

HARDING'S FRIENDS PICKING CABINET

Knox or Root May Be Secretary of State, With Wood in War Post

URGE HOOVER FOR INTERIOR

By a Staff Correspondent

Washington, Oct. 28.—Republicans who consider the election of Senator Harding a foregone conclusion are already suggesting a cabinet for him. On the theory that "he'll pick a good cabinet," an expression frequently applied to the Republican nominee, the unofficial pickers are virtually agreed on several selections which could easily come within that category.

Further, assuming Harding's success, a number of his cabinet appointments are said to be virtually settled. Reports from Marion and other authoritative sources confirm this. For this reason the discussions current in informed quarters have greater weight than the usual guesses under similar circumstances.

It is generally assumed, for instance, that Senator Knox, of Pennsylvania, can be secretary of state if he wants the job. To accept the post in the Harding cabinet would give him the unique distinction of having served, by regular appointment, in the cabinets of four Republican Presidents, and temporarily, for a matter of forty-eight hours or thereabouts, in the cabinet of President Wilson. Such a record would be unparalleled in the annals of American statesmanship.

Knox's Distinguished Career First, Senator Knox was attorney general in President McKinley's cabinet. When McKinley was assassinated and Roosevelt entered the White House, Knox was retained in the cabinet. Subsequently he resigned to enter the Senate. In 1909, when Taft was elected, he quit the Senate to again enter the cabinet as President Taft's secretary of state.

When President Wilson was inaugurated, Knox remained at his post in the State Department for a day or two until his successor, William Jennings Bryan, qualified by the usual process. His friends believe he would accept the portfolio of state under Harding, a fitting capstone to a distinguished public career.

Elihu Root's name also has been suggested in connection with the State Department and, by general consent, he possesses the experience and all the qualifications any President could ask of the man who occupies the highest cabinet office. His age—he is over 70—is the only obstacle to appointment for the next four years. He is likely to be strenuous ones for the head of the State Department.

When Root was proposed for President in the early days of discussions of the present presidential campaign, long before the nomination, he protested to his intimates that he was too old to consider it. He, likewise, served in the cabinet of Presidents McKinley and Roosevelt, spending ten years altogether at the posts of secretary of war and state.

An Unofficial Selection An Ohio Republican, closely identified with the party organization, who now holds an appointive post under Republican patronage and who is a personal friend of Senator Harding's, is responsible for the following selections

for the remainder of the Harding cabinet: Secretary of the treasury—Governor Lowden, of Illinois; War—Major General Wood; Navy—Former Senator Weeks, of Massachusetts; Interior—Herbert Hoover; Agriculture—Senator Capper, of Kansas; Labor—Representative Noan, of California; Attorney General—Some well known lawyer of Ohio or New York; Postmaster General—Harry M. Daugherty, of Ohio. These selections agree fairly well with those of other Republicans generally in the know. There are some who believe that Daugherty—Harding's pre-convention campaign manager and his political mentor throughout his public career—might choose to be the Mark Hanna or Colonel House of the Harding administration.

Would Eliminate Wood Other "donsters" have him picked for secretary of war, discarding General Wood on the ground that he is essentially a military man, and that the appointment of an army officer to the post of secretary of war would violate the spirit of the law, which contemplates a civilian at the head of the big war machine.

One or two other shifts and substitutions are also made here and there. Former Senator Weeks, for example, was chairman of the committee on postoffice and post roads when he was in Congress, and has a strong predilection for postal affairs. It is argued in some quarters that he would be happier as postmaster general than as secretary of the navy, although he is an Annapolis graduate and admirably equipped to direct the policies of the naval establishment. By shifting him to the Postoffice Department, Caugherty could be taken care of in the War Department.

Only one department is omitted from current discussions. That is the secretaryship of commerce, an important but none too highly regarded cabinet post.

Hoover Might Accept Hoover has been suggested for either interior or commerce. No one professes to know whether he would take any cabinet appointment, but it is assumed he would accept the interior portfolio if offered, as it would give him an outlet for his constructive energies and inclinations.

There is doubt also as to whether Senator Capper, who owns a string of news and farm papers in Kansas, would quit the Senate for the cabinet. His

close political associate and personal friend, Governor Allen, of Kansas, has likewise been named as a possible cabinet appointee, but is not included in the first list for the reason that he has just been elected to a four-year term as the chief executive of his state. Those who don't like the selections suggested by Republicans claiming to know what is going on, are invited to pick their own cabinets. There is no copyright on the picking and there are no restrictions on the pickers, except that Senator Harding himself may have something to say about the matter.

Beverage Names Banned Washington, Oct. 28.—The government took steps today to prohibit not only the use of beer, ale and porter, but the use of the names of their widely known synonyms. An order to federal prohibition directors from William M. Williams, commissioner of internal revenue, said: "The use of the words beer, ale or porter and the well-known synonyms for the same, such as lager, bock or stout, either with or without prefixes or suffixes, is not permissible on labels for cereal beverages."

Jewelry—The Best of All Xmas Gifts. All Platinum Scarf Pins very fine diamonds \$100.00. Handmade Fine Diamonds \$150.00. Ruby Ring hand chased mounting. Ladies or gentlemen's; solid gold \$27.50. Hollander & Fleishman, ON THE N.E. CORNER CHESTNUT & ELEVENTH. Operating six big stores in various States gives us tremendous buying power. We get rock bottom prices and share the saving with you. PAY ONLY A DOLLAR WEEKLY.

ADVERTISING & SELLING

(A Distinction with a Difference)

By ROBERT RUXTON Editor of Knowledge

"Down in Philadelphia," said THE MAIL-BAG recently, "is a man who has achieved a most unique success. His only tools are a desk, a pad of paper and a pen. But with these tools he sells more goods than scores of salesmen put together. With these tools he has built new factories, doubled and tripled the sale of struggling businesses, and in some cases made independent fortunes grow almost overnight."

This man (Robert Ruxton) is the author of the following article; his results ought to suggest that it is worth-while reading:

BEFORE a man can advertise he must buy white space.

This accomplished, he then prints words in it. These words, in advertising parlance, are termed "copy."

There are two kinds of copy. Good copy and bad copy.

The advertiser pays the newspaper for the amount of space he uses.

What he pays represents the value of the space to the newspaper publisher.

It does not represent the value of the space to the advertiser.

The value of the space to the advertiser is determined by the kind of "copy" he puts into it.

There is an easy way to tell good copy from bad copy. Good copy is copy that is good enough to sell goods, day by day, at a profit over its cost.

If it can't do that, it is as good as a man who can talk, but can't sell.

COMBINE PUBLICITY WITH SALES

Is your copy, Mr. Advertiser, tested by this standard, earning its keep?

If not, why do you stand for it? "Because," you say, "it is giving me publicity."

That's all very well, but if the copy is any good at all it should combine publicity with sales.

Just as your salesman does. He advertises your goods by word of mouth, but he also sells them.

When he draws his compensation he draws a proportionate equivalent to the sales he has made.

The "publicity" he has also given you is "velvet."

COMPARATIVE COPY TESTS

Put selling copy into your space and your advertisement does all that a salesman does.

It should, while giving you valuable publicity, pay for itself, and show a profit over its cost.

You, Mr. Advertiser, are compelled to pay roundly for space, therefore you become acquainted with the value of publicity.

The value of space is a mathematical proposition. Its measure, or standard, is number of subscribers.

"Copy" also has its mathematical value, ascertained by comparative tests.

If you are dependent on advertising for your business, and if you spend \$12,000 annually for 1200 inches of space, the "copy" you put into that space determines your gross sales.

From "gross" we can easily determine "net." If net profits are \$12,000 annually, the copy is worth \$12,000.

If you doubt this, advertise white space in your list of newspapers and see what the publicity given your space will be worth.

Suppose your \$12,000 is expended in a group of five Philadelphia newspapers.

And suppose you have a piece of new copy that you would like to test against the old.

Continue the use of the same papers, but, while running the old copy one month, alternate the new copy the next month. Let this continue for, say, six months and then you will have tolerably accurate facts as to the respective merits of "copy" indicated by the rise and fall of your gross sales.

In making this test it is not necessary that the same copy be run during the entire six months. All that is required is that the same group of papers be used and the same space given the new copy as is given the old.

Put one man's copy against the other, month by month. Let each change copy as often as wished. Credit or debit the rise or fall in gross sales to or against the man entitled to it.

This will give you a practically exact approximation of the value of each man's "copy."

Results—the facts—are liable to set you thinking hard.

If, for example, gross sales double, net profits also double, and the new copy, having increased profits from \$12,000 to \$24,000, would be worth \$12,000 more to you—every year.

By an exact comparative test of this nature you will get an exceedingly important sidelight on the value of copy.

You may learn, for instance, that 12,000 words by one man are worth \$12,000 more to you, each year, than 12,000 words by another.

You will learn that the "copy" that fills the space frequently has a value greater than the space itself.

TESTING THE CIRCULAR LETTER

"Facts are stubborn things"; they are also staggering things; they knock out opinions like heavyweights knock out lightweights.

The test here outlined can be applied with equal facility to another form of advertising—the circular letter.

Divide a mailing list into two equal portions.

Mail the old letter to the first half and the new letter to the second half.

Let each letter carry a return postal card or coupon—the old in white and the new in red.

The proportion of returns will give you the basic facts about the pulling power of old and new copy.

If the new letter "pulls" even 5 percent better than the old, it is worth a good deal of money.

But, as repeatedly happens, if the old letter brings 3 percent inquiries and the new brings 6 percent, the new is just 100 percent better than the old.

In many instances this means an ultimate doubling up of net profits.

Many firms mail a million letters yearly, and many letters produce a dollar each, gross.

Assuming net profit is 10 percent, the yearly mailing would produce \$100,000 clear.

A letter that "pulled" 5 percent better would be worth \$5000 a year more to that firm.

If it "pulled" 100 percent better, it would be worth \$100,000 a year more.

That such a difference in results is entirely possible is daily proven under such test conditions.

A bondhouse with a good investment offering, and a good list to mail to, could only procure 2 percent inquiries with various test letters used.

Outside aid was sought and the writer-salesman produced a letter that ran the percentage up to 7 percent.

In many instances the percentage has been forced even higher; how much higher we would prefer not to say as the relation might tax credulity.

ADVERTISING HANDICAPS AND ADVANTAGES

This varying power of "copy" is not as fully appreciated by business firms as it should be.

All other things being equal, a firm using 3 percent copy, pitted against another firm using 6 percent copy, is handicapped 100 percent.

This fact largely explains why some firms handling the same class of goods as others, under practically the same conditions as regards terms and prices, find themselves going bankrupt

while witnessing other firms flourishing exceedingly.

The difference—the handicap—the advantage—is in the "copy."

If Smith and Jones are rival merchants, sharing the same trade, reaping, say, 25 percent profit, and Smith invents something that will enable him to manufacture 50 percent less than at Jones's cost, he can sell at Jones's cost of manufacture and still make 25 percent profit.

So far, he has Jones at his mercy, but if Jones, through better selling copy, gets 100 percent advantage of Smith in his inquiries or ultimate results, Jones can, despite the manufacturing handicap, put Smith down and out through his selling advantage.

THE DECIDING FACTOR BETWEEN SUCCESS AND FAILURE

In a crisis of competition or business depression, good "copy" has frequently meant the difference between success and failure, defeat and victory.

In countless instances in commercial history "copy" has been responsible for the success of one firm and the failure of another.

"Copy" is the heart and soul, brain and body of advertising space. Given the necessary publicity, the income-producing power of space depends on the words that go into it.

Everyone knows that a group of "mail order" words can sell goods or services. Therefore, an advertisement—a similar group of words—can also sell goods.

The advertisement having, like the salesman, selling power is a salesman.

Correct advertising space filled with selling copy can sell as a salesman sells.

If yours doesn't, scrap it; it lacks selling power.

Keep the space, but kill the copy.

And get selling words into it—quick.

If corn was \$1 per bushel and I had quantities stored that I could sell at 90 cents a bushel, I would do an enormous business if I mailed 600,000 postal cards to 600,000 consumers of corn, which I offered them at 10 cents less than the market price.

Yet many an advertiser sending, in effect, 600,000 postal cards to 600,000 consumers by advertisements in a paper like the New York Journal is really offering goods below the market price, yet fails to get back the cost of the space.

To illustrate, a concern in the city of Philadelphia specializes on coffee. By direct importations and one handling between producer and consumer it can, and does, give the public a 35-cent coffee for 25 cents.

Yet the responses to its advertising in three Philadelphia papers are very, very small.

The publicity is given beyond a doubt; the blame rests on the "copy."

As practically every reader of these three newspapers (whose combined circulation reach the million mark) is a consumer of coffee, the position of this advertiser is in many respects similar to the position of the man with corn to sell below the market price.

A stupendous business will be done the moment the public are shown this fact; they will be shown when selling copy produced by a writer-salesman goes into the space now abused—not used.

The man who can produce and deliver to the public a better article at the same price, or the same article at a lower price than that public has been accustomed to pay, has a fortune in his grasp the moment he shows the public that fact.

The "showing" means good copy presentation—selling ability.

CAMPING ON A GOLD MINE

The advertiser using space in five Philadelphia newspapers is advertising to at least a million families whose aggregate purchasing power is enormous.

Such an advertiser has something those families want, if he can give them better service at the same price, or the same service at a lower price, or great economic forces are behind his campaign if he knows how to utilize them; if he does not, if his publicity under such circumstances is not fully productive, he is, in sober truth, camping on a gold mine without knowing it.

The clerk, overworked bookkeeper or "ad school" graduate that writes the copy, by his inability to write the right kind of copy, is keeping such a man from his heritage and birthright.

And a few thousand otherwise bright men in this prolific land of America are being thus innocently defrauded.

They blame conditions; selling copy would alter conditions.

Old-time scientists once thought of electricity as a feeble force by which they made handkerchiefs cling together or light pith-balls engage in a merry dance.

They were playing with a terrific power without knowing it.

This is the position of many advertisers earning money through salesmen or other channels, paying it out for space which, in the absence of selling copy, is not giving them a fraction of the returns it should. They are simply playing with their space.

Instinctively they feel that publicity is a business power. So it is when harnessed to selling copy, as fire is a power when harnessed beneath water in a steam boiler.

The combination of publicity and salesmanship is needed to drive the business-engine ahead.

When that combination is effected, the contrast is as between pith-balls and dynamos, teakettles and steam-engines.

THE MIRACLE OF WORDS

Some genius will yet arrive who, with Miltonic inspiration, will write an epic on the power of words that will grip the hearts of men.

Consider what they do. They suggest thoughts—and everything man creates is crystallized thought.

"Men suppose," said Bacon, "that their reason has command over their words; still it happens that words in return exercise authority over reason."

"Reading," said Schopenhauer, "is thinking with another's head instead of one's own."

Thought, the compelling force, is frequently taken captive by the words put before it.

Words—right words—bring mind in harmony with mind, and, said Carlyle: "There is still a real magic in the action and reaction of minds on one another. The casual deliberation of a few becomes, by this mysterious reverberation, the frenzy of many. Men lose the use not alone of the understanding but of their bodily senses, while the most obdurate, unbelieving hearts melt like the rest."

Post thought Grape-nuts was the finest health food that ever happened. Eighty million fellow-beings had no such thought, but Post, crystallizing his conviction in words, brought minds in harmony with his own till a million thought as he wanted them to think, acted the way he wanted them to act and gave him the fortune he had deliberately aimed to get.

And don't forget the miracle was performed by words.

"Let me write the copy," said Post, "and my office boy can make the advertising contracts."

The copy is vastly more important than the space or the picture or the border or the style of type.

In the world of commerce the power of words is stupendous. Hourly, they make sales and break sales; they build up and tear down; they bring ruin and bring fortune.

Men frequently attribute their handicaps, the financial difficulties, the stress and strain under which they labor, to circumstances; in reality, the condition springs from the words used and misused—the words their salesmen are capable of speaking, the words used in their business presentation—ever these potent magicians are working by "action and reaction on mind."

The effect of that power is seen in the business which, under its influence, becomes a "money maker."

Selling copy pays. It spells the difference between small and large profits, grinding work and easy affluence, poverty and wealth.

Slightly paraphrasing the advice of the old Hebrew, we would say, "Get selling copy quickly, if you can, but get it."

The above is an article from Knowledge, "a Journal of Information, Advice and Suggestion" on business and sales problems published monthly by us.

Every man that sells anything can get Knowledge without obligation and without charge by simply asking for it. Call, phone, write or use coupon if more convenient.

THE DANDO COMPANY

Furnishing a Specialized Advertising-Selling Service to Manufacturers, Wholesalers, Jobbers and Retailers.

533 North Eleventh St., Philadelphia

Please send Knowledge to Name Street City State



The lines of today's clinging gowns—in knit underwear

When skirts began to be so very brief, and bodices so snug and smooth, we wondered if we'd ever be able to wear anything underneath them without ruining their slender lines. Only a very special kind of underwear could be soft and snug and smooth enough to satisfy the new frocks.

THERE is a very special kind of underwear made just to wear with the new close-fitting gowns. Carter's Knit Underwear reflects every style in outer clothes. It is so finely woven, so elastic, so soft and firm that it follows the lines of the figure without ever binding or pulling. Its seams, though strongly reinforced, lie flat and smooth.

There is a Carter style for every type of gown. The high necked, long sleeved, ankle length suit for sormy weather street clothes. The low or Dutch necked suit for slim afternoon gowns. And the sheer bodice-top suit that you can wear with your prettiest dance frock.

These are a few of the many styles that make women order Carter's for themselves and their families year after year.

Carter's comes for men, women, children and infants—in all weights—cotton, lisle, silk, merino and wool. Get your supply today at your favorite shopping place.

THE WILLIAM CARTER COMPANY Needham Heights (Boston District) and Springfield, Mass.

Carter's KNIT Underwear FOR ALL THE FAMILY



1918 PAIGE Special woven passenger touring, painted dark green, green upholstery, tonneau, wire wheels. BIGLOW-WILLIAMS MOTOR CO., 201 N. BROAD ST.

COVER IT Why leave machinery costing thousands out in all kinds of weather? Cover it—stop unnecessary depreciation loss. Send us your measurements. F. VANDERHERCHEN'S SONS 2 N. Water Street, Philadelphia Everything in Canvas

MESH BAGS \$1 REPAIRED Under my new department Mesh Bags can be repaired, reinforced, restitched, restuffed at a very small cost. NEW MESH BAGS \$10 Up A. E. Moss, 33 S. 9th

SHOP WITH STORE ORDERS That Buy Anything from the leading Philadelphia, Pa. stores. FRAMBES & CLARK 1112 Chestnut St., Phila. 800 Guarantee Tr. Bldg., Atlantic City 80 N. Third St., Camden

Would You Believe It? This picture shows a shoe when it came to us the same shoe after being repaired. We are specializing in whole soles of the commonest quality. NEOLIN, which are equal to leather but cost less. Women's... \$1.50 Men's... \$1.75 SHOES CLEANED OR DYED STAR REPAIRING CO. N. E. Cor. 8th & Filbert Sts.