

Where Do Slogans Come From? And Who Thinks Them All Up?

Roosevelt First Said "Good To The Last Drop," Got Nothing For It.

By Alan McDonald, in Atlanta Journal.

Prosperity may long since have blown the top off the commercial thermometer, but just the same there's a horrendous slump in the slogan market. Not in many moons has there arisen over the country any such flock of pocketbook blasters as "Say It With Flowers," "I'd Walk A Mile for a Camel," "Keep That Schoolgirl Complexion," "Not a Cough in a Carload," and the like.

Curiously enough, slogans that bring in the shekels year by year are as much a matter of chance, the history of the most potent ones proves, as a good batch of home brew. Ad writers are forever striving to turn out coin-catching epigrams for their clients, but sales phrases with the cadence you can't forget remain about one half of one per cent. Apparently contests you read about don't produce them, because hardly a one of the old nationally known standbys is the child of a big prize. They simply crop up here and there. Sometimes it's an advertising genius who snaps off the humdinger that means millions; again, somebody else. Some of the phrase makers share in the profits but often they do not even get a bow.

Not even a bow was, in fact, once the reward of even so trenchant a phrase maker as the late President Roosevelt. Every one knows the Rooseveltian brand of spurred expletive, such as "The Big Stick," "The Ananias Club," and such rippers as John Hays's "Perdicaris alive, or Raisuli dead." They got the country going, and in T. R.'s time the slogan makers fairly effervesced. But T. R. didn't stop there. He tossed off one of the world's best and longest-lived of all the trade war cries.

Roosevelt's Famous Slogan.
This happened in the fall of 1907. The former president was back from one of his famous South American hunting forays. On the way to Washington he stopped off at Nashville to do honor to the Hermitage, once the home of Andrew Jackson and a national shrine. A great reception was held in his honor. Teddy was in fine fettle. At dinner he quaffed one cup of coffee with appetizing gusto and asked for another. This was brought. With characteristic vigor he drained the cup.

"Good, Mr. President?" queried a courtier.

"Good to the last drop!" snatched T. R.

Joel O. Cheek, a coffee merchant, was present. The phrase stuck in his mind. Through him it became the slogan of Maxwell House coffee. To this day you see it in practically every advertising medium. But, needless to say, T. R. never received a cent for his inspiration.

Still the great man could far more afford to be so treated than could the unknown who is believed to have started "Eventually—Why Not Now?" There is a dignified, philosophical tone to this slogan, but none the less it got its start on the Bowery. At any rate so avers M. E. Eylar, then vice president of an office equipment corporation. While Mr. Eylar was sales manager for the Underwood Typewriter Company back in 1903 he had occasion one day to visit the Bowery. Printed in pencil on a roughly cut cardboard sign in the window of a dingy little third-rate shoe store he spied this legend: "You will eventually buy your shoes here." Naturally the idea made the successful business man smile.

But still there was something about the sign he couldn't forget. In time he adapted the idea of it for his own company, using it in the phrase "The machine you will eventually buy." And so it was that the Bowery idea began to see the world. But its real future didn't begin until 1907, when the Washburn Crosby Company, Inc., appropriated it in turn. Since that time the flour company has spent millions putting it on signboards and other advertising space all over the world. The Bowery shoe dealer who first got the idea? In all probability he is dead; yet again he may be drowsing somewhere, old and tremulous, and he may say to himself as he reads the advertising: "Blamed odd that—I once had almost the same idea!"

Claimed By Six Inventors.
Of course the shoe dealer could have claimed a right to ownership in "Eventually—Why Not Now?" But, since you can't copyright slogans, the claim would have been as valuable as a dead cricket. There is one slogan in general use, however, that for years was claimed by a half dozen inventors. This was none other than the famous "Say It With Flowers." Probably no slogan ever brought in more shekels, and it was perhaps for this reason that so many persons insisted on calling it the child of their particular brains. Finally the claimants became so clamorous that in 1917 the National Association of Florists investigated and acclaimed P. F. O'Keefe, a Boston advertising man, as the true discoverer of the more or less magic talisman.

Sometimes, though, a crown does not make a king. There are many advertising men who still believe that one Herbert G. Palen, who died about two years ago, coined "Say It With Flowers." Palen was known to every advertiser in the country, quite probably, and is said to have made \$100,000 a year as a sloganeer. No one before or since has ever been so successful in so unique a profession. He talked in slogans, his words naturally falling into rhythmic, epigrammatic phrases. His office was in his hat. Type-writer in hand, for years he made practice of traveling about the country offering slogans to adver-

tisers. He would walk in, proclaim himself and say, "I'll write you ten slogans. If you like 'em you pay me \$200. If you don't we throw 'em in the wastebasket." And with perfect aplomb he would do just that. There are those who say "Herb Palen was basically responsible for every first rate American business slogan ever coined."

While Palen may or may not have evolved "Say It With Flowers," he did invent a corollary slogan for a small dealer in the west that illustrates how his mind worked. The story goes that he went into the shop to buy a bouquet. He spied the inevitable "Say It With Flowers."

"Ah!" he exclaimed expansively, "Oh my! I got it up. I'm Herb Palen—the Herb Palen!"

\$1,000 For Nothing.
"Yeah?" drawled the dealer. "Well I never thought so much of that sign. They all use it and it don't mean much. Now I'd like something to make 'em buy flowers. Say, if you made that one, maybe you could make me one. I'll give you the bouquet if you do."

The \$100,000-a-year man beamed with pride and confidence.

"Sure, that's easy," he said. "Listen—'Say It With Flowers,' but Say It With Ours.'"

Toward the end of his years Palen had won such a reputation that a great scale manufacturer offered him \$1,000 for a single slogan, whether acceptable or not. Ten years before he had coined for a rival concern the phrase, "No Springs—Honest Weight." This was one of ten for which he received \$200. The man who sent for him had bucked that concentrated argument until he was tired. He wanted one to beat it.

Palen took the \$1,000 check, flipped out a slogan and, with the theatricalism that was an integral part of him, departed almost before the buyers read it. The slogan was "As a Matter of Fact, Springs Are Exact." It sounded fine—but later it dawned upon the pig-in-a-poke buyers that it was, essentially, an argument against the slogan in use all these years. In other words, it was an acknowledgement of a competitor's leadership. It was never used.

Fred Kurtz, of Philadelphia, asserts that "I'd Walk A Mile for a Camel" was first uttered by a tired golfer on the links. "Not a Cough in a Carload," so the story goes, was likewise the exclamation of a man on whom they were trying out Old Gold cigarettes. He was riding on a train; he took a long puff, stared out the window. His eyes met a freight train—and so he gave his opinion in terms of carloads. "Keep That Schoolgirl Complexion" was found in some old newspaper copy when an advertising agency finally took over the account of the firm that makes Palmolive soap.

Girls Who Do Not Smoke, Drink, Cuss Or Powder Too Much Preferred.

Raleigh.—State college students like conservative co-eds, according to investigations made by the student newspaper through a questionnaire which was answered by a considerable part of the student body.

By a count of 473 to 48, the ideal co-ed does not pet promiscuously, but 313 students say that she should pet occasionally, while 166 say she should not pet at all.

Tech students think that girls should not smoke, drink, or use profanity, the answers being 433 against smoking, with 128 tolerating the habit; 474 disapprove of drinking, and 52 say it is a matter of personal choice; 453 are opposed to profanity and 77 excuse it.

Freshman co-eds should wear freshman caps and obey other freshman rules, in the opinion of 493 students, while 12 maintain that the girls should be without restrictions along this line. Several students suggested that the frosh co-eds wear red bonnets.

Only 48 students on the campus believe that the ideal co-ed should use cosmetics freely, while 223 say sparingly, and 205 disapprove entirely.

If a girl's hair is not naturally curly, it should be curled say 478 students, 51 say it should not.

With six exceptions all answers were in favor of admitting co-eds to Alpha Sigma Sigma, local donkey society.

The ideal co-ed does not run around in summer with hoes, the average being 362 to 177.

Sun-bath dresses are opposed by 323 students, but are sanctioned by 210.

The average ideal weight is 121

the Calton house.

Mrs. G. T. Lee of Bolling Springs returned to her home Saturday after a week's visit with Dr. and Mrs. L. V. Lee.

Mr. and Mrs. R. R. Hewitt had as their week-end guests Mrs. Roy Propst and son Coyt, of Salisbury. Mrs. P. E. Rowe and daughter, Miss Dorothy Rowe of Newton.

Among those attending the birthday dinner of Mr. J. B. Harrill in Shelby Sunday were Mr. and Mrs. C. C. Lovelace, Mrs. J. B. Bridges, Mr. Malcolm Bridges, Misses Dorcas and Pearl Harrill and Haskell Harrill.

Prof. P. M. Coley spent the week-end at his home near Stanfield.

Born to Mr. and Mrs. Z. A. Harrill Monday, November 18 a son Rudyard Max.

Miss Mada Wilson left Sunday for Catawba county to resume her school work after spending the fall vacation at home.

Mrs. B. H. Grigg of New House is spending a few days with her sister Mrs. Z. A. Harrill.

Dr. D. T. Bridges left Sunday for Miami, Fla., to attend the Southern Medical convention.

MARRIAGE REAL GOAL, BUSINESS GIRLS ADMIT

Chicago.—Miss Elizabeth Neely, head of Kelly Hall, University of Chicago, has made a recent survey of young women's clubs in Chicago to learn their aim in life.

It was found that 82 per cent of the independent girls holding good positions in the business world up to the age of thirty-five years expected to be married and held that as the highest goal. But the marriage must be "a co-operative partnership."

"The activities of the girls in the commercial world," the survey says, "have led as a whole to a higher standard of living following marriage. They are expecting that their life partner will be able to provide for them, and if not they will remain independent by continuing outside work."

Try Star Wants Ads.

"Fast" Co-Eds Not Popular With Students Of N. C. State College

Girls Who Do Not Smoke, Drink, Cuss Or Powder Too Much Preferred.

From Virginia to Antarctic Wastes



Mrs. Richard Evelyn Byrd, Sr., talking over the radio in the Executive Mansion at Richmond, Va., to her famous explorer son, Commander Richard Byrd, who is in the Antarctic on one of his many adventures.

points, and the average ideal height is 5 feet 5 1-2 inches.

Brunettes are preferred by 379 students, 110 like blondes, one prefers red hair, and 43 profess to hate all women alike. One gentleman said to please save him two of each.

The average ideal age to marry is 23 1-2 years.

For the characteristic most to be considered in choosing a wife, character came first with 407, intelligence second with 76, and personality third with 52. For the characteristic least to be considered, personal beauty led with 332, and education was second with 219.

ENROLLMENT AT LATTIMORE GOOD AS SCHOOL OPENS

Despite Cotton Picking Rush 475 Are Back In School. Movies And Plays Booked.

(Special to The Star.)

Lattimore.—School re-opened Monday with an enrollment of 475 notwithstanding the fact there is much cotton to be gathered yet.

There will be a moving picture show at the auditorium Friday night November 22. The Rural Film Co. of Asheville is bringing the official moving pictures of the World War with special music and sound effects. "Over There" is the title of the picture and comes highly recommended by superintendents and principals of schools in Rutherford and Buncombe counties where it has been shown in the past few weeks.

"The Negro Storekeeper" a three act minstrel show will be given at the auditorium, Saturday night, November 23 by players from Alexander. Music will be furnished by the Goforth string band.

Misses Wilena Hefner of Crouse and Amy Suttle of Marion have returned to continue their studies in Lattimore school.

Mr. Alton Hamrick of Charlotte was the week-end guest of his parents, Mr. and Mrs. E. O. Hamrick.

Mr. and Mrs. John Rayburn of Lancaster, S. C. were week-end guests of Mr. and Mrs. S. C. Rayburn.

Miss Sarah Hamrick spent Sunday with Miss Willie Walker at her home on the Bolling Springs road.

Mr. and Mrs. N. B. Lee had as their week-end guests Misses Clara and Macie Spurling of Shelby.

Prof. M. G. Latham has moved his family from Patterson Springs to Lattimore in order to be nearer his school work. They moved into

EXCEPTIONAL COAT VALUES



We are now showing the most extraordinary Coat Values we have ever offered, and just at the time when they are so much in demand. Coats for Matron and Miss that are richly furred, expertly tailored, beautifully fashioned, intricately cut and handsomely lined.

Prices \$9.95 to \$59.75

CAMPBELL DEPT. STORE

SALE OF VALUABLE FARM PROPERTY.

Under and by virtue of the authority conferred upon us in a deed of trust executed by S. M. Morrison and wife, Leila Morrison on the 21st day of April, 1926, and recorded in book of mortgages 141, page 37, we will on Saturday the 21st day of December, 1929, 12 o'clock noon at the courthouse door in Shelby, N. C., Cleveland county, sell at public auction for cash to the highest bidder the following land to-wit:

Lying and being in No. 4 township, Cleveland county, State of North Carolina, and more particularly described as follows: Known as the W. P. Bell tract of land, lot No. 1, allotted by W. P. Beam, W. W. Whitsnant and John L. Bridges, commissioners, and recorded in book KK, page 128, register of deeds office for Cleveland county, N. C., and bounded as follows: Beginning at a large pine in Price's line, thence south 55 east 75 1/2 poles to a stone on west edge of Shelby road; thence north 45 east 140 poles to a stone; thence north 27 east 88 poles to a stone in bank of branch; thence down said branch as it meanders 75 poles to a stake in old line; thence with said line south 11 1/2 west 31 1/2 poles to a stone; thence north 33 west 13 1/2 poles to a pine stump; thence north 78 west 2 1/2 poles to a stone; thence south 35 west 102 poles to a stone; thence south 65 west 40 poles to pointers in the Price line, thence with said Price line south 10 west 29 poles to a stake; thence south 54 west 55 poles to the beginning, containing 101 1/2 acres more or less, and joining lands of R. M. Harris, J. E. Gold and others, said tract of land being deeded to J. L. Hamrick by W. P. Bell on December 10, 1918 and said deed being recorded in book DDD, page 582 in register of deeds office for Cleveland county, North Carolina and being that tract of land deeded A. E. A. Allen on March 17, 1921, and recorded in book KKK, page 161 of register of deeds office for Cleveland county, North Carolina, and being that tract of land deeded A. W. Hefner by A. E. A. Allen and J. W. Allen on 1st day of December, 1923, and recorded in book OOO, page 240 register of deeds office of Cleveland county, North Carolina.

This sale is made by reason of the failure of S. M. Morrison and wife, Leila Morrison to pay off and discharge the indebtedness secured by said deed of trust to the North Carolina Joint Stock Land Bank of Durham.

A deposit of 10% will be required of the purchaser at the sale.

This the 14th day of November, 1929.

FIRST NATIONAL BANK OF DURHAM, Trustee, Durham, N. C.

Bynum E. Weathers, Shelby, N. C. Attorney for Mortgagee.

Come On Winter, We're Ready!

Men's and Young Men's OVERCOATS in the newest styles and choicest fabrics of the Season \$19.75



You'd better step in to see us, men, before you begin to step out, for "Old Man Winter" is just around the corner, and he's heading right this way. A good, heavy overcoat is now "in order."

Thru and thru, plaid back, fleece and twist effects, in the new shades and patterns await your early selection, here. The three button, double breasted model is a leader, and a very popular one. Men, who want a maximum of style plus a world of durability, are bound to choose this one.

Other Overcoats for Men and Young Men at \$24.75

J.C.PENNEY CO.