

THE ADVERTISING MAN

The Advertising Agent, Advertising Expert, Advertisement Writer, Advertising Manager, and Advertising Solicitor—The Work They Do, and Their Prospects.

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While advertising was born the day following the birthday of business, commercial advertising was not recognized as a business necessity, nor as an accomplice with business, until about half a century ago.

When 25 years of age advertising was, by common acceptance, taken into business partnership and acknowledged to be as much a commercial commodity as flour, or any other manufactured product. Then business accepted advertising as a commercial investment, and not as a trade-making expense. Before this it had been considered more or less of an experiment, and invariably as an expense, a sort of business luxury or a side issue. These quarter-of-a-century-old advertisers advertised, or seemed to advertise, under a more or less pronounced protest, looking upon advertising as a something which for some unexplained reason they did not dare not to use, but did not want to use, and were not by any means sure of being able to properly utilize.

To-day, advertising is a business necessity and a trade commodity, and is so recognized, not as the fifth wheel of business, but as one of the four wheels; and, by many, as one of the two driving wheels.

Substantially every North American publication carries advertising. The total number of copies of these publications issued annually in North America, including dailies, weeklies, monthlies, and all others of regular appearance, may exceed thirty-five hundred millions. Assuming that there are 100 advertisements, a very conservative estimate, in each issue of each publication, there would then be not far from an aggregate of more than three hundred and fifty thousand millions of impressions of advertisements during a single year.

North American progressiveness gives to our country an advertising value proportionately greater than that of any other civilized nation. Probably a multiplication of the foregoing figures by four, as well as of the following ones, will not fall short of the statistical truth of the world's publicity.

The 100,000 or more printing offices in North America are producing advertising matter, in the way of catalogues, circulars and other things, which amounts to a sum not less than that consumed by periodical and newspaper advertising.

Advertising Manager.

The advertising manager of an advertiser's advertising is in every way different and distinct from the advertising manager or solicitor of a periodical, for the former is in no sense a solicitor. He is a buyer of advertising space and generally a writer of advertising matter. As a rule, he is as independent as the manager of any other prominent department of a business concern, taking orders only from some member of a firm, some officer, or from the board of directors. It is his business to buy the advertising space and the printed matter, and, further, to prepare, or have prepared, the advertisements and advertising matter. He is as much a professional as a business man, rather more so in point of fact. Business ability alone is not sufficient for the success of an advertiser's advertising manager. He need have no selling ability whatever. He may not even understand bookkeeping or the clerical side of business, so long as he knows how to buy advertising, how to write advertisements, and how to obtain general publicity.

To be successful, and to reach anywhere near the top, this advertising manager must be a composite man of high grade, with a knowledge of the principles of business and a practical experience in the methods or usages of business; and, further, he must be enough of a writer and have a sufficient education to give him a command of language so that he shall be able to write properly about that which his firm has for sale.

Advertising managers of the highest grade receive as much as \$20,000 a year, although comparatively few ever enjoy salaries exceeding half this amount. The average salary paid to a first-class man is probably not in excess of \$3,000.

The advertising managers of large retail stores receive from \$1,000 to \$10,000 a year, the average salary for the rank and file not exceeding \$1,500 a year, and that of the upper grade man being about \$3,000 a year. The great department stores in our large cities invariably employ advertising managers, paying them from \$2,500 to \$10,000 a year, the smaller stores paying salaries ranging from \$500 to \$2,500.

One cannot learn to become an advertising writer. True, the advertising school or the advertising book may teach the principles of advertisement writing. So can the school and book impart the principles of law and of medicine; but neither in itself can make an advertisement writer any more than it can make a lawyer or a doctor. Unless one possesses a peculiar natural ability, advertisement writing offers to him little or no opportunity. The boy who cannot compose, and compose decently well, or, in other words, cannot properly write himself and his ideas in writing, will never make an advertisement writer, and no amount of study, training and experience will ever give him more than mechanical proficiency. He will never become a writer of real advertisements, advertisements with life in them. The boy who does not observe things, and who cannot carry in his mind the result of his observations, may not hope to become an advertisement writer.

Salaries of Solicitors.

Newspaper advertising solicitors are usually paid salaries ranging from \$1,000 to \$5,000 a year, and a few enjoy incomes exceeding the larger amount. The average salary, exclusive of country paper solicitors, is probably not far from \$2,000 a year. Solicitors for general periodicals, like the standard magazines, are generally paid salaries, seldom less than \$1,500, and from that up to \$10,000 a year; the average salary which a first-class periodical pays being not far from \$4,000 a year.

A high-class advertising man employed upon a large newspaper or magazine or other well-known publication of general circulation, invariably commands a salary of not less than \$5,000 a year.

Soliciting advertising is extremely difficult work, and is considered the hardest kind of solicitation. While to-day advertising is usually recognized as a business commodity, its position has not yet become sufficiently established to have determined for it a definite standard of value. It is not as easy for the buyer of advertising to decide in advance whether or not certain advertising will pay, as it is for the buyer of flour and fabric to decide beforehand the quality and probable profit of these commodities; consequently the advertising solicitor, while usually not handicapped by the necessity of being obliged to argue the value of advertising, may be seriously hampered because of this lack of standard of value in buying and selling advertising space.

An important class of advertising men is represented by the advertising agent. His name is a misnomer. He is not in any sense an agent, either for the buying or selling of advertising space. He is, in fact, a wholesale dealer in advertising; and, further, he is a solicitor either personally or by proxy. Practically all of the periodicals pay a commission for business which does not come directly to them through their regular solicitors. They give the advertising agent a commission ranging from 10 to 25 per cent. on all the business he brings them, 10 per cent. being the lowest rate of commission paid, 15 per cent. the average, and 25 per cent. the maximum. Few publications of a large circulation, however, allow more than 15 per cent., and the leading periodicals seldom give more than 10 per cent.

The agent, therefore, in the capacity of advertising solicitor either himself or through the men he employs, visits his advertiser and endeavors to sell advertising space. Usually the advertising agent offers space in a certain number of publications, known as a "list," for a lump sum, which sum is apt to be less, and sometimes considerably less, than that which the advertiser would be obliged to pay for the same space if buying it directly from the various publications.

The advertising agent works in the interest of both parties; in the advertiser's, for he saves the advertiser's money, and also renders certain services in the way of clerical and other work which the advertiser may not so economically perform; and he is of service to the periodical, because he reduces the periodical's expense of soliciting, simplifies accounts, and brings to it business which the periodical might not otherwise obtain, and certainly not so easily.

Advertising Agencies.

There are, in America, a few advertising agencies doing a business of several millions of dollars a year. These concerns were established years ago, and have built up a substantial clientele and are among our strongest mercantile institutions. The rank and file of advertising agents, however, are not financially strong. Many of these agencies were formed by dissatisfied and unsuccessful advertising solicitors and managers, who, with a little business for a nucleus, started in for themselves. More than half of these agencies fail, and some of them almost immediately.

I would not advise any young man to become an advertising agent until he had had practical experience with some of our largest agencies; and until he had either sufficient capital or strong financial backing to protect himself against sudden, and often impossible to avoid, loss.

Advertising managers are of two classes, the advertising manager of a newspaper or other periodical and the manager of an advertiser's advertising. The former may or may not be an advertising solicitor. The chances are that he is, and that he personally solicits the business of his largest customers. Many periodicals combine the office of business manager

with that of advertising manager, for the two are closely allied. The advertising manager of a great daily paper seldom receives a salary of less than \$2,500 a year. Many enjoy incomes of \$5,000, and occasionally they are paid somewhat more. The average, however, is probably about \$3,500 a year. Advertising managers of leading magazines, and of other general publications of standing and of extensive circulation, receive from \$2,500 to \$5,000 a year, with \$15,000 as a maximum, and with an average of about \$4,000. This average, however, only applies to advertising managers of the leading periodicals, those of the second class in circulation receiving salaries of from 25 to 50 per cent. less than the amounts just mentioned.

MODERN SHADES OF MEANING.

Words of English Language That Have Improved with Age.

Why is a poodle so called? Some one says: "Probably the natural answer would recall the old lady who said that no credit could be given to Adam for naming the pig, since anybody would know what to call it. 'Poodle' seems so obvious a name for this dog. And, in fact, this is not far from the truth about the origin of the word. It is quite recent in English, not being found before 1864, apparently. It is the German 'pudel,' which comes from the low German, 'puddeln,' to waddle, and the dog must have been so called, as Skeat says, either because he waddles after his master or because he looks fat and clumsy on account of his thick hair."

"Nice" is one of the exceptional words which have risen on the scale and improved with age. It is from the Latin "nescius" and originally signified ignorant. To Chaucer it regularly meant foolish—"wise and regularly nice." In Spenser's time it still meant effeminate. From general foolishness there was probably first a specialization to foolish fustiness about trifles. Then the idea of ignorance dropped out, and the word meant particular about details, accurate. It was creditable to be a "nice" observer or to show "nice" judgment. And so in the end the positively agreeable meaning of to-day was evolved. "Sculls" and "skulls" are one word

SPLITTING GRANITE WITH AIR.

Force Will Separate Horizontal Sheet of Several Acres.

The explosive force of compressed air is employed in a very interesting way by a North Carolina granite company. On a sloping hillside, composed of granite which shows no bed planes, but splits readily in any direction when started, a three-inch bore is sunk about eight feet deep, and the bottom is enlarged by exploding half a stick of dynamite.

A small charge of powder is fired in this hole, which starts a horizontal crack or cleavage. Charges increasing in size are exploded until the cleavage has extended over a radius of 75 or 100 feet. Then a pipe is cemented into the bore, and air is forced in, under a pressure of from 80 to 100 pounds. The expansion of the air extends the cleavage until it comes out at the surface on the slope of the hill. A horizontal sheet of granite several acres in extent may thus be separated.—Youth's Companion.

GREEKS A RACE OF SAILORS.

Formidable Competitors of British for Danube Trade.

While much public interest has been shown in the recent celebrations of Rumanian independence and the revival of the Olympic games, no attention seems to have been paid to

GOOD DESERT LAW.

RIGHT OF "SQUARE" MAN TO KILL UNFAIR PARTNER.

Authority Lays Down Rule and Backs It with Good Argument—Prospector's Calling Admittedly a "Tough Game."

It was in the camp of Bullfrog that Mitchell, the big, brick-red mining man of Nevada, told his view of law on the desert:

"If you are prospecting with an unreasonable hog of a partner who wants to eat three slices of bacon and half a loaf of bread for breakfast and lets the canteen gurgle down his throat, while you get along with a strip of bacon and just moisten your lips when you take a drink, then you're all right if you kill him. I'd kill him if there wasn't anything else to do. It's a tough game and it's your life or his when you're lost or your grubstake and water are giving out."

These observations were suggested by the arrival in camp two days before of the bones of a prospector who had died of thirst some 40 miles from Bullfrog during the previous summer. He had been a carpenter, earning wages of eight dollars a day in the new camps during the "boom," but the gold fever led him away from this safe and profitable toil. He picked up a partner, they loaded their burros and trailed off south toward the Death valley country to prospect in the Funeral range.

Three weeks after the desert swallowed them up the partner wandered into a freighter's camp half crazed with thirst and exhaustion. He was able to tell the freighters that the carpenter was somewhere out beyond, lost and without water, too helpless to move. The partner was too weak and feasted to go back with the rescue party of freighters, so they left him in camp. He directed them as well as he could, but the search was bootless and Griffin, the carpenter of Bullfrog, was added to the long list of desert victims. Several months later a party of prospectors tumbled by chance across what was left of him. There was no trace of his outfit; he had thrown away his gun, his canteen and his hat. One shoe was found 30 feet from his body and he had torn off and flung away most of his clothing. These were the ghastly evidences of the last great fight he had made to struggle on.

"When they're dying for water," said Mitchell, who knew the "desert game," "they throw away everything until all their clothes are gone and you generally find them without a stitch on."—Outing.

How to Reduce Your Flesh.

To increase the lung capacity is the first step in the reduction of flesh. For this purpose running is, I think, superior to any other exercise. Boxing and hand ball are also excellent for the "wind." And these exercises will do more than increase the respiratory organs; they will greatly stimulate the circulation as well as all the secretory and excretory processes. What leg exercise will not do, however, to any great extent, is oxidize the soft tissues of the trunk and arms. True, by stimulating the organs of elimination and by increasing lung capacity, leg exercises will oxidize upper tissues somewhat; but when fat is not replaced by muscle, it has a strong tendency to reform. A bad effect of leg exercises exclusively is that they draw a major part of the blood, rich in oxygen, to the lower limbs; whereas, if vigorous arm and trunk exercises were executed, besides the leg exercises, much blood would be attracted also to the upper parts which would then be oxidized to the best advantage, their lost fat being, at the same time, replaced by solid tissue, and hence having little tendency to reform. Running, therefore, splendid exercise though it is, should be supplemented by "upper" exercises. By vigorous upper exercises I do not mean calisthenics nor any kind of so-called light exercises; I mean reasonably hard work.—Outing Magazine.

Shock for Love's Young Dream.

The interesting young couple boarded the car. On the third finger of the girl's left hand appeared an obviously new gold band. The man was apparently in the worst stage of the disease. Oblivious to the hard, unfeeling world, they carried on an audible conversation of the tootsy-wootsy kind. The stout man sitting opposite was clearly disgusted. He snorted his disapproval and endeavored to transfuse the lovers with a ferocious stare. At last his feelings passed the stage when they could be expressed by a snort. Turning to the meek, washed-out little woman who sat beside him he inquired in a voice that sounded like the bellow of a bull with a sore throat:

"And will my darling poppy-wopsy always have her lovey-lovey's dinner ready for him when he comes home in the evening?"

The bride and bridegroom suddenly brought back to this most censorious world, came down from the celestial regions with a thud. Love's young dream had received another hard knock.

Belief in Wandering Elves.

Piskies, pixies, or pisseys, are a tribe of elves peculiar to old Cornwall, England, a territory once extending to the eastern edge of Dartmoor, which is still included in the duchy. They are not elemental spirits, but in material life were those of the Celtic tribes who refused to give up their ancient religion for Christianity, but otherwise lived blameless; hence their sympathy with humanity. Not good enough for heaven, nor bad enough for hell, their wandering souls were permitted to remain on earth, haunting their own familiar moorlands, wooded coombes and waste sea beaches.

Ginger Beer.

Pour a gallon of boiling water on one pound of loaf sugar, half an ounce of ginger, and one ounce of cream of tartar. When nearly cold add a tablespoonful of yeast. Strain, bottle, and in six hours it will be ready for use. If root ginger is used, boil it in the water for 20 minutes.

STORY LACKS USUAL ENDING.

Thoughtful Man's Visitant May Have Been Ghost, and Then Again—

"Ghosts!" said the skeptic, contemptuously. "Pooh! no sensible man believes in such nonsense nowadays."

"Well," said the thoughtful man, slowly, "I don't know. Curious things do happen occasionally. There was a man who lived beside me who used to scoff at me because I professed a slight interest in visitations from the other world. He told me one day that if he happened to die before me and found that there was anything in the ghost theory he would come back and notify me. Brown was his name, a sort of general disbeliever. Everything saved his own impression."

"A couple of months ago," continued the thoughtful man, "I was sitting in my study reading. It was about 12 o'clock at night and everyone had gone to bed except myself. I was suddenly aroused by a loud clanking noise accompanied by a dismal wailing. After awhile it was repeated. I got my gun and started to investigate. I made a thorough search, but nothing was found. The wailing happened to be passing by and I called him, but everything seemed quiet. None of the folk in bed had been aroused, so at last I gave it up and went to bed, feeling, I confess, a little uneasy."

"Next morning when we were at breakfast Markham called in and told me Brown had died suddenly in the night."

"Oh!" exclaimed the skeptic, "his ghost had remembered his promise and come round to wait out his repentance at his former unbeliever."

"Well," said the thoughtful man, "that might have been so, only it turned out later that our cat had broken its leg and got tangled up in the hot water pipes in such a way that she was strangled."

HE KNEW FEMININE NATURE.

Amateur Theatrical Director Hit on Just the Right Thing.

"Now," said the director of the amateur theatrical company to the girl who had the stellar role, "in this scene you must show the greatest anxiety and concern. You must be worried and nervous, and on the verge, apparently, of prostration. Act as though your lover were possibly lost at sea—that is the situation we portray in this scene."

She acts as near that way as she can, but the director is not satisfied. "No, no," he says, stopping her. "Try to imagine how you would feel if some one near and dear to you were lost."

She tried the act that way, but with no better success. The director is about to give up and let her go through the scene in her own way, when an inspiration strikes him.

"Here!" he exclaims. "Act as you would if your Easter bonnet were not going to be delivered in time for you to wear it to church."

When the play was produced, it was said that the heroine's rendition of this scene was one of the finest bits of acting ever witnessed.

Wouldn't Prejudice His Case.

Former Senator John M. Thurston, of Nebraska, who was representing the defense in a recent trial in one of the local courts, arose the other day to reply to argument of counsel for the government on a point of law.

In deliberate and impressive manner the attorney began a forceful presentation to the court. Before he had fairly launched his counter attack, however, he was interrupted by the presiding justice, who said that he was about to decide the question in favor of Senator Thurston.

"In that case," remarked Mr. Thurston, resuming his seat at once, "I will make no speech to the court for fear of changing your honor's opinion."—Washington Star.

Her Quill.

"Speaking of Irish bulls," remarked Clerk Brownell, "my wife had a funny introduction to one last evening. She was standing on our front doorstep, when a woman with a shawl pulled over her head came hesitatingly along the sidewalk. Seeing my wife, the woman paused and said:

"Pardon me, but are you acquainted in this neighborhood?"

"I am. What can I do for you?" replied Mrs. Brownell.

"Can you tell me where Mr. McClellan lives? I understand he just died, poor fellow."—San Francisco Chronicle.

Danish English.

The following amusing advertisement is copied verbatim from a Danish paper: "The hotels charmingly situated, surrounded of a nice garden the good cuisine, the kindly accommodation with moderate charge and good conveyances with easy occasion for salmon and trout fishing, the ascending of the surrounding mountains has done this place well known and praised of all travelers. N. B.—The Landlord is spoken English very good."

Bringing Husband to Time.

The colonial wife is not to be trifled with. When her husband goes "up country" and neglects to return within a fair and reasonable time, she simply advertises for him. Here is a recent advertisement from an Australian paper: "If my husband, A. B., does not answer this advertisement in three weeks, I intend to get married. Signed C. D."—Royal Magazine.

Restful.

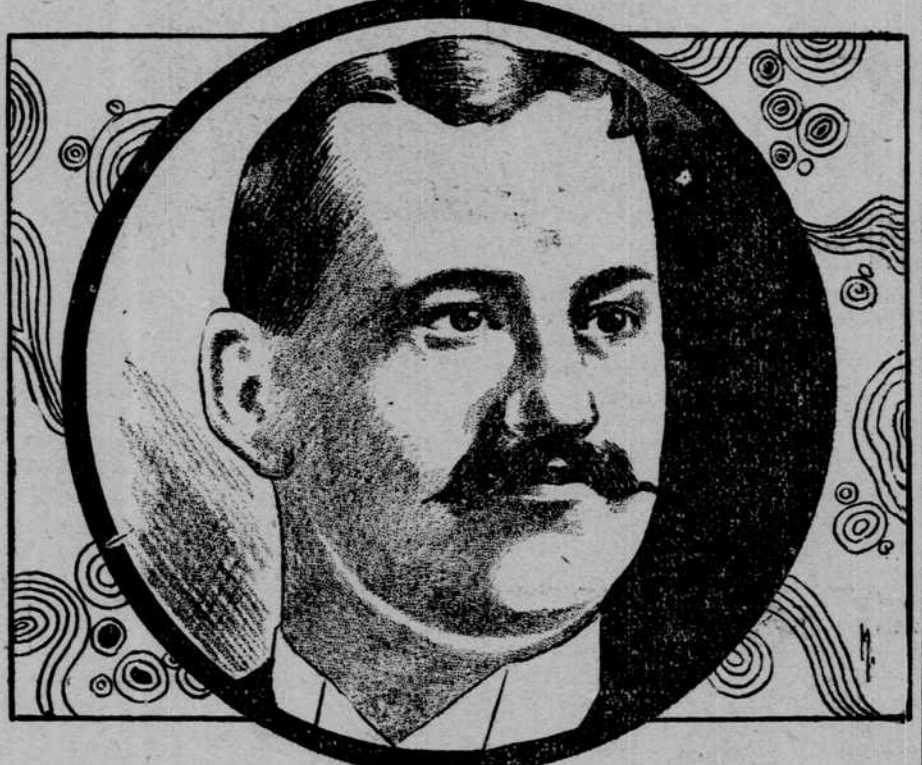
Gasser—I noticed your friend Knox at my lecture last night.

Kandor—Yes, and he enjoyed himself immensely.

Gasser—Yes, I noticed he stayed until the end; he didn't get tired at all.

Kandor—No, he told me he was in a part of the hall where he couldn't hear at all.

GRAND EXALTED RULER OF ELKS.



Henry A. Melvin, of Oakland, Cal., who was elected exalted ruler of the Elks at the Denver convention, is county judge of Alameda county, Cal. He was for some years chief deputy district attorney and served as deputy attorney general.

in origin, and both at various times have been spelled capriciously with a "c" or a "k." Pepsy, the diarist, tells how he went on the Thames at one time "in a scull," at another in a "skuller." The origin of the word is "skulle," or "sculle," a bowl or goblet. While the cranium was obviously bowl-like in shape, a distant resemblance to a bowl was also detected in the scooped-out blade of a "scull," as opposed to the flat blade of our propper.

They Dread Ridicule.

According to a missionary, the Japanese are so sensitive to ridicule that one reason why children are so seldom punished for faults is that they can be so easily laughed out of them.

The fear of ridicule, in fact, according to the authority has had no small part in forming the Japanese character, promoting the national zeal for efficiency, and the minute attention to clothing, manners and speech.

At a Japanese school the children were once asked what they considered the most creditable thing in the world. All sorts of answers were given—murder, ingratitude, earthquakes, and so forth—but the teacher said that in his opinion the worst thing of all was to be laughed at.

a development, which, curiously enough, links the two countries. It has been left to the British vice consul at Suina to point out that the Greeks are the most formidable competitors of the British in the important shipping trade of the Danube. "The Greeks," he says, in a passage which will be interesting to all pro-Hellenes, "are a race of sailors, and if one were to visit every port in the Mediterranean and Black seas, beginning at Gibraltar, and making the entire circle back to Tangier, one would find very few places where the Greek language did not predominate at the quay-side." Last December 32 modern Greek argosies sailed from the Danube, as compared with 45 belonging to the United Kingdom. The irony of the vice consul's story is to be found in the fact that many of the Greeks bought their ships by means of profits derived as chandlers or runners for British vessels.

Cairo's Many Gates.

In the walls of Cairo the present Egyptian capital, erected under the Fatimit-Khalifs a thousand years ago, were there originally 60 gates. Of these, many remain to this day, resembling, in their general construction, the ancient Roman gateways.

SEEK NORTH POLE WITH WELLMAN.



With the exception of the originator of the expedition, the above are the chief figures of the Wellman expedition party. Henry B. Hersey is the representative of the United States government.

GAMBLING AS RELIGIOUS DUTY.

Hindoo Devote One Day in Year to This Pastime.

A missionary lay beside a camp fire of birch logs in the Maine woods, smoking a black cigar and watching his guide grill trout.

"Speaking of gambling," the missionary said, "I know of a sect that regards it as a religious duty, like fasting or prayer.

"This sect is the Hindoos. They, one day in each year, gamble like mad

from sunrise till sunset. The day is the Festival of the Lamps, a day sacred to Lakshun, the goddess of wealth. A tremendous lot of money changes hands in Lakshun's honor.

"All this gambling is done to test the financial success that will attend on each person throughout the year. If a gambler loses he knows a year of hard luck is ahead of him. If he wins, he knows he may expect a twelvemonth of prosperity.

"Strange to say, a good deal of cheating accompanies this religious gambling."