



**THE TYPOGRAPHY OF
ADVERTISEMENTS THAT PAY**

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Printed in the United States of America

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#15658

THE AUTHOR WISHES TO ACKNOWLEDGE
HIS APPRECIATION OF THE ASSISTANCE
GIVEN HIM BY

PROF. GEORGE BURTON HOTCHKISS
OF NEW YORK UNIVERSITY

IN ARRANGING THE MANUSCRIPT
FOR THIS BOOK

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**THE TYPOGRAPHY OF
ADVERTISEMENTS THAT PAY**

THE TYPOGRAPHY OF ADVERTISEMENTS THAT PAY

CHAPTER I

INTRODUCTION

Good advertising is something more than mere typography, but good typography makes good advertising more effective.

ERNEST ELMO CALKINS.

EVERY advertiser has one or more reasons for the expenditure of money for publicity purposes. Plans are laid with these reasons as a basis. The style of advertisement to be used is determined by the plan, and the style of advertisement determines the kind of copy, illustrations, and type faces to be used, as well as the arrangement of these.

Can the dress of an advertisement be so planned that when worked out by the many skilled hands it will produce the effect which the planner of the advertisement knows will sell the goods?

Architects, engineers, and builders in other lines of human endeavor bring about this condition in their work. Why doesn't the advertisement builder build just as easily?

Architects and engineers have a code of principles; they know the capacities and limitations of the men and materials with which they build.

While nearly all builders of advertisements know their principles, few have any practical knowledge of the materials with which they work—their possibilities and their limitations.

This is not wholly the fault of builders of advertisements. They have had few guide posts.

Practically every book on general advertising principles ignores the subject of engravings, type, etc.; or if perchance any mention is made, the comment is very perfunctory and of small practical value to the advertisement builder.

There are practically no books on engraving methods; certainly none that begin to enumerate the possibilities of the various styles of engravings as applied to advertisement construction.

Books on type are more or less catalogues of type faces only, and they seldom attempt to aid the builder of advertisements with suggestions of where and how the type faces shown are best suited to various selling plans.

The growth of advertising as a specialized and standardized business has been phenomenal. But printing and the kindred arts have not kept pace. Such progress as has been made has been forced

upon the printing craft. Printers have been led, and almost coerced, into handling the increased business due to the advertisement builder's imagination.

The printer is, first of all, a mechanic in a business filled with voluminous detail. The advertisement builder should not expect the printer or the engraver to be able to give him what he should have unless he speaks the printer's language—speaks to him in his own technical terms—knows the materials with which the printer works, and can call for what he wants. The advertisement builder should call for what he needs from a sales standpoint. The average printer bases his choice of type faces on mechanical principles.

The advertisement builder does not necessarily need to know which side of the type has a "nick," or why a printer puts water on type before he distributes it back into the cases. He should, however, know by their technical names what type faces, rules and engravings will produce the proper sales effect when put together; which types are adapted for the various styles of advertisements and which types are used to convey the various sales effects desired.

Few architects could swing a trowel or wipe the joint of a lead pipe with any practical success, yet

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practically all architects can "talk shop" with every mechanic on the job.

When an architect decides that a certain style of building is just the thing for the problem in hand, he knows almost immediately what kind of roof and floors are the best adapted for that particular style of building. He also knows which make of the certain kind comes nearest to the price he has allowed in estimating the cost.

Different type faces and engravings express and suggest different things in themselves. Every mechanical detail of the appearance of well-built advertisements lends force and attraction to the messages they carry. These mechanical details are chosen and determined by the plan which was selected as the best method of making the advertiser's publicity profitable.

"How, then, do you account for all the wonderful advertisements of the present?" is a logical question.

Some of these are built by men who have spent many hours, days and years in formulating a code of mechanical principles; others are accidental examples; and still others are sinking funds for vast amounts of money.

This latter class are built, pulled apart, and rebuilt several times, because the advertisement

builder does not have a clear idea of the kind of advertisement he should build and how it should look when finished; or if he has this clear-cut vision he does not call upon the printer in technical terms which will produce this finished result.

I know of several cases where \$100 has been spent in trying to get a set-up that conveyed the proper idea of the sales plan to the reader of the advertisement; and even then the results were not satisfactory from a sales standpoint.

Too much time, energy and money is now being wasted owing to a dearth of practical workable knowledge on the subject of advertisement construction from a mechanical standpoint.

A series of articles in *Printers' Ink* by the writer, on the subject of Typographical Display, brought numerous requests for a reference book on this subject.

Here it is.

I have endeavored to lay down principles and sound scientific rules of practice for the satisfactory and economical production of advertisements that will sell goods.

Every advertisement partakes of one or more styles. All advertisements can be classified for easy reference. This I have tried to do.

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The advertisements shown in this book have been selected for their display features only. The author does not attempt to consider the copy in the examples.

There are only a few type faces with which the advertisement builder need be familiar. I have tried to show what these are and where and how they can be used in each or several of the styles of advertisements.

Styles change, principles seldom change, and human nature hardly ever changes.

If my book helps in any manner toward producing a better understanding and appreciation between the builder of advertisements and the men who actually put the advertisement together, it will have accomplished its main object.

CHAPTER II

THE KINDS OF ADVERTISEMENTS

ADVERTISING is a modern means of selling. The broadest and most used kind of advertising is selling by means of the printed word. This book deals with the construction of advertisements in magazines and newspapers. Such being the case, it deals with only a division of the printed word as a means of selling.

Every successful salesman has a method of approach. Every successful advertisement must have a method of approach, and this method must be based on answers to the many questions which arise between the time a person decides to spend money for advertising and the time the advertisement is built.

Every advertisement is a story—a sales story. It tells something that should produce a buying impulse in the mind of the reader (either immediately or eventually) or it tells something that is conducive to a better feeling and understanding between the advertiser and the reader. In the

final analysis advertising is educational—education toward immediate sales, or education toward good will—future sales.

If the advertiser has a universally used article and wishes to reach all the readers of a publication he will use the Forceful Educational style. This style has the gist of the story in the headings or pictures, or both. The reader gets the complete story in the headings. The rest of the advertisement gives simply the details.

There are many articles that are bought by the more substantial and intelligent readers only. Such readers do not need to be forced into reading a story. They read for information and therefore read the whole story or they do not read any of it.

This appeal must be concise, refined and thorough. It is best obtained by the use of the Passive Educational style which has no strong headlines and very little contrast—just a plain statement of facts.

If the advertiser wishes to reinforce the message with a reflection of the age and reliability of his firm, or if the message needs the flavor of a certain period in history, then the Handlettered style is best. The possibilities of a message lettered by hand, instead of set in type, with the il-

illustrations drawn to conform, are unlimited as a means of expression.

Perhaps the advertiser has passed the educational period in the firm's advertising; his message simply needs the reiteration of the trade name in connection with a suggestive picture (or sometimes without the picture). Then the Poster style is best. Cream of Wheat and Old Dutch Cleanser advertisements are usually of the Poster style.

Many firms create a trade character or a comic as a means of making the trade name more easily remembered. Velvet Joe and the Campbell's Soup Kid are examples. The use of such a character makes the Forceful Educational style still more forceful and causes the copy to partake of the Character style.

There are a number of manufacturers and merchants who have a forceful educational story to tell, but the size of their business, or the profit on the goods advertised, does not permit the use of large space—double pages, full pages, half pages, or even quarter pages.

For these there is the Small Space style of advertisement. Here the idea is to get some kind of an odd shape in order to have the small space get attention when placed on a page with many

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other advertisements. This should be done even if it is necessary to make the copy extremely brief.

Oftentimes a Small Space advertisement is also a Mail Order advertisement. The relation is close.

Advertisers of jewelry, books and other specialties often deal direct with the reader and in such cases it is necessary that the story be longer and more explicit than a purely educational story. The style of advertising, which is known as the Mail Order style, must bring back to the advertiser several dollars for every one spent in advertising. This being the case, there are few advertisements of this style which occupy full pages. Therefore, it is necessary that the Mail Order style be as forceful as possible and at the same time contain more story than the purely educational style. In order to accomplish both objects the method most widely used is to get extremely forceful headings which tell the story, and use these in connection with very small body reading matter.

Department store advertising is educational, but it is slightly different from the pure educational style and for that reason it should be classified as the Department Store style.

This, then, gives us eight general groups or

styles for classifying the kinds of advertisements, namely:

- The Forceful Educational
- The Passive Educational
- The Handlettered
- The Poster
- The Character and Comic
- The Small Space
- The Mail Order
- The Department Store.

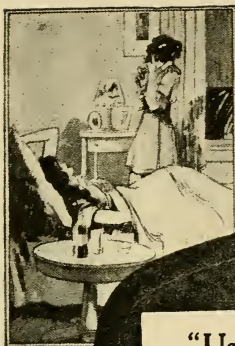
Some rare advertisements partake of two of these kinds, and are excellent pieces of construction. Yet those which partake of two or more of the kinds noted above are seldom maximum sales producers.

This book does not comment on colored advertisements because the fact that an advertisement is in color does not alter its classification.

THE FORCEFUL EDUCATIONAL

This style is well shown by the Whitall Tatum and the Quaker Oats advertisements.

The main point in the construction of advertisements of this style is that the headlines and sub-headlines, either with or without the pictures,



"Use the Hot Water Bottle Until I Arrive"

When suddenly taken ill, your water bottle will alleviate pain during the anxious moments while the doctor is on the way. In such times of critical need a

★ Whitall Tatum "SPECIAL" WATER BOTTLE (Maroon Rubber)

is worth its weight in gold. You can rest assured it will not leak, because it is reinforced where the most strain comes. You can depend upon always finding the stopper with the bottle, because it is chained on.

These points alone should commend this bottle to you above all others. But the 2-year guarantee stamped on the bottle for your protection, the extra piece of rubber at the shoulder, the strong rubber binding, the metal eyelet which permits bottle being hung up without cracking rubber—all these are mighty strong reasons why you should buy a Whitall Tatum "Special." Ask your druggist to show you the popular family size.

No. 2. Two-Quart, \$2.00;
West of Mississippi, \$2.25.
Several colors—other sizes.

Write for free booklet on care of water bottle

If not obtainable at your druggist, write us

WHITALL TATUM COMPANY
New York and Philadelphia



Special Uses

Besides being of unaided value in relieving pain through the medium of heat, the Whitall Tatum Special Water Bottle may be filled with ice-cold water and applied to affected parts for the relief of headache, sore throat, neuritis, sore breast, hemorrhoids, fever, inflammatory conditions, etc.

You Can Stand On It

without making it leak. That is because it is made from strong, durable rubber—made by our own process. You won't have to bring this bottle back, because it almost always outlasts its guarantee by from one to five years.



Prof. Anderson's Supper

Which Millions
Have Adopted

Prof. A. P. Anderson, the expert on foods, invented a way to explode food cells in grain.

Each wheat or rice grain contains millions of food cells, which should be broken to digest. Cooking breaks but part of them. He wanted all the food cells broken, to make every atom feed.

So he steam-exploded grains of wheat and rice. He puffed them to eight times normal size. Whole grains were thus made wholly digestible. And the world obtained ideal grain foods.

They are Like Bubbles

Puffed Wheat and Puffed Rice are like bubbles. They are airy, flaky and porous. The flavor and form are delightful.

Of course, they are breakfast dainties. They are served with cream and sugar, or mixed with any fruit. No other morsels half so choice are found on morning tables.

But they are supper tit-bits too. In millions of bowls of milk or cream they are served in place of bread.

These are ideal good-night dishes. They are whole grains, with all the whole-grain elements. They easily and completely digest. And their toasted, fragile crispness makes them fascinating foods.

You will not let a day pass without them when you learn how people like them.

Puffed Wheat **Puffed Rice**

and Corn Puffs
Each 15c Except in Far West

Like Nuts

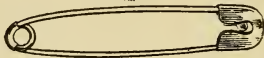
The fearful heat gives Puffed Grains a taste like toasted nuts. They are often used like nut meats. Folks use them in candy making, and as garnish for ice cream. Mothers douse them with melted butter for the children to eat at play.

Puffed Wheat, Puffed Rice and Corn Puffs all taste like confections. But the flavor differs vastly. You should serve them all. Keep a package of each on the pantry shelf so your people may have a variety.

The Quaker Oats Company

Sole Makers

(144)



DAMASCUS Steel Safety Pins For Dress Use

HANDSOMELY made and shaped, with stiff needle-sharp points that pierce the thickest fabric without bending or hooking. Flat safety shield lies close to fabric, protects point and prevents accidental unclaspings. The coil end neatly sheathed to prevent tangling.

Damascus is made in 6 sizes, polished to perfect smoothness. Your choice of Nickel, Black or Gold Finishes.

Always look for the *Oakville* Trade Mark on every card or paper of pins you buy.

Oakville Company
Waterbury, Conn.

Makers also of *Clamp*, *Never-Rust* Nursery pins, the standard for over 31 years, and *Sewas*, the "king pin" of "common" pins.

tell the story. Sometimes the headlines tell an abstract story connecting in thought the article and the everyday life of the reader.

The headlines must, therefore, stand out of the advertisement. To do this *there must be contrast* between the headlines and the rest of the advertisement. The greatest weakness among advertisements of this style is that there is not enough contrast. The headlines are either not strong enough or the rest of advertisement is set in type so dark that it weakens the force of the headlines.

Of course, there are times when full force is not desired. Such a dainty and attractive illustration as that shown in the Damascus Safety Pin advertisement would be cheapened by any stronger contrast.

This advertisement is a pioneer of a style that is sure to be widely used—one series of a type face used with an illustration of the same tone of color as the type face.

It is also possible to restrain the force of the Forceful Educational style in advertisements that have no illustrations. This is well shown by the New York Telephone advertisement, which uses type faces that are all of one family.

Correct TELEPHONE Habits

Bring you better Telephone Service

THE following suggestions are published at the request of a number of large business houses that are interested in developing pleasing telephone manners among their employees:

On all

OUTGOING Calls

ALWAYS look in the telephone book to *make sure* you call the right number. If you do not find the number in the book, ask "Information."

CALL your number with a slight pause between the hundreds and the tens. For example, in calling "Barclay 1263," say, "Barclay One Two (pause) Six Three."

SPEAK clearly and distinctly, directly into the transmitter.

LISTEN to the operator's repetition of the number and acknowledge it.

HOLD the line until your party answers and then give your whole attention to the telephone conversation.

TO RECALL the operator, move the receiver hook up and down slowly.

WHEN you have finished talking, say "Good-bye" and replace the receiver on the hook.

REMEMBER, courtesy over the telephone is always desirable. It wins friends for you and your company.

On all

INCOMING Calls

ANSWER your telephone promptly and pleasantly:

ANNOUNCE your name and the name of your department. Don't say "Hello."

BE READY with pad and pencil in order not to keep your caller waiting.

IF YOU require help in handling the call properly, get it at once or politely transfer the call to the employee who can best handle it.

IF YOU answer for another employee, offer to take the message, then call it to the other's attention at the first opportunity.

LISTEN attentively, so that you will not have to annoy the caller by asking him to repeat.

REMEMBER, abruptness or indifference drives away trade. Close attention to telephone orders helps win it.

MAINTAIN the same courtesy and consideration in a telephone conversation that you would with your customer face to face.

The voice with the smile wins



NEW YORK TELEPHONE COMPANY

Card reproductions of the above advertisement may be secured on application to our nearest commercial office

While the Damascus Safety Pin and New York Telephone advertisements are not as forceful as the Whitall Tatum or the Quaker Oats advertisements they are nevertheless known as Forceful Educational. There is contrast—restrained contrast—between the headlines and the rest of the advertisement even if the style of type is the same. This style has found much favor with advertisers because of the restraint, which is usually more dignified. It is used by banking institutions and public service corporations where more dignity is desired and yet *some* contrast is needed.

THE PASSIVE EDUCATIONAL STYLE

Sometimes it is not good judgment to use the Forceful Educational style because the whole story or not any part of it must be read to be of value to the advertiser.

When there are no headlines the reader reads the entire advertisement or he does not read any part of it, and this very fact causes the copy to get a reading from the better class of readers.

This style is what I like to call the Passive Educational style; not because I think it is weak in value to the advertiser, but because it usually is so quiet and clean-looking.

THE most delightful duty each twenty-four hours of your life is the repeated use of Kolynos Dental Cream.

Its anticipation is a pleasure—its taste an invitation—its after effect like the memory of a rose garden.

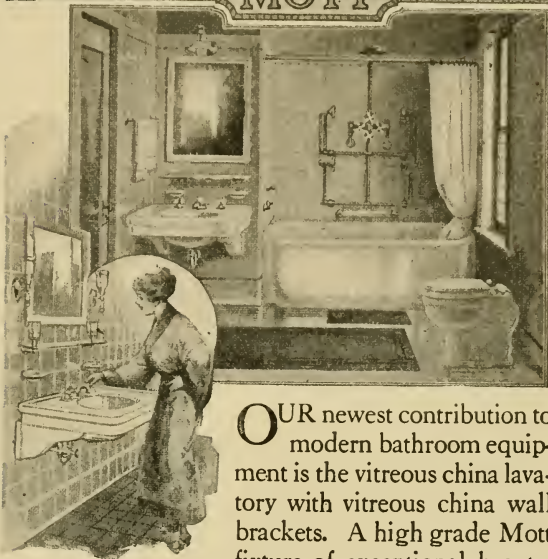
An added delight is that particularly clean feeling in the mouth brought about by the washing away of a large number of germ colonics. You don't think—you *know* that your mouth is sweet and clean after using Kolynos Dental Cream.

Try it once and Kolynos will find a permanent place among your toilet requisites.

"IT CLEANS THE TEETH AND THE TOOTH-BRUSH, TOO"

Write today for a free sample tube of Kolynos Dental Cream
to The Kolynos Co., New Haven, Conn., U. S. A.

MOTT



OUR newest contribution to modern bathroom equipment is the vitreous china lavatory with vitreous china wall brackets. A high grade Mott fixture of exceptional beauty. Eliminates the usual pedestal—simplifies bathroom cleaning.

DESCRIBED more in detail in Mott's new 138-page "Bathroom Book," which illustrates the latest examples of plumbing fixtures for bathroom, kitchen and laundry, and shows 22 model bathrooms, with full descriptions and prices. Mailed for 4c postage.

Any plumber can give you an estimate on Mott's plumbing fixtures installed complete.

Another new Mott fixture is the needle and rain shower in combination with Mott's light-weight porcelain bath. When not in use the needle shower arms fold back against the wall.

THE J. L. MOTT IRON WORKS
Fifth Avenue and 17th Street New York

1828—Eighty-nine Years of Supremacy—1917

†Boston
†Pittsburgh
†Chicago
†Minneapolis
†Atlanta
†Philadelphia

Seattle
Cleveland
†Detroit
†Des Moines
†Toledo

Portland, Ore.
†Washington, D. C.
Columbia, S. C.
New Orleans
Denver

†San Francisco
†St. Louis
†Montreal, Can.
San Antonio
Dallas, Texas

†Showrooms equipped with model bathrooms

The Gift

that's surest to please *any* girl or
any woman



Wife
Mother
Daughter
Sister
Sweetheart
Friend

is a really good writing paper in
a really beautiful box.

Crane's Linen Lawn

put up in boxes designed by *master artists* to furnish an *appropriate setting* for this *exquisite paper*, offers the *perfect gift* in the real CHRISTMAS spirit.

EATON, CRANE & PIKE CO.

New York

Pittsfield, Mass.

Awarded Medal of Honor Panama Pacific Exposition.

The Kolynos copy shows this Passive Educational style without an illustration and The J. L. Mott Iron Works copy shows this style with an illustration. More examples of this style are shown in other chapters of this book.

THE HANDLETTERED STYLE

Handlettering is flexible, and therefore character, beauty, dignity, age or reliability are best exemplified through its use.

Nothing is so in keeping with its audience and at the same time so typical of the age and character in the product as the advertisement of Crane's Linen Lawn.

Of course there are limits and pitfalls in the use of handlettered advertisements as in all other styles of advertisements. It can be overdone and it is not often that you find as much copy as well handled with handlettering as is shown in the Crane's Linen Lawn advertisement.

The Jeffery advertisement has nearly as much copy as the Crane advertisement, but note the difference. This helps to prove that a clean type face would be far more useful in many cases than the more expensive handlettering.

The Jeffery Sedan

COMBINING
WINTER LUXURY WITH
SUMMER COMFORT

(The top is removable)

Price complete \$1165



The JEFFERY FOUR SEDAN
(Top Removable)
FIVE-PASSENGER, \$1085
SEVEN-PASSENGER, \$1100

TOURING CAR
SEVEN-PASSENGER, \$1015
FIVE-PASSENGER, \$900
THREE-PASSENGER ROADSTER, \$1000

Picture to yourself a handsome, high-grade, beautifully-finished, luxuriously easy-riding enclosed coach—put as much quality into your picture as you can—and you still will not be overestimating the quality and appearance of the Jeffery Four Sedan. ¶ Yet the cost of this car complete is extremely moderate—and the Sedan body is easily removed, giving you an open touring car including summer top for pleasant-weather touring.

Divided front seats afford easy access from the front compartment to the tonneau • Windows, extra wide, three-sixteenth inch crystal plate, ground and polished, adjustable for ventilation • Curtains, silk portiere type Upholstery, grey whipcord—leather optional for seats • Interior illumination from an electric dome light



Price, F.O.B. Grand Rapids, Michigan

The Thomas B. Jeffery Company
Main Office and Works • Kenosha, Wisconsin

Illustrated booklet on request





Milady's Mirror

Is a friend which will tell her the truth about her hair

If it discloses heavy, lustrous tresses of a rich sheen and dainty fluffiness—she should be thankful—and preserve their beauty by using as pure and dependable a shampooing agent as can be obtained—Packer's Tar Soap.

If, on the other hand, her mirror reveals a scanty growth of stringy, dull-looking locks, it behooves her to cultivate forthwith the friend of scalp health and hair health—Packer's Tar Soap.

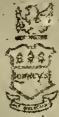
Packer's Tar Soap is the shampoo ideal. Its pine tar, pure vegetable oils and glycerine combine the cleansing and soothing properties that modern life make necessary for the proper care of the hair. Send 10c for sample.

Our Manual—"The Hair and Scalp—Modern Care and Treatment," 36 pages of practical information, sent free on request.

Packer's Liquid Tar Soap—cleanses the hair and scalp delightfully. Delicately perfumed. Liberal sample of liquid, 10c.

THE PACKER MFG. CO.
DEPT 86-E, 81 FULTON ST., NEW YORK

★ **PACKER'S**
TAR SOAP
"Pure as the Pines"



Christmas

★ LOWNEY'S
CHOCOLATES

60¢ 80¢ & \$1.00
A POUND



Not all artists are good letterers and few of the good ones can get the spirit of the copy in the lettering. This makes handlettering a decidedly delicate and difficult problem to handle.

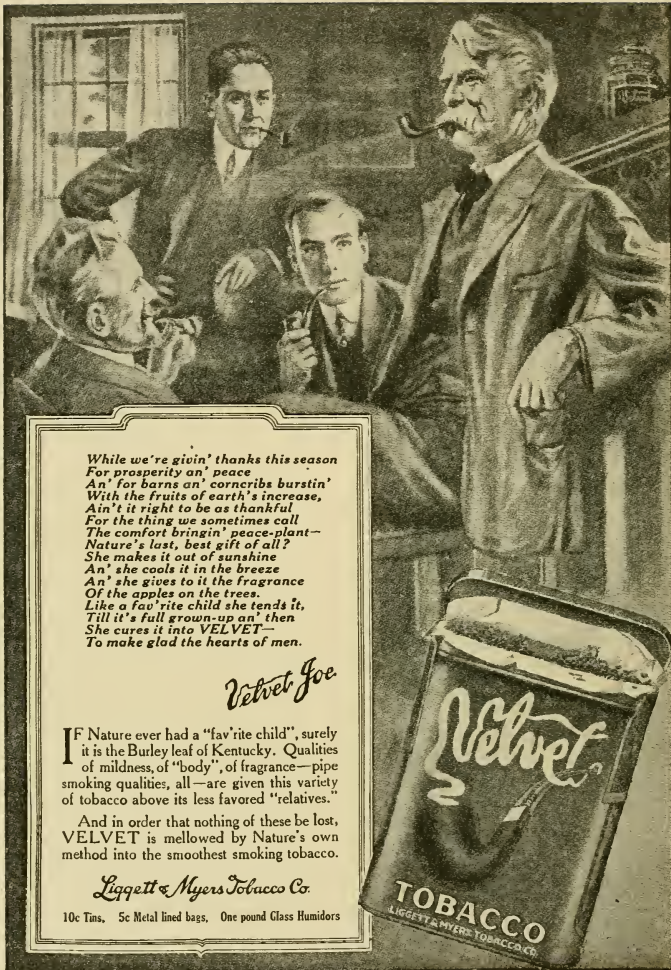
It is, however, well to remember that the fewer handlettered lines in an advertisement the better. Note the Packers' Tar Soap example. This advertisement is really a restrained Forceful Educational advertisement similar to the New York Telephone example.

Other phases of this interesting means of display will be discussed in the chapter on Handlettering.

THE POSTER STYLE

The next style of advertisements is the Poster style. Practically all poster advertisements are handlettered and that is why the classification follows in this order. Such advertisements as Lowney's are poster advertisements because of the few words and large picture. This is identical in style to the poster painted on a wall or printed and pasted on a board.

"Cream of Wheat" and "Old Dutch Cleanser" are two very well-known examples of the Poster style.



While we're givin' thanks this season
For prosperity an' peace
An' for barns an' corncribs burstin'
With the fruits of earth's increase,
Ain't it right to be as thankful
For the thing we sometimes call
The comfort bringin' peace-plant—
Nature's last, best gift of all?
She makes it out of sunshine
An' she cools it in the breeze
An' she gives to it the fragrance
Of the apples on the trees.
Like a fav'rite child she tends it,
Till it's full grown-up an' then
She cures it into VELVET—
To make glad the hearts of men.

Velvet Joe

IF Nature ever had a "fav'rite child", surely it is the Burley leaf of Kentucky. Qualities of mildness, of "body", of fragrance—pipe smoking qualities, all—are given this variety of tobacco above its less favored "relatives."

And in order that nothing of these be lost, VELVET is mellowed by Nature's own method into the smoothest smoking tobacco.

Liggett & Myers Tobacco Co.

10c Tins, 5c Metal lined bags, One pound Glass Humidors

THE CHARACTER AND COMIC

The next classification is naturally the Character and Comic style. These are simply Forceful Educational advertisements made more forceful and at the same time making for quick identification by using the same character picture in all the advertisements.

Two well-known characters are Velvet Joe and the Campbell's Soup Kid.

Some time ago I ran across the Kelly-Springfield Tire advertisement, which has since appealed to me as about the best adaptation of the comic style of advertisement that I have ever seen. It is catchy in technique and also has the product tied up securely to the picture at first glance.

One does not have to stretch the imagination to get the connection. If comics do not fit naturally, do not try to make them fit. They are either *the thing* or *nothing* and for only a few products can they be used without making the advertisement too much comic and not enough product.

THE SMALL SPACE STYLE

As a test of real ability in advertisement building, nothing is as good as the small space advertisement.



**"We pick them
for you!"**

All these fresh delicious vegetables we select as carefully as if they were intended for one table alone—and that one, *yours*. You could spend all day in marketing, and another day in preparing and cooking what you buy, yet not produce such a perfectly-balanced food-combination as

Campbell's Vegetable Soup

It combines appetizing flavor with wholesome and substantial nourishment.

Think of fifteen different vegetables in one soup! Selected white potatoes from Maine, the best Jersey "sweets," fine rutabaga turnips from Canada, choice carrots of the French type—Chantenay, succulent green okra, "baby" lima beans, small peas, tomatoes, celery, Dutch cabbage, and tender corn are all included in this tempting combination.

We add rice, barley, a little delicate leek and onion, fresh herbs, fine spices, and just a touch of snappy red peppers. And we blend all these with a strong nourishing beef stock and a sprinkling of "alphabet" macaroni. Every ingredient lends its own distinctive quality of nutrition or palatable savor.

A good soup once a day at least is positively necessary to the properly-balanced diet.

All authorities recognize this fact.

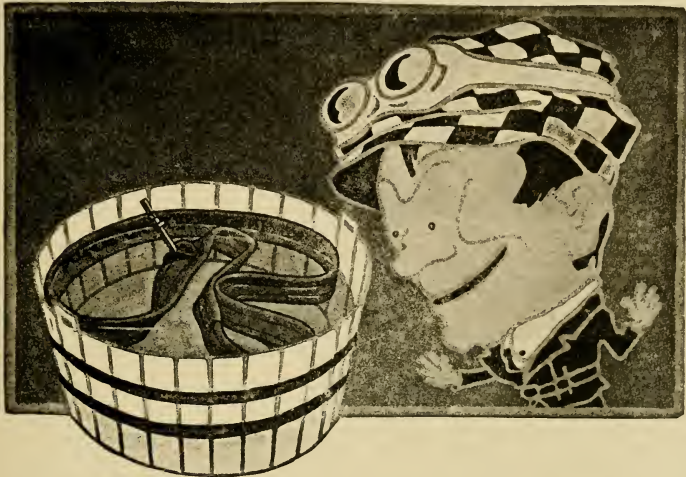
Why should you ever be without a tasty and strengthening soup-course—or why should you ever bother with home-made soup—when you can always have a supply of this satisfying Campbell "kind" at hand on your pantry shelf?

Asparagus	Clam Chowder	Pea
Beef	Consommé	Pepper Pot
Bouillon	Julienne	Printanier
Celery	Muck Turtle	Tomato
Chicken	Mulligatawny	Tomato-Okra
Chicken-Gumbo (Okra)	Mutton	Vegetable
Clam Bouillon	Ox Tail	Vermicelli-Tomato



Campbell's SOUPS

LOOK FOR THE RED AND WHITE LABEL



Put a Kelly-Springfield Gray Tube into a tub of water and see it float. That proves that the rubber in it is real. Put a Kelly-Springfield Gray Tube on your car and see it last. That proves that the real rubber has been made into a tube by hand.



Kelly-Springfield Tire Company corner Broadway & 57th Street, New York

Branch offices: New York, Chicago, Philadelphia, Boston, Seattle, Atlanta, Cincinnati, San Francisco,
Los Angeles, Cleveland, St. Louis, Detroit, Akron, O.

The Meats Tire & Rubber Co., Columbus, O.

Spring Tire & Rubber Co., Houston, Texas

Boss Rubber Co., Denver, Colo.

The Olmsted Co., Inc., Syracuse, N. Y.

South & Howe & Woodstock Co., Ltd., New Orleans, La.

L. J. Barth, Rochester, N. Y. Selfert & Baine, Newark, N. J.

Atkinson Tire & Supply Co., Jacksonville, Fla.

Central Rubber & Supply Co., Indianapolis, Ind.

C. D. Franke & Co., Charleston, S. C.

K. & S. Auto Tire Co., Limited, Toronto, Can.

Todd Rubber Co., New Haven, Conn.

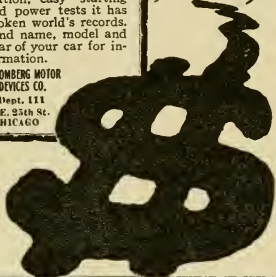
Barnard & Michael, Buffalo, N. Y.

Stop Wasting Gasoline Money!

Every mile you run your car without the New Stromberg Carburetor means gasoline waste. Its economy records on all kinds of cars *prove* it absolutely the most economical for *any* car.

And in speed, acceleration, easy starting and power tests it has broken world's records. Send name, model and year of your car for information.

STROMBERG MOTOR DEVICES CO.
Dept. 111
64 E. 21st St.
CHICAGO



New **STROMBERG** Saves it!
CARBURETOR

Keeps Furniture Looking New



If your furniture is new, preserve its beauty, and if old, dull, stained or scratched, no matter how badly, bring back its original beauty with Golden Star Polish and Cleaner. Instantly removes all dust, dirt, stains or scratches.

GOLDEN STAR Polish and Cleaner

Positively will not burn, crack, rot or scratch the most delicate wood or finish. It is different entirely from all others—it preserves. Golden Star protects furniture against atmospheric changes—prevents cracking and checking. Keeps furniture looking new a long time.

Free sample. If your dealer does not sell Golden Star write for sample.

R. W. MORRIS MFG. CO.
Kansas City, Mo.
Dept. A



"HOW TO GROW ROSES"

A delightful book of 10 chapters, beautifully illustrated. Price 10c; entitles you to 25c coupon, good on first \$1.00 order, or get our 1914 Star Rose Catalog—Free. It describes 360 carefully selected varieties of **The Best Roses for America.** None but the very cream of the world's best roses in this list—saves you trouble in selecting. Tells how to plant, prune, etc. Send for it today.

THE CONARD & JONES CO.
Rose Specialists. Over 60 Years' Experience
Box 127, West Grove, Pa.



SOCIETY'S NEWEST

This is to let the readers of JUDGE know about society's newest member—

S. Anargyros' SPECIAL BRUSH-END Cigarettes

Ultra-individual, and rather expensive. Made entirely by hand and separately wrapped in silver foil to preserve freshness and flavor. At clubs and the better stands - 25c.

The problem is to get and hold the attention as effectively as possible, tell the story and also illustrate the story whenever possible.

The Golden Star Polish and Cleaner advertisement is a perfect small advertisement. It has a good heading and a well-applied picture, a showing of the package and a striking display. The feature most responsible for the attention-riveting effect of this advertisement is the circle.

In small space advertisements it is imperative that we use odd shapes, and few features are more effective than the circle. There is a chapter on "Striking Effects" in this book which gives more suggestions for building small advertisements that cannot be missed.

The New Stromberg Carburetor advertisement is also an excellent example of a well-handled small space advertisement. It shows a good use of irregularity, which is an important thing to keep in mind when building small space advertisements.

The Conard & Jones Co. advertisement will attract attention because of its odd shape and the relatively large and irregular picture of the rose. In small advertisements something must be strong and dominating or the advertisement will not be seen.



2049 - Plaque Cameo
Brooch, 10 Kt. gold
mounting, hand en-
graved, safety catch.
Fine selected Cameos.
\$7.50

2000 - 10 Kt. Gold Barrette,
hand engraved, lacework center,
good weight. \$3.50



6358
10 Kt. Gold
"Klor Cuff"
links, engine-turned English
For soft or stiff cuffs,
monogram free.
Pair, \$4.50



10233
10 Kt.
Gold Hat
Pin, Eng-
lish. Fine
value,
Pair,
75c

2051 -
Pair, \$1.00

10 Kt. Gold "Spot"
Pin, engine-turned,
English.

GEO. T. BRODNAX, INC.

17 SOUTH MAIN ST., MEMPHIS, TENN.

Write us
to-day for
one or more
of these ar-
ticles and a
copy of this
handsome
180-page
catalogue
for 1917.
Sent free
upon re-
quest.



All ship-
ments pre-
paid, and
safe deliv-
ery guar-
anteed.
Your mon-
ey back if
you are not
satisfied.
Send a trial
order to-
day.

This book will make your Christmas
shopping easy, and save you time
and money. We want one in
your home.

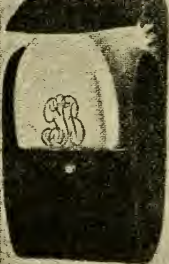
2050 - Pink Cameo
La Valliere, wreath
and drop of seed pearls,
1 1/2 inch chain. An ex-
ceptional value. \$6.00

Write for a copy of our
Diamond Booklet. We
sell diamonds on deferred
payments.

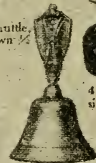
13712 - 10 Kt.
Charm and 12
inch Chain for
"The Baby"
Pearl Center.
\$1.25

14950
Diamond and
Platinum Neck-
lace, set with 25
crystal, (bluish
white and perfect
diamonds, combined
weight of 4 1/2 carats).
Set in hand-made
beaded bezels. A very
handsome piece. \$750.00

41555 - Sterling Silver Tattling Shuttle,
plain polished, good weight. (Shown 1/2
size.) 65c



39155 - 1 Pair French Ivory
Military Brushes in black morocco,
leather lined case, monogram free.
Splendid value. \$4.00



41623 - Sterling Silver Handle
Tea Bell, raised scroll,
gray. (Shown
1/2 size.) 65c



41065 - Cut Glass Pungent with sterling
silver top. (Shown 1/2 size.) 25c

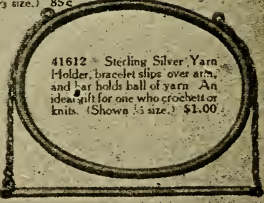
39160 - Sewing Set, 1
pair gilded handle scissors. 1
piercer and 1 runner in velvet
lined, pig skin case. (Shown
1/2 size.) 85c



39160



41624 - Sterling Silver Monogram
Belt Buckle, patent fastener, no holes,
good weight, complete with black
walrus grain belt. \$3.50. (Allow 1
week on pierced
buckles.)



41612 - Sterling Silver Yarn
Holder, bracelet slips over arch,
and jar holds ball of yarn. An
ideal gift for one who crochets or
knits. (Shown 1/2 size.) \$1.00

The S. Anargyros Cigarette advertisement is proof that a certain amount of "class" can be obtained in small space. Handlettering is not out of place in small space if there are not too many words in the small space.

THE MAIL ORDER STYLE

The Geo. T. Brodnax, Inc., advertisement is a pure Mail Order style. It asks for an order direct from the advertisement, and if this is not possible it offers a book showing the complete line. When the booklet is received by the prospect it is up to the advertiser's follow-up literature to produce an order direct from the prospect.

Regardless of the amount of reading matter and the abundance of pictures in this advertisement, the success of companies in this advertiser's line proves that such advertisements are read and answered—mostly by women.

Yet the success of advertisers selling books in magazines like *System* and *Factory* proves that men also read small type if well handled.

The Ronald Press advertisement utilizes a large amount of small type. This is a Forceful Educational advertisement with the Mail Order coupon. The story is in the headlines and if the reader is



Sent For Free Examination

Corporation Accounting

550 Pages
—37 Chapters

1. The Corporate Form of Business Organization
2. Kinds of Corporation Stock
3. Meetings; the Corporate Calendar
- 4-5. Books and Records of Corporations
6. Distinctive Corporation Accounts
7. Entries Relating to Stock of Original Issue
8. Entries Relating to Treasury Stock and Stock of Other Companies
- 9-10. Dividends and Their Entry
- 11-13. Incorporating Proprietorships, Manufacturing and Mining Corporations, and Partnerships
- 14-15. The Nature and Kinds of Corporation Bonds
16. Forms of Bonds
17. Bond Sales and Entries for Them
- 18-19. Handling Bond Interest, Discounts and Premiums
- 20-21. Sinking Funds
22. Redemption of Bonds
23. Closing the Corporation Books
- 24-25. Corporate Statements
27. Corporation Reports
28. Features of the Different Plans of Corporate Consolidation
- 29-30. Consolidation by Merger and by Lease
31. Accounting in Connection with Holding Companies
32. Preparing Consolidated Balance Sheets and Income Accounts
33. Reorganization
34. Receiverships
35. Receivership and Reorganization
36. Receivership and Sale
37. The Dissolution of Corporations

THE new manual by R. J. Bennett, Certified Public Accountant; Fellow of the Institute of Accountants of the United States.

The features of corporation law which the accountant must understand are covered fully, with an explanation of the proper procedure in all such matters as holding meetings, issuing of bonds, declaring of dividends, etc.

Corporation accounts and records are shown in full detail with forms of books, charts, and full treatment of the handling of ordinary and special entries.

The preparation of reports and statements required in corporation accounting is explained in full.

The procedure in consolidations, receiverships, reorganizations and dissolutions is fully covered, so that when occasion arises the accountant may know just how to handle his part of the work.

Send no Money—Book will be Sent for Inspection

The price of this exhaustive 550-page manual of corporation accounting is \$3.00 postpaid. All copies are subject to fullest examination before final acceptance.

Simply fill out the attached coupon and send in your order now. "Corporation Accounting" will be sent you for five days' examination, to be kept or returned, just as you may decide.

Full of Specific Practical Points

- Opening the Corporation Books
- Proper Form for Sending out Dividend Checks
- How to Handle Organization Expenses
- Corporation Law which the Accountant Must Know
- The Correct Conception of Treasury Stock
- Entries for Scrip Dividends
- The Consolidated Balance Sheet
- The Corporation Calendar
- What a Corporation Stock Certificate Must Show
- Legal Rights of Bond Holders
- Possibilities of Legal Complications where a Company Purchases its own Stock
- Procedure at Corporation Meetings
- Dividends and their Entry on the Books
- Making the Accounting Investigation Preliminary to a Consolidation
- Ten Accounts commonly used in Connection with Capital Stock
- How to Close the Books of a Corporation
- Entries when Salaries are Paid in Stock
- Method of Handling Bond Interest Coupons
- Filing the Certificate of Incorporation
- Incorporating a Partnership
- Detailed Procedure in Making a Bond Issue
- Two Methods of Entering Donations of Stock
- Etc., Etc.

Ronald Press Company, 24 Vesey St., New York

Please send me a copy of Bennett's "Corporation Accounting" After five days' examination I will either return the book or remit the price, \$3.

Name _____

Business Firm
or Reference _____

Address _____

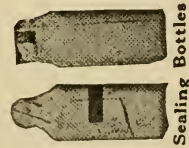
Reach
for Tape



Place on
Package



Done in 5 Seconds



Sealing Bottles



Bundles of Paper



Common Office
Uses



Odd Shapes
are Easy



Seals Cartons Securely

The New Way to Wrap Packages Cheaper—Quicker—Neater—Safer than String

Progressive offices, factories and stores now use Tiedy Tape, the new gummed paper, instead of twine, to fasten packages because it is:

1. **Cheaper**—an inch or two does the work of yards of twine.
2. **Quicker**—Seals packages in 5 seconds, that would take ten times as long to tie.
3. **Neater**—Note the trim appearance of the packages here illustrated.
4. **Safer**—Cannot work off the package and spill contents as in the case of twine.

First Low-Priced Moistener Complete with Tape, \$1.10

Hitherto gummed tape cost .50c a roll, and Moisteners \$5 and up. The Tiedy Moistener costs only \$1 and Tiedy Tape 10c a roll (less in quantities). Many widths and colors (one inch white or brown usually preferred).

At Your Stationer's or Sent Direct

If your stationer is sold out, mail attached coupon and receive the Moistener and Tape for ten days trial under our money-back guarantee.

LIBERTY PAPER COMPANY
52 Vanderbilt Ave., New York City

MAIL THIS NOW

Liberty Paper Co.,

52 Vanderbilt Ave., New York City.

enclose \$1.10, for which please send your Tiedy Moistener and roll of Tiedy Tape, subject to return within 10 days if not satisfactory.

Name _____

Address _____

Stationer's Name _____

MANUFACTURERS!

Advertise On Tiedy Tape—
Reach Dealer and Consumer

Your dealers will appreciate the gift of a Tiedy Moistener and Tiedy Tape and push your goods in return. Your advertisement, printed every few inches on the tape, will be read by every customer who receives a package from the dealer. The cost in quantities is extremely low. It is cheap, intensive advertising and effective dealer work combined.

interested in the story the headlines tell, he will read the details.

To get a clear-cut idea of the variations of the Mail Order style, compare the Brodnax advertisement, which is a pure Mail Order style, with the Ronald Press and Liberty Paper examples.

The Liberty Paper Company advertisement is really a Forceful Educational advertisement with a coupon for a direct sale by mail to the reader.

THE DEPARTMENT STORE STYLE

Department store advertising is first news and then educational. It is news because every store has a certain following of readers who watch the papers for announcements of bargains. It should be educational to the point of giving good reasons for the bargains.

Nearly every department store has its own style of advertisement building, and this very fact distinguishes it from other stores. A great deal of character and distinction can be obtained from the proper selection of type for the headings—even if it is necessary to buy a special series.

There is a pretty general opinion, however, that variety is an essential element in the construction of such advertisements. There must be contrast

between text and headings and also contrast between prices and text. Panels of odd and varied sizes can be made to contrast one with another to produce and hold attention.

The R. H. Macy Co. example is quite well-built for a department store advertisement. It is clean, interesting to look upon and easy to read. If the compositor had been able to use type all of one kind and size for the division subheadings, the result would have been better.

Department store advertisement construction is one style that can stand being made over into the real Forceful Educational style with good profit to the advertiser. Comparative prices are going out of date. People want facts and reasons for buying, and the department store must sooner or later give a good reason for bargains.

CHAPTER III

CLASSIFICATION OF TYPE FACES

It might be assumed that the profession which had created so vast a demand and output would have an expert knowledge of the principles which underlie the difficult art of type-designing, but the fact is that the majority of those whose profession it is to plan advertisements are densely ignorant of printing types and of the power exercised by intelligent type compositions.

HENRY LEWIS BULLEN.

IF there is a reason for spending money for advertising this reason will suggest a method of approach. This method of approach will determine the style of advertisement to be used. If the type faces are properly chosen to fit the style of advertisement, determined by the approach, the advertisement should accomplish its purpose; provided, of course, that the analysis behind the advertising campaign and the publications used were correct.

In order to properly instruct the mechanics handling the setting of the type, we must call for type faces by their proper names.

I have, therefore, shown in this chapter advertisements which use proper types for each of the

Save Money On Your Stove

We save you the \$5 to \$23 profit the stove dealer charges you. Buy direct from the factory---save the middleman's profit, and get a better stove for less money.

You can select from our big factory stock. Shipment *prompt*; freight paid; safe delivery guaranteed.

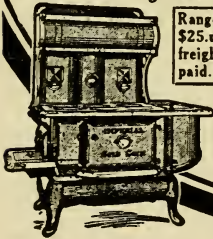
A Gold Coin Stove or Range *must* give you satisfactory service for one whole year---or we'll refund your money.. It *will* give you splendid service for many years.

BUSSEY'S Gold Coin Stoves and Ranges

For 59 years, we've been making stoves and ranges. Our experience and large output enable us to give you *better* stoves at *lower* prices.

Gold Coin Stoves contain the latest improvements for saving *fuel* and *trouble*, and are well made throughout.

Write for our Big Catalog TODAY or call at our Factory

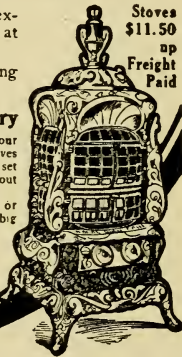


Ranges
\$25. up
freight
paid.

Before you buy any stove, be sure to see our stoves and our prices. *Figure the saving!* Stoves are shipped all polished, ready to set up. We set them up anywhere in Troy or vicinity, without extra charge.

If you come to Troy take Oakwood Ave. or Sycaway car at Union Station and see the big line at our factory.

**The Gold Coin Stove Co.
BUSSEY'S FOUNDRY
16 Oakwood Ave., Troy, N.Y.**



Stoves
\$11.50
up
Freight
Paid

several styles and also specimen pages of the actual type faces. In some cases I have been able to show all the sizes that are made in that series. In other cases I have shown as many sizes as was thought advisable.

Beside one line of each size on the type specimen pages is a black rule line which shows the difference between the size of the *face* of the type and the *body* of the type.

In the chapter "Putting the Advertisement Together" I give an outline of type facts for use in connection with handling the type faces discussed in this chapter.

THE FORCEFUL EDUCATIONAL STYLE

Contrast is the one point we must keep in mind when building this style of advertisement.

Cheltenham Bold for the headlines and Caslon Old Style, as used in the Bussey's Stove example, are undoubtedly the best faces of type for this style of advertisement. There are types that are both bolder and lighter than these, but these seem to produce just the proper contrast for force.

Oftentimes this same effect is produced by using the Cheltenham Bold for display lines with an old style face similar to that shown in the Whitall Tatum advertisement, shown in the pre-

CHELTENHAM BOLD

Six Point

The telephonic reception and filing |
of messages locally offers many adva
ntages over a physical handling by
messenger, but these advantages will
NOT BE FULLY REALIZED UNLES

Eight Point

The telephonic reception and |
filing of messages locally offers
many advantages over a physic
AL HANDLING BY MESSENG

Ten Point

The telephonic reception and filing of messages loc |
ally offers many advantages over a physical handling
BY MESSENGER, BUT THESE ADVANTAGES

Twelve Point

The telephonic reception and filing of messag |
ES LOCALLY OFFERS MANY ADVANTAG

Fourteen Point

The telephonic reception and filing of |
MESSAGES LOCALLY OFFERS MA

Eighteen Point

The telephonic reception and fi |
LING OF MESSAGES LOCAL

Twenty-Four Point

The telephonic receptio |
N AND FILING OF ME

Thirty Point

The telephonic REC |

Thirty-Six Point

The telephONIC |

CASLON OLD STYLE

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment there is some si

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT,

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVANTAGES WILL NOT BE FULL

Twelve Point

The telephonic reception and filing of messages locally offers many advantages

Fourteen Point

The telephonic reception and filing of messages locally offers many

Eighteen Point

The telephonic reception and filing of messages locally

Twenty-Four Point

The telephonic reception and filing

Thirty Point

The telephonic

Thirty-Six Point

The telephonic



“Third Year and Good as Ever”



When you buy lawn hose remember that you pay for more than just “hose.” You are investing in hose *service*. The hose that saves you money on a “price” basis this year costs you a new hose *next* year. That is why thousands have invested in Goodyear Lawn Hose—the hose with the rubber ribs. Year after year this hose gives the same splendid service. Its super-quality means uninterrupted utility when “on tap” from spring to fall. Its master construction insures against the wear and tear that wrecks ordinary hose.

See the Ribs

Six durable rubber ribs run the full length of Goodyear Hose. These add to the “glide,” as well as absorb the jars and knocks as hose is pulled about. They reduce friction full 80 per cent. And they prevent twisting and kinking. You never have to “unravel” this hose.

Quality Throughout

This hose is made of only the livest rubber and tested braided cotton. Five alternate plies are cured into one solid unit. Cracking and chipping can’t happen. The hose won’t rot when exposed to the elements.

Year-in-and-year-out service proves Goodyear hose economy. And service is what you pay for.

How to Get It

You will know Goodyear Lawn Hose by the famous Goodyear trademark on every foot.

If your dealer happens to be out of Goodyear Lawn Hose, just send us his name. We will see that you are supplied immediately, by express, prepaid.

Price in fifty-foot lengths: Three-quarter-inch, 20 cents a foot; five-eighths-inch, 19 cents a foot; one-half-inch, 18 cents a foot.

We recommend the five-eighths-inch. You will find its size and weight best for average use.



Lawn Hose

The Goodyear Tire & Rubber Company, Lawn Hose Dept., Akron, Ohio

Toronto, Canada

London, England

Mexico City, Mexico

Write Us on Anything You Want in Rubber

(1685)

OLD STYLE No. 15 AND ITALIC

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment the work is definitely assigned to one or more persons, and is handled in a uniform and orderly MANNER. WITH A PROPER ARR

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment the work is DEFINITELY ASSIGNED TO ONE

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized UNLESS IN ANY

Twelve Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WIL

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment the work is definitely assigned to one or more persons, and is handled in a uniform and orderly manner. With a proper ARRANGEMENT FOR HANDLING

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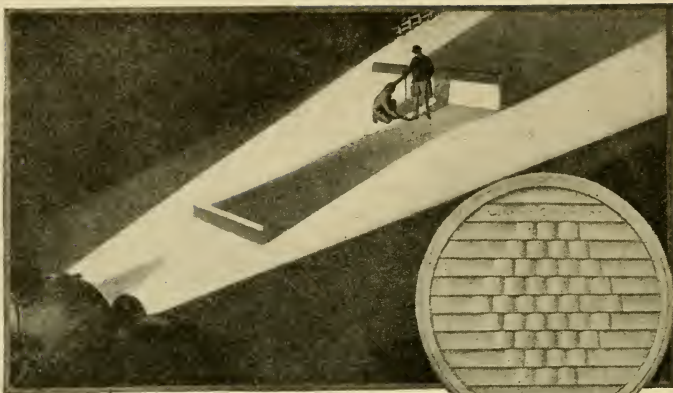
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The Double Target Test—the best test for no glare, range and side-light

The Double Target Test

The Only Headlight Glass That Passes It

Front View of Corning Conaphore

The Double Target Test is the most important test of headlight efficiency. It is the best test for no glare, range and side-light.

Only one headlight glass passes this test—the Corning Conaphore, a new invention manufactured by the Corning Glass Works.

How the Test is Made

Two targets are placed on the road in front of a car. The first target is 22 inches high and 10 feet from the car. The second is placed beyond the first one, 30 feet from the car. It is 4½ feet high and a horizontal line is drawn across it 42 inches from the road.

The intense beam from the Corning Conaphore shoots over the first target and completely illuminates the second target below the 42 inch line.

Other headlight glasses designed to prevent glare, dump the light right in front of the car, completely illuminating the first target, but throwing only a faint light on the second target.

Tilting headlights down may decrease glare, but also decreases range. Tilting wastes your light.

The Corning Conaphore does not dump the reflected light in front of the car where it is not needed, but shoots it out in a low, wide, strong beam. It gives a 500-foot range, and ample side-light, with no glare.

A New Headlight Glass Perfected by Scientists

The Corning Conaphore has a smooth outer

surface and a series of patented horizontal corrugations and cylinders on the inner face. It bends down the light rays and shoots them out in a long, intense beam, never more than 42 inches above the road, which has wonderful range and ample side-light, but no glare. The Conaphore gives 500-foot range, and ample side-light, with no glare.

In response to a general demand for an efficient headlight glass, scientists in the laboratories of the Corning Glass Works perfected the Corning Conaphore. The Corning Glass Works is the largest manufacturer of technical glass in the world. It makes most of the signal glass used on American railroads. The facilities, experience and reputation of this company are behind every pair of Corning Conaphores.

Noviol Glass Causes Light to Pierce Fog

Corning Conaphores are made of a new patented glass—Noviol Glass. This is a golden-tint glass which gives the Corning Conaphore a distinctive appearance.

Noviol Glass causes the beam of light to pierce fog or dust, and eliminates back-glare. It makes the green along the roadside stand out. No ordinary headlight glass has these features. Noviol Glass is controlled by the Corning Glass Works.

Five Major Advantages of Corning Conaphores (First Four Exclusive)

Gives headlight range of 300 feet when a standard bulb of 25 candle power is used as presently licensed.

1. Cuts out all the glare yet uses all the light, thus illuminating with all care and waste no glare beam.
2. Penetrates fog, dust or smoke, so you can easily drive 25 miles an hour under adverse weather conditions.
3. Has strong side-light which illuminates the roadside, the National Bureau makes the green stand out for you and distinguishes bushes and ditches.
4. Never glows with glare or heat in summer, or with ice or snow in winter, and is easily put on any car.

Made in Two Kinds of Glass

Corning Conaphores are made of clear glass as well as Noviol Glass. Clear Glass Conaphores are equally efficient in giving long range and eliminating glare, but lack the added advantages possessed by the Noviol Glass of eliminating back-glare and penetrating fog and dust. We strongly recommend the Noviol.

Easy to Install

You will find the Corning Conaphore easy to install. Simply take out the glass now in your headlight and put the Conaphore in its place. Sizes are made to fit all cars in existing, give name, model and year of your car, and diameter of your present headlight glass. All progressive drivers now will Corning Conaphores. Put a pair on your car today.

Price List

Noviol Glass	Per Pair	Clear Glass	Per Pair
1 1/2 x 4 1/2 inches	\$1.38	1 1/2 x 4 1/2 inches	\$1.00
2 1/2 x 4 1/2 inches	1.50	2 1/2 x 4 1/2 inches	1.00
2 1/2 x 5 1/2 inches	1.50	2 1/2 x 5 1/2 inches	1.00
3 1/2 x 5 1/2 inches	1.50	3 1/2 x 5 1/2 inches	1.00

Prices 25 cents more per pair. Price of Bulb Extra. Size may be up to 1 1/2 inch.

CORNING GLASS WORKS
CONAPHORE SALES DIVISION
EDWARD A. CASSIDY CO., Inc., Managers
611 Foster Building, 483 St. and Madison Aves., NEW YORK CITY

CORNING CONAPHORE

ceding chapter, and the Goodyear Lawn Hose advertisement shown here.

Some advertisers use the Caslon Bold for display lines in connection with the Caslon Old Style for the reading matter, as shown by the Corning Glass Works example. This is perhaps better harmony, but the contrast between the subheadings and the reading matter is not as strong as it could be, and as it is used in the Bussey's Stove example.

The use of Cheltenham Bold for headlines in connection with Cheltenham Old Style for body matter produces practically the same effect and the same color values as the use of the Caslon Bold with Caslon Old Style.

However, there are some cases when a type for body matter that is a trifle heavier than Caslon should be used. The Neōlin advertisement is one of these cases. This advertisement allows sufficient space around the reading matter to make the Cheltenham Wide used look much better than a lighter face.

CASLON BOLD

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CASLON OLD STYLE ITALIC

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CHELTENHAM OLD STYLE

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Neōlin Soles Save Wet-Foot Colds

The skies are dripping and the pavements splashing and your leather soles sop water up!

But why leather soles anyway? Why wet-foot colds at all when Neōlin soles are waiting for you?

Neōlin soles, which are waterproof soles—winterproof soles—snugfoot soles—and better cold protection than woolen underwear!

Neōlin soles which make waterproof quality a *sole standard*—and add a comfort standard—a wear standard, and a modern appearance standard of their own.

For Neōlin soles are flexible and velvet-feeling soles, broken in from the minute they touch your foot. Soles that often *double* sole-wear possibilities for you. Soles that hold shoe-shape and shoe-looks long after many leather soles have flunked and departed. Soles that in black or white or tan look as modern as they are. Soles that save shoe-bills for women as for their husbands and their children.

Remember: Neōlin is neither rubber nor leather, but is a new *wear-material*. At most dealers and shoe repairers. And to avoid imitations—*mark* that mark; stamp it on your memory: Neōlin—

— the trade symbol for a changeless quality product of

The Goodyear Tire & Rubber Company
Akron, Ohio

Neōlin

Trade Mark Reg. U. S. Pat. Off.

Better than Leather



CHELTENHAM WIDE

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If the reader will keep in mind the idea that there must be contrast between headlines and body matter, and at the same time harmony of design in the types used for both, he will be able to work out more combinations.

The Corning Glass Works advertisement uses italic type to good advantage, while the Caslon Italic for the subheadings in the Hudson advertisement is not in keeping with the rest of the advertisement.

The chief fault with Forceful Educational advertisements is the use of three or more type faces, whereas two type faces are sufficient—one for bold lines and one for the light-toned reading matter, both related in design where possible.

Cheltenham Bold for the subheadings in the Hudson advertisement would have been just as strong, much more pleasing, and in harmony with the rest of the type faces used.

THE PASSIVE EDUCATIONAL STYLE

The J. L. Mott Iron Works advertisement shown in the previous chapter is set in Caslon Old Style, which is a good type face for making a clean-cut, easy-to-read statement such as is required by this class of copy.

CHELTENHAM BOLD ITALIC

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How Hudson Super-Six Saved the Six

A Review of the Crisis in Motordom

Only engineers knew it, but a year ago a crisis impended in Motordom. The light-weight Six—long the favorite type—seemed waning in popularity. The trend was toward Eights and Twelves. It appeared for a time that certain limitations might force the Six out of the field. Note how the Super-Six reversed that condition.

For years the Light Six was the leading type. Hudson was its foremost exponent.

It was so much smoother than former types that enthusiasts called it finality.

But it never fulfilled expectations. It nowhere near ended vibration. It won hardly a record. About every performance record that counted—save a few won by V-types—was still held by Fours.

Multi-Cylinders Came

At that juncture Hudson engineers—and numerous others—began to build V-type motors. That is, two Fours or two Sixes so set at angles as combat the Six limitations.

The trouble, remember, with all the types then known, lay in excessive vibration. That caused friction and wear. It lessened power and endurance. The object of the new types—the Eights and Twelves—was to minimize that waste.

Numerous upper-grade cars adopted them. The Hudson shop had its V-types perfected. For a time it seemed that the fate of the Six was sealed.

Then Came the Super-Six

But early in 1915 Hudson engineers discovered the cause of

motor vibration. And they set out to remedy it in a new, mathematical way.

In June they applied for a patent. In December the patent was granted. It gave Hudson control of a basic invention which solved the problems better than anyone had dreamed.

It added 80 per cent to the efficiency of the best Six ever built. That is, to its power and endurance. It gave the new Six—the Super-Six—a supremacy too great to be questioned.

The First Year's Result

The Hudson Super-Six has been on the market a year now. It has won all worth-while records—that is, records made with a stock motor. In speed, power and endurance, in hill-climbing and quick acceleration, it has out-performed all other types. It won the chiel record—the 24-hour record—by a margin of 52 per cent.

It twice broke all endurance records in a round trip from San Francisco to New York. It ran 7000 miles at over 80 miles an hour without showing any wear on the bearings.

It has gained the supreme place in Motordom. It has come to out-sell any other front-rank car. It

is now out-performing all rival cars for 25,000 owners.

Today every man who seeks the best in a fine car must choose the Hudson Super-Six.

Not Like Other Sixes

But don't confuse the Super-Six with Sixes of the old type. The Super-Six is a unique type—a basic invention, controlled by Hudson patents. It differs from other Sixes more than Eights or Twelves do.

Some makers abandoned the V-types because of the Super-Six. The added cylinders seemed useless additions when the Super-Six so excelled.

But no other Six is like the Super-Six. Our patents prevent approach.

A New Gasoline Saver

This year we add to the Super-Six another exclusive advantage. It is a gasoline saver, remarkably effective. At a nominal cost it can be added to any Hudson Super-Six.

And our latest bodies, in every style, are masterpiece productions. They are built to match the Super-Six supremacy.

Phaeton, 7-passenger, \$1650
Roadster, 2-passenger, 1650
Cabriolet, 3-passenger, 1950

Touring Sedan \$2175
Limousine 2925
(All Prices f. o. b. Detroit)

Town Car \$2925
Tow Car Landulet . . . 3025
Limousine Landulet . . . 3025

HUDSON MOTOR CAR COMPANY, DETROIT, MICHIGAN

Rameses.

**A very peculiar
cigarette. You
may not like it.**

**But be very sure
that you will
form a strong and
definite opinion one
way or the other.**

**The reason for the
constant changing
in brands among
cigarette smokers is
a certain soft neu-
trality of flavor
characteristic of
most varieties. The
only variation in placid
mediocrity is on the box.**

**If almost any decent
brand satisfies you, you
probably will not care
for Rameses, "The
Aristocrat of Cigarettes."**

**But if you are seeking a
very definite and dis-
tinctive cigarette, unlike
others—unforgettable—
the *one* cigarette for
your personal and indi-
vidual taste—then you
are coming to Rameses.**

Soon.

**Remember, Nobody ever
changes from Rameses.**

**STEPHANO BROS., INC.
Philadelphia**

The fact that the Passive Educational Style of advertisement is headingless and stands alone often requires a more sturdy type face than Caslon Old Style, and yet not as strong as the Caslon Bold face shown in the Rameses cigarette example. In cases of this kind I use Bookman Old Style, which is an excellent type face of uniform color—neither too bold nor too light.

Cheltenham Medium is a trifle heavier than Bookman and can be used for the same purposes.

Some readers do not like the roundness of the Bookman letters. They want a more pointed type. Then I suggest Scotch Roman, which is shown in the Packard example.

Both the Bookman and the Scotch Roman have a sturdy dignity that is very pleasing to men.

When Bookman is unobtainable use Cheltenham Wide, which is similar. When Scotch Roman is unobtainable use Bodoni; Scotch Roman is so similar to Bodoni that I have often used it with Bodoni Bold for display because of the lack of another suitable bold letter to work with the Scotch Roman.

The Kolynos advertisement shown in the preceding chapter is set in Bodoni Bold which is about as bold as any Passive Educational advertisement should be set.

BOOKMAN OLD STYLE

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The “little fellow”—as well as the big business man—finds Packard silent, chainless trucks the cheapest to own and operate. Built in seven sizes, with fifty body types to choose from, the Packard line *alone* offers the one economical truck for every hauling task. Shock-proof design makes them ten year investments. Their improved motors get more power, even from low-test gasoline. Worm-drive uses all this power, cuts up-keep, saves wear and tear. Fitness! Economy! Ask the man who owns one.

Packard
Trucks

SCOTCH ROMAN

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Bodoni is made in what is known as a *family* as well as in series. A *family* is a variation of the same design of letter, such as Bodoni, Bodoni Bold, Bodoni Italic, Bodoni Bold Italic, etc. Cheltenham is made in a *family*—the largest type family ever designed.

The Bodoni is shown in the Lowney's Cocoa advertisement and the Bodoni Italic is shown in the K. N. & K. advertisement. The Lowney's example is really a Forceful Educational advertisement and does not come under this heading, but I have been unable to find the Bodoni used in a Passive Educational advertisement, due no doubt to the fact that the series has not had a very wide use up to this time.

Bookman is seldom used for body matter unless well spaced.

The border in The Mutual Motors Company advertisement is so heavy that a lighter face type than the Bookman would make the border stand out too much. As it is handled this face relieves the force of the border.

There are any number of bold types and any number of light face types that can be used for the makeup of the Passive Educational style. Few, however, are as useful and as easily read as Caslon Old Style. Cheltenham Bold and Bodoni

BODONI

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless IN ANY GIVEN ESTABLISHMENT THE

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What cocoa for children— who've tired of plain milk?



Surely not an unknown "paper bag" or cheapened canned cocoa—which may be way below par in nutritive butter fats. Such cocoas—robbed of their nutritive elements—are common on the market. Surely not a cocoa which is too "rich" for children to digest—though grown-ups may like it. Rather a balanced cocoa like Lowney's in which a Good Housekeeping analysis found 25.92% nutritive butter fats—a percentage proved to be

neither too rich nor too "lean" for children.

Each nourishing cup of Lowney's Cocoa you serve is made with milk, so your children get their milk after all, made tempting by the delicious Lowney true-cocoa flavor.

We need hardly add that Lowney's Cocoa meets the Government standard, Dr. Wiley's and the Westfield standards of purity in foods.

★ LOWNEY'S COCOA

At
Grocers



In flavor-tight tins
10c to 50c sizes

BODONI ITALIC

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless IN ANY GIVEN ESTABLISHMENT THE

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Thirty-Six Point

The telePHONIC RECEPTION AND FILING OF MESSAGES

*THE funds for your
journey will be carried
with the greatest safety and
convenience, if you secure*

***K. N. & K.
Travelers' Checks***

*from your banker before
you leave.*

*In denominations of 10,
20, 50 and 100 dollars at
a cost of 50 cents for 100
dollars' worth.*

Knauth·Nachod & Kuhne
New York

BODONI BOLD

Six Point

The telephonic reception and filing of |
messages locally offers many advantages
over a physical handling by messenger,
but these advantages will not be fully re
ALIZED UNLESS IN ANY GIVEN ESTA

Eight Point

The telephonic reception and |
filing of messages locally offers
many advantages over physical
HANDLING BY MESSENGER

Ten Point

The telephonic reception and filing of messages loca |
lly offers many advantages over a physical handling
BY MESSENGER, BUT THESE ADVANTAGES WIL

Twelve Point

The telephonic reception and filing of messag |
ES LOCALLY OFFERS MANY ADVANTAGES

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The telephonic reception and filing of m |
ESSAGES LOCALLY OFFERS MANY AD

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The telephonic reception and fi |
LING OF MESSAGES LOCALLY

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The telephonic reception |
AND FILING OF MESSA

Thirty Point

The TelephoniC RE |

Thirty-Six Point

The TELEPHONI |

BODONI SHADED

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by MESSENGER, BUT THESE ADVANTAGES WILL NOT BE

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling BY MESSENGER, BUT THESE ADVANTAG

Twelve Point

The telephonic reception and filing of MESSAGES LOCALLY OFFERS MANY

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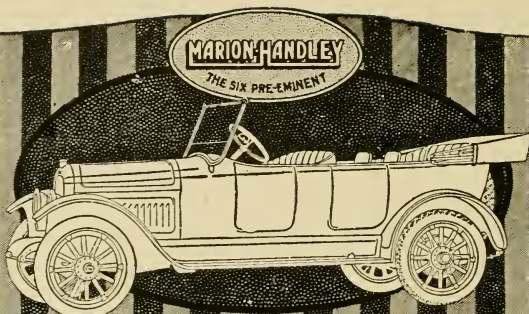
The telephonic reception AND FILING OF MESSA

Thirty Point

The TelePHONIC R

Thirty-six Point

The TELEPHONI



Essentially the Family Car Seven Passenger \$1185

If you're thinking of a five passenger car in the neighborhood of \$1000 to \$1100, you will want to consider the MARION-HANDLEY Seven Passenger Six at \$1185.

You maintain a MARION-HANDLEY on a five passenger expense, while you get the comfort, enjoyment and broader service of a Seven.

And the Family car should, by all means, be a seven passenger. Even tho you can squeeze your family into a five you want a seven because you have friends and relatives whom you wish to entertain. It is just as embarrassing to be crowded for automobile space as it is to be without a spare bed room.

You are not carrying around bulk, and weight; you are not eating up tires, gasoline and oil when the car is only required as a Five. But when you want seven passenger capacity, you have it in comfort and with no increased expense.

And when you can maintain a Marion-Handley Seven at the price of a five, why have a five?

In beauty, refinements, finish and power the MARION-HANDLEY is unsurpassed by any six under \$1500. That's why we call it the "six pre-eminent."

Write for further particulars and name of dealer.

J. I. HANDLEY, Pres.

THE MUTUAL MOTORS COMPANY, Jackson, Mich.

Bold are about as bold as the Passive Educational style will stand.

So much for type faces that appeal to men.

When we appeal to women we must be more "fussy" about the type we use.

Caslon Old Style, of course, knows no gender in its usefulness, and is a delicate, modest type in which to dress an appeal to women.

Let us suppose, however, that we want something more fancy than Caslon Old Style and yet not much heavier in tone. The Kennerly series will do in that case very nicely.

If something more fancy as well as a trifle more condensed is desired, use Cloister Old Style. Of course, Cloister Old Style is harder to read, yet sometimes it is imperative to sacrifice legibility for particular effect. The "Banking" clipping is set in Cloister Old Style.

The Della Robbia shown in the Técla Pearls advertisement is widely used for appealing to women. It is easier to read than the Cloister. It has one draw-back, however. There is no italic made to match perfectly—no Della Robbia Italic. Cheltenham Old Style Italic as used in the Técla advertisement looks well with it, but not well enough.

KENNERLEY

Ten Point

The telephonic reception and filing of messages locally offers | many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given ESTABLISHMENT THERE IS SOME BUSINESS THAT

Twelve Point

The telephonic reception and filing of messages lo | cally offers many advantages over a physical handl ING BY MESSENGER, BUT THESE ADVANT

Fourteen Point

The telephonic reception and filing of mess | ages locally offers many advantages over a PHYSICAL HANDLING BY MESSENGE

Eighteen Point

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Twenty-Four Point

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The telep RECEP |

Thirty-Six Point

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KENNERLEY ITALIC

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The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized UNLESS IN ANY GIVEN ESTABLISH

Fourteen Point


The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages WILL NOT BE FULLY REALIZED

Eighteen Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but THESE ADVANTAGES WILL NO

Twenty-Four Point

The telephonic reception and filing of messages locally offers many advantages over A PHYSICAL HANDLI

A decorative horizontal banner with ornate scrollwork and floral patterns on either side. In the center, the word "BANKING" is written in a bold, serif, all-caps font within a rectangular frame.

BANKING

OUR NEW BANKING DEPARTMENT IS PLEASING DEPOSITORS AND RECEIVING COMMENDATION



BANKING has been accorded extraordinary care by the management with the view to making it as nearly faultless as is possible with so important a part of our business. Every accommodation that makes for the convenience and satisfaction of our numerous patrons has been provided, and the hours have been so arranged as to encourage savings. The men who have assumed the care of this department are gentlemen well known for honesty and efficiency in business, financial and professional circles of our flourishing community. Each one is a representative citizen whose reputation is thoroughly established, and who is well informed on matters pertaining to the banking business. It will be the earnest and constant effort to influence saving on the part of the working classes, and many benefits are expected to accrue which frequently are given comparatively slight attention and which many persons

CLOISTER OLD STYLE

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless
IN ANY GIVEN ESTABLISHMENT

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by
MESSENGER, BUT THESE A

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these
ADVANTAGES WILL NOT BE FULLY REALIZED UN

Twelve Point

The telephonic reception and filing of messages locally
OFFERS MANY ADVANTAGES OVER A PHYSI

Fourteen Point

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LOCALLY OFFERS MANY ADVANTAGES

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MESSAGES LOCALLY OFFERS M

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CLOISTER OLD STYLE ITALIC

Six Point

The telephonic reception and filing of messages | locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment there is some business

Eight Point

The telephonic reception and filing of | messages locally offers many advantages over a physical handling by messenger, but these advantages wi

Ten Point

The telephonic reception and filing of messages locally offers many | advantages over a physical handling by messenger, but these advantages WILL NOT BE FULLY REALIZED UNLESS IN ANY GIVE

Twelve Point

The telephonic reception and filing of messages locally offers | MANY ADVANTAGES OVER A PHYSICAL HANDL

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The telephonic reception and filing of messages locally | OFFERS MANY ADVANTAGES OVER A PHY

Eighteen Point

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Twenty-Four Point

The telephonic reception and fili | NG OF MESSAGES LOCALL

Thirty Point

The telephonic RECEPTI |

Thirty-Six Point

The telephoNIC REC |

TÉCLA PEARLS

*Like Oriental Pearls—
are a Work of Nature*

But Técla Pearls are made in a Paris laboratory by alchemists, whereas the Oriental Pearl occurs in the oyster?

That is true; but are not both man and oyster the work of Nature? And is a Pearl any less of a Pearl whether Nature uses a man or an oyster as the instrument of production?

Técla Pearls themselves furnish a negative answer

To see them alongside Oriental Pearls is to see—*only Orientals.*

Assemble them both on one string, and only an expert in gems can unravel their identities

In coloring, temper, iridescence, opacity, and Orient, they more than resemble, *they repeat!*

Each is the *alter ego* of the other—the counterpart—the image and likeness—the salt and soul of similarity.

That is why, to-day, they share honors equally with the Oriental Pearl, and are worn, both here and abroad, by women of social standing and social scruples.

They concede to the real Oriental the sole distinction of being prohibitive in cost without any visible excuse.

TÉCLA PEARL NECKLACES

*In graduated or uniform strands with diamond clasp
\$75 to \$350*

T É C L A

398 : FIFTH AVENUE : NEW YORK
10. : RUE DE LA PAIX : PARIS

DELLA ROBBIA

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless IN ANY GIVEN ESTABLISHMENT

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by MESSENGER, BUT THESE ADV

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVANTAGES WILL NOT BE

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The telephonic reception and filing of messages locally OFFERS MANY ADVANTAGES OVE

Fourteen Point

The telephonic reception and filing of messages locally OFFERS MAN

Eighteen Point

The telephonic reception and filing of messages LOCAL

Twenty-Four Point

The telephonic reception AND FILING OF MES

Thirty Point

The telephonic REC

Thirty-Six Point

The telephoNIC

I have often wondered why the Cadmus Series, as shown in the Lilas de Rigaud advertisement, was not more widely used for appealing to women. I realize that it has the fault of not having a suitable italic to match, and is not easily read, but I believe some excellent effects are yet to be produced with it.

THE HANDLETTERED STYLE

Of course there is no type face that can be used when pure handlettering is desired.

There are, however, times when the handlettered effect is desired, but the appropriation is not large enough to cover the cost. Use type which is made primarily to imitate handlettering.

The Packard series, shown in the E. R. Blackmer advertisement, is one of the best type imitations of handlettering. I've often had advertisers ask for some of "that hand-drawn type," when they meant the Packard series.

Another series which resembles handlettering very closely is the Tabard series, an exhibit of which is shown by the Gano-Downs advertisement.

The Kennerly and Cloister Old Style series are other good substitutes for handlettering.



Get a dainty souvenir bottle of

*Parfum
Lilas de Rigaud*

The true odor of lilacs bloom, the perfume of old gardens and childhood's tender memories.

The most delicate, unobtrusive and fashionable of perfumes.

Extract, toilet water, sachet powder, talcum, cold cream, massage cream and face powder.

Present the following coupon with 15c to your druggist or toilet goods department, and a souvenir bottle of Lilas de Rigaud will be sent you by Rigaud of Mary Garden fame.

Kindly send me a souvenir bottle of Lilas de Rigaud Perfume and booklet entitled "Personality in Perfume."

Name.....

Address.....

City..... State.....

(Your dealer will send this coupon to George Borgfeldt & Co., Irving Place, New York, agents for Rigaud, Paris.)



A SINGLE PEARL RING for MILADY

PEARLS have a tenderness and a romantic atmosphere that appeals to all women. There is nothing more appropriate or pleasing.

You will find Blackmer's Single Pearl Rings just the thing for gifts for every occasion. We are sure that you will be surprised at the reasonable prices of these rings when you examine them. Call tomorrow.

E. R. BLACKMER

DIAMONDS

WATCHES

JEWELRY

OPP. NORMAL SCHOOL, FREDERICTON

PACKARD

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless IN ANY GIVEN ESTABLISHMEN

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVAN

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but THESE ADVANTAGES WILL NOT BE FULLY REA

Twelve Point

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Fourteen Point

The telephonic reception and filing of messages LOCALLY OFFERS MANY ADVANT

Eighteen Point

The telephonic reception and filing of MESSAGES LOCALLY OFFERS

Twenty-Four Point

The telephonic reception and FILING OF MESSAGES L

Thirty Point

The telephonic RECEP|

Thirty-Six Point

The teleponic REC|



There's a wonderful
shirt here for

\$ 1 .50

and some even finer
for a little more

- ¶ You change your suit and under-
wear with the calendar, why not
wear a different style of shirt?
- ¶ The shirts we suggest will change
your appearance, too.
- ¶ We have in mind particularly our
stiff bosom shirts, our half bosom
shirts, our thirteen inch plaits and
full length plaits.
- ¶ Any of them will make your collar
feel more comfortable, now that
you are wearing a vest.

GANO-DOWNS

Sixteenth and Stout



FLINT'S FINE FURNITURE

CHRISTMAS FURNITURE GIFTS

The more real interest you feel in your Holiday shopping the stronger will be your desire to select that which serves as well as beautifies—which will in some way express comfort and luxury as well as art.

In offering a few suggestions as to attractive Holiday Gifts, we remind our patrons of our exceptional facilities for solving the vexatious question of "where to find the correct gift?"

WRITING DESKS

SMOKING STANDS

TEA TABLES

FIRESIDE CHAIRS

TOILET TABLES

MAGAZINE RACKS

CHILDREN'S CHAIRS

BRIDGE TABLES.

and innumerable other pieces especially appropriate for gifts.

ORIENTAL AND DOMESTIC RUGS
AND DRAPERIES

FLINT & HORNER CO., INC.

20-26 WEST 36th STREET
NEW YORK

S. W. STRAUS & CO.

Founded 1882

Incorporated 1905

Fulfilling the vision of its founder, this institution serves and will continue to serve its double function in providing safe investments for the funds of the public and the upbuilding of this nation's permanent prosperity.

Promoting thrift, encouraging systematic accumulations, providing for such accumulations a form of investment unimpeachably conservative; and giving to each investor, large or small, a real, vital, and profitable part in the material improving of the nation's great cities: This is our work.

We will be pleased to honor requests by mail or in person for literature describing the sound 5½% first mortgage bonds we offer. Investors should ask for

Circular No. B 704

S. W. STRAUS & CO.
ESTABLISHED 1882 INCORPORATED 1905
150 BROADWAY - STRAUS BUILDING
NEW YORK - CHICAGO
BUREAUX: DETROIT SAN FRANCISCO

*35 Years Without Loss to
Any Investor*

PABST

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless
IN ANY GIVEN ESTABLISHMENT

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT T

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVANTAGES WILL NOT BE

Twelve Point

The telephonic reception and filing of messages locally offers many advantages over

Fourteen Point

The telephonic reception and filing of messages locally offers many advantages over

Eighteen Point

The telephonic reception and filing of messages locally offers many advantages over

Twenty-Four Point

The telephonic reception and handling of messages locally offers many advantages over

Thirty Point

The telephonic RECEPTION AND HANDLING OF MESSAGES LOCALLY OFFERS MANY ADVANTAGES OVER

Thirty-Six Point

The telephonic RECEPTION AND HANDLING OF MESSAGES LOCALLY OFFERS MANY ADVANTAGES OVER

For something heavier in the handlettered effect there is the Pabst series, which is shown in the Flint & Horner advertisement and the S. W. Straus & Co. advertisement.

The Pabst is not correct for the S. W. Straus & Co. advertisement. Compare it with the Flint & Horner example, which requires something irregular to be in keeping with the border drawing. Bookman would have been much better for the S. W. Straus & Co. advertisement because there the shape of the space, the squareness of the border, and the fact that the advertiser is a banking house almost demand that the type be simple and dignified.

THE POSTER

Here the artist does the entire advertisement in one drawing which eliminates any discussion of type for this style of advertisement.

THE CHARACTER OR COMIC

This style is usually the Forceful Educational style plus the illustration; therefore the same type faces which have been outlined for the Forceful Educational style apply equally to the Character or Comic style.

FOSTER

Twelve Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY

Fourteen Point

The telephonic reception and filing of messages locally offers many advantages over a physical han

Eighteen Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY

Twenty-four Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY

Thirty Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY

Thirty-six Point

The TELEPHONIC RECEPTION AND FILING OF MESSAGES LOCALLY OFFERS MANY ADVANTAGES OVER A PHYSICAL HANDLING BY MESSENGER, BUT THESE ADVANTAGES WILL NOT BE FULLY

THE MAIL ORDER

This is the Forceful Educational style with greater contrast, more emphasis, more display lines and stronger illustration. Therefore the basic principles of the Forceful Educational style govern the make-up of the Mail Order style.

The main point of difference is that the contrast must be strong—the strongest possible.

Change to the Gothic styles for the display lines but stick to Old Style for the body matter. This will give extra strength.

The Foster Series is a good one to use instead of Gothic because it is not so blunt and sharp and yet it is equally as strong.

Three lines of condensed Foster are shown in the Carmen Complexion Powder advertisement.

John Hancock is another good substitute for Gothic. The watch advertisement uses the John Hancock series for the figures “2.50” and the words “19 Jewel Burlington.”

The type used in small space advertisements should be the same as that used in the Forceful Educational style.



For a Complexion Like Hers

simply do what Louise Huff and other famous stars do, whose complexions are subject to particular notice—use Carmen Complexion Powder. Then you will have a complexion of peach-and-cream charm. Blends perfectly with the tones of the skin—and it adheres. Does not rub or blow off.

CARMEN
Complexion
Powder

Gives a clear, glowing complexion that is always beautiful despite glaring light and perspiration. Why put up with ordinary face powders when Carmen will give you the most charming complexion beauty?

Get a box to-day and see how delighted you will be. Insist on Carmen
White, Pink, Flesh, Cream
50c Everywhere

STAFFORD-MILLER CO.,
525 Olive St., St. Louis, Mo.



\$2.50 A Month

The masterpiece of watch manufacture—adjusted to the second, positions, temperature and isochronism. Encased at the factory into your choice of the exquisite new watch cases.

**19 Jewel
Burlington**

All sizes for both men and women. The great Burlington Watch sent on simple request. Pay at the rate of \$2.50 a month. You get the watch at the same price even the wholesale jeweler must pay.

Write Today for Free Watch Book See handsome color illustrations of all the newest designs in watches that you have to choose from. Your name and address on a postcard is enough. Get this offer while it lasts. Burlington Watch Company, 19th St. & Marshall Blvd., Dept. 1046, Chicago

THE SMALL SPACE STYLE

The display lines are seldom as strong as the Mail Order style.

The aim is to get strength and attention by odd shapes and special designs. Then stick to Cheltenham Bold for display and Caslon Old Style for body matter, or similar contrasting faces.

When we produce an all-black-type small space advertisement it takes its place among the cheaper Mail Order style whether the copy says so or not.

THE DEPARTMENT STORE STYLE

At present there is not much character to the majority of department store advertisements—they are just price lists. There is a tendency, however, toward making department store advertisements more interesting. I believe the future department store advertisement will be a group of small Forceful Educational advertisements—logical reasons for buying rather than comparative prices.

Whether a department store advertisement is of the new Forceful Educational style or the comparative price style it is necessary that there be contrast between the different features. This can

JOHN HANCOCK

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVANTAGES

Eight Point

The telephonic reception and filing of messages locally offers many advantages OVER A PHYSICAL

Ten Point

The telephonic reception and filing of messages locally offers many advantages OVER A PHYSICAL HANDLING BY MESS

Twelve Point

The telephonic reception and filing of MESSAGES LOCALLY OFFERS MANY

Fourteen Point

The telephonic reception and filing OF MESSAGES LOCALLY OF

Eighteen Point

The telephonic reception AND FILING OF MESSAGE

Twenty-four Point

The telephonic reception AND FILING O

Thirty Point

The TELEPHONIC

Thirty-six Point

The TELEPHO

WINCHELL

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE F

Eight Point

The telephonic reception| and filing of messages locally offers many advantages OVER A PHYSICAL HAND

Ten Point

The telephonic reception and filing of messages locally offers many advantages over A PHYSICAL HANDLING BY MESSENGER

Twelve Point

The telephonic reception and filing of| MESSAGES LOCALLY OFFERS MANY

Fourteen Point

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Twenty-four Point

The telephonic rece| PTION AND FILING

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WEBB

Twelve Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY

Fourteen Point

The telephonic reception and filing of messages locally offers many advantages OVER A PHYSICAL HAN

Eighteen Point

The telephonic reception and FILING OF MESSAGES LO

Twenty-four Point

The telephonic reception AND FILING OF

Thirty Point

The telephonic reception AND FI

Thirty-six Point

The TELEPH

be done by odd-sized panels and spots of bold type throughout.

Just about now I believe the reader will be wondering why I show some type faces which are not included in any of the classifications mentioned.

There are really only two styles left, namely: the shaded series and the outline series.

The Bodoni Shaded shown on Page 71 is for use on Forceful Educational advertisements that require restraint in the headings. There is also the Cheltenham Shaded and others. All are about the same tone as Bodoni Shaded.

The Webb is an outline letter which will also do well to tone down a strong heading. There are also several other good outline type faces.

There are many rugged letters of about the same tone value as Cheltenham Bold. These are used where more of a bold hand lettered character is desired. Post is about the best of these rugged bold faces.

Nearly all families of type contain a condensed font of the same character. This is for use in high narrow spaces. Cheltenham Bold condensed is shown on page 100.

Just a word about the most prevalent faults in choosing type faces for each classification.

Too many kinds of type are used in Forceful

POST

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical HANDLING BY MESS

Eight Point

The telephonic reception and filing of messages locally offers MANY ADVANTAG

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical

Twelve Point

The telephonic reception and filing of messages locally

Fourteen Point

The telephonic reception and filing of messages

Eighteen Point

The telephonic reception and filing of messages

Twenty-four Point

The telephonic reception and filing of messages

Thirty Point

The telephonic reception and filing of messages

Thirty-six Point

The telephonic reception and filing of messages

POST CONDENSED

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Eight Point

The telephonic reception and filing messages locally offers many advantages over a PHYSICAL HANDLING BY ME

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Twelve Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Fourteen Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Eighteen Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Twenty-four Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Thirty Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

Thirty-six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FOLLO

CHELTENHAM BOLD CONDENSED

Six Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these advantages will not be fully realized unless in any given establishment there in some bu

Eight Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, BUT THESE ADVANTAGES

Ten Point

The telephonic reception and filing of messages locally offers many advantages over a physical handling by messenger, but these ADVANTAGES WILL NOT BE FULLY REALIZED UNLE

Twelve Point

The telephonic reception and filing of messages locally OFFERS MANY ADVANTAGES OVER A PHYSICAL HA

Fourteen Point

The telephonic reception and filing of messages LOCALLY OFFERS MANY ADVANTAGES

Eighteen Point

The telephonic reception and filing of MESSAGES LOCALLY OFFERS MAN

Twenty-Four Point

The telephonic reception and FILING OF MESSAGES LOC

Thirty Point

The telephonic RECEIPT |

Thirty-Six Point

The telephonIC REC |

Educational advertisements. Two faces are sufficient; both should be related in character of design; there should be contrast between these two faces to produce a quick reading of the message.

The Passive Educational style offers the widest range in selection. Caslon Old Style is good. Bookman is better. Both are good for a general appeal. Men like the more sturdy type faces. Women like the more dainty and the irregular type faces similar to Kennerly or Della Robbia.

Do not use a type to imitate handlettering unless there is a good reason why you should imitate handlettering.

Do not crowd bold type into a small advertisement. If you have something dominant, supported by some design not built at right angles, the advertisement will be seen and read without screamingly bold type throughout.

Do not try to memorize a mass of type faces. If your code of principles on which you choose type faces is correct you will immediately see that you only need to know a few type faces. We have been trying to remember and use too many type faces. Let's forget a few of them.

CHAPTER IV

THE COMBINATION OF TYPE FACES

“WHAT two faces of type look well together?” is a very common question in my daily work.

The answer to this question depends a great deal on what style advertisement is being built.

For instance, no two faces look well together in a Passive Educational advertisement; the type must be all of the same face to get the desired effect.

In Forceful Educational, Mail Order, Small Space and Department Store advertisements there must be contrast between the headlines and the body of the advertisement. The headlines and subheadings must be easily read; and if the copy in the headlines is strong enough the headlines will be read and if there is sufficient contrast between headlines and body matter the body matter will be read.

About the best combination for advertisements of the above group is that used in most advertisements in *The Saturday Evening Post*. This is Cheltenham Bold for the display lines and either

Caslon Old Style (or some old style face which produces the same effect) for the body of the advertisement.

When heavier type is used for the body part, increasingly heavier type should be used for the headlines. For instance: Cheltenham Old Style (being heavier than Caslon Old Style) used with Cheltenham Extra Bold produces the same effect as Caslon Old Style and Cheltenham Bold.

If strong contrast is not desired then the Cheltenham family or the Caslon family worked together is excellent.

A family is many tones, shapes and variations of a type face, all of the same characteristics; that is, Cheltenham Bold for display lines and Cheltenham Old Style for the body. Cheltenham Bold Condensed can be used in the display lines when the width is more important than height; also in the headings Cheltenham Bold Italic can be used for several emphasized words of the copy. Any bold italic should be used sparingly. In the body part, Cheltenham Old Style Italic can be used with Cheltenham Old Style, or, where space permits, Cheltenham Wide can be used for the body part of an advertisement. Then there is the Cheltenham Bold Extra Condensed, Medium Bold, Extended, Inline and Outline.

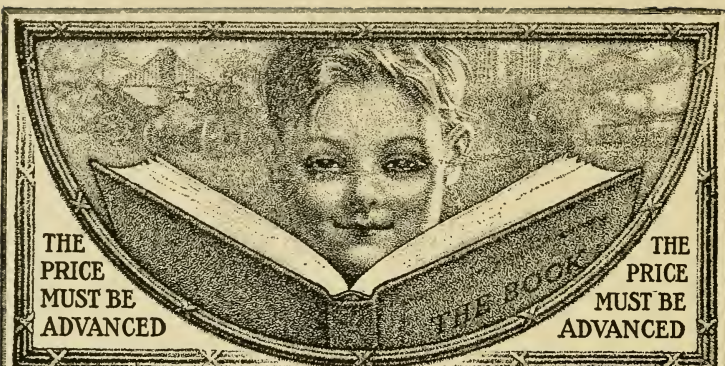
The family idea in type faces is an excellent thing. Practically every face has many "brothers and sisters" that aid materially in the building of beautiful effects. Caslon, Bodoni, Cloister, Post, and others are made in families, but none with as many variations as the Cheltenham.

"The Book of Knowledge" advertisement is set in the Cheltenham family entirely, but the different members of the family have not been well chosen.

I reproduce this advertisement: first to show that the family idea, while excellent, does not guarantee perfection, and, second, because it represents a class of advertisements whose builders try to make everything read at once.

By actual tests italic type is much more difficult to read than old style and should be used sparingly and primarily for emphasis only. (See Chapter "What Is Emphasis and What Is Not.") All emphasis, however, is no emphasis, and when we mix a whole paragraph of bold type with italics the difficulty is enhanced and the effect cheap and distressing.

If the story has merit a few strong headlines that meet the reader more than halfway will get a reading quicker than every line screaming for attention. Everyone in a crowd speaking at once



THE
PRICE
MUST BE
ADVANCED

THE
PRICE
MUST BE
ADVANCED

IS YOUR CHILD STILL WAITING
FOR THE SUPREME EDUCATIONAL ADVANTAGE?

THE BOOK OF KNOWLEDGE

The Children's Encyclopedia

Answers every question a child can ask. Opens every door a child should enter. Make this day the happiest and most important of your child's life because it brings the Book of Knowledge into the home. Send for the free illustrated sample page book, which will show you just how the important knowledge of the world is brought within reach of the mind of the child, by means of the 10,000 striking educational pictures and hundreds of fascinating story-articles.

BUY IT TODAY! THE PRICE MUST BE ADVANCED due to an increase of from 25% to over 80% in the cost of paper, ink, leather and other binding materials which are now only obtainable at war prices. Unless you purchase at once you will be obliged to pay the necessary increase. Our present edition is almost exhausted and materially higher prices will go into effect immediately thereafter and without further notice.

SIGN AND MAIL THE FREE COUPON TODAY

THE FREE BOOK CONTAINS the following illustrated subjects: *The living flowers of the sea; The Procession of the Worlds; The beginning of a great bridge; The new Chariots of the Sky; The Great workshop down the river; Along the Panama Canal Zone; The wonderful machinery of our Ears; Plants that Eat Insects; Strange Animals that Eat Ants; The Space No Man Can Measure, and others.*

THE GROLIER SOCIETY
2 West 45th St., New York

Please mail me descriptive book "The Child and the Book of Knowledge," explaining the use and meaning of the work.

Name

Address

.....

Cosmopolitan

A Holiday Gift Suggestion

The "SAN MORITZ" Sweater, Scarf and Skating Cap

Made in Switzerland and imported direct from San Moritz

THIS sweater, scarf and skating cap are the smartest and most popular of this season's models — cashmere-wool — light weight and warm—sweater trimmed with collar and wrist bands of fluffy white or black Russian Hare.

All sizes ; Colors : white, pink, light blue, turquoise, light, medium and dark Copenhagen, corn, putty, reseda, emerald, myrtle, purple, black.



- "San Moritz" Sweater . . . \$17.50
(With Fur)
- "San Moritz" Sweater . . . \$12.50
(Without Fur)
- "San Moritz" Scarf . . . \$3.50
(Colors same as Sweater)
- "San Moritz" Cap . . . \$2.50
(Colors same as Sweater)

Importation limited. Send your order with size and shade desired to-day.
Imported Wool and Silk Sweaters of all descriptions.

543 Madison Ave.

Ma Lada

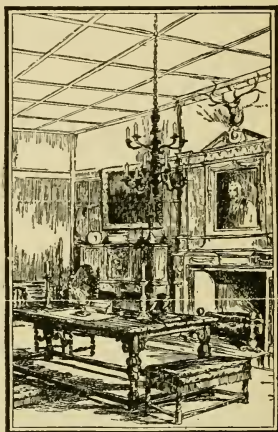
New York City

A Famous Gallery of Beautiful Things

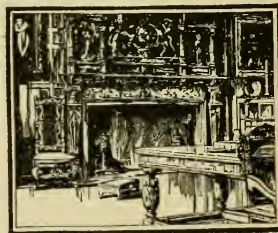
STORED WITH A RICH PROFUSION OF UNUSUAL RARITIES FITTED FOR THE COMING YULE-TIDE

NOT furniture alone, but every significant thing which helps in the beautifying or the adornment of the home, may be found in exquisite expression at the Hampton Shops, with its eleven deftly composed Galleries of Display.

Here may be seen—integral parts of a series of harmonious wholes, and either bearing the obvious, if indefinable, cachet attaching to the name Hampton, or the results of selective visits to European highways and by-ways—such suggestively Christmas offerings as Writing Tables of unusual charm, Desk Sets of French or Italian tooled leather, quaint appearing Boxes for the man's diverse uses, attractive bits of old Waterford Glass, Lamps, fashioned of Chinese Porcelains and fitted for electric light, and a host of small Cabinet pieces in the Mahogany of Chippendale, Sheraton and the Brothers Adam.



Typical
Hampton
Interiors



Hampton Shops
Galleries of Interior Decoration
18 East 50th Street, New York

makes for confusion. One person at a time speaking to a crowd makes for attention.

Type is the vehicle of thought. Get the thought clear and keep the type clear and if you need strong contrast make it strong, do not dally.

The Cheltenham family is an excellent one but it does not look well when used with Engraver's Old English, or Ecclesiastical letters.

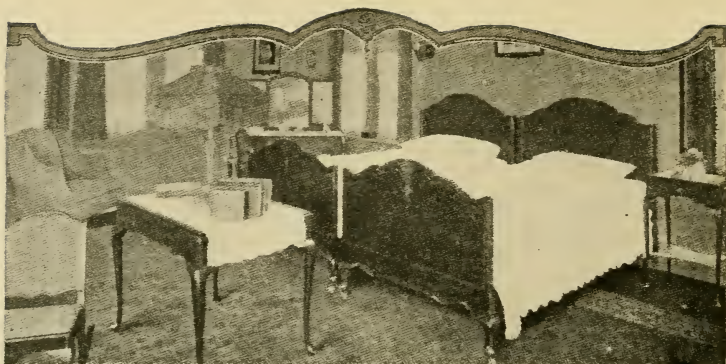
There is no need for the use of Engraver's Old English type in the "Sweater" advertisement. A panel across the top with one line of caps and small caps of the Cheltenham Old Style would have been much more in harmony.

Advertisers are prone to use Engraver's Old English for Easter and Christmas advertisements, although this often spoils the harmony of the advertisement and at the same time advertises the season more than the article.

Caslon or Bookman are the best faces to use with Engraver's Old English where the use of this face is advisable.

The Hampton Shop's advertisement is set in Bookman and combined with an Old English style of handlettering. This effect is very pleasing.

Do the two bold lines in the center increase the effectiveness of the Berkey & Gay advertisement? Isn't it a fact that these lines get first attention?



THE MODERATE PRICE OF BERKEY & GAY FURNITURE IS A PLEASANT SURPRISE TO MANY PEOPLE

In the thousands of American homes where Berkey & Gay furniture has been in service during the lifetime of the past and present generation, its beauty and its heirloom qualities are well known. To those who have enjoyed it and become familiar with it, either as guests in these homes or through other contact, it is natural the assumption should be that it must of course be quite expensive.

Close familiarity and contact with Berkey & Gay Furniture, however, develops the fact that it is not; that pride in the possession, assurance of thorough goodness and enjoyment in its ownership may be experienced with an outlay no greater than would be required for that which is quite ordinary.

Berkey & Gay Furniture

“FOR YOUR CHILDREN’S HEIRLOOMS”

contains a wealth of meaning in the present value of this heirloom quality.

In this ability to produce a standard at a commercially possible price the Berkey & Gay organization is very unusual. There are no others similar. Ideals adhered to rigidly; approval by the American people in a big way and the desire of responsible retailers in representative communities throughout the country to link their effort with ours, are in a great measure responsible. The entire situation is found in the fact that there is but one Berkey & Gay Furniture Company.

A booklet called “Masterpieces in Miniature” containing fifty reproductions of plates from our dealers portfolio gives a very good idea of the great possibilities for tasteful, correct home furnishing in the Berkey & Gay Furniture. This, together with Eugene Field’s Whimsical Poem “In Amsterdam,” we will be glad to send upon receipt of six cents in United States postage.



BERKEY & GAY FURNITURE CO.

Factories, Executive Office and Show Rooms

188 Monroe Avenue

Grand Rapids, Michigan

Eastern Office and Show Rooms, 113-119 West 40th Street, New York—
Wholesale Only

Visitors’ privileges extended only when accompanied by a dealer
or with a letter of introduction



This inlaid mark of honor
identifies to you each
Berkey & Gay piece

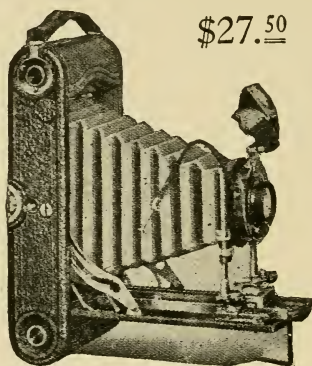
Isn't it also true that the principle of selling in print is to have the picture get first attention, heading second attention, argument third, name next, etc.?

While this point may seem trivial, nevertheless, many advertisements, some from the largest advertisers, are naturally weakened by just such small things as the name line in this Berkey & Gay copy. There is not one reason why this line should be different in style from the rest of the type in this advertisement, except, perhaps, it may be that the advertiser wanted to be sure that the firm name would not be overlooked.

It is a serious task to put together two faces of type in one advertisement. We must know whether we are striving for contrast, tone or character and be careful to pick the faces to carry out our idea.

We can get character and beauty by the wise choice and use of one face only for the entire advertisement. When in doubt stick to one family of type. *It is the style most likely to survive all others now used.*

The Eastman Kodak advertisements are famous for their consistent use of one face of type only—Caslon Old Style.



The New 3A KODAK

Anastigmatic.—A lens that has a trifle more speed than the very best of the Rapid Rectilinear lenses and that in quality (depth, sharpness and flatness of field) is the equal of the very best anastigmats. It is made solely for, and is therefore perfectly adapted to, Kodak work.

Autographic.—You can *make sure*, can write the date and title on the film, permanently, at the time you make the exposure. After the last exposure you can similarly write your name on the film—an identifying mark that is valuable when you send your work to the finisher. And this "Autographing" the film is a matter of seconds only.

No. 3A Autographic Kodak, ($3\frac{1}{4} \times 5\frac{1}{2}$),
with Kodak Anastigmat lens *f*7.7. . \$27.50

All Dealers'.

EASTMAN KODAK COMPANY,
ROCHESTER, N. Y., *The Kodak City.*

The New Jersey Zinc Company's use of the large word "Zinc" in Caslon Old Style is an item of cumulative good will. Much good will and prestige can be obtained by the wise selection and consistent use of one face or family of type.

Many advertisers buy their own type and set their own advertisements, sending plates of the entire advertisement to the papers. It is usually possible, however, to get the same type from many publications, provided the layout instructions are clear and alike on all copy.

CHAPTER V

PUTTING THE ADVERTISEMENT TOGETHER


WE have considered "The Kinds of Advertisements," "The Classification of Type Faces" and "The Combination of Type Faces."

The next step to consider is how to get the idea through many technical hands and yet preserve its fundamentals. It is also necessary that this be done at the lowest cost and in the least possible time.

There are many kinds of layouts. Some are made in a careful and detailed manner for use in obtaining the advertiser's complete approval, some are made by the advertisement builder for use as instruction to the engraver and compositor only, and some are used for both.

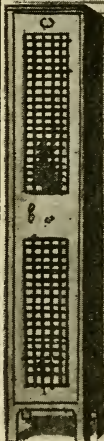
The "H. & H." layout was approved by the advertiser, then used for ordering the engravings and finally sent to the magazine with sizes and styles of type faces marked.

The "Fox" layout was used for ordering the engravings and type composition. The instructions are written in red ink and the layout is made in black ink. This makes it possible for the eye




Standardize
Your Coat Room

"H & H"
Steel Lockers



The Hart & Hutchinson Co
New Britain. Conn.

General Case Register Co
Dayton, Ohio



to grasp the layout as a whole and the technical instructions separately.

Next we show the engraver's part of the job. The oval with half-tone and spatter border is made in one plate and mounted on the same block with line cut of the spatter border.

We then show the compositor's part of the work—the type and trade-mark slug.

By this method the type can be set while the engraver is at work on the cut. The engraver requires the layout for a few minutes only.

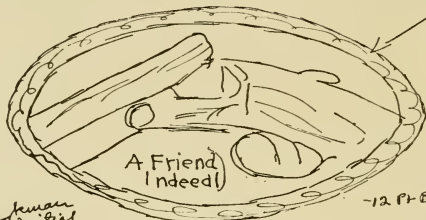
When the engraving is received we put it on a job press and take some first-class proofs. Then we put the type on the same press and strike it into the engraving and we have press proofs of the finished advertisement.

When the advertisement is approved we send the type, the cut, and a press proof to the electrotyper who makes a masterplate. (This is the type matter and cut put together to conform to the proof.) From this masterplate he makes an electro for each of the papers of that size space on the schedule.

In the case of a magazine which does not permit the use of electrotypes we send duplicate original cuts (these made from the same negatives by the engraver as was the original) and with these we

FOX GUN

"The Finest Gun in the World"



*Borkman
initial*
HERE'S

Begin
12 Pt Borkman
and drop
to 10 Pt
Borkman

-12 Pt Borkman



A. H. FOX GUN COMPANY

4000 North Eighteenth Street, PHILADELPHIA, PA.

Cut

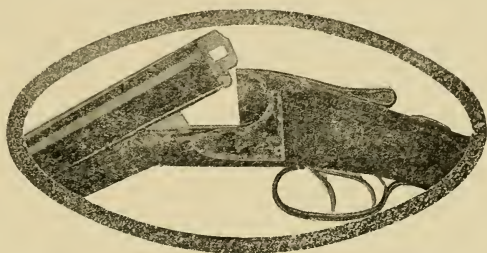
18 Pt
Borkman

Cut

Cut

6 Pt
Borkman

18 Pt
Borkman
10 10



FOX GUN

"The Finest Gun in the World"

A Friend.
Indeed!

HERE'S a perfect gun—the "always-there-when-wanted" kind—staunch and true—and every time you pick it up it'll seem to say: "If the bag isn't full it's up to you."

We are back of this *finest gun in the world* with the FOX Proof and the FOX Guarantee. The safe and sound "Fox Proof" tag is on every Fox Gun. And the FOX Guarantee—the strongest ever given with any gun—is printed and tied to every genuine FOX Gun sold.

If you are a Gun Lover—or the

Son of a Gun Lover—ask your dealer about this guarantee. Also ask him to let you handle the gun. Test it. No gun ever made equals it in simplicity and strength, quality of workmanship and a more-than-human faculty of putting its charge where your hand and eye tell it to. It will do everything but retrieve the game.

If your dealer hasn't the FOX Gun, write us giving his name, and ask for catalog in colors. It will give the FOX Guarantee and details of all our guns.



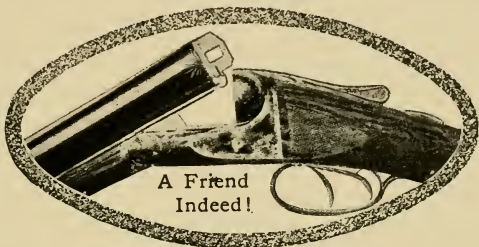
"Fox Proof" means Safe and Sound—its on every Fox Gun

A. H. FOX GUN COMPANY

4000 North Eighteenth Street, PHILADELPHIA, PA.

FOX GUN

"The Finest Gun in the World"



HERE'S a perfect gun—the "always-there-when-wanted" kind—staunch and true—and every time you pick it up it'll seem to say: "If the bag isn't full it's up to you."

We are back of this *finest gun in the world* with the FOX Proof and the FOX Guarantee. The safe and sound "Fox Proof" tag is on every Fox Gun. And the FOX Guarantee—the strongest ever given with any gun—is printed and tied to every genuine FOX Gun sold.

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If your dealer hasn't the FOX Gun, write us, giving his name, and ask for Catalog in colors. It will give the FOX Guarantee and details of all our guns.



"Fox Proof" means Safe and Sound—it's on every Fox Gun

A. H. FOX GUN COMPANY

4000 North Eighteenth Street, PHILADELPHIA, PA.

send a press proof of the advertisement as approved with instructions to follow style for type in proof as closely as possible.

This method insures the same satisfactory set-up of the same copy in all papers on the schedule. Where the advertiser cannot send complete set-up, a copy of layout with full instructions will come within 90% of complete satisfaction in the majority of magazines and newspapers.

A word about the idea behind the Fox advertisement.

It was decided that this should be the Passive Educational style, that there should be no display in the advertisement except the pictures of the goods and the trade-mark name plate.

Yet the advertiser wished to lend an atmosphere of strength and character to his advertising. He also wanted a unique border of the same design around on all of the advertisements, something that was flexible enough for all sizes and styles of advertisements.

The Bookman Old Style used in this series is neither bold nor light face.

This face is one of the most easily read type faces existent, and it readily adds the element of strength and character to the Fox copy.

The spatter border was chosen because it does

not attempt to be anything in particular—just an even, clean and dignified mass of color. It lends itself to any size of advertisement because on small advertisements the width of the border can be narrowed without losing any of its character.

Such a border as this on every advertisement makes for character, good will and instant recognition on the part of the reading public.

TYPE FACTS

Here is an excellent place to give the reader a few type facts which he may or may not know.

The author believes that these few facts about type are sufficient for any conscientious builder of advertisements. He also hopes that their brevity will help toward clearness of comprehension.

Under the new system now used in all printing offices, type is measured by point of body and known by name of face, and whether all capitals or capitals and lower case, written as *12-Point Cheltenham Old Style C. & L. C.* (ab. for Capitals and Lower Case).

The black rules beside the lines of type in "Classification of Type Faces" chapter are placed there to show the difference between the actual size of the body of the type and the actual size

of the face of the type. There must be room below the bottom of most letters in the alphabet to take care of letters that descend. The lower case "y" and "g" are examples.

Type is measured by the body size and not by the face size.

There are 72 points to the vertical inch, therefore 6 lines of 12 point solid type would be 1 inch high. Seven lines of 10 point would be 1 inch minus 2 points. Nine lines of 8 point make an even inch high as do 12 lines of 6 point type.

A square of any type size is known as an "em" and is 12 x 12 points or 8 x 8 points, etc.

When determining the number of "ems" in a given space we must use the number of "ems" of the *size of type used* for both dimensions. Some advertisement builders have figured that the copy is nine 8 point lines deep and set eighteen 12 point "ems" wide (as all printers' widths are measured on 12 point "ems," or pica "ems") therefore they would multiply 9 x 18 rather than 9 x 27, which is correct, to find the number of "ems" in the total depth of the copy set up, or to be set. Always use the solid rate regardless of whether or not the matter is "leaded."

The advertisement builder is not so much concerned, however, about "ems" as he is about

words to the square inch, hence the following table:

	Words per sq. inch
5 point (set solid).....	69
5 point (spaced with 2 point leads between lines)	50
6 point Solid	47
6 " 2 point leaded.....	33
8 " Solid	30
8 " 2 point leaded.....	21
10 " Solid	21
10 " 2 point leaded.....	16
12 " Solid	14
12 " 2 point leaded.....	11
14 " Solid	10
18 " "	7

Do not set 6 or 8 point any wider than 3 inches (which is 18 pica "ems"); 10 point any wider than 4½ inches (which is 27 pica "ems"); 12 point any wider than 6 inches; 14 point, 7½ inches; 18 point can go as wide as 10 inches.

If you have wider measures to fill, split it into two or three columns; it looks better and is not so tiresome to read.

Always leave room if possible for type to be spaced with "leads" (pronounced *leds*) between lines, as it makes for easier reading and enables

the eye to pick up each line in order. Use a size smaller type, if necessary.

From 1 to 2 point "leads" between 6 point type; 2 to 3 between 8 point; 2 to 3 between 10 point; 3 to 4 points between 12 and 14 point; and 18 point can stand 6 and sometimes 8 points between the lines but all of the above are the limits of spacing. More than this weakens the general appearance by making it too gray.

All of the above remarks relate to regulation old style type faces, similar to Old Style No. 15, which are used in most advertisements, circulars, novels, magazines, newspapers, etc.

The reader has probably encountered difficulty when measuring other type faces such as Bookman, Cheltenham Bold, etc., which are wider than the average Old Style letter.

If he will compare the general appearance of the type faces he wishes to use with an average old style letter the eye will sometimes gauge about how many more or how many less words are needed to fill the small space above or below the average which is given in the table shown in this chapter.

Cheltenham Old Style is one of the very few faces that are narrower than the average. Compare it with the Old Style No. 15 and then com-

pare the Bookman with the Old Style No. 15. In practically the same space you can get the same number of words set in 10 point Cheltenham Old Style as if set in 8 point Bookman.

CHAPTER VI

MAKING THE MESSAGE QUICK AND SURE

No matter how much or how fine the material in any constructed thing, if this material is unorganized and badly formed the result is chaotic.¹

It is one thing to put together an advertisement and quite another to put an advertisement together with all the sales elements of the copy retained in the final display.

Until recently, great stress has been laid on the copy used, and not enough on how the copy reaches the reader—how the copy is displayed.

This, then, is really a chapter on logical sales arrangement in print.

Some advertising men send copy and cut to the printer with instructions to “make as good ‘set up’ as possible.”

There are other advertising men who give too many instructions to the printer—some of which are impossible.

¹“Principles and Practice of Advertising.”

Both ideas are wrong.

The printer is a mechanic producing printing. He can get letterheads, cards, blotters, flyers, and the like without any other guide than precedent.

The actual setting of an advertisement, however, represents only a very small part of a sales campaign, and the man whose constructive imagination builds the campaign must oversee and direct the printer who puts the advertisement together.

As a class, the printer is the poorest advertiser known today. How, then, can advertising men expect him to be able to get 100% perfect display on any proposition without outside help—trained sales-producing brains?

The reason that some printers think advertising men have horns, and the reason why some advertising men wonder how printers as a class manage to keep dry on a rainy day, is because they do not understand one another.

You do not have to be a printer, but you must know how a printer works and what he works with.

The type faces used in the advertising of today are not extremely numerous or hard to master and apply. Most advertising men know what types work well together. If these men cannot

name the type faces required they can learn to identify them.

The real advertising man of today knows what part of the copy is heading, if any. He also knows where the cuts would look best. These and many other things come up instinctively when he is preparing the copy.

The real problem is to find the proper classification of the advertisement in mind and then look over the classification of type faces that fit the style of advertisement being prepared.

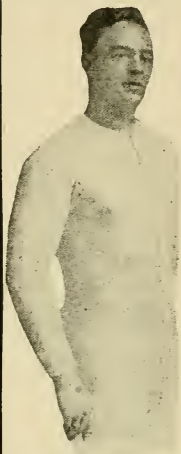
If this were done more *thoroughly* and if more care were taken with the layout that the printer is to use, many inefficient advertisements would disappear.

By *thoroughly*, I mean prepared and presented to the reader with every ounce of sales-appeal or sales-atmosphere possible impressed upon the reader at first glance.

About 90% of the readers of newspapers read at least 90% of the headings and inscriptions under pictures, while this same number read less than two columns of the body or story portion of the paper.

If the reader you are after does not "get" your message at first glance either through the headings and pictures of the advertisement or through

Safe underwear that protects you



against winter colds—against getting overheated and then chilled—against exposure that leads to nose-and-throat-trouble, pneumonia and doctor's bills.

Duofold Underwear

guards your health. Duofold is two fabrics—cotton and wool—knitted together with air-space between. The cotton absorbs excessive perspiration. The air-space dries it. And the wool keeps you warm.

You have warm wool to keep in the natural heat of the body—but no uncomfortable “wooly” feeling, because fine soft cotton is next the skin.

Duofold is about half the weight of average winter underwear. It gives all the advantages of cotton and wool with none of their disadvantages.

Duofold doesn't shrink.

Made in Union and Two-Piece Suits for Men, Women and Children.

Write us for free sample of the fabric, and our “Comfort and Health Underwear” Booklet which tells about preventing unnecessary colds.

Duofold Health Underwear Co., 59 Elizabeth St., Mohawk, N. Y.



Safe underwear that protects you against

Duofold Underwear Guards Your Health

WRITE US FOR FREE SAMPLE

DUOFOLD HEALTH UNDERWEAR CO, 59 ELIZABETH ST., MOHAWK, N.Y.

a clean and beautiful make-up of the advertisement then there is a weak link in the building chain.

Some advertisements have no headings; yet their make-up is such as to suggest quality and distinction in connection with a picture of the article advertised. Eastman's even-toned advertisements are an example.

There are also some advertisers whose names attract attention either because of previous advertising or service and leadership in a certain line. Grape-Nuts is known because of much previous advertising, while Tiffany is known for the ultimate in jewelry. These are exceptional.

My idea is that the heading and picture and trade-mark (or trade-name) should tell a complete, definite, easily remembered story.

To illustrate: the Duofold advertisement at the top of page 132 does not mean anything more to me than another brand of underwear.

In my revision I have not changed the copy in any respect—merely the display.

The five words "Duofold Underwear Guards Your Health" mean something more than just another brand of underwear.

Why did the printer not see this? Because he does not have the sales instinct. Why did the

printer set the top advertisement as he did? Because he has an inherited precedent and tendency, when given free rein, to display the first line of the copy and the name of the goods advertised. Whereas the copy does not call for a heading because the real heading in this case is the name and the combined five words of the copy near the center of the advertisement.

Who is to blame? The man who prepared the advertisement to a large extent, because he should have governed the display and not have left it to chance and the printer. He should have made an intelligent layout and done all his choosing of type, borders, size, etc., before calling in the printer.

“Doesn’t the printer know his own business better than I do?” some will say. Yes, but he does not know your business or your problems.

To the man who buys spark plugs the Champion Spark Plug advertisement is nothing more, at first glance, than another Champion advertisement.

The real reason behind the advertisement—the new improvement in the goods—is not shown at first glance. This feature is the copper gaskets.

I have made a revised layout which I believe

contains considerably more interest. The vital message is more dominant.

As the name of the goods is not mentioned until the fourth line we change the location of the name plate. This also makes for a better division and arrangement of color in the advertisement.

My idea of finding a real selling point and making this point quick and sure is contained in the Lisk Mfg. Co. advertisement.

In this case it was a matter of instructing the artist who lettered the headline "Self-Basting."

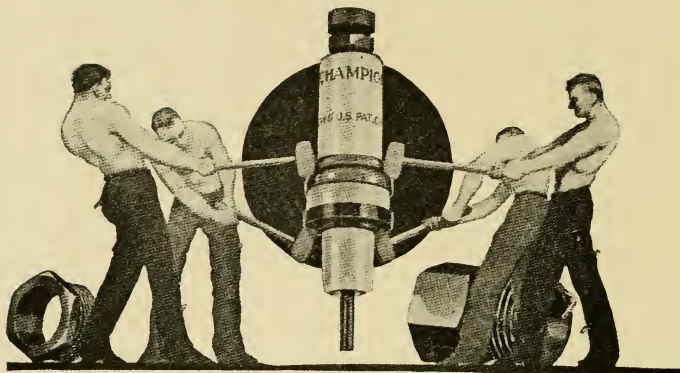
Any woman who has spent hours bending over and reaching into a hot oven to baste a roast will be immediately interested in this advertisement because of the emphasis of the self-basting feature.

And yet this was only one of many roasters advertised in the same magazine. But many of the others either overlooked or did not properly display this feature—*self-basting*.

Charles Austin Bates once said, "Find the one thing that makes your product a wee bit different from your competitors and *advertise that*."

But the advertisement builder must be on the alert to see that artists, printers, engravers, etc., get this selling point over. His must be the guiding hand.

 **hampion**
TOLEDO MADE FOR THE WHOLE WORLD'S TRADE
 Dependable Spark Plugs



**Those Copper Gaskets
 Are Asbestos-Cushioned
 To Save the Porcelain**

If your porcelain insulator breaks, your spark plug is out of business. There's nothing for it but a new insulator or a new plug.

The rapid succession of explosions in your cylinders beat with full force on the shoulders of the insulators of your spark plugs.

Champion plugs are made with two asbestos-cushioned copper gaskets, (*patented by us April 25, 1916*) to protect the porcelain and prevent loss of compression.

That is one big, exclusive feature which accounts for the greater dependability of Champion Spark Plugs.

And their greater dependability accounts for the fact that more plugs of this type are in use today than any other plug ever designed.

And this same condition has existed for years.

Champion Dependability and the reasons for it should be remembered when you replace the plugs in your motor.

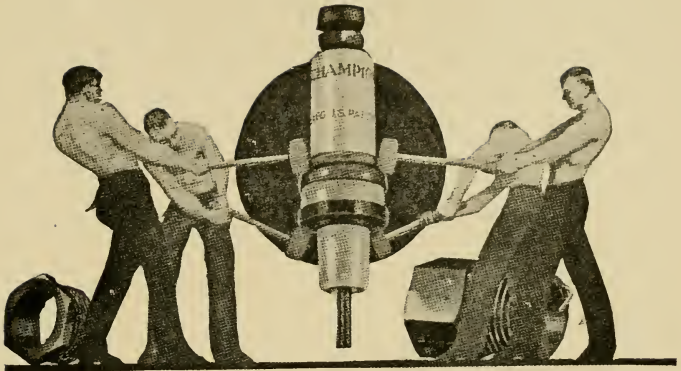
There is a Champion Plug designed especially to serve the particular kind

of motor you have in your car.

Your dealer knows which Champion you need.

Be sure the name "Champion" is on the porcelain—not merely on the box.

Champion Spark Plug Co., 610 Avondale Avenue, Toledo, Ohio



THOSE COPPER GASKETS Are Asbestos-Cushioned To Save the Porcelain

If you porcelain insulator breaks, your spark plug is out of business. There's nothing for it but a new insulator or a new plug.

The rapid succession of explosions in your cylinders beat with full force on the shoulders of the insulators of your spark plugs.



Champion

TOLEDO MADE FOR THE WHOLE WORLD'S TRADE

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Be sure the name "Champion" is on the porcelain—not merely on the box.

Champion Spark Plug Co., 610 Avondale Avenue, Toledo, Ohio

Your Christmas Turkey Will Be Deliciously Roasted from Drumstick to Wing if You Use a

★ LISK Self-Basting Roaster



No Burning, No Basting, No Watching,
No Wasting. The Original Self-Baster.
Relieves You of All Work and Worry.

Sanitary seamless steel ware coated with
Lisk famous Turquoise Blue or Imperial
Gray "Better Quality" enamel.

No place for dirt to cling—cleans like
china.

For all kinds of roasts, game, fowl, fish,
bread, cake, etc. Use it every day
in the year

Lisk Long-Service Household Utensils

Enameled Coffee Percolator

A new enameled percolator at a moderate price. Seamless steel pot with four coats of Turquoise Enamel. Nickel plated cover; glass top. Heavy pure aluminum coffee receptacle and pump. Sanitary. Attractive.

Enameled Double Boiler or Steamer

Inset with perforations for steam. Cooks two dishes at once. Labor saving; fuel saving. Use it for New England Dinner, Sauerkraut and Sausage, and for puddings, dried fruits, vegetables, etc. Two sizes.

Nickel Plated Tea Kettle

Ask your dealer for the Lisk heavy nickel plated copper tea kettle with the Steel Ring around the bottom. Protects the kettle just where the wear comes.

Anti-Rust Wash Boiler

The famous original non-rusting boiler. In addition to the anti-rust construction it has all the special convenient features: Hook Handles make it easy to empty—Seamless Cover, no sharp edges to cut the hand, no cracks to rust—Soap Shaver—Hook-on Cover



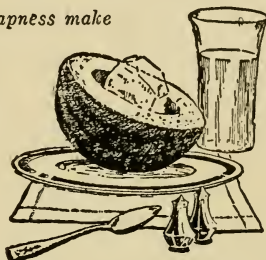
Lisk Ware is Sold by the Leading Hardware and Housefurnishing Stores

Run No Risk—Be Sure It's Lisk

THE LISK MANUFACTURING COMPANY, Ltd.
Canandaigua, New York



*Does price cheapness make
a preservative
more desir-
able?*



Nature was certainly good to the Pond People last winter, and the makers of hygeic ice cannot compete with Nature—in price. But in, cleanliness, healthfulness and lasting qualities they can.

Therefore, it is a question whether natural ice is cheaper than Hygeic Ice—after all.

Orders are being recorded for future delivery.

My idea of a first glance without any definite meaning of any kind is the Hygeic Ice advertisement. The illustration is as suitable for several other products as it is for ice. The idea of cleanliness (and I admit that this advertisement has a cleanly appearance) could still be retained if a strong heading such as "Is Pond Ice Really Cheap?" were used at the top of the advertisement.

It needs something dominant.

I realize that the copy in the advertisement is weak and flat but I use it for showing methods of display only.

Now we come to the Crow-Elkhart advertisement. The original shows an elaborately hand-lettered heading. This is undoubtedly very expensive.

Isn't it a fact that automobile prospects are solicited to a point of boredom with stories of truly wonderful cars? Isn't the story itself more interesting?

The first paragraph of this copy tells a startling and interesting fact. Why is not this fact in itself a better heading? And by eliminating this handlettering at the top we give the goods—the automobile—a chance.

There is another thing about this advertisement

which is like many in this respect, and that is—why use the name plate for an ultimate climax? Would a salesman save the name of his goods for an ultimate climax?

In my revision I have tried to get a more logical display, a better grouping, and therefore a more interesting and appealing display at first glance. Notice the re-arrangement of the bottom part.

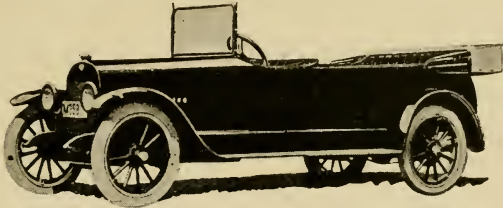
The copy in the Trenton Potteries advertisement makes no effort to sell the “Si-Wel-Clo” closet. You would not believe this statement by a first glance at the original advertisement.

The copy is selling “Impervio China” and “Ideal Porcelain” for all plumbing. It is trying to create a demand on the plumber for these goods.

We, therefore, see no reason for the illustration of the closet. We realize that there is a lot of cumulative value in the name “Si-Wel-Clo” and we would retain the trade-name cut. In the final analysis it is the name on which a prospect should be sold—the specially designed name.

And because this closet section of the copy is a sort of a postscript, why not treat it as such and put it at the bottom?

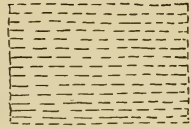
We believe our revised layout gives the heading a real chance to be seen, connects the main



During NINE YEARS—almost the lifetime:
of the industry—Martin E. Crow has
built this SAME CHASSIS!



\$795
90% Elkhart
Wheelbase, 114 inches, full
21-horsepower motor, light
weight, 2040 lbs., chassis
model, steel spring, top fold,
locking rear axle, wire
for each rear wheel, fully
equipped.
Three passenger Chevrolet
Roadster \$225 with Wood
Grain, \$245 with 11
panels, 11 panel Top, \$275,
Touring Car, \$395, \$445
with Winter Top.



Crow-Elkhart \$795 TOURING CAR

Now CUSTOM MADE IN COLORS—another 1917 great feature

TEN COLOR OPTIONS
Napier Green Olive Green
White Black
Fawn Green Royal Blue
Barrington Gray Cherry Red
Cream Royal Gray



**THREE UPHOLSTERY
OPTIONS**
Long Green Black Enamel
Finish
Pearl Gray Spanish Brown



Chevrolet Roadster With Wood Top—\$970

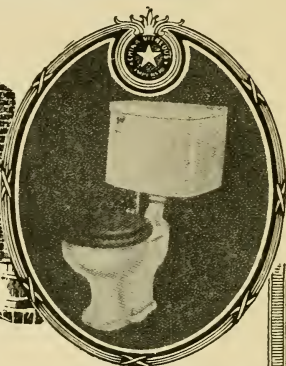
See Crow-Elkhart Cars at All Automobile Shows

WRITE FOR "9-YEAR CHASSIS" BOOK
by Martin E. Crow Mem. Amer. Soc. A.E. Includes plates
of 46 beautiful new 1917 color and upholstery schemes. Write for this book free.

CROW-ELKHART MOTOR CO.
Dept. 5, ELKHART, IND.
Canadian Factory: Canadian Crow Motor Co. Ltd., 191 Breda St., Ontario

DEALERS'

When the Plumber Comes Back



Just as truly as you're living, he'll be back —if you don't make sure you have the right kind of plumbing in the first place.

And every reset water closet, every kitchen sink or laundry tub he replaces, will make you wish you had heeded our word and bought *good* plumbing. For the plumber's time is almost half your expense, and no plumbing fixture we make will cost as much as an inferior one, plus replacement, plus plumber's time.

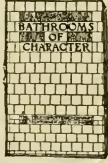
THE TRENTON POTTERIES CO.

SIWEL-CLO
SILENT CLOSET

THE TRENTON POTTERIES COMPANY

"Impervio" China and "Ideal" Porcelain

is virtually a home insurance. So hard is the glaze baked on that any amount of service will not mar its beauty and usefulness. A dampened cloth removes any dirt easily because of this density of the glaze. Pure white, glistening "Impervio" China and "Ideal" Porcelain will make your bathroom, kitchen and laundry showrooms of your home. This is not necessarily true of all plumbing fixtures. All day plumbing fixtures have not the same durability and richness of glaze. There is only one way to be sure of getting the right kind.



Our interesting and instructive book, "Bathrooms of Character," will aid you in selecting the right plumbing fixtures. Ask for Booklet P-18

Specify the ware of a reliable manufacturer and look for the trade-mark before installing.

THE TRENTON POTTERIES COMPANY
TRENTON, NEW JERSEY, U. S. A.
MAKERS OF THE SILENT SIWEL-CLO CLOSET

When the
Plumber
Comes
Back

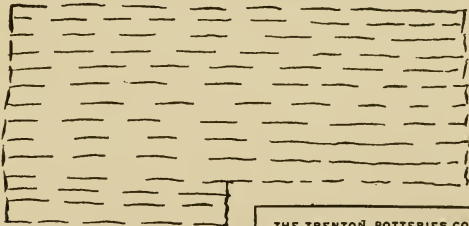


TRENTON POTTERIES COMPANY

"IMPERVIO" CHINA and
"IDEAL" PORCELAIN



Our interesting and instructive book, "Bathrooms of Character," will aid you in selecting the right plumbing fixtures. Ask for Booklet P.2.



THE TRENTON
POTTERIES COMPANY
TRENTON, NEW JERSEY, USA
Makers of the Si-Wel-Clo Silent Closet

THE TRENTON POTTERIES CO.
SI-WEL-CLO
SILENT CLOSET

idea of the copy with the heading and gives more force to the booklet. It also allows the use of proper margins between type and rules and gives us more room to use larger type. Fancy type faces are difficult to read at best and the small sizes are still more difficult when not properly leaded or spaced.

CHAPTER VII

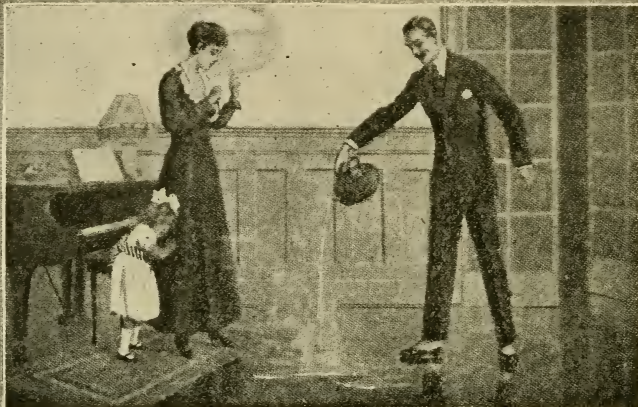
PICTURES AND ENGRAVINGS

THE Forceful Educational style of advertisement is really a little story from real life and, therefore, a good picture should be used with this style of advertisement whenever possible. It helps attract the reader and also makes the reading easier.

Some advertisement stories are very far-fetched, and for that reason should be treated as the magazine editors treat fiction—use wash drawings.

Whether the picture should actually be a wash drawing, a crayon drawing, a photograph or a line drawing is something that must be decided by the nature of the appeal and the medium in which it is to appear.

It is simply a matter of taste as to whether the wash drawing in the Valspar advertisement is better than the crayon drawing in the Alexander Hamilton Institute advertisement. I prefer the crayon treatment because it is not so commonplace.



© 1918 by Valentine & Company

He wanted to make sure the Varnish was Valspar!

HE had seen our advertisements picturing a man pouring boiling water on a Valsparred table so he decided to *make the same test on his own newly varnished floor*

This little scene actually took place.

The family was very much startled—but they survived the shock.

And so did the floor for it *really was Valsparred*.

Therefore, even the boiling water could not spot it white or harm it in the slightest.

That's why Valsparred floors are so desirable—to clean them you simply

wash them with hot water—even hot soapy water.

Thus our friend thoroughly satisfied himself on two points—



First, that our advertising claims for Valspar are true, and

Second, that he got Valspar Varnish on his

floor as ordered.

And so, this man, like many others who have tested Valspar, decided then and there to use nothing else when varnish was needed.

Valspar may be had from most good paint and varnish dealers. *You will know where to buy it by the large posters in the dealers' windows*

Special Trial Offer

Send us ten cents in stamps and we will forward a small can of Valspar, enough to finish a small chair or table.

VALENTINE & COMPANY, 450 Fourth Avenue, New York City

Largest Manufacturers of High-grade Varnishes in the World

New York
Boston
London

Chicago
Toronto
Amsterdam

TRADE MARK
VALENTINES
ESTABLISHED 1872

W. P. FULLER & CO.
San Francisco and principal Pacific Coast Cities



“He’s in That Chair Because

“He never stopped growing. Right now, he’s getting ready to swing bigger deals than ever before.

“I’m going to follow the president’s lead.

“I’m going to prepare myself to swing big deals, too.

“I’m going to make myself a power in this business.

“I’m going to get hold of the knowledge and the training that other men are using to make themselves successful.

“I’m going to enroll, today, for the Modern Business Course and Service that the president is always talking about.”

Here are a few of the presidents who are using and recommending the Modern Business Course and Service: H. C. Osborn, President, American Multigraph Sales Company; S. G. McMeen, President, Columbus Railway & Light Company; George D. Locke, President, Kansas City and Memphis Railway Company; C. R. Hardy, President, Rock Falls Manufacturing Company; Alfred I. duPont, President,

DuPont Powder Company; W. S. MacGlashan, President, The Beaver Board Companies; Melville M. Mix, President, Dodge Manufacturing Company; C. Edwin Michael, President, Virginia Bridge and Iron Company.

The Modern Business Course and Service is a short cut to the broad knowledge that makes a large part of the difference between the president and his subordinate.

It covers advertising, selling, financing, accounting, credits, banking, correspondence and commercial law.

It is big enough for the business leaders of America.

It is not too big for those who expect to be numbered among the leaders of tomorrow.

It is thorough, practical and interesting.

Your position and income two years from now depend on what you do now. You will get suggestions that will help you by sending now for “The Ability to Handle Men” and full information about the Modern Business Course and Service.

Simply request it on your business letterhead, or use the attached coupon.



Alexander Hamilton Institute

19 Astor Place, New York City

Without placing me under any sort of obligation send me your book, “The Ability to Handle Men,” and full information regarding your Course and Service. (Write your name, address and business position below.)



"It Never Slips, Bill"

That is the expression you will always hear from the man that uses a

COES WRENCH

It can't slip. The tough semi-steel jaws grasp the nut or bolt head in a vice-like grip. There is no give or spread to the jaws that "chews" the nut when heavy pressure is exerted. Put all your weight on the handle. You cannot bend or break it, and the jaws will not slip.

When you buy a wrench, be sure and say—"Coes."

COES WRENCH COMPANY

Worcester, Mass., U. S. A.

Agents: J. C. McCarty & Co., 29 Murray St., New York.

John H. Graham & Co., 113 Chambers St., New York.

Many pieces of copy are not so fictitious. These are best illustrated with photographs of live models. Men, women and children of any age or type can be secured to act the picture for illustrating the story in the advertisement.

Many railroad men will look at the Coe's Wrench advertisement as it now stands and say, "None of the boys ever said that." Whereas a real photograph of two of "the boys" would have helped to prove that "the boys" did say so. Your message is much more convincing with photographs of live models.

With an ordinary kodak and a few hours' time, a photograph of two real railroad men could have been secured for the same cost as the drawing used in the Coe's wrench advertisement.

If you do not as yet believe that real live model photographs are the coming thing in advertising just look at the boy and cake picture.

I have never seen a drawing of a boy that could compare with this photograph for real action. This is a perfect piece of acting and only a few parents will miss it.

Swift & Co. once ran a series of advertisements which used dealers' photographs and their testimonials. The one shown here has been in my data files for some time.



As an idea this scheme has great possibilities when it can be used in the dealer's locality. Mrs. Jones will be interested to see the likeness of her tradesman whether she admires him or his methods or not. Mr. Tradesman will get a warmer feeling for the advertiser also. His picture in the papers is no small event! Most of us are human.

Live people are interested in other live people. This is partly why the movies are more popular than the art galleries.

My idea of an ideal illustration is that used in the Hammermill Bond advertisement. This is a photograph in the foreground, and a crayon drawing background put in by an artist. This is the best method because the background can be subdued in the picture and the emphasis placed on the photograph of model with the goods.

Many photographs and pictures have no contrast between the background and the picture itself. This produces a flat and uninteresting whole.

When it comes to showing the goods themselves, try to use a real photograph with as little retouching as possible. This is seldom possible, however, because most advertisers want to see their goods idealized.



"It is not necessary to parboil this ham before broiling or frying"

John Clark

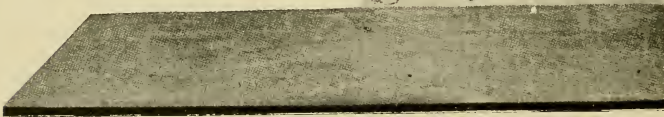
Potter's Grocery & Market
3532 Indiana Avenue Chicago

"Swift's Premium" Ham

Put "Swift's Premium Ham" directly into the frying pan or onto the broiler, and it will retain its original delightful flavor and will not be salty. Try it.

Swift & Company

U. S. A.





Written by a
Treasurer

“They call me a Tightwad”

We have a lot of young enthusiasts running departments, who would drive us into bankruptcy in a year if I didn't pose them on the carpet about once a month and put the fear of the Bank Balance into their souls. The President is the worst of the lot. “Get results!” he yells; “hang the cost.”

The advertising manager, in his expansive, free handed way, was going to send out one hundred thousand form letters on our best, lithographed, 18c a pound stationery. After a few kind words from me, he found a splendid paper, firm and fine in texture, with a quality feel and rattle, that costs less than 9c a pound, east of the Mississippi. We didn't save any money for he sent out twice as many letters instead. That shows what I have to contend

with. The paper is Hammermill Bond and the form letters are pulling fine.

A Treasurer

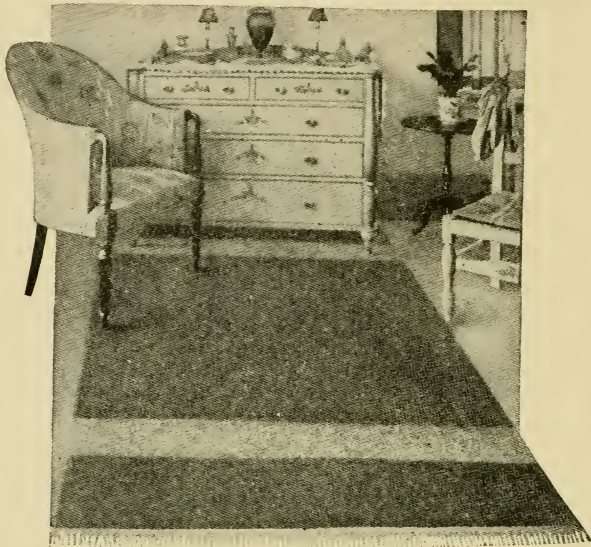
HAMMERMILL BOND

Send for a valuable book, “The Signal System,” and for a big portfolio of samples in 12 colors, including forms, letterheads, etc., suited to your business. Please mention your business and position.

HAMMERMILL PAPER CO., ERIE, PA.



Also made in
10c tablets by
Western
Tablet Co.
St. Joseph,
Mo.



*Send for cata-
logue with actual
color plates*



*Mills at
Duluth
Minnesota*

IN A HUNDRED COLOR COMBINATIONS

Klearflax Linen Rugs add a new and distinctive touch to every room. They are made in pleasing color combinations, and decorators are now using them extensively. They lie flat, won't wrinkle like other rugs. Reversible and washable. Outwear the old kind.

WESTERN RUG CO., 212 Fifth Ave., New York

The Klearflax Rugs advertisement is one case where very little retouching has been used. The furniture in the background furnishes a natural setting for the rug and adds wonderfully to the interest in the entire picture.

There are six methods of making a halftone:

They are the Square,
Silhouette,
Vignette,
Phantom,
High light,
Combination.

The Valspar picture is a square halftone.

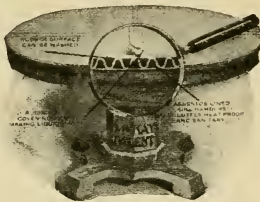
The Klearflax picture is a silhouette halftone.

The McKay Table Pad advertisement uses a vignette back of the table.

Vignettes are supposed to fade the picture into the paper. On the fast moving presses which print magazines the fading scheme is seldom successful. It seldom gives good results.

For letterpress, booklet and catalogue work, where the presses move more slowly and more time is taken to make the plate ready to print, the results are excellent.

The two portraits shown give an idea for something that can be substituted for a real vignette.



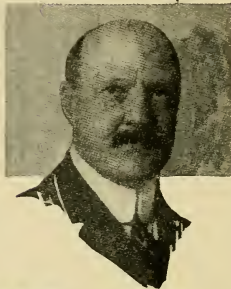
★ **McKAY Ventilated Table Pad**
Spill a Gallon of Hot Gravy

on the surface of a McKAY Table Pad, and not a drop of it will reach your table, nor will any of it be absorbed by the pad. When your meal is over, the surface of the pad may be washed clean with soap and water, or a wet cloth without removing it from the table and not a trace of the liquid will remain. This is but ONE of the exclusive features of this pad. Asbestos lined air chambers throughout the body of the pad, providing a circulation of air that absorbs and carries away the heat, keeping the pad dry and sanitary, and at the same time entirely heat-proof. By simply inverting the pad, the beautiful felt (or flannel) bottom makes an excellent card table out of your dining table. A positive guarantee that your table will not be injured by heat or hot liquids while covered by a McKAY TABLE PAD.

Leaves and luncheon mats made in the same manner. Do not buy your table pad or luncheon mats until you have seen these. *ACCEPT NO SUBSTITUTE.*

Write us for samples, booklet, etc.

LYDON BRICHER MFG. CO.
 231 Central Ave., Minneapolis, Minn.



Cool silky gauze that wears

Imagine how delightfully cool your foot would be with only half-an-ounce of sock on it. Yet you can enjoy this cool comfort without giving up good wear if you get

No. 599—Only 25c

(East of Rocky Mountains)

This gauze sock is so completely reinforced every place where there is wear, that it gives surprisingly long service. Its silken, soft finish makes a handsome appearance on the foot. No. 599 will prove that you can get good wear in a gauze sock.

Order some direct from us, if you don't know of a nearby Iron Clad dealer—we send package postpaid. Colors: Black, White, Heliotrope, Dark Grey and Palm Beach. (These colors are made with aniline dyes and fully covered by our "Iron Clad Guarantee.") Sizes 9 to 11½. Price 25c, east of Rocky Mountains. Be sure to state size and colors wanted.

You ought to have our handsome catalog—not an ordinary booklet, but a splendidly printed display of Iron Clads for the whole family. Illustrations in full colors; write for free copy.

COOPER, WELLS & CO.
 212 Vine Street, St. Joseph, Mich.



FREE!
 Send for handsome Iron Clad catalog in 16 colors

This sharp, hand-tooled finish always reproduces well.

The Iron Clad hosiery advertisement utilizes the phantom halftone. So does the McKay Table Pad advertisement.

Phantom halftones are sometimes the work of the artist on the drawing and sometimes the manipulation of a regulation halftone picture by the engraver. It always requires close coöperation between artist and engraver.

The phantom effect can be produced entirely in line. This fact is proven in the Auster Tenneau Shield advertisement.

The gray shoe line which gives the phantom effect in the Iron Clad hosiery advertisement is partly silhouette halftone and partly high-light halftone.

The background of the White Horse Scotch advertisement is a high-light halftone.

This method is a line drawing in black ink on white paper. Then a cut is made, using a halftone screen of dots between the drawing and the plate which chops the lines into dots. The plate is then etched to a depth that will produce the desired gray color.

These exhibits do not reproduce very clearly because it is very difficult and seldom satis-

AN IDEAL GIFT FOR A MOTORIST

Every touring car owner will appreciate this perfect tonneau shield, which affords complete protection from dust, wind and backdraught for those in the rear seats. There is no better gift for your motorist friend than an

AUSTER TONNEAU SHIELD

And why not equip your own car? You protect your chauffeur with a front shield—why not provide all-the-year comfort for yourself, your family and your guests in the tonneau?

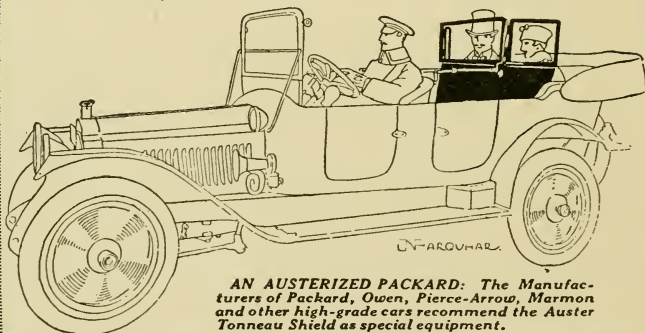
It is easily attached to any car, old or new. It folds up out of the way when not wanted, but is ready for instant use when needed. It allows you to enjoy the sun while completely sheltered from the wind, or, with the top up, you are closed in securely from the worst of storms.

The Auster Tonneau Shield is sold on a 15 day trial basis. Write for Special Pamphlet No. 1302, or apply at either address for practical demonstration.

FRYER-AUSTER COMPANY

Sole American Manufacturers and Owners
Main Office and Factory
19 Pine Street
Providence, R. I.

New York Show Rooms
1733 Broadway
New York City, N. Y.



AN AUSTERIZED PACKARD: The Manufacturers of Packard, Owen, Pierce-Arrow, Marmon and other high-grade cars recommend the Auster Tonneau Shield as special equipment.

White Horse Scotch

Famous since 1742



THE OLD INN OF THE
WHITE HORSE CELLAR

ALL that are desirous to pass from EDINBURGH to LONDON, or any other place on their road, let them repair to the WHITE HORSE CELLAR, in EDINBURGH, at which place they may be received in a STAGE COACH every MONDAY and FRIDAY, which performs the whole journey in eight days (if God permits), and sets forth at five in the morning.

Allowing each passenger 14 pounds weight, and all above, 6 pence per pound.

February, 1754.

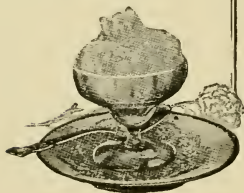
MACKIE & COY, Distillers, Ltd.
GLASGOW and LONDON
HENRY E. GOURD, Agent, U.S.A.



The delicate orchids which yield the vanilla bean are sometimes destroyed by tropical hurricanes—as was the 1915 crop—and sometimes injured by other causes. Only second grade beans are produced during such years. As none but the first grade is used in Burnett's Vanilla, a reserve stock is kept to assure its uniform high quality.

Syrian Parfait

Scald 1 pint cream and let it stand $\frac{1}{2}$ hour, on $\frac{1}{4}$ lb. fresh ground coffee. Cream yolks of 6 eggs with $\frac{1}{4}$ lb. sugar. Beat well, add coffee mixture and stir to creaminess over boiling water. Strain, add $\frac{1}{2}$ pint cream and 2 teaspoonfuls Burnett's Vanilla. Beat over ice and freeze.



What you should get in your Vanilla

You should get that rare and wonderful flavor which Nature puts into just one kind of vanilla bean—that grown in the mountain valleys of Mexico. All the efforts of science to cultivate vanilla elsewhere have failed to produce the equal of the bean grown in that favored spot and cured by the slow native process. No maker of cheap extracts can afford to use these beans, even though enough of them were to be had. This rare crop is small and over one-half of its choicest is used in

Burnett's VANILLA

For desserts, in which flavor is all important, it is surely shortsighted to use anything but the best flavoring. The exquisite delicacy and concentrated goodness of Burnett's Vanilla have made it the standard among discriminating cooks for three generations.

DESSERT BOOK — FREE

Send us your grocer's name and we will mail you a copy of "115 Dainty Desserts." It is interesting and helpful.

Joseph Burnett Company
36 India St., Boston, Mass.

factory to make a halftone from a halftone. The screen in the halftone being used for copy crosses with the screen in the cut being made from this copy and produces a calico effect, which is a good point to remember in sending copy to an engraver. I believe, however, that the reader will be able to distinguish the different methods.

The Burnett Vanilla advertisement is a combination halftone—part halftone and part line cut all in one plate. This entire advertisement is an excellent example of the Forceful Educational style. The pictures, the lettering and the arrangement are all in excellent taste and the message is clear cut and convincing.

The Phoenix Silk Hosiery advertisement is also a combination halftone. The faces, feet and hands are in halftone, the rest is line work. A regulation black and white drawing of the lettering is made and the engraver makes a positive instead of a negative which produces white on black instead of black on white.

Black backgrounds, unless the lettering is proportionately large, will be hard to read. Anything hard to read may be pretty but it is seldom good advertising.

There is one unailing way to secure
hosiery satisfaction no matter
what manufacturing difficulties exist.

Unusual wear, the purity and quality
of silk and dye are assured at all times
by insisting upon

PHOENIX SILK HOSE

Right now, more than ever before, your
certainty of an unvarying high standard
is the trade-mark PHOENIX on your
hosiery.



Mens 50⁺ to 150 pair
Womens 75⁺ to 350 pair

Misses 75⁺ pair
Infants & Childrens
75⁺ to 1 pair

Made in U.S.A.
by the
Phoenix
Knitting
Works
Milwaukee

Comfort SPORTSMAN'S FIRST ESSENTIAL

Feet Stand Hardest Knocks. Protect Them With

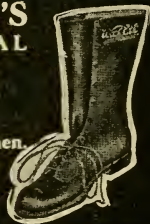
Witch-Elk Boots

Lightest, easiest boot made. All heights for men and women.

Ask dealer to order pair or
write for Catalog 0

We make a strong line of Golf,
Tennis and Yachting Shoes.

Witchell-Sheill Company, - DETROIT MICHIGAN



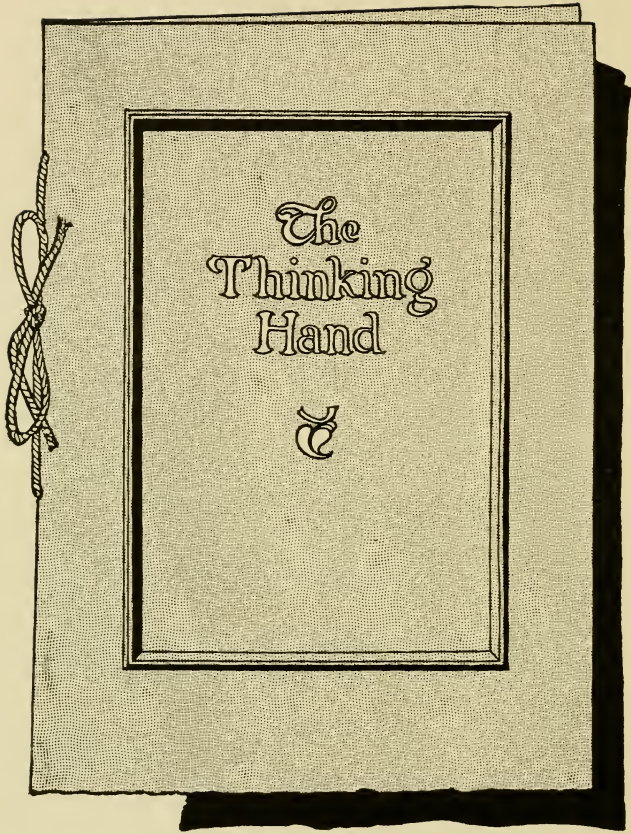
The artist has gone over all of the photograph in the Phoenix Silk Hosiery advertisement except the hands, faces and hose with a special shadow treatment. This is an excellent idea because it focuses the attention on the goods advertised, and this particular shading is very attractive to the casual reader.

Such devices as these help the engraver to give a wide variety of effects with the six halftone methods.

The Witch-Elk Boots advertisement proves that type can also be shown white on black as well as handlettering. It is seldom as satisfactory however. One or two words of white on black will usually turn out very well and be very distinctive. This method is most effective when used sparingly. The better magazines, however, stipple (or gray) any black cuts and this often makes a very unsatisfactory result.

A good use of a black background is shown in The Liberty Paper Company advertisement on page 35. This is really a reverse plate—a cut made from a proof of the type line and made white on black instead of black on white.

A clean, sharp line cut is the best possible picture for newspaper advertisements. Halftones in newspapers should be avoided.



The
Thinking
Hand



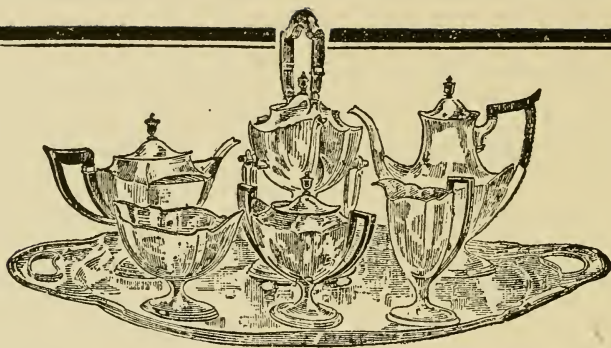
Where possible, make a silver print from the photograph and then make a line drawing from this silver print. From this a line cut can be made, and in the making the shades and tones which will give the gray halftone effect can be put into the cut by use of the Ben Day treatment.

By this treatment, regular and irregular dots, lines at all angles, textures and spatters can be put into various parts of the line cut. And the cut will print on any kind of paper.

The cut of the book "A Thinking Hand" shows one style Ben Day dot put over all except the lettering. This dot effect could just as well have been a fancy texture, a series of vertical or horizontal lines or one of many other designs. It would also be possible to use several of the Ben Day patterns on this one cut. Some cuts have as many as a dozen Ben Day designs. Ask your engraver to show Ben Day samples.

You can take an ordinary line cut and put a different texture or screen in various parts of it. This will produce a gray halftone effect that is sure to print on any paper.

The Packard advertisement shown in the Chapter "The Classification of Type Faces" has a Ben Day border.



How to Buy a Tea Set

Two hundred patterns in tea sets! Suppose you could see them all together — wouldn't it help you to find exactly the set you are looking for?

You can see them all together at the Gorham stores. You may compare and price them in an absolutely unhurried way.

Patterns range from simple Colonial and Georgian designs to the elaborate silverware of the Louis XV and Louis XVI periods. You may thus secure a tea set that will harmonize with any dining room or drawing room. Prices from \$105 to \$5075.

Many excellent effects for newspaper advertisements are obtained, however, without the use of any special treatment of the line cut. Some artists make a specialty of line drawings, and the detail and color that they can get into a picture are remarkable.

The Gorham Company once ran a series of silverware advertisements which had some sharp, clean, and most distinctive line cuts. One of this series is shown in this chapter.

The Creange & Walter is another clean-cut and distinctive example. Here the entire work has been done by the artist. The entire advertisement is so clean, so well-balanced and so different, that it stands more than an even chance of getting a reading,

As a final exhibit to show what wonders can be done in lines only one of Franklin Booth's drawings for the Æolian Company is reproduced.

This is not a woodcut but a woodcut effect.

I wonder why more woodcuts are not used. At one time they were the only cuts used, and it seems strange that advertising men do not use them more often even now. They are surprisingly inexpensive.

The subject of a woodcut is drawn or traced on hard, specially prepared wood, and then all of

the wood around these lines is cut away. This leaves the shading and sharpness in the hands of the engraver. For clean, fine lines, that combine well with the Forceful Educational style and the Handlettered style, woodcuts offer an excellent medium for obtaining novel beauty.

Ask your engraver about woodcuts when you are on the "path" for something different.



Bellows — Italic Flared Carved
Regular \$17.50. Now \$15.15



Lamp and Shade. Hand Painted Parchment. Lacquered Wood.
Regular \$33.00. Now \$39.50



Venetian Glass Fruit or Flower Bowl
Regular \$21.00. Now \$16.45



Dinner Service. Open Stock. Ch. Fred Haviland Artistic Gold and Green Border. 107 Pieces
Regular \$90.00. Now \$68.70

CREANGE & WALTER



Les Arts Industriels

China Leather Glass Wood

As we opened here late in November, everything in stock is new and of the latest design.

Stormy weather last week having prevented many from visiting this unique shop, we shall continue for another week our special introductory sale

at very decided reductions

Handsome dinner sets in great variety, from the world famous potteries of England, France, and Italy, are features for this week. A great part of the decorated ware is in open stock.

A brilliant display of beautiful Venetian glass is ready — bowls, fruits, baskets — opalescent, bright colored, and stunning white and black.

Parchment lamp shades are meeting with great favor, and the lighting fixtures we show are most unusual and effective.

Tooled leather, which, covering an 18K gold base, gleams ruddily, is fashioned into lovely jewel boxes, portfolios, hand mirrors, photograph frames, and stationery sets.

Many of the articles which we offer are exclusive and can be obtained here only.

Come and see us.

CREANGE & WALTER
Anderson Galleries Bldg.
17 East 40th St., New York



Crystal Glass Service. In-crusted Coin Gold Border. Cus Stem. 60 Pieces.
Regular \$99.50. Now \$64.70

Service Plates. Rich Paste Gold Design on Ivory Between Two Acid Gold Borders. Royal Crown Hobnberg
Regular \$65.00. Now \$46.50

Tooled Leather Picture Frames, Rich and Original.
Regular \$16.50. Now \$12.35

Tooled Leather Stationery Box, Silk Lined.
Regular \$19.00. Now \$32.50

English Rock Crystal Vase. Beautifully Engraved, 14 inches to height.
Regular \$7.00. Now \$5.45



After Dinner Coffee Service. Royal Worcester. Black and White Design. 15 Pieces.
Regular \$100.00. Now \$14.25

Floating Garden. English Rock Crystal, Water Lily Design, 16 inches in diameter.
Regular \$10.50. Now \$6.50

Service Plates. Limoges Châss. Fall Iccrustrated Rim.
Regular \$35.00. Now \$42.50

Individual Breakfast Set, 20 Trays; English Châss; Complete, 12 Pieces.
Regular \$12.50. Now \$9.50

Crystal Service Plates. Beautiful Gold or Silver Border With 3 Letters Engraved.
Regular \$74.00. Now \$65.00

Limoges China Dinner Service. Artistic Border Decoration, Opaco Stock, 107 Pieces.
Regular \$51.75. Now \$36.70

Hock Glasses. Heavy Coin Gold Design.
Regular \$19.00. Now \$14.25

Crystal, Oyster or Soup Plates. Handsomely Engraved.
Regular \$58.00. Now \$49.50



Parlor Scene

The Vocalion's sweet tone answers your mood—it is as though you were singing

CHAPTER VIII

COMBINING PICTURES AND TYPE FACES

SOME advertisement builders concern themselves entirely too much with art work, and others concern themselves too much about the type face they intend using.

A proper appreciation of values of each and a happy medium is the most desirable trait in a well-rounded advertisement builder.

An advertisement may contain a beautiful illustration and yet be disorganized and uninteresting—one weak in sales-effect.

Again the type faces selected for an advertisement may be modern to the *n*th degree and perhaps easily read, but the advertisement does not have a clean-cut, finished, sales-producing appearance.

The method followed by the more successful advertisement builders is to plan the whole advertisement and make the type suit the illustration, or vice versa.

The kind of advertisement you are building should determine what style of illustration as well

*Hither in summer evenings you repair
To taste the freshness of the purer air*
—Dryden

BEAUTY, grace, and joyful exhilaration become a happy realization when the rhythmic movement of the dance is accompanied by gently swaying breezes from a G-E ELECTRIC FAN.

The G-E ELECTRIC FAN is the result of twenty years of experience in finding methods of doing things the *right* way. It has the oscillating motion that most naturally and effectively distributes the air currents.

It is so scientifically built as to parts, so perfectly balanced as to avoiding vibration, that its endurance assures a lifetime of service.

Add to this efficiency, its economy—it can be run from *three to four hours for one cent*—and you have described the G-E Fan. Let the nearest electrical dealer or your lighting company show you one today.

Always look for the big G-E Trade Mark on the face of the fan. It is a guarantee.

GENERAL ELECTRIC COMPANY

Largest Electrical Manufacturer in the World

Sales offices in
all large cities

The Corporation of Excellence
in Goods and Service

Agencies
Everywhere



4990

as what type face to use. By referring again to Chapter II notice the type and pictures used for each style.

Starting with the light-toned, fairy-like picture (which came into being because of the product and the season in which it was advertised), the builder of the General Electric advertisement could not have selected a more appropriate type face. The complete advertisement is simply the Passive Educational style with illustration, and the most perfect example, when product and season of publication are considered, that I have ever seen.

The Universal Portland Cement advertisement is another Passive Educational style with illustration.

Owing, however, to the fact that the photograph here is darker in color than the picture in the General Electric advertisement, a heavier type has been wisely used. This Della Robbia type has characteristics that blend beautifully with the spatter Ben Day border and the softness of the road shown in the picture.

The principles of construction of both the General Electric and the Universal Portland advertisements are identical. In the latter, however, the type face is heavier, and as the picture could



Concrete Road—
Highland Park Ill

WHY should the country roads be impassable in winter? Why should the officials who are building and repairing the roads at your expense put your money into dirt or macadam roads? **CONCRETE** roads are comparatively low in first cost, hard, smooth and dustless. They are permanent because—

They are not affected by weather, traffic, or foreign material tracked upon them. Alternate freezing and thawing have no effect on them.

Heat does not soften the binder, permitting it to flow.

Cold does not make it brittle, permitting it to chip.

If you are interested in the solution of the good roads problem send for our free booklet on the use of concrete in road construction.

UNIVERSAL PORTLAND CEMENT CO.

CHICAGO PITTSBURGH MINNEAPOLIS

Plants at Chicago and Pittsburgh :: :: Annual Output 12,000,000 Barrels

not be changed the other feature, the type, was chosen to fit this.

There are only a few advertisements that are as "smooth" in color as these two. This harmonious and beautifully blended style is the growing idea among advertisement builders, but at this writing the pioneers only have the field.

The irregular style of type combined with the irregular illustration and the irregular lettering make an excellent combination in the Roamer automobile advertisement.

The Forceful Educational style of advertisement must have a heading or some contrasting feature. Nevertheless this contrast need not be glaring and cheap.

The heading and picture in the Dodge Brothers advertisement are both decidedly bold yet the complete result is harmonious and pleasing. The slightly heavy tone of the Bookman Old Style type used for the body of this advertisement is neither bold nor light, therefore it blends beautifully with the white space and bold portions of the advertisement and also helps relieve the dense blackness of the illustration.

This Bookman Old Style type also lends an air of reliability to the advertisement and the product because of its clean-cut, sturdy features.

IN a gown by Paquin or Premet the quality of the materials is taken for granted—your interest centers itself on the felicity of the design. The same holds true of the ROAMER—it is built to satisfy an ideal, not to meet a price; and while it has the mechanical genuineness of automobiles selling well above its price, its appearance is like no other car built in this country today.

The Roamer

America's Smartest Car

For the first time in the history of American automobile building it is now possible to secure a properly weighted motor car which has all the distinction of such foreign cars as a Rolls-Royce or Simplex, of a Fiat or Lancia, of an Isotta Fraschini or a De Dion Bouton. For the first time in the ROAMER, the choice of color of body, upholstery and top are made entirely a matter of your personal taste. And for the first time, the purchase price makes ownership plausible for most of us:

THE SPECIFICATIONS: Roamer-Rutenber high speed motor, six cylinders; Bosch high tension magneto; Roamer-Stromberg carbureter; Bijur starting and lighting; Borg & Beck clutch; Willard storage battery; Grant-Lees transmission; Roamer-Hess axles; Guernsey ball bearings (large size); Warner Autometer, Warner electric clock; Stewart-Warner warning signal; Houk wire wheels; hand buffed leather upholstery; Sulzberger highest grade hair in upholstery, with Marshall cushion springs; highest class domestic and imported motor cloth top materials; Boyce motometer; Good-year cord tires. The ROAMER has the completest equipment, including an extra wire wheel. It is priced at \$1850.

A BOOK ABOUT THE ROAMER

We would thank you to send for a beautifully illustrated brochure which tells much more about the ROAMER than is possible here. An immediate request precludes any danger of forgetting to send for it.

The Barley Motor Car Co.,
Streator, Illinois





DODGE BROTHERS WINTER CAR

Of standard limousine height, the body has ample headroom; the doors open readily and swing wide, affording easy entrance and exit.

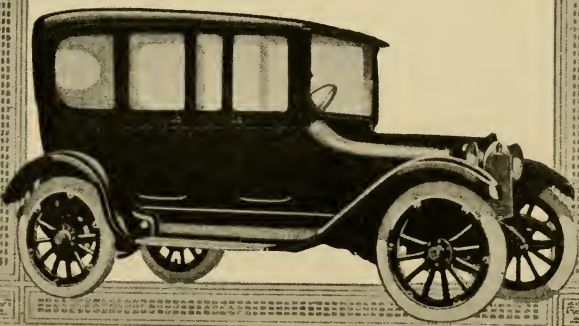
These and many other details complete the comfort and enjoyment of this weatherproof Winter car, which in the Spring is quickly changed back to the open touring car or roadster.

The motor is 30-35 horsepower

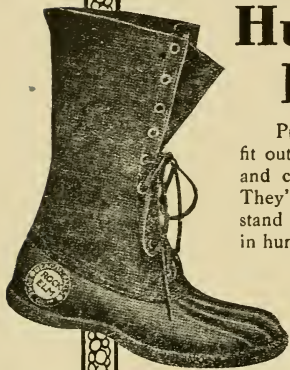
The price of the Winter Touring Car or Roadster, complete, including regular mohair top, is \$950 (f. o. b. Detroit)

Canadian price \$1335 (add freight from Detroit)

DODGE BROTHERS, DETROIT



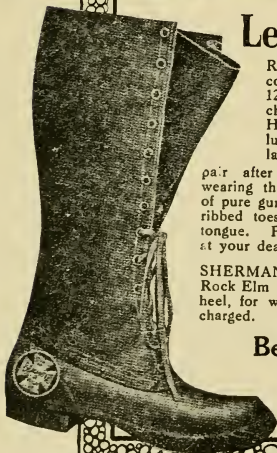
Husky Shoes For Rough Work



Put your foot into comfort the next time you fit out for the woods. Get into a pair of our wet and cold excluders—*Beacon Falls Leather Tops*. They're roomy, not clumsy; even balanced and stand a tremendous amount of hard outdoor service in hunting or logging camp, in marsh, on farm. The rubber is new, fresh, elastic. *We sell no old stock*. They are heavily reinforced at every point where strain and stress are liable to weaken them. Thousands put their confidence in

BEACON  **FALLS**
LOOK FOR THE CROSS

Leather Top Rubber Shoes



ROCK ELM—This beauty comes in six heights, 8, 10, 12, 14, 16 and 18 inch with chrome leather top. No heel. Heavy rolled sole. Absolutely waterproof—a good laster. You'll buy a second pair after you've had hard work wearing the first out. Uppers made of pure gum extra strengthened with ribbed toes. Rawhide laces—bellows tongue. Price about \$4.50 for 10 inch at your dealer's.

SHERMAN—This is identical with Rock Elm except it has a solid rubber heel, for which 25c extra a pair is charged.

MANITOBA—This shoe is warranted not to crack or split. Nearly snag-proof. Uppers are extra quality gum forced under great pressure while warm into duck. Rolled soles of pure gum. Rubber heel. Chrome top. Rawhide laces. In 8, 10, 12, 14 and 16 inch. Price for 10 inch at your dealer's about \$4.50.

If your dealer hasn't them, write us his name. We'll supply you. Look for the "Cross" to be sure you get "Beacon Falls." It's your safeguard for quality. Booklet () is waiting for you. Tells about rubber footwear for sportsmen and outdoors. Send for your copy now.

Beacon Falls Rubber Shoe Co.
BEACON FALLS, CONN.

NEW YORK
106 Dunne St.

CHICAGO
307 W. Monroe St.

BOSTON
241 Congress St.

Compare the Beacon Falls advertisement with the Dodge Brothers advertisement.

The contrast is greater in the Beacon Falls advertisement owing to the use of a lighter faced body type and the extremely heavy Winchell series for the headings. This is not a criticism of the Beacon Falls display, because this advertisement was undoubtedly used in a list of papers where strong contrast was desired. Most of the other advertisements in the same publication where the Beacon Falls advertisement appeared used extreme contrast and the readers were accustomed to extreme contrasts. Hence the treatment of the Beacon Falls advertisement.

The problem resolves itself into the choice of either harmonious beauty or contrasting strength in type face and illustration. It all depends on the plan, the product and the medium, as to which method is the most effective as a sales-agent.

When the ultimate consumer is properly considered and correctly analyzed, I can hardly see any reason for the choice of type and letter used in the Gillette advertisement.

If the first heading were omitted and the cut with band behind it moved to top of the advertisement, the result would not be so crowded and unrelated.

Welcomed by Women Everywhere

The Happy
Thought
in Gifts



"In French Ivory
and Gold"—14K.
Gold Plate, in case
of French Ivory
lined with velvet
and satin—your
choice of Purple,
Old Rose, Green or Old Gold.

Price
\$5

Milady Décolleté Gillette

A GIFT that is new,
unique, very
much up to date.
A beautiful addition to
Milady's toilet table—
and one that solves an
embarrassing personal
problem.

Milady Décolleté
Gillette is welcomed
by women everywhere

—now that a feature
of good dressing and
good grooming is to
keep the underarm
white and smooth.

You can see it in the leading
department stores, in drug
stores, jewelry and hardware
stores.

Ask your dealer—have him
get it—or send *direct to us*.
Say which color you prefer in
lining of case.

The price is \$5.

GILLETTE SAFETY RAZOR COMPANY
BOSTON



Price
\$5

Milady Décollete Gillette



The Happy Thought in Gifts



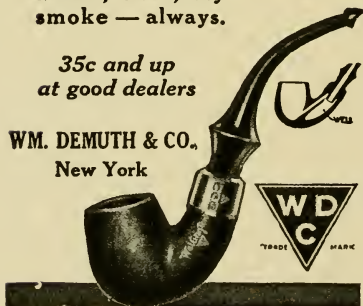
At work and at play,
out-doors and in, many
and many a man's best
friend is his Wellington
Pipe. Get yours.

The
Wellington
THE UNIVERSAL PIPE

is made of genuine French
Briar with a solid vulcanite
bit. Its well catches all
moisture — insures
a cool, clean, dry
smoke — always.

*35c and up
at good dealers*

WM. DEMUTH & CO.,
New York



In order to balance the cut at top, a band of gray could be run across the bottom of the advertisement one-half the width of top band. In this band at bottom could be a white panel with the wording, "The Happy Thought in Gifts."

Then take the small descriptive matter and put in a panel where the wording above is now. This would relieve the entire advertisement of the congested appearance that is not in harmony with the copy.

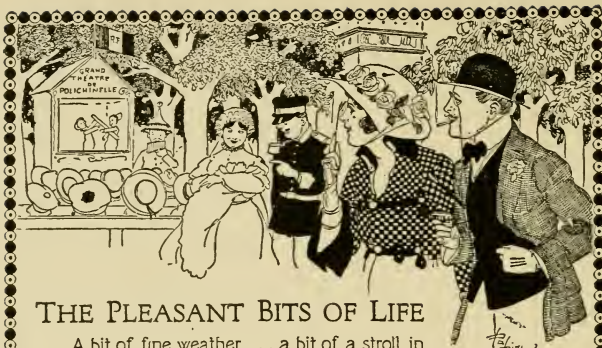
Instead of the heavy type for the reading matter I would suggest the same Della Robbia type as used on the Universal Portland Cement advertisement. This Della Robbia type is widely used and very appropriate for all advertisements of products sold to women.

The picture in the Gillette advertisement is excellent and the border is in keeping with the season of publication, but the finished result is not attractive to the audience appealed to, owing to the bold body type, the superfluous first heading and the crowded appearance.

I have tried to make a revision that corrects the faults outlined.

Do not infer from this that I do not approve of bold body type. It is simply a matter of fitness.

Wellington Pipe advertisement may be consid-



THE PLEASANT BITS OF LIFE

A bit of fine weather . . . a bit of a stroll in the Champs Elysees . . . a bit of love making, of leisure, of lightheartedness. Above all, a bit of a cigarette, hand-rolled, in the paper Riz La Croix.

These are but bits of life and laughter . . . but, *ma foi*, what a pleasant life it is! Life in a spangle of sunshine . . . *quelle vie, mes enfants!*

RIZ LA

(Pronounced: REE-LAH-KROY)

FAMOUS CIGARETTE PAPERS

are to be seen everywhere in the sunshine moments of happy days. They are the light little, tight little wrappers in which the picture of life rolls his golden grains of joy, through which he puffs his aromatic cloudlets of content.

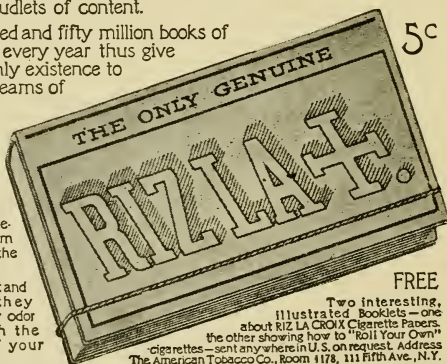
One hundred and fifty million books of such papers every year thus give up their earthly existence to aid men's dreams of paradise.

RizLaCroix bring pleasure because:

They are strong.

They are adhesive. Made from flax-born linen, the edges adhere.

They are light and thin. When they burn, no paper odor mingles with the fragrance of your tobacco.



FREE

Two interesting, illustrated booklets—one about RIZ LA CROIX Cigarette Papers, the other showing how to "Roll Your Own" cigarettes—sent anywhere in U.S. on request. Address The American Tobacco Co., Room 1178, 111 Fifth Ave., N.Y.

ered too black but I cannot agree to this. It may not be a perfect piece of work, but, with the material at hand, the builder of this advertisement has builded well. Lighter faced type would have made the top and bottom of this advertisement seem heavier and more disconnected. The bold name plate and the bold pictures are now tied together and the entire advertisement relieved of a spotty appearance through the use of the bold body type.

In a book of this kind it is almost impossible to collect all the various types of art work and show all the various type faces that can be used to advantage with them.

There is, however, one advertisement that I have saved that is an excellent example of the harmonious in the style of art and the type face. I refer to the particular Riz La Croix advertisement shown here. With the exception of the two all-capital lines, the reading matter of this advertisement is Cadmus, a type face seldom used but wonderfully appropriate to the French style of illustration in this advertisement. There are a number of other faces that would be satisfactory for this copy, but the Cadmus type is not only pleasing but distinctive owing to its restricted use.

A type foundry specimen book is a handy thing to have around when you have to have something novel or something different and yet in harmony with the drawings used.

Your printer may not always have the type you select for an advertisement but the author is convinced that to secure an effect like that of the Riz La Croix advertisement is worth buying a special face of type from the foundry.

Many local advertisers do buy and use special type faces for all their advertising. In this way they obtain distinctiveness and a reputation for individuality.

Some time ago I came across what I consider the criterion of unique distinctiveness in a local advertisement. It is the Gano-Downs advertisement shown on page 85.

This copy has a distinctive type face—Tabard—a distinctive border—dot and dash—and a distinctive illustration. They all have the same characteristics, and consequently the result is beautiful and interesting. Notice the handling of the display. Some advertisers consider that two faces of type are necessary for contrast. The Gano-Downs has harmonious contrast and is a striking combination, which will dominate any newspaper space, and only one type face.

What do you think of the "Gillette Razor 'Beau Brummel'" advertisement? Does this strike you as an excellent combining of picture and type? I like it very much. There is a series of these advertisements and they are interesting in make-up and copy. The type used is Cheltenham Medium.

This chapter would not be complete without a showing of the Kleinert Dress Shield advertisement. Here is a very delicate subject handled in a very bold manner and the entire composition of picture and type is very harmonious. Whether its heavy color will be repellent to the average woman reader is hard to say. There is, however, no disputing the distinctiveness of this advertisement. It is worthy of serious study.

In conclusion: The plan determines the style of advertisement and the audience and medium determines whether you must make this style bold throughout for harmony, or light in tone throughout for harmony. Perhaps the plan determines bold headings for contrast with body matter (the Forceful Educational style). Maybe the contrast should be restrained as in the Beau Brummel advertisement, or loud as in the Beacon Falls advertisement, or average contrast as in the Quaker Oats advertisement shown in the chapter "The Kinds of Advertisements."

BEAU BRUMMEL

a Single hair annoyed him



THAT greatest dandy of all times, Beau Brummel, set great value on the smoothness of his face. After shaving,

his custom was to go over his face with a pair of nippers. Hairs that survived the razor were pulled out by the roots.

Brummel was famous for his grooming at a time when good grooming was the exception and defects were covered with patches and paint.

Today in any gathering of business men you will see the freshness of face and ruddiness of skin that is due to the tonic effect of a daily Gillette shave.

Just lather briskly, rub in well: use the Gillette with an angle stroke: dip the face in cool water and pat dry with a soft towel.

A Gillette shave is quick and cool, safe and sanitary. It is velvet-smooth, no matter how wiry the beard or tender the skin. Adjust the handle for a light or a close shave. A keen, fresh blade is always ready. No stropping—no honing. Prices \$5 to \$50. Blades 50c to \$1. the packet. Dealers everywhere.

GILLETTE SAFETY RAZOR CO.
BOSTON, MASS.





Kleinert's
TUPAIR
BRASSIERE GARMENT SHIELD

Fresh Dress Shields every morning—this is possible if you wear the Tupair Brassiere Garment Shield.

It is a perfect bust-supporting Brassiere equipped with two pairs of Kleinert's guaranteed Dress Shields which button on and off so that the changing from one pair of Shields to the other takes but a moment's time.

Perfect dress protection with all the advantages of a perfect Brassiere are combined in this garment as in no other.

Ask to see the Tupair—a perfect-fitting Brassiere and two pairs of Kleinert's guaranteed Dress Shields for \$1.00—all sizes.

Made by the
Makers of the famous Gem Dress Shields

CHAPTER IX

BORDERS

BORDERS have many uses. We are discovering new things every day about the physical features of advertising, and I trust the reader will be lenient in his criticism of my efforts to classify borders and their applications.

Here is my classification:

Borders are used to make a complete unit of an advertisement that will cause it to stand out in a page against other advertisements.

Borders are used to suggest a period of history in the goods or supply an atmosphere consistent with the goods advertised.

Borders offer an opportunity to surround the message with a distinctive mark that cannot be found in any other advertisement.

The Oriole Go-Basket advertisement uses a border that is the most efficient in modern advertisements—*Just two plain rules!* They hold the advertisement together and separate it from others on the same page, yet the border is hardly noticed! It is simple. It fills the need and does not go beyond.

Keep Baby Healthy and Contented

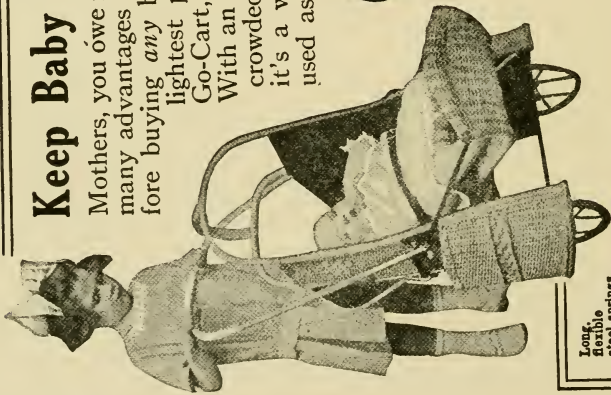
Mothers, you owe it to yourself and baby to consider the many advantages of the reclining Oriole Go-Basket before buying *any* baby conveyance. The Oriole is the lightest perambulator made and a combined

Go-Cart, High Chair, Jumper and Bassinet. With an Oriole, you can take baby with you in crowded trains, elevators and street cars, for it's a wheeler and carrier combined. When used as a carrier, the wheels of the reclining

Oriole Go-Basket

enter concealed pockets; nothing touches your clothes but the clean reed. Ask to see the Oriole Go-Basket at your dealer's. Take baby with you and let him help select one. He's sure to like it for its comfort. *You* will appreciate the Oriole for its wonderful convenience. Should your dealer not carry the Oriole, write direct for catalog, giving his name.

THE WITHROW MFG. CO., 2500 Spring Grove Ave., Cincinnati, Ohio



Long
flexible
steel springs
are used
in all joints
and jare

The Oriole Go-Basket is one of the best Forceful Educational advertisements in this book—a strong heading, a strong connecting picture and an excellent trade name design, all separated with clean, easily read type. Study it. It is a real salesman in print. No frills, no fads; just plain selling.

Now compare the Pneu-Form advertisement.

This is not a poor advertisement by any means, but it does not get the same attention as does the Oriole Go-Basket advertisement. It has a disconnected, incoherent appearance. The heading should be a trifle larger. Through the use of a size smaller body type, a border could have been used on this advertisement to as good effect as on the Oriole copy.

There are numerous advertisements similar in conception to the Richard Hudnut copy, but not quite as elaborate. This Hudnut advertisement is the most elaborate symbolical border that I have ever seen. It is expensive in first cost but most effective in creating the environment necessary to articles of this class.

To my mind the Odo-ro-no border is not symbolical of anything special as it stands. It is, however, so distinctive as to mean Odo-ro-no at first glance if used consistently. In this way it

Mail Your Figure To Your Dressmaker

While you attend to social duties that are pleasanter and less fatiguing than standing by the hour to have your gowns fitted. Instead, you can send this small box to your dressmaker, and enjoy yourself while your whole wardrobe is being made.

Pneu Form

The Pneumatic Dress Form

reproduces every curve and line of your figure—The Pneumatic Dress Form is inflated inside the fitted jacket lining, the rods are adjusted to your height—there is even a skirt marker, so that your skirt can be turned in to the proper length—and your gown, without even one try-on fits you perfectly. One form serves entire family.

THE PNEUMATIC DRESS FORM
IS GUARANTEED FOR FIVE YEARS

Should any defect develop return form to us and we will correct the defect or replace with a new form, without charge.

Written guarantee with each Pneu Form.

THIS MODEL →
\$12.50

Price that includes Skirt Marker, Skirt Form, Drafted-To-Measure Paper Lining Pattern—packed in small box and prepaid anywhere in the U. S. Write for Booklet: "My Double."

Pneumatic Dress Form Co.
561 Fifth Avenue New York





Violet Sec
TOILET WATER

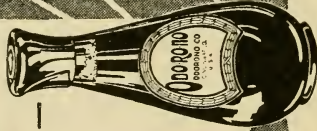
*The Violet Sec of
1914 is the supreme
achievement of
Richard Hudnut.*

RICHARD HUDNUT
NEW YORK AND PARIS

The embarrassments of excessive perspiration—

in the armpits, feet, etc., are caused by nervous overstimulation of the sweat glands. To harmlessly correct this unnatural condition, get Odo-ro-no. Two applications a week keep the parts daintily clean and naturally dry, making dress shields unnecessary. Eliminates all odor. Unscented, harmless as Witch Hazel.

Write for sample. Send 6c and your dealer's name for sample and booklet on the cause of excessive perspiration and how to correct it. Address The Oodorono Co., 303 Blair Ave., Cincinnati, Ohio.



O·D·O·R·O·N·O

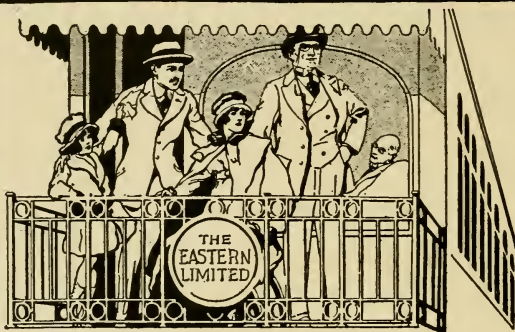
THE TOILET WATER FOR EXCESSIVE PERSPIRATION

will act to produce cumulative value that should pay the advertiser. It may be thought from these comments on the Odo-ro-no border that I encourage the use of freak borders. Not at all. A freak border is a failure nine times out of ten. This particular advertisement has character, and whenever you can produce a border with a distinctive character and use it consistently without crowding the advertisement, you are producing cumulative value and good-will.

The border in the Hotel Sherman advertisement is distinctive, but I doubt its power to produce character or cumulative value. It crowds the picture and the copy and overshadows both. This border would not be so conspicuous in a full-page advertisement—four times the size of space used without increasing the thickness of the border. But for a quarter-page it is too dominant. It is too much in evidence.

The border of an advertisement should never be so strong as to weaken the headline or picture. A border is “millinery” at best—an aid, not the chief.

The border “Save 64%” on the Sears-Roebuck advertisement has something about it that seems to say, “Read the next one, see if we are all alike.” Nine people in ten will read the border



A Pleasant Memory

" And when you leave the Hotel Sherman, it will be with regret, tempered by fond anticipation of the happy day when you can return."—*Elbert Hubbard.*

Hotel Sherman CHICAGO

Rooms with bath \$2.00 upward.

The Ice Skating Exhibitions in the College Inn, Hotel Sherman, are responsible for the present revival of Ice Skating throughout America.

Randolph Street at Clark
The center of the city's life

Send for free color reproduction of the famous painting by Maxfield Parrish, "Sing a Song of Six Pence."

HOTEL SHERMAN COMPANY

save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64%

We want you to see for yourselves what the "Handy Volume" Britannica is like

Sign the coupon on this page and we will send you a pamphlet that gives you all you can know about the books without actually seeing them. It contains color reproductions of different bindings, sample pages of text and illustrations, information about the price—cash or instalment—of sets in each binding, etc. Send \$1.00 with the coupon now to reserve a set.

If it is convenient for you to go to any of the places listed below, you can see for yourself the actual "Handy Volumes" in the different bindings, look at print and illustrations, satisfy yourself on every point, and hand in your order. There is a full exhibit of the "Handy Volume" Britannica at each of the following places:

NEW YORK	CHICAGO	SAN FRANCISCO
GIMBEL BROTHERS	THE FAIR	"THE WHITE HOUSE"
CHARLES SCRIBNER'S SONS		RAPHAEL WEILL & CO., INC.
HENRY MALKAN	ST. LOUIS	LOS ANGELES
WASHINGTON	FAMOUS AND BARR CO.	A. HAMBURGER & SONS,
S. KANN SONS & CO.		INC.
PHILADELPHIA	CLEVELAND	PORTLAND
GIMBEL BROTHERS	THE BURROWS BROS. CO.	THE J. K. GILL CO.
NEWARK	CINCINNATI	SEATTLE
HAHNE & CO.	STEWART & KIDD CO.	LOWMAN & HANFORD CO.
BALTIMORE	ST. PAUL	SALT LAKE CITY
THE NORMAN, REMINGTON CO.	ST. PAUL BOOK &	KEITH-O'BRIEN CO.
BOSTON	STATIONERY CO.	DENVER
W. B. CLARKE CO.	INDIANAPOLIS	A. T. LEWIS & SON DRY
PITTSBURGH	KAUTZ STATIONERY CO.	GOODS CO.
JOSEPH HORNE CO.	LOUISVILLE	KANSAS CITY
BUFFALO	DEARING'S, INCORPORATED	BRYANT & DOUGLAS BOOK
THE WM. HENGERER CO.	OMAHA	AND STATIONERY CO.
NEW ORLEANS	J. L. BRANDEIS & SONS	DETROIT
MAISON BLANCHE CO.	JOHN V. SHEEHAN & CO.	
MILWAUKEE		
GIMBEL BROTHERS.		

SEARS, ROEBUCK AND CO.
CHICAGO

Please send me

- The booklet with full information about the "HANDY VOLUME" issue of the new Encyclopaedia Britannica, sample pages, bindings, prices, terms, etc.
- The booklet called "The Part the Encyclopaedia Britannica Plays in the Affairs of Ambitious Women," with sample pages and full information.
- Order form, which I will sign on receipt.
 - Reserve one set for me. \$1 enclosed as first payment.

Name _____

Address _____

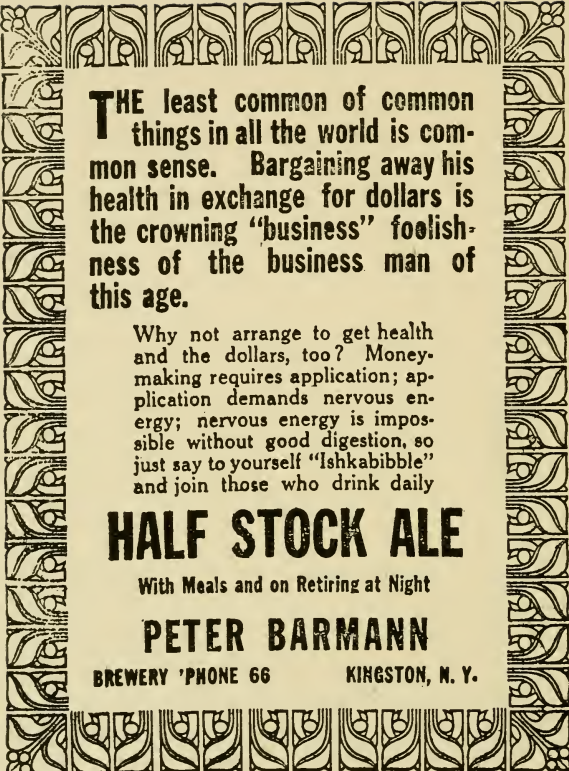
For more information or to reserve a set
immediately mail the coupon to

Sears, Roebuck and Co.

Chicago

Sole Distributors

save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64% save 64%



THE least common of common things in all the world is common sense. Bargaining away his health in exchange for dollars is the crowning "business" foolishness of the business man of this age.

Why not arrange to get health and the dollars, too? Money-making requires application; application demands nervous energy; nervous energy is impossible without good digestion, so just say to yourself "Ishkabibble" and join those who drink daily

HALF STOCK ALE

With Meals and on Retiring at Night

PETER BARMANN

BREWERY 'PHONE 66

KINGSTON, N. Y.

all around and their eye will jump back to it when they try to read the copy inside. More "mil-linery." Too much attention value in border. It is quite true that this advertisement sold goods. Many pieces of poor advertising sold goods. But did they sell the maximum amount? Who knows how much money is never spent that should have been spent, just because all advertise-ments are not as logical, as clean and as well bal-anced as the Oriole Go-Basket advertisement?

Whenever I am in doubt as to which kind of a border to use, I cut out all fuss and use plain rules. These seldom scream over the shoulders of the main message.

I once heard an advertising man say that he left such small things to the printer. This is probably the worst of all methods.

In sixteen years' experience I have met, man-aged and mingled with many printers, and a great many have an idea of fitness similar to that which produced the Peter Barmann advertisement.

It is the hardest thing imaginable to get sim-plicity in advertisement building. Every me-chanic wants to use a new type face, a new border or some new ornaments. They reckon that its newness is synonymous with attractiveness.

Of course we must not forget to show how the



He'll be pleased with
a pair of comfortable

PARIS GARTERS

enclosed in an artistic
Holiday box.

A thoughtful gift—
acceptable—practical—
economical.

The double grip
boxes are distinctly
different and very at-
tractive. Give him one
pair of each kind.

25 and 50 cents

A. Stein & Co.

Makers

Children's Hickey Garters

Chicago

New York



**PARIS
GARTERS**

No metal
can touch you

holiday spirit is conveyed in a border, hence the Paris Garter copy. This might just as well be holly leaves.

The Indian Head advertisement shows a new trend in the use of borders. It is a fine idea, but the ribbon effect occupies too much space that should be used by the message in the copy. The elimination of the ribbon border at the right and bottom of the picture would have helped.

This idea of getting trade-mark repetition in a border has great possibilities, so long as it does not overshadow the rest of the advertisement. The Hal Motor Car Company uses this same idea to impress the name upon the reader. They have overdone the matter by using a type line inside of the border. It is too confusing.

A border's place is supplementary in the background. When it becomes the chief attraction, the message is bound to lose some of its effect. Keep your border plain unless it means something definite. When it has a definite reason give it room to express that reason.



INDIAN HEAD

The Growing Popularity of INDIAN HEAD

The genuine "Indian Head" is rapidly growing in favor for white dresses, suits, blouses and children's clothes.

Women are enthusiastic about it! "Indian Head" appeals to woman's love of beauty just as much as it does to her sense of wise economy.

"Indian Head" makes your money go further and your clothes wear longer.

Why buy linen at 50c when you can get all the beauty of linen and even better wearing quality at one-third the cost? It will pay you to remember

INDIAN HEAD

INDIAN HEAD

INDIAN HEAD

27, 33
36, 40
44 ins.
wide

INDIAN HEAD

12½c
to
25c
a yard

Reg. U. S. Pat. Off.

Use it instead of Linen

INDIAN HEAD

when next you want a good-looking, splendid-wearing, white wash-fabric of handsome weave. There's almost no wear-out to it. Prove this to your own satisfaction.

"Indian Head" can be procured in ready-to-wear clothes and dresses:—Look for the words "Indian Head" on the label. If not at your dealer's we will help you obtain them.

Another "Indian Head" superiority — *it doesn't wrinkle easily*. "Indian Head" stays fresh an unbelievably long time. You can easily wear it many times before it looks soiled. Right here is a big *saving* in your laundry bill.

There is but one genuine "Indian Head"—and but one sure way to get it. There is one sure way to know it—every yard of real "Indian Head" has the name in dotted letters on the selvage—exactly as it appears on the border of this advertisement. Make sure "Indian Head" is on the selvage before you buy. Ask your dealer for it. Don't accept it unless it has "Indian Head" on the selvage.

We'll Send You Material for a Doll's Dress. For three 2c stamps, we will send material for a doll's dress of "Indian Head," cut ready to sew, with directions. State whether for 14-, 16- or 18-inch doll.

Amory, Browne & Co. Dept. 33, 48 Franklin St.
Boston, Mass.



Reg. U.S. Pat. Off.

INDIAN HEAD

INDIAN HEAD

INDIAN HEAD



They Say!

Mr. John Richards of the Royal Auto Club, London, said: "Makes the world all level."

Boston Post, 7-9-16: - " 'H A L' car designed for women drivers."

Indianapolis News, 8-5-16: - "Famous for its 'hold the road' quality."

The Boston Herald, June 25, 1916: " 'H A L TWELVE' has low upkeep."

Washington Times, 7-29-16: - "The Marvel of Motordom."

Jay Bersh says: - "Just like a rubber band."

Los Angeles Times, Sept. 3, 1916: - "New 'H A L TWELVE' a wonder."

Jim Corbett says: - "I know it's a good car, say anything you want to."

We Say!

The "HAL TWELVE" is built to be the best car made in America.

The "HAL TWELVE" is long, low and light. The springs calculated for the exact weight and length of the car produce luxurious riding qualities and safety.

The simple body lines are not marred by unnecessary details. The refinements embody characteristics of the made-to-order car.

The motor, a high-speed twelve, develops enough power to meet every existing condition.

The "HAL" will out-demonstrate any car built.

Six body designs, \$2385 to \$4250.

THE HAL MOTOR CAR COMPANY
870 EAST 72nd STREET, CLEVELAND, OHIO

We are now printing a story of the car and the company—write for it.



HANDSOMEST AMERICAN LIGHT-TWELVE

HANDSOMEST AMERICAN LIGHT-TWELVE



CHAPTER X

THE FIELD OF HANDLETTERING

BECAUSE an advertisement is all or part hand-lettered is no guarantee that it is a good advertisement.

Many all-type advertisements would be materially improved by the use of several "spots" of handlettering. And there are many advertisements whose message is materially weakened by the use of too much handlettering.

The best field for handlettering is the hand-lettered advertisement to which I call attention in Chapter II, where I attempt to classify the various styles of advertisements for easy handling.

Handlettering has a personality that is not possible with type, yet a wise use of both often produces the perfect advertisement.

Where there is much space, little copy, and a desire for some peculiar character, nothing excels handlettering. With it, a good artist can convey both the message and its implied significance or character.

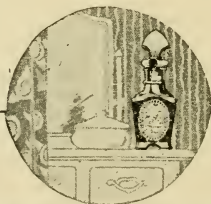
Pour Noël -

Djer-Kiss

How supreme the joy of making happy one's friend - the bien aimée - with a well-chosen gift! Where does it find more beautiful expression than in the fragrance Djer-Kiss, unrivaled gift of gracious France? So breathing refined sincerity, so individuel!

Alfred H. Smith Co. Sole Importers New York City

PERFUME FACE POWDER TALC
SACHET TOILET WATER SOAP



In addition to those shown in Chapter II we show here the Djer-Kiss page advertisement. Note the refinement and character so necessary to the product advertised. This example is near perfection.

Arrow Collar advertisements are often hand-lettered in their entirety,—and who can mistake their cleanly atmosphere? But when an Arrow Collar advertisement has more to say than usual, no more than the usual amount of hand-lettering is employed, the rest is usually type.

The La Preferencia advertisement and the Dobbs & Co. advertisement are both very good handlettered examples, but the Santa Fe is not; yet the Santa Fe advertisement is a blue ribbon winner as compared to some of the recent “different” advertisements.

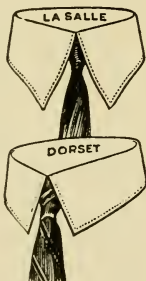
If there is any one thing above another that should be remembered about handlettering, it is moderation.

Where there is much reading matter, type is always best, unless there is an unusually large space to fill. Handlettering must have character and this character nearly always causes difficult reading when there is much reading matter hand-lettered.



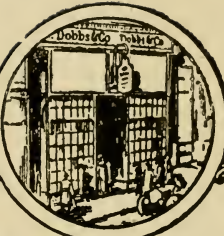
"Standish"

ARROW COLLARS



THE *new* ARROW Satin
Laundry Finish dupli-
cates the appearance
of the much sought hand-
laundered fabric heretofore to
be found in the highest cost
Collars exclusively. *2 for 25c*

CLUETT, PEABODY & CO., INC.
Makers of ARROW SHIRTS, TROY, N. Y.



Dobbs & Co

Hatters

242 Fifth Ave. between 27th & 28th Sts.

Dobbs Fifth Avenue Straw

\$3

Split Straws, Leghorns, Panamas
and Bankoks in exclusive
shapes at correct prices

*For Men and
Women*

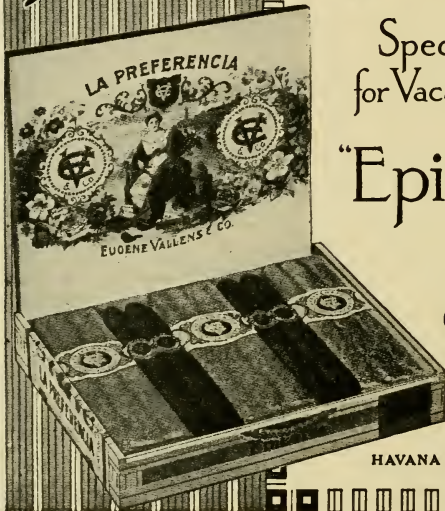
LA PREFERENCIA

*The Most Popular
10¢ Cigar
in the Country*

*Special Shape
for Vacation Season*

"Epicures"

*A Long
Cool
Smoke*



HAVANA AMERICAN CO., N. Y.

cut-out winter go to sunny California

What you save in coal
and extra clothes bills
and other necessities in
the East, will pay for a
few months stay in
California.

the sunshine and out-of-
doors does away with
ills and doctor bills

Four daily California
trains *via* the Santa Fe
- that includes the exclusively
first-class California Limited
then once a week in winter-
the Extra fine-Extra fast-Extra
fare Santa Fe de-Luxe.

and the Grand Canyon of
Arizona is on your way.
Our picture folders tell
of trains and trip.

W. J. BLACK, Pass. Traffic Mgr.,
Atchison, Topeka & Santa Fe Railway
1007 Railway Exchange, Chicago



The Woman who lived off a Bakeshop

I HAVE made a discovery. Since I made it I have had twice as much fun out of my cooking, and more pin money than ever before.

For years, I lived off a bakeshop. Not literally, of course, for I cooked all our everyday dishes, and sometimes cakes and pie. But I always thought I couldn't create those daintier morsels that make all the difference between just feeding folks and giving them a real thrill when they sit down to the table. I wasn't lazy. But I just said that such things as patty shells, fruit dumpings and fancy cakes were beyond me. So when I wanted any real delicacy, I ran round the corner to the bakeshop and paid good money for it.

It's one of those expensive habits that grow on you. I never realized how much it cost until suddenly we moved out to this little town.

One afternoon, soon after we came here, Jim telephoned "Tom is coming out to dinner tonight. Let's have some of those chicken patty things that he's so crazy about." Then suddenly I realized that there wasn't a decent bakeshop in town. I was helpless. I knew that if I tried to make pastry patty shells they would be like cardboard. I was almost reduced to tears when,

Ethel Bell, my new neighbor, dropped in. I told her. She said, "Why don't you make them out of Royal biscuit dough?" And then there she put on my apron and showed me how,

So I discovered Royal Baking Powder. That sounds foolish, because, of course, I had used Royal for biscuits and cakes ever since I was a child, just as my mother did. What I really discovered was that with Royal Baking Powder I could make all sorts of things that I thought I had to buy from a shop.

Jim and Tom were delighted with the parties. Next day when I told Ethel, she said, "Let's try some scones for tonight." We did, and Jim ate five. (Ten cents' worth at the bakeshop.)

Then I hunted up a Royal cook book, and cooked my way straight through it—cakes and buns, and waffles and so on. Jim says that now I give him things that you couldn't buy from the finest pastry cook in Paris.

The other day I sat down and figured up how much I used to spend in that bakeshop. It came to more than fifty cents a week. Enough in the course of several months to buy a party dress. (Jim says if I keep on feeding him so well I can have a party dress every month anyway.)

Lots of women I know think they have to live near a bakeshop. Perhaps some of them would like to save the money and get the fun that I have, out of my discovery of Royal Baking Powder.

So I am giving you here some of the recipes I use. There are dozens more.



ROYAL BAKING POWDER

Five Royal Recipes for Women Who Have Depended on Bakeshops

Chicken Patties

1 cup meat diced chicken
2 tablespoons butter
2 tablespoons flour
1 teaspoon salt
1 teaspoon pepper (large)
1 cup chicken stock

Melt butter in sauceron, stir in flour; add chicken stock, season and bring to a boil; add chicken and cook slowly 5 minutes; fill patty shells and serve at once.

ROYAL PATTY SHELLS

1 cup flour
1 teaspoon salt
1 level teaspoon Royal Baking Powder
1/2 cup water

Sift flour, baking powder and salt together; add shortening and rub in very lightly with tips of fingers; add cold water very slowly, enough to make stiff dough. Roll out thin, not into circles, and form on the outside of greased party or muffin tins. Bake in hot oven open side down until light brown; remove carefully from tins; had return tins to oven and bake 1/2 inch in open side up.

Royal Cinnamon Buns

1/4 cup flour
1 level teaspoon Royal Baking Powder
1 teaspoon salt
1 tablespoon shortening
1/2 cup milk
1 teaspoon ground cinnamon
1 tablespoon vanilla and cream
1/2 cup raisins

Sift flour, salt and baking powder into bowl; rub shortening in very lightly with tips of fingers; add milk slowly, enough to form stiff dough; roll out by each third on floured board; brush with melted butter, sprinkle with sugar; dust with cinnamon, scatter currants and raisins and roll the same as jelly roll. Cut into 1 1/2 inch pieces; place with cut edges up on well greased pan. Bake in moderate oven 30 to 35 minutes. Remove from pan at once.

Waffles

1/4 cup flour
1 level teaspoon Royal Baking Powder
1/2 teaspoon salt
1 tablespoon sugar
1 cup milk
1 tablespoon shortening
2 eggs

Sift flour, baking powder, salt and sugar into bowl; add milk, yolk of egg and melted shortening; fold in beaten whites. Bake in very hot greased waffle-iron. Serve with honey or syrup.

Be careful not to put too much butter in waffle-iron.

Scones

1 cup flour
1 teaspoon salt
1 level teaspoon Royal Baking Powder
1/2 tablespoon sugar
1/2 tablespoon shortening
1 cup milk

Sift flour, salt, sugar and baking powder into bowl; add shortening and rub in very lightly. Beat eggs until light; add milk to egg and add all slowly to mixture. Roll out 1/4 inch thick on floured board; cut into 3-inch squares; fold over raising them three-fourths. Brush with milk; dust with sugar; and bake about 25 minutes on hot oven.

Nut Buns

1/4 cup shortening
1/4 cup sugar
1/2 teaspoon Royal Baking Powder
1/4 cup branched almonds
1/2 cup milk

Cream shortening and sugar together; add slowly whip-beaten yolk of one egg whites of two eggs and three tablespoons milk; mix well together. Sift baking powder and salt with three cups flour and add one cup at a time; add enough more flour so that dough will not stick when rolled out. Divide into two parts; roll out on floured board. Knead thick and cut into bars 1 by 3 inches. Brush bars with yolk of other egg beaten with one tablespoon milk and sprinkle with chopped almonds. Bake in moderate oven about 15 minutes.

Now and then a Forceful Educational style of advertisement can utilize handlettering for the heading or a panel in the copy, but not in the manner shown in the Comptometer advertisement.

Here the heading and its significance as related to the illustration would have been much more forcible in bold type. As it stands it is not easily read and hasn't as much character as a bold type heading.

It is simply a waste of money to have anything handlettered without a good and definite reason.

Remember this: Type faces of today are 95% simplicity, and unless you are seeking an unrelated mass, use type. Don't buy handlettering unless you really need it and be sure that there is a reason for the amount you buy.

Compare the Royal Baking Powder advertisement (which has a correct use of handlettering for the heading) with the Comptometer advertisement (which has not). The heading in the Royal Baking Powder advertisement adds character, life and distinctiveness to the whole advertisement. It is well used.

Recently I have seen some very well-handled small space advertisements that were 80% hand-lettered, but in nearly every case there were not

over four words and name and address in one such single column space. Notice the Back to Nature example and the Blaisdell Pencil example.

Thus we see that the Handlettered style of advertisement, the Forceful Educational style and Small Space advertisements are all in line for using handlettering.

Perhaps the best use for handlettering is for trade-marks, such as "Colgate," "Stewart," "Overland," "Dodge Brothers," etc.

The distinction possible in the use of handlettering for trade-marks causes the style of the name to be as easily remembered as the name, and therefore makes substitution more difficult. Every product or service should have a distinctive name design.

Compare the two "Willowcraft" advertisements.

"Willowcraft" in type does not suggest anything special but "Willowcraft" handlettered suggests the whole story and instantly forces itself before the reader. Its shape and graceful swing defy oversight. Also notice that this name is the only handlettering in the advertisement.

Now glance at the Salisbury Wheel advertisement. This is supposed to be all handlettering, and yet it is not handlettering at all. Handletter-

BACK TO NATURE

BY NEWTON NEWKIRK

No funnier bit of typical American humor has ever been written than this convulsing tale of two amateur sportsmen who go "back to nature" on a hunting and fishing trip. It is a rare bit of refreshing and spontaneous humor enlivened by illustrations made by Newkirk himself, in a style of drawing that is as original and entertaining as his literary method.

Thomas W. Lawson says it is: "Body-shaking, lung-tearing, side-splitting. . . I hystericked, rolled over the library rug, and in my awful gleeful contortions nearly rolled into the open grate."

"I think your book splendid. . . You have a spontaneous style that is admirable," says Walt Mason.

"I sat last night and read your book and laughed and laffed and larfed and guffawed and got up and yelled from pure joy. It is my idea of an unflawed gem."—George Fitch.

Price 75c; postpaid 80c

Funk & Wagnalls Co., 354-60 Fourth Ave., New York

Your youngsters

don't want to whittle and fuss with wooden pencils. Let them follow the modern idea.

Blaisdell Paper Pencil Co.
Philadelphia



Blaisdell Paper Pencils



WILLOWCRAFT

The owners of both the most pretentious homes and the modest bungalows select Willowcraft furniture because it is correct in every detail. The designs, workmanship and fine materials have combined to make Willowcraft the standard willow furniture of America.

Send for our free catalog showing 175 patterns.

THE WILLOWCRAFT SHOPS
 Box M. North Cambridge, Mass.



Willowcraft

There are many kinds of willow furniture—there is only one "WILLOW-CRAFT." It is so much better in material, design and construction that no comparison is possible—one recognizes its thoroughbred appearance at once. Its fine lines, workmanship and durability stamp "WILLOW-CRAFT" as wonderfully different from the cheaply constructed kinds which are found at stores generally.

*Our catalog suggests 175 attractive patterns.
 Send for it to-day*

THE WILLOWCRAFT SHOPS
 Box G North Cambridge, Mass.

SALISBURY

AXLES WHEELS
TRANSMISSIONS



Salisbury Wheel
& Mfg. Co.
JAMESTOWN, N.Y.



ing must have a certain amount of uniformity, grace, character and harmony to come under the correct heading.

Of course this advertisement is different, but it does not suggest axles, wheels or transmissions. It is just a mass of drawn words. This was originally an eighth page in trade papers.

The type of handlettering used for the "Back to Nature" book advertisement is very well chosen as a medium of strong and unique display and is unusually good for small space. Its irregularity commands and vaguely suggests the comic.

An intelligent piece of handlettering is not an easy thing to find, and we must make sure that the few words that we do use are openly handled and easy to read. For instance, notice the heading of the Southern Cypress Manufacturing Association. Here type would have been far superior and more economical from every standpoint.

Ever so often, the type foundries bring out a face of type which makes an effort to look like handlettering, and some of the faces are so well done as to cause advertisement builders many puzzling moments and oftentimes a wrong guess.

The Simonson advertisement is set in Pen Text and, while it may be "different," it has the same failing as an all handlettered advertisement—il-

Here's a "dandy" Free Test
Book for "Rural Carpenters"

12 WORKING
 VOL. 36
CYPRESS
 POCKET LIBRARY
 "THE WOOD ETHERAL"

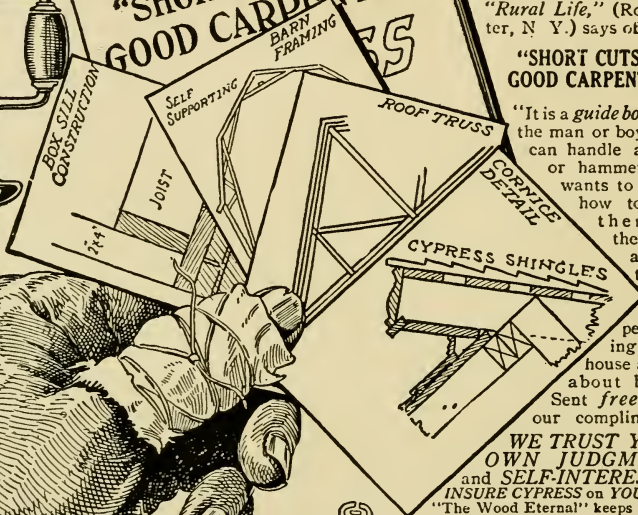
"SHORT CUTS" TO
 GOOD CARPENTRY

"Short Cuts to Good Carpentry"—
 (Vol. 36, Cypress Pocket Library)
 48 pages of authoritative instruction (simple, clear and stimulating) fully illustrated and with big Supplement, 24 x 36 in. with detailed Working Drawings that show how to make twelve "hard jobs" easy, safe and economical of both labor and Lumber. Read what "Rural Life," (Rochester, N. Y.) says of

"SHORT CUTS to
 GOOD CARPENTRY"

"It is a guide book for the man or boy who can handle a saw or hammer and wants to know how to use them to the best advantage." Ten topics pertaining to the house and 4 about barns. Sent free with our compliments.

WE TRUST YOUR OWN JUDGMENT and **SELF-INTEREST** to **INSURE CYPRESS on YOUR job.** "The Wood Eternal" keeps values going up by keeping the place from running down."



When planning a Mansion, a Bungalow, a Farm, a Sleeping-Porch or just a Fence, remember—**Use CYPRESS, you WILL HIT ONCE... TRY IT!**

Let our "ALL ROUND HELPS DEPARTMENT" help YOU. Our resources are at your service with reliable Counsel.
SOUTHERN CYPRESS MANUFACTURERS' ASSOCIATION
 1204 HIBERNIA BANK BUILDING, NEW ORLEANS, LA.

INSIST ON CYPRESS AT YOUR LOCAL DEALER'S IF HE HASN'T IT. LET US KNOW IMMEDIATELY.

A Pretty Hair Dress Is Easy To Arrange With These Fine Hairpieces

Stylish coiffures for every occasion are not only possible but easy for you to attain with the aid of the proper hairpieces.

And how it does add to your enjoyment, wherever you are, to know, that your hairdress is becoming and in perfect style, and that no one can possibly detect your extra hair, because it came from Simonson's and matches your own absolutely in quality as well as color!

Ask about the convenient **TRIPLET SWITCH**—a necessity for the new smart styles in hairdress,

The beautiful **ARETTA Cluster of Puffs** for the crown or back hair,

Or the **ARLON**—which completely covers straight, thin or discolored hair with a beautiful coiffure of wavy natural hair.

Superior accommodations for Hairdressing, Marcel Waving, Hair Coloring, Facial Massaging, Manicuring, and for imparting to your hair the genuine, permanent "EVER-LASTING WAVE", which lasts till new hair grows in. Illustrated De Luxe catalog, "HAIRDRESS BEAUTIFUL", describing our fine hair pieces, sent on receipt of visiting card.



A. Simonson—Hair Goods—Hair Dressing—506 Fifth Ave., New York

legibility. Pen Text, however, is good for a few words only or possibly a trade-mark.

This Pen Text face, like hundreds of freak faces, is just a fad and is taken up by a class of advertising men who are always trying out the latest thing in type regardless of where it is used and what it is used for. They like to hear some say that it is such a "different" advertisement. However, when fads overshadow the message, the message suffers and the fad dies—nearly always.

I could show dozens of faddish, freakish faces of type, but as I cannot find a reason for them in advertisement building, you will not find many in this book.

Man is interested in man, and handlettering if well handled is unusually interesting because of its human touch, but handlettering is very risky and requires much careful thought before using. When in doubt, don't.

CHAPTER XI

WHITE SPACE AND MARGINS

ADVERTISING men are oftentimes deluged with admonition to use more white space to make an advertisement distinctive. White space, like nearly every other good point in building an advertisement, can be overdone or half done. It is one of the most difficult things that an advertisement builder has to handle. And margins, being a form of white space, are a close second as difficulties to be encountered in the physical make-up of an advertisement.

The Gregory Seed advertisement shows an excellent use of white space as an attention producer, and while the margins on each side of the body matter are a trifle wide, they are correct in relation to the border used and the amount of white space used in the entire advertisement. We must never forget that as an attention producer white space has but few equals, provided it is properly handled.

We must strive to make the message the thing.

A Wonderful Offer—

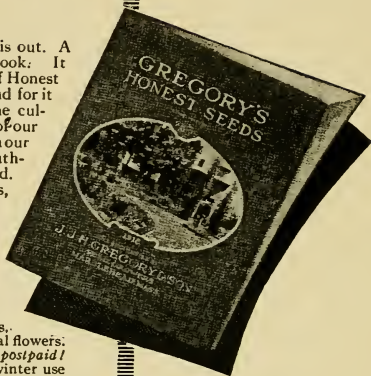
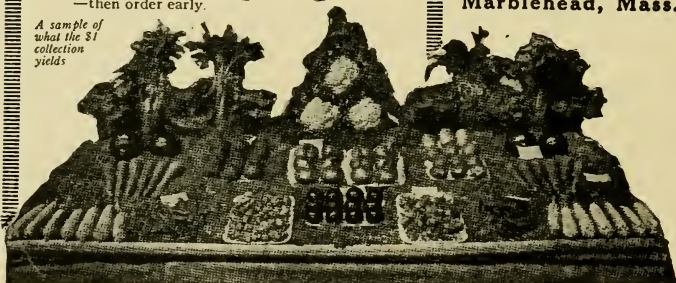
The Gregory catalog for 1916 is out. A handsome, helpful 82-page book. It marks our 60th year as growers of Honest Seeds. Your copy is ready. Send for it to-day. Take advantage of the cultural helps it offers—the result of our 60 years' experience. Select from many unexcelled varieties—truthfully illustrated and described. They are grown on our own farms, and under expert direction. Grow Gregory's Honest Seeds in *your* garden this year—plant Gregory's

Wonderful \$1 Collection

an unusual offer to celebrate our 60th Anniversary. Comprises 26 varieties of choicest vegetables, and 6 beautiful, easy-grown annual flowers. In all 32 full-size packets for \$1.00 postpaid! Yield sufficient for summer and winter use of an average family. Crops, if sold, would bring \$15 to \$25. With the collection we give free a Garden Blue Print, with directions—to help lay out the plot.

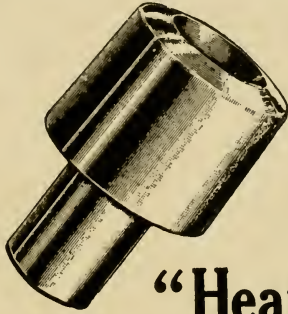
Whatever your needs in garden, field or flower seeds, *it will pay you* to select from our Anniversary catalog. Send for it today—then order early.

A sample of what the \$1 collection yields



**J. J. H. Gregory
& Son.**

620 Elm Street
Marblehead, Mass.



“Heatproof”

Our new “Heatproof” compression riveter dies are all that their name implies. They can be used continuously without cooling, and when worn, can be recupped without any heat treatment whatever. They save time.

We positively guarantee them not to split, and ship on approval. If you are interested in increased shop efficiency, send in your riveter die specifications.

GEO. F. MARCHANT
COMPANY

1422 So. Rockwell St., CHICAGO



The first timepiece ever made exclusively for automobiles is the Waltham. Two mainsprings render it immune to vibration.

Waltham Watch Company, Waltham, Mass.

Makers of the famous Waltham "Riverside" Watches

We must use white space as an aid, not as a whole reason for the advertisement.

The Geo. F. Marchant advertisement is an example of what I consider excellent use of white space. This advertisement is well balanced. The reader sees the product connected with a strong and interesting heading and the whole make-up is one that would be hard to miss wherever placed.

Compare this with the Waltham Watch advertisement. In the Waltham copy the message and appearance would have been more interesting if the type had been at least 14 point instead of 8 point and the amount of white space reduced to at least one-half. The Waltham Watch advertisement overdoes the use of white space.

It might be said that there was too much white space in the Arrow Collar advertisement shown on page 212, but I am of the opinion that this white space as here used produces attention that will certainly rest on the name of the goods just below the white space. I consider this one of the best Arrow advertisements and an excellent use of white space as a means of gaining attention.

The Pond's Vanishing Cream advertisement uses white space to excellent advantage. This method of setting the body matter to one side makes for a freedom that gives distinction to the



Take Every Precaution

Avoid sunburn and tanning; they not only discolor the skin but toughen it and make the pores coarse.

Protect your skin and it will not burn half so readily.

Never use a cold cream or grease preparation before exposure to the sun.

NOT A COLD CREAM

Pond's Vanishing Cream offers just the protection the skin needs. It is not a cold cream—it contains absolutely no grease.

The substance used as its base is recommended by scientists as unsurpassed for preventing roughening and sunburn. Use Pond's Vanishing Cream freely. You will find it improves the clearness and healthy tone of your complexion; that it imparts a most refreshing sensation of coolness and softness. You need

POND'S Extract Company's VANISHING CREAM

A free sample tube on request, or send 4c for large trial size, enough for two weeks. Made by the makers of

POND'S EXTRACT

the universal lotion for cuts, bruises and burns—a household necessity in every American home. Send 4c for trial bottle. POND'S EXTRACT CO., 148 Hudson St., New York.

Also Talcum, Cold Cream, Tooth Paste and Soap

advertisement when placed so that the white space comes next to a column of reading matter. In the case of the Pond's advertisement, it was not properly placed as it appeared.

A heavy border requires a wide margin between type and border in order to relieve the effect. I usually work on the idea that bold body type (and I seldom use bold body type) requires twice the amount of marginal white space as ordinary body type. I do not believe that there can be any set rule as to how much space should be left for margin between border and ordinary body type. It depends on the weight of the border and the size of the type. On small advertisements in expensive magazines I have used with effect as little as four-points between a 1-point rule and the 5-point type.

My idea is to have the margin just so wide that the copy does not look cramped and hard to read. I try to get the margin just wide enough so the reader's eyes will not "butt" into the border when reading from the end of one line back to the beginning of the next.

The Thermos advertisement has used proper margins. Some advertisement builders might say that they were a trifle too wide, but when you consider the heavy outside rule of the border, I be-



THE problem of the selection of the handsomest and most useful Christmas gift is happily solved by

THERMOS

For Thermos serves you right—food or drink—hot or cold—when, where, and as you like.

Every member of the family, every one on the list of friendship, from infancy to old age—either in the hours spent at or away from home—have innumerable daily uses for Thermos.

Thermos brings to them in the hot summer months all the comforts produced by ice, and in the cold winter season all the joys to be obtained by fire.

In buying Thermos for “him” or “her” as your Christmas gift, you are selecting the invention honored with the Grand Prize by the Panama-Pacific Exposition; and by like Expositions at Berlin, Paris, Antwerp, Madrid, Seattle, Vienna, and London.

Thermos in great assortment awaits you at any one of 100,000 dealers. If you live in the country ask that it be sent postpaid. From \$1.00 up. Send for booklet.

American Thermos Bottle Co.
Norwich, Conn.



A Small, Individual Kawneer Store Front

You will grant that the thousands of KAWNEER STORE FRONT successes aren't happenstances; luck has not played a big part. When Merchants in all kinds of businesses and working under all sorts of conditions, have made money on new KAWNEER STORE FRONTS, do you think your case is exceptional? Do you believe your condition is such that the proper kind of KAWNEER FRONT would not increase your profits?

"Costs money to put in a KAWNEER STORE FRONT." True, and it takes the profit on many over-the-counter sales, but if it is a means of making more money, isn't it a practical investment?

Store Fronts of the crudest kind cost money, in fact there is little difference in the cost of such Fronts and bright, clean-cut and attractive KAWNEER STORE FRONTS. The ultimate result—the ultimate profit—is what you are interested in; not merely the initial cost.

Suppose your landlord puts in a thousand-dollar KAWNEER FRONT for you and you agree to pay him 15% on his investment. He's willing because it secures his investment and you are willing because it increases your profits. You pay STORE FRONTS him \$12.50 additional each month. How many extra sales would your new KAWNEER STORE FRONT have to create to make that \$12.50 each month? How long would it take your KAWNEER STORE FRONT to actually pay for itself?

One Shoe dealer paid for his new KAWNEER STORE FRONT in eight months (40% increase in business). Another paid up in five months—another in ten months. There are thousands of KAWNEER FRONTS that have paid for themselves in less than one year—both in little towns and big cities.

Is yours an EXCEPTIONAL Store?

Book of Store Front Ideas

So that we may be of first help to you in your consideration of a new Store Front we have compiled and published "Boosting Business No. 12." It is a book of authentic ideas on Store Fronts—ideas that 30,000 Merchants have developed in their adoption of KAWNEER STORE FRONTS. It contains photographs and drawings of big and little Store Fronts—some of the best-paying in the country—and other information that will interest you. It contains information that you will need when you come to put in a new Store Front to increase your business.

Don't risk the amount of money it takes to put in a Store Front of any kind when a mere request for "Boosting Business No. 12" will give you information that will save and make you more.

Send today—your copy is waiting for you.

Kawneer Manufacturing Company

Factories:
Niles, Mich.
San Francisco.
Toronto, Can.

Francis J. Plym, President
Dept. K. 1203 North Front Street
NILES, MICHIGAN
Home Offices

We Have
a Branch
Near You

THAT clean, long filler is a great comfort. It means that as you smoke your mild Tom Moore you will never draw small tobacco shreds along with the smoke.

In addition it enables our skilled cigar makers to shape for you the handsomest cigar that 10c can buy.

The next time you buy Tom Moores, ask particularly for the "Monarch" size.



TOM MOORE
CIGAR 10¢
LITTLE TOM 5¢

lieve that you will agree that these Thermos margins are nearly perfect. Compare the Kawneer advertisement with the Thermos advertisement. This Kawneer copy illustrates clearly what I mean by having the reader's eye "butt" into the border by every attempt to follow from the end of one line to the beginning of the next. Three times the present margins of the Kawneer advertisement would materially improve the appearance of this advertisement. The type could be better chosen and the headline should be in two lines and much larger. This advertisement shows what often happens when we get away from clean-cut body type and leave the choice of sizes and margins to some compositors in average print shops.

There must be good balance in every advertisement if it is to be and look consistent at first glance. If the white space is not balanced it is not well used. The reader will notice the blankness rather than the message.

The Tom Moore Cigar advertisement has a heavy border but there is a third too much white space used. Notice the weak and washy appearance of this advertisement. The white space overbalances the border and type matter. The dark border, trade name and cut demand that the entire composition be kept reasonably dark in gen-



The Severest Test of a Coffee

is *after-dinner* coffee. The rich essence — undiluted — is sipped leisurely and its flavor is more noticeable.

To have this important detail of your dinners an unusual success, serve Yuban, the Arbuckle Guest Coffee.

Yuban is the coffee the greatest coffee merchants in the world have for many years offered their guests.

TOOTH decay usually begins on the sides of the teeth or in the crevices of the grinding surfaces. This fact indicates that the tooth brush does not thoroughly clean all surfaces of the teeth. It also indicates that something more than mere brushing is necessary to prevent decay.

LISTERINE

The Safe Antiseptic

Listerine *can reach* every exposed surface of the teeth because it is liquid. Listerine, as a mouthwash-dentifrice, insures mouth-cleanliness in its highest possible degree.

Brush the teeth with Listerine; then thoroughly rinse the mouth and the spaces between the teeth with diluted Listerine. This is an efficient and pleasant, yet scientific way of preserving the teeth.



The original package The original bottle

Ask for Listerine in the original bottle and be assured of the genuine by the appearance of the package—round bottle—brown wrapper.

Four Sizes: 15c, 25c, 50c, \$1

Manufactured only by
Lambert Pharmacal Company
St. Louis, Mo. Toronto, Can.

eral effect. It loses its sturdy effect when too much white space is used.

The Yuban Coffee advertisement is, to my mind, as good an example of every point of display as ever came to my attention, when you consider that this is a four-inch single column newspaper advertisement.

The handling of trade name, package cut and white space in the Listerine advertisement, while not new, is decidedly effective and well done. It is suggestive of many excellent things in white space and margins as used in advertisement display.

CHAPTER XII

WHAT IS EMPHASIS AND WHAT IS NOT

OPINIONS differ as to the efficiency of emphasized words in the body part of an advertisement. Some writers of advertising copy emphasize about one-third of their copy. Others use no emphasis except the headings.

I believe that it is sometimes necessary to add force and attention to certain words, but I have always maintained that the fewer the emphasized words the better the effect.

A logical well-written advertisement which has a real message to deliver does not need bold type, does not need underscored words in order to be convincing. It is its own best excuse for living.

It is a fact that if an advertisement has a real forceful heading, which tells a vital story to the man who needs the product, this man will read the entire advertisement and remember its points without any screaming underlined or bold words scattered through the advertisement.

An advertisement that has the larger part set in bold type is harder to read than an advertisement

Fabric is to your Tire what Structural Steel is to a Building

If you have believed that your mileage depends mostly upon the rubber in the tire, disabuse your mind at once and save yourself trouble and money.

Cotton fabric is the vital part of a tire. When Miller engineers achieved the epochal success of reinforcing the basic structure of tires thru preserving the natural vegetable wax and oil in the cotton fibre they gave to motorists an improvement as great as the development of steel construction for sky scrapers.

The Structural Fabric in

Miller GEARED TO THE ROAD Tires

Carries the Load and Strain Just as Steel Beams and Girders do in the Sky Scraper.

A tire's fabric is as incomplete without its natural vegetable wax and oil as a steel structure is without its rivets.

And just as it requires a multitude of rivets to bind together the entire building, so must the fabric have its wax and oil retained just as Miller preserves all of it.

Heat is required to vulcanize tires. The secret and exclusive Miller Method of vulcanizing at a low degree of heat, cures thoroughly but does not burn the strength-giving lubricants out of the fabric.

This same wonderful Miller Method also retains all the primitive endurance and toughness in the rubber and prevents its deterioration during vulcanization.

But, unfortunately, all tires look very much alike.

There is one safe way—insist on a Miller Geared-to-the-Road Tire and then you know it has not been worn out during manufacture.

Your car demands tires that are equal to the dual task imposed upon them by car and the road. Miller tires come from the factory intact—brim-full of mile muscle, of vigor, power and stamina. They come to you with all the qualities that give you long and sustained mileage.

THE MILLER RUBBER CO., Akron, U.S.A.

DEALERS AND DISTRIBUTORS EVERYWHERE

Manufacturers of a complete line of *Druggists' Sundries, Physicians' and Hospital Supplies.*



This year plant a Ready-to-Grow Seedtape Garden

Lay the tape in the furrow and cover it up. That's all. It's even fertilized!

No more trying to sprinkle individual seeds evenly and regularly along a row. No more tiresome measuring. No tedious hours bending over, thinning out, loosening, or displacing roots of healthy plants.

SEEDTAPE (Better Quality Seeds)

consists of clean, carefully selected garden seed of prize-winning strains, properly spaced in a thin paper tape, fertilized with fish glue. The fertilized tape acts as a wick drawing the ground moisture, thus assuring early germination and healthier plant life.

Seedtape stands for highest quality seeds as well as simple planting. Seedtape Vegetables come in 40-foot strips selling at 10c, Seedtape Flowers in 10-foot strips selling at 5c.

Most good stores which usually sell seed are now selling Seedtape. If your dealer cannot supply you we will gladly fill your orders direct.

Ready-To-Grow Seedtape Gardens afford you the knowledge and experience of a board of gardening authorities. You get the best varieties of each flower and vegetable and in just the quantities needed.

\$2 Seedtape Garden—Contains 20 boxes of Seedtape Vegetables. We also send you 1916 Seedtape catalogue with full directions for successive plantings and designs of model gardens to make the most of your available space. Attach the coupon below to your order enclosing \$2.00 and we will include 5 full-size packages of Seedtape Flowers, with our compliments.

\$1 Seedtape Garden—Contains 10 boxes of Seedtape Vegetables. We also send you 1916 Seedtape catalogue with full directions for successive plantings and designs of model gardens. Attach the coupon below to your order enclosing \$1 and we will include 2 full-size packages of Seedtape Flowers, with our compliments.

25c Seedtape Garden—5 packages of Seedtape Flowers (full size) with the 1916 Seedtape catalogue, full directions for successive plantings and designs for model gardens.

10c Seedtape Garden—1 full-size, 40-foot box of radishes with the 1916 Seedtape catalogue, directions and designs for gardens.

Courtesy Agents Wanted Throughout the U. S.

AMERICAN SEEDTAPE COMPANY
315 Woolworth Bldg., New York

that has no bold lines whatever. The best advertisements in my collection are almost without exception those that have the fewest bold lines.

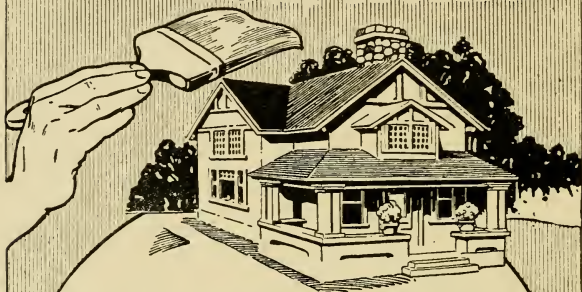
I have always contended that profuse emphasis is an acknowledgment of weakness in copy. Nine times in ten an over-emphasized advertisement denotes the work of an inexperienced advertisement builder or is the work of a successful business man whose knowledge of advertisement construction is limited.

Some business men's idea of a strong forceful advertisement is one set entirely in bold type with underscored headings. I once knew a business man who set the policy for a considerable amount of advertising, ordering that the boldest type made should be used in every piece of his company's advertising. His idea was that the bolder the type the easier it would be to see and read.

Again, over-emphasis makes the advertisement spotty and causes the eye to jump from one emphasized word to another without getting any connected or related thought.

Look at the Miller Tires advertisement. It contains almost every known method of emphasizing advertisement copy. There is light-faced underscored, light-faced italic underscored, bold, bold italic and bold italic underscored.

Lucas-Paint Your Home



Put *paint insurance* on your dwelling-house—your barn—your silo—all farm buildings. Use *Lucas Paint*. It will *pay premiums* in longer life, better protection, higher market value, better appearance.

Lucas Paints

—*Purposely Made For Every Purpose*—

are made to *uniform standard*—the *highest*. You can always rely on *Lucas* long-wear working quality—real economy. 67 years of paint-making reputation in every can. *Lucas Paint* covers *double* the space of cheap "mixed" paint. It withstands the storms. Send for important bulletin "Save Money on Paint" which tells how.

John Lucas & Co. Inc.

Office 250, Philadelphia, Pa.

Whenever You See a Painter—

Think of LUCAS.



The Giant Painter

What is the result? A real message to motorists is made a confusing mass. It is the best example I know of to prove that all emphasis is no emphasis.

The Seedtape advertisement has no underscore rules, but it contains a mixture of light-faced, light-faced italic, and bold-faced and bold-faced italic, all of varying sizes. Is this advertisement easy to read? Can you find any pleasure in having one bold part demanding attention over another bold part?

I believe that there is enough interest in the name Seedtape, connected with the picture, to cause any likely prospect to read every word without trying to force it all out of the advertisement in one eyeful.

If we must emphasize parts of an advertisement, let us do it as shown in the Lucas Paint advertisement. Use an italic letter of the same tone of color (and of the same family of type, where possible) for all emphasized words. Then the reader does not have a few meaningless words glaring at him the minute the advertisement comes within reach of his eye. Yet the voice is raised (so to speak) when the reader comes across the emphasis in the advertisement.

The emphasized words mean nothing at first

*To the Woman
who is proud of
her laundry work*

NO DOUBT you think it necessary to rub and boil clothes to make them sweet and clean. A million women, as particular as you, used to think so too.

Now they know there is one other way to secure the same results without the old-fashioned drudgery. They *tried* **P. AND G.—The White Naphtha Soap.**

If *you* would try **P. AND G.—The White Naphtha Soap** you too would find that without your doing any hard rubbing or boiling it washes clothes as sweet and clean as *you* want them.

P. AND G.—The White Naphtha Soap is made to satisfy women who would not think of using a labor-saving soap unless its standard of work were as high as theirs.

So long as this **White Naphtha Soap** saves time and labor without any sacrifice in the quality of work should not you use it for washing clothes and for all general cleaning?

glance without what precedes and what follows this emphasis. Do not force the reader to read the emphasized parts of the advertisement without first reading up to the emphasis. An advertisement spotted with bold or underlined words always reminds me of a crowd in which one-fourth of the people are trying to speak at once, with the result that you cannot hear any. There is no concentration of display.

The Lucas Paint advertisement obtains emphasis without injuring the display of the advertisement and proves that both good display and good emphasis can lie down together. This advertisement is undoubtedly the work of a master.

Also note the effect of the italic word "alone" in the Packard advertisement shown under "The Classification of Type Faces." (Page 62.)

The P. and G. White Naphtha Soap is spotty, but this spotty effect is not very serious. The spots reiterate the name. If the eye starts to jump over the advertisement, as it will, the reader has the name well impressed before reaching the last spot.

You will observe here the difference in sales message between these related P and G spots and the unrelated, disconnected spots in the Miller Tires advertisement.

The study of emphasis is of no small importance, but remember this:—Get all the emphasis that you wish so long as the emphasized portion does not overshadow the rest of the reading matter in the advertisement. This can be best accomplished by the use of an italic face of the same tone as the rest of the reading matter. Cast out all idea of underscored words or bold words used in light-faced body type.

CHAPTER XIII

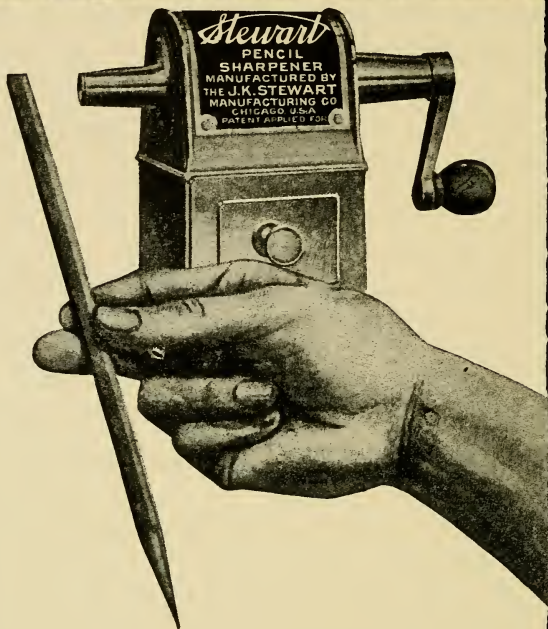
STRIKING EFFECTS

THERE is a growing belief among many advertisement builders that the Forceful Educational of one series and the Passive Educational style of advertisements are the logical styles and the ones most likely to dominate among the advertisements of the future.

If the message in the advertisement is vital, it will be read and believed without any freaky or shrieky arrangement.

While I am of the opinion that the plain Passive Educational style is usually effective and produces a more pleasing and wholesome appearance, I am also of the opinion that the majority of advertisements must be unusual and striking in make-up to get attention.

Practically all of the plain Passive Educational advertisements occupy half or full pages and, for this reason, they do not have to compete with nearby advertisements to get attention. Their size and treatment with a reasonably interesting heading or illustration practically command attention.



Get this point!

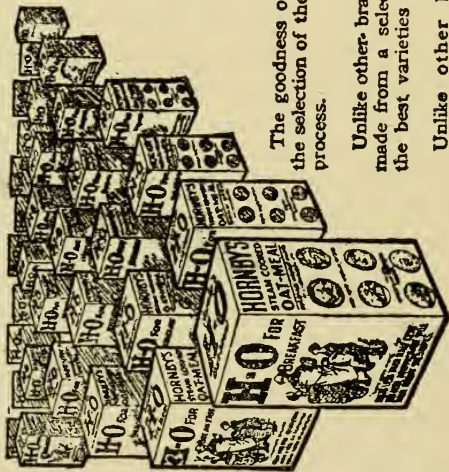
You can't break the pencil point in a Stewart sharpener. It's the first of its kind—an efficient, durable, needed tool. See it in your dealer's window. Test it in your office—home—school. Made by J. K. Stewart Manufacturing Company, of Chicago, and sold at all dealers—or direct from factory—for

\$3.50

It is seldom possible to get maximum attention in small space with the Passive Educational style. The Eastman Kodak advertisement "Your friends can buy anything you can give them except your photograph" is one of the very rare occasions where such a style is effectively used in small space. The main feature of this advertisement, however, is the use of white space, and white space properly used is an effective display feature in any size or style of advertisement.

As an example of white space as an effective medium, I show the Stewart Pencil Sharpener advertisement. The reading matter is practically the Passive Educational style in connection with a strong dominating illustration. The adaptation of copy, headline and product in this Stewart advertisement is as nearly perfect as I have seen. The well-balanced white space in this advertisement shows excellent planning. Whether this advertisement is used in small or large space it is bound to be seen.

The H-O advertisement is also a good example of the use of white space and is the kind that is hard to bury or skip. The copy and illustration of this advertisement do not have a close connection. As there is no mention of unending supply, large output, etc., in the copy, it would have been



The goodness of H-O lies in the selection of the oats and the process.

Unlike other brands, H-O is made from a selected blend of the best varieties of oats.

Unlike other brands, H-O comes to you almost cooked—cooked so that with 20 minutes on your stove it is easy to digest and the full oat flavor is retained.

The H-O Company, Buffalo, N.Y.
Makers of H-O, Force and Presto.

Pass judgment
on them all—
You will then
decide on the

Emerson PLAYER-PIANO

Send for Catalog

Dealers in principal
cities and towns

Emerson Piano Co.
Boston, Mass.

better to show but one package in the upper left-hand corner and show this larger—twice as large as the largest package in the present illustration. This would have made identification easier.

The Emerson Player-Piano advertisement is a very strong poster style small space advertisement, which uses white space to a very good advantage.

This style is very adaptable. Where there is much copy a fine line border the size of the panel can be used and the copy can be set, inside the rules in regulation style.

Another style of white space use is shown in the United Steel Company. This is a very general style but the rules in this particular advertisement are too heavy. The use of a cut of the handwritten second display adds force and character to this example.

One of my first lessons in getting attention in advertisements was to break lines through rules and borders, and I suppose most advertisement builders have used this style.

In all my files I have no better example of broken rules than the Flex-a-tile advertisement. This is made entirely by the printer, and is an excellent example of the possibilities of printers' rules, type and coöperation. The design, the copy

Chrome VANADIUM Steel

Adaptable for those parts
requiring exceptional
strength with light weight.
Have you tried it out?

Profit by our experience


We have spent some years
developing the quality of our
Chrome Vanadium Steel un-
til now it is used by the
largest industrial plants in
this and foreign countries.

Our
is made under our own se-
cret process, patents for
which are now pending.

*Drop us a line today concerning
your "Breakage" or "Com-
plaint" troubles. We will
gladly offer you gratis our ex-
perience.*

The United Steel Company, Canton, Ohio

BRANCHES—New York Chicago Detroit Cincinnati



Say "Good-bye"
to shingle trouble

Rot, rust and unsight-
liness *simply can't*
happen if you use Flex-
a-tile Asphalt Shingles. You
use *fewer* shingles and you
can lay them right over old
roof boards—weather and
water-proof; fire-resisting.

FLEX-A-TILE

Asphalt Shingles

give such splendid satisfaction
because they are *made* to do
it. We use a high-quality
wool felt base and a rubbery,
special asphalt coating. The
outer finish of slate or granite
is compressed under *tons of*
pressure. The beautiful,
natural colors of these mineral sur-
facings are permanent and get richer
with age. In red, garnet, greenish
gray, emerald and brown.

Write for handsome Flex-a-Tile
book and specimen shingles.

THE HEPPE'S CO.

Mfrs. also of Flex-a-Tile Asphalt
Shingles, Asphalt Roofing in any
Finish and Utility Wall Board.

1015 Krall Ave., Chicago, Ill.

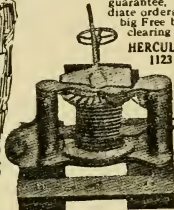
Make Money Pulling Stumps!

Add new, rich, crop growing land to your own farm by clearing it of stumps. Clear your neighbors' land. Your Hercules will be kept busy when others see what it does. Big profits for you. With the

Hercules All-Steel Triple Power Stump Pullers

you can clear an acre a day. The known and proved stump puller all over the civilized world very easy to operate—extremely durable. Special introductory price, 30 days' trial offer, 3 years' guarantee, on immediate orders. Write for big Free book of land clearing facts.

HERCULES MFG. CO.
1123-23rd St.
Centerville,
Iowa



Pork Sausage from Forest Home Farm

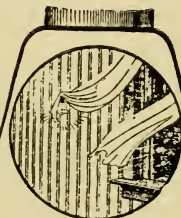
Made after an old Virginia recipe from the choicest portions of tender yearling pigs, flavored with home grown herbs and pure spices. Put up in 1 lb. packages, wrapped in parchment and shipped in 5, 10, 20 and 50 lb. boxes.

Price 30c a pound
Delivered at your door

Forest Home Farm Hams

From corn-fed yearling pigs, cured by an old-fashioned Southern process that makes them deliciously tender and tasty. They weigh from 8 to 16 lbs. and keep indefinitely.

Price 30c a pound f. o. b. Parcellville
Freight paid on orders of 100 lbs. or over
Forest Home Farm, Parcellville, Va.



Open flames are a menace in warm weather, when windows are open and curtains blowing. Electric light is safe. Have your house wired now.

You can have the work done now at a 25% reduction, with twelve months to pay for it, and no interest.

Kansas City Electric Light Company

Plumch Street and Grand Avenue
Telephone 4411
Home 3444

New Crop, Iowa Grown, Recleaned

CLOVER Tested and Inspected

Medium Red, Mammoth, Alsike, Alfalfa and Sweet Clover of choicest quality

TIMOTHY Blue Grass, etc., at low prices
NOW is the time to BUY

Ask for samples and copy of our Special Red Ink Price List. Large illustrated Catalog of Seed FREE.

IOWA SEED COMPANY
Dept. 7 Des Moines, Iowa

and the product are all well related and the effect is striking but quickly suggestive. There is perhaps too much of the broken effect in the design which could have been remedied by the use of smaller type for the firm name and holding this inside the lower part of the rules.

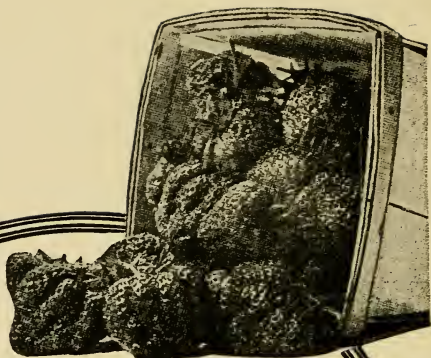
While not classed as the broken-rule style, the Forest Home Farm advertisement is a good suggestion for getting attention in small space. It also proves that it is not necessary to show the entire product in an illustration. In another advertisement this same advertiser uses the rest of the pig on the other side of the panel. In both cases it is the white space that gets the attention, while the illustration and heading tell the story quickly.

The idea of all striking and irregular effects is to tell the story quickly and be sure of "getting it over."

When an advertisement builder is given small space or a difficult problem, he must use every ounce of energy to make sure that the advertisement cannot be missed, and when seen cannot be misunderstood.

One of the "old reliables" in the mind of every advertisement builder is the circle. Pages being at right angles, space being at right angles, type

Great Big Beauties!



Did you ever enjoy such large, handsome Strawberries as these—picked right from your own garden?

Allen's True-To-Name Berries

are just as good as they look—good clear to the center. If you have any garden space at all, grow them and you'll never regret it. If you are a farmer, orchardist or poultryman devote a few acres to Strawberries. You'll find them the best-paying crop. There's always a demand for berries, always good prices. You'll have plenty for your table, too. We have 185 acres in Strawberries, and 80 acres in Blackberries, Raspberries, etc., the result of 30 years' experience. All plants packed fresh for shipment.

Send for our free 48-page 1916 Book of Berries—12 plates in natural colors—tells of the many varieties—how to select, plant, etc. Send for your copy now and plan to grow big-paying small fruits.

The W. F. Allen Co.

90 Market Street
Salisbury, Md.

and printers' materials being at right angles and the average reader's customary habit of seeing things at right angles make a circular design always noticeable.

When used with a good illustration and a strong well-related headline, as is the case in The W. F. Allen Company advertisement, the copy is almost sure to be read.

However, the display does not tell that the advertiser is selling the plants and not the berries themselves. The display line in the body of the advertisement should read "Allen's True-to-Name Strawberry Plants."

I also show another circular advertisement—The Starr & Reed Cigarettes. Here I do not see anything but the circle nor get any message from the entire advertisement. An illustration of some kind is needed to back up the circle after the attention has been obtained.

Any design or display that does not carry the reader's mind beyond the design and on to the message, is not good. All attractive advertisements are not convincing. Too much attention is given to some freakish design, and not enough attention to getting the real message across so forcefully that the design will either be forgotten or remembered only as a means of adding force.

STARR & REED

EGYPTIAN CIGARETTES

THEY are genuinely rich in flavor, yet not heavy; delightfully mellow, yet not insipid; pleasingly fragrant, yet not pungent. Altogether, this is the ideal cigarette, created by the Master Blender from the finest Turkish tobaccos that are produced.

Take a long, deep whiff. The rich, mellow, fragrant smoke will *soothe and satisfy.*



One of the most effective agencies of display is an outline or suggestion of the package or goods advertised or something closely related to the goods or the headline of the advertisement.

The Kansas City Electric Light Company is not selling electric light globes, neither is the Hercules Mfg. Co. selling stumps, but the articles for sale in these advertisements are so closely related to the display that the reader gets the message and its meaning at first glance. And the first glance is obtained by the irregularity of the design.

“How Many Hides Has a Cow?” We do not know. But the query is more interesting than the same question surrounded by an ordinary rule border.

Although the shape of the Pompeian Olive Oil package is not much different from any other olive oil package, this advertisement with its two views of the package is wholly and truly a Pompeian Olive Oil advertisement. It is just irregular enough to avoid being buried on a page. The illustration does not consume much more space than would be consumed by a commonplace rule border.

The Gulden's Mustard advertisement is another good adaptation of this idea; it might have been

How Many Hides Has a Cow?

This may seem a foolish question.

Yet the area of automobile upholstery made from one cow's hide is about three times that of the whole hide.

How?

By splitting the hide into three sheets, and coating and embossing the "splits" in imitation of grain leather.

Coated split leather is therefore artificial leather much inferior to



MOTOR QUALITY

which is scientifically made artificial leather based on a fabric much stronger and more uniform than the fleshy split, but coated and embossed in the same way.

The difference is all in favor of Fabrikoid, which is guaranteed superior to any coated split. Not affected by water, heat or cold. Several leading makers have adopted it. Any maker can furnish on your car if you order it so.

Send 50c for sample 18 x 25 inches. Enough to cover a chair seat. Mention this magazine and specify Black Motor Quality Fabrikoid.

DU PONT FABRIKOID COMPANY
WILMINGTON, DEL. TORONTO, ONT.



Perspiration

is necessary
but the odor is not

Neither is excessive perspiration. Nilodox eliminates odor and corrects excessive perspiring.

NILODOX entirely
new



Nilodox is an entirely new product of the laboratory—harmless, antiseptic and deodorant in its action. Try it. It will make warm weather more enjoyable for you. Big bottle, 50c. Nilodox is being placed on sale with druggists as fast as possible. Send us 50c for full-size bottle, prepaid.

Monroe Pharmacal Company
Room 1305, 5 S. 5th Ave.
Chicago, Illinois

50c
by mail

better without the line background, but I use it here to show another possibility along the line of pictures of the packages.

Lines at angles of 45° seldom fail to attract attention. The advertisements of the National Fire Proofing Company and the Monroe Pharmacal Company both use this idea to good advantage. These advertisements are surely irregular in shape and you cannot bury an irregularly shaped advertisement.

The Iowa Seed Company advertisement is also irregular but it is not suggestive of clover seed. And I doubt that any casual reader will recognize immediately that the outline is that of the State of Iowa. The irregular shape gets attention but the second glance does not give the story as effectively as does the Pompeian Olive Oil advertisement and others.

You cannot mistake what the Crescent Brass and Pin Co. are trying to sell. And I would not say that this advertisement was purely irregular in shape. There are many products with short names and even many short and terse trade names that could copy this style with good effect.

Advertisements do not have to be irregular in shape to produce a striking effect. They can be distinctive in illustration and display.



**When You Want Olive
Oil That's Pure and Fine
Say—"POMPEIAN"**

Since we eliminated Glass Bottles, five years ago, we have never had a complaint on Pompeian Olive Oil. It's made from CHOICE Mediterranean Olives—the "first-pressing,"—and it's Pure and Sweet, with a Distinctive "Fruity" Flavor. The Pompeian Package is sealed,—Air-tight, and Light-proof. It keeps in all the Goodness.

Half pints 25c

Pints 50c

FULL MEASURE GUARANTEED BY US

FREE—16-page book of Tempting Salad-Recipes. Ask your dealer for it or write us.

POMPEIAN CO., Inc.,
Washington, D. C.

POMPEIAN OLIVE OIL



Hollow Tile—Steel Reinforced

is fireproof, weather proof, practically everlasting—the most permanent type of building construction known.

THE IMPERISHABLE SILO

is built of hollow vitrified clay blocks. It cannot burn, cannot be blown over, will last a lifetime without a cent for repairs. Glazed sides keep silage sweet and palatable. Any mason can build it, and it will give an air of progress and prosperity to your farm that will be worth much to you.

Our Illustrated Silo Book

is full of valuable information for stock feeders and dairymen. It is written by authorities and should be read by every farmer.

Send for free copy today—ask for catalog Q.

NATIONAL FIRE PROOFING COMPANY

Pittsburgh, Pa.



PINS

ALL RIGHT THEN
We'll all send our pin orders to the
Crescent Brass & Pin Co.
Detroit, Mich.
They are members, too, aren't they?
Sure they are.



Fabric First

This is the logical way to plan suit or gown. Choose first the cloth, which is the style foundation and on which depends the finished effect. Choose from the wealth of beautiful weaves and colorings in

The illustration and border in the "Fabric First" advertisement is decidedly distinctive and still in close relation to the product.

I cannot believe that this effect was produced by the customary use of the Ben Day method. I am inclined to think that the drawing was made over a very clear photograph of the goods itself. This method may lend a valuable suggestion to other clothing advertisers because it actually puts the clothes on the subject in the illustration. Such a treatment is as sure to cause the reader to look twice as it is possible to make a sale of cloth by causing the buyer to feel the goods. The reader can almost feel the goods in this advertisement. The heading and copy of this advertisement are unusually well connected.

Many products lend themselves to backgrounds for the advertisement and this method is well worth serious study.

There are some products, however, that cannot be forced into the method of treatment. Note the Carborundum advertisement. Very few readers have the patience or eyesight necessary to discover and follow the reading matter. It is a striking effect but it is not good by any means. I use it here to illustrate something to be avoided.



Carborundum Christmas Packages A Splendid Holiday Suggestion

IT'S the useful gift that pleases most — give the women of the house a

CARBORUNDUM KNIFE SHARPENER
— a solid shaft of Carborundum — round or octagonal — fitted with genuine stag horn or wooden handle — far better and quicker than the old-time steel for giving a keen edge.

Make glad the man who shaves himself — give him a Carborundum Razor Strop or an Aloxite Hone. Gratify the sportsman with a Carborundum Sportsman's Stone — it will put an edge on his hunting knives, hatchets, etc. — in a twinkling.

All wrapped in Holly Covered Ribbon Tied Christmas Packages.

- No. 79A — Carborundum Knife Sharpener — octagonal shape — genuine stag horn handle — complete in box \$1.00
- No. 78A — Carborundum Knife Sharpener — as above — with wooden handle, .50
- No. 200A — Aloxite Razor Hone — velvety smooth — fast cutting — in box .75
- No. 331A — Carborundum Razor Strop — sharpening side filed with finest of Carborundum powder — split ring holder, 1.50
- No. 113A — Carborundum Sportsman's Stone — for sharpening hunting knives, axes, etc. — in soft leather belt case 1.00

Carborundum is the most Wonderful Sharpening Agent known

For sale at hardware dealers — or order direct

**The Carborundum
Company**
Niagara Falls, N. Y.



Reproducing a clipping of comments on the favorable mention of an article offers great possibilities. I reproduce one as the last exhibit in this chapter. It is excellent arrangement, but I think the name of the book advertised should have been put across the top. The arrangement is, however, most interesting.

highway near
 a committee.
 THE HUMAN FIGURE, by John H. Vanderpool, priced at \$32. Sherman Brothers, Inc., 150 N. Dearborn St., Chicago, Ill., has published a book on the human figure, which is the first of a series of books on the human figure. The book is a reprint of the original work of the artist, and is a valuable addition to the library of any artist or student of art. The book is a reprint of the original work of the artist, and is a valuable addition to the library of any artist or student of art.

Clipped from
 the May 15, 1916 issue of
 The Albany N. Y. Times-Union

CHAPTER XIV

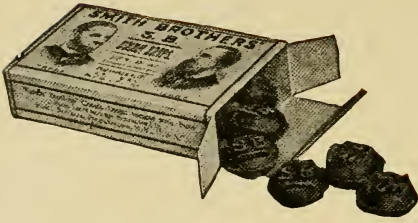
ADDING LIFE TO PACKAGE DISPLAY

ADVERTISERS now realize how important it is to have the reader see and remember the package. If readers do not get a clean-cut idea of just what they are going to be given when they ask for the advertised article, substitution will be an easy matter.

The problem of package display is therefore a serious one and it becomes more serious when we realize that it is only in rare cases that an illustration of the package in its real colors is possible in the advertisement. We must do something striking in black and white.

If the reader is an experienced builder of advertisements, he can readily visualize how far short even the best black and white reproductions of packages come toward giving an adequate idea of the package itself.

Modern builders of advertisements, however, are becoming more and more efficient in the handling of package display, and this chapter was called into existence merely to show and record



some of the things that have been accomplished along this line.

Pep-O-Mint Life Savers, Smith Brothers Cough Drops and Nabisco Wafers all show a similar method of putting life and action into the display.

This method makes possible a showing of the goods as well as the package. The reader has two chances of comparing what he buys with what he called for.

While this method has the appearance of being easy to handle, it is by no means simple. The hand of a master and the patience of Job are required to get the wafers or the drops in just the right position and focus in order to prevent a strained or stilted atmosphere. They must be natural and the freedom and ease of any natural effect is difficult to obtain.

Some advertisers are using motion picture cameras to obtain "natural" photographs. They get the model, or machine, or package in front of the camera and have them act as natural as possible as long as possible and in the meantime the camera is recording every move. In some few of these movements the subject is nearly always sure to get all the natural ease, action and grace required.



In the old days most packages were drawn or photographed "straight front" view. There was very little perspective to any and not much variety.

The Ryzon Baking Powder package shows how much action and character can be given a package in just the posing and perspective alone. The package "comes to" the reader at once. Because the shape of a package is right angles is no reason why it should or must be shown at right angles. Right angles in illustrations that must be shown with type (which is at right angles), usually produce a very flat "squared up" picture with no especial force or character.

Some goods have an inside cover and an outside cover, but until the recent Nujol campaign, the author does not remember seeing both covers shown in one advertisement.

This is an excellent idea because it also gives the reader two chances for comparison. In these days of substitution evils, we cannot feature too many points of identification.

Dioxogen, Listerine and Colgate's Shaving Stick show other methods of adding life to the display of the package.

Such touches as those given these last three packages can lift a package out of the page and make it individual and distinctive.



In the heart of America's
most famous vineyards
on the sunny shores of
Lake Keuka, New York.

Gold Seal CHAMPAGNE

is made from selected
grapes by the most skilled
vintners. Fermented in
the bottle and carefully
aged and pronounced by
connoisseurs to be superior
to any wine you can buy.

SPECIAL DRY and BRUT

Insist on Having It

GOLD SEAL RED—the best
Sparkling Burgundy on
the Market

Sold Everywhere

**GOLD SEAL
Special Dry**

*Utah Wine Company
Utah*

The use of the Gold Seal Champagne bottle makes an attractive, compelling display but I do not see that it is any different from other champagne bottles. It does not help toward identification. Its chief value is display.

These few samples of package display are not meant to be a full list of all the attractive package illustrations. They do, however, show that more thought is being given to this all important feature of an advertisement. They also give a hint as to the possibilities of concentrated thought on this subject.

There is no reason why any illustration of a package of goods should be flat and lifeless. The reason some are now inane is due to lack of imagination and originality.

Some of my readers will say that shadows and perspective tend to cause a more difficult recognition of the package when purchased. Perhaps this is true to a certain extent. However, when the shadows or perspective cause the reader to look twice, I believe the shadow is forgotten and the name and general outline of the package itself more easily recognized. Average intelligence forgets the shadow after being drawn by it to the package.

CHAPTER XV

CONCLUSION

THIS book was not intended to cover every detail of printing as related to the work of an advertisement builder, advertising manager or advertiser. It was intended to be an exposition of the building of mechanical elements to produce an advertisement as near perfect in sales appearance as possible.

Neither is this book intended to cover the field of printing in general. The author believes however that it contains many valuable helps to printers as well as advertising men.

Type as related to building books, building magazines, commercial printing, booklets, catalogues and direct-by-mail circulars is an inexhaustible study.

Volumes could be written on the subject of paper stocks and their application to booklets, circulars, catalogues, house organs, mail cards, etc.

Printing inks and color harmony is another in-

teresting and voluminous subject. All of which come into the daily work of advertising men and some advertisers.

This book, however, deals with one subject, one part of the advertising man's or advertiser's work—Building Advertisements That Pay

The author does not believe that the arranging of advertisements in groups and putting them on a scientific basis for easy recognition will create a tendency to sameness in current advertising. But he does hope that it will act as a chart to help the imagination of the advertisement builder to build more clearly, more easily and more economically.

The author does not believe that the classification of type faces will cause monotony in the body of advertisements. He rather believes it the surest manner to cause a further development in the proper use of type faces *as a means of selling goods*.

The study of this classification should help toward an easier adaptation and application of new type faces which appear from time to time. Style changes, but as long as advertising is so closely related to human nature a basic scientific principle of construction changes very little.

Some advertisements are pleasing to the eye; some are repellent; some are neither pleasing nor

repellent. But we cannot judge the selling power of an advertisement by its beauty or lack of beauty.

The main questions are these—is the type face chosen best adapted; are the engravings in the advertisement proper; do they blend or contrast with the type as the case may require; do the engraving and type as a whole conform to the kind of advertisement determined by the plan; are all the mechanical points in the advertisement carefully selected so the message will reach the ultimate consumer and sell him the *article* or *service*, quickly, easily and surely?

Test out every advertisement.

Is the plan right? Is the style of advertisement right? Are the type and engravings best adapted to this style? Is the style of advertisement too much style and not enough message?

After you have tested your principles you can then add what I like to call “millinery.”

For instance: All your principles may be correct and yet the advertisement will not be distinctive. In the chapter “Striking Displays” I show only a few methods for lifting an advertisement above the ordinary. This chapter has by no means exhausted the subject.

Perhaps the “millinery” may take the form of

distinctive environment—something suggested to help create character. Look to your border.

Maybe you need handlettering to suggest age or distinction in connection with your message.

You may want “something different” and yet wish to retain your principles intact. How about the engravings?

A code of principles of construction based on sound selling-sense is absolutely necessary for the economical handling of the mechanical features of an advertisement.

It will help both the advertising men and the printing fraternity.

I have tried to define these principles. I have put into this book the result of years of research and experience. I have made an effort to help my fellow laborers in advertisement building wherever they may be.

