

*FIRST PRIZE*

**I**N my judgment, the best advertisement appearing in *The Outlook* during 1921 is to be found in the issue under date of February 9, page 204—"When Johnny Fell in—" In support of my assertion I give the following reasons:

"When Johnny Fell in—" appeals to our sense of humor. Every salesman knows the value of jollying his prospective customer. It requires much tact, but it is effective and few sales are made without it. The late H. J. Heinz knew the value of this. You never left his great plant without feeling in a good humor. Those who have had more than one Johnny in the family smile at the innocent predicament into which this young pair were brought by Johnny's accident.

This advertisement appeals to our emotions. Study the methods of those who are expert life insurance agents. See what a keen sense they have of the emotional part of the business. It brings results. It must not be overdone. This picture does not overdo it.

[illegible]

HERE are the prize-winning letters in the fifth of The Outlook's prize contests, which closed January 23, 1922.

listening to Harry Lauder. When he sang "When I Was Twenty-one," many an old man sat with glistening eyes as he recalled those glorious days of young manhood in its first reaching out for a mate. They laughed through tears. It bound them to Harry because he aroused in them a thousand pleasant memories of other years. The wet duds, the helpless Johnny, the soaked floor, the distracted young mother, and the non-plused young husband all appeal to one's happiest emotions.

This advertisement excites one to action. It appeals to one's better judgment. The great steps in effective advertising are: Secure attention and hold it; appeal to one's emotions and control them; appeal to one's sense of humor and better judgment; and give information and inspiration which will ultimately bring action.

Many an advertisement fails to bring results comparable to the investment made because of its being too local. It is estimated that millions of dollars are annually wasted because of such advertising. The accident described in the advertisement may happen any place in the United States, and the remedy suggested may be secured anywhere in our country.

## SECOND PRIZE

**SITUATION WANTED!** A plain young woman wants to take care of a grouchy invalid.

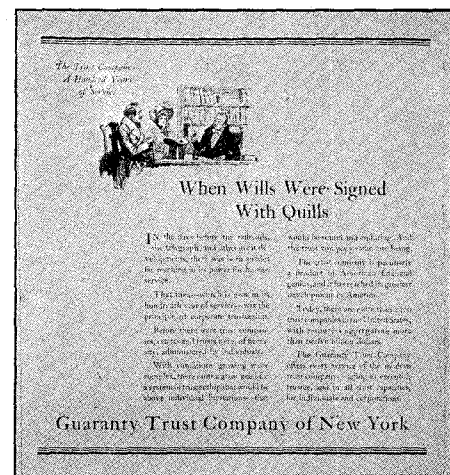
**I** It appeals to me because it expresses, not only a desire for work, but capability, sincerity, modesty, a sense of humor, and, above all, truthfulness.

They clamor loudly they can do what any one with common sense knows is impossible.

The young housewife, whose every penny counts, is frequently misled. The young man is deluded into thinking he can become rich overnight. The old lady is really convinced her cheeks can be made round and rosy like the girl of sixteen. The old gentleman, likewise, takes his share of the hoodwink.

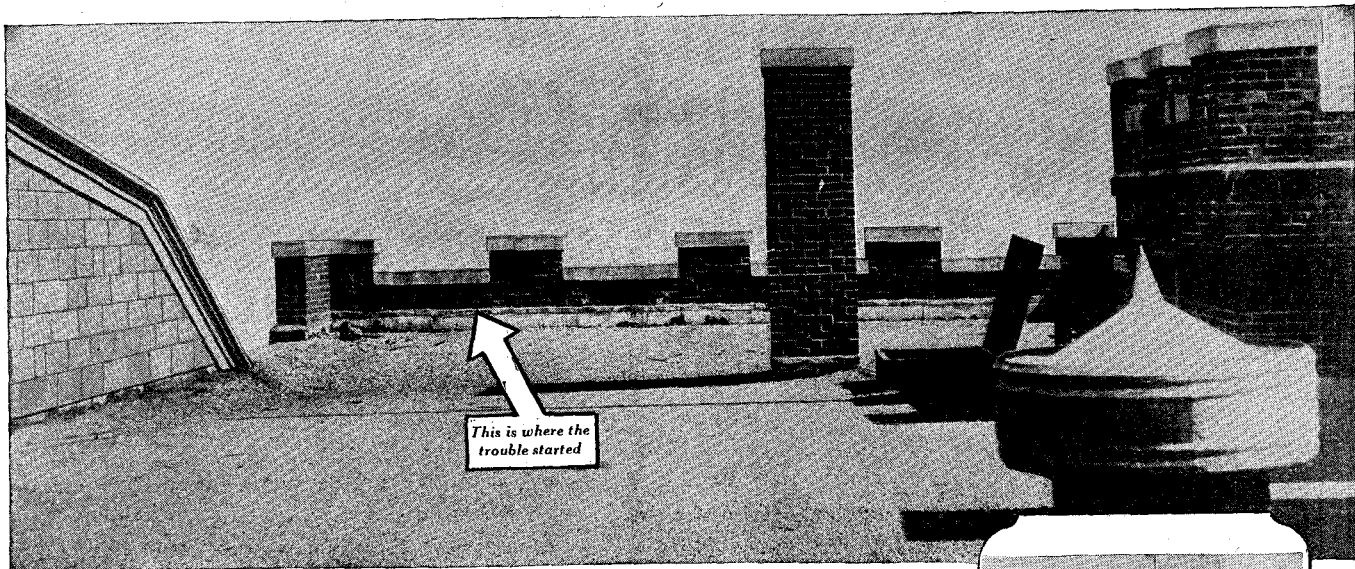
This advertiser does not make any rash promises and seems to anticipate but a fair return. Bless her heart! She is a nurse who styles herself "plain." Does she mean plain looking, plain spoken, or plain honest? I think she is all of these. She looks plainly at the situation, knows the invalid must, at times, be ill-tempered, says so plainly and honestly, suggests to the invalid not to expect too much.

Home again! . . . What a glorious day for the new year's beginning! Bright and clear and snappy, and everywhere people look keen and snug and happy. Boys, with their skates slung across their shoulders, scarcely able to wait to reach the pond. Young girls, rosy, vivacious, so attractive on their frisky mounts. Children being photographed



PRODUCED BY UNZ.ORG  
ELECTRONIC REPRODUCTION PROHIBITED





## Don't Blame the Roof when Flashings Go Wrong!

Many a good roof is held responsible for leaks that are caused by faulty flashings.

An interesting case of such misplaced blame is that of the Barrett Specification Roof on the State Armory at St. Johnsbury, Vermont, laid in 1916.

Some months ago, when the architect's plans for a new armory at Newport, Vermont, were submitted to the Adjutant General of the State, he refused to approve them because they called for a Barrett Specification Roof. In explanation of his refusal, he stated that the Barrett Specification Roof on the St. Johnsbury Armory had been leaking badly for several months.

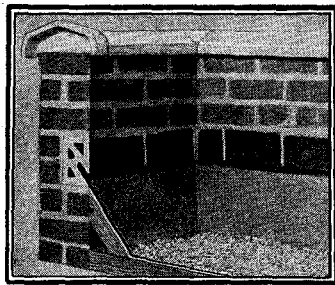
The architect immediately investigated the trouble at St. Johnsbury. What he found there is shown by the illustrations. The roof itself was in perfect condition.

But the flashings, which were the usual metal type, were in sorry shape. All but two joints of the base-flashings had pulled apart and the counter-flashings in many places had broken away from the wall.

The settling of the building, and contraction and expansion due to

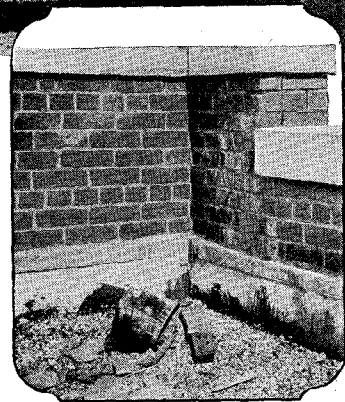
changing temperatures, had made the flashings absolutely worthless. No wonder the "roof" leaked!

*When these facts and the photographs were brought to his attention, the Adjutant General promptly approved a Barrett Specification Roof for the new Armory at Newport, Vt., but insisted that Barrett Flashings be used instead of metal.*



*The new Barrett Flashings. Note how slot in flashing-block takes care of expansion and contraction.*

For permanent flat-roof buildings Barrett Specification Roofs are the choice of leading architects and engineers. This popularity is due to an enviable record for durability and economy. There are many roofs of this type that have been in service forty years or more and are still in good condition.



*Close-up showing condition of metal flashings on St. Johnsbury Armory. No wonder the "roof" leaked!*

Barrett Specification Roofs are moderate in first cost and are guaranteed by a Surety Company Bond, against all roof repair expense,—Type "AA" for 20 years; Type "A" for 10 years.

### No more flashing troubles!

The new Barrett Flashings definitely solve the problem of permanent waterproof flashing construction. They are fully described in the Barrett Flashing Handbook and Flashing Service Sheets, copies of which will be sent to architects, engineers and contractors requesting same on business letterhead. Please address our nearest office.

The *Barrett* Company



New York	Chicago	Philadelphia	Boston	St. Louis
Cleveland	Cincinnati	Pittsburgh	Detroit	New Orleans
Birmingham	Kansas City	Minneapolis	Dallas	Syracuse
Peoria	Atlanta	Dayton	St. Paul	San Francisco
Washington	Johnstown	Lebanon	Youngstown	Milwaukee
Toledo	Columbus	Richmond	Lafayette	Philadelphia
Elizabeth	Buffalo	Baltimore	Omaha	Houston
Denver				Jacksonville

THE BARRETT COMPANY, Limited: Montreal Toronto  
Winnipeg Vancouver St. John, N. B. Halifax, N. S.

# Barrett Specification Roofs

Bonded for  
20 and 10  
Years





## Keeps Tools Like New

How you admire a shining new tool—clean, keen and smooth working! How you love to finger the polished steel, and feel the keen edge, or, if it's automatic, to work the ingenious mechanism!

### 3-in-One *The Universal High Quality Oil*

keeps tools like new. Rubbed on the metal parts, it forms a protective film that defies moisture, preventing unsightly, destructive rust.

On the wooden parts, 3-in-One cleans off all grease and grime, preserving the wood and giving long life.

As a tool lubricant, 3-in-One goes to the very heart of the mechanism, works out caked grease and dirt, and stays in the bearing to reduce friction and make the work easier.

And on oil stones! My, how quickly 3-in-One produces a perfect cutting edge, keen and smooth.

3-in-One is such a wonder for tools because it's all pure oil—no grit, no grease, no acid. Nothing to injure—everything to keep tools looking and working like new.

3-in-One is sold at all good stores in 1-oz., 3-oz. and 8-oz. bottles; also in 3-oz. Handy Oil Cans that won't upset and spill on your work bench. They also fit in your hunting kit or slip into your pocket. Try the Handy Oil Can.

**FREE.** Generous sample and Dictionary of Uses. Write for them on a postal card.

**THREE-IN-ONE OIL CO., 165 R Broadway, New York**



**WHETHER** it's black ink or blue, paste or stamp pad, CARTER PRODUCTS are all made to put things on paper a little better. At all stationers.

**THE CARTER'S INK COMPANY**  
Boston Chicago Montreal  
New York

### THE BEST ADVERTISEMENT

(Continued)

by their father. Park guards stamping their feet to keep warm. Red-wreathed motor cars bearing families to dinner. Here is a sparkling, icicle-fringed spring. There a boy urging his dog to chase a squirrel. All indicative of life, and I have caught the spirit.

I have often taken the same ride and returned prostrated from the mere exertion of being carried along. Too exhausted to smile, too spiritually worn to talk. I have wondered why my nurse could not understand my weakness and refrain from asking unnecessary questions. I have been forced to speak curtly, if at all. Weeks of being shut in with the monotonous noises and odors of cooking try the patience of a saint. The invalid becomes unavoidably grouchy; the nurse, full of life, naturally finds this attitude of the invalid hard to bear. The invalid naturally expects the nurse to smile at all times.

There is something fascinating about those words "take care of." It means to cherish, to protect, to keep always in good condition. I believe the advertiser knows how "to take care of" a grouchy invalid by side-stepping her ill temper and avoiding collision.

Entering the great arena of advertising simply clad, the nurse sling-shots that little word "plain" and the "Goliath" of false soliciting receives a fatal blow.

I want the nurse—the nurse wants me—honesty brought it about. Advertising's highest aim is accomplished.

FLORENCE TOURISON REID.

Mount Airy, Philadelphia, Pennsylvania.

### THIRD PRIZE<sup>1</sup>

### NO BLUDGEONING

**I** SHALL disappoint you, for I've never been profoundly influenced by an advertisement. An advertisement has never had a lasting effect on my family life, although one nearly did. I once saw an advertisement in an English paper of "honest to goodness" sweet potatoes—unless you've been long an exile you can't realize what pulling force it had. I bought a can, and was sick for three days. For those three days my family suffered from the tyranny of an outraged digestion—the direct result of advertising.

As far as I know, an advertisement has never subtly or extensively educated me; but I've never read a book on etiquette (you advertise them occasionally, don't you?) and I still insist on defying convention in wearing a soft shirt with a dinner jacket.

But I've found many a good book through the advertising pages of The Outlook, and yet it's been the books, not the advertisements, that have had a lasting influence on me. We'll not find our "super ad" among the publishers' announcements; announcements that generally fail to recognize the value of white paper free from crowded type.

<sup>1</sup> It was decided to award two full third prizes.