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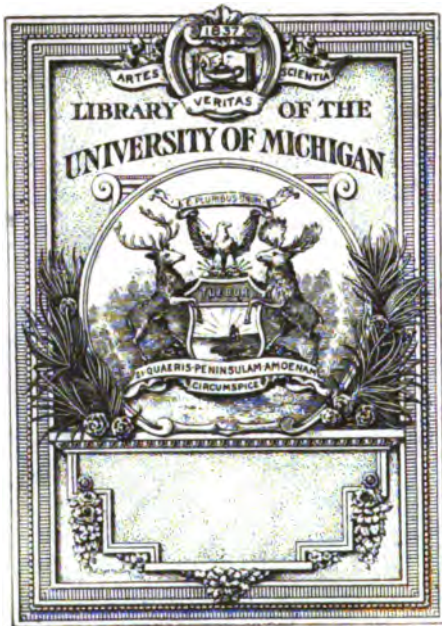
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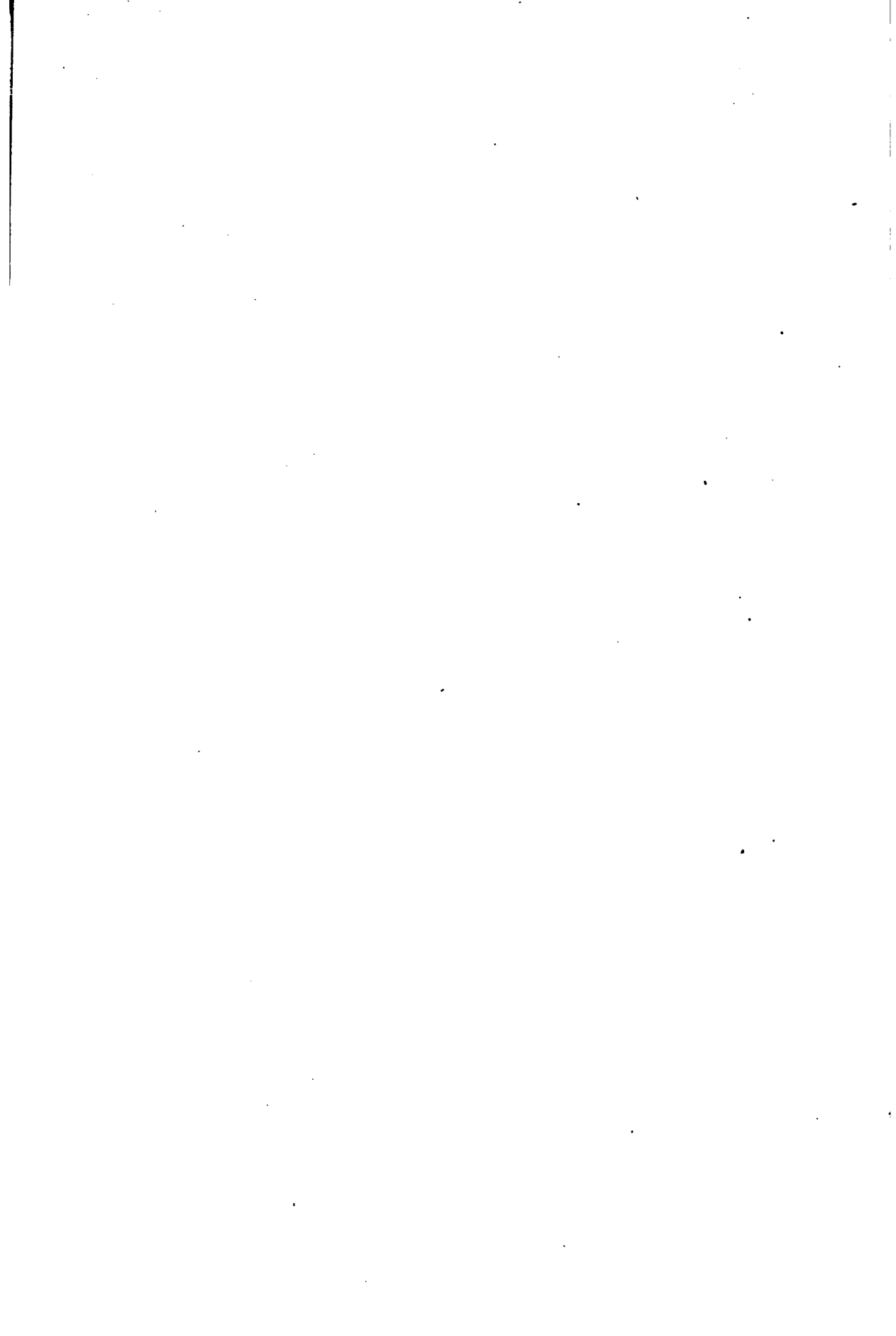
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This is a general publicity window used during the holidays. It was designed and installed by John R. Patton for Henry Siegel & Co., of Boston. This window was modeled to represent the Winter Carnival held every winter in Montreal. It was

remarkably cleverly done. In front was a snow-covered, hilly field, and back of this was a scenic painting which merged into the foreground so nicely that it was not easy to tell which was real and which painted.

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**SHOW WINDOW DISPLAY AND
SPECIALTY ADVERTISING**

COMPILED AND EDITED BY
A. P. JOHNSON
ADVERTISING MANAGER
THE CHICAGO RECORD-HERALD

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CHICAGO

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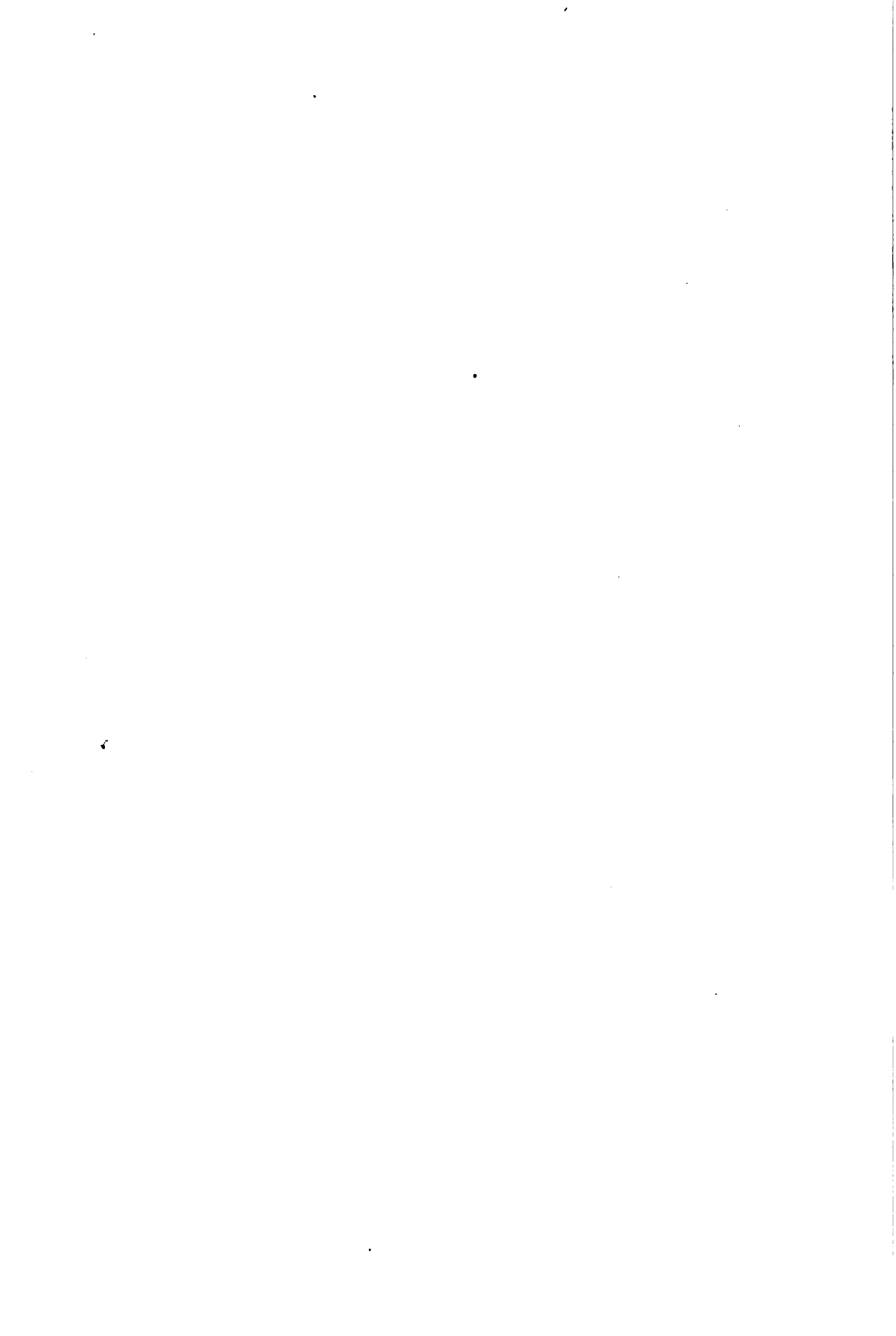
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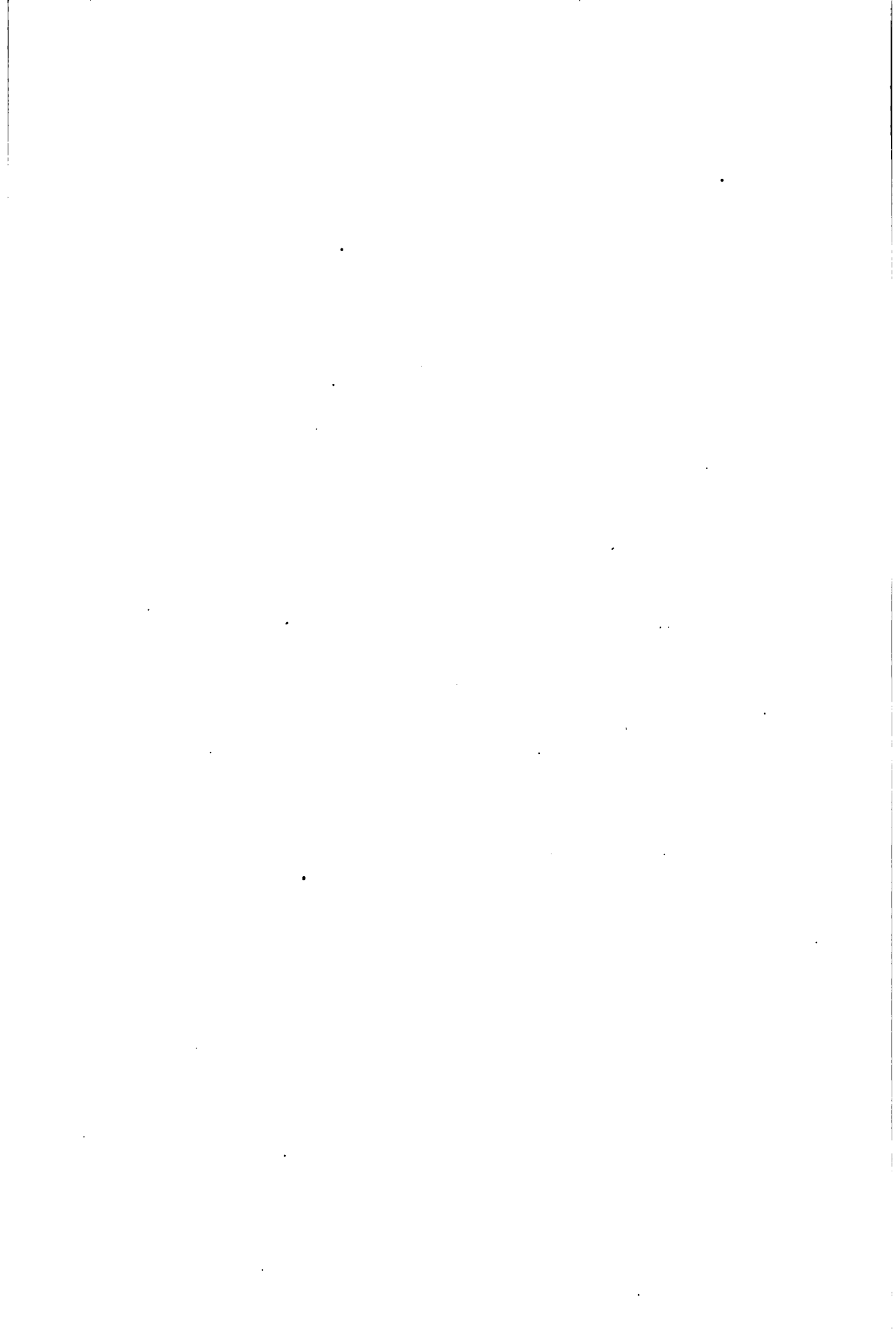


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PART I

WINDOW TRIMMING AND COMMERCIAL DISPLAY

By THOS. A. BIRD

Editor Merchants Record and Show Window, Chicago.

In the general scheme of publicity and selling, the show window occupies a position peculiar to itself. It is the most direct form of advertising and is the closest connecting link between the merchant with his stock of merchandise and the buying public. The newspaper advertisement, the circular, the letter, the catalogue, the bill-board or street-car ad, all say, "Come to the store and see the goods." The show window says, "Here they are." The show window is absolutely direct—it catches the possible customer at the psychological moment. He is on the spot and it is but a step inside the store and the sale is made.

Window dressing as it is known to-day is a matter of comparatively recent development. Most of us can remember the time when the show windows of the average store were many-paned affairs of cheap glass framed in heavy wood and raised high above the sidewalk. Many of them were made impossible of close approach owing to basement

NOTE—All illustrations shown in this chapter are reproduced through the courtesy of "Merchants Record and Show Window," of Chicago, an illustrated monthly journal for the merchant, window trimmer and advertising man.

stairways in front. These windows were built to let daylight into the store and the purpose of display was little considered in their designing. Behind the none too clean panes were piled all sorts of odds and ends of merchandise, not with any serious view of attracting customers, but to get the goods out of the way.

Stores in those days were not so numerous as they are to-day. The sign above the door proclaimed the nature of the stock within, and the customer was expected to come inside and state his wants. There used to be a stock sign in most stores—it read, “If you don’t see what you want, ask for it.” We can all remember that sign. It is a relic of the old days when merchandise was kept carefully stored away in dingy showcases, boxes and drawers, safe from dust and dirt and out of reach of the nimble and predacious fingers of the possible “lifter.” In those days the merchant filled the wants that existed and was satisfied; he did not dream of creating new ones. His ideas of display were as meager as those of advertising, and selling by suggestion was not thought of. Not one cent did the old-time merchant pay for the displaying of his wares.

Well Displayed Goods Sell Themselves

To-day this is all changed. The modern theory of retail merchandising is to get everything in sight. It is all put out where people can see it—where they can’t help seeing it. The principle is to show the goods as attractively as possible and create demand by suggestion. In walking



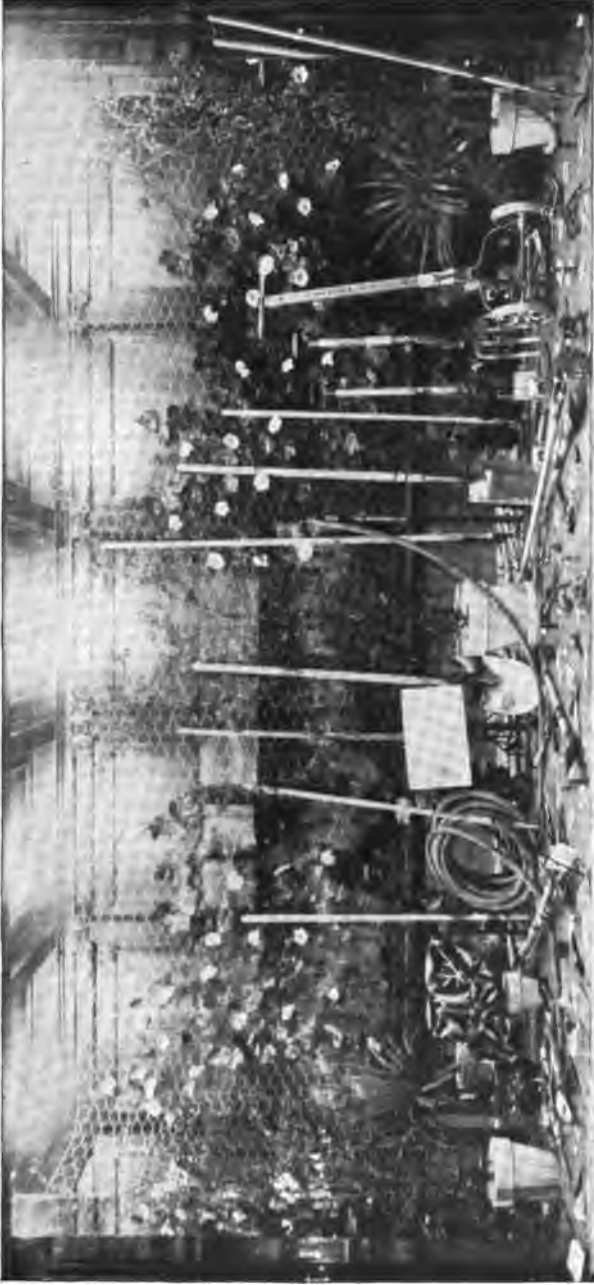
Here is shown a manner of displaying costumes that is beyond criticism. The whole arrangement is as natural as possible and the figures have been given postures that are not in the least strained. Palms, a fern and a few pieces of parlor furniture give just the right effect. All of the forms are carefully dressed. The figures are padded out with tissue paper

to make them fit properly. The background in this display is one that is much used for windows in which costumes are shown. It is a plain dark green velvet curtain hung from a brass rod. Being neutral in tone, it fits in with almost any colors that may be shown in front of it. This display was made by John C. Mackey for M. Rich & Co., of Atlanta, Ga.

through the shopping district of any city, one cannot escape the multitude of suggestions that are forced upon him by the battery of show windows that line his way. He may not be conscious of needing this or that until it confronts him from behind the glass. Then it occurs to him that he should have an overcoat or a mouse-trap or a set of the works of John Lothrop Motley, bound in half calf. Whatever the thing may be, there it is and there is the price; and the sale is made then and there, before one has an opportunity to think whether the need is real or fancied.

It is the same inside the store. Everything that can be shown is placed in plain sight, and most things (that are not certain to be damaged by handling) are placed within easy reach, where they can be examined as closely as possible. It is true that some merchandise is lost through shoplifters and some is damaged by handling, but these losses are insignificant when one considers the increased sales that are made through facilitating inspection. It has been demonstrated that well displayed goods will sell themselves, and the merchant takes advantage of this wherever he can.

An immense amount of money is now invested in show windows and display fixtures, and every year vast sums are paid out to experts whose sole duty is to show goods attractively in the windows and inside the store. Every modern department store has a window trimming department. Some of the larger ones employ as many as a dozen trimmers and helpers, and the head men are paid big salaries.



In the early spring most people who have a few feet of ground that can be worked are interested in garden tools. The average city gardener is usually more theoretical than practical and his enthusiasm is in an inverse ratio to the amount of work

he does on his garden plot. Here is a window that will make most amateur gardeners stop and consider. Wire netting is used at the back and over this spring vines are trained. The tools are presented attractively.

Qualifications of the Window Trimmer

Window trimming is generally considered a calling that requires a good deal of artistic ability, and so it does. There are other qualifications, however, that are of equal or even greater importance. Sound merchandising sense counts for as much as art in the making of successful mercantile displays. Indeed, it is a common failing for window dressers to apply too much art and too little business to their windows. This is a statement that some window dressers may take exceptions to; it is nevertheless true, as will be attested by any practical department store man. The average trimmer is naturally an enthusiast, and it is not strange that he should occasionally allow his artistic feeling to run away with his business sense. This tendency must be guarded against. It must be remembered at all times that the show windows are to sell goods. The merchandise should come first, and the decorative effect is only intended to serve as a setting to show off the goods more favorably. When a background is so ornate that it diverts attention to itself rather than to the goods, it defeats its own purpose and is worse than none. The beginner at window dressing should not resent a little "holding down" by the "boss," for in most cases he needs to be held down. If allowed free rein, he might put in windows that would be artistically perfect, but useless in selling goods.

The qualities required to make a successful window trimmer are: a natural inclination for the work, a good eye for color, good business sense, and the willingness to

work hard and learn from others. Good taste is paramount. Given these, and an opportunity to learn, anyone can become a fair window trimmer. To get to the top requires real talent and executive ability. There are schools that turn out practical window trimmers in two months. Most trimmers, however, learn the business by the longer road of experience and hard work.

The Test of a Display

There is but a single test of the merit of a window display, and that is—how much goods it will sell, directly or indirectly. In this connection it may be stated that the handsomest display is not always the most efficient seller. A simple window will frequently sell more goods than one on which much time and money have been spent. This is because in the plain window the merchandise has been “played up” to its best advantage, while in the other the decorative effect has been made to overshadow the goods shown. The decorator must always remember that he is not selling his background or the decorative setting, but the goods in front of it. There has been a marked tendency in recent years toward simpler methods of display, and more attention is paid to the handling of merchandise than to the building of elaborate settings for the goods.

One of the commonest mistakes in connection with the show window is to measure the value of the display by the crowd it attracts. Anyone who has had any experience in the matter knows how easy it is to draw a crowd to a win-

dow in a busy thoroughfare. On one occasion, the writer noticed a lot of people shouldering each other to get a view of the window of a State street store. Those close to the glass were staring intently into the window, and everyone was much interested. After elbowing through the crowd with some difficulty, the center of attraction was found to be a mouse that had got into the window in some way and was trying to climb up the glass in its efforts to get out again. Anything that is a bit out of the ordinary will draw a crowd to a window, but it will not necessarily sell goods.

Different Kinds of Displays

Although there are endless different kinds of displays made by the big department store, they may be divided in a general way into three classes, namely:

- (a) Sale Windows.
- (b) Fashion or "Opening" Windows.
- (c) General Publicity Windows.

Sale windows are the everyday displays that are put in with the view of making direct sales. For this reason they are the most important of all displays, although they are little talked about and are not to be compared, in an artistic sense, with the beautiful opening windows. In sale windows there is little attempt at decorative effects except in so far as they can be obtained from the arrangement of the merchandise itself. With women's wear it is customary to brighten up sale windows to some extent by the addition



This is a sale window of a type that all stores use occasionally. The goods are arranged to show the patterns as fully

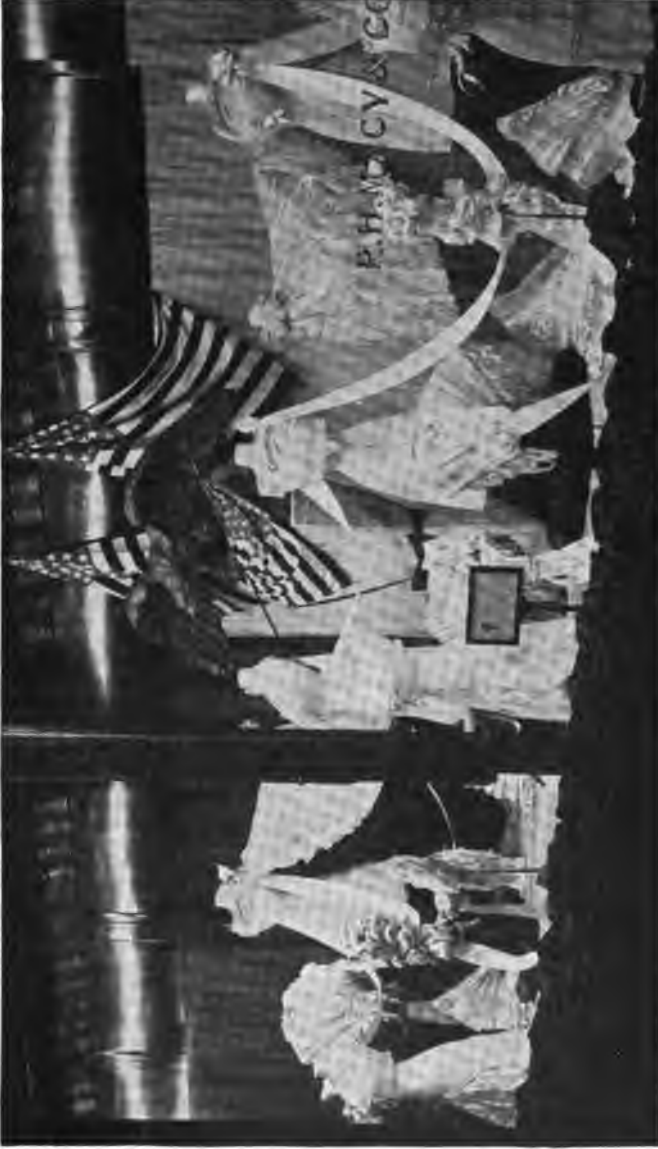
as possible, and the price tickets do the rest. If the prices are right, a display made in this simple way will sell goods.

of a few artificial flowers, foliage, ribbons, etc. Other classes of merchandise are usually shown before the window's permanent background of hardwood or mirrors.

There can be no hard and fast rules made to govern sales displays, as each store must use the methods that are best adapted to its merchandise and most likely to appeal to its patrons. The high-class store that has a wealthy or well-to-do class of customers shows only a limited amount of goods in its windows. In most cases a neat decorative background of modest design is used and every piece of merchandise is arranged with the utmost care. On the other hand, the popular price store, whose customers count every penny twice before spending it, will cram the windows to the limit with miscellaneous merchandise, taking, in a single window, everything from lace curtains to canned goods. Every available inch of space will be used, from floor to ceiling, and every item will be all but covered by a big price ticket. Here are two ways of handling a sale window, as different as it is possible to imagine them; yet each is good for the store that uses it. And so it is with every other store; each must use the method best suited to its particular circumstances.

Opening Displays

Fashion windows are used at the opening of the season, and their purpose is to show the latest styles. They are not expected to make many direct sales, but rather to advertise the store as a fashion center and to create the impression

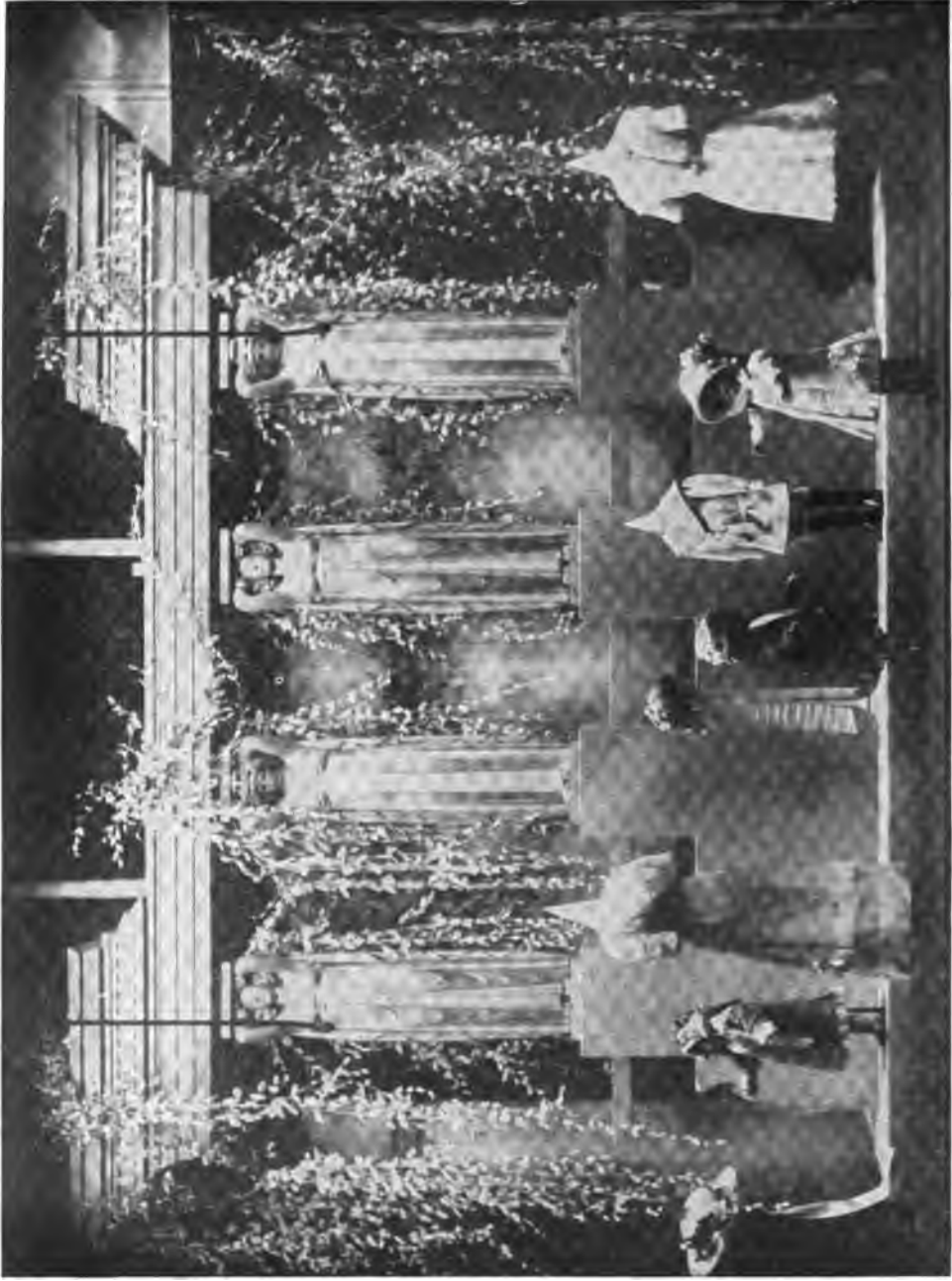


As a general rule, the New York stores treat their windows in simple and businesslike manner. The efforts of the trimmer are concentrated upon the arrangement of the merchandise rather than upon extraneous decorative treatment. The window shown

here is a good example of the style used by the big department stores of that city. This is one of the many windows of R. H. Macy & Co. The decorative features are in honor of the Hudson-Fulton Centennial.

that, inside, all the latest and most approved modes are awaiting the inspection of the prospective customer. It is these opening windows that make the reputation of the window trimmer, for these are the big events of the year, and he is allowed both money and liberty in decorating his windows, providing he has demonstrated his ability to make good. Thousands of dollars are sometimes spent on the decorations of a single window for the Spring or Fall opening. Specially modeled statuary, paintings, the most costly draperies and embroideries, all enter into some of these magnificent displays. While it is somewhat uncommon to spend so much money on a single window, it is nothing unusual for some of the big stores of Chicago to spend three or four hundred dollars per window on a series of ten or more windows.

In windows of this class only ladies' gowns of the costliest kind are shown, together with a few accessories. Sometimes a single gown on a lay figure will be shown in a window twenty feet long. With it are an appropriate hat, parasol, gloves, and perhaps a coat, each in perfect harmony with the other. Some of the opening displays that have been designed by decorators for the big department stores are works of art as perfect as any to be found in art galleries; yet they are built to last but two or three weeks, and are then torn out to make room for something else. That is one of the unsatisfactory features of the window dresser's work—his achievements leave behind no lasting record. Displays that have cost months of hard work and study, that have been planned with all the care that is given



An architectural effect shown in a series of Marshall Field & Co.'s windows.

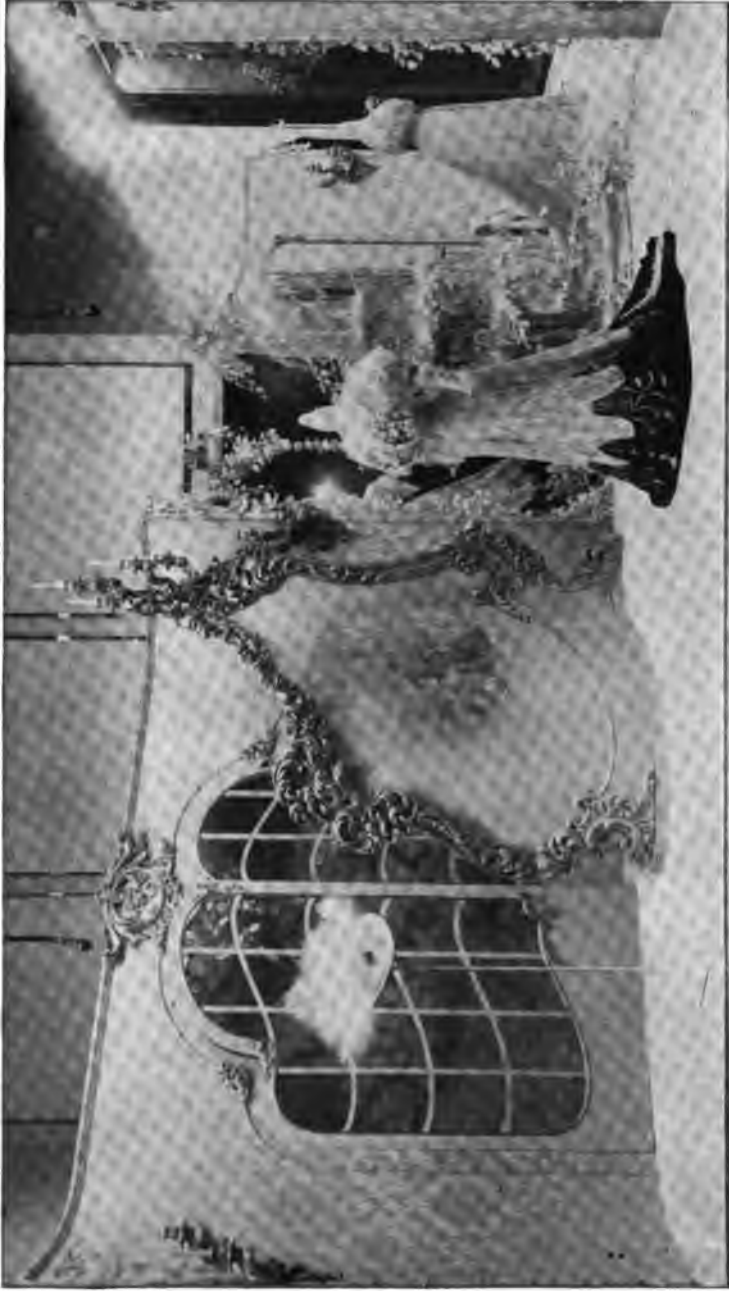
to any work of art designed for permanence, are destined to last but a few days and then are cast into the dump.

The Small Store's Mistake

Smaller stores, with limited appropriations for their windows, sometimes make the mistake of trying to copy the ideas that are used by the big stores that can afford to spend as much as they want to. The trimmer for the little store, with \$50 to spend, will try to install a display similar in style and design to the one that cost the big store a thousand dollars or more. In most cases the original display's beauty depended largely upon the richness of the materials used; and when silks and velvets with heavy embroideries are imitated in cotton and stenciling, the result can only be a total failure. The trimmer for the small store must choose his design to correspond with the possibilities of the materials at his disposal. There are endless attractive schemes of window decoration that can be worked out at small expense, and almost invariably these simple designs will be far more appropriate to the merchandise carried than would be more elaborate decorative treatment.

Marshall Field & Co.'s Displays

Whether or not some of the big stores are justified in spending such large sums on their opening displays, is a matter that has been the subject of much debate. Probably some stores, led on by a spirit of rivalry, spend more than



This is an example of the manner in which Marshall Field & Co. dress their windows on the occasion of their spring and fall openings. It is the most expensive type of display, the ornamental screen shown here having cost more than many big

stores would spend on an entire series of windows. In this window was made an imitation fountain in which the running water was counterfeited by bent glass tubes of various sizes, and the bubbles by glass balls.

they should on their windows. In other cases it is the best possible business policy to put in costly displays, provided they add to the prestige of the store. For example, Marshall Field & Co.'s is generally conceded to be the greatest retail establishment in the world. It is more than a store—it is an institution, and is known everywhere. The very fact that this store is the greatest, is its best advertisement, and it is the policy of the management ever to keep before the public in that light.

For this reason everything is done on a big scale, in keeping with its reputation. This applies particularly to the show window and interior decoration. Marshall Field & Co. are conceded to have the finest window displays in the world, and Arthur V. Fraser, who designs them, is admittedly the leading man in his particular field. On the occasion of the opening of their completed store, it was determined to surpass anything that had ever been done in the way of store decoration. This they did. They set a mark far ahead of anything of the sort that had gone before, and which is not likely to be equaled for many years to come. The decorative and publicity features cost \$100,000. This is a big sum, considered in one way. Viewed in another way, it does not seem so much in these days of big advertising expenditures. At any rate, the decorations were on such a magnificent scale that they attracted worldwide notice, and it is doubtful if so much publicity of a desirable kind could have been secured in any other way for anything like the amount spent. The store had sustained its reputation by doing something in a bigger way and better



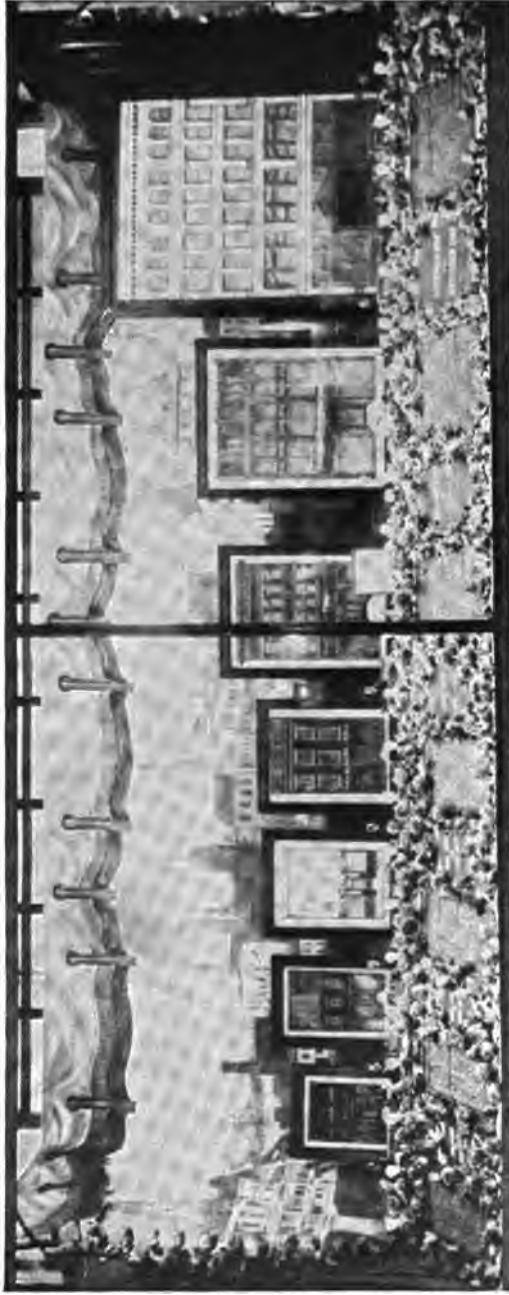
This is a general publicity window used on the occasion of a patriotic holiday. No merchandise was shown.

than had ever been done before. The added prestige was worth every cent it cost. But every store cannot stand at the head.

General Publicity Displays

General publicity windows are intended to advertise the store in somewhat the same way it would be done by a big electric sign. They are designed to cause talk and generally arouse public interest. This sort of display is usually made to apply to some event of current interest, and in most cases little or no merchandise is shown. An excellent example of the general publicity window was the one used by a Chicago store on the occasion of the Lincoln Centenary. A local sculptor was employed to design and model a new statue of President Lincoln. This was placed on a pedestal in the window in front of a semi-circular colonnade. The whole was finished in bronze, and presented a splendid tribute to the memory of the great emancipator. There was about it not the least suggestion of commercialism. This exhibit attracted much notice and was reproduced and commented upon by the newspapers at considerable length. The average publicity window, however, is much less pretentious than this Lincoln Memorial. A collection of relics of the Civil War is shown on Memorial Day, or a "Local History" window is shown during "Old Settlers' Week," and such displays are of never-failing interest.

Another idea in general publicity display is to illustrate the growth of the store. A Wisconsin store did this on its



The window above was trimmed to show the growth of the store of A. Herz, of Terre Haute, Ind. The background was painted to represent the town as it appeared many years ago. Each of the pictures in the frames showed a different period

in the forty years' history of the store. In front were cards giving interesting data. This window was not intended to sell goods, but to advertise the store in a general way. It was one of the features of an "Anniversary Sale."

fortieth anniversary by filling two windows with relics of the time when the store was founded, nearly half a century before. There was the first cash book spread open to show the names of some of the first customers and what they had bought. Then there were photographs of the first store building, a little wooden shack, and pictures of other buildings as they appeared forty years before. Old photographs of early settlers and many other relics of bygone days were exhibited, and these aroused a remarkable amount of interest, not only among the old-timers, but their descendants as well. Another store, in Indiana, showed in one of its windows some half dozen or more large paintings made from photographs, and showing the different stages in the growth of their establishment. In addition to the picture of the store, each painting showed the general development of the city from horse cars and oil street lamps to modern trolley cars and all the other improvements of the present day.

General Suggestions

The subject of window dressing is almost as large as that of advertising, and its many different phases are as varied. There are so many kinds of stores, selling such an immense variety of merchandise, that, to cover even a small part of their methods of display, in the limited space allowed the writer, the matter must be handled in the most general way.

To begin with, it may be said that there can be no definite rules laid down for the guidance of the beginner in window dressing. Or perhaps it would be more accurate to say there



Here is a suggestive display of boys' baseball suits. The window is laid out like a baseball diamond with all of the characteristic features. The backstop is made to serve as a sign-board to advertise the suits. At the back was a scenic painting done

by the trimmer. All of the figures are carefully posed to give action to the display. This window was put in at the beginning of the baseball season and attracted much attention not only among the youngsters but among the older "fans" as well.

are no rules that are without exceptions. What is a most profitable system of display for one department store may be entirely useless for another department store in the next block. The small store with one or two windows cannot follow the same methods as the store that has forty windows, and it is also evident to the most inexperienced beginner that corsets, canned goods, shoes, stoves, fishing tackle, and the thousands of other articles sold by the department store, must all be displayed in different ways. The character of the trade catered to is also important as a factor in determining how goods are to be presented in the windows. For this reason, the suggestions that follow are offered as being applicable in the greatest number of cases, but not without exceptions.

The Power of Suggestion

The first general principle in window dressing is to bring out to the best possible advantage all of the good features of the article shown and to create in the beholder the desire to possess it. This is done by the judicious arrangement of the article itself and by furnishing it with the most favorable surroundings. The following instance will serve to illustrate this principle, and illustrates how strong is the power of suggestion:

The buyer for a department store picked up a big job lot of imitation cut glassware, and planned a sale. The glass was unpacked and arranged in the department to show as much of it as possible. Under the direction of the

buyer, a window was trimmed with the glass, being filled to its capacity, and every piece was ticketed with a good-sized price card. The sale was then advertised, but the glass went slowly. After several days the buyer called in the window trimmer and asked if he could not suggest some kind of display that would sell the goods. After looking over the stock of glassware, the trimmer told the buyer that if he were allowed to have his own way he would close out the goods in a short time. The buyer agreed, and the trimmer promptly ordered nearly all of the glass in the department to be put out of sight. Only two or three samples of each pattern were left in sight. The buyer demurred to this, but the trimmer stood pat, and had his way. Then he went into the window and removed nine-tenths of the glassware used in the original display. He covered the floor with black velveteen instead of the green felt that was used in the other display. Next he got some fancy embroidered centerpieces from the linen department and arranged them over glass shelves placed on pedestals of different heights. Then he took the few remaining pieces of imitation cut glass and polished them until they shone like the genuine article. They were carefully arranged on the linen centerpieces and the black floor, each piece having a small price ticket of black cardboard with the figures in white. To finish off the window, a tall glass vase filled with American Beauty roses was placed at one side of the display. The curtain of the window was raised about noon and by the evening of the following day practically all of

the lot of glass had been sold, in addition to much other goods from the same department.

Now, the reason for the failure of the first display and the success of the second one is extremely simple. People who buy imitation cut glass do so because it is more or less ornamental—otherwise they would buy plain glass, which is cheaper. They have the idea that the imitation resembles pretty closely the genuine, for which they expect to use it as a substitute. In the first window, the glass was shown in a way to make it appear common and cheap. This impression was created by the large number of pieces that were crowded into the window and by the big price tickets, which implied that the price was the principal inducement to buy. There was so much of it that the eye became confused, and none of the patterns had any individuality.

In the second display, every effort was made to make the glass “look good” to the prospective customer. It was shown just as genuine cut glass would be shown. Every piece was made to stand out individually and distinctly, and was set off either by handsome linen or the strong contrast of the black velveteen on the floor. The black price cards showed up distinctly against the glass and could be read almost as easily as the larger cards used in the first window. Tone was given to the whole display by the vase of roses. This instance shows how necessary it is to use judgment in showing goods. Not only must the appearance of the article be considered, but also the use to which it is to be put.



This is the big corner window of the Grand Leader Department Store in St. Louis. It is one of the most expensively finished windows in the world, having cost \$5,000. It is constructed of Circassian walnut with mirrors. The display shows

the most approved way of showing women's evening wear and accessories. Note the natural and apparently unstudied arrangement. Every detail has been considered carefully, although this is not evident to the casual observer.

The term background is used in two senses in window dressing. There is the permanent background that is built in the window, and the temporary background that is constructed by the trimmer for passing decorative purposes. For the department store there are two kinds of permanent background that are in general use—hardwood or mirrors. Each type has certain advantages and the choice lies in personal preference rather than in the superiority of one over the other. The cost also figures to some extent, as the mirrors are somewhat less expensive than hardwood. Most of the best stores have plain woodwork in their windows. If mirrors are used, the frames are a simple molding. In hardwood backs there is usually some decoration, but it is of a Greek or Roman design of classic simplicity. Very little, if any, carving is used, and the pattern is almost always in large panels designed to show the beauty of the wood itself. Mahogany is most commonly employed, although Circassian walnut is sometimes used. Backgrounds also are frequently made of oak in various finishes, and, where it is necessary to economize on the cost, cheap woods are used and finished to imitate the more expensive ones.

The cost of a window background is anything that the merchant cares to pay. The Grand Leader Department Store in St. Louis has a corner window finished in Circassian walnut that cost \$5,000. Lord & Gage's store, in Reading, Pa., has a number of magnificent windows backed with mahogany that are said to have cost \$2,000 each. There are other stores that are reputed to have spent as much for their windows.



Window trimming is not confined to America by any means. Here is a display of the Daimaru Dry Goods Co., of Osaka, Japan. This is a big store, with branches in several of the larger cities, and their many excellently constructed windows are trimmed with the same care that is given to displays by the best stores of this country. Being an essentially artistic race, the windows of Japan are beautifully handled. This display is one of women's spring costumes and the whole setting is suggestive

of that season. The painted back shows a meadow in spring and the floor was covered with grass intermingled with blossoms which the girls are gathering. Very few wax figures are used in Japan, the ones shown here being carved from wood. In addition to the lights at the top of this window, there is a row of foot-lights similar to those used in theaters, concealed along the lower front edge. Otherwise the window is built like those of American stores.

One-line establishments, such as shoe, hat or haberdashery stores, have an entirely different style of window from the department store. Their backgrounds are generally more ornamental in design. Art glass is used to a great extent, and ornamental woods are made up in art-nouveau and other more or less fanciful designs. Oak in gray finishes is much used for the backs of windows of this class.

Window Construction

While we are on this subject, a few words may be said on the general construction of the show window. Unless the window is built right, it will fog and frost over every time the weather is cold. Inside is the warm, moist atmosphere of the store, which is condensed on the cold glass and frozen into an opaque sheet. There is but one remedy for frosted windows, and that lies in a perfect system of ventilation. The show window space must be an air-tight compartment, or as nearly so as possible. Then there must be a row of inlets along the bottom of the glass for admission of the cold air, and outlets at the top. There are several manufacturers of ventilating window frames of metal. For new windows this construction costs practically no more than the ordinary frames. For old windows that are to be remodeled, the cost is moderate and is paid for in a short time by the added efficiency of the windows in selling goods.

The lighting of show windows is a matter that cannot



This window illustrates how much suggestion can be put into a display without detracting from the merchandise. The scene at the back is typical of the seaside and gives the proper atmosphere. In the foreground are sand, "rocks," pebbles, shells, etc. The lower part of the scenic painting is spread over the floor for some distance and covered with sand, making it difficult to tell

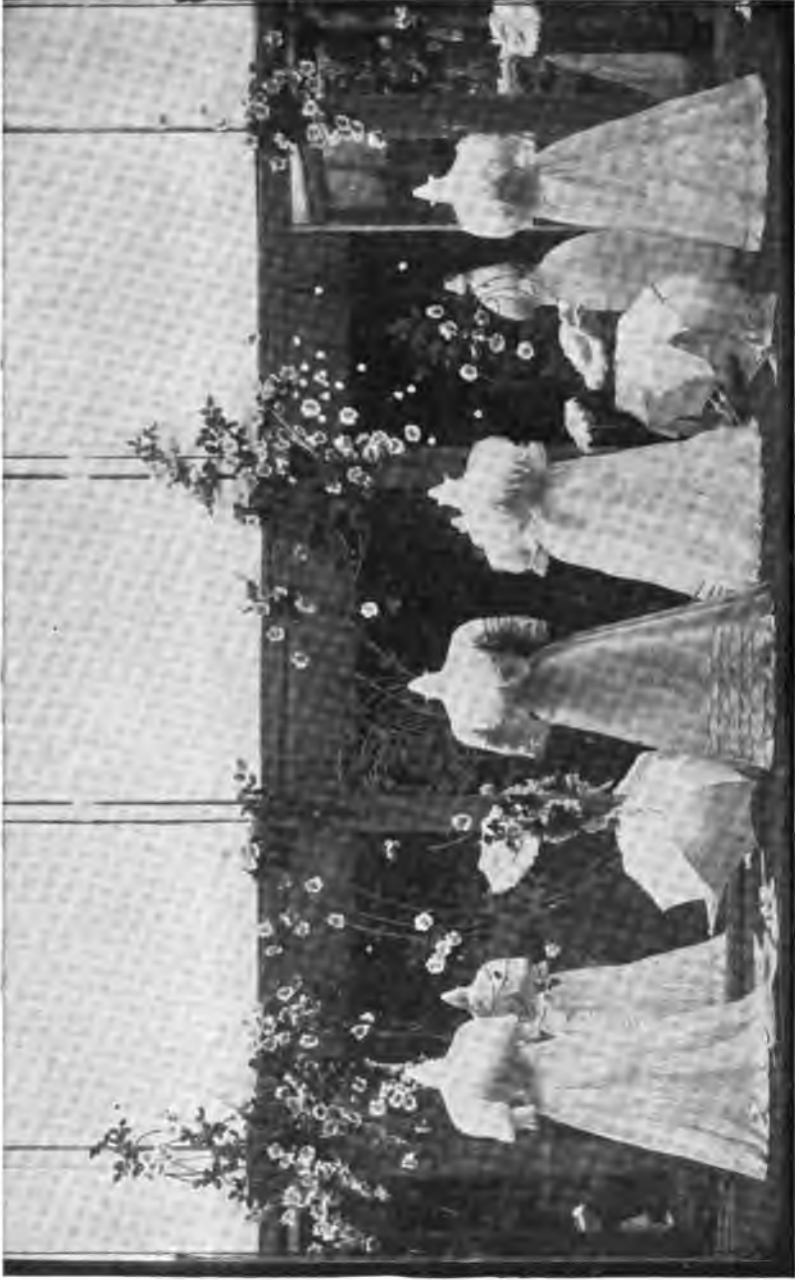
where the real leaves off and the painting begins. Only two bathing suits are shown, and these without prices, as it was the intention to advertise the department as a whole rather than to make direct sales of the suits shown. This window was dressed by John R. Patton for the Henry Siegel Company, of Boston. This is an example of goods shown in the right surroundings.

be handled in this limited space, except in a very general way. Use plenty of lights and concentrate them upon the merchandise rather than upon the sidewalk. A display that is attractive by daylight is almost invariably doubly attractive at night, if well lighted. Even if the store closes at six o'clock, there are many persons passing after that hour, and the window lights should be kept burning. The cost of the electricity is inconsequential when the advertising value of the brilliantly lighted windows is considered.

Display fixtures are now made in almost endless variety. There is a device for showing nearly everything carried by a department store. Of course it is unnecessary to have all of these display devices, but the trimmer should have enough. Proper fixtures will not only save time, but will make the goods show off to better advantage.

Decorative Features

Generally speaking, every display should have some scheme of decoration. This may be elaborate or simple, according to the occasion and the merchandise shown. The purpose of the decoration should not be mistaken, however,—it is the same in all cases. It is, or should be, designed to set off the goods, to give color and suggestion—not to draw attention to itself. Thus, in making a display of women's and girls' bathing suits, a painted background is used at the rear of the window to show a beach scene. The floor is covered with sand, over which are strewn shells, pebbles and bits of seaweed. Perhaps some children may



A good display of summer dresses. The flowers supply a bit of color that adds much to the attractiveness of the gowns.

be posed with tin pails and shovels, playing in the sand. The suits are shown in the foreground, on display forms. While this makes a perfectly natural scene, there are no details that catch the attention, aside from the bathing suits. The scene at the back is an impressionistic one showing a wavy sea with the sky above—not a thing to catch the eye, yet it is complete. Here are color and suggestion without diverting detail.

Women's summer dresses are shown in the same general way. A garden scene is suggested by a flower-covered trellis, a bench and a profusion of blossoms. None of these will attract attention to itself, yet the combination gives the effect of a garden and enhances the attractiveness of the gowns displayed. This principle is applied to displays of all sorts. Sometimes a great deal of detail is employed, as in the case of period decoration. This detail, however, is of such a character as not to fix attention on itself. As an instance, Wertheim's store in Berlin has an immense corner window that is used for the display of the most costly gowns. The background is decorated to represent a palatial salon with all the elaborate wall treatment as complete as possible. Yet this is not a setting that diverts attention from the gowns; instead, it shows the dresses in the same surroundings in which they are intended to be worn.

Men's Wear Displays

Displays of men's wear are made in more simple surroundings than those of women. They must be more direct,



The above display of men's evening wear was made by Jerome A. Koerber for Strawbridge & Clothier, of Philadelphia. It illustrates the manner in which high class department stores display this class of merchandise. This is a line that requires great nicety in the handling. The trimmer must fully understand all

the little ins and cuts of proper dress for men. Most men who wear evening clothes know what is proper and the wrong studs in a shirt or an incorrect tie would mar the effectiveness of the display. These may seem small matters, but they are important in window dressing.

for a man is less prone to window gazing than a woman, and if his attention is to be arrested, it must be done by some strong effect. The best men's wear trimmers show comparatively little in their windows, but each article is arranged with care. To one who is not familiar with it, window trimming for the men's wear trade seems an exceedingly simple matter. A suit is hung apparently with carelessness over a stand on a low table; a tie and a pair of gloves with a handkerchief, and perhaps a bunch of collars and a walking stick are thrown in to make up the group. To the man on the sidewalk there is no evidence of premeditated arrangement, and therein lies the art of the expert window dresser. He covers up the evidence of his studious arrangement. Every little detail has been thought out. Every little twist or turn has a reason. To begin with, the suit has been pressed by the store tailor with unusual care. It is placed over a stand with the greatest precision; a wad of tissue paper is placed in the shoulder to give it exactly the right curve; the sleeve is carefully placed to show an advantageous curve, and every wrinkle is smoothed out. The trousers and waistcoat are given the same critical treatment. Then a cravat is chosen of exactly the proper shade and twisted about a cane placed where it should be, to the fraction of an inch. The other accessories are arranged with equal care; so is everything else in the window. When the display is done, every line is so natural that there is nothing to suggest that the goods have not been simply thrown into place. It is this art which conceals itself that counts in window dressing.

Change Windows Often

A store that has a dozen or more windows is not often troubled with the question of what to display—there are windows enough to show any lines that may require showing. With the store that has only one or two windows, this constitutes more of a problem. There are far more lines to display than there is room for, and this frequently leads to crowding and mixing the displays. Some classes of merchandise may be crowded in the window to advantage, but these are few. And it is rarely a good policy to mix displays. A better plan is to change the windows oftener. A single line, well displayed, will produce much better results than a variety of lines having no relation to each other. This rule, as well as every other applying to window display, has its exception. For instance, the Five and Ten Cent stores carry a stock that requires a miscellaneous display, although they sometimes show a single line. When necessity compels the crowding of a window, arrange the goods in different groups, placing allied lines together and use some sort of divider to separate them.

Windows should be changed frequently. This applies invariably. It is not necessary to change the setting always, but the goods must be taken out and replaced often enough to prevent them from becoming "stale." The same people pass and repass any store, and if there is not an occasional change interest is lost in the windows. How often windows shall be changed, like everything else in the business, depends upon the character of the goods. Shoes,

men's hats and other goods that are shown in a considerable number of styles in a window do not require to be changed so often as other wearing apparel, etc. The average window should be changed at least once a week and twice that often would be better.

The "Five and Ten Cent" stores have reduced window display, as applied to their particular line of business, to a science. The show window is practically the only means of advertising these stores employ and the amount of business they do is astonishing. Their system is to pick out some "special" to be sold at cost or less. The "special," whatever it may be, is shown in the window with a card stating the price and the hour when it will be placed on sale. When that hour arrives, there is invariably a big crowd waiting and it is sometimes necessary to call in the police to preserve order, so great is the crush. The drawing power of the Five and Ten Cent store window lies not so much in the methods of display as in the values offered. Granite ware is a favorite "special" used by these stores and it is not uncommon for them to offer pieces that usually sell for 40 or 50 cents for 10 cents. Of course the goods are seconds, but even at that they cost much more than is asked for them.

Mechanical Displays

The mechanical window display is one in which some part is kept moving by a motor or otherwise, it being the theory that motion will attract attention more surely than a stationary display. While it is to be admitted that



Here is a stocky display of spring gingham. The purpose is to show the big stock carried. The number of patterns shown is assurance that every taste can be satisfied. A few blossoms carry out the idea of spring.

movement in a window will stop the passerby, it will not sell goods unless it directs notice to the merchandise. It is a primary principle of window display that anything that diverts attention from the goods kills the salesmanship of the window. This is sometimes done by the mechanical display. Here is an example:

A Chicago clothier had in his window an ordinary flour barrel on top of which were three differently colored balls which continually chased each other with jerky motions around near the rim, with no apparent motive power. It was an extremely simple arrangement. The balls were of thin celluloid and inside each was a round piece of iron. Beneath the head of the barrel was a strong magnet revolved by a motor at reduced speed. As the magnet went slowly around underneath, the balls followed on top. This childish device proved a remarkable success in lining the glass three deep with people, who spent much time and debate as to the mysterious force that kept the balls moving. As to the merchandise in the window, there might as well have been none. Every eye was centered on the little balls in their foolish race around the barrel and it is doubtful if one person in a dozen could have told what the store was trying to sell. This device had absolutely no selling or advertising value—it was simply a mild entertainment for the idle and curious. Such attractions should never be used in a show window that is intended to sell goods. Many merchants have failed to discover this fact—they seem to hold the belief that any display is a success if it draws a crowd.

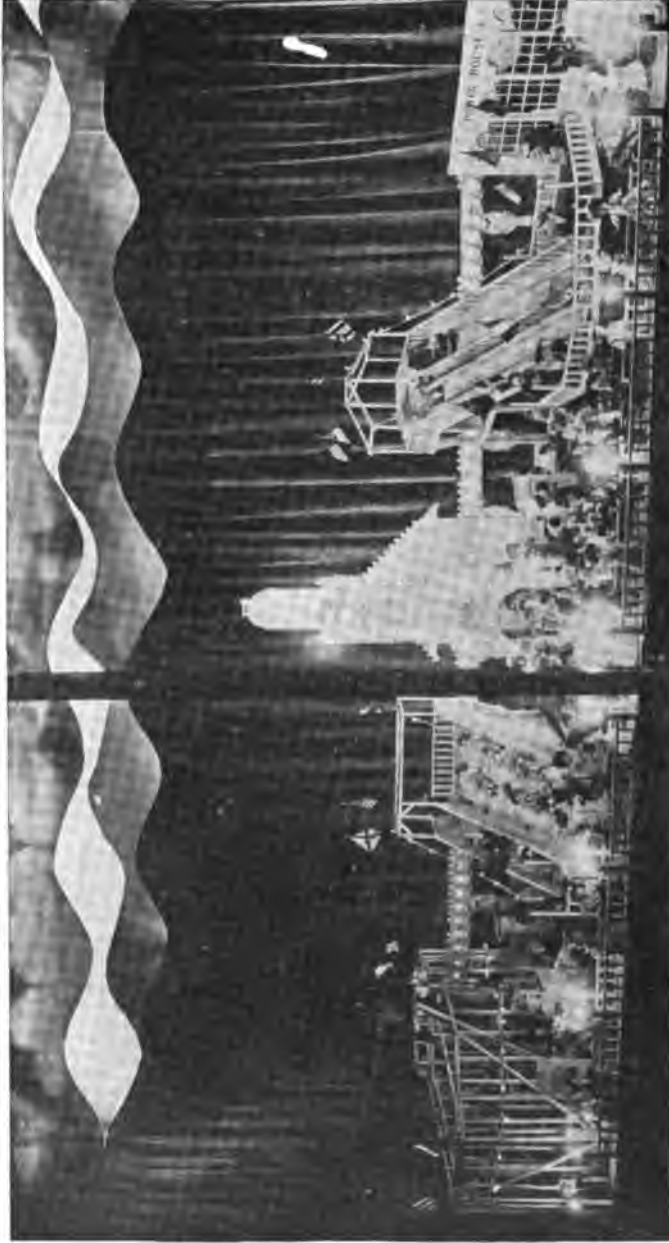


This is an example of a practical motion window. The Japanese parasols at the back are revolved by a motor. Their motion captures the attention of the passer-by and stops him, which is the object. A glance at the revolving

parasols, however, is sufficient, and the gaze naturally passes from them to the goods on display. This is the window of a Five and Ten Cent Store. As a class, these stores get all of their advertising through their windows.

In years past, when window trimming was more of an experiment than it now is, mechanical displays were used to show all sorts of merchandise. Displays of men's and women's wearing apparel were common in which the first (and usually last) thing that caught the eye was a storm-tossed ship, a revolving wind-mill, a soaring butterfly of mammoth size, or something else equally irrelevant to the goods shown. Many of these motion displays were highly ingenious and reflected much credit to the inventive genius and mechanical skill of the trimmer, but little to the business sense of the merchant in whose windows they were shown. They attracted big crowds outside the window but not into the store. The mechanical effect monopolized all the attention and the goods received little notice. Mechanical windows have practically been abandoned by the big department stores except during the holidays, when they are used in toy displays that are designed to entertain children. For this purpose they are unsurpassed—a big, red cheeked Santa Claus bobbing his head in and out of a chimney is a source of endless wonderment and delight to the little folks, and draws big crowds of them, accompanied by their elders, every Christmas season.

There is another distinct use for mechanical windows and that is to demonstrate the practical workings of some specialty. For instance, there are the moving displays that show the advantages of certain fountain pens, safety razors, folding couches and other mechanical goods that are susceptible of this kind of treatment. Some years ago the Regal Shoe Company had a very successful mechan-



This is a type of Christmas display that is favored by many department stores. Its purpose is to attract children to the store and with them come their elders. The window shown is

one of those of a Milwaukee store. It represents an amusement park and all of the various attractions are in motion. Windows of this sort are usually advertised in the newspapers.

ical display that was used in the windows of their branch stores. It was a regular buzz-saw set up close to the glass. The saw was revolved rapidly by a motor and on either side of it was the half of a Regal shoe which had apparently been sawed in two to demonstrate that the sole was of solid leather. Sawdust was scattered around to carry out the idea. There have been many other mechanical window devices of a somewhat similar character. Some of them have been good, but most of them could be classed more properly as entertainers rather than salesmen.

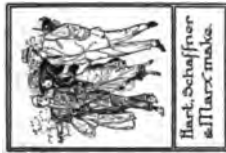
Price Tickets and Show Cards

There are some occasions when no prices are printed in the newspaper advertisements of the department store. A big fashion cut is used and with it is printed a formal invitation to the public to attend the "Exposition of Spring Fashions," or some such event. These, however, occur only two or three times each year and on all other occasions prices are paramount. In the day-to-day ads of any big store, the ad-man may write never so persuasively, and the artist may outdo himself in the pictorial presentment of the goods—but the canny reader of the advertisement passes these by with a glance until she has found the price. If the price is beyond the means or the custom of the reader to pay for the article in question, interest is lost immediately and the ad-man's alluring description goes for nothing. On the other hand, if the price is right, interest increases and every word is perused with care.



These are
some of the
suits clearing
 at **\$15**
 Worth up to
\$22.

Maurice L. Rothchild



New advance
styles in
Spring Suits;
latest fabrics
and models.

Maurice L. Rothchild.

A first glimpse
of the new styles
in fall millinery

Silk lined suits of
fine quality, now
clearing at
\$25.

Examples of good show cards with and without illustrations.

The same principle applies to the show window, and except on special occasions, price tickets should be used in addition to the general show card. The importance of price tickets in the everyday window that is expected to make direct sales can hardly be overestimated. They are as essential as prices in an advertisement, yet there are some few merchants who do not consider it good policy to mark the prices on the goods displayed in their windows. Their theory is that if the price is not shown, a person who is interested in the goods will come into the store to ask it, and the salesman will have an opportunity to point out the merits of the article in such a way as to be reasonably sure of making a sale. This view would be all right if the possible customer **did** come into the store, but this he seldom does. Instead, he takes a look at the article, wonders what the price is and walks on down the street.

The average man is averse to going into a store to price an article unless he actually expects to make a purchase. He may see something in a window that he likes and, although he may have no particular need of it, he may buy it if the price suits him. If the price is not shown, however, he thinks that it might cost more than he would care to pay, and does not take the trouble to go inside and ask the price. This is not merely a theory; it is a fact that has been established by careful observation.

Then, too, there are some merchants who consider themselves too "high class" to use price tickets in their windows. They cater to a wealthy clientele with whom price is not so much of a consideration as style, quality and ex-

clusiveness. The stores that are so situated that they can take this view on the matter of prices are extremely few in number. With rare exceptions, they are small shops, catering to a limited trade and with practically no possibilities of growth. Almost all of the big stores use price tickets liberally.

The chief essentials of a price ticket are that it be neat and easily read. It should be as simple as possible—fancy price tickets are out of place. Plain black lettering on a white card is the best for general purposes, although this may sometimes be varied to correspond with the general color scheme of the display. For most occasions, the ticket should only be large enough to be read easily from the front of the window. When extraordinary values are offered, the price ticket may be larger. Sometimes all of the articles in the window are one price and in that case a single big card is used to denote it.

A show card in a window corresponds in a way with the heading of an advertisement—it is intended to tell the whole story in a word, a phrase or perhaps a short sentence or two. It should always be borne in mind that the show card is intended to be a business announcement to be read, rather than a work of art to be admired. It is a brief message to be taken in at a glance and therefore should be lettered as distinctly as possible. An illustration, providing it is pertinent, will sometimes add to the effectiveness of a show card. The pictures used for this purpose are usually cut out of fashion books, trade journals or magazines, and pasted on the card. It is easier to cut them

out than to draw them, and the average card writer has none too much time. Elaborately decorated show cards are no longer used by high class stores except on special occasions, such as openings, etc. The size of the show card is naturally governed by the nature of the display and the custom of the store. For a small window, a card 7 x 11 will serve, although a larger one may be used. In large windows, 11 x 14 or 14 x 22 are the sizes generally adopted. The full sheet, 22 x 28 inches, which was once extensively used, is now regarded as too large—it takes up too much valuable space and, except in unusual cases, is no more effective than the smaller cards.

WINDOW TRIMMING FOR THE MANUFACTURER

BY THOS. A. BIRD

Editor Merchants Record and Show Window, Chicago.

Not only is the immense selling value of the show window recognized by the retailer, but by the manufacturer as well. While the latter may have no display windows of his own, he makes use of those of the merchant through some co-operative arrangement that is mutually profitable. The maker of products that are distributed through the retailer has found that he can multiply his sales if the merchant can be induced to devote to them a generous amount of window space.

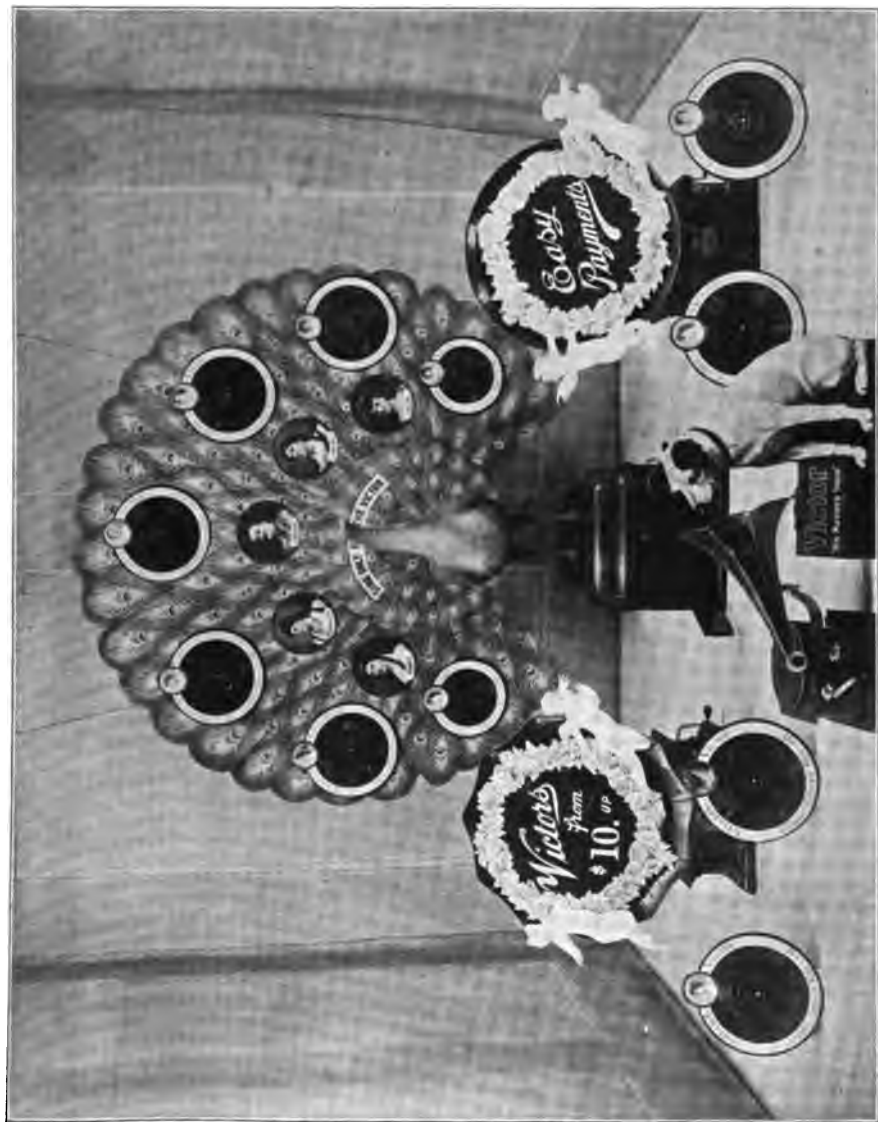
Anyone will see at a glance the advantage to the manufacturer in having his product made the object of a special display for a week or more in the show windows of a thousand stores all over the country. The number of people who will pass these stores will compare favorably with the number of readers of any one of the magazines of national circulation; furthermore, those who stop in front of the windows will see the goods themselves instead of a picture of them; they will have but to step inside the store instead of making a trip down town or writing a letter, to make the purchase.

Securing the Retailer's Co-operation

There are numerous ways in which the manufacturer secures the co-operation of the merchant in making window displays. These ways vary from simple directions for showing the goods and a few window cards, to the supplying of elaborate and costly displays, and an expert to install them, without expense to the merchant. Some of the manufacturers conduct extensively equipped window trimming departments under the supervision of one or more expert decorators, sometimes employing as many as fifty helpers.

One of the best equipped and most systematically conducted window trimming departments maintained by a manufacturing concern is that of the Victor Talking Machine Company, of Camden, N. J. A little history of the establishment and growth of the Victor window trimming branch will illustrate the importance that is attached to this department. The thoroughness with which they have gone in for window dressing is more significant since the Victor Company is one of the largest users of newspaper and magazine space among our great national advertisers. Their selling machinery is exceedingly well organized and comprehensive.

For a number of years the Victor Company had realized some of the possibilities of window display as a means of increasing their sales. They had found that the stores that made the best displays sold the most goods, and they set out in a tentative way to establish a window display branch in connection with their advertising department.



One of the Victor Company's inexpensive ready-made displays.

In the first place, they secured the services of the best man in America in this particular line of work—the displaying of musical instruments. This is Mr. Ellis Hansen, who had for a number of years trimmed the windows of Sherman, Clay & Company, the largest music house on the Pacific Coast, and who for some time had charge of the windows of Lyon & Healy, the big music house of Chicago. Mr. Hansen was employed by the Victor Company in 1909, and it was then the intention to have him travel over the country and demonstrate to the dealers in the many cities and towns the selling force of their windows by giving practical instruction in the principles of window decoration and display. In this way it was believed that window dressing for the musical trade would be developed and improved.

While the preliminaries were under way, the possibilities of the proposition became more evident and the original plans were altered to conform to the broader idea of reaching the whole trade simultaneously. When this was decided upon, a boy and card writer were added to Mr. Hansen's modest working force. A little later, a painter and a carpenter were employed, making a total of five.

Ready Made Window Displays

The plan was for Mr. Hanson to take an idea from Victor advertising and around that idea to build up a window display that would tell an important story—a story that would awaken interest in the Victor; to make people



A view of one of the Victor Company's workrooms.

go into the store to hear it and eventually, perhaps, to make them buy one. This display was built in a dummy show window in Mr. Hansen's studio. Every detail was perfected, down to the least important show card. The display was then photographed. Accurate measurements were made and scale drawings were executed showing all of the parts, their size, shape and position. All of the component parts were then reproduced in detail, in quantities. Diagrams were made and minute directions were written, telling how each piece was to be fitted in the window. So complete were the directions, and so comprehensive the drawings, that even a man with no knowledge of window trimming could put up one of the displays without difficulty.

Then a catalogue was issued showing six different displays, which, incidentally, were not to be given free to dealers, but sold at exact cost, which made the prices very reasonable. The cost of the first six displays ran from 80 cents to about \$10, and there was a combination set with which all six could be made. The latter sold for about \$18. Each of the displays was complete in every detail, including hand lettered show cards, etc. The prices charged were based on the production of considerable quantities and were but a fraction of what a dealer would have to pay if he made the display himself, if that were possible.

As it was considered somewhat uncertain how this innovation would be received, it was launched in a tentative way at first. A few of the displays and catalogues were sent to jobbers, as it was not considered advisable to go to the trade direct until the scheme had been tested. The

success of the plan was immediate and continuous. At once there was a demand for the display outfits that outran the capacity to turn them out, and by the end of the first year thirty employes were kept busy in the window trimming department. At the present time that number has been greatly increased and the demand continues to test the capacity of the shop. Not only did the music stores clamor for the ready-made displays, but the big department stores, with their large and competent window trimming forces were equally anxious to get them. Orders were received from all parts of the world for the outfits. A special catalogue had to be issued for Germany, with the directions in the language of that country. Mr. Hansen has designed and completed a considerable number of displays, but all of them have not as yet been given to the public.

The scheme of the Victor Company has been described at considerable length because this concern is one that has been unusually successful in distributing its products. The fact that this company, in addition to all its other publicity, should think it necessary to conduct an extensive window display campaign, shows the importance they attach to the show window as a selling force. Here is what they say of it:

“We know, and the influx of orders from wide-awake dealers is positive proof, that window dressing is one of the most important factors in the success of retail business. It involves little expense excepting intelligent labor, and no form of advertising is more immediately profitable.”

Perhaps the best evidence of what the Victor Company has accomplished through their window display campaign lies in the fact that the Edison Phonograph Company has also established a window display department, with an expert decorator in charge.

Manufacturers' Methods

There are other manufacturers that include the use of the show window in their selling campaigns. Swift & Co., the Chicago packers, have a very complete window trimming department to assist in advertising their many products. They have branches of this service in several of the larger cities, each being under the supervision of an expert. Displays are designed and installed without charge for dealers handling the Swift products. The Swift people make special efforts in the display line in the spring just before Easter.

The Wire Goods Company, of Worcester, Mass., helps retailers to sell the thousands of devices of wire made by this concern, by sending out at intervals a book of window displays made with wire goods. A clever window trimmer is employed to set up the displays, which are afterward photographed and reproduced in half-tone. The suggestions are all practical, and, as there are many of them, the retailer welcomes them as helping to make more resultful displays in his windows.

Many makers of breakfast foods and other package goods assist the retailer in making displays by furnishing



This display is an example of how the manufacturer cooperates with the merchant in making window displays. It was put in by Swift's window trimming department with costs to the merchant. It is probably a better display than the merchant

would have made and resulted in big sales which were mutually profitable to both. The materials used in this display are inexpensive but make quite an attractive showing. Colored posters are used with good results.

him with designs, plans and empty cartons and other accessories that can easily be put together to make attractive displays. One of the big milling firms of Minneapolis supplements its national advertising campaign in the newspapers, magazines and on billboards, by furnishing the grocer a window background consisting of a scenic painting of a wheat field, etc. Large numbers of hardwaremen and sporting goods dealers made special displays of the products of the Union Metallic Cartridge Company because that concern furnished them with a large, handsome window setting lithographed in many colors on heavy cardboard. The Oneida Community also furnished an attractive setting of a trapping scene and thereby secured much publicity for their traps.

Many other manufacturers have gone in for window display through the retailer, with more or less thoroughness, and all who have done it in the right way, keeping in mind the interests of the merchant as well as their own, have met with most gratifying results. Some of them have accomplished more in advertising and selling than could have been done in any other way for the same amount of money.

Window Display Contests

Display "contests" have been used to a considerable extent by manufacturers and others with the view of securing prominence in the show windows of the retailer. The scheme is simple, and, if carefully and liberally planned and honestly carried out, likely to prove satisfactory. A num-



The purpose of this display was to show the various processes in the manufacturing of beds and bedding. All of the parts that enter into the making of a brass bed were shown and each part was marked and its use described. Mattresses were shown in sev-

eral stages of the making. This display was one put in during the week when the retail stores of Chicago lent their windows to the display of Chicago made products. It is from the store of Carson, Pirie, Scott & Co.

ber of prizes are offered for the best displays showing the line of goods manufactured by the firm that is conducting the contest. If worthy prizes are offered and the contest is widely advertised through trade papers and by means of circulars, etc., a great many window dressers may be interested, and the result will be much window advertising and consequent sales. In arranging the terms of such a contest it will be necessary to proceed with caution, as the Postoffice Department has in a number of cases placed prize competitions of the kind described under the ban of the statutory provision which forbids lotteries. By an entirely arbitrary ruling, the department will not allow the manufacturer to specify that **his goods exclusively shall be used in the display.** It is held that this stipulation technically constitutes what is termed a "consideration," thereby making the scheme a lottery. As a matter of fact, this view of the matter is all twaddle, and probably would not stand the test of a judicial decision. It is a small matter, however, as the stipulation is unnecessary—any window dresser entering the competition would know better than to expect to win a prize from a manufacturer by showing the goods made by some one else.

The Hydegrade Week

One of the most notable window dressing contests was conducted by the manufacturers of the "Hydegrade" fabrics, which are principally used for dress linings. This firm offered \$1,000 in cash prizes for the most artistic and effect-

ive window displays showing "Hydegrade" fabrics. It was specified that the displays were to be put in on a certain date and were to be left in for one week. The trade-mark had to be played up prominently. There was a supplementary contest in which the same amount of prize money was offered for the best newspaper ads exploiting "Hydegrade" fabrics and calling attention to the displays in the windows during "Hydegrade Week." The time chosen was picked as being the best week just prior to the spring opening.

This contest was, perhaps, more widely advertised than any that has ever been conducted. Practically all of the best trade papers that reach the drygoodsman were used liberally. In addition, the stores were circularized thoroughly. Every store of consequence in the drygoods trade was advised of the plan, and booklets were sent out showing sample displays as suggestions to trimmers. Furthermore, the fashion journals carried "Hydegrade" ads at the same time. This contest aroused a wonderful amount of interest, and during a single week the trade-mark and nature of the goods were impressed upon the entire country.

The Black Cat Hosiery Company, of Kenosha, Wis., has a product that is known from one end of the country to the other. Much of its publicity was obtained through a series of window display contests that were cleverly planned to interest children. Other hosiery manufacturers have also brought their goods into prominence by means of window display contests. Gloves, shoes, collars, corsets and many

other lines have been effectively advertised by means of similar contests.

For a good many years the Ladies' Home Journal has conducted monthly window dressing contests in which several cash prizes are offered for the best displays of that journal. These contests have resulted in news stands and other stores filling their windows with Ladies' Home Journals to the total exclusion of other periodicals that might otherwise have been shown with as much prominence.

In any contest where very few prizes are to be distributed among a great number of contestants, there is always a strong probability that there will be much dissatisfaction under the most favorable circumstances, as it is but natural that every contestant should believe his own work to be the best. It therefore behooves the manufacturer to surround his contest with every evidence of fairness and good faith. The judges should be unquestioned authorities and they should have no connection with the firm that is giving the prizes. This gives the manufacturer an opportunity to "get from under" and put the blame on some one else in case of dissatisfaction.

The Future of Window Displays

In concluding these observations on window display for the manufacturer, it may be said with assurance that this branch of advertising and selling is in its infancy, so far as the national advertiser is concerned. Some enterprising manufacturers have seen the possibilities that lie in the show window, and have taken advantage of them. They

have gone into the thing with the careful preparation and thoroughness that characterizes the big advertiser of to-day. These, however, have been few—so few, indeed, that they can easily be counted on the ten fingers, with several fingers to spare. Others have gone in for window advertising in a haphazard, desultory way. But by far the greater number have entirely neglected this fruitful field.

This will not always be so. In a few years every manufacturer whose goods are handled by the department store will have learned the tremendous selling power of the combined show windows of the stores that sell his goods. He will make it easy and profitable for the merchant to put his goods in the windows. The show window is a force that must be reckoned with by the national advertiser of the future. It has a "circulation" comparing favorably with that of any publication, and, in addition, it has a directness of appeal that no printed matter can ever have.

It will pay the young man who is entering the general advertising field to study the show window and its possibilities as a factor in the big general scheme of distribution. He will be required to understand at least the fundamental principles of display, and the more he knows about it, the more useful he is likely to prove to his firm.



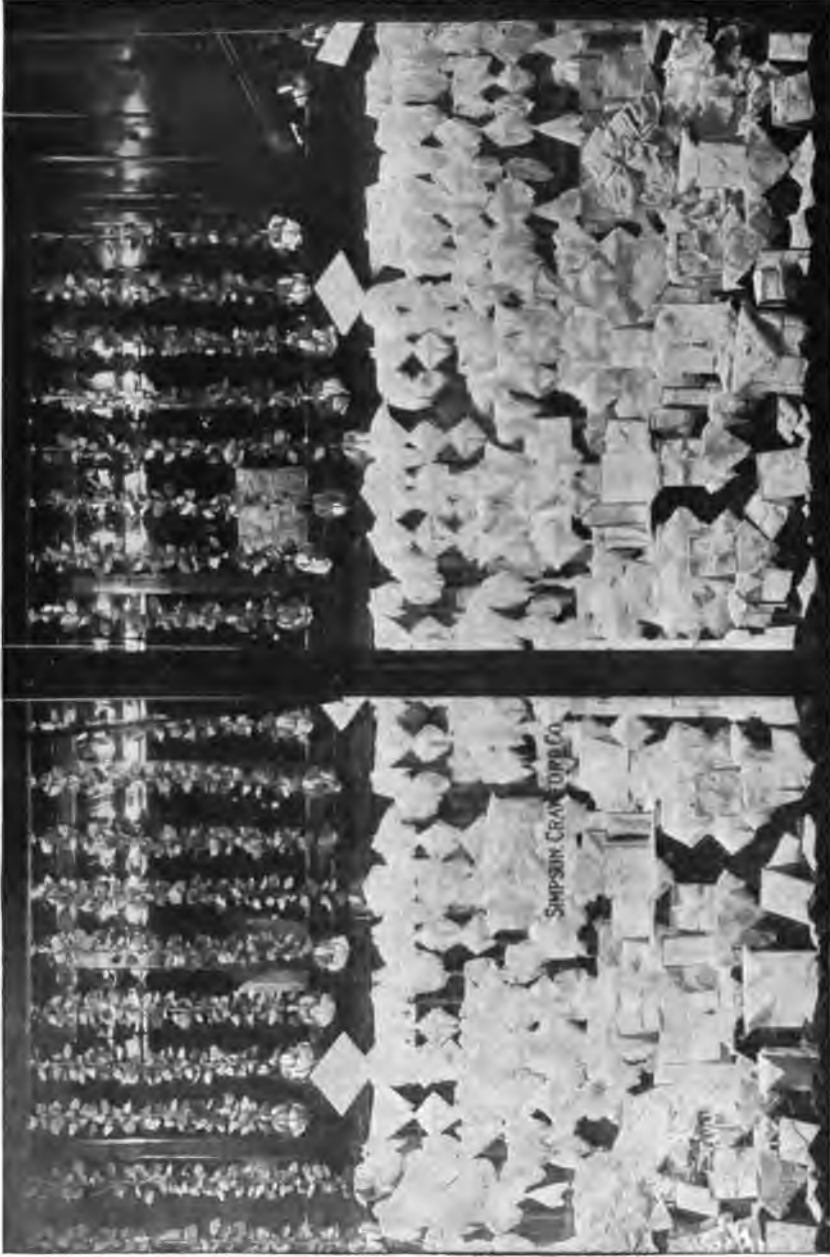
In cities that hold a "Horse Show" the occasion is largely a dress affair and for this reason the stores recognize the event with special window displays. Here is a "Horse Show" window

trimmed for one of the best clothing stores of Louisville, Ky. The centerpiece in the background is decorated with bits, stirrups and other horse goods. The colors are those of the horse show.



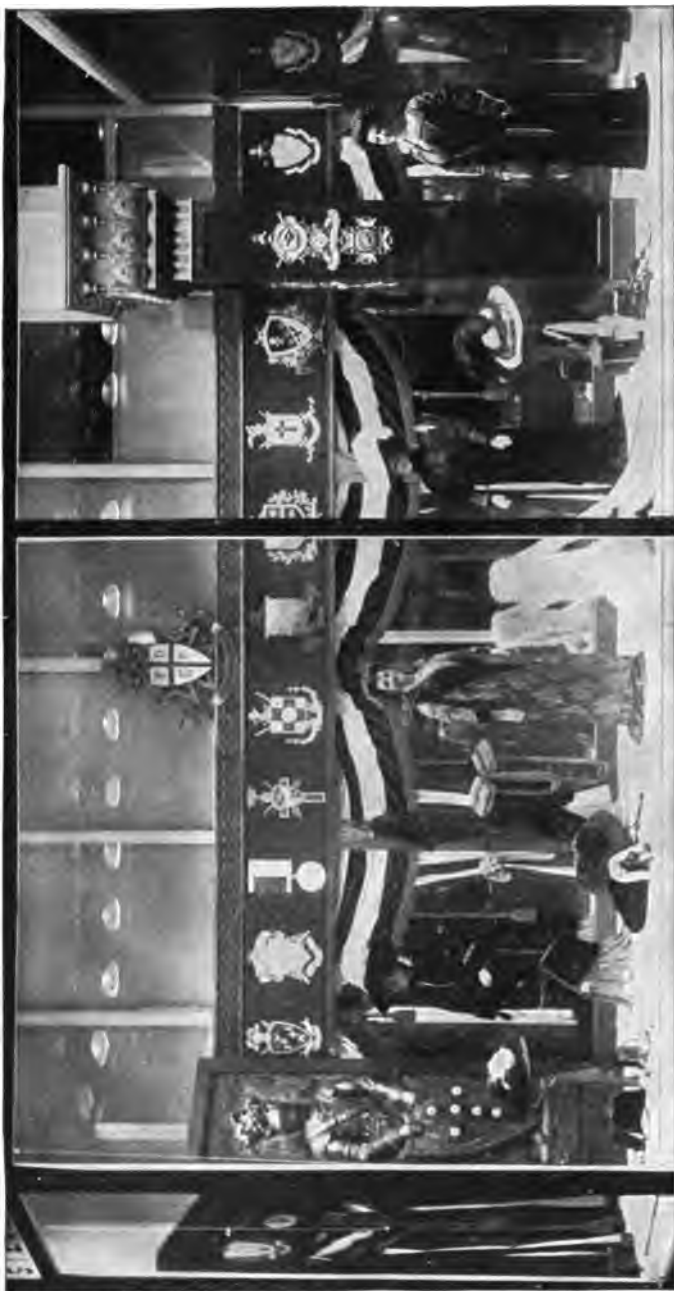
The above picture shows how some of the popular price department stores display muslin underwear. This is one of the windows of the Fourteenth Street Store in New York, dressed by Charles Brand. The window is fitted up to represent a boudoir with the customary furniture. The figures are ar-

ranged in natural poses. Some of the extremely "high class" stores make it a rule never to use wax figures to display underwear, as they consider it indelicate. Whether or not this is a good policy depends upon the class of trade catered to. Ordinary wall paper was used for a background in this case.



This is one of the Christmas windows of the Simpson-Crawford Co., New York. It shows the simple methods used. Along the top is strung a row of pendants covered with holly and ter-

minating in electric lamps covered with ornamental paper shades. The advantage of this treatment is that it does not interfere with the goods displayed.

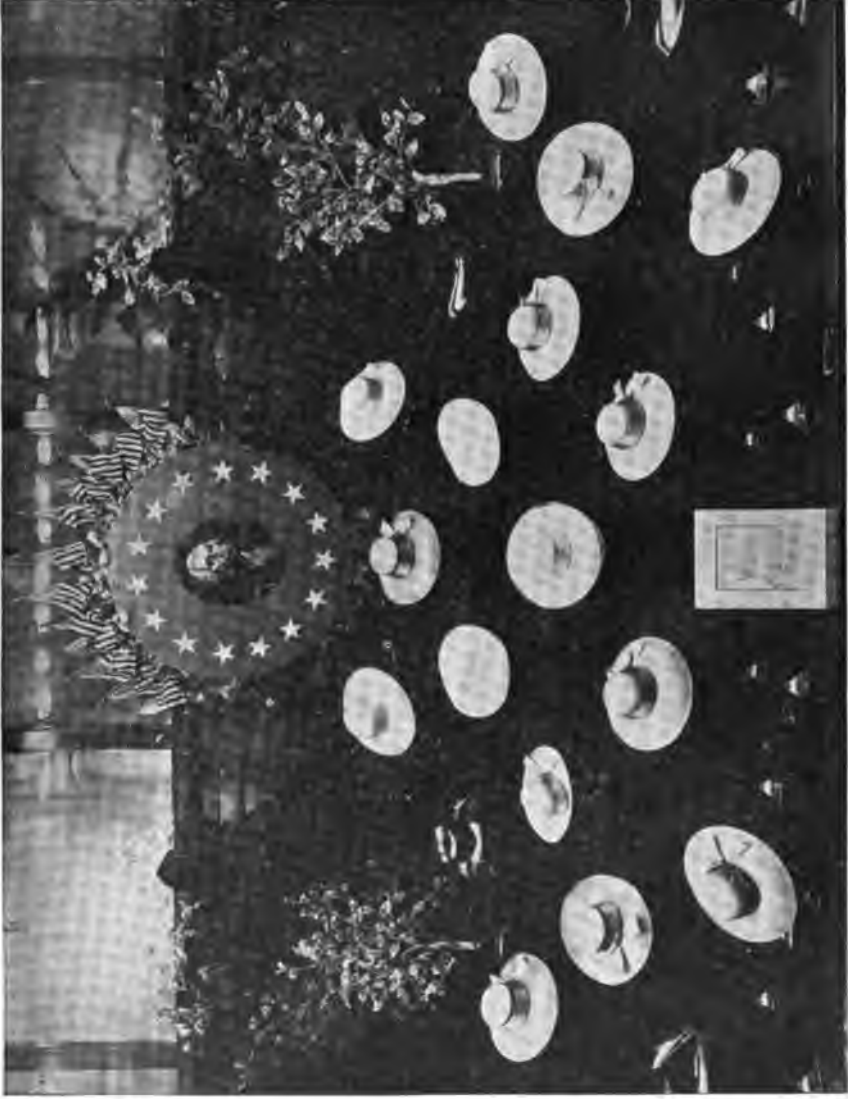


Special occasions such as conventions, reunions, etc., demand window trims appropriate to the different events. The window shown here is a fine example of this class of work. It is one of the displays of Chas. A. Stevens & Bros., of Chicago, put in in honor of the Triennial Masonic Conclave. A large

reproduction of the official badge is shown on the column at the left and on the right was a life size Knight in armor. Along the top may be seen reproductions of the coats of arms of the various commanderies. The window throughout was in Masonic colors.



German window dressing methods are much the same as those of America. Here is a silk display from one of Berlin's best stores.



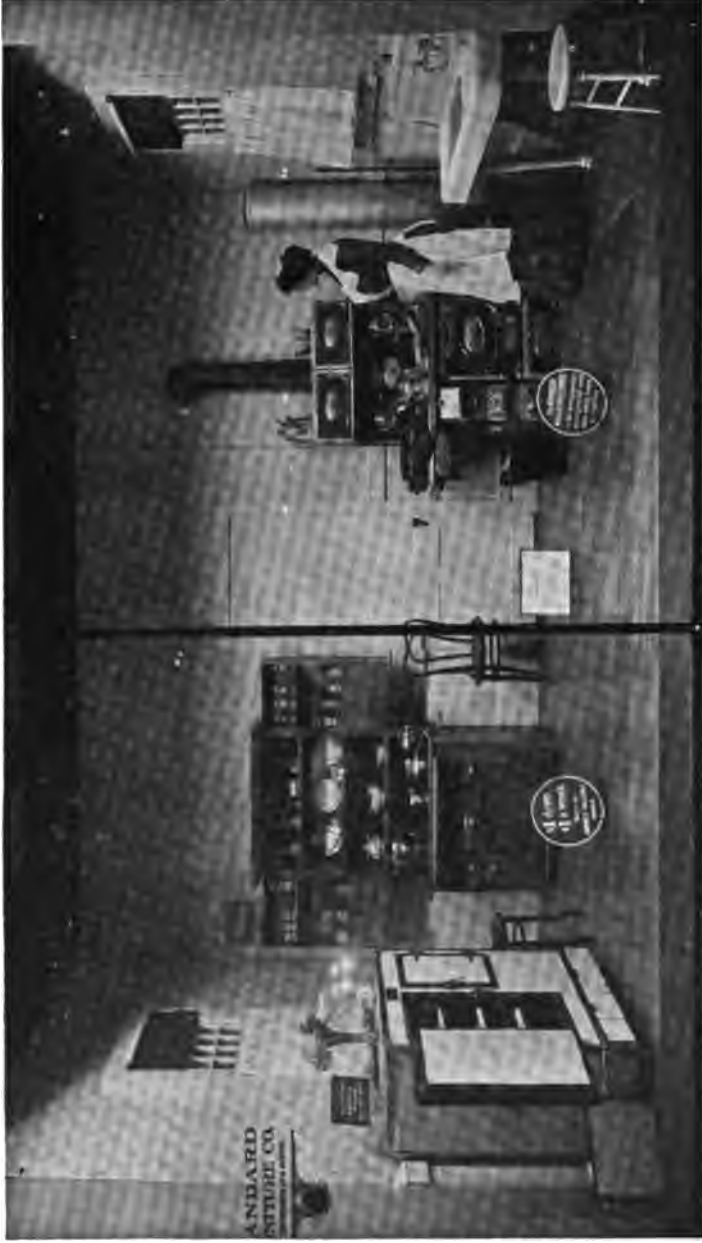
Washington's Birthday, Fourth of July, Decoration Day and other holidays are given pretty general recognition in the show window. It is not necessary to get up an elaborate display for

these occasions. A few suggestive decorations will answer the purpose. The above Washington's Birthday display is exceptionally well handled.



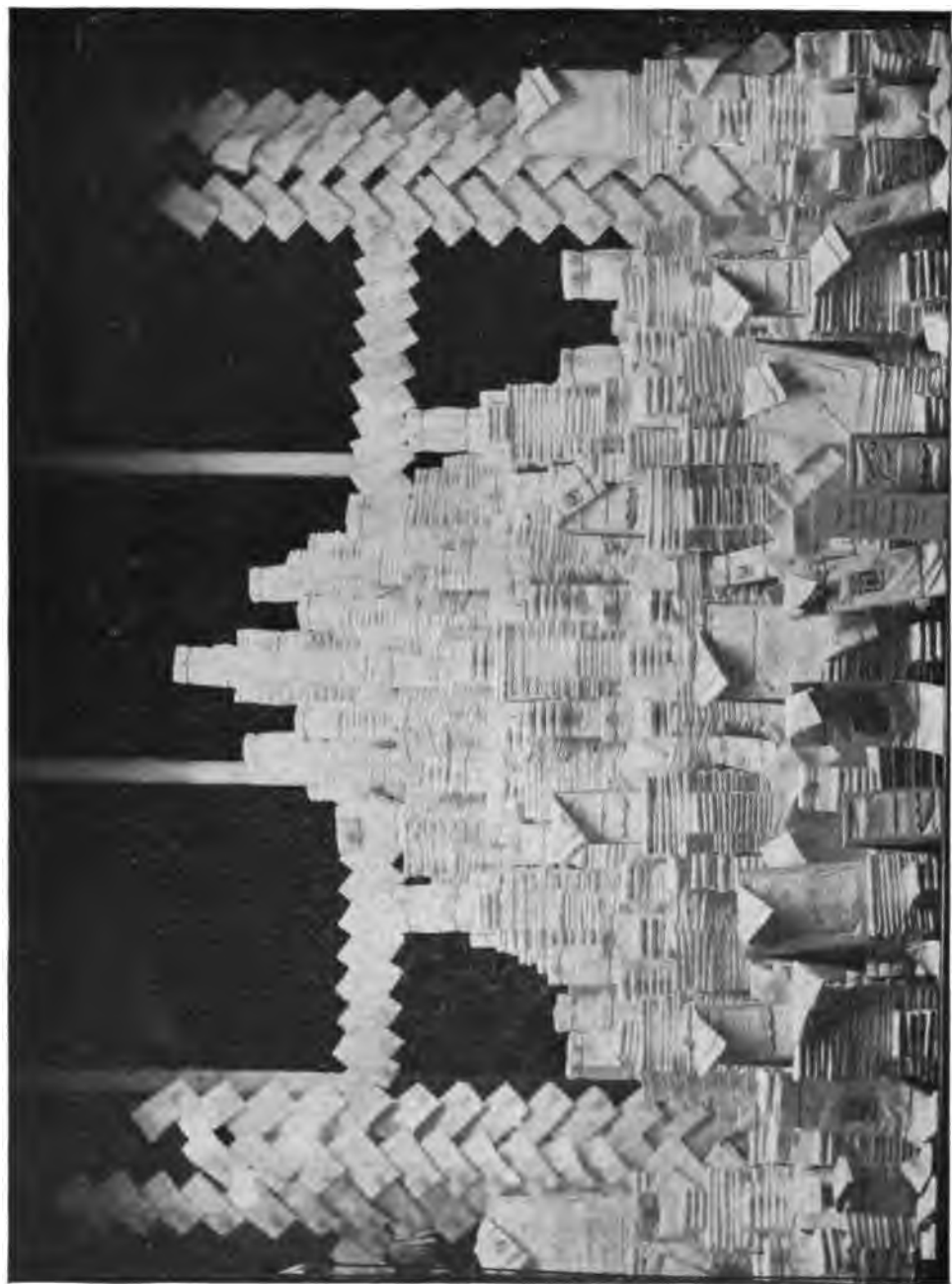
Works of art are shown in this manner. The setting is extremely plain and dignified, as any embellishment would cheapen the goods shown, which are in themselves sufficiently

decorative. The background and floor are covered with felt. It may be noted that, although this is a large window, few articles are shown. This is a class of goods that can not be crowded.

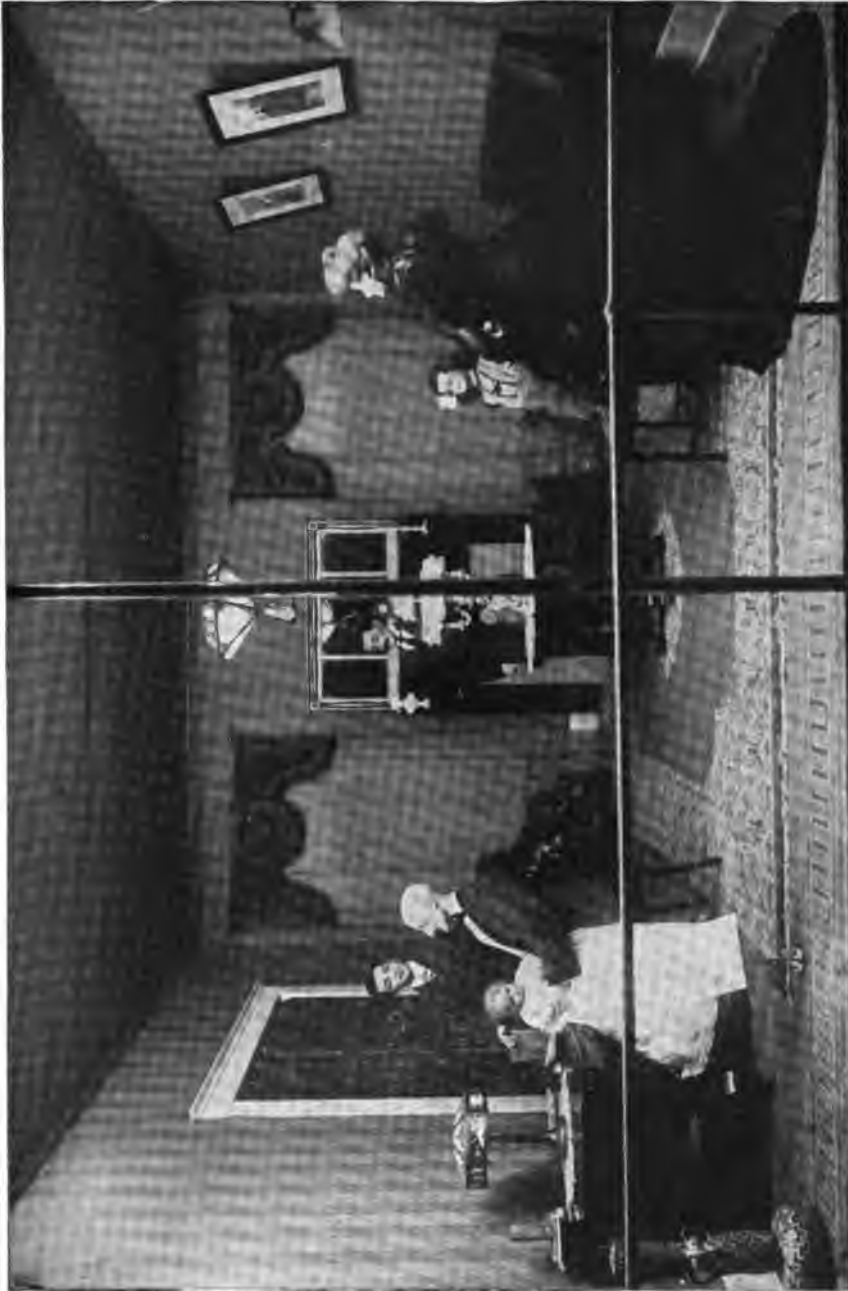


The above manner of displaying kitchen furniture is always effective. The window is fitted up as a model kitchen with all the details accurately reproduced. Every housewife is imme-

diately interested in a display of this sort and, unless she is already pretty well supplied with kitchen furniture, is sure to see something she thinks she needs.



This display is to create the impression of a large stock.



The above window was installed by David B. Chambers for Sanger Brothers, of Dallas, Texas. It is intended to show furniture and, incidentally, clothing. A large window has been

fitted up as a drawing room. It is complete in every way without being overdone. The family group is cleverly arranged. This is a window that will never fail to attract much notice.



PART II

ADVERTISING DIRECT BY MAIL

BY HOMER J. BUCKLEY

Buckey-Dement & Co.

YOUR MAILING LIST.

The first requisite for successfully doing business by mail is a live Mailing List, compiled with every care, accuracy and intelligence for the particular use for which it is intended.

There is nothing so expensive, or nothing that so quickly brings failure, as the use of a worthless Mailing List.

Most business men do not stop to consider the importance of getting the right lists and how expensive a bad list will be to them. Every time a list is circularized it costs in postage alone Ten Dollars a thousand with one cent stamps and Twenty Dollars a thousand if two cent stamps are used, adding Twenty Dollars to Thirty Dollars more a thousand for printed matter, letters, etc., then figure a list being used twelve or fifteen times, or more, each year, and you will readily appreciate that it is important to have the list right.

Therefore, be particular about your Mailing Lists. Do not try how cheap you can get it by permitting the office boy, or some clerk, to pick out the names from this or that

book. If you want to get the best list possible, have it compiled for your own use. It may cost more, but it is economy at the right end.

There are a number of reliable concerns who compile Mailing Lists to order and, if you analyze your specific requirements, you can have a first-class list prepared.

Here are some points to consider in having a special list compiled for your own use. If you want to reach manufacturers, wholesalers or dealers, take into consideration the ratings.

It is necessary for results in selling some lines of goods to circularize only concerns above a certain rating, while in other lines all concerns can be included irrespective of ratings.

Will your product sell in all sized towns, or does it make a difference?

How about drumming extreme points—would freight or express rates make it prohibitive to do business at a distance?

Choosing the right locality is many times important. These, and other points that might be particularly applicable to certain branches of business, must be carefully considered in the compilation of the right Mailing Lists.

The most expensive way to get a list is by advertising. This is necessary in some lines of business. for a satisfac-

EDITOR'S NOTE.—Herewith are reproduced sample form letters and different styles of printed, engraved, embossed and lithographed letter heads used by well known firms. Form letters furnished by courtesy of Buckley-Dement Company, Chicago.

PHILADELPHIA
423 ARCH STREET
C. O. SPAULDING, MANAGER

NEW YORK
1 MADISON AVENUE
E. W. HAZEN, MANAGER

CHICAGO
HOME INSURANCE BUILDING
WILLIAM BOYD, MANAGER

BOSTON
BARRISTERS HALL
S. R. LATHAW, MANAGER

THE CURTIS PUBLISHING COMPANY

ADVERTISING DEPARTMENT
E. W. SPAULDING, ADVERTISING DIRECTOR
PHILADELPHIA

THE LADIES' HOME JOURNAL
THE SATURDAY EVENING POST

CHICAGO

ED. R. LIST, PRESIDENT
G. E. HUBBARD, V. PRES. & GEN. MGR.
H. M. WARNER, TREASURER



F. WEYERHAEUSER, PRES. AND TREAS.
F. C. A. DENKMANN, V. PRES.

WM. IRVINE, SECRETARY
R. M. WEYERHAEUSER, MANAGER

No C 67



Northern Lumber Co.
Manufacturers of
White Pine Lumber.
Cloquet, Minn.

*Address all business letters
to the company*

No C 68

PEOPLES SAVINGS BANK

OF GRAND RAPIDS, MICHIGAN.

CAPITAL \$100,000.

Thomas H. Hoppin, Pres.
Wm. Helen Smith, Vice Pres.
Samuel M. Jones, Secy.
George E. Luther, Cashier.
M. D. Hoagsteyer, Asst. Cashier.

Grand Rapids, Mich.

190

tory list can be obtained in no other way. These names cost from Ten Cents to One Dollar each.

The Mailing Lists of the retail merchant—generally speaking—receive less consideration, and there is more money wasted in the aggregate, than in any other line of business. WHY—do you say.

First, because he enters into the proposition reluctantly and without any enthusiasm, and goes about it cheaply from beginning to end.

Second, he leaves the compiling of it to some inexperienced girl or clerk, with the result that the banker and day laborer alike get a circular on a sale of Nine Dollar suits, or shirts made to order at Six Dollars each.

Absolutely no intelligence is used in the selection of the right list—fifty per cent or more being wasted. You know this is true. How often have you come home in the evening and found advertising matter addressed to you from some retail merchant regarding sales, or special offers of merchandise, which on the face of it made the retail merchant ridiculous in your eyes.

It is therefore best to classify your Mailing Lists according to the merchandise you are selling. All that is required is systematic use of your lists, combined with good merchandise, to interest **possible customers**.

Don't waste your money circularizing lists of **impossible customers**.

HENRY ELMER, PUBLISHER
WINDSOR'S SMITH & TOWN



The Magazine Circulation Co.
INCORPORATED
263-269 DEARBORN STREET
CHICAGO

RATES ON ALL MAGAZINES
CIRCULATION MANAGERS FOR
THE PICTORIAL REVIEW
IN ILLINOIS, INDIANA,
MICHIGAN & WISCONSIN
NATIONAL FOOD MAGAZINE
FOR THE UNITED STATES
AND CANADA

CABLE ADDRESS: "HURLEY CHICAGO"
LIEBERS CODE USED

LONG DISTANCE TELEPHONE
FRANKLIN 1052

NEW YORK
PLATIRON BLDG
SAN FRANCISCO
71 FIRST ST

HURLEY MACHINE COMPANY

MANUFACTURERS OF

LONDON
NO 9 BRIDGE ST
LOS ANGELES
278 SOUTH MAIN ST

**THOR ELECTRIC LAUNDRY MACHINES
FOR THE HOME**

GENERAL OFFICES AND MANUFACTORY

25 to 39 SOUTH CLINTON ST. COR MONROE

CHICAGO



CURRIER PUBLISHING COMPANY
PUBLISHERS

SEE ALL DEPARTMENTS
MAIN 137

WOMAN'S WORLD

MORE THAN TWO MILLION SUBSCRIBERS

107-111
S. CLINTON STREET, **Chicago,**

H. T. HOLTZ & CO.

H. T. HOLTZ, PRESIDENT
CHARS HOWELL COPPIN, SECRETARY
JOSEPH W. GRAY, TREASURER
H. B. HURD, ASST. SECRETARY

**MUNICIPAL RAILROAD
AND CORPORATION
BONDS**

171 LA SALLE STREET
CHICAGO

Photographic Reproductions of Lithographed Letter-heads.

KEEP LISTS UP TO DATE.

Every time a mailing is made to any list, all undelivered letters, or circulars, should be used to take off the names of those who have moved away or died. This is important as you will thereby eliminate waste in any future mailings.

If you are using one cent postage, have printed on your envelopes or wrappers "Postmaster please notify —— . Return postage guaranteed." Unless you do this, you will not be advised of undelivered third-class circular matter, and you will have the same waste each time you mail.

It is often advisable to use two cent postage in circularizing your lists, not only from the standpoint of the particular proposition in hand, but for the particular purpose of cleaning up any dead matter on your lists.

GETTING STARTED ADVERTISING DIRECT BY MAIL.

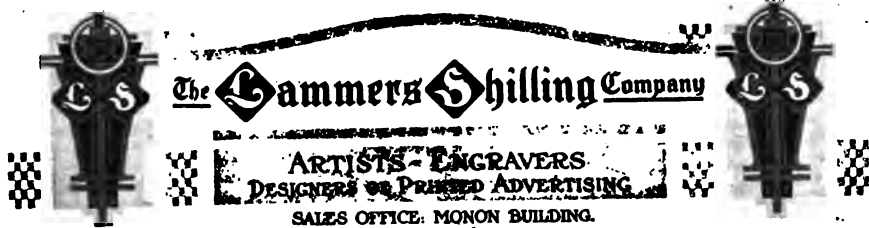
We hear of the great many successes that have been made "Advertising direct by mail," yet it is no different from other methods of doing business. There are just as many failures, and these failures are many times caused because people do not understand the range of possible accomplishments—what can and what cannot be done by mail.

It is possible to prove clearly whether a thing can be sold by mail or not—by systematic experiment. If you prove that it cannot be profitably sold, that is one form of

HERMAN C. LAMMERS, President

E. N. FARKAS, V. P.

J. LENHART SHILLING, Sec'y



The Lammers Shilling Company

ARTISTS - ENGRAVERS
DESIGNERS OF PRINTED ADVERTISING

SALES OFFICE: MONON BUILDING.
324 DEARBORN ST.
CHICAGO
TEL. HARRISON 7492

SM. 12108 X 1411

- C. L. KIMBALL, ASSISTANT GENERAL PASSENGER AGENT
- G. G. BELTENOOVER, DISTRICT PASSENGER AGENT
- T. R. WILY, CITY PASSENGER AGENT
- F. O. BIRNEY, LOCAL PASSENGER AGENT
- THOS. H. THORP, SOUTH SIDE PASSENGER AGENT
- H. C. VANDERVOORT, PASSENGER AGENT

PENNSYLVANIA LINES

DISTRICT PASSENGER AGENCY

248 SOUTH CLARK STREET—CORNER JACKSON BOULEVARD

CHICAGO.

MACHINE ROOM, HARRISON 5142 BUSINESS OFFICE (HARRISON) 3328 JOB ROOM, HARRISON 5667
OFFICE (AUTOMATIC)



Peterson Linotype Co.

CHICAGO

CARSON PIRIE SCOTT & Co.

DRY GOODS.

STATE MADISON AND WABASH

RETAIL

NEW YORK 115 W. 47th St.
MANCHESTER 35 Cornhill St.
CHICAGO 311 Dearborn Ave.
PARIS 26 Boulevard des Capucines
YOKOHAMA 2-24

Telephone: Private Exchange 2

CHICAGO.

Striking Effects in Printed Letter-heads.

success. If you find out by repeated experiments what is the best way of selling, without risking more than is absolutely necessary, then you can go out on a large scale and be sure of ultimate profits.

The trouble is that many business men think everything looks promising; they cannot see how it will fail, and they go ahead recklessly, believing they will succeed. The result is failure and they are surprised. If they had conducted a systematic experiment, they would have only expended a few Hundred Dollars, instead of several thousands or more.

Most people think of "Advertising direct by mail" as pertaining to the exclusively out and out mail order houses. That is a wrong impression. Many of the great manufacturers, wholesalers and retailers have built up a big business by mail.

As a matter of fact, it is entirely practicable for the retailer to extend his markets by drawing trade through the mails. It may take longer to work up a business by mail, but, on the other hand, the field is practically unlimited and a satisfied mail order buyer usually becomes a regular customer and will go out of his or her way to speak a good word for the store.

It has been clearly established that "Advertising direct by mail" is just as accessible for the retailer in small towns as it is to the larger concerns in big cities. The success is determined by the effective methods of advertising and the quality of the service.

Describe your goods specifically and have them definitely priced, and always bear in mind these two objects:

BUCKLEY, DEMENT & CO.
SERVICE FOR ADVERTISERS
FORM LETTERS & TRADE LISTS
ADDRESSING & MAILING
118 E. HARRISON ST. CHICAGO.
TELEPHONE HARRISON 850



NATIONAL VACUUM HEATING COMPANY
OWNERS OF THE
DUNHAM VACUO-VAPOR SYSTEM
MARSHALLTOWN, IOWA

SOLE DISTRIBUTERS
DUNHAM RADIATOR TRAP
FOR UNITED STATES

LAGRANGE MOTOR CLUB
LAGRANGE, ILLINOIS



UNITED ORNAMENTAL IRON WORKS
251 SECURITY BUILDING
CHICAGO

C. F. HARRIS, President Telephone 224



THE "DANDY" BASKET

NORTHWESTERN EXPANDED METAL CO.
MANUFACTURERS OF
EXPANDED METAL FOR REINFORCED CONCRETE CONSTRUCTION
EXPANDED METAL LATH
EXPANDED METAL SPECIALTIES
GENERAL OFFICES
930-950 OLD COLONY BUILDING, CHICAGO
FACTORIES
CHICAGO, ILLS. JEANNETTE, PA.
BASKET DEPT, CHICAGO.

Photographic Reproductions of Embossed and Raised Letter-heads.

One is to sell your goods, and the second is to establish a good name and insure a continuance of trade.

GUARANTEE SATISFACTION.

From the very start create confidence by guaranteeing satisfaction—without any strings tied to it. **“Every customer a satisfied customer, or money refunded.”** Emphasize this in all your printed matter, letters, circulars, price lists, order blanks, etc. Make this policy a reality in your business by impressing it with equal force on every employee. They must never overlook the wants of any customer.

If it is important to please a customer who visits your store, it is doubly essential to serve with great care those who are purchasing from a distance, for they cannot make their particular wishes known to you so readily and have to trust to the house for fair treatment and a square deal.

Success depends on coming to understand the customer perfectly, in spite of the fact that you have never seen him.

Before you start the preparation of any advertising matter, study carefully your possible customers. Put yourself in their place, as it were, and try and get their point of view. Great success can be had by knowing the habits of life and thoughts of your prospective customers. Your advertising letters and circulars can then be written with more intelligence.

To attract the attention of a big business man is a very different matter from attracting the attention of a farmer

Big Ben

Western Clock Mfg. Co.

La Salle, Illinois.

Oct. 1, 1910.

Mess. Jules Wendell & Son,
Oswego, N. Y.

Dear Sirs:

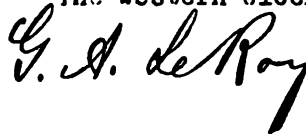
Here's the schedule of Big Ben advertising for next month.

Oct. 1	Collier's	Full Page
" 8	S.E.Post	Quarter Page
" 15	" "	Full Page
" 22	Collier's	Quarter Page
" 29	S.E.Post	Full Page

something doing every week --- Collier's October 1st number will be delivered in your town next Saturday. --- Keep Big Ben in your window so that those who want him may know where they can get him.

Yours very truly,
The Western Clock Mfg. Co.

G. A. L.



Adv. Mgr.

P.S. Did you get your Selling Helps?

Excellent Example of Good Taste in Letter Writing.

or carpenter. So it is with every subsequent step in the process of making a sale. You can convince the banker with one argument, while the same argument will have no weight with the farmer.

A letter or circular that would be successful with one class of people might be a total failure with another. Therefore, keep in mind all the time the mental attitude of your prospective customers and have your letters and circulars prepared accordingly.

POINTS ABOUT WRITING ADVERTISING LETTERS.

How to write letters that bring results is not, as many writers would have you believe, something that should be prepared by an advertising expert. It is just plain common sense plus enthusiasm and a knowledge of the merchandise you are selling. Some of the best letters I have ever seen were written by men who were never known as advertising men, but they sold the goods.

When you come to write your letters, circulars, etc., write them so plainly that the man without an education can understand what you are talking about, and then it will be a certainty that the college man can, or ought to, understand them.

Do not make the mistake of using inflated language, or extravagant claims. It will not do, and you cannot convince or impress a customer in that way. If your assertions are untrue, the reader will know it sooner or later.

MARSHALL FIELD & COMPANY

STATE, WASHINGTON, RANDOLPH AND WABASH

CHICAGO WHOLESALE, ADAMS, QUINCY, FRANKLIN, FIFTH AVE.
CHICAGO RETAIL, STATE, WASHINGTON, RANDOLPH & WABASH.
NEW YORK, 104 WHITE STREET
MANCHESTER, 38 GEORGE STREET
NOTTINGHAM, 20 A. FLETCHER GATE
BRADFORD, 60 PERL PLACE
BARKBY, 22 & 24 RITE ST GEORGE.
CALAIS, 9 RUE ANNE.
LYONS, 15 RUE MALSACE.
CREMONTE, 17 LON STRASSA.
ST GALL, 34 ROSENBERG STRASSA.

CHICAGO

January 9th, 1911.

Mr. M. A. Wolf,

Detroit, Mich.

Dear Sir:-

Your interest in our Sewing Machine Section prompts us to write you of a very special sale of our Standard Rotary Sewing Machines.

Fifty of these Automatic Grand machines - samples and those finished in certain fancy woods to be discontinued - are to be sold at these greatly reduced prices - \$30 and \$35.

These machines combine all the latest improvements of the Standard Rotary construction, and are complete with attachments and accessories.

Awaiting your pleasure, we are

Yours very truly,

MARSHALL FIELD & COMPANY

By

A Neatness and Simplicity Characteristic With all Advertising for This Store.

Think the truth and write the truth, then your words will ring true.

You cannot sell your goods to anybody unless they understand what you are talking about. So use small words. No sale was ever made until a man was convinced. He is not convinced until he understands. Be sure your explanation is plain, and particularly so, if you are in a technical business, because half the people do not know technical terms.

Letters are personal messengers carrying the ideas and desires of the writer. Thoughts expressed on paper have a different sound than when spoken by word of mouth, therefore, be particularly careful about writing your advertising letters.

Take Your Time.

It is not always well to have your advertising letters written hastily. Lay them aside for a day or so. They may sound entirely different when later considered. A slip in conversation can be corrected, the argument can be changed to meet the circumstances, but in advertising letter writing any slips or weak points take from the effectiveness of your purpose.

A good advertising letter should be as condensed as possible to get the attention of the reader, but it must be long enough to tell the whole story. Many advertising letters are so long that it is no wonder they fail—the subject is not of sufficient interest to have the reader wade through



Marks Tailoring Company

IMPORTERS OF
WOOLENS

771-73-75 JACKSON BOULEVARD

WHOLESALE
MERCHANT TAILORS

LONG DISTANCE TELEPHONE
MONROE 2039

Chicago, January 26, 1911.

Dear Sir:-

Undoubtedly you have received our sample outfit and we are very anxious to have your opinion of same.

If you have any suggestions to offer, or if there is anything we can do from this end to increase your business during the season, we would like to hear from you.

We wish to announce that we are now running on our regular four days' schedule and there will never be any delay or disappointment if you send your orders to us. We have made preparations this season to take care of our accounts in a thorough manner and we believe we can give you quicker service and better garments and go along way toward making your tailoring department one of the most profitable branches of your business.

We have recently installed a new coat shop on our premises, under the supervision of one of the most expert coat makers, which we brought from the East, and we believe you will readily note the improvement in our coats.

We trust we shall have a reply from you acknowledging the samples and at the same time giving us any suggestions you may have in mind.

Yours very truly,

MM.-K.

MARKS TAILORING COMPANY.

Well Arranged and Forceful Follow-up Letter.

it, and the point of creating a desire has been entirely lost.

A short paragraphed letter will, as a rule, be read and prove by far more successful in securing results.

If your proposition is one that requires a long argument and description, it would prove more effective to write a short letter, giving sufficient information to create interest, and then use a printed circular with the letter, which gives fully and in detail all the interesting information.

In all your advertising letters follow a logical order, each point emphasized to keep the attention of the reader concentrated so that he will be in an attitude for the climax of the letter. Do not use a single word that does not help bring home your thought.

No set of rules is appropriate for concluding paragraphs in letters. Some letters require them; others do not. If a concluding paragraph is used, it should be well connected with the preceding points of the letter and represent a summary of the principal points involved. A good conclusion, aptly applied, is a clincher in an advertising letter.

Herewith are presented two Form Letters sent out by the Erie Heating Company, Chicago, some time ago. These letters were addressed to one thousand railroad officials, and brought sixty per cent replies, not one of which referred to the fact of receiving a Form Letter. The success of these letters can be attributed to the free, easy, conversational way in which they were written, combined with the fact that the Form Letter work was carefully prepared in every detail.

LETTER ADDRESSED TO PURCHASING AGENTS
OF RAILROADS.

E. H. Bankard, Pur. Agt.,
Baltimore & Ohio R. R. Co.,
Baltimore, Md.

My Dear Sir:—

In chatting with the Superintendent of Motive Power of one of the Trunk Line Railroads recently I asked him what, in his opinion, was the chief difficulty, handicap or hindrance to be overcome in railroad operation, and he answered me in a moment, "The turning of locomotives." When the matter of purchasing additional locomotive equipment for your road comes up, this will become a matter of vital importance to you, and some little information which I may be able to furnish you regarding boiler washing and the quick turning of locomotives may be of value.

It will be a pleasure for me to send, with your permission, a copy of a pamphlet treating of "The Quick Turning of Locomotives," by means of quicker and better boiler washing.

I have sent several copies of this pamphlet to Purchasing Agents by request and would be pleased to send one or more copies without expense to you if you desired them.

Very truly yours,

President.

BW/A

LETTER ADDRESSED TO SUPERINTENDENTS OF
MOTIVE POWER OF RAILROADS.

J. D. Harris, Gen'l Supt. of Motive Power,
Baltimore & Ohio R. R. Co.,
Baltimore, Md.

My Dear Sir:—

I have already communicated with the President and other high officials of your Road with a view to reducing the idle time of locomotives at terminals for wash-out and change of water; and as it is possible that you will be brought into the matter, I presume that you would like to give the subject some consideration.

I have had prepared some information on the question in pamphlet form, and, as I have a few copies on hand, I shall be glad to mail one to you if you so desire.

Your Department is, I understand, being heavily taxed to meet the demands of present congested traffic conditions, and a saving of four to six hours in the idle time of locomotives at terminals for wash-out and change of water should appeal to you instantly as a visible means of relief.

The methods described in the data above

mentioned involve an immense reduction of cost of fuel and great economy of water and labor, which will be of particular interest to your Department.

I will be glad to forward you the pamphlet as soon as I hear from you.

Very truly yours,

President.

BW/A.

The Erie Heating Company had something to sell, and their letters clearly indicate that before a sale could be made they realized they had to create interest, and one of the best ways to get a busy man interested is to talk his own business to him.

All successful writers of advertising literature recognize the necessity of awakening interest in the reader. This is logical because man is interested in himself first—never forget that. The present want or need which your goods fill is larger to your reader than the future satisfaction. This is at once apparent—**find your reader's interest and then write your letters accordingly, interweaving your goods with the interest.**

Letters that sell are not fashioned on what you want to say, but on what your readers are ready and anxious to hear. As soon as this principle is grasped, the whole idea of writing advertising letters is changed, the writer fades and the seeker of interests grows.

Not long ago the following quotation from the pen of a well-known Harvard professor, writing of "How interest is acquired," appeared in an advertising magazine. It aptly applies in this instance. He says:

"Any object not interesting in itself may become interesting through becoming associated with an object in which an interest already exists. The two associated objects grow, as it were, together; the interesting portion sheds its quality over the whole, and thus things not interesting in their own right borrow an interest which becomes as real and as strong as that of any natively interesting thing."

MECHANICAL REPRODUCTION OF FORM LETTERS.

Fifty-two per cent of all the letters mailed in the United States are Form Letters. This will give you some idea of the importance of the Form Letters and their relation to "Advertising direct by mail."

This tremendous use of Form Letters is not surprising when you consider the demands made by the business man today. Speed and economy—to reach his customers and prospects—perhaps five thousand or more all in one day and at a cost of not more than Ten Dollars per thousand for the work—first-class in every respect. It would be utterly impossible to write five thousand letters in any office and have each letter written by a stenographer. The expense and force required would make it prohibitive.

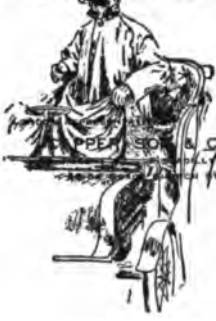
Another reason why so many Form Letters are used

PRODUCTIONS OF
 WELCH, MARGETSON & CO.
 VIRGOE, MIDDLETON & CO.
 ALLEN, SOLLEY & Co.
 BURBERRY'S
 LONDON. ENG.

46-47 JACKSON BOULEVARD, EAST
 CHICAGO

TELEPHONE HARRISON 618
 AUTOMATIC 5026

Agents for
 "Young Men's Hats"



EST 177
 WELCH, MARGETSON & CO., LTD.
 111 N. HALSTED ST. CHICAGO, ILL.
 VIRGOE, MIDDLETON & CO.,
 111 N. HALSTED ST. CHICAGO, ILL.
 ALLEN, SOLLEY & CO.,
 111 N. HALSTED ST. CHICAGO, ILL.



Merchant
 as well
 Ready-to-wear clothes

CHICAGO, September
 Eleventh,
 1908.

Odd Waist Coats

Sporting Clothes

Auxiliary Coats

Riding Coats

Long Coats

Ponchos

Shooting and

Free

Golf



My dear Sirs:-

Enclosed you will find material samples of clothes we are making for the Ready-for-wear Division of our Milwaukee store.

We respectfully ask you to look them over carefully.

If you will do us the courtesy of viewing our clothes personally, we believe you will agree with us that they are all you desire your clothes to be -- which means, that they have the essentials of Custom-made Clothes.

You will find our prices to be neither exorbitant nor extremely low, but instead, actually reasonable, in every instance.

Respectfully yours,

Capper Tapper

THE CAPPER DERBY AT
 THREE DOLLARS IS NOT
 EQUALED IN CHICAGO

In the original, from which this letter was reproduced, the figures were printed in brown. The type was black, making a most pleasing combination. The letter is short, forceful, and to the point.

is because a good, strong, well-worded and carefully reproduced Form Letter with a circular will pull ten times as much business as a circular alone.

Thus, you will appreciate that study, time, expense and brains have been given to the subject of duplicating Form Letters, until today we find a number of machines on the market that will do excellent work and firms specializing exclusively in preparing Form Letters.

Must Look Natural.

A Form Letter should look just as natural as possible. Some of the processes of printing Form Letters produce a very unnatural effect. Don't consider for a minute the use of a Form Letter that has that stereotyped printing appearance—which at a glance reveals itself.

It is a mistake to economize in having your Form Letters reproduced cheaply. Get the best work you can, from some firm specializing in Form Letters. Do not go to a job printer for this work.

Filling in the names and addresses at the heading of each is very important and this must be done so perfectly that the fac simile letter cannot be detected. Not all the fac simile letter companies do this filling in as perfectly as it should be done and the reason is the current prices they make. Where they now charge Three Dollars per thousand for filling in, they should charge Four or Five Dollars, and these prices would not be unreasonable for the skill and

Capital \$1,250,000

Western Trust & Savings Bank

N. E. COR. LA SALLE AND ADAMS STREETS "THE ROOKERY"

ADDISON CORNEAU
ASSISTANT CASHIER

Chicago, Ill.

Enclosed you will find a copy of our latest statement, which will possibly convey to your mind the idea of adding to your banking facilities or changing your bank account.

Our institution is fully equipped with facilities necessary for the proper care and handling of accounts of merchants, manufacturers and professional men.

We are always willing to assist in building up the business of our enterprising patrons by supplying their legitimate wants in as liberal a way as is possible, consistent with good banking.

We would like an opportunity to confer with you on this subject.

Yours very truly,

Ass't Cashier.

A Dignified, Thoughtful Letter Calculated to Inspire Confidence and Stimulate Business.

care required, and the results to the advertiser would be considerably better.

Never send out a Form Letter that is not signed. An unsigned letter has about the same value as an unsigned check. I strongly believe in having all letters signed with Pen and Ink. This does not necessarily mean that the busy business man has to sign a large batch of Form Letters, but have some clerk do the signing. Do not use a Rubber Stamp to sign a Form Letter. If a fac simile signature is to be used, have a wood cut of the signature made and print it in writing fluid ink—not printers' ink.

BE PARTICULAR ABOUT STATIONERY.

A common mistake of many business houses is the use of cheap stationery. If a letter is worth writing at all, it should be written on high grade paper. This is especially true of the advertising letter. The average man is one of quick judgment. The advertising letter many times comes as a stranger—and it is the first impression that counts.

A cheap letterhead with the crude typography of the job printer, who, as a rule, has not the faintest idea of selecting good combinations of types, will many times make a real good proposition a failure right at the start.

This does not mean paying high prices for your stationery. It means using a good medium priced paper, and you can get a wide range of selections of bond papers from ten to fifteen cents a pound, in twenty or twenty-four pound weight, that will be just the thing.

TELEPHONE RANDOLPH 1391

ERNST & ERNST

CERTIFIED PUBLIC ACCOUNTANTS (OHIO)

IMPARTIAL AUDITS - SYSTEMS

CHICAGO
117 NATL BK BLDG

CLEVELAND
SCHOFIELD BLDG

NEW YORK
HANOVER BANK BLDG

CHICAGO

Many manufacturers and merchants consider it advisable to have their accounts audited at least once a year thus assuring the directors, stockholders and partners that the business is being properly conducted.

Such reports on file are invaluable in case of a re-organization of the company, sale of capital stock or bonds, change or dissolution of partnership and negotiations for sale of business.

Moreover, credit privileges with your banker can generally be arranged with greater ease if you present with an application for a loan a financial statement showing the condition of your company, certified to by impartial public accountants.

We maintain a large staff of trained accountants and can refer you to satisfied clients in your particular line of business.

As to our reputation and financial responsibility, we refer you to the Corn Exchange National Bank of Chicago.

The enclosed letter from the Publishers of IRON AGE is an indication of the high grade of our service.

Yours very truly,

ERNST & ERNST



HM/B

Chicago Manager.

With the Name and Address Properly Matched This Letter Could
Hardly Be Improved Upon.

Equally important is good typography. Go to a printer who has a good assortment of type faces and who has taste in selection and arrangement.

If you want something still better, then use engraved or lithographed stationery. A plate can be made to conform exactly to your ideas and you will not be dependent for size or style on the limitations of metal types and rules.

Colors are seldom used effectively on business stationery. Black is always in good taste.

LETTERS TO BACK UP SALESMEN.

Wonderful results have been accomplished by some manufacturers and wholesalers in the use of a campaign of letters to assist their salesmen, while it is noted with regret that many firms have not as yet awakened to the possibilities of backing up their salesmen in this way.

Many of the large clothing manufacturers and dry goods houses carry on an educational campaign of letters to their customers and prospects in advance of their salesmen calling. These letters are of such an interesting nature about the new lines of merchandise which the traveling men will show that dealers will often hold off placing their orders elsewhere until they have seen the line. This makes it possible for the traveling salesman to get a larger bunch of orders.

It is especially desirable, when anything new is to be offered, that a letter be sent to all customers and prospects.

THE HOUSE BEAUTIFUL

PUBLISHED MONTHLY AT
246. MICHIGAN AVE.
CHICAGO



Mr. Stone's Office.
November 30th, 1910.

W. S. Subank & Son,
Mill Creek, Okla.

Gentlemen:-

Simplicity and harmony - these are the essentials that give charm to the home - a charm that lingers in the memory of every guest. So when a home-lover finds something that will help attain these essentials, either in house building, decorating, furnishing or gardening, it is eagerly welcomed.

From the single copy of The House Beautiful which you received a short time ago - you could not get an adequate idea of how MUCH it will help you every day. My magazine has just been enlarged to 64 pages each month - with 70 splendid illustrations - and every article and every illustration is designed to help you - in carrying out these individual ideas in your home.

But to appreciate the value of The House Beautiful, you should see not one number, but several successive numbers. To induce you to let me send them, I am going to make you an EXCEPTIONAL OFFER. I am going to send you our new Portfolio of Interior Decoration, which represents the careful thought, study and ideas of experts - on decoration and furnishing. This Portfolio contains an exquisite collection of color plates - picturing and describing a variety of harmonious rooms and charming schemes of decorating - schemes that may be reproduced in your own home - for little cost.

Now I am going to let you have this Portfolio, which is a prize money cannot ordinarily purchase. You pay absolutely nothing for it. I will consider it a supplement to the vital information on home-individualizing that fills every page of The House Beautiful EVERY month. And just for good measure, I am ALSO going to send you with my compliments, the beautiful, 64 page Christmas issue.

But the edition of this splendid Portfolio is limited. I doubt if it will last three weeks. So don't delay - simply attach three dollars in any convenient form to the enclosed blank - mail it today - and the big December number and the Portfolio will go to you by return mail. The House Beautiful will then continue regularly up to January 1912.

Yours very truly,

P.S. This Unusual offer
is good only if sent to
us direct.

Publisher.

This Form Letter is unusually long but will hold the Reader's Interest to the end.
The departure in the form of the date line is a matter of taste.

It frequently happens in the case of large companies that the head of the concern cannot be reached by traveling salesmen, but a letter will go past the department clerk right up to the head of the house.

Then again, you can present an argument more briefly and accurately than by conversation and you have an added advantage of the permanent written argument, which, as is customary, is handed over and read by the different employees who are interested and whose opinion may be sought.

Important, too, is the fact that these letters have much to do with establishing firmly in the minds of your trade the policy of your house, your merchandise and the desire of your house to have every customer a satisfied one.

Letters, if rightly and consistently used, build up the business on **your name** and your **brands** of merchandise, no matter whether Salesman Brown or Salesman Smith is representing you in that territory.

The manufacturer and wholesaler who overlooks these facts will awaken to find that he is doing business with this or that customer because the goods are being sold by Salesman Brown, and not because it is the house he wants to buy from, or the brand of goods, and when Salesman Brown goes to some other firm that customer's orders go with him.

Then again, it is a well-known fact that sixty per cent of salesmen selling goods on the road are failures. Many, who maintain their positions, get enough orders to keep on, yet in the aggregate they are failures. They lose out in town after town, and the house is to blame in a way. His

FRANK W BLACK ©

PRINTERS AND ENGRAVERS
334 DEARBORN STREET
TELEPHONE HARRISON 3722
CHICAGO

Buffalo Steam Pump Co.,
21 S. Canal St.,
Chicago.

Gentlemen:- On the next page is a Document in Evidence.
Please read it, and the next time you feel like kicking
about a printing job that should have been delivered day-
before-yesterday, call it to mind.

We want you to try us on something that you
are particular about and in a hurry for--then watch results.

You can put your hand on our latch-string by
reaching your telephone. Harrison 3722 will get immediate
action.

Expectantly,
Frank W. Black Company



October 24, 1910.

One of a Series of Follow-up Letters that brought Excellent Results.

merchandise and prices were right, but the other fellow usually gets the order. Why? Well, the salesman in his report has many excuses, but the real reason was because a competitive house had hammered good and hard with letters and other advertising backing up their salesman, who, when he did come around, was in greater favor and got the order.

A certain wholesale grocery house had among its large list of regular customers about twenty-five hundred names who ordered large quantities of staple groceries, but never bought a penny's worth of their well-known brand of coffee and, notwithstanding the earnest and repeated efforts of their road salesmen, nothing developed.

After a conference it was decided to direct a personal letter campaign to educate the dealer on the particular merits of their coffee, and a series of five letters were sent out—one every ten days. Through combined efforts of the salesmen, who were calling every two weeks, in six months' time thirty-eight per cent had ordered the coffee and many had re-ordered. Those who had ordered the coffee were given coöperation by sending a letter to their trade, dwelling on the merits of this coffee, and urging their purchasing same when next ordering and, if not found in every way satisfactory, purchase price would be refunded. The wholesale house stood back of the dealer on this proposition.

Here is given the series of letters to the dealers which brought this result:

1ST LETTER TO DEALERS—COFFEE CAMPAIGN.

Dear Sir:—

There is probably no vegetable product that is as sensitive and whose flavor is as delicate as that of the coffee bean.

It takes the greatest amount of care and close study to bring from it the greatest amount of goodness.

We are positive that we have the system by which we can raise the drinking qualities of a coffee in a very pronounced manner over all other systems of roasting.

We roast a bag of coffee in twelve minutes; the old coal-roasting process takes thirty-five minutes. The saving of time is not the object; but the less time coffee is under preparation, the less chance the fine delicate aroma has to escape,—THAT'S THE POINT.

Our four blends, listed on the enclosed card, are examples of what our gas roasting means.

A saving of two cents per pound is what we guarantee. We leave it to your judgment. You have everything to gain and nothing to lose on a proposition of this kind.

Send us your order. Notify us if the goods are not satisfactory, and we will take them back. We remain,

Yours very truly,

————— Company,

By

Manager Coffee Department.

2ND LETTER TO DEALERS—COFFEE CAMPAIGN.

Sent ten days after 1st letter.

Dear Sir:—

We realize that the real goodness of coffee is in the aroma and flavor.

The roasting has more to do with the development of those essential qualities than anything else. Of course, a sour green coffee cannot be made into a sweet roasted coffee, but a sweet green coffee can be improved upon by the method of roasting.

This can be done without a question of doubt. Our method of roasting coffee with gas under high pressure is done so rapidly that the delicate flavors are retained in the coffee, thereby raising the drinking qualities of our coffee two cents per pound.

It is worth a trial on your part; you assume

no risk; if it does not please you, notify us and you can return it.

We enclose a price list of our four blends.

We remain, Yours very truly,

————— Company,

By

Manager Coffee Department.

3RD LETTER TO DEALERS—COFFEE CAMPAIGN.

Sent ten days after 2nd letter.

Dear Sir:—

No doubt you have satisfied yourself that you have good coffees; we grant that—BUT—there is always a higher degree of goodness. The highest degree is attained by WEBB'S GAS ROASTING PROCESS in coffee. Two cents per pound actual saving is what GAS ROASTING means. All the flavor and aroma is in the berry and is retained there and developed by our GAS ROASTING.

The old coal-roasting process allowed the best of the coffee to escape out of the chimney during the roasting process. Our process is as far in advance of the old coal-roasting as the express train is ahead of the stage coach, and our contentions are based on cold, hard facts.

The four blends which we list in the en-

closed card bear out our assertions. If you do not agree with us after you have given all or any of the blends a fair trial, you can return the goods.

All we ask is, "Do it now."

Thanking you in advance, we remain,

Yours very truly,

_____ Company,

By

Manager Coffee Department.

4TH LETTER TO DEALERS—COFFEE CAMPAIGN.

Sent ten days after 4th letter.

Dear Sir:—

Thousands of conservative merchants who had "good coffees" have been convinced that WEBB'S GAS ROASTING in coffees means two cents per pound actual saving, in addition to giving them coffees which have an aroma and flavor all "their own."

We write you on this subject, knowing that once you try any of our four blends, of which we enclose a price list, you will join the ranks of satisfied merchants who enjoy an increased and ever-growing coffee business as a result of the discovery of our GAS ROASTING applied to coffee.

Two cents per pound actual saving sounds good. It sounds better, however, when a reputable concern with a record of many years of fair dealing makes the assertion, as we have too much at stake not "to make good."

It's up to you; it will not cost you a penny to "find out." Goods may be returned if you do not agree with us after you have tried them.

Thanking you, we remain,

Yours very truly,

————— Company,

By

President.

5TH LETTER TO DEALERS—COFFEE CAMPAIGN.

Dear Sir:—

Since first communicating with you regarding our methods of roasting coffees, we have added many new and satisfied customers to our list.

Now we want you.

We promise you no more or no less than we promised the others; we treat all alike.

We raise the drinking qualities two cents per pound by our "WEBB'S GAS-ROASTING PROCESS."

If we cannot satisfy your trade after you

have given our coffees a trial, notify us and we will take the goods back.

On the enclosed card are listed four of our choicest blends, representing the highest degree of the coffee blending art. We remain,

Yours very truly,

_____ Company,

By

President.

A new sales manager in a large wholesale jewelry house, in checking back on the customers' records, brought to light the fact that several hundred names, who were active customers at one time, had discontinued favoring the house with their recent orders. Taking the matter up with the Advertising Manager, a series of three Form Letters was prepared and directed to these names—one each month. A stamped, self-addressed envelope was enclosed with each letter, and amazing results were effected.

Herewith are given the three letters.

1ST FOLLOW-UP. OLD CUSTOMERS—NO RECENT ORDERS.

**Mr. James Smith,
Oshkosh, Wis.**

Dear Sir:—

We notice with regret that for some time we have not been selling you our share of your requirements in our line of merchandise. If any

transaction in the past has been the occasion for this, we would esteem it a great favor if you would advise us of the facts and give us an opportunity to put matters aright.

Our stocks were never more complete to meet the demands of our customers than they are at the present time, and this is a most opportune time to supply your present and future needs in the very highest grades of our merchandise, bearing the distinctive features of individuality and good taste. Another point deserving of consideration is our prices—always the very lowest, consistent with the quality of our merchandise.

We want an opportunity to again handle your orders, and assure you attention and execution in any way to merit your continued patronage. Yours very truly,

_____ & Company.

By _____

2ND FOLLOW-UP. OLD CUSTOMERS—NO RECENT ORDERS

Mr. James Smith,
Oshkosh, Wis.

Dear Sir:—

In our letter to you of March 5th we referred to the fact that we were not getting the share

of your business which our splendid lines of merchandise deserve.

We assure you it will be our great pleasure to adjust any grievance which may have arisen through any transaction you have had with this house. Perhaps you are not sufficiently impressed with the profitable possibilities afforded in purchases made from our great stocks. Both in large assortments and variety of patterns and original designs we were never better equipped to meet every want of our patrons in a manner that will prove highly satisfactory.

We want you to continue to favor us with your business, and an order will prove the promptness and efficiency of our service.

Awaiting your favors, we are,

Yours very truly,

_____ & Company.

By _____

3RD FOLLOW-UP. OLD CUSTOMERS—NO RECENT ORDERS

Mr. James Smith,
Oshkosh, Wis.

Dear Sir:—

We have not seen your name among the number who have recently placed orders with us, nor have we succeeded in eliciting from you the rea-

sons for a discontinuance of your business relations with us. Now, as an act of courtesy on your part, will you not favor us with a reply in the enclosed stamped envelope? Our aim is to please our customers at all times by giving them prompt service, merchandise of the highest standard, and prices that are right. If we have failed to meet these requirements in some past dealing with you, we would thank you to give us the facts, and you may be sure that it will be promptly adjusted in a satisfactory manner by the writer.

We want you to feel that we appreciate your business, and feel sure of our ability to please you, as we have hundreds of satisfied customers who have been dealing with us for years.

Awaiting your reply, for which we thank you, we are,

Yours very truly,

_____ & Company.

By _____

Many replied in a way that indicated that some little petty incident had caused them to discontinue favoring the house and their orders have been going elsewhere. A prompt reply with a good strong letter of apology and an appeal for their future orders brought the house again in favor with these old customers.

SUGGESTION FOR KEEPING CARD INDEX RECORD OF CUSTOMERS.

NAME												
ST.												
BUS. ADDRESS												
RESIDENCE												If Not Our Customer, Why?
YEAR	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
REMARKS												
						CORRESPONDENCE						

This card provides for full information of sales by month and year. This record will be found valuable for the sales office in following up any customers whose orders are not coming to the house with the usual frequency.

The comparison by months is especially interesting from a sales standpoint.

Handling Agents by Mail

To secure agents and keep them busy entails a lot of hard work as well as a good deal of expense. The greatest

H. S. VANZWOLL, President and Treasurer

F. S. TERRY, Vice-President

T. J. RIDER, Jr., Secretary



"Nature Smiles through Sunbeams"

Members of ...
National Electric Lamp Association



606 S. CLINTON STREET

ALL SUNBEAM LAMPS SOLD THROUGH AND BILLED BY THE

Western Electric Company
Chicago, New York and Branches

THIS COMPANY IS LICENSED TO USE THE CHEMICAL EXHAUST PROCESS OF OBTAINING VACUUM IN SUNBEAM LAMPS. THIS PROCESS IS ESSENTIAL TO THE PRODUCTION OF A LAMP OF THE HIGHEST QUALITY. LICENSED UNDER PATENT 537493, APRIL 16, '95 PATENT 725293, APRIL 23, '93 PATENT 532760, JAN. 22, '96 PATENT 516200, MAR. 20, '94 PATENT 566142, SEPT. 22, '96



CHICAGO, Sept. 20, 1910.

FRANK W. BLACK CO.,

#334 Dearborn St., City.

Gentlemen:-

Replying to your recent inquiry.

We are very well pleased with the manner in which you are handling our printing - as to price, class of workmanship and last and most important quickness of deliveries. It is a great relief to do business with a printer who can be depended upon to do things right and quickly.

Very truly yours,

T. J. Rider Jr.
Sec.

TJR-GS

One of a Number of Replies to a Good Circular Letter.

trouble in selling through agents is selecting those who can make a success selling your particular commodity.

Some agents can sell their own services better than anything else. This chapter is not for the purpose of submitting any well defined plan of "How to get agents"—there is no rule to follow—it depends entirely on the proposition.

Country school teachers have proven good for an educational proposition, books, maps and the like, township officers for road machinery, dressmakers for wearing apparel, while town and country high school boys have made big successes selling talking machines, musical instruments and household specialties.

It is altogether a proposition of gathering names, and a process of elimination until you have live workers. Then it requires stimulating letters to instruct, enthuse and keep them working.

Agents are men who need a guiding hand. Many of them have the desire and enthusiasm to take hold, but they are timid and lack nerve—in other words, their wishbone is where their backbone ought to be.

It is apparent then that you must write them enthusiastic, stimulating letters—giving full instructions. Write a good long letter—explaining every detail how to make a sale, what arguments to use, how to approach a customer and how to combat the negative attitude of a possible customer.

Tell them what some other agent did last week or last month, how much he made—set a high mark for them and urge them to go after it.

Appeal to their feelings, sympathy and imagination. Speak of the discouraging conditions they are likely to encounter and how some other agent made a success and overcame such circumstances, and rouse his or her courage all the time.

The instruction letters can be fac simile form, backed up by special letters to different agents as the case may require.

Personal Attention Necessary

No firm should undertake to sell through agents without delegating some one to handle them—to sit at a desk and work with them every hour of the day, following them in imagination and by letter—so to speak—in their daily canvass. Unless a firm is willing to do this, it is a waste of money and effort to undertake to sell through agents.

One firm, who has made a great success selling through agents, manufactures kitchen utensils. One particular utensil, which costs in large lots twenty-eight cents to manufacture, sells through agents to housewives at one dollar and fifty cents, giving the agent a profit of seventy cents on every sale made. Introducing new specialties all the time, they have built up a large staff of agents, and both themselves and agents are making a handsome profit.

There are many manufacturers today whose products do not get into rural communities that are overlooking possibilities in not selling direct through agents.

ANSWERING INQUIRIES AND MAINTAINING A FOLLOW-UP

Very few advertisers give prompt reply to inquiries—the most important point in making an advertising campaign successful. Think of it. Advertisers who have expended considerable money in magazine, newspaper or advertising letters secure inquiries from people interested and then have been known to become lax in handling them and blame the newspaper, magazine or the letters for the failure in getting results.

An inquiry is a valuable gem. It is from a new person, who, secured, may give you steady business for years, or whose recommendations may lead others to buy, which is the real purpose in advertising.

If you are sending out a series of advertising letters, or running advertisements in magazines that will bring inquiries, prepare letters the best you know how to immediately answer those inquiries—don't delay even a day. Strike while the interest is hot.

The first immediate answer to an inquiry should be a well worded letter, clear, concise and to the point. If the proposition requires printed matter to give more details, don't enclose it with the letter—send it under separate cover. Let the letter go to the person in a thoroughly high class way. Many real inquirers turn in disgust from a conglomeration of loose printed matter sent them without an effort being made to give them any direct, intelligent reply.

If your proposition requires printed matter to illustrate points, then by all means use a booklet—neatly gotten up—something that will be kept—not something that from its appearance indicates it belongs in the waste basket.

A card system should be kept of all inquiries, giving name, address, date of inquiry, date answered, and filed by states in alphabetical order. As orders are received, the date should be entered and the card transferred to the customers' files.

Keep It Up

Within ten days' time those inquiries that have not been heard from should get another letter, which should be a forceful argument for the sale of the particular proposition. It depends then on the line of business how many follow-ups should be sent and how often. If the proposition is one of selling a washing machine, not more than five or six follow-ups should be used altogether, but, if the line of business is that of wearing apparel, or some article of general consumption every season of the year, then that inquiry card should be retained and followed up with catalogues or letters in season, for that name is always a prospect and they know your house from your previous efforts to sell them, and sooner or later the psychological force of repeated suggestion will bring their orders and make them permanent customers.

There are many firms who receive requests for estimates every day in the year, and in a stereotyped sort of

way they write a letter submitting prices. If the order comes their way, well and good, but, if it does not, no further attempt is made to ascertain why. Such firms are overlooking possibilities, and sadly need a follow-up system. If they had such a system, a letter would follow up that quotation within four or five days' time containing a strong argument why it would be best to favor their house with the order, what advantages they had in equipment, service, etc. Many a time orders have been clinched in this way.

Every business man should have a well planned follow-up system in his business—a systematic, intelligent follow-up of literature and not a half-hearted system which consists of sending out a few letters by the sales manager's stenographer to a list of prospects, or inquiries, when she may have time. Sales manager's stenographers never have time.

INTERESTING INFORMATION ABOUT MAILING

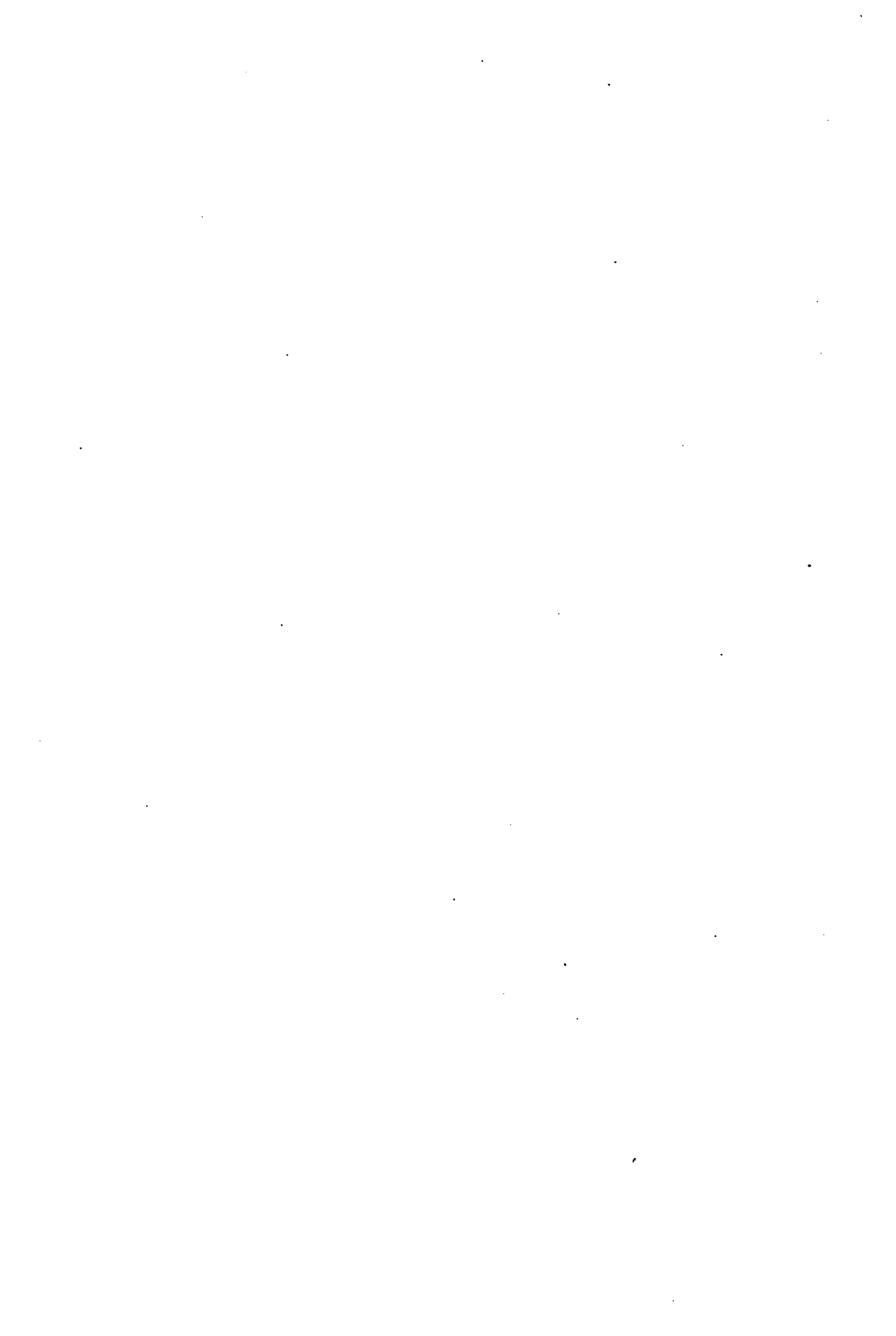
There are many important points about mailing letters and follow-up literature that must be considered to bring about the best results in advertising direct for business.

Never send out an advertising letter soliciting business using a one-cent stamp. Better save your time and money. This is particularly true if your firm be not well known to the list to whom letters are being sent. A large, well known dry goods house or grocer might get results when circularizing housewives, but the letter starts out

with a handicap, and it is well known generally that servant girls very often discard one-cent circular matter and it never reaches the right party. It would be better to reduce the number of letters by half and use two-cent stamps, if you cannot afford to mail the entire list.

If you send your advertising letters to business men, never mail on Fridays or Saturdays. Saturday is a short business day, while Monday's mail is always unusually heavy. Many firms in sending out local mail have found it very effective to put their advertising letters in the mail in the early morning so that it reaches local business houses that same afternoon. Usually the letter arrives at a time when it can be read carefully and receive more time and attention by a business man.

Fac-simile letters, even if name and address is inserted and signed, can be mailed for one-cent stamps, if twenty or more are mailed at one time.



PART III

SPECIALTY ADVERTISING

BY HENRY S. BUNTING,

Editor of The Novelty News, Chicago

“Specialty Advertising” is the term which has been used for ten years to designate this “new thought” in advertising. I invite my readers to get familiar with this phrase at the outset and use it to cover the whole broad field of novel, special, supplemental, connective and individual advertising methods and media.

No claim to originality is made by the writer. While much presented is new and revolutionary—so new that it is not as yet well understood in advertising councils—yet credit for working out this system belongs wholly to the pioneers of specialty advertising. The writer is merely their spokesman. He attempts in this article to collect, analyze, classify, define and co-ordinate specialty advertising as it is being applied successfully to business building today by thousands of progressive manufacturers, jobbers, retailers, bankers, publishers, hotels, amusement concerns, service corporations and salesmen. The writer holds a mirror behind some of the most up-to-date and successful

advertising campaigns of the day to show how these use new ideas and specialty angles in advertising to bring unusual results—returns not obtainable in any other way.

By quoting the experience of business firms, large and small, national and local in trade relations, it is aimed to make the subject plain to all. Advertisers in various lines of trade who employ specialty methods and media consent to tell what they use, how they use them, for what purpose, and with what result. Any one can readily figure out how these or similar specialty plans may be modified and applied to stimulate one's own business.

Any business can be materially increased by specialty advertising. It is simple truth—capable of demonstration to any extent required—to say that there is no possible branch or phase of business that can not be advanced and made more profitable by a scientific use of specialty advertising. It will help to sell corporation bonds, life insurance and Baldwin locomotives just as well as groceries and dry-goods. The only condition is that it be properly worked out and applied with discretion in each individual case. Every man's business requires individual diagnosis and a prescription by a specialty advertising expert to fit that particular case. Success or failure to get the desired benefit hangs on the skill with which this promotion work is done.

It cannot be said that publicity in its average application has reached anywhere near the dignity of a science. Yet the foundations of a science have been laid—the walls are going up. Certainly some advertisers have reduced their campaigns to the basis of exact science. These use

“space” publicity and “specialty advertising” together in proportionate parts. No advertiser who omits advertising to the individual—in the way that specialty advertising alone makes effective—can justly lay claim to be making scientific use of his appropriation. No advertiser who spends large sums for general publicity without also using connective media is making his appropriation realize its best efficiency in producing sales.

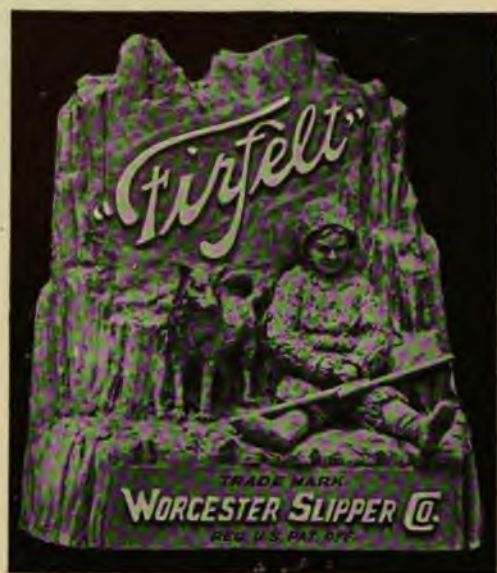
It is the hope of the writer that this epitome of specialty advertising—brief and insufficient as it is—may have some slight part in helping to work out the great problem of modern business, namely, the reducing of advertising investment to the basis of economic science.

Concrete Examples of Specialty Advertising

Have you any definite idea what constitutes specialty advertising? Before really discussing it, let us cite enough examples to make the subject clear.

Heinz adopted the pickled cucumber as his trademark. He made a miniature copy of a pickle and mounted it as a watch charm. He gave away millions of them. Millions have seen the little pickle in magazine “ads” and said nothing about it. Other millions seeing the little “novelty pickle” have talked about it. Also talked about the “57 varieties.” That little souvenir has helped to make effective the expenditure of millions of dollars for magazine space.

In the same way Procter & Gamble have dispensed





Sculptural effects in signs and calendars. This is one of the newest and most artistic achievements in this class of advertising. They are not only attractive but will hold the attention. Illustrations by courtesy of the Boston Sculptural Company.



countless editions of their toy miniature bars of "Ivory Soap" made of white composition which, through the grocers, have found their way into almost every home in the land, to the delight of successive generations of childhood. Using thus a miniature reproduction of an advertised product is a highly effective form of specialty advertising.

That beautiful calendar which you are glad to give a place on your office wall—received with the compliments of your bank, perhaps, or as the token of gratitude from the firm that sells your house large bills of goods—that art calendar is a perfect expression of specialty advertising.

Your little boy plays ball in a cloth cap advertising Washburn-Crosby Co.'s "Gold Medal" flour. His sister carries her school books in a bag given her by the bookstore and its ad on the front doesn't let that fact be forgotten, either. Your teamster shields himself from the summer sun under a wagon umbrella proclaiming the merits of the Roberts, Johnson & Rand Shoe Company's "Star" brand shoes. That neighbor's boy selling The Saturday Evening Post carries them about in a bright new canvas bag with the name of the paper printed on it in bold black letters. And the carpenter who comes to make repairs wears an artisan's apron which tells you where to buy your "Keen Kutter" hardware. In case you decide to smoke a pipe and are in doubt just what brand to start on, there is a big cloth sign tacked up at the roadside and corner grocery with a suggestion from the American Tobacco Company about the merits of "Duke's Mixture." In this day of aerial navigation, if your eye lights upon an adver-

tising kite or aeroplane flaunting banners for "Kabo Corsets" or some local haberdasher, you are sure to stop and smile over the resources of the modern advertiser. These are typical cases of specialty advertising by the use of cloth media.

Use and Serviceable Specialties.

You read the temperature hot and cold mornings from a thermometer put up by the morning newspaper at the station where you catch your car. It tells the value of the want ads of that newspaper. That foot-rule which is such an indispensable part of your desk equipment has told you through four years about the stability of the Prudential Insurance Company. And that good leadpencil you got from Barker, the corner merchant, by yesterday's mail—it and the rest are good illustrations of advertising by the use of wooden specialties.

You use a glass paper weight on your desk. It shows a photographic reproduction of the Burrough's Adding Machine. There are many such useful glass advertising specialties.

Then I notice you have a little 12-month calendar on the back of a celluloid business card which you keep in your pocket-book for reference at a moment's notice—was there any doubt about your appreciating that gift when it dropped out of a letter from your tailor? You seem to like that celluloid leadpencil you carry and the fact that it bears the advertisement of an advertising agency which wants to

handle your account for you does not prejudice their chances in getting your business—does it? When you play whist at the club your celluloid game counter—sent to you by a firm that wants to sell you an automobile—seems to be filling a real mission of usefulness to yourself and them. Those celluloid buttons your office boy wears for Mennen's Borated Talcum and Horlick's Malted Milk—that celluloid counter sign mounted upon an easel which stares "Herpicide" at you while you are in the barber's chair—these are all examples of advertising by the aid of celluloid specialties.

Ornamental and Attractive

You probably have noticed over and over the past year that wonderfully refreshing picture advertising "Clysmic Water." It is seen in-doors at many of the better grade shops, cafés, buffets, hotels and drug stores. It looks like a framed oil painting, but it is really a stamped piece of steel, frame and canvass one piece, and the color work is done by lithography. There is a crystal pool of lympid green water, a beautiful woman, and a stag slaking his thirst, while prominently shown is a reproduction of a bottle of "Clysmic" in its bright green bottle and red label. This advertising picture literally talks of fresh, cool, sparkling water, and of quenching thirst. It makes one want a drink to look at it—and a drink of "Clysmic," too, not "Waukesha Hygeia" or "Hydrox," or "something else



Adjustable Mirror and Medallion for premium and novelty advertising. Manufactured by the American Medallion Works, Chicago.

just as good." That bottle of "Clysmic" water appeals to your palate through its art environment as able to satisfy thirst. Adjectives are not necessary. The whole story is told in the picture. Demand is created at the psychological moment by the picture. You order it. That's specialty advertising by the lithographic metal specialty route, and some of the biggest national advertisers have traveled that route to fame, among them Coca Cola, Lowney's Chocolate, "Lenox's Necco Sweets," Fairbank's Fairy Soap, "Diamond Dyes," the National Biscuit Company's products, the Anheuser-Busch, Pabst, Lemp and Schoenhofen brews, a dozen distillation products like Wilson's "Old Underoof" and Henderson's "Smoothest," various farm implements and machines, Swift's "Pride Washing Powder" and sundry other Packingtown products.

As you go into the grocer's or confectioner's you can scarcely help noticing that attractive Swiss Alpine climber waving his cap at the mountain top for "Peter's Milk Chocolate." It is a triumph of decalomania advertising art and is transferred upon the glass of door and window by the same process that children use in making transfer pictures. In the same way that delivery wagon panel emblazoned with Lemp's well known trademark—a plate of oysters on the half-shell, a cut of lemon and two bottles of "Blue Ribbon," a glass just poured—is another case of decalomania advertising art; and so are the big refrigerator freight car signs covering half the carside with the trademarks and advertising legends of the national packers

and brewers. This is specialty advertising by decalcomania media.

When you climb the steps of the station to catch your train, you see enameled metal signs all the way up the stairs—Dr. Price's Baking Powder, may be—white letters in a blue background. As your train whirrs you out of town through the green fields your eye lights often upon a strip metal fence sign advertising "Mica Axle Grease," and you wonder (if you know its paternity) that a powerful organization like the Standard Oil Company should have to advertise its products so persistently by sign specialties. Passing the tobacconist's corner, you see a chipped glass sign in green, red, gold and black that catches your attention for the "Tom Palmer cigar." At night the druggist's window wig-wags the "Cascaret" injunction at you through a silicated wire glass flasher sign showing the figure of a recumbent woman asleep in a hammock. At the café an illuminated translucent vitrolite sign, milk colored with beautiful decorations burnt into the glaze, calls your attention to feasts within—these are familiar examples of out-door sign specialties used for standardizing and popularizing particular trademarks and advertising phrases.

In the cigar store window you see a lithographed card board "cut-out," the queen of the harem standing with a sleeping tiger at her feet—the sign of "Turkish Trophy" cigarettes. The grocer's window is made into a veritable Bacchanalian bower with bright paper drapes of trellised grape vines advertising "Welch's Grape Juice." The

“House of Kuppenheimer” is helping to popularize its make of men’s clothes by mailing photogravure post cards to countless business men. “Crackerjack” packed a three-color process comic post card in each carton. The Bunting-Stone Hardware Company, Kansas City, sends out to its trade monthly mailing card cut-outs printed in colors illustrating by graphic cartoons the merits of the American Steel & Wire Company’s wire rope which this firm jobs. The International Harvester Company of America gives the farmers state and county maps at agricultural fairs to push the I. H. C. gas engine. The Remington Typewriter Company encloses a three-color blotter monthly in invoices going to buyers—a different design for each month in the year. I forgot almost to speak of that lithographed cardboard fan you got at the ball game when you were wilting with the heat—what did it say? “Fun at the White City tonight—come.” Will you do it? Whether you do or not, that is a paper advertising specialty—these all are paper advertising specialties, and there are kinds and qualities of these novelties too numerous to mention.

The house that you sometimes buy a good bill of goods from recently surprised you with a useful leather billfold—one that will hold all your money, and it even had your name lettered in gold upon it! You certainly were glad to get that—you appreciate the gift—and you will see to it that this house doesn’t suffer by discrimination when you are placing your next order. Likewise when your own house gave each of its selling agents a pigskin coin purse last Christmas, you remember with what marks of favor

these little gifts were received—and how it seemed to stimulate interest in sending in good orders. Then that vest-pocket diary the Sherwin-Williams Paint Company gave you last year, which is now full of invaluable data of your own. These three illustrations show advertising by the aid of leather specialties.

The Hartford Fire Insurance Company, wishing to advertise a semi-centennial by stimulating the enthusiasm of its corps of 15,000 agents, sent a \$1 gold leadpencil by registered mail to each and every one of its vast army of employes. The Long-Critchfield Corporation distributed neat bronze ash trays among its customers. The P. D. Beckwith Estate gives out at business shows stick pins embossed with the head of Dowagiac, the famous Indian chief, to advertise "Round Oak Stoves." Yale & Towne locks seek favor at business shows by giving out as a souvenir a fine white metal envelope opener, having the company's trademark wrought in the handle.

Of course, when you visited Chicago you inspected the Union Stock Yards. Libby, McNeil & Libby, the packers, gave you a little enameled metal stick pin—a pennant with the name "Libby" on it. Clay, Robinson & Co., the live stock commission firm, presented you with a bronzed metal watch fob showing several "head" of prize stock in stamped bas-relief work, while Swift's "Cottolene" department handed you a pair of souvenir enameled cuff buttons with their emblem on it—and your little boy was immensely tickled to get all three souvenirs. Then that Elk convention emblematic button given you as a souvenir of the big

meeting by the Chicago lodges on that same trip—these illustrate advertising by the aid of metal specialties.

I will speak of but one thing more. I know you like that pocket-knife your hatter gave you, for you've carried it two years—even if it does say a word for Stetson's \$4 hats. Isn't it true that these little unexpected gifts with value back of them somehow warm up one's heart to the giver and make it a pleasure to patronize him? Of course it is. Such is the art of Specialty Advertising.

Specialty Advertising Signifies a Method

“Specialty Advertising” is a generic term used to cover a *method* or *system* of advertising. Its import will be fully understood only by contrasting it with the better known system of “space advertising” or “general publicity,” secured mainly through the use of newspapers and periodicals. Specialty advertising is complementary to “space” publicity and in its broadest aspect includes all novel and special methods of advertising supplementary to newspaper and periodical publicity.

In referring to specialty advertising, *the method*, it must be understood that allusion is not being made to particular specialty media merely and, indeed, only indirectly even to classes of such media—its various classes differing very widely in nature and purpose—just as in using the term “general publicity,” one does not have in mind or specify daily newspapers, country weeklies, magazines,

class journals, trade journals or billboards, but rather all these as forming a general classification.

“Advertising specialties,” on the other hand, is a limited term applied to *things*—to the numerous specialty media themselves, and in no sense is this term ever synonymous with “specialty advertising, *the method*.” Too often one unwittingly belittles the whole specialty system of advertising by thinking of it only as far as and in the way that it is revealed and explained through some little novelty or specialty that one has seen used for advertising. A trivial instance never yet elucidated a broad method or system of doing business. A type card, annually renewed, in a country weekly, for instance, would not expound the nature and potentiality of modern general publicity. Neither does the first advertising article you happen to recall define the domain or expound the theory and practice of specialty advertising.

Specialty advertising, then, is *a way to advertise* entirely different from and independent of the common every-day way of buying “space” in publications.

As a system it can stand on its own legs in any company, and in competition with any other method of advertising when it is wrongfully put in the position of a rival method. Yet in business economy it is co-operative, not competitive; it reinforces general publicity and gives added value to it, instead of belittling or weakening it; it is essentially most valuable as *supplemental advertising*, and as such holds no enmity or jealousy toward general publicity in any of its branches or interests.

In this connection, however, it is only fair to say in passing that so broad in scope is specialty advertising, so rich and varied its resources, so unlimited its practical applications to different aims that, instead of being essentially a restricted and dependent advertising method under all conditions, it is quite the contrary. While undoubtedly its best rôle is realized when used as supplemental and connective advertising in conjunction with "space" publicity, yet I wish to make it plain that great national campaigns have been projected and carried to highly successful conclusions—in so far as popularizing a product and effecting sales go—without using any form of advertising from start to finish except specialty media. This has been done repeatedly. This surprising elasticity of specialty media will be developed in a later chapter and is a feature really worth noting.

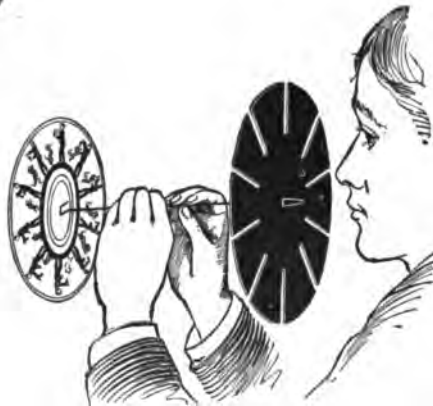
What the Term "Specialty Advertising" Includes

Various terms are used as synonyms of specialty advertising. Some are useful because they help to explain what specialty advertising is. "Connective Advertising," "Supplemental Advertising" and "Tangible Advertising" are good phrases and are to be recommended. Each suggests an attribute or function of this method.

"Novelty advertising" unfortunately is often used when it is intended to refer to "Specialty Advertising." The term is a misnomer. It is confusing and ought to be dropped altogether. It cannot do service as a synonym



A pleasing novelty watch fob, manufactured by The Hall Stamping Company, Jacksonville, Fla.



Moving picture toy, an ingenious advertising novelty produced by the Novitas Sales Company, Waltham, Mass.

for "specialty advertising" for it is a much narrower term and in proper speech can refer only to the use of "novelties"—things actually NEW. A still further trade restriction would properly limit it to new articles bestowed as gifts. Custom has made the phrase come to represent the cheaper and more trivial sort of articles, too—the jim-cracks and trifles which have an extensive use in specialty advertising, but which, relatively, constitute a very small part of the business.

Historically, the term originated in the pioneer days of specialty advertising before that splendid system of publicity had reached its present perfection. In that day the media naturally were rather cheap and toy-like. These things were often devised just for advertising. They were truly then "advertising novelties." Their usage became known as "novelty advertising." But this system of advertising was destined to achieve much better dignity and power, and as this evolution went on the term "specialty advertising" came to be devised to designate the new method.

The term "novelty advertising" is a relic of the attitude of the general business world toward this system of publicity through the early history of the specialty method, and of that portion which, even in this day of widely accredited success, is still ultra-conservative and skeptical. For this reason, if for no other, the term should be discarded, and the quicker it is dropped altogether, the quicker specialty advertising will become universally known and appreciated for what it is and does.

Broadly speaking, "specialty advertising" comprises two sorts of media, those definable as "Connective Advertising" and those known as "Personal Advertising." "Connective Advertising" includes out-door sign specialties and other devices which effect *general publicity*, and in-door sign specialties which effect *class appeal*. "Personal Advertising" designates the use of gift articles which effect individual advertising or *personal appeal*. Specialty advertising, therefore, is a broad, generic term which in application may signify either (1) a scheme of general publicity, or (2) of class publicity, or (3) of advertising direct to individuals, or (4) a combination of all three; it relates to the use of both personal and impersonal specialties. So it is the one phrase adequate to stand for this broad system in all its parts without wrongfully restricting and perverting its meaning to any sub-division of the specialty publicity field.

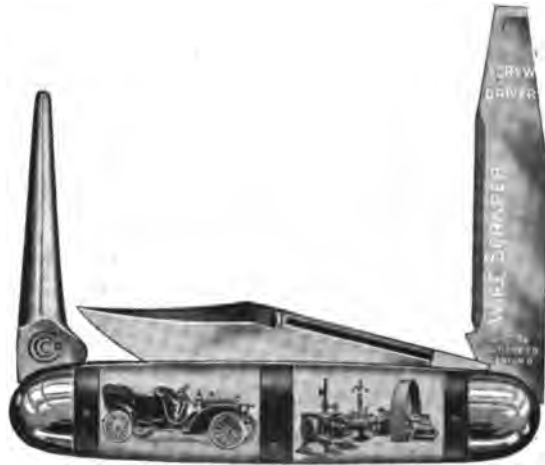
Let the term "Personal Advertising" be used universally to designate gift advertising. That is the name which is the proper substitute for the discarded phrase "novelty advertising" and which has come to supplant it altogether. "Individual Advertising" is a good synonym. "Personal Appeal Advertising" is probably the best term—or "Personal Appeal" as it is put in everyday speech. These two phrases are commendable because they tell just what Personal Advertising does—appeals directly to the individual. The term applied to the media of this class which has elbowed out the old name "advertising novelties" almost

wholly is "Personal Specialties." It is a good term to designate the personal media.

Personal advertising is also called "Gift Advertising," "Souvenir Advertising," "Inducement Advertising," and sometimes even "Premium Advertising," although this latter idea is crossing over into the boundary of another and quite distinct field of business promotion—which the writer proposes to cover shortly in a separate treatise. "Concrete Advertising" is also in use. "Third Dimension Publicity" is a little conceit having its meaning—"bulk" as opposed to flat or "space" media.

There are other good terms in use relating to the indoor specialty which have good reason for being perpetuated, such as "Psychological Moment Publicity," "Closing Argument Publicity," "Selling Publicity," "The Silent Salesmen Media," and "the Last Word in the Advertising Appeal."

I contend for an exact nomenclature in setting boundaries to this realm of specialty advertising. I heartily recommend that these more fundamental distinctions be observed, and that correct names be used for specialty advertising and its various subdivisions in every-day speech by all interests until knowledge as to the difference in form and function of various advertising specialties, such as "store reminders" and gift media for making "personal appeal," will be as clear to advertisers as the difference between country newspaper and national magazine.



Your ad, photo of your product or place of business can be reproduced on this useful article, keeping your business in the minds of customers for a long time. Manufactured by The Canton Cutlery Company, Canton, Ohio.



A novelty knife is a good business builder. A pocket-knife of good quality is not only an acceptable gift but of constant usefulness. Novelty Cutlery Company, Canton, Ohio.

Individual Advertising or "Personal Appeal"

Gift advertising is personal appeal advertising because it talks directly to the individual. Its strongest efficiency lies in the fact that buying is always an individual matter. Multitudes do not purchase products or services. Classes do not buy. It is the Individual who buys. Upon final analysis, each link of purchase in the chain of trade is forged by the limited personal volition and act of some One Person.

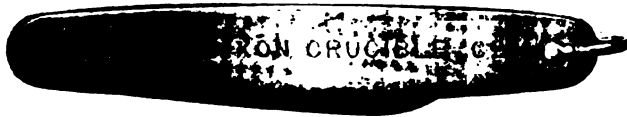
Question: Why, then, this vast economic waste, peculiar to exclusive "space" publicists, of appealing to folk *en masse* to buy, while ignoring the Individual completely?

Personal advertising is unique and above competition in its function of furnishing advertisers with media designed for the cultivation of friendly relations with individual customers and prospects.

A psychological truth explains the stimulus to business deliverable by this personal method of advertising. Nearly all persons are reached through their feelings easier than by way of their mental processes. Personal, gift or souvenir advertising captures the gates of sentiment.

Here, then, is the great fundamental difference between "space" publicity and gift advertising: One appeals to the head, the other to the heart.

General publicity is "Educational Advertising." Its chief function is to give information. It appeals to the mind. It may catch the eye, charm attention, flush the imagination, appeal to reason and burn its way into mem-



Souvenir Pocket Knives, manufactured and imported by The Greenduck Company, Chicago.

ory, and it will just in proportion as it is cleverly and persistently done. It tells multitudes about the existence, value, price and advantages of commodities. It familiarizes mankind with names, trademarks, institutions and personalities. It gives the news of new offerings. It creates a belief that luxuries are necessities.

But general advertising is almost exclusively an appeal to cold, judicial intellect. It is wholly impersonal and it does not, as a direct or unavoidable consequence, put the reader in a personal and friendly relation with the advertiser, or give the reader any interest in helping the advertiser succeed. So far advertising has failed to touch the human heart-strings.

That finishing touch which is still needed to convert *introductory advertising* into resultant personal sales, rests with the judicious use of supplemental personal media. The reasons are plain.

Individual or gift advertising, by contrast with general publicity, is personal, social and friendly advertising. It appeals, not to reason, but to the heart, to the emotions, to sentiment, to good will on the basis of implied acquaintanceship between advertiser and potential customer.

A Friendly Introduction

First, the advertiser, by going to the expense and trouble of *singling out a particular person to advertise to*, shows that person that he really wants *his* patronage. He wants it badly enough to solicit it in a personal way. The ad-



Leather novelties create a favorable and pleasing impression when used. They are made in all forms, sizes, colors and tastes and are in demand by many users of novelty advertising. Manufactured by the Elwood-Myers Company, Springfield, Ohio.

vertising specialty sent, however inexpensive, if it be well chosen, serves notice by its arrival that the advertiser covets acquaintance with the recipient. That pleases him. It is a mild form of flattery. The recipient of such an invitation to bestow his trade instinctively feels that *he* has been singled out of the multitude and that *his* patronage really counts for something. The more he dwells on this aspect of the implied invitation, the better he likes it. Vanity was ever a prompter of human action.

The specialty, thoughtfully selected and carefully distributed, will of course get attention. It always does. As much can scarcely be said for general publicity. But this is now "a personal matter" with the recipient. Whether the article be handed to him over the counter, or brought by messenger, post or express, it at least gets momentary attention. If the medium be worth the name, it will be something that appeals to the individual in some way the instant he sees it. It is designed or selected for that purpose.

Now, what the nature of that appeal is does not matter much. *Some* appeal that will flag attention—that's all. Perhaps the gift is a real novelty—something entirely new to the recipient. Maybe it is an old, old article, but as useful as it is old. Its use for advertising may constitute its only novelty. It may be unique in various ways. Beauty always strikes the eye. Utility warms cupidity. Novelty usually fascinates. Mystery charms. Fun-makers prove universally popular. Noise-makers win their votaries. The little gift is made to please the individual who

gets it for some reason. *Any* reason will do. If it is a thing with long potential life, like a calendar or thermometer, all the better. Then it will do service for months or even years. As a general proposition, quality is worth all it costs because of guaranteeing that this appeal will be the best possible and will last. The better the impression made, naturally, the better the advertising.

The individual wanted has been reached, his interest is aroused, he feels a pleasurable emotion and he is now in the very act of admiring the little "trade souvenir," as he is apt to call it, and perhaps he proceeds to put it to use. But the emotional wave usually does not stop there. He is conscious of a quickened interest in the advertiser. He feels a new and personal sort of acquaintance with him. He is pleased out of all proportion to the intrinsic value of the article. Its significance is what subtly counts with him. Just as a smile or a handshake costs nothing but makes one "feel good" on occasion, so does gift advertising warm the cockles of the heart and give rise to pleasurable satisfaction. Man is a social being and the social appeal is always strong if it can be but stimulated.

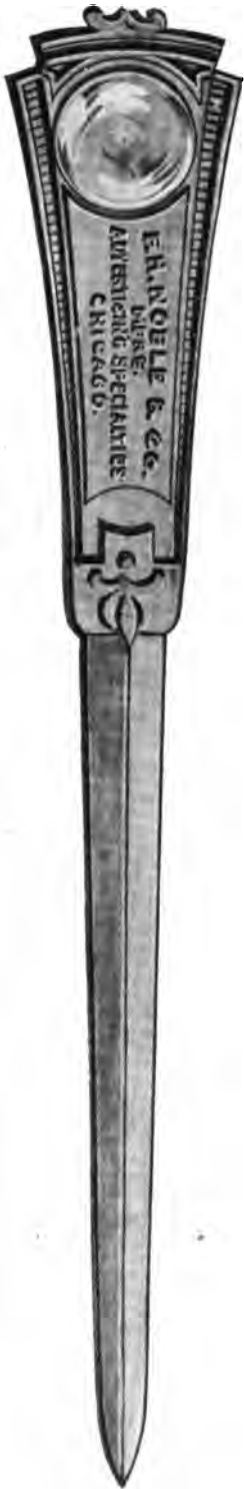
Element of a Gift

Somehow we all like to receive gifts. It's hard to explain, but it's true. The person who does not is abnormal. Gifts are the medium of expressing interest, good will, friendship, reward and likewise to ask co-operation and favor. It is blessed to give and thrice blessed to receive.

Let Professor Münsterburg tell why. Giving gifts to curry favor is as old as history. It was the custom of ancient kings to exchange presents when seeking one another's favor and patronage. Tribal treaties today are cemented with presents. It is said a Chinese merchant will not quote a price until you make him a gift. A millionaire will accept an advertising leadpencil or a fine calendar with as much alacrity as an artisan. The closer our bonds of intimacy and interest, the more we like to shower gift-courtesies upon and to receive them from each other. And it has always been regarded as lawful and in exceeding good taste to offer gift-arguments for trade and for all things that we have the right to purchase.

It does not matter, therefore, that the recipient of an advertising gift is well aware of the string tied to the compliment. He does not overlook the implied obligation. Indeed, he is even pleased to accept it as a mild obligation. He likes it that the advertiser wants his good will and patronage, and, being himself gratified at being remembered, he is pleased at being recognized as a factor in trade worth cultivating. Pleased to receive the gift, the prospective customer is sure to feel the good-will sense instantly blossom into resolve to co-operate with the advertiser and give him all possible reciprocity in trade. Desire actually begins to form in that man's mind to find opportunity to buy what the other fellow offers. Patronage is already resolved upon and only awaits occasion.

At this moment, when the interest of the prospective customer has been aroused by the advertiser and when



Metal letter opener used principally as a medium to reach business men. Letter openers are comparatively inexpensive and are considered among the best forms of specialty advertising. F. H. Noble & Co., Chicago.



Ash tray used for souvenir and novelty advertising. Manufactured by F. H. Noble & Co., Chicago.

there has been implanted in the heart of this Potential Buying Unit both a cordial feeling for the advertiser and a resolve to favor his goods whenever possible, advertising may be said to have accomplished the best that it can be expected to accomplish. The only thing that can possibly be added is a "buy now" specialty in the shape of an office, home or store reminder to act at the psychological moment of placing the order—of which more in a separate chapter. Thus the process of implanting personal appeal in the breast of the individual will be seen to be a perfectly feasible proposition.

Advertising to Masses, Classes or Individuals

Nothing short of a revolution came about in advertising when it was discovered how to make *personal appeal*. Talking direct to the individual man, woman and child whose patronage is wanted has always been the goal of advertisers, but so long as "space" advertising exclusively dominated advertising appropriations it was not possible to do it.

Space advertising is general publicity and talks to the multitudes. Its appeal is to the masses and under no circumstances can it alone be brought down to a narrower diameter than the appeal to classes. Care in the preparation of "copy," with ruthless sacrifice of all that circulation reaching beyond any particular class, will readjust *general* publicity to the scale of *class* publicity, but the waste is enormous.



A useful and popular advertising novelty and premium used extensively along rural free delivery routes. Manufactured by The Peck-Hamre Manufacturing Company, Berlin, Wis.

Illustration of attractive and durable watch and fob, manufactured by the Knickerbocker Watch Company, New York, for premium advertising.



For instance, a city bank addressing a dozen newspaper advertisements serially to as many different classes of depositors—one each to merchants, manufacturers, clerks, artisans, city employes, railroad employes, capitalists, etc., will unquestionably secure *class* appeal to each of these social units, but at the cost of much waste circulation; yet, of course, it may sometimes pay, at that. Indeed, this focusing of interest from *mass* to *class* scale by skillful “copy” is one of the triumphs of modern publicity.

But there the *selective* influence of printer’s ink stops unless it forms an alliance with personal advertising in order to carry the message on further from *class* to the *individual*.

The discovery, which is completely reforming publicity, came with the recognition that personal media give the advertiser the opportunity to intensify his campaign further, to re-focus his appeal so as to talk in close personal relationship *directly to the individual*. No printed page can ever do more than talk to classes. The personal specialty by contrast, goes to all the individuals of that class—one article being given to each person as a direct invitation for his patronage. The recipient knows the appeal is meant for *him*, is given *to him*, and, so far as that transaction goes, nobody is concerned *but him*. There, advertising is reduced absolutely to terms of personal equation. Thus, gift advertising is “*individual advertising*.” It is “*selective advertising*.”

No selling campaign is logical or complete which neglects to cultivate the individual.

The almost unlimited range of specialty media and their equally varied mode of "circulation" or distribution, make it comparatively easy to pick specialties adaptable to any sort of a campaign. There is a good specialty waiting for every advertiser. Every new advertising need created makes possible some new specialty or some new application of an existing specialty to a given work. If selected as being highly appropriate for any given class, gift media are reasonably sure to make the right appeal to each individual of that class.

In view of these facts it follows that *class advertising* is usually to be completed in the most thorough and economical manner by specialty media, directing the effort as personal appeal advertising to each of its individuals. Yet this is fully true only when three conditions have been granted: Proper general publicity should be done in conjunction, to fallow the field so that the seed of individual interest supplied by personal media may readily germinate; the names and addresses of the list of desired customers must be obtainable; and the gift specialty selected for this list and the method of its distribution must be wisely chosen.

Reaching a Special Class

Let us review a typical case showing how this works out in business. When Marshall Field & Co. opened up a new department of office furniture, it was desired to reach and acquaint a selected list of scarcely four thou-



Produced by the Riverside Printing Company, Milwaukee, Wis.

A summer novelty that is always appreciated and used as an advertising medium by many merchants and manufacturers. The fan is a particularly good medium, as it affords large space for copy and illustrations.

sand corporations, firms and business men, most of them doing business in downtown Chicago, with this news. To advertise to this small selected class through the city newspapers would have entailed extravagant waste. Several days of consecutive advertising, however, costly, would probably have flagged the attention of comparatively few of the firms and persons it was necessary to interest. To send out plain form letters would not get attention in the average case. So the Advertising Department turned to the "letter enclosure" advertising specialty as the solution of the problem.

Letters, personally signed, were sent out to this list, each letter containing an artistic celluloid backed blotter—a pad of three pieces of fine blotting paper, the celluloid beautifully decorated in lithographed colors, bearing a dignified announcement of the opening of the new department of office furniture by Marshall Field & Co. The life of this specialty would probably be as much as a year, as new blotters would be substituted after the last one had been used up. Almost every one dislikes to rub the fingers over the nap of a blotter, particularly if saturated with printer's ink, as so many cheap blotters are. These blotters every recipient—even as you and I—would be glad to get. They call attention to the purpose of the letter, even though the letter were to be entirely disregarded. This little gift must carry the advertiser's message home with pleasing effect in a large percentage of cases.

How much general publicity by newspaper and billboard advertising do you suppose Marshall Field & Co.

would have to do, and *how much would it cost*, spreading this message generally before Chicago's two millions of people, in order to reach this limited class of 4,000 possible buyers of office furniture? And when such a job of newspaper publicity had been done, do you believe any one of these 4,000 potential buyers would have been reached half as effectively as he was after receiving that personal letter with its blotter and experiencing the gratification of possessing such an acceptable desk article? That blotter will compel attention for itself, day after day, month after month; it must call to mind over and over that Marshall Field & Co. now cater to those needing the better grades of office furniture.

How else than by specialty methods could such a problem in advertising be solved *at so small a cost* by metropolitan retail establishments?

I repeat for emphasis that personal advertising reaches its very best fruition only when done in conjunction with and supplemental to "space" or educational publicity. Neither end of the campaign is to be overlooked. If it is short-sighted for an advertiser to attempt to accomplish *general, class and personal advertising*, all three, with one sort of media, with general publicity alone, so, conversely, it is equally illogical and short-sighted for the manufacturer of advertising specialties to attempt to push his own business by an adherence to personal advertising exclusively—to limit his advertising campaign practically to the distribution of his own products. He is then depriving himself of the advantages to be reaped from "space" or

educational advertising. His effort amounts practically to the distribution of "free samples." Sampling is one form of advertising, to be sure, but it will not take the place of scientific advertising having due regard both to "the mind of the multitude" and "the heart of the individual." I know apparently wide-awake specialty manufacturers who make that error.

The maker of advertising specialties needs general publicity to interpret his business, to put his goods and services properly before the business public, just as surely as his customer, the ubiquitous advertiser, needs personal specialties to add personal appeal to his canvas. No one kind of media is all-embracing or all-sufficient; each sort of media has its particular value for particular purposes; and it may be taken for granted that that expert in specialty advertising is the best and safest to entrust with the connective and personal side of your campaign who is broad-gauged enough to make judicious use of general and class publicity when seeking to make you understand the value of his service and media to your business. Those who stick to any one exclusive form of publicity and boast of it—particularly if it happens to be that form of publicity which they, themselves, make or sell—have yet to qualify as safe publicity counsellors for other business men.

The advertising world must now assign proper values to the various media, differentiated as they are so as to afford ready and sure means to reach the people *en masse* (general publicity—the "space" media and out-door spe-

cialties); to reach selected classes (class and trade journals and in-door sign specialties); and to reach the identical individuals whose patronage is wanted (personal specialties, souvenirs, premiums, letters, mailing cards, booklets, etc.). Advertising has long since passed the stage when shot-gun methods can hope to take the place of rifle shooting.

Ideas, Not Goods, Comprise Specialty Advertising

You will fail entirely to grasp the basic conception of specialty advertising if you do not realize that Ideas are the main thing in this sort of publicity and that the Medium, or Specialty, of itself is quite a secondary matter. Think rather of Specialty Advertising as a motive force in business building, of which Ideas are the dynamo and Specialties merely the cables for transmitting and applying that force where it is needed. Far greater scope for originality is presented in the *Selection and Adaptation* of specialties to particular purposes, and in devising new and fetching methods of distributing them, than in the creation of new articles. This suggests why articles as old as shoehorns and yardsticks are doing excellent service as advertising still, and, no doubt, always will. Every new and fetching adaptation makes these media practically as good as new.

In fact, two sets of Ideas must be worked out in each case of advertising by specialty methods: One, *The Idea*

PENCIL, PEN AND FOUNTAIN PEN ADVERTISING SPECIALTIES



Gartner & Bender, Chicago.



Pencil Supply Company, New York.



Dixie Novelty Works, Nashville, Tenn.



Unique Advertising Company, Chicago.



Dixie Novelty Works, Nashville, Tenn.



Diamond Point Pen Company, New York.



Diamond Point Pen Company, New York.



Diamond Point Pen Company, New York.



Diamond Point Pen Company, New York.



Pencil Supply Company, New York.



Unique Advertising Company, Chicago.



Gartner & Bender, Chicago.



Gartner & Bender, Chicago.

embodied in the specialty itself, which will determine the sort of impression, or appeal, the medium is going to make; the other, the *Method of Distribution*, the plan for achieving "circulation": and of these two the Distribution Idea usually is the more important and represents the greater value in the service to be rendered.

Keep always in mind that the advertising specialty, after its selection, is a medium and nothing but a medium, a means to achieve a still distant end—not the end itself. It must yet receive application, or "circulation," in the right way before it can be resolved into actual advertising, and that in turn be commuted into actual sales.

Is it not precisely the same with "space" publicity? Reams of paper black with printer's ink—of what use is so much material apart from its ideas and distribution? These two fundamentals must be supplied before this raw stuff is converted into publicity. Newspaper and magazine circulation, it should be remembered, represents but a plan of advertising distribution, worked out on economic grounds.

Now the main reason why many advertisers have no better understanding of specialty advertising and what it will accomplish is that they fail to appreciate the fascinating opportunity for originality, ingenuity and resourcefulness back of the use of specialty media. What is offered by the better class of specialty advertising houses is—or, at least, invariably ought to be—an advertising *service*; a *plan* to reach certain kinds and numbers of people in a definite way; a selection of media which are to be distrib-

uted according to a particular *method*. Often the choice of a medium is merely incidental.

Necessity of Individual Selection

The medium, of course, must be selected with intelligence, having in mind the end in view. A good manufacturer or retail grocer could use an egg-timer, a kitchen reminder, a wall matchbox, a calendar, an enameled stick-pin or toys with advantage and without requiring any particular adaptation. His orders relate to the home and the kitchen. A silk importer, jeweler or art furniture dealer would find better value in an art celluloid blotting pad, a game counter, a ladies' diary, an art calendar or a ladies' desk set. One is adapted to the woman who works; the other will please milady. A man's tailor would find an easy selection among such articles as a novelty key-chain, a celluloid leadpencil, a pocket matchsafe, a cigar cutter, an ash tray, a desk article or a fine calendar. The manufacturer of a plow or reaper might select a folding pocket-rule, a thermometer, or pocket-knife, a novelty combination tool, or something equally good to talk to the farmer, while if his offering were a cream separator he might select a woman's coin purse, a tape measure, novelty embroidery hoops, a novelty darning, a button-hook, an art picture, a beautiful calendar or a lithographed wall-pocket—something to appeal to the farmer's wife and daughters. Almost any person, it is presumed

would have the gumption to select media with some reference to their fitness for the end in view.

But the skillful advertising specialist will accomplish more for his client—often very much more. If he can not always originate some brand new article to offer as a medium—which he cannot pretend to do—he at least can find new *adaptations of these media*; he can suggest clever plans for putting them into the hands of potential customers.

The Experience of a Savings Bank

Here is an illustration: A Savings Bank wanted to increase its number of depositors. Men, women and even youths were to be appealed to. A gift was required that would be used in homes, offices, stores, factories and farm houses. It must appeal to both sexes and all ages and as far as possible to rich and poor. What single article not expensive in price would come anywhere near answering these diverse requirements?

A metal bracket soap dish with two eyelets to hang it on the wall was selected. It was really a neat and serviceable article, costing about five cents apiece in quantities. It was such a gift as would be sure to be received gladly and put to prompt usage by most recipients. Once on the wall it would be seen and used from one to a dozen times a day. Here the selection of a medium was obviously wise. It would be valued by just the class of persons

whom the bank most wanted to recruit as savings' depositors—the middle class, clerks, well-to-do artisans and farm folk.

Now, put on that soap dish "With the compliments of the People's Bank," and it would seem to answer all requirements. But the Advertising Specialist is in the habit of mixing brains with his media. How can he strengthen that appeal, and make it serve the bank still better? This is what he inscribed on these soap trays:

*Deposit your soap here and your savings with the
People's Bank of Buffalo.*

You can see how the advertising value of that specialty was increased immeasurably by the happy phrasing of that appeal. The Idea was what made the thing take. So much for the *Selection* and *Adaptation* of a medium.

Infinite possibilities exist to embody happy ideas in the selection of personal appeal media. This is one of the things about gift advertising that makes it so fascinating. The advertiser with brains can give his originality and fancy wide scope. Nor need he ever repeat himself.

An illustration or two will show the value of *selection*. You know "Tom" Murray—Chicago's outfitter for men—"Ten Dollar Tom"—the man whose trade-mark is a picture of the back of his own head labeled "Tom" with the phrase "Meet me face to face." "Tom" originated that catch phrase. Among his many advertising special-

ties "Tom" uses a celluloid pocket mirror with his well-known trademark emblazoned on the back. Without further *adaptation* this well-known "Murrayism" fits to this particular medium. Everyone instantly appreciates the opportune relationship between the mirror and Tom's catch phrase. But adaptation is able to increase this personal appeal still further. "Tom" adds to his mirror this legend: "The other side is not so *bad*." That gets an immediate smile when the reader of his little ad turns and sees—not "Tom," but himself "face to face." And "Tom" says "when they smile, you have got their trade coming."

In the same way the pocket mirror may be adapted to a hundred other advertisers just as well or even better.

The Example of an Evangelist

A western evangelist who uses advertising specialties to help dispense salvation in the mining camps showed acumen in selecting the same article. On the back of his mirror in large red letters was the query "What shall I do to be saved?" with citations of scripture answering that all-important question. The mirror is associated with vanity and frivolousness; the vanities of life, with wickedness. Presumably, then, those who most need conversion use mirrors and would be the very ones to treasure pocket-mirrors. But to clinch this appeal of scripture in a personal way this line rounded out the

evangelist's argument: "Who is the most wretched sinner alive today?—See the other side." Here again *Adaptation* is seen reinforcing careful *Selection* in the first instance.

As Used in Selling Coal

A city coal concern desired to encourage a thousand prospective customers of important buying capacity to begin putting in orders for the delivery of next winter's coal supply just as soon as the rough spring weather should be over. It sent out an attractive novelty desk clock with a metal frame in a bronze finish bearing this admonition etched upon a dainty nameplate:

*While time is rushing by, don't delay ordering in next
winter's coal supply from the Grady Coal Co.
It will save money.*

Here the fleeting time element arguing to *place the order now* was admirably emphasized by the clock itself, constituting another case of good selection, while the adaptation of the advertising legend seemed quite irresistible.

What better argument could be devised to boom the early coal trade? Think of the value of having this suggestion hourly beneath the eye of the corporation buyer! As these clocks cost \$1.02 apiece, delivered by post, were

of guaranteed movement and so unique that every one would be tickled to get one, this coal company was absolutely sure its suggestion and argument were being brought personally to the notice of every buyer whose influence counted. There is selective advertising, individual advertising, strong personal appeal of the best sort, so permanent and lasting in its nature as really to constitute a sort of "monumental publicity." As these clocks are practically indestructible and the movements with ordinary care will run for years, it is safe to estimate that the majority of these advertisements will still be on duty as timekeepers and reminders to lay in "next winter's coal supply" five years from now. How many persons can recall a single newspaper ad they read a year ago? Two years ago? Five years ago?

The Value of a Laugh

A shoe retailer used the "Mule Barometer," a clever little novelty, in a way that found instant favor. It shows a printed card the size of a post card with a three-quarter view of a brown mule on it, headed away from the observer. A piece of ordinary loosely-woven hemp twine three inches long protrudes through the card at just the right spot to do service for a tail. It makes the rough picture humorously fetching. This legend is on the card:

MULE BAROMETER—HANG UP OUTSIDE.

When the tail is dry, Fair weather
When the tail is wet, Rain
When the tail is swinging, Windy
When the tail is frozen, Cold

Novelties like this that produce a laugh never fail to prove good advertising media. Being a real novelty and humoresque in appeal, it required neither careful selection nor real adaptation. It would fit any business, almost on sight. That shoe dealer made this adaptation: "In all kinds of weather buy your shoes of DeMuth." Another adaptation was: "Quit your kicking when your shoes wear out. You *will* if you buy them at DeMuth's."

There would not seem to be any novelty about a wooden thermometer painted yellow with red spirits in the tube such as we have all seen out of doors for many years. Jones, the feed and fuel dealer, bought his thermometer made up in the shape of a coal scuttle, instead of the ordinary straight board panel, and used this greeting to his trade in black letters:

*Just look what the temperature is today—
and think of Jones! When it's hot, he sells ice;
when it's cold, he sells wood and coal; and when
it's neither, he'll sell hay for the horse, bran for
the cow, and rock salt for the goat. Jones is your
friend, hot or cold. Give him a try-out. He'll
make good.*



A new and useful advertising novelty in the form of a pocket cigar lighter. Manufactured by L. W. Day & Co., New York.



The postal scale as an effective advertising specialty. Advertiser's name is printed or stamped on the movable indicator bar. Sturgis Manufacturing Company.

A candidate for election to the office of treasurer in a city of 4,000 voters mailed a red, white and blue advertising lead pencil to every voter in the city the day before election with this inscription printed on it: "Go to the polls early April 10th and mark your ballot for E. D. Redmond for city treasurer." Here selection and adaptation were both fortunate.

Nothing would seem more prosaic than a plain yellow boxwood yardstick with inches printed in black down one side. Yet when a dry goods merchant sends one into all the homes in his zone of patronage, it will have a strong tendency to push his business along if he prints on the reverse side some such message as this: "Measure with this yardstick the cloth, carpet, ribbon or tape you need to buy, and remember that Wanamaker sells the best of all such goods for the least money, every day in the week." There is a fair degree of selection here, for every household ought to have a yardstick, and once receiving it will usually preserve it a long time. This adaptation was fairly well done—sufficiently well done, surely, to constitute good advertising.

These instances will suggest the numberless ways of effecting the happy adaptation of specialties to the needs of particular advertisers. Some new wrinkle in adaptation is born every minute. That is the function of the specialty advertising expert—to get up ideas. As well try to recount all the ways in which a lawyer might conduct the case of his client as catalog the various hits

scored and to be scored by clever adaptations of specialty media.

Specialty Advertising Is Not at Work Until Distributed

Determining upon *Methods of Distribution* is just as important as any other feature of a specialty campaign. After ideas are embodied in media, their distribution is still to be decided upon, and not only decided upon, but these plans must actually be carried out. Proper distribution must be attended to. Advertising specialties have no potency to charm new customers as long as they remain boxed and stored in garret or basement. Too often, unfortunately, after good money is spent for specialty service, the necessity of putting this service out to work is wholly lost sight of.

The specialty manufacturer has not done his duty by a customer when he sells him a bill of goods with no thought of how they are going to be used. Such a manufacturer is not a specialty advertising counsellor at all, but just a manufacturer of so much merchandise. He ought not to be paid on the basis of furnishing ideas and service, either, but rather given a fair market equivalent for his junk.

The specialty advertising salesman who shows no concern over the way his customer is going to make use of a bill of goods and who has no suggestions to make regarding effective plans for distribution has no right to get

that order. He is not an advertising man, and is traveling under false pretenses. He is merely a peddler of merchandise. Such solicitors are doing more to discredit specialty advertising than its avowed enemies.

The advertising engineer and the advertising agency that use specialties, or advise their use, in the campaigns they direct, must not overlook the responsibility of seeing that distribution is properly planned and carefully carried out.

I proclaim it as a fact and challenge refutation that in any case where a business man can be found who says specialty advertising is not a satisfactory method and that "it doesn't pay," has either been "stung" by a specialty salesman loading him down with stuff he didn't know how to use, or else, when put in possession of proper plans of distribution, has failed completely to attend to this detail. I have never known of a case of a spoiled customer for specialty advertising whose case, upon investigation, did not reveal some such history.

A certain merchant said yardsticks are a failure as advertising gifts—*he* had tried them. In fact, he had 3,000 on hand when he made the statement. They were in his basement. Had been there four years. Meanwhile his firm had changed its personnel and name. His yardsticks were valueless now. His entire order had been for 5,000. Sixty per cent of the order was never used at all. And "how were the other 2,000 used"? "No way, particularly—just given out." He didn't remember following any plan to put them into the hands of customers or



Vest pocket bill folder. Manufactured by Gartner & Bender, Chicago.

prospects. The salesman who sold this order had not shown any interest in getting them out. In the interim he had never referred to that order—never even asked how the yardstick coup turned out. Needless to add, he had never gotten a repeat order. Neither had any more deserving solicitor gotten an order there. But a specialty advertising man worthy the name got hold of that merchant after four years, showed him his error, got him to try it again, and made a permanent user of specialty goods out of him.

Scratch a disappointed user of advertising specialties and you will find a failure to employ rational plans of distribution.

Make a memorandum that the solicitor who offers you a specialty medium and does not proffer you intelligent advice pertaining to its distribution is not worthy of your time and patronage.

Methods of Distribution

The first question in distribution should be, Is the specialty one to be displayed for exhibition or bestowed as gift advertising upon individuals, or both? If it is such an article as a sign specialty, the problems to be solved are how will it be put out over the territory, and how will it be put up where the people will see it after it gets there? These are problems worthy of the best study of both advertiser and the specialty manufacturer who supplies his media. Some sign specialties are packed

with goods. Others are expressed or mailed direct. Others are left by the traveling salesmen, or distributed and put up by trained crews who have no other worries.

There are serious risks to be run that sign specialties may not be put to intelligent use when sent to the dealer and whatever feature of the medium or its distribution will help to insure this co-operation of the dealer is worth its cost or trouble. In general terms the more novel, attractive and costly display specialties will receive careful exhibition by storekeepers, while commonplace, cheap and ugly things will be discriminated against and even chucked into the basement. This is another way of illustrating that good and beautiful media for advertising display are worth their price. In the chapter on "Store Reminders" is cited a class of advertising devices that are bound to find appreciative usage because of being designed primarily to serve useful purposes, such as hold and display goods, feed out twine and other helpful things in store economy. Advertising specialties may be made to embrace utility to such a degree that they will absolutely compel usage.

Quite another set of problems are involved if the medium is for personal advertising. Shall it be mailed to the recipient in a separate package? Shall it go to him in a two-cent letter? Shall it be advertised to be sent to him by mail if he writes for it, and if so, with or without postage being forwarded? Shall he be asked to call and get it in person? Shall it be left with him by the solicitor who seeks his trade? Shall it be supplied in bulk

to the jobber or dealer and be handed out over the counter? Shall a distributor canvass the city handing it in at the front door? Shall it be distributed from a booth at the time of conventions, fairs and expositions? Shall it go to present customers, or to new people whose trade is wanted, or both? Shall it be used as a souvenir for a holiday, anniversary, or season sale, or grand clearance sale, or be given out as a premium for buying a special article, or given with a certain amount of trade, or for introducing a new customer, or in connection with some other service?

You see, there are many things to think of in distribution, and at least one good idea or way of reaching the desired people must be decided upon and then be followed out. Often several different plans are employed at the same time. Whatever practical plan is adopted, it may be expected to succeed in proportion as the *selection* and *adaptation* of the medium have been happily chosen, as the *plan of distribution* has been well thought out, and as this plan is vigorously and carefully applied. There is no feature of specialty advertising more important than putting media to work. Remember that *specialty advertising does not begin to work until distribution has been effected.*

Selling Advertising Specialties

Some advertisers believe that personal appeal media are most effective when they carry with them the obliga-



The Ronson "Pist-O-Liter" a perpetual match. For premium or novelty advertising.



Nothing is more acceptable to a busy office man, school boy or girl or housewife than a good pencil sharpener.

tion of some reciprocal service on the part of the recipient. Some believe that novelties should be virtually sold to the persons appealed to, prices being graded according to the classes from which inquiries and responses are expected. Thus, a large New England manufacturer using customarily many different magazines and periodicals for the advertising of his lines also makes extensive use of a fine art calendar. In his advertising in a high-class magazine he announces the publication of his calendar, and offers to send it for 50 cents. In another less exclusive publication he offers the calendar for half that price. In the one case the inquiries which he receives are of a distinctly different order from those obtained through the other offer, but both have proved to be effective sources of profitable business.

In like manner a great Peoria manufacturer producing farm machinery procures a fob representing one of his engines. He advertises this novelty fob extensively in farm papers of large circulation and cheap price, and also advertises it in the *Saturday Evening Post*, a periodical of large circulation within a well defined upper middle class. With a definite purpose in mind, he gives the fob free to inquiries from one set of farm papers, charges 25 cents apiece for the fob to inquiries coming from keyed ads in another class of papers, whereas inquiries coming from the *Saturday Evening Post* are required to pay 50 cents for the same identical fob.

The rationale of this process is simple enough when it is investigated. The advertiser who wishes to bring

into the range of his follow-up all possible customers will use novelties as gratuities. The advertiser who desires to make his appeal strictly selective will gauge his scheme of distribution accordingly. One class of prospects will be quite willing to pay 25 cents for the article. A higher class of prospects will think little or nothing of half a dollar, and it is conceivable that still another class might respond to the offer of a really appealing specialty at one dollar as readily as the lowest class responds to the offer to send it free.

In a word, the distribution, or "circulation," of specialty media must not be entrusted to any automatic "machine" scheme. Every step in the process must be thought out intelligently and with discrimination, keeping always in view the sort of people addressed and the object sought to be attained.

One of the great exclusive calendar houses of the country in devising a plan of distribution for a handsome calendar got up a form as follows:

We have obtained the exclusive use in our city of an exceptionally beautiful calendar subject, entitled, the original of which was painted by one of the most talented artists in America, The reproduction itself is the work of & Co., who have bought the photocolor process of reproducing high art paintings to the highest point in America today.

The calendars are far too valuable to be entrusted to the mails, and so we are holding one for you at our office. The presentation of this card will entitle you to it.

This personal message printed in good style on a fine bristol cardboard, personally addressed to each of the thousands of desirable prospects, brought personal responses from a very large proportion of them. Every person who called for the calendar evinced his particular interest in this souvenir and in the house offering it. Those who did not evince interest in the house did not receive the calendar. There was no waste whatever, and the use of this medium was productive of very good results. A similar scheme of distribution might be ineffectual in a line of business radically unlike the one cited, but scores of other equally efficient plans might easily be devised for any line of business.

The effective distribution and hanging of good sign specialties has come to be regarded as so important that some of the progressive manufacturers will enter contract to place whole editions. In this way one manufacturer made an art lithographed metal display easel for the Gerhardt Mennon Company—a child's figure holding up a box of talcum powder—and actually erected 10,000 of these *in the front windows of leading city drug stores*. This manufacturer also made and erected 25,000 lithographed metal twine-holders for Lowney's cocoa in the grocery stores of the United States and Canada.

Keep always in mind that specialty advertising does not begin to represent a service in building up business until the specialties have received due distribution.

“Letter Enclosures” to Get the Full Value Out of Postage

Nothing makes a business letter so effective as a clever letter enclosure. Can you avoid giving consideration to a letter, for instance, that drops on to your desk a beautiful three-color process blotter showing an artistic girl study or effective landscape? You throw some letters away unread if they have a “form” look to them. Of course, that often represents as great an injustice to your own business as to the house whose appeal is thus squelched; but you justify it because you are busy. The properly put letter, however, which also contains a little gift—even if only a trifle—is sure to get double attention and it will be read if intrinsically worth the reading. Then, after the letter is thrown away, or perhaps filed and forgotten, that bright and pleasing blotter with its message from the advertiser stays on the top of your desk, is momentarily under your eye, is handled by you almost every minute that your pen is busy. Consciously or otherwise, you read its bid for business over and over many times during the month.

Yet there are a hundred and one other specialties besides blotters expressly designed as “letter enclosures,” and he who wishes to can send out a series of utility articles, fun-makers and various interesting little jimcracks

that will be sure to get notice and make friends without ever repeating himself in any way. Before a tenth of the present offering could be employed as many more new ones will be offered. Any novelty fit to mail in an envelope that does not weigh over a half ounce will be sure to find ready employment as a "letter enclosure."

Lead pencils and pen holders are now much in vogue for this purpose. Some of the specialty folk supply, when wanted, a long, narrow, stiff inner envelope to incase these articles, which guarantees safe carriage in ordinary letters with absolutely no danger of tearing the envelope while going through the mails.

Scores of useful or beautiful little articles in celluloid are designed to do service as "letter enclosures." Besides celluloid-backed blotters, there are book-marks, memorandum books, silicate memorandum cards, business cards, calendars, stamp cases, courtplaster cases, typewriting erasing shields, six-inch pocket rules with various systems of measurement such as inches, meters, picas, etc.; baseball and other game scores, mirrors, glove-buttoners, badge and button novelties, rubber erasers, cigar perforators, celluloid pencils and nameless little specialties entirely individual to the line of one or another manufacturer. The way that celluloid takes color decoration by three-color, lithographic and photogravure processes at the hands of the mastercrafters in celluloid art makes a surprisingly beautiful offering of advertising media good for letter enclosures.

Celluloid pocket coin holder produced by the Parisian Novelty Company, Chicago.



Combination corkscrew and opener. Manufactured by A. W. Stephens Manufacturing Company, Waltham, Mass.

Aluminum novelties are worthy of mention. The light weight of this metal is a feature, while its satiny surface lends itself particularly well to color printing and picture work by all processes.

Metal and enameled metal specialties are used to a large extent for distribution by letter. Stickpins, charms, bangles, badges, buttons and cuff-buttons, key-rings and key chains, cigar cutters, manicure and combination tool novelties, souvenir, emblematic and trademark coins, button hooks, tricks, puzzles and various novelty forms of noise-makers are all used extensively as letter enclosures. Ordinarily such articles are merely dropped into the fold of the letter sheet, but in the case of articles with three dimensions like cuff-buttons it is usual to wrap the gift in tissue paper. The range of these articles all the way from paper to metal indicates the very wide selection afforded the advertiser.

Sign and Other Out-Door Specialties Effect General Publicity

Sign specialties for out-door display constitute a very important branch of advertising as it is done today. One who rides through city or country cannot but be impressed with the great number and variety of out-door sign specialties—metal, cloth, paper, fibre, enamel, glass, vitrolite, wood and what-not, including the modern marvels of moving devices and electrical illumination.

Upper Broadway, New York, and most other modern centers of civilization have come to be more conspicuous and beautiful for their advertising that dispels the night than for their towering buildings that obscure the daylight. This evolution of electrical illumination for advertising purposes really constitutes a chapter in social economics. Just as advertising has gradually given the world its whole fabric of newspaper and periodic literature, so advertising is now assuming much of the burden of city illumination. And doubtless this phase of publicity is as yet but in its infancy.

Metal sign specialties for out-door display are very numerous in design and execution. Strip steel signs, done by the "rubber engraved" process and printed in two, three or four colors, are very familiar to every one from their frequent display on buildings, fences and trees. These are erroneously called "tin signs" by many people. They are not made of tin but of sheet steel; so that term should not be used. These strip signs are of varying dimensions and thickness, ranging in gauge from 38 to 20, and the life of such a sign exposed to all weather is set down as two years. Of course, they often will be legible for much longer time, but through two years their colors, if well executed, will remain bright and the sign will be regarded as in good condition.

Outdoor Signs and Specialty Displays

Lithographed steel signs are also used for out-door display, and these have the advantage of being able to reproduce the most beautiful pictures; but the more artistic and costly of these are ordinarily used as in-door displays, where weather ravages are wholly eliminated; yet this is needless economy, for the out-door lithographed metal advertising specialty will last in excellent shape for four years, when a good piece of workmanship is put out.

Novelty shapes in metal display specialties are now coming into popularity among exclusive advertisers, such as various patented devices that embody trademarks, and in some cases move or whirl to catch attention. An example is the sign used by the N. K. Fairbank Co. to advertise its "Fairy" soap. The sweet little girl, so familiar to us all as the trademark of this soap, is duplicated in a lithographed steel cut-out made as a flange sign. There she sits on a mammoth cake of "Fairy" soap with her little bare knees, holding a bunch of violets, and all in colors, just as seen on the backs of the magazines. The cake of soap is shown as a cut-out, and mounted on vertical pivots, so that it whirls with the breezes to catch the eye. There are numerous novelties in form and operation among these metal specialties for out-door advertising and new ideas are appearing continually.

Various shaped metal specialties, such as flange and drum signs, have long been popular. Ordinarily the drum sign is supplied to the dealer by the manufacturer who

wishes his brand to be especially pushed, as where a clothing manufacturer erects one as his own advertisement in front of the store where his products are on sale.

For fine and durable signs the enamel and steel sign is deservedly popular. This sign is familiar to every one, showing the blue, white and yellow picture of "Old Dutch Cleanser," and also as used by the telegraph companies everywhere. These signs, when well made, are relatively costly, but they last correspondingly long. If spared violence, they don't wear out at all.

Novelty patented metal wind signs, such as those standing on a vertical axis and rotating, have had great vogue the past four years. The best known of these shows three sides, which in rapid motion runs the three-faces into one image and reveals the trademark constantly in view. Some painted with spiral lines give a funny twisting effect in motion.

Glass and Transparent Signs

Various glass and composition signs enjoy popularity for store front and store corner displays. One advantage of these is the rich display of colors they permit the manufacturer, while protected behind the glass the gold and silver leaf, blacks, reds, blues and greens and mirror finishes of the lettering will last for decades if not a lifetime. The glass-cutter's art and sand-blast methods add other features of attractiveness and beauty. These signs are too costly and too breakable for promiscuous erection,

of course, but for handsome store fronts they will always remain popular.

A new translucent sign called "vitrolite" has just come into service which has several distinct advantages over all other makes. It is a milk-colored opaque material that looks like polished marble and which, after being decorated in colors, is fired like pottery, burning its advertising legend enduringly into its shining glaze like fine pottery. It is impervious to all changes of weather, and when stained by dirt can readily be cleaned by turning the hose upon it. By night this sign is illuminated electrically, showing out brightly as a whitish background behind its decorations, which is puzzling, because it looks as opaque as a slab of marble and still is brightly illuminated from within.

Cloth Cover and Clothing Signs

Cloth sign specialties constitute an arm of advertising service almost as old as painted barn sides. These are made in all sizes from small strip fence signs to the big store signs making a strong plea for "Duke's Mixture." Car signs used to be made covering half the sides of freight cars, and until the railroads stopped this form of advertising (except on private cars and stuff loaded in flat cars) it was in common use among large shippers. The railroads say the use of these car signs damaged their cars by nails and paste and covered up car numbers, which sometimes interfered with service. Any one who rides on



Hat band advertising has been originated and is being fostered by the U. S. Novelty Company, Norwood, Ohio. Should be effective at picnics, fairs ball games, etc.



the street cars and railroads knows how universally today the cloth sign flaunts its advertisements for food, clothes, tobacco, medicines, automobiles, wagons, farm implements, stores and newspapers from the sides of buildings, fences, trees and board displays.

Many other cloth specialties for advertising purposes are in use besides signs. There is the horse-cover, which every teamster is glad to get and will be proud to have his horses wear as protection from flies. There is the wagon umbrella, which every teamster must have if he would spare his head from sun and rain; and half the wagons in any town or city can be lined up to do service as circulating media for an advertiser if the horse-cover and wagon umbrella route to fame be selected. Cases are known where the teams and wagons of a house have actually advertised its competitor through the medium of these specialties.

There are the cotton cloth caps which men as well as youths in large numbers are glad to get and will wear, notwithstanding their bold advertisements. Likewise cloth aprons for artisans and clerks afford good advertising. While such specialties, from wagon umbrellas to carpenter's aprons, in one sense, are personal advertising in that they cinch the good will of the recipient, yet in a larger sense they are the instrumentalities of general publicity, being designed to attract the attention of the multitude, the appeal to the recipient in these cases being merely an incident of distribution. Pennants, banners, arm-felts, hat-bands and other devices are all in use as advertising.



One of the specialty advertising "stand-bys." Particularly appreciated in rainy weather. The advertising umbrella is one of the oldest forms of specialty advertising. Manufactured by Yittlosen Mfg. Co., St. Louis, Mo.

Fibre, Cardboard and Paper

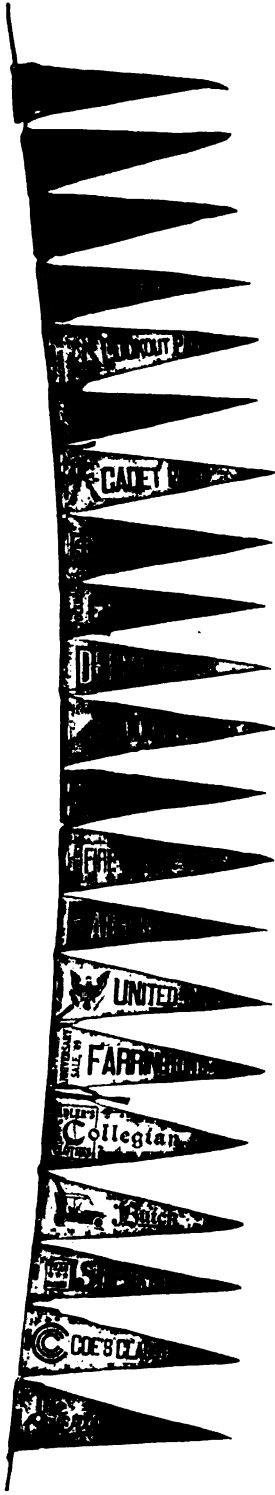
Fibre signs, cardboard and heavy paper signs have been in much vogue, particularly those called "weatherproof" and treated by one or another process to make them shed water. Some of these are paraffined, others receive other treatment. While these signs have a cheap look and are cheap in cost, they give a good measure of advertising for the money, and the best of them will actually wear in competition with metal signs. It is nothing uncommon for these signs to last two years and still show service.

Kites and Flying Devices

Kites, balloons, aeroplanes and other flying devices are used more or less for advertising. One of these stunts exhibits a dummy figure of a young woman in a trapeze which hangs from a box-kite, the figure being made so light as to fly readily, and yet creating the impression that a flesh-and-blood girl in flaming red stockings is in the sky for advertising purposes. She makes a most uncanny impression on the multitudes.

There are numberless odd things for out-door publicity and something new is created every month. A late one is an advertisement to cover the wheels of vehicles, easily attached, which always stays upright and legible.

Wooden signs are still used to some extent, being run through the press, and having their lettering printed, usually in black on a yellow ground; but the other sorts of



Flags and Pennants, manufactured by Bradford & Co., St. Joe, Mich.

signs have nearly run this advertising device off the market. Wooden and tin whistles and other noise-makers appealing to children and carnival crowds are pre-eminently out-of-door advertising; but these fall rather in the category of personal advertising.

From this hasty survey of out-door advertising specialties two things must have become evident to you: (1) the selection of media is wide and varied; and (2) most out-door media are wholly *impersonal* and are effective in securing *general publicity*, in doing educational advertising, in spreading the name and fame of advertised commodities much in the same way as newspapers and periodical "space." Specialty advertising, then, as regards its out-door specialties, offers *highly effective general publicity media*—just as truly, indeed, as, through its gift specialties, on the other hand, it also embodies the only form of highly specialized *individual media*, the instrumentalities for making personal appeal.

"Store Reminders" and "Closing Argument"

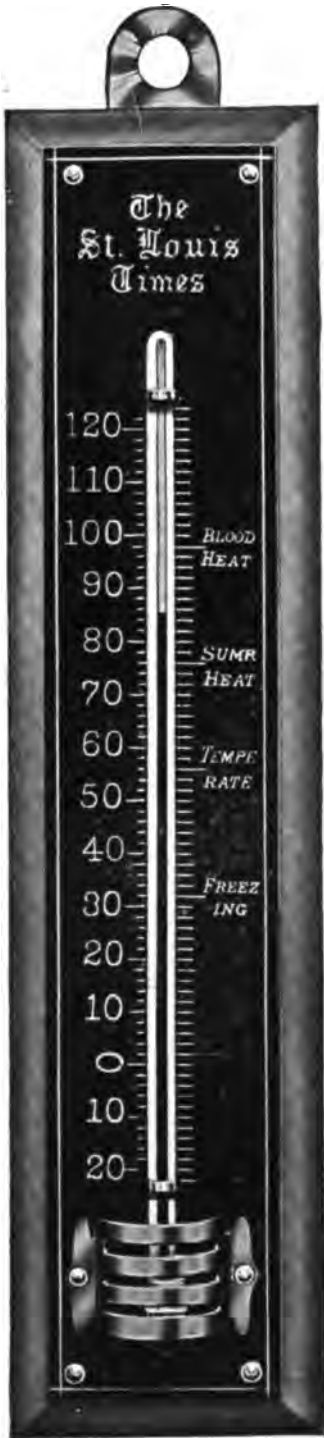
Store reminders are the last trump card which the manufacturer or jobber has to play in the selling game, and they are all-important from the fact of coming into play just at the moment when the customer enters the store to purchase. General publicity may have done its utmost. Personal advertising may have secured the best

of feeling for the advertiser. But the buyer is still a creature of impulse and ready for any happy suggestion regarding the commodity to be selected. At the instant of approaching the store, looking into the window, passing through the door and standing at the counter, his mind is focused on his needs and what he shall buy, is receptive to suggestions as never before. He is usually looking for the latest ideas. And in spite of all previous efforts to mold and fix his preferences by various sorts of advertising, he is now to run the gauntlet of still another sort of influence, and it's an even break whether or not some specialty in the shape of a "psychological suggestion" or "silent salesman" or "closing argument" appeal puts the particular article upon his lips that he calls for. Multitudes of sales are determined in this way at the last moment by these "store reminders."

A boy who wanted an L. E. Waterman Co. fountain pen went out to buy it. He had seen it advertised in the magazines all his life. He wanted a pen, and it never occurred to him there was any other good sort but "Waterman's." At the stationer's he stopped to marvel at a window artfully decorated and illuminated with unique green and white glass specialties to advertise the "Onoto" fountain pen, which had come upon the market recently. He was impressed profoundly at this display and, such is the power of advertising, that by the time he stepped into the shop he was really in doubt whether it was a "Waterman's" or the "Onoto" pen that he had come for. He stood hesitating a moment before the showcases, where

both lines were well displayed. His eye chanced to light upon another out-of-the-ordinary store sign hung from a chandelier, displaying those mystic letters "O-n-o-t-o"—and the "ONOTO" pen was what he asked for, and purchased. A few minutes later he was walking away, the possessor of a pen that had not even come to his notice until the moment when he capitulated to its unique specialty advertising.

This little occurrence is the more interesting because of the fact that the L. E. Waterman Co. has been one of the pioneers at developing a logical and very forceful system of in-door advertising display, including things designed as window and counter suggestions, closing argument appeals and psychological moment monitors. Probably no concern in the country has done more of this sort of connective advertising. The company advertises to the dealers that it regards this form of advertising as equal in importance with its magazine publicity. Ordinarily "Waterman" suggestions outnumber and outclass all the rest of the visible but silent specialty pen sellers at the up-to-date stationer's; but in this case the new competitor realized that to create a market for itself in the face of the Waterman prestige it simply had to excel the Waterman concern at its own game. It would have no show against such a good specialty advertiser unless it got up window and counter displays, not only as good, but even more striking and original. It did not imitate the Waterman Company's good specialties, but devised a new and oddly shaped and strikingly colored line of specialties, and in



Useful and comparatively inexpensive advertising specialty, manufactured by Taylor Bros., Rochester, N. Y.

this one case, at least, this "Onoto" work indicated that it was able to break the spell of the name of an older competitor and create new demand for itself right at the counter.

If anything, more art and ingenuity are shown by specialty manufacturers in devising original, fetching, useful and beautiful things for in-door sign displays than for out-door advertising. All materials and processes used by the specialty trade are made to do service for supplying these media. In addition to the standard things enumerated in the chapter on out-door sign specialties, various other things peculiar to in-door store display are to be mentioned.

Indoor Signs and Display

There are the celluloid signs and those made of kindred substances under whatever trade name, such as "tuscaloid," "minnaloid," "pulveroid," etc. These specialties are made in forms to hang up and also to stand on the counter or showcase with easel backs. Have you not seen on your druggist's counter some such dainty sign creation of this class as the celluloid easel now advertising Colgate's Talcum Powder, reproducing, as it does, the firm's ad with its characteristic coloring of faint lilac, pale greens and yellow, as seen on the back covers of the current high-grade magazines? Is it not a most effective reminder to buy that brand at a moment when magazines are not at hand and when the suggestion you got at home

some night before, while perusing the magazines, has been forgotten? Even if you had never seen these magazine ads this specialty at the store would win your patronage.

Lithography, rubber-engraved process printing, three-color process printing, photogravure, the decalcomania process and embossing, all produce their thousand different specialties in the way of "psychological moment" buying suggestions. These are made of steel, tin, aluminum, celluloid, paper, glass, china, wood, leather, cloth and other materials. It is needless to try to do more than allude to a few of these specialties as typical of all the rest.

Lithographed Indoor Signs

One of the most important of in-door specialties is the splendid lithographed steel picture sign with the frame stamped out of the same sheet, looking veritably like a high-priced art canvass appropriately framed. The art possibilities of this specialty are absolutely wonderful. When it is said that an art gallery might be reproduced in this manner with such great fidelity to the originals that the average person would probably be just as well satisfied with the imitations, some idea of the achievements of the houses adapting lithography on metal to advertisers' purposes will be realized.

This form of advertising utilizes the intrinsic beauty of the advertisement rather than printed words to impress its message of quality, value and service upon the consumer. An example or two will suffice. The Sharples

Cream Separator wanted to tell a story of how easy it is run, how cleanly to operate, how satisfactory to the housewife and what a joy it brings to the farmer's household. To do this its lithographed steel sign showed a picture from an ideal farm house—evidently a spick-and-span kitchen—where a "Sharples" separator is in full operation. The farmer's wife dressed in snowy white is filling the machine by bucket. A child turns the crank. The rich cream and the skimmed milk are pouring out in separate streams without so much as making a splash! It is evident that a lady can run the Sharples without the need of soiling her fingers. No work—no dirt—the utmost satisfaction—it is all shown in that picture!

The National Biscuit Company uses one of these steel pictures framed to show a reproduction of its extensive line of crackers and cake confections, both as trademark packages and as the goods are served. This advertising specialty was adopted as a substitute for the old and costly plan of allowing dealers one package of goods in each box to open up for exhibition purposes. The picture shows the same thing in a neater, cleaner, more attractive way, saves the waste and gives an ever-present reminder that "Uneda" biscuit, "Nabisco" wafers and such things are necessary to every well-stocked larder.

A recent departure in lithographed metal displays is the cut-out—the usual emblematic or trademark picture of the advertiser, with the atmosphere or background cut away so that the figure only is presented. An example of

this work is the Malt Nutrine girl sitting in a swing. To carry out this impression cords are added for the rope swing, which are used to hang up the sign. It is a very fetching sign specialty.

Another radical departure in lithographed metal specialties is represented by the variously devised advertising display racks, brackets, easels, cases, etc., which appear primarily to be intended to serve some necessary utility and only secondarily to be meant to perform advertising service. This is, of course, a blind. The advertiser recognized that in the competition among manufacturers and jobbers to get valuable window, shelf, counter, wall and floor space, the most beautiful and useful things will be given preference by the dealer: so it is aimed in these specialties to give him an advertising device that he will find useful in two senses, as well as ornamental, too.

An example is an artistic hanging twine-holder devised for "Lowney's Cocoa," which not only grocers of the particular sort but even high-class confectioners and caterers are glad to hang right over their counters. It is an attractive-looking device that is bound to enjoy long service wherever it is placed, and Lowney's ad will always be right there in front of those who stand at the counter. This sort of an advertising appliance suggests the ingenuity which the up-to-date specialty manufacturer offers at the service of his advertising clients. He will originate something to fit every need; he can overcome every difficulty attendant upon securing effective distribution and

display. Indeed, he likes to crack hard nuts and welcomes assignments at the hands of manufacturers and jobbers who have difficult problems to solve, those who need new creations, not merely imitations of some other advertiser.

Posters, Hangers, Cut-outs, etc.

Posters, hangers, cardboard signs, cardboard cut-outs and various novelty decorations, mainly executed by lithography, furnish another extensive line of store reminders having much vogue.

It is only just to say that where the dealer must select only the best of the store signs sent him, the unattractive and cheap paper signs are going to be discarded. As a matter of practical experience, the average grocer, dry goods man and druggist actually uses most of the cheaper advertising signs received to cut up for price tickets or to start the furnace. This might as well be realized by advertisers. Cheap, inartistic and commonplace specialties are never worth what they cost. Better, far, buy the better lines and, if necessary, use smaller quantities.

Decalomania and Flash Signs

Decalomania art offers the wise advertiser great possibilities for placing an attractive picture advertisement upon the dealer's front windows, glass doors and his show-

cases—the very places where display is most valuable. Of course, decalcomania signs, as a rule, have to be pretty to win this concession from the dealer, but there is no excuse for them to be anything else. They ought to be beautiful to render the right sort of service to the advertiser.

Illuminated and flash signs for window display enjoy deserved popularity. The newest of these is a silicated wire glass flasher, which looks opaque enough by day, but with an electric bulb behind it shines through the darkness in a way not to be overlooked. The Dr. A. Reed Cushion Shoes are making use of this device. Also the Hamilton watch. Such a sign, 11x21, folds compactly for shipment and weighs but 6 pounds.

The value of good “store reminders” and “silent salesmen specialties” in stimulating trade is well appreciated by all live merchants and the great majority of them are now alert to receive and put to use the best of these helps. Still some dealers are slow at perceiving the advantages of such aids and laggard in taking the right sort of advantage of them. They cannot but help the dealer when they help the advertiser. Merchants, as a class, would profit to study how leading stationery, grocery, drug and tobacco stores, bars and buffets now utilize in-door sign specialties to increase their business. It is easy to demonstrate that any store will sell more goods with fewer clerks for having put to use a full line of these artistic store reminders.

How a Manufacturer Can Reach 25,000,000 People by the Metal Sign Route for \$15,000 a Year

Even though the metal sign arm of modern advertising has reached large proportions, its possibilities are not yet fully understood by the majority of advertisers. Let us take a typical case—that of a shoe manufacturer having a nation wide trade—and see what a metal sign campaign can be made to do for him.

This manufacturer wants to get general publicity locally wherever his products are on sale at a local dealer's. Newspaper "space" is unquestionably good, but unquestionably costly; each ad being ephemeral must be followed by another tomorrow or the impression will be lost: so the campaign in the local newspapers must run fifty-two weeks a year, or it is hardly worth starting. Of course, the burden of a manufacturer attempting to advertise in newspapers in every town where his goods are on sale is usually too colossal to be thought of. The local newspaper is more particularly the organ of the dealer, who uses it to display all lines, to give the news of his offerings, special bargains, etc.

But the manufacturer *can* and *should* do his part to create a demand for his brand of shoes in that community or some more enterprising manufacturer will step in ahead of him and take the trade over. Probably the dealer carries several lines of shoes and makes as much out of pushing one line as another. The manufacturer



Art metal novelties for specialty advertising, manufactured by The Art Metal Works, Newark, N. J.

who wants to capture most of that trade must fight for it.

Metal signs came to the aid of this manufacturer as no other plan of advertising that I know of can or will for the same outlay. The manufacturer, working through the dealers, contrives to erect prominently in the territory contributory to each of his representative dealers enough metal signs to supply the required general publicity. This is done in the town and at strategic points along main-traveled country roads leading into the city. The right sort of a sign properly distributed on this plan will afford the desired publicity. It never fails to.

Figure how this works out in a town of, say, 5,000 population with a contributory territory of 2,000 more people, where the manufacturer has one dealer as his customer. The shoe house supplies his customer with ten steel signs 20x28 inches, fifteen signs 14x20 inches, a store sign for the front of the store and either a flange sign (one extending out at right angles from the building) or a drum sign (in shape like a bass drum) for the entrance to the store or the curb, as the dealer chooses. By erecting part of these signs in town and part out along the country highways the whole community is well covered—so well covered that no man, woman or child in that territory can long escape having attention challenged by one of those signs, and ever thereafter, like meeting again the face of an old friend, being compelled to recognize it over and over, to ponder on its message again and again, as it glares at one unexpectedly from each new location. Many



Artistic metal novelties, manufactured by the Miami Silver Company, Cincinnati, Ohio.

people in such a town will at length come to the point of familiarity with the advertiser that they can tell how many of his signs are to be found and just where each is located in the district familiar to them in city and country.

Here is excellent general publicity begun out in the country while the rural population is driving to town—to buy shoes, maybe. It leads into the main streets of the city and repeats the suggestion to buy a particular make of footwear. The eyes of those who journey and of pedestrians in the town are constantly assailed by these tasteful, artistic announcements in bright, harmonious colors, and actually these metal signs, by weaving a sort of hypnotic spell upon the readers, lead buyers to the very door of the merchant who has been supplied with this advertising appliance, until, at the moment of entering the shop, the last image to be impressed upon their eyes is the name of this enterprising maker and the brand of shoes that he is boosting forward.

This is the best that general publicity of any sort can be asked to do—to keep the advertised article constantly before consumers permanently 365 days in the year; to confront them unexpectedly here and there in town and country so that even he who runs may read—indeed, cannot help but read; and at length to bring them to the very door where the goods are obtained, and at the moment of crossing the threshold—as if the buying injunction, perchance, had been forgotten—to furnish the psychological reminder of that paramount shoe, and none other.

It remains only to point out how specialty media,

through still further specialization, do not even stop there, but, once the prospective buyer is across the threshold, take him by the hand, as it were, in cordial greeting, and again repeats the suggestion. Through "In-door Sign Specialties" the spell of hypnotic appeal is continued up to the moment of buying. Read the chapter devoted to that class of media. The "Personal Appeal" media have probably been used in advance to make an actual friend of this buyer for this advertised product, even before the spell of sign publicity captured his attention and helped him find his way to the dealer's. For this phase of advertising review the chapter on "Personal Appeal."

And what does this effective metal sign publicity cost the shoe manufacturer? The cost of covering each local territory embracing 7,000 population in the way described is only about \$6.00. Think of it—the price of a small newspaper ad for one insertion! These metal signs will be found in good condition at the end of at least two years. The majority will last four years. This shoe manufacturer, therefore, secures two years of publicity with direct and lasting effect upon a community of 7,000 people at a cost of about \$3.00 per year.

Supposing this campaign with indestructible metal signs is extended over the country so that 5,000 dealers are similarly supplied in communities of equal population. Figure it out and you will see that the manufacturer has secured two years (and more) of uninterrupted and invaluable publicity among a total of 25,000,000 people at an expenditure of about \$15,000 per year.

A single illustration like this ought to be sufficient to cause the manufacturers of America who are spending large sums for publicity by all sorts of plans to sit up and take notice. You now have an insight into the possibilities of out-door sign specialties, either as supplementary advertising or as offering alone a *wholly* independent and adequate campaign—which I think you will now agree justifies my declaration that no extensive publicity campaign is economically planned or really complete which does not include the use of advertising specialties in some form.

The Way for the Small Advertiser and The Beginner

Specialty *personal* advertising is emphatically the method for the small advertiser, for the beginner in advertising, for the city merchant with a localized trading zone to draw from and for the manufacturer with a definite, limited and known list of customers and prospects, however scattered geographically. The reasons why this is true must be very apparent on careful consideration.

The small advertiser with only a little business to push and a little money to spend can concentrate his efforts on just as small a number of prospective customers as he likes. He can work directly upon the very persons whose trade he desires. He can begin in a modest way and continue upon a conservative scale until he sees that results warrant bigger and bigger expenditures.



Grater.



Biscuit Cutter.



Kettle Spoon Holder.



Broom Holder.



Egg Separator.



Strainer.

Specialty advertising in the home. The housewife is the purchasing agent of the country. These articles go into the kitchen where they are used daily by her. They are absolutely sanitary, are indestructible and will never wear out. Produced by the Metal Specialties Manufacturing Company, Chicago.

In contrast the small advertiser and the beginner in advertising who starts in to use newspaper and magazine space is usually made to realize—if his campaign is to accomplish anything—that he must plunge harder and use bigger space from the start than he can really afford to, and he must take the gamble of being able to get results before his money runs out or lose everything. He must compete for attention at the same time with all the biggest advertisers sharing the pages of his media, which is equivalent to saying a small advertiser by comparison is usually at a serious disadvantage.

There is no “waste” circulation in personal advertising, or at least there need be none. An exact number of articles go to a corresponding number of people, and where desired even to *certain* people—to the very individuals picked out by the advertiser. This is publicity sharpshooting. One thousand shots hit one thousand people—or very near it.

In using newspapers and periodicals—even with the choicest circulations—advertisers must realize that most propositions do not appeal to everybody. Sometimes advertisers know their message will interest only one person in every hundred, or even thousand. Here waste circulation actually represents 99 per cent or more of the entire space investment. Yet it must all be paid for. Such an advertiser using “space” publicity pays a hundred times higher rate proportionately for what he gets than the advertiser whose article is one of universal consumption, able to create recurrent demand. Yet one thus penal-

ized often feels the necessity of advertising somehow. The enormous advantage of specialty advertising for one in this fix must be evident to everybody.

Personal methods of advertising, then, have this great advantage at the very outset of being *selective* and *intensive*, and of *eliminating* "waste" circulation wholly.

The beginner who uses personal advertising will realize full benefit from any investment made without plunging beyond his depth. Specialty advertising can be done just as effectively on a list of ten or one hundred persons, and will result just as successfully in proportion for any investment made as if it were being done on a scale of reaching 100,000 or 1,000,000 people. Think what this means. If a very small trade is to be covered, specialty advertising will do that work at no greater per capita cost, and yet each individual firm or person will be reached just as effectively as if that campaign were being aimed at a million others. This *must* be true, because the person who is reached and influenced favorably by the receipt of an advertising specialty would not feel this appeal one whit strengthened if he knew a million others were all getting the same treatment. Indeed, the impression would be apt to be weaker if he thought everybody else was being shown the same courtesy and consideration. The appeal is strong in proportion as it is personal and individual. So it makes no difference how limited in extent the campaign of an advertiser may be *if he adopts personal specialties*—every customer and every prospect included in his treatment is just as well reached and cared for as if he

were spending a fortune and making his campaign nation wide.

Everybody knows how essential it is—once a campaign of “space” advertising has been begun—that it be kept up, followed out and even increased in scope and intensity until the critical point is reached and passed, where the campaign wins. The advertiser when starting out in general publicity must be prepared to go the game to the limit or take the risk of losing his whole investment. If his interests are in the hands of a competent agency or counsellor, he is so advised at the outset. It is almost invariably suicidal for an advertiser to begin either a national or local advertising campaign with “space” publicity on a limited appropriation, on the theory that the success of the early campaign will provide funds with which to carry on and complete the fight for recognition. Where one such experiment is put over through luck or cleverness, one hundred or one thousand similar experiments result in flat failure.

Yet, we will all agree that provided enough money is spent to advertise almost any worthy and practical commodity in an intelligent way by general publicity the point some day will be reached when the advertising can be made to pay. This game may be compared to the “pyramiding” of the big gambler: If he will only double his bet every time and stay in the game long enough—no matter what the losses temporarily may be—the law of chance at length must throw him back his whole stake and more—but the next wager may make him loser again.



Bread and Bacon Cutter.



Can Opener.



Coffee Mill.



Standard Self-Heating Iron.



Useful articles for the home given as premiums and as novelty advertising.

Gambling is not business; yet too often advertising is done as a gamble and not as the practical, safe, sane business which it may be when done in an intelligent manner.

Specialty advertising may be done so as to "prove itself up as it goes along." When publicity is undertaken in that manner the beginner is almost sure to develop into a good all-around advertiser. At length he will come to be a liberal buyer of "space" publicity, very likely, as well as to remain a permanent user of specialty media. Many a big national advertiser has been put into the game through achieving his first successes with personal media.

So, the little advertiser can do his little, and the beginner in publicity can make his start by the specialty gift or personal appeal advertising route on such a scale as becomes his needs or befits his purse, feeling sure that his ammunition is not wasted, that he is interesting the very people he wants to interest, that as much as he does undertake will vouchsafe its due benefits to him and that he can increase his outlay, curtail, alter his course or quit whenever he finds it expedient or necessary.

How a Local Merchant May Advertise Who Can't Afford Newspaper Space

A retail merchant whose trade is naturally localized to one part of a city and whose trade is side-tracked by the bigger stores, finds in specialty advertising the help

he has been languishing for. He can exploit his business to any degree that he may find advantageous in the immediate localities in which he wishes to build up. He can concentrate his fire upon the very households he is ambitious to secure and hold as customers. He can send his gift-solicitors into homes where he couldn't go himself and keep them at work advertising him twelve months in the year. He can give a desired list of households any special degree of cultivation necessary to win favorable attention. In this work there is practically *no waste circulation*. Every specialty appeal he sends out reaches the goal. He is wasting no part of his media on those outside of his zone of patronage. By campaigning in this way hard and continuously in a restricted territory which he regards as logically his own, the local dealer can very successfully meet the competition of the bigger outside "emporiums."

Compare this with the unfortunate waste in circulation and money which a person whose business is at one side of a city must experience in the daily newspapers. If his business or location is such that he cannot expect to sell to the whole city, he must yet pay the same rates for "space" advertising as the centrally located department store selling to every corner of the city and all through the suburbs. Every copy of the newspaper circulating outside of the local trading zone of the smaller outlying store represents an absolute waste—yet it must be paid for if the newspapers are used. For this good

reason, it happens in cities that the largest share of the merchants are unable to use newspaper space profitably.

Specialty advertising comes to the rescue of every such merchant, giving him an economical and highly successful way to achieve publicity and cultivate trade relations in the territory where he can reasonably expect to make and hold patronage.

Gradually, as he makes his conquest complete in that district, he can widen the boundaries of his "patronage zone" by pushing his campaign with specialties out further in each direction.

Whenever he finds the territorial limit beyond which he cannot attract trade to his store by ordinary methods, he can either save further outlay trying to overcome that obstacle, or by increasing the value of his gifts and putting them on the premium basis, that is, being bestowed in reward for patronage, he can draw in new customers from the remoter trading zones naturally tributary to other stores. Thus a publicity outlay, scientifically applied, can be made to increase very much the territory to which a merchant can sell goods in a big city.

How to Increase a List of Bank Depositors

Banks and trust companies have found that the real problem which they must solve in doing profitable advertising is to get the people to come to the institution and



Inexpensive but forceful reminder for the merchant who cannot afford to spend much money. Manufactured by Riverside Printing Co., Milwaukee, Wis.

get acquainted. Spreading information broadly about the strength of a financial institution, its deposits, resources, personality, ability to serve customers, etc., will not accomplish what is desired in the way of increasing good will, acquaintance and deposits half as well as advertising to desirable lists of people that the management has on hand a limited number of fine art calendars or leather card cases, or paper knives, or memorandum books, or a series of local-view post cards, which it will be pleased to deliver to the addressed person if he will call at the secretary's desk in person. It is simply wonderful how large a percentage of responses can be had by such plans from people of average stations in life, both men and women, not to add youths—who are regarded at savings banks as the customers of tomorrow and, therefore, worth cultivating.

The main thing to attend to in such a campaign is to provide carefully for the proper reception of each individual caller by some bank official. In medium and smaller banks one of the head officers will do well to give his time to cultivating these new business acquaintances. In the big institutions in the larger cities the secretary or assistant secretary will be more available for this task. But somebody must be selected to do the honors who has the time to receive and welcome these casual callers and who, by the very courteous reception, cordial handshake and personal interest shown the stranger will straightway win a place in his heart for the institution and make an

impression by personal appeal that cold type in a publication could not secure in a lifetime.

This personal interest shown in the caller and the statement from a bank official that the institution desires to know him personally, that the officers want to be informed and keep posted in future about the progress of his business, and to know at any time if they can be of service to him, etc., will please the individual caller immensely. If this is true, it is not flattery to say it; and yet it does flatter the average person, who is not accustomed to have bankers so much interested in his affairs. He will be pleased because he knows it is true that the bank wants his business.

Once the caller is at the bank the receiving officer can take occasion to show him around, exhibit the facilities of the bank for doing business, introduce him to the other officers and extend a cordial invitation to him to become a depositor or use the institution for any other service it can render him. When such an invitation is backed up with a well chosen and meritorious gift, you can be sure that the very best is being done that can be done to create new customers.

Savings banks that wish to bring in large numbers of working people as depositors can usually obtain the utmost co-operation from employers in the matter of obtaining names and addresses for soliciting deposits. Business firms like their employes to be provident and accumulate, and a bank wishing to cultivate this class of patronage can arrange with very little trouble to make up a list of

practically all the employed people in a given territory.

It is often a good plan to provide a good assortment of personal specialties and then advertise in the newspapers that each caller at the bank will receive one. Have callers register their names, addresses and occupations in a guest book before receiving the gift, and thus obtain a live list of people already favorably impressed for future work by letters and specialties.

Novelty savings banks of one form and another—especially those that can only be opened at the bank—have been much in vogue to increase deposits, but the trouble with these things is that the recipient is never able to lose sight for a moment of the fact that it is an instrumentality to help the bank collect money; so, much of the effects of gift advertising is lost by this specialty. Something a person receives for his very own and uses for personal purposes purely will unquestionably accomplish more for the bank or trust company than if it appears to be designed primarily to work for the institution.

A unique plan was used in Chicago by the Union Trust Company in conjunction with the Washington Shirt Company—the latter presented each customer who made a \$5.00 purchase within a specified time with a bronze credit coin of the Union Trust Company showing that the customer was entitled to become a depositor at the bank with 50 cents deposited to his credit. Who paid for this 50 cents was a private matter; but one well versed in banking matters ventured the opinion that the bank could



Magazine safety match box. Made of steel finished in black enamel, letters in gold. Advertising Novelty Manufacturing Company, Newton, Ia.

afford to, although no doubt such an expense justly should be borne equally by both institutions.

When the Central Trust Company of Illinois moved into its present handsome home, it used the invitational plan of getting a good many thousand callers to come and get a set of handsome souvenir post cards, reproducing a series of mosaic wall panels of the institution emblematic of historical events in this history of Chicago. The plan worked beautifully and for months one of the officers of the bank was kept busy meeting the callers who came to get this gift. Several thousand new depositors were created by this plan.

The Harris Trust & Savings Bank of Chicago devised a book for keeping track of household expenses designed to help the family with a definite income to live within its means and save a fixed sum of money each month. This was advertised in the newspapers free to all householders who called at the bank and registered. It proved very popular. Whenever some such specialty has been used to draw people to the bank and intelligent treatment of the prospective customer has followed upon the advertising effort, banks have found that advertising to increase good will and deposits is really a very practical thing and that returns may be expected to be proportional to the money and effort expended. The banker will find valuable suggestions pertinent to the use of specialties by banks in various other chapters of this book.

Convention, Fair and Exposition Souvenirs as Advertising

Business souvenirs, as many persons call advertising specialties of the personal sort, have great vogue among enterprising business men who are in a position to turn public events and gatherings to good advertising account. Of course, all anniversaries and holidays offer opportunity to give out little gifts appropriate to the occasion, and likewise birthdays of business houses, special sales in retail stores, special and anniversary performances at theaters, etc.

Conventions of all sorts, meetings, reunions, the state and county fairs, trade shows and carnivals offer in addition all kinds and conditions of opportunity to the wary advertiser for distributing specialties. Many an industry gathers practically in its entirety at trade and association meetings, and upon such occasions many an advertiser is able to reach the larger part of his customers in a close personal way by his presence and that of other representatives of his organization. Ofttimes a few score or hundred available customers who are in attendance at a trade meeting will represent the entire patronage of an advertiser. At many trade shows and conventions, prudent advertisers provide a line of gift specialties much too valuable for promiscuous distribution, such as a fine pocket-book, or knife, or gold watch fob or cuff links, which are kept under cover and only handed out in a personal way to the individuals who count. It is a good

plan to have a good supply of inexpensive advertising novelties on hand in addition to give out promiscuously to all who ask for them.

The advertiser who wishes to take advantage of such occasions for extending trade relations will find in *The Novelty News*, of Chicago, a very complete Advance Date Service, giving the time and place of all meetings, conventions, fairs, expositions, etc., including the name of the secretary or other executive officer in charge, just as far in advance as such dates are decided upon.

A Nation-Wide Campaign May Be Conducted With Specialties Alone

Having seen how specialty advertising through the specialization of media can supply each of the various functions necessary to a well-ordered campaign from "general publicity" to "personal appeal," it must now be plain—as hinted in an earlier chapter—that it is possible to conduct a national campaign without using any sort of media but specialties.

Out-door specialties, such as signs, thermometers, wagon umbrellas, horse covers, boys' caps, artisans' aprons, kites, etc., will furnish any amount of *general publicity* that may be desired. This "educational" advertising reaches the "masses." It does about the same kind of service as "space" advertising.

In-door specialties, such as window and store signs and

buying reminders, reinforce this general publicity at the advantageous moment when the buyer is at the store to place his order. This specialized class of media represents "*class*" advertising—these media reach the buying class.

Specialty gift advertising strikes the new note of *direct personal appeal*—it adds the new possibility to publicity of being able to *advertise to the individual*. "Letter enclosures," calendars and other mailable specialties furnish the media for cultivating business by mail—not necessarily mail order business, yet including that just as well as any other sort of patronage. These mailing specialties, including fine booklets, are among the most potent of the personal media.

A combination of media selected from each of these *three broad classes* will do everything that any form of publicity will do and some things that no other kind of publicity can accomplish without them. It embraces everything required for appeal to *masses, classes* and *individuals*.

Yet in contending for the recognition of this universality and elasticity of specialty media (which the champions of specialty advertising would like to have fully appreciated) there is no disposition on the part of the specialty folk to urge advertisers to use their media exclusively. Not in the least. They counsel their clients, as a rule, to divide their appropriations between "space" publicity and specialties and in many instances even rec-

commend giving much the larger share to newspaper and magazine space.

One reason why the better class of specialty advertising houses are advancing so rapidly in the estimation of advertisers is that they do not make the mistake of trying "to hog the appropriation." They are content whenever an advertiser is willing to give just a fair trial to specialty media, feeling sure that thereafter he will be unwilling *not* to schedule specialties for a part of every future appropriation. "Once a prudent user of specialty media, always a user," is a current trade adage. The specialty men show the strength of their service by being willing to put it to test to reinforce and fructify *any* and *all* other forms of advertising, contending that every sort of campaign will prove more productive if specialty media in some form are included.

How to Complete a "Space" Campaign With Specialties

You believe in follow-up campaigns by letter and by solicitor—do you believe in "advertising follow-ups"? Or do you advocate stopping publicity work just short of booking the order?

This brief message spells "opportunity" to the manufacturer who will ponder well on its meaning.

Thousands of advertisers spend an aggregate of millions of dollars for "space" publicity every month and then stop short of doing the one final act of advertising

which would be most instrumental in turning inquiries into orders. They fail somehow to understand, after spending money wisely to secure general publicity among the "masses," and after having paid the price to segregate a "class" of interested persons and having that class of prospects in hand, that there is still something necessary to be done to follow-up the advertising *with a different kind of advertising* that will increase the appeal, that will carry it on to a further stage and thus help to cinch sales. It is just as easy to devise a unique and appropriate "advertising follow-up" for one line of business as another.

Here is an automobile manufacturer who is spending a fortune for "space" in the high-grade literary periodicals, automobile trade journals, farm and city newspapers. Nothing more in the way of "space" could be added to that educational campaign. It is simply magnificent. It not only results in obtaining necessary "general publicity," but gives the manufacturer a splendid list of names of prospective buyers. Now to continue that educational campaign beyond this point—so far as these prospects are concerned, at least, will only continue to swell this list of prospective customers; it will really not do much, if anything, toward converting these individual inquirers into buyers. It adds nothing new after giving the first necessary information and creating the "right" initial impression. To deluge the "prospect" with still more of this sort of publicity, once he is saturated, is not only wasteful but may lead to revulsion.

This automobile manufacturer has paid \$1.00 apiece for his "inquiries." He feels they are cheaply bought, at that, considering their "class." He writes letters, mails catalogs, and, when convenient, sends salesmen in the hope of getting orders. He, of course, could afford to use very valuable advertising souvenirs on this list if he knew they would increase his business.

Now, suppose this automobile factory adopts some simple, well-chosen advertising specialty to use as an "enclosure" in the first letter answering each inquiry. Having paid a dollar apiece to produce inquiries, would it be extravagant to spend a dime more upon each of these prospects? It *would not*, but on the contrary would be better business *to spend another dollar* cultivating the right personal relations with each of these 5,000 to 10,000 "prospects" than let this valuable list lie fallow without receiving personal advertising, meanwhile continuing to throw ten times greater sums into the channels of "space" publicity to create still more raw "prospects." The time for *intensive cultivation* has arrived.

Yet that automobile maker can secure an appropriate and effective little advertising specialty at the cost of about 10 cents each, which will focus his campaign right down to the individual and do more to impress his make of cars upon each such "prospect" than all the rest of his letters, catalogs and appeals combined.

Suppose a specialty house gets up for him a neat and really serviceable pocket memorandum with a celluloid back. On the cover in colors might be shown a picture of

the maker's car. Inside at front and back print several pages giving a lot of very valuable tabulated data such as must prove of interest to every enthusiast motorist. There might be a list of all the motor races run in the different years, at the different places, with the records made, the drivers, owners and winning cars. There should be several very valuable technical tables about the horsepower requirements for different weights of cars, for climbing different grades, etc. There should be a brief epitome of rules to guide the amateur in running his car. Also information where to get the available road maps for every state, the rules of the road, instruction about first aids to the injured, tips about how to motor abroad, the list of automobile books and trade publications available, historical data about the important car patents, and such other things.

In this little advertising souvenir the automobile maker would, of course, give full information about his own cars, their characteristics, differences, advantages and prices, showing pictures of his cars, and so forth. While giving a lot of miscellaneous data about automobiles in general, he would not fail to sandwich in the special information valuable to advertise and help sell his own cars.

Such an advertising specialty would almost surely be prized and preserved by every recipient, amateur and expert alike. It would probably be in daily use as a diary for months. Its receipt along with the letter answering the inquiry would invariably please the "prospect." He would be glad to get it and at once that little business

souvenir would strengthen his interest in that particular make of cars and would add a feeling of cordial acquaintance with the makers not to be obtained from reading his "space" ads. The prospect now has been appealed to personally by making him a gift and rendering him a service. That advertisement will go with him, stay with him and work its potent spell of increasing his preference for this one make of cars after all other advertising appeals are distanced.

The national advertising campaign which spends all its force advertising to the "multitudes" (general publicity), and fails to do "class" advertising, and fails further to follow up this work by "personal" advertising—by appeals to "individuals"—is not and cannot be scientific.

EDITOR'S NOTE.—To those interested in pursuing this subject further, it may be helpful to add that *The Novelty News*, of Chicago, a monthly journal of business building by unique advertising and selling methods, has devoted much space for five years to the subjects touched upon in these pages. Illustrations in this article are furnished by courtesy of *The Novelty News*.

PART IV

WHAT IS THE VALUE OF CALENDAR ADVERTISING

BY E. N. FERDON,

Advertising Manager, Brown & Bigelow

St. Paul, Minn.

There are advertisers who will tell you there is little or no value in calendar advertising, but you may set their answer down as due to one of three reasons: They never used calendars, and therefore are not competent to judge; they did not secure the right kind of calendars; or, while they got the right kind, they did not make proper use of them, even when they got them.

This may sound strange to those whose whole idea of calendar advertising has always been to select calendars in the same spirit in which one would tackle a disagreeable job that must be done some time, so the quicker the better. What is true of calendars is true of every other kind of advertising medium. The merchant, the manufacturer or wholesaler will tell you his goods never could be exploited successfully through newspaper or magazine space. On pinning him to the wall you discover that either he never used

The C. J. McCUBBIN CO.

PLUMBERS, GAS, STEAM and
ENGINEERS SUPPLIES

121 Third Street, S. E., Washington, D. C.
TELEPHONE 4000 1217



A TRAST TO YOU

Throughout the year may you receive
The best that fortune ever may give
Health, pleasure, friends and contentment
And freedom from oppressive care.

The Christmas season, now they bring
To you the most desired things
May fancy all delight itself
In memories of Nineteen Twelve.

Reproduced by photo-color process, in bas-relief, from original by E. S. Hinton. Print, pad and die-cut sub-mount tied on mount with buckskin thongs. Copyright, 1909, The Frederickson Company, Chicago.

white space; gave it a trial without knowing anything about the mediums he used and their circulation; or, having found the right mediums, failed utterly to provide any suitable "follow up" for the inquiries secured or to keep any record of results obtained.

One cannot say absolutely that one style of calendar is better than another for all cases. Conditions govern entirely—just as they do in the selection of white space mediums.

Choose Calendars Judiciously

If you want to advertise to doctors you do not buy space in a trade journal devoted to boots and shoes. By the same token, if your custom comes mainly from a Slavonic foreign element, there is no use giving out a calendar showing a subject by Howard Chandler Christy—something gaudy will appeal more to that class. Or if your calendar is to hang in large offices where it can be seen from all parts of the room, it is poor policy to send out a dainty water color creation with a calendar pad about one and one-half by two inches.

Each year thousands upon thousands of inches of good space in periodicals of one sort or another are used to no advantage and scores of possible advertisers drop an incipient campaign, complaining their goods cannot be sold that way—and the real trouble in most cases is not to be laid to white space publicity, but to the inexperience, sometimes positive stupidity, of the advertisers.

The same holds true of calendar advertising. If em-



The art exemplified in the modern advertising calendar of the best lines and grades is so good as to constitute the best that average people ever see or know of fine pictures. People high and low love the beautiful, yearn for it, want it in their offices and homes, and hence one's calendar may be prized far more for its picture than for the date pad which gives indispensable utility.

ployed judiciously, there is no kind of advertising that will return better value for every dollar expended.

It can be laid down as a general rule of few exceptions that, as in all other kinds of advertising publicity, the best results in calendar advertising will be gotten from using only the best calendar of the sort picked as most suited for one's needs. Thus, one may decide that a landscape calendar is the one to be secured, and yet that does not mean the advertiser is justified in taking the first landscape calendar presented—any more than the white space advertiser, who wanted to employ some good trade journal, would take the first offered, willy-nilly.

With the understanding, then, that calendar advertising demands as much thoughtful attention as any other sort of advertising, if it is going to bring results, we will pass to the main reasons why right calendar advertising pays.

A good calendar has the ability to command the best space on the wall in home or office. It is a living advertisement for 365 days in the year. Despite the fact that millions upon millions of calendars are distributed each season, it remains true that at the beginning of each new year there is a dearth of the right calendars to hang in our homes or over our desks. The reason is that fully three-fourths of the calendars are sent out without thought and are useless for their purposes of advertising—just as three-fourths or more of the white space advertising seen in the periodicals each month is never so much as read because those responsible for it did not have the experience or brains to devise a “pulling” advertisement.



Courtesy Gerlach-Barklow Co., Joliet, Ill. Copyrighted.

MOUNTED CALENDARS

One of the standard calendars of the past decade is the mount, and for many purposes this dignified calendar continues to fill every requirement for a satisfactory Art Calendar, and will probably always do so. The mount itself serves as an appropriate frame for the picture, and makes a desirable decoration for the

walls of the home or office. It is especially strong in popular panel effects in both small and large sizes, while the standard styles range all the way from an immense indoor sign, with a picture large enough for an original painting, down to a size suitable for a lady's boudoir.

Never in the history of calendar advertising has there been a time when the right calendar in the right place would do more good to the thoughtful advertiser.

Think of it: through the use of the right calendar the advertiser may command space right in the home or in the office of prospect or customer—space that couldn't be bought at any price, but that is given away in exchange for a calendar! And it costs the merchant not more than two, three, at the outside four cents a month to keep it there. Anywhere from 100 to 1,000 square inches of wall space, in the best position, for two or three cents a month!

And that calendar is a persistent, continuous advertiser. It is not passed once or twice a day, like a street sign; nor seen for a minute and probably forgotten, like so many of even the best white space advertisements; it is on the job every minute, shouting its message. If suggestion has any place at all in advertising, then surely an advertising calendar suggests.

It is a direct advertising medium. It goes right to the one the merchant wants to reach. You are spending just so many cents to advertise to Mr. Blank, and you know you are getting to him, and not, as in general publicity, putting out a certain sum in hopes of attracting his attention, but without knowing whether it is hit or miss.

This direct advertising means no waste circulation. You make every cent count, sending your message only to those whom you know there is a chance of interesting. There is no paying for circulation to those who never could or would make use of the service you offer.



Courtesy The Osborne Co., New York. Copyrighted

A calendar is often said to be the one medium that is not affected by the size of the advertiser's purse. He can buy a small order of very fine subjects as well as buy an exclusive edition.

The calendar makes a direct, personal appeal. It is not general; it is specific. As a kindly remembrance it serves to make a customer feel that his trade is appreciated, even though it may be small. It puts merchant and customer in friendly relations with one another—and adds the touch of sentiment that may turn the scales in your favor.

A calendar bearing the reproduction of a beautiful picture, say one by Harrison Fisher, is worth in the eyes of the recipient much more than its intrinsic cost to the advertiser. The latter gets the benefit of a comparatively low rate on such a calendar, but the recipient has seen Fisher heads selling in the retail art stores at one and two dollars a piece, and he, therefore, sets a greater value on the calendar. He considers himself lucky to receive it and values it more than he would a dollar bill, though the bill might represent four times the actual outlay.

What the advertiser must remember is this: First, that the selection and distribution of calendars is a special branch of advertising that must be done right to produce results. Second, when done right, it works longer hours and does the work to better advantage than any other sort of space publicity. And, third, it helps to create a mutual good will between merchant and customer, thus standing as an advertising medium in somewhat the same relation that a salesman does as a selling medium, for it affords that personal appeal element that often closes the order where a volume of mere logic alone would fail.



Courtesy Brown & Bigelow, St. Paul, Minn. Copyrighted

Perfection in the graphic arts, in engraving and printing processes, has made it possible to reproduce pictures now with absolute accuracy. Most people would say these calendar prints are just as beautiful as the originals. Three-color and four-color process printing, lithographing, the photogravure process and other methods are taxed to their utmost to produce calendars so meritorious and pleasing as to be worth framing and preservation after their year of service shall be over. Many such advertising pictures are framed and treasured permanently.



1912		JANUARY					1912	
SUN	MON	TUE	WED	THU	FRI	SAT		
Full Moon 9th	1	2	3	4	5	6		
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31	Low Moon 11th	New Moon 17th	Full Moon 24th		

Courtesy The Fredrickson Co., Chicago

Reproduced by photo-color process from original by W. H. Drake, A. N. A. Roll-hanger background in duotone from design modeled in clay. Copyright, 1909, The Frederickson Co., Chicago.

KNIGHT YANCEY & Co.
 COTTON
 DEPT. 28. P. O. BOX 11. A.



1912							1912						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6							
7	8	9	10	11	12	13							
14	15	16	17	18	19	20							
21	22	23	24	25	26	27							
28	29	30	31										

Courtesy The Frederickson Co., Chicago.

Reproduced by photo-color process from original by Benj. Lichtman. "De Luxe" mount with print tipped on sub-mount. Copyright, 1909, The Frederickson Company, Chicago.



Courtesy Gerlach-Barklow Co., Joliet, Ill. Copyrighted

WATER COLORED ART CALENDARS

The value of an advertising calendar depends upon its permanence and the impression it makes. Whether it goes into the business man's office, the mansion of the rich, or the cottage of the poor, it will be received as a most acceptable souvenir, and will

be preserved long after its usefulness as a calendar has ceased, continuously proclaiming the high standing of the one who gave it, and in the most exclusive and desirable position an advertisement can occupy.



Courtesy Gerlach-Barklow Co., Joliet, Ill. Copyrighted

ART CALENDARS DE LUXE

The Art Calendar De Luxe marks a great advance in the development of calendar advertising since the perfecting of the photo-color process in the reproduction of paintings. For a number of years no material advance was made in the making of

Art Calendars; consequently the dainty new creation, which is linked with the name of its originators, made an immediate and favorable impression with calendar buyers. These calendars can be had in all prices.



Courtesy Gerlach-Barklow Co., Joliet, Ill. Copyrighted

MOUNTED CALENDARS

Mounted Calendars are distinguished for their elegant simplicity. Nothing in the way of decoration is permitted to detract from the effectiveness of the picture. There is a wide range in

both styles and sizes, enabling the buyer who prefers this style of calendar to make a satisfactory selection without difficulty. Adapted both to home and office use.



Courtesy Brown & Bigelow, St. Paul, Minn. Copyrighted

A good calendar is a *necessity* everywhere, and there is real convenience in having duplicate calendars all around through every establishment, so that dates may be determined as required, without a moment's hesitation.



Courtesy Brown & Bigelow, St. Paul, Minn. Copyrighted

The advertising calendar is endorsed by the choicest and foremost advertising firms and corporations of the world as the embodiment of the best there is in souvenir publicity, and it must appeal to multitudes of advertisers as a paying investment, too, or they would not persist in using it year after year. It is said that the calendar publicity outlay each year now reaches the sum of \$20,000,000.



Courtesy Brown & Bigelow, St. Paul, Minn. Copyrighted

The rich are as glad as the poor to accept an art calendar and give it place in their lives. Calendar subjects now represent the best work of contemporary artists, and calendar makers are paying artists more for the rights to use their subjects on calendars in many cases than two or three years ago their canvases brought in open market.

TRACKSELL, ANDERSON & CO.



REAL ESTATE, LOANS, INSURANCE

1911		JANUARY						1911	
SUN	MON	TUE	WED	THU	FRI	SAT			
1	2	3	4	5	6	7			
8	9	10	11	12	13	14			
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			
29	30	31							

REGINA, SASK. CANADA

Courtesy Brown & Bigelow, St. Paul, Minn. Copyrighted

The calendar in a large office that can be seen and read from a distance is the busy man's friend. Like the clock, it is a necessary requisite of daily life. It is in constant demand by all, and its advertising value is proportionately enhanced.

The Fred B. Grinnell Company
Terminal Bldg., Spokane, Washington



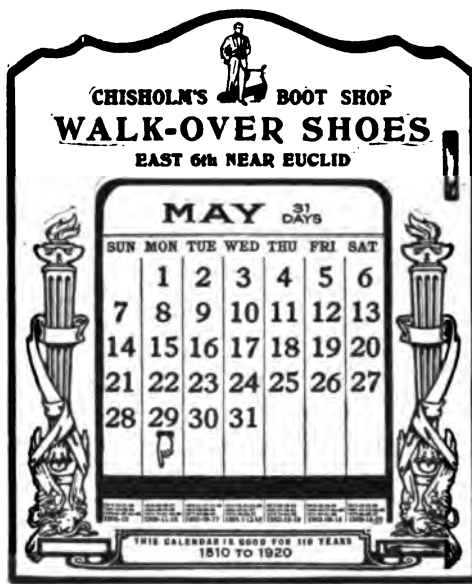
Real Estate, Insurance, Investments, Loans
Capital, \$100,000.00

1911 JANUARY 1911

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	ST. BARTHOLOMEW'S DAY	HILL MOUNTAIN	LAST QUARTER	NEW YEAR

Courtesy The Osborne Co., New York. Copyrighted

Art calendar advertising represents personal appeal, connective publicity and the best strategy of any sign specialty obtainable. The calendar is universally useful as few possessions are—in every place of business and every home, among every class of people, and to every individual of every class. It appeals to folk at marriages, births and funerals. It is in constant demand 365 days in the year. If the picture has real merit, it may last many years.



Artistic Calendar, manufactured by Charles W. Shonk Company, Chicago.

PART V

ADVERTISING CLUBS AND THE VALUE OF ORGANIZATION TO THE ADVERTISER

BY SAMUEL C. DOBBS

President of the Associated Advertising Clubs of America and General Manager of the Coca Cola Company.

This is essentially an age of organization and coöperation. Men in every line of work—tradesmen, professional and scientific men—are banded together into local, state, national and international societies for the purpose, broadly, of bettering conditions, and primarily for mutual help and advancement.

No department of commercial endeavor shows more advancement during the past decade or so than advertising. It has joined hands with science as one of the benefactors of the human race, and where science herself leaves off, there publicity takes up the burden and goes out and tells the world what science is doing and makes the luxuries and playthings of yesterday the economic necessities of today.

Publicity has helped tremendously to solve the problems of distribution, and where the manufacturer of a few years ago depended upon the slow and expensive process

of acquainting the public with his wares through the traveling salesman, and oftentimes the peddler with his wagon, he today tells through the medium of the daily press, the weekly periodical, and the monthly magazine and lithographed poster what he is accomplishing in his factories and laboratories, and an unknown commodity of today is a household necessity of a few weeks hence.

In these exploitations of commerce the manufacturer, the publisher and the buyer are all benefited, for who of us now, with the experience of the past few years behind us, can even conceive of the possibilities of the combination of good merchandise exploited by good advertising? One had just as well endeavor to measure the depth of the mighty ocean or the vaulted dome of the sky.

But advertising has had its vicissitudes. Men who would not stoop to perpetrate a personal lie have not hesitated to perpetrate unspeakable frauds in the name of publicity, and the world soon learned to accept advertising as a gross exaggeration, and no one was held responsible.

But influences have been most potent in bringing about a radical change in this unfortunate condition of a few years ago.

The advertisers slowly began to realize that misleading and untruthful advertising did not bring the returns that it should, and that a dishonest advertiser was no more entitled to success, and no more likely to achieve permanent success, than the dishonest merchant or manufacturer.

In addition to this, men began to realize that there was a moral responsibility in advertising, and that an untruth in an advertisement was just as much an untruth as if it was a personal statement. Men began to take advertising seriously, to study it and look upon it as a necessary adjunct to their business, rather than a certain amount to be spent because of insistent solicitors, and to be distributed with about the same care and intelligence that the average man dispenses charity.

Object and Value of Organization

Some few years ago there gathered together, in the city of Chicago, a mere handful of men who believed that there should be some sort of a national organization of advertising men, where the various advertising interests of America, from every section of the country, could gather once a year and, on a common platform, discuss how best to improve advertising.

Up to this time there were a few organizations, scattered here and there, of advertising men. These organizations were mostly of a social nature. This meeting in Chicago was the nucleus of the present comprehensive organization known as The Associated Advertising Clubs of America.

Only three clubs were officially represented at the Chicago meeting; but at the second annual meeting, held in St. Louis, seven clubs were present, from Chicago, St.

Louis, Cincinnati, Kansas City, Louisville, Indianapolis and Minneapolis.

From that year the association gained in membership and effectiveness, and at the third convention, held in Cincinnati, more than one hundred delegates were present, representing fourteen clubs. This meeting was full of interest, and while hardly as yet national in its scope, it attracted more or less national interest, and several eastern delegates were present. Smith B. Queal was elected president, and Kansas City was selected as the next meeting place. A great crowd attended the Kansas City convention, and many of the speeches delivered were notable for their strength and brilliancy, and quotations from speeches made then are even at this late date finding their way into the public press.

The advertising clubs began to find their real mission from that time on, and many new clubs were organized during the following year. When the next convention was held, in Louisville, a year later, many new clubs had been added, and the business that was transacted demonstrated that the advertising men throughout the country were alive to the possibilities of a great national organization. The closing scenes of that really remarkable meeting will never be forgotten by those present. Omaha was selected for the next convention, and Samuel C. Dobbs of Atlanta was elected president.

Clean, honest advertising was the keynote of the meeting, and the serious study of advertising as a profession was accepted as the real mission of the advertising clubs,

and the convention pledged itself towards the unification of all legitimate advertising interests, for the upbuilding of all that was good and the condemnation of all that was bad in publicity.

The Omaha convention of The Associated Advertising Clubs of America passed into history a bright page, illumined by the best thoughts of some of America's most brilliant men. Advertising men from almost every state in the Union gathered at Omaha, and for three days they devoted themselves to the serious consideration of the various problems of advertising. Out of all the brilliant array of speakers that graced the platform it would be difficult to single out any of peculiar excellence. It is safe to say that in no gathering in this country has there ever appeared an abler lot of speakers. Advertising is today upon a higher plane than it ever was before, on account of the influence of this national organization of advertising men.

Advertising in a comparatively short time has passed out of the realm of "fakism," and is looked upon now by the business world in the light of a profession. The necessity of the study of publicity is becoming more and more apparent. The proper preparation of copy is appreciated. Corporations and business men are generally coming to appreciate the fact that "just anybody" can't prepare copy and direct an advertising campaign. They are employing skilled advertising men, engaging the services of competent agencies—and it's well that they do. Much of this development is, I believe, due to the influ-

ence of the advertising clubs. There men are able to meet and discuss the various advertising problems.

There are no advertising universities or schools, and only in a few instances have any of our colleges attempted to teach even the fundamentals of advertising. To meet this necessity, for some medium of information, the advertising clubs have been organized, and it is at these annual conventions the clubs are able to obtain ideas for better methods of work and study.

No man engaged in this profession of publicity can look back upon the development of the past few years without feeling a sense of pride, and this development and this uplift are but the promise of what we may expect in the future. Publicity or advertising, or whatever term you choose for it, snatches up great truths and accomplishments and carries them to the uttermost parts of the world. Through the wonderful potency and tremendous force of commercial publicity the entire domestic thought and life of this nation has been changed materially within the past generation.

TEST QUESTIONS

PART I.

Page 11.

1. What relation does the show window bear to other forms of advertising?

Page 12.

1. Discuss the statement that "Well displayed goods sell themselves."

Page 14.

1. Is a window trimming department a necessary adjunct to a large department store?

Page 16.

What are the qualifications of a good window trimmer?

Page 17.

1. What is the test of a good window display?

Page 18.

1. What are the three principal classes of window displays?

Page 20.

1. Is it possible to lay down any hard and fast rules as to sales displays? Why?

Page 22.

1. What is the object of opening displays?

Page 24.

1. What mistakes as to their window displays are often made by small stores?

Page 26.

1. Describe the policy of Marshall Field & Co. as to window displays.

Pages 28 to 30.

1. What is the proper use of general publicity displays?

Pages 32 to 33.

1. Discuss the power of suggestion in a window display.

Page 34.

1. Why did the first window display described on page 32 prove a failure, and the second a success?

Page 36.

1. What is meant by the term "back ground" in window dressing?

Page 38.

1. Mention some important principles of window construction.

Page 40.

1. Why should every window display have some decorative features?

Page 42.

1. Suggest some appropriate method of displaying women's summer dresses in a window.

Page 44.

1. Why should the display of men's clothing be much simpler than in the case of women's clothing?

Page 45.

1. What is the value of often changing window displays?

Page 46.

1. Discuss the window displays of the "Five and Ten Cent" Stores.

Page 48.

1. What is the proper field and the value of mechanical display?

Page 50.

1. What goods may be properly advertised by this kind of a display?

Pages 52 to 56.

1. Discuss the advantages and disadvantages of displaying price tickets in show windows.
2. If price cards are used what are the best styles and sizes?

Page 57.

1. Discuss the value of the show window to the manufacturer.

Page 58.

1. In what ways may the manufacturer secure the retailer's cooperation for this purpose?

Pages 60 to 63.

1. Discuss the method pursued by the Victor Company in advertising their products by window displays.

Page 64.

1. Name some other large manufacturers who also rely to a large extent on window displays.

Page 66.

1. Discuss the value of window display contests.

Page 68.

1. Describe the "Hydegrade" window dressing contest.

Pages 69 to 70.

1. Describe some other window display contests.

Page 71.

1. Discuss the future of window displays.

PART II.

Page 83.

1. What is the first requisite for a successful mail order business.
2. Discuss the losses resulting to a firm from the use of a poor mailing list.

Page 84.

1. How should a mailing list be secured?
2. What is the most expensive way to obtain a mailing list?

Page 86.

1. What are some of the mistakes ordinarily made by merchants using mailing lists?

Page 88.

1. Discuss the importance of keeping mailing lists up to date.
2. How can this be done?

Page 90.

1. Should "Advertising direct by mail" be only used by the so-called mail order houses?

Page 92.

1. What is the best rule to follow in order to make a success of "Advertising direct by mail?"

Page 94.

1. What are some of the principal points to be remembered when writing advertising letters?

Page 96.

1. Why should advertising letters not be hastily written?

Page 98.

1. Why is a short paragraph letter better as a rule than one made up of long paragraphs?
2. Can any set of rules be laid down for the concluding paragraphs in letters?

Page 102.

1. How may articles, not interesting in themselves, be made interesting?
2. What percentage of all the letters mailed in the United States are form letters?

Page 104.

1. Why should a form letter be made to look as natural as possible?

Page 106.

1. Discuss the necessity of signing every form letter.
2. What stationery should be used for form letters?

Pages 108 to 112.

1. Discuss the value of sending out letters to back up salesmen.

Page 122.

1. Discuss the form of card indexes of customers suggested on this page.

Page 124.

1. Discuss the problem of handling agents by mail.

Page 125.

1. What is necessary for every firm which sells goods through agents?

Page 126.

1. Do advertisers generally give prompt reply to inquiries?
2. What is the effect of failure of promptness in this matter?

Page 127.

1. Discuss the value of a follow up system.

Pages 128 to 129.

1. Mention a few interesting facts about mailing, given on these pages.

PART III.

Page 131.

1. What is meant by the term "Specialty Advertising?"
2. Is "Specialty Advertising" suitable for all kinds of businesses?

Pages 133 to 136.

1. Give some concrete illustrations of "Specialty Advertising."

Page 137.

1. Mention some forms of "Specialty Advertising" which are intended for use and service.

Pages 138 to 143.

1. Mention some forms of "Specialty Advertising" which are ornamental and attractive.

Pages 144 to 145.

1. What do you mean by the statement "Specialty Advertising signifies a method?"

Pages 146 to 150.

1. What is included under the term "Specialty Advertising?"

Page 152.

1. Discuss the value of gift advertising.

Pages 154 to 156.

1. Show how "Specialty Advertising" serves as a friendly introduction to the person whose patronage is sought.

Pages 157 to 158.

1. Discuss the physiological influence of a gift.

Pages 160 to 162.

1. Describe the differences between advertising to masses, classes and individuals.

Pages 163 to 167.

1. Describe the method of "Specialty Advertising" once used by Marshall Field & Co.

Pages 169 to 173.

1. Is the real underlying principle of "Specialty Advertising" goods or ideas?

Page 174.

1. What is meant by the necessity of individual selection?

Pages 175 to 176.

1. Describe the advertising methods once adopted by a Buffalo savings bank.

Page 177.

1. Describe the method used by a certain Evangelist?

Pages 178 to 179.

1. Describe the methods used by certain coal concerns.

Pages 179 to 180.

1. Discuss the value of a laugh in advertising.

Page 182.

1. Describe an appropriate method of specialty advertising used by a candidate for City Treasurer.

Pages 183 to 184.

1. Discuss the importance of the methods of distribution used in "Specialty Advertising."

Pages 186 to 188.

1. Describe various methods of distribution of such advertising.

Pages 190 to 192.

1. Discuss the policy of selling advertising specialties or at least requiring some act or exertion on the part of the recipient.

Pages 193 to 194.

1. Discuss the value of "Letter Enclosures."

Pages 196 to 197.

1. Discuss the value of signs and other out-door specialties.

Page 198.

1. How may out-door signs be used for specialty displays?

Page 199.

1. Discuss glass and transparent signs.

Pages 200 to 202.

1. Discuss cloth cover and clothing signs.

Page 204.

1. Discuss card-board and paper signs.
2. Describe some of the various flying devices which are adopted for advertising purposes.

Pages 206 to 208.

1. What is meant by "Store Reminders."
2. Discuss the value of such store reminders.

Pages 210 to 215.

1. Describe some of the various forms of indoor signs and displays.

Pages 216 to 221.

1. Describe the method by which a manufacturer can reach twenty-five million people, by the metal sign route, at a cost of fifteen thousand a year.

Page 222.

1. Why is personal advertising of particular value for the small advertiser?

Page 224.

1. What disadvantages is a small advertiser under, in newspaper and magazine advertising, which he escapes in personal advertising?

Page 225.

1. How may waste be eliminated in personal advertising?

Page 226.

1. What is the result of starting an advertising campaign which the advertiser is unable to follow out?

Pages 228 to 229.

1. How may a local merchant successfully advertise who cannot afford newspaper space?

Pages 230 to 236.

1. Describe various methods of increasing a list of bank depositors.

Page 237.

1. Discuss the value of "Convention, Fair and Exposition Souvenirs" as advertising.

Pages 238 to 239.

1. May a nation-wide campaign be conducted with specialties alone?

Pages 240 to 244.

1. Show how specialties may be used to good advantage to follow up newspaper and magazine advertising?

PART IV.

Pages 245 to 254.

1. Discuss the value of calendar advertising.

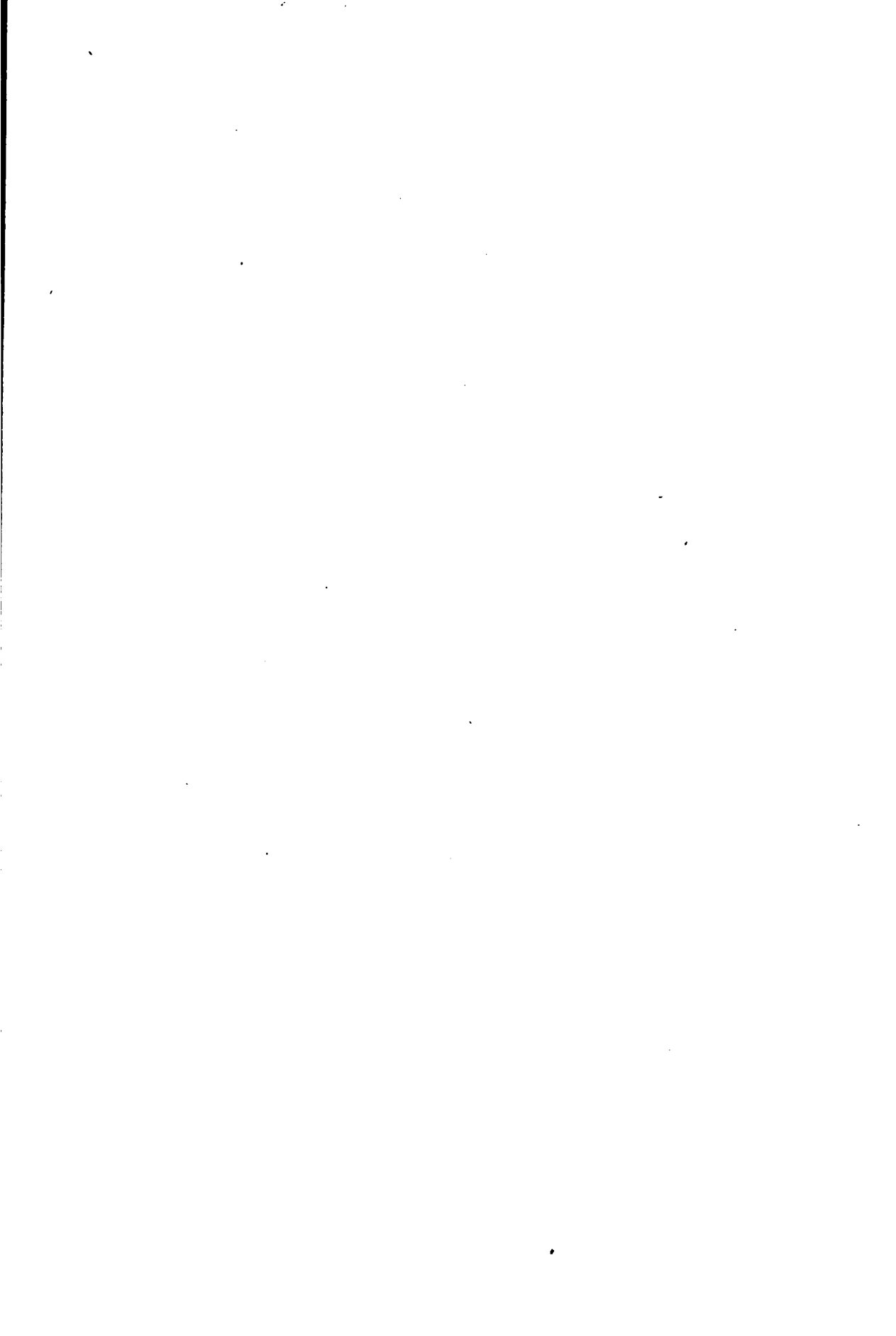
PART V.

Pages 269 to 270.

1. Describe the origin and evolution of advertising clubs.
2. What causes tended to bring such clubs into existence?

Pages 271 to 274.

1. What are the proper objects of such organizations?
2. Discuss the value of such organizations.



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