No hired mechanic is needed to apply it. Anyone can put Congo on after reading the directions on the roll.

Don't hesitate to talk up the quality. We stand back of every roll and guarantee it perfect in manufacture.

Show its strength and pliability. The composition used in Congo always stays pliable; so that it is not affected by extremes of temperature and can be laid in cold or hot weather.

Show how thoroughly the material is impregnated with the water-proofing compound. Call especial attention to the surfacing. That is one of the great

secrets of Congo's success. The Congo Coating is not a cheap mineral asphalt, which weighs heavy, but soon disappears entirely after exposure to the elements. Congo Coating is a composition that outlasts any similar known material, and is unaffected in any way by the elements.

Read over the descriptive booklet on Congo carefully, so that you may become perfectly familiar with the material. The manner in which it is put up, the number of square feet to the roll, etc.

Then go after your customers with a firm conviction that you have the best article on the market, and are going to sell him, even if against his will. Once you get Congo started with a dealer and you have a steady customer. After the first effort the repeat orders will be easy.

Influence your customers as much as possible to push the heavier weights. In the first place, of course, the immediate profit is greater in selling the higher than the lower priced goods, but outweighing that is the question of satisfactory service. The lighter weights, understand, are good and superior to the majority of heavier plies in most makes. For many purposes they have their place and are admirably adapted; but for long wear and general satisfaction, the two and three ply thicknesses are well worth the additional cost. It takes so much labor to lay a light as a heavy roofing, so the first price of the actual material is the only expense to be considered.

Where possible too, confine your sales to the two-square rolls. This is the most economical and easiest form for applying. There are fewer ends, and being wound on a larger diameter, they unroll flattern decreasing any tendency to buckle if carelessly applied.

We want to emphasize most strongly that if you give a little time and energy to introducing Congo to such of your customers, as are not already handling it, the initial effort will be practically the only one. Congo Roofing fully lives up to all the claims we make for it, and after the first order is placed others are bound to follow automatically and aggregate a handsome trial.

Very truly yours,

EUCHAMAN-FOSTER CO.

No. 4.

This advertisement appeared in
THE SATURDAY EVENING POST of September 18th, 1909



CONGO

NEVER LEAK

ROOFING

A Guarantee Bond
With Every Roll

WHEN we said that Congo Three-ply Roofing would last 10 years, people laughed and replied that "Every-body claimed that."

When we offered to guarantee such service, they said "Guarantees mean nothing. The buyer could never enforce them." And what they said was true, because the average guarantee is only something to talk about.

A Legal Guarantee

About two years ago therefore we determined to give a guarantee that would be *legally binding*—that would mean something. We therefore went to the National Surety Company, one of the most prominent Insurance Companies in the country. We explained our proposition to them. We showed them what Congo had done in the past. They went into the matter thoroughly and finally agreed to issue a *genuine surety bond* with every roll of Congo.

Of course we have to pay them a premium on these guarantees. It is the same as if you insure your building—it costs money. But we can well afford to do this. The very fact that we do give a bond of this kind is *proof* that we expect Congo to last through the guarantee period and more. Consumers appreciate the fact that we have confidence in the goods. In fact since we put out this guarantee our trade has greatly increased.

The bond is prepared in exactly the same way as your lawyer would draw it, and provides for every possible contingency. It is legally binding.

Best Materials—Greatest Care

Congo Roofing is made of the very best materials that money can buy. It contains no *crum* of any kind to make it sticky. Every roll is clean, dry and easy to handle. We have an inspection service in our factory which insures this—an inspection service which has been rendered necessary by our guarantee. We take no chances—we cannot afford to.

All Accessories Free

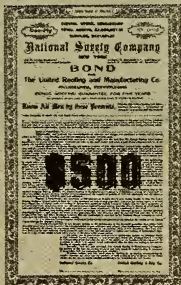
We also take pains to provide first class accessories free. Many a roofing has been spoiled by bad nails or *tin* caps. We supply the best grade of nails and *galvanized* caps, which will not rust. We also supply liquid cement for the laps, which requires no heating and which is a strong, waterproof adhesive. *We go to every extreme to make Congo the best roofing on the market.*

You Want Protection

Stop a moment to think about these facts and the Guarantee. When you buy a roofing, you want to buy *protection*. You want to be sure that the roof isn't going to leak in a few years. You don't care what the roofing is made of if it gives you to or 15 years of service. That's the point you are interested in.

No Other Manufacturer Follows Our Lead

To-day we are the only manufacturer in the entire country that gives a guarantee bond with every roll, and we are asking for your trade on that basis, and that alone.



Remember, we *proved* to the satisfaction of the National Surety Company that Congo would last the guaranteed period. Otherwise they could not have issued a bond with every roll. We now want to prove it to you.

SAMPLE FREE

We should be glad to send you a sample of Congo, so that you can see for yourself how tight, pliable and water proof this roofing really is. With it we will also send a *flattened* backer telling all about the Surety Bond.



ALLEN PANEL CO. CHICAGO
UNITED ROOFING AND MANUFACTURING CO. 572 West End Trust Building, Philadelphia, Pa.
REPRESENTED BY BRIDGEMAN WHITE CO. SAN FRANCISCO



**A
GUARANTEE
BOND**

WITH EVERY ROLL OF

**CONGO
NEVER-LEAK
ROOFING**

No. 6.

CONGO ROOFING

IS GUARANTEED

A tough, flexible, durable, water-proof roofing, made in one, two and three ply, sold with a genuine Surety Bond in every roll.

3 ply is guaranteed for 10 years
 2 ply " " " 10 "
 1 ply " " " 5 "

The Guarantee Bond is issued by the National Surety Company of New York.

This is real roof insurance.

UNITED ROOFING & MFG. CO.

Philadelphia, Pa.

Chicago

San Francisco

FIRE?

Not With Congo Roofing

LOUISVILLE

Louisville, Ky. Sept. 13, 1909

"Replying to your latest letter of the 11th inst., we beg to say that the Congo Roofing (two and three ply only) is approved by the Laboratories at Chicago, and is therefore accepted by us and will receive the same rating as metal or similar roofs.

Yours very truly,

Louisville Board of Fire Underwriters."

No. 7.



Have You Ever

Had any experience with CONGO ROOFING and fire?
 Do you know how fire resisting this roofing is?
 You know how shingles burn! you have seen tin curl up with heat—seen slate crack into a thousand pieces. Imagine a wet blanket covering the roof, it would hold the fire down, would'nt it?

CONGO ROOFING is the wet blanket of the roofing world.

Read the experience of a client who has seen—who knows.

OVER

No. 8.

Bath, Carleton Co., N. B., June 30th, 1909

The S. Hayward Co.,

St. John, N. B.

Dear Sirs:—In the recent fire at Bath that caused the destruction of several large buildings and nearly destroyed our warehouse situated only about 100 feet, the only reason we claim for any of the buildings being left is that we have our large potato warehouse covered with "Congo" Roofing that we got from your company. Large lighted shingles would fall on the roof but would not ignite. Since the fire my brother has taken several orders for the roofing.

Truly yours,

BOHAN BROS.

UNITED ROOFING & MFG. CO., 504-507 West End Trust Bldg., PHILADELPHIA.
 Successors to BUCHANAN-FOSTER CO.

No. 8.

Agreement to Advertise

IN consideration of the fact that you agree not to handle any so-called rubber roofing except Congo for one year from date, and in consideration of your order for Congo Roofing.

Date of Order *Order No.*.....

we agree to do local advertising for you to the extent of Ten Cents per square, in such paper or papers as may seem most available.

No. of Rolls..... *Amount for Advertising \$*.....

FIRST CHOICE

Paper.....

Published at.....

SECOND CHOICE

Paper.....

Published at.....

THIRD CHOICE

Paper.....

Published at.....

We will try to regard your preferences so far as possible in the matter of selection of papers, but it is distinctly understood that the final decision shall rest with us, and that the details of the advertising shall be determined by us and our advertising agents.

UNITED ROOFING & MANUFACTURING CO.

Per *Salesman*

Name of purchaser.....

Address.....

(Salesmen will fill out this blank in triplicate and leave one copy with the dealer, send one to the United Roofing and Manufacturing Co., Philadelphia Office, and retain the third copy.)

Salesmen must not fail to leave one of these blanks, properly filled out, with the customer in every case.



CONGO

NEVER LEAK ROOFING

GUARANTEED BY A SURETY BOND

TO CONVINCE the public that 3-ply Congo Roofing will really last *ten years*, we furnish with every roll a bond of the National Surety Company backing up our guarantee.

THIS BOND gives you absolute certainty that our promise will be made good.

WE DON'T CONSIDER that the bond is necessary, but it serves to show how firmly we believe in the durability of our product.

ANY MANUFACTURER could say as we do, that his roofing will last ten years, but we show that we mean business when we back up the guarantee with a genuine Surety Bond.

THE ONLY THING for us to do under these circumstances is to make a roofing which will stand the test, and outlive the guarantee period.

That is what Congo will do.

OTHERWISE, we could afford to bind ourselves over to a Surety Company, and thus insure the thousands of Congo roofs which are being laid every year all over the country.


FREE SAMPLE

WE SHALL BE GLAD to send you a copy of the bond without charge. We will also send you at the same time a sample of Congo, so that you will see the reason for our confidence.

UNITED ROOFING & MANUFACTURING CO.
Successors to Buchanan Foster Co.

346 West End Bldg., Philadelphia, Pa. Chicago San Francisco

No. 10.



WITH EVERY ROLL of CONGO ROOFING

THIS GUARANTEE BOND FULLY PROTECTS YOU

LOTS of manufacturers are keen to tell you what their goods are made of. They give you a beautiful word picture of a marvelous and mysterious "gum" that only they can produce. Others tell you of the real "rubber" that they use—and so on.

Regarding Congo Roofing we have only 2 statements to make

First—We believe it is the *best* ready roofing made.

Second—Because we believe that, we give a *genuine Surety Bond* with every roll, which guarantees three-ply Congo for 10 yrs.

These bonds are issued by the *National Surety Company*, and they are as good as a government bond.

No other roofing manufacturer *dares* give such a guarantee. You take no chances when you buy Congo.

There is no "gum" in it to make it sticky; there is no rubber in it to get brittle. It is made of the best roofing material that is possible for us to purchase under the best manufacturing conditions. Because it is made right, it gives such satisfactory service that we are not to issue a *Guarantee Bond* to back up the statement we make. Ask any other manufacturer for a *Real Bond* and see him squirm.


Booklet and samples of Congo free on request

UNITED ROOFING AND MANUFACTURING CO.
Successors to Buchanan Foster Co.

598 WEST END TRUST BUILDING, PHILADELPHIA, PA.
CHICAGO SAN FRANCISCO

No. 10.

WITH EVERY ROLL
of
CONGO
ROOFING



THIS
GUARANTEE
BOND
FULLY PROTECTS YOU

LOTS of manufacturers are keen to tell
that their goods are made of They
give you a beautiful word picture of a marvelous
and mysterious "gum" that only they can produce.
Others tell you of the real "rubber" that they use—
and so on.

Regarding Congo Roofing, we have only two statements
to make:

FIRST—We believe it is the best ready roofing made.

SECOND—Because we believe that, we give a genuine Surety Bond
with every roll, which guarantees three-ply Congo for 10 years.

These bonds are issued by the National Surety Company, and
they are as good as a government bond.

No other roofing manufacturer dares give such a guarantee.
You take no chances when you buy Congo.

There is no "gum" in it to make it sticky; there is no rubber
in it to get brittle. It is made of the best roofing materials that
it is possible for us to purchase under the best manufacturing
conditions. Because it is made right, it gives such satisfactory
service that we are not afraid to issue a Guarantee Bond to back
up every statement we make.

Ask any other manufacturer for a Real Bond and see him squirm.

Booklet and samples of Congo free on request.

UNITED ROOFING AND MANUFACTURING CO.
Successor to Buchanan-Foster Co.
537 WEST END TRUST BUILDING, PHILADELPHIA PA
CHICAGO SAN FRANCISCO

A Surety Bond
INSIDE EACH ROLL



Congo Roofing
The Guaranteed Roofing

One of the most attractive features about Congo is that you get a genuine Surety Bond with every roll. This Bond is issued by the National Surety Company. Every roll of 3-ply Congo is guaranteed for a period of 10 years, if printed directions are followed.

This the buyer is protected for a long time by the strongest guarantee ever issued, backed by a Surety Company whose bond is as good as the government's.

That Congo is made of the right stuff—durable and lasting, is attested to by the fact that the Surety Company was willing to back it, and for so long a period.

Congo is really a better purchase than ever before.

In addition to the Surety Bond, we furnish with every roll galvanized caps instead of the tin caps or nails supplied by others. The galvanized caps can't rust or bend or break. Liquid cement is also furnished free.

We mean to get the roofing trade of the country and think these special features will come pretty near landing it.

Send to-day for free Sample of Congo and a copy of the Guarantee Bond.

United Roofing & Mfg. Co. Successor to Buchanan-Foster Co.
PHILADELPHIA, PA.
Miller-Morse Hardware Co., Winnipeg E. G. Prior & Co., Limited, Victoria
Crown Lumber Co., Calgary

nd to
76. 18.
pe 42.

GO,

GRASS!
Fertil-

For
test
di-

... department ...
they don't watch out. "The inspectors of the Kansas pure food department expect to visit every fair in Kansas this year."

Congo Roofing.

There is no kind of advertising Kansas Farmer takes greater pleasure in running in its advertising columns than that of prepared roofing. All such roofing is not equally good, but only the announcements of the best roofing manufacturers appear in this paper. On page 21 appears an advertisement of Congo roofing, made by the United Roofing and Mfg. Co., 537 West End Trust Bldg., Philadelphia. When you buy Congo you are protected by a bond, with a strong, reliable firm back of it. Send to above address for free booklet and samples.

A Live Stock Auctioneer
No. 11.

REFINED AND NEWWAY IRON
CUTLERY MACHINERY, SPRING
CALSHING, TIRE AND SLEIGH-SHOE
STEEL
METALS AND MILL SUPPLIES
CARRIAGE MAKERS' AND
BLACKSMITHS' TOOLS AND
SUPPLIES
PAINT, OILS AND GLASS
PAPER, CORDAGE AND TWINE
AGRICULTURAL TOOLS AND
IMPLEMENTS
FIELD, GARDEN AND
FLOWER SEEDS
EXAMINER, TIN AND WOODEN WARE

**John B. Varick
Company**
**Hardware
Iron and Steel**

VARICK BUILDING
MANCHESTER, N. H.

BUILDERS' HARDWARE
CARPENTERS' AND
MECHANICS' TOOLS AND
SUPPLIES
MISCELLANEOUS HARDWARE
SPORTING GOODS AND
BICYCLES
CAMERAS AND PHOTOGRAPHIC
GOODS
FUR COATS AND HORSE BLANKETS
FINE CUTLERY
LEATHER GOODS
SILVER-PLATED WARE
STERLING SILVERWARE
JEWELRY AND CUT GLASS

Dear Sir:-

In presenting the CONGO NEVER-LEAK PREPARED ROOFING we wish to state that before taking the agency of this Roofing for New Hampshire and Vermont we carefully investigated and looked into the merits of nearly all of the prepared roofings on the market, and found that according to the statements of each and every manufacturer, their Roofing was the equal, if not the very best one made, and that if we accepted the statements of each manufacturer we could not decide which one to take on. In order to satisfy ourselves we selected several roofings in which we were interested and sent numbered samples, (the name and make not appearing on any of them) to PROFESSOR CHAS. L. PARSONS OF THE CHEMISTRY DEPARTMENT OF THE NEW HAMPSHIRE STATE COLLEGE, TO BE TESTED AND ANALYZED. The notes and analysis which he sent us take up considerable space and it might not seem to be fair to give the names which corresponded with the numbers and actual tests, but PROF. PARSONS' EXHAUSTIVE TESTS PROVE CONGO NEVER-LEAK ROOFING HAD NO SUPERIOR, IF AN EQUAL, FOR THIS CLIMATE. It can be laid in the coldest weather and is not affected by extreme heat. We shall be pleased to furnish samples and circulars and quote prices to any one interested, and wish it understood that it is sold under a positive guarantee.

Yours truly,

JOHN B. VARICK CO.

THIS IS AN EXACT COPY OF A Circular Letter sent out by the John B. Varick Co. Their investigation so fully proved what we claimed for Congo Roofing, that we secured their permission to use it for general distribution.

SUCCESSORS TO
UNITED ROOFING & MFG. CO.,
Philadelphia.

No. 12.

CONGO ROOFING.

Copy of a recent testimonial showing the suitability of Congo
Roofing for Burma.

Upper Poozoondoung,

Rangoon,

Messrs. STEEL BROTHERS & Co., Ltd.,

RANGOON.

Dear Sirs,

I have purposely delayed answering your enquiry regarding the Congo Roofing, so that I could have some experience of it before replying. The following is a correct account of it so far as my experience goes. I lived for years in a shingle roof bungalow which leaked all over during our rainy season causing great annoyance to my family and self. Early this year I purchased enough of your Congo Roofing and had it (laid over the shingles) fixed on, by three ordinary Burman Carpenters who had never done such work before, in two days. After the Congo Roofing was put on we were agreeably surprised to find that the temperature of the house was very much cooler and more agreeable to live in than ever it was before. This in itself was well worth the small outlay for the Congo Roofing and a great consideration during the hot weather. We now sleep in comfort which was not the case before with the bare shingles. Last night about 8 p.m. the rain came down in torrents accompanied with heavy squalls which rooted up some of my fruit trees and stripped the corrugated sheet roofing off one of my out houses. During the storm of wind and heavy rain not a drop of water found its way through the Congo Roofing and next morning on examining it the only difference I found on the roofing was that the wind and rain made the Congo Roofing stick closer to and fit its self better to the shingles. I am ready for the rains now and will meet them with perfect confidence in Congo Roofing. It is a splendid roofing and it is a pity it is not more widely known. It is cheap, easily laid on the roof, and cooler than any other roofing I know of, besides it has made my house look much better and neater than before.

Yours truly,

(Sd). N. S. D.,

No. 12.

SAMPLE OF
2 Ply
CONGO ROOFING

Tough, waterproof, durable, climate-proof.

Ice and snow can't stiffen it. Summer sun can't soften it. It is the same in any climate under any exposure.

Every roll of Congo is backed by a genuine

SURETY BOND GUARANTEE

The only guarantee ever devised which is easily enforceable by the customer without expense or law's delay. The Surety Bond is packed in the centre of every roll.

This roofing can also be had in one-ply and three-ply, but the two-ply is the most popular grade. Samples of the other weights will be forwarded upon application.

Rolls 36 inches wide, either 108 or 216 square feet to the roll. Galvanized iron caps, nails and cement free.

White, Van Glahn & Co.
37 Barclay St.
NEW YORK CITY

The data of this chapter should be read thoroughly and the different phases of advertising thus be reviewed in relation to a single business. This is a remarkable outlay of material, most of it excellent,

United Roofing and Manufacturing Co.

SUCCESSORS TO
SUCHANAN-FOSTER COMPANY
MANUFACTURERS OF

CONGO ROOFING

CABLE ADDRESS
"BANTER"
PHILADELPHIA
LITERARY CODE
WESTERN UNION CODE

504-507 West End Trust Bldg.
Broad above Chestnut St.
Philadelphia.

CHICAGO ADDRESS
706 MARQUETTE BUILDING

Mess. D. & P. Gosch,

Brooklyn, N.Y.

December 23rd, 1909.

Dear Sir:

We respectfully call your attention to the enclosed sample of our 2-ply "Congo" Prepared Roofing. This is simply the finest prepared roofing that there is on the market to-day, and we can recommend it to you as that and as nothing else. We would like very much indeed to have you take this up, and hope you can see your way clear to give it a trial.

Please note that our wholesale carload agents for your section are White; Van Glahn & Company, 37 Barclay Street, New York City.

We will be glad if you will write to them, as they carry the goods in carload lots in stock and can make prompt shipment of any quantity you desire. They will give you the lowest prices also.

This roofing is made from the best quality dry wool roofing felt, treated and waterproofed and coated in a most up-to-date effective manner. It lasts for years on the roof without attention whatsoever.

Hoping you will give the "Congo" a trial, we are

Yours very truly,

UNITED ROOFING & MANUFACTURING CO.

per J

No. 14.

with several items subject to a decided change for the better. This series should constitute a review for the student, bringing out the good points as well as suggesting and actually improving the campaign.

CHAPTER XXVIII.

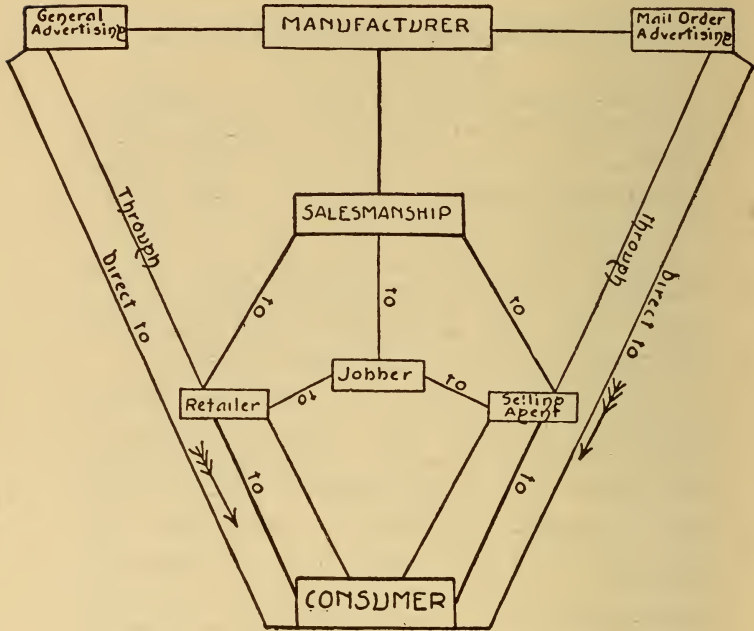
SALESMANSHIP AND ADVERTISING.

In this chapter it will be well to get a general picture of the different business interests showing the relations which exist between them. (See diagram reproduction excellently outlined in "Sales Promotion.") See No. 1, next page.

We find here relations established and that the distribution of goods is brought about by means of three factors: first, the salesman; second, the general advertising; third, the mail order department.

The difference between the advertiser and the salesman is a peculiar one. The results which are obtained are the same, but the means of getting them differ. The advertiser depends upon the printed page for results. The salesman depends partly upon the printed page but mostly upon his personality. Whatever questions arise regarding the advertised article cannot be answered without some inconvenience on the part of the reader. The salesman's presence indicates a clearing away of these difficulties. A follow-up system can never prove as effective as the personal touch in the introduction of new or changing goods. Then the personal qualities of the salesman,—his sincerity, affability, and persuasiveness enter into a sale. These qualities are

wanting on the printed page. Moreover, the presentation of the goods themselves, with neat and well-printed labels, often arouses desire for possession where an illustration of the same thing would be ineffectual. Some mail order houses recognize the effect of the goods themselves upon prospective cus-



No. 1.

tomers and offer to send them for inspection subject to approval. Book companies seem to lead in this kind of mail order salesmanship.

To state that advertising does not require personality would be untrue, for the personality of every advertisement is a reflection of the writer's mind.

His peculiar mind attitude toward his goods must be quite as correct and full of snap and persuasiveness as the salesman. It is simply a case of the different ways people have of making themselves felt effectively in the world. According to the expressive personality of each individual, as one writer puts it, "we find upon the one hand millions of dollars worth of white space filled by the big fellow and hundreds of high salaried traveling salesmen employed under the direction of a still higher salaried sales-manager. In its lowest form it comprehends a five dollar a week clerk behind the counter in the store on a side street, and the modest two inch advertisement in the daily or weekly country paper. The principle only remains unchanged and the results are proportionately the same."

A general knowledge of goods is required by the advertiser while the salesman should have a thorough knowledge of details. Not that the salesman should make detail a specialty, but to be prepared in answering whatever questions naturally arise between customer and seller. For an advertiser to bring out a detail which might prove interesting gives scope for variety. The description of some minor part of an automobile differing from the competitor's advertisement might result in a sale if the advertisement were timely. Every seller of goods, according to an excellent classification, tries to do three things in bringing to pass a sale: first, bring out the strong points; second, hide the weak ones; third, convince the customer that the investment will be safe and desirable.

To seize upon talking points and bring results necessitates a knowledge of the passing events of

the day affecting the particular business in question. Right now there is a discussion regarding the keeping of meats in refrigerators. If a merchant guarantees that he has goods which do not come under the condemnation of government experts appointed for the investigation of specific conditions, he has a salient talking point.

Information gotten out by the business enterprise interested and put before the public could not help being attractive to the consumer who is usually desirous of the best things. This is illustrated in the case of the revelations brought about by government commissions to investigate regarding the kind of chickens we are eating. Investigation showed that many chickens taken from the refrigerator plants were in a bad condition. Dealers were selling them as fresh poultry; then an examination of the houses in which killing was done showed that some were picked after scalding; others were picked dry. They gave preference to the chicken picked dry. Then the bleeding of chickens was investigated. Decay was found to result from improper bleeding. If done properly the chicken will die without serious effects.

An investigation is being made at the present time regarding the circulatory system of a chicken. When this is understood, just the right point of the head will be cut to insure its preservation under favorable conditions. The director of the laboratory now insists upon chickens being killed and allowed to cool for 24 hours before selling them. As soon as killed, the head and feet are washed with a brush in cold water. The heads are then wrapped with

parchment paper, the chicken placed in a tin can with a close fitting lid and then frozen. Such chickens will last a year and should bring twice the price in a favorable season. Summer resorts can now have their previously advertised spring chicken out of season, and be consistent in their advertisement of such.

An investigation regarding eggs has shown that those laid in the spring time are the largest and richest of the year. A company in Cleveland gathered these together, put them in partitioned airtight boxes and stored them in refrigerators. Up to this time people had the notion that cold storage eggs were not desirable. This firm began an educational campaign in which the superiority of spring laid eggs was emphasized. The result was a rush for the cold storage eggs at greatly increased prices. Human nature is always looking for its best interests and scientific knowledge is exceedingly convincing in either injuring or building up the sale of an article.

The development of the orange business has an interesting history and its development has afforded excellent talking points for advertiser and salesman. When oranges were first shipped from California to the East, many arrived spotted or with skins broken. Mole bacteria entered, rendering them unfit for eating. It began to look as if oranges could not be shipped in the ordinary freight refrigerator cars until the business was threatened. Being accused of sending decayed fruit, the shipper declared that when the boxes had left their part of the country they were in perfect condition. As a

result of the refusal on the part of both purchaser and dealer to meet the loss, the railroad was made to stand for the damage. Finally the government appointed a pomologist to investigate. His work showed that the difficulties rested with the dealers themselves. The fruit had been carelessly picked, carelessly handled, carelessly packed, and kept too long a time in the store room. In the picking, a clip had been used, often resulting in a bruise on the fruit. This was stopped and the gloved hands alone were insisted upon. Even an incision with the thumb nail had resulted in a bruise sufficient for bacteria life. Instead of allowing the oranges to fall to the ground, the baskets to be carelessly filled, and to be dumped into the warehouse as formerly, upon packing, they were to be put into a sack, and carefully carried to the warehouse. No longer were they to be shoveled up in lots and put into a box in lots regardless of numbers and regularity. Now they are carefully sorted and wrapped in tissue paper. Those having the slightest bruise are held back. The picker is now paid for the number reaching their destination in a sound condition.

ADVERTISING AND PACKAGE WEIGHTS.

Having made remarkable progress in but four years in establishing standards of food *purity*, reputable manufacturers are now urging standardization of weights in package goods with a zeal which speaks strongly for the enlightened regard for the consumer viewpoint, which advertising manufacturers are so fast coming to realize as vital.

Down in New Orleans the short weight warning of New York's weights superintendent has moved George P. Thompson, a well-known wholesaler and president of the New Orleans Wholesale Grocers' Association, to discuss the situation very frankly, realizing that present high-price agitation has centred attention on the point. He said:

"As a matter of fact the Federal food authorities are daily proceeding against manufacturers and dealers who are misstating facts as to weights or measures; and to prove the correctness of the Federal authorities' position, they are obtaining convictions in almost every instance.

"The demand and the importance of marketing this way were created by the manufacturers' large advertising, bringing the results that they were after—business. If the consuming public is willing to purchase its supplies packed this way it should be privileged to do so. If it wants bulk goods, net weight, either in cereals, crackers, olive oil or similar goods it is also its option to purchase that way. But if it wants advertised goods, well-known brands, put up in hygienic form, it should be willing to take the package that the manufacturer builds his reputation on. The manufacturer or jobber or other dealers are not in the business to hold up the American public, but to furnish it with its food supplies on a legitimate basis; and it is fallacy and poor argument for some to continue to harp on the fact that merchandising to-day in many instances is a cheat and a deception.

"This State Superintendent of Weights refers to gallon cans of tomatoes that never have contained a

gallon. It was never intended that they should hold a gallon, and for use in the trade are called a No. 10 can. Some people call them gallons, which is a misnomer on their part, but the packer or merchant should not be held responsible for their error. There are different grades of tomatoes. Some contain more water than others. There are different grades of dry goods. As to the matter of price, quality commands its figure. If the consuming public wants cheap goods, it must expect inferior quality. If it wants A1 stock, it knows the penalty—a higher price.

“He refers to the deception in bottles used in connection with the packing of olive oil. Large bottles that he states were formerly called a quart are now known as ‘large’ bottles. All the principal olive oil packers have packed many sizes of olive oils and similar goods and they not only pack full quart bottles, but they pack other size containers. Some of the packers mark the respective sizes ‘large,’ ‘medium’ and ‘small’; others, ‘bottles,’ ‘half bottles,’ and ‘quarter bottles,’ and the consuming public knows well what they are to get when they order a special brand large bottle.”

Mr. Thompson is quite right in saying that the manufacturer as often as the retailer “short weights,” but unless weight is a condition of sale the manufacturer is evading the weight issue rather than being dishonest. Many manufacturers, instead of raising price, are reducing weight—a practice not exactly fair and square to consumers. The steps taken by representative, broadminded advertising manufacturers of food products recently in

New York to have weights printed on packages are in the interest of greater public confidence in advertising and therefore of higher importance than any obstacles in the way.

This is judged by the test of several shipments. Information of this kind should prove invaluable, not only to the buyer but to the consumer. An advertising agency would employ an educational campaign, using these points to persuade people into a purchase. The following clipping, taken from the editorial page of "Printers' Ink," is another argument in favor of the necessity of a wide-awake, up-to-date advertiser:—

"Every salesman and advertiser should thus be conversant with the particular phases of goods which are likely to prove vitally interesting for the public. Clerks are often entirely ignorant not only of this kind of information but regarding the ordinary daily advertisement. A system which permits of such condition is a poor one and needs revision. With such data no wonder that some people have been compelled to ask "Does advertising pay?" If advertising is to be effective there are other interests which must work in harmony to produce the best results desired. Many stores pay too much attention to sales managers, floor walkers and employes instead of the one who is actually to sell the goods. The clerk or salesman should be the centre of constant attention. Every complaint made by him that interferes with his selling of goods should not only be correct as far as possible, but suggestions should be insisted upon. The one who is in actual touch with the trade has the true

point of view. Knowing that every advertisement, sales manager, and head of a department is working for him, is the secret of bringing effectiveness into every sale.”

In closing our course we are led to say that advertising is salesmanship. Salesmanship implies keeping in touch with the interests and demands of humanity. It is the salesman's business to satisfy those demands or create such where none is felt. To do this implies a constant study of humanity, a general knowledge of goods, and a knowledge of the economic conditions which are tending to destroy or to build up the present prestige. Intelligence and adaptation must ever be the motto; intelligence to see right relations, adaptation to carry them into effect. This means toil and trouble, initiativeness and disappointment, but above all—success.

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