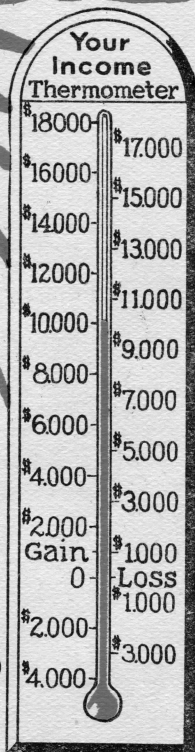




Do You Want a Higher Income Temperature



THE OHIO THERMOMETER Co.
SPRINGFIELD, OHIO



Listen!

Do You Want a Higher Income-Temperature?

An opportunity is explained in this booklet that will respond to your enthusiasm like the mercury in a thermometer responds to Old Sol's flaming rays. Your initiative and pep, applied to this opportunity, will raise your income like the 4th of July sun affects a thermometer.

Enthusiasm, applied to this lucrative business of Thermometer Advertising, is bound to keep your income going higher and higher and higher. And if you're made of the right stuff, your Income Temperature (as illustrated on the cover) will reach a point much higher than 110 degrees above Mediocrity.

But instead of telling you that you can make more money in Thermometer Advertising than in any other business provided you're qualified, we'd rather you'd arrive at that conclusion after a cool-headed consideration of the facts set forth in this booklet. We believe that a salesman owes it to himself and his dependents to decide in favor of whatever he believes is most likely to bring happiness and prosperity, don't you?

We have tried to outline a practical Working Plan for your success. We haven't tried to persuade you to accept the privilege of joining our sales organization, for we have found that anyone with the necessary qualifications but who lacks the vision and good judgment to see in this business the chance to make money



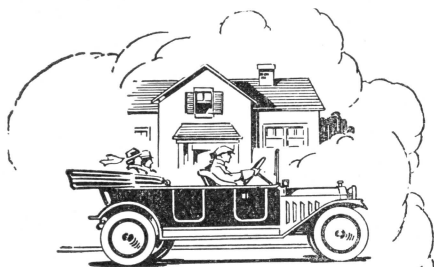
Warming Up

without any persuasion on our part, does not deserve an opportunity with our sales organization.

All the hokum, back-patting, and "best ever" shouting have been left out of this booklet—believing that there are enough facts about the possibilities in Thermometer Advertising to stir up within you the impelling urge to enter this amazingly profitable field and make good.

When you have learned from experience how much money this opportunity is worth to you, you will know how hard it is for us to keep from writing our real convictions about the possibilities in Thermometer Advertising. We know what uncommonly big incomes our men are making. We also know that outsiders could scarcely believe the truth about our salesmen's earnings until they go out and sell some Ohio Thermometers themselves.

The commissions which a large percentage of them earn seem too good to be true! That's why we had to squelch our impulse to have some of



*"It is essential that
you want something"*



these checks photographed so that YOU, too, could marvel at them.

Of course, unless you have already developed considerable sales ability you could not expect to get your full share of the big profits in Thermometer Advertising the first few weeks. But if your qualifications check up favorably with the following questions, you should have no difficulty in earning from \$40.00 to \$75.00 a week from the start even if you have never sold anything before, and considerably over \$100.00 a week when experience has given you more confidence and has widened your acquaintance.

A Test of Your Ability

To Succeed As An Ohio Thermometer Salesman

1. It is essential that you want something and want it good and hard if you intend to succeed in this business. What do you want most that money will buy? A better home? Better home furnishings, conveniences, and luxuries? Baby grand? Radio and phonograph? An automobile of the better class? Membership in prominent clubs? The wherewithall with which to "keep up with the Jones?" More and better vacations? The satisfaction of clipping coupons from sound investments and the thrill of depositing from \$25 to \$50 or more every week in a fast growing bank account? If you desire what most progressive men do, it is entirely possible for you to earn in this business enough money so that you can enjoy life more like you've always wanted to.

2. If you entered a business where ideas are bought and paid well for (as in Thermometer Advertising) do you believe your imagination would hit on all six cylinders? You need

not be a clever advertising man to sell Ohio Thermometers. In fact, it's best NOT to be too clever. Good results often follow when you are able to arouse the interest of a prospect by suggesting the wording of his ad about the time it seems advisable to close the sale. If your suggestion catches his fancy he will want to use it. If not, he will get busy and show you the kind of an ad he wants, for every business man in his heart thinks himself a born advertising expert. If he thinks of something good, he will want to see it in print, and you win. This is but one of the practical sales ideas contained in the Working Plan for your success occupying most of the remainder of this booklet. Do you believe you are original and tactful enough to cash in on this interesting phase of Thermometer Advertising?

3. Do you look on the bright side of things and get enough enjoyment out of life to keep you cheerful while in the presence of prospects? Are you like most of our salesmen, with respect to getting a lot of fun out of this kind of creative selling? Would you be happy as a successful salesman?

4. Are you confident, and able to get "warmed up" over things that are worth getting enthusiastic about?

Super Sales Ability Not Necessary

If your qualities of mind and disposition, as judged by the foregoing questions, are complimentary to you, you're going to succeed as an Ohio Thermometer Salesman. You may wonder why we didn't include a lot of detailed questions about your selling ability. We didn't include them because the most important qualifications for success in Thermometer Advertising are those

mentioned, although natural and acquired selling ability are mighty helpful. If you're equipped with better-than-average sales ability, you're fortunate indeed. But most of us aren't built that way, and don't have to be to earn from \$40 to \$100 a week and more selling Ohio Thermometer Advertising.

You may wonder also why we didn't include "hard work." We didn't mention hard work because anybody who really craves the better things in life is going to put forth the necessary efforts to get what he wants. And if he has any adventurous instinct in him—any sporting blood—and loves to originate new ideas and have something new happening all the time—he will derive so much pleasure out of this business that it will never seem like work to him.

Thermometer Advertising, Though Economical, Gets Results

Considerable research, in the form of psychological tests, has proved that nine men out of ten will see a thermometer if it is placed in a good position.

That means that *ninety per cent* of all who pass an advertising thermometer are going to get the advertiser's message.

You know that newspaper advertising is never read by that high a percentage of newspaper readers, don't you? (Twenty per cent is a conservative estimate.)

Is any business man who realizes he can get his message before ninety per cent of all who pass his thermometers going to pass up such an opportunity to make money.....if you explain it to him.....especially since he can advertise effectively for years and years for the mere cost of a single insertion of a moderate sized newspaper ad?

Thermometer advertising keeps on bringing new customers to advertisers year in and year out, without any additional cost. An Ohio Thermometer is especially welcome in a home. It builds up good will immeasurable in value. It tells where to go to get what they want and what phone number to call.

If you have studied human nature you know that an advertiser could not turn down your sales talk in favor of Thermometer Advertising without losing money, could he?

And you know there aren't many business men willing to lose money if they can help it and know about Thermometer Advertising, are there?

About how many merchants and others are there near you who cannot or will not pay exorbitant prices for advertising? Lots of them, aren't there?

You could sell Thermometer Advertising to most of them, couldn't you?

Thermometer Advertising Popular with Largest Advertisers

There are enough small buyers of Thermometer Advertising to make you financially independent, yet every once in a while you can land big orders—from the larger advertisers.

The Calumet Baking Powder Company, The Carter's Ink Company, The Standard Oil Company, The American Tobacco Company, and many other large advertisers are enthusiastic users of Thermometer Advertising.

In a space high above Atlantic City's boardwalk, costing thousands of dollars per year, Colgates have erected a huge advertising thermometer. Their advertising men, ever on the alert for the medium that will put their advertising message across most effectively, decided on the thermometer.

The Proof of the Profits is in the Selling

We have seen so many men make good in this business of Thermometer Advertising that if we told you why it will pay you to accept this opportunity in language which really expressed the enthusiasm we feel—well, you simply couldn't believe it, that's all! You wouldn't believe all the fine things we could say about this opportunity until you went out in the field and found out for yourself how Thermometer Advertising gets results—such splendid results that there is always plenty of business for the Ohio Thermometer Salesman who will simply go out and get it.

Let us suppose that these next two years have elapsed, and that you have a young friend named Jim Champion. Jim has floated from job to job. Doesn't seem to be getting anywhere. So he comes to you, knowing you have made good as an Ohio Thermometer Salesman, asking you what the possibilities would be for him in the same business.

(A rare feeling, that!—Being consulted by others who want to know how to make goodespecially when you are able to answer them out of experience.....when you have a fine home, a good car, fashionable clothes, influential friends, and the kind of financial security which gives confidence and power to men of affairs.)

"How did you happen to start in the thermometer business?" Jim asks you.

"Well, Jim," you reply, "The only reason I can give is that I saw in a minute that there was

money it in—more money than in anything else for which I felt specially fitted.

“Of course, some of the biggest rewards which have come to me have been in the form of the fun I got out of my work. It has been *creative* selling—working out new ideas, new ads—meeting new people all the time.....with some new business adventure happening constantly.” You could tell Jim some interesting experiences and know that in recommending Thermometer Advertising to him, as a specialized profession, you would be doing one of the greatest favors one man can do for another.

If you want the thrill of being consulted by others who get inspiration out of your success and if you want the intense personal satisfaction of realizing that you **HAVE** succeeded, you will find that the application of our Working Plan will bring you real success in this fascinating business.

You need neither capital nor experience to engage at once in this business. Both are desirable, but neither necessary.

The Territory

The first thing most salesmen ask about is territory. They consider it valuable or they wouldn't ask for it. Yet some of them are inconsistent enough to ask us to give valuable territory worth thousands of dollars to a man before he has proved that he is capable of handling it. Try to get the most out of this opportunity. We will give you plenty of time for a thorough trial. When you have proved your ability to handle a certain territory, satisfactory arrangements will be made. In this way we give a square deal to both the experienced salesman and the newcomer.

More Than \$100,000,000 Invested Annually in Specialty Advertising

Selling Thermometer Advertising is not pioneer work because there already exists a big demand for advertising thermometers, especially those manufactured by The Ohio Thermometer Company.

Years of experience have convinced America's principal advertisers that Specialty Advertising gets remarkable results. That is why \$100,000,000 is invested every year in Specialty Advertising by the most successful of business generals. They have learned that in no other way can their advertising message be brought so directly, or kept so continuously before the eyes of possible customers.

Specialty Advertising Pays in Many Ways

There are several great advantages which Specialty Advertising has over all other methods:

It reaches only prospective customers.

It reaches them at the most advantageous time.

It assures that the advertisement will be read.

It does all this because it is placed with the exact people to be reached; and it does not have to compete with the other ads for attention.

Advertising Thermometers Lead the Field

The human interest qualities of the pictures on Ohio Thermometers, with their warm, glowing colors, combined with the universal interest in the weather gets marvelous results for users of Thermometer Advertising.

Is it any wonder, then, that, as our representative, you will be welcomed by businesses of every size who already realize that Thermometer Advertising leads all other forms of Specialty Advertising?

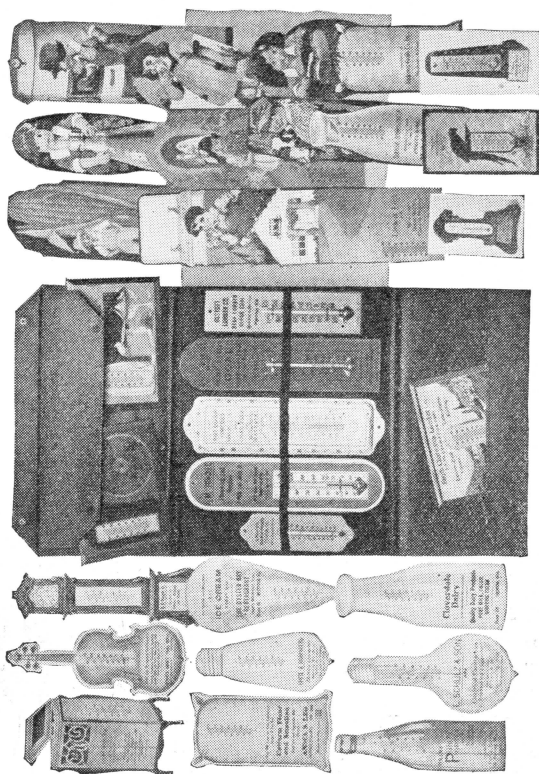
Thermometers have many big advantages over other specialties, being of established commercial value, and recognized as a necessity in home, office, and factory.

\$250 Cash Bonus on Yearly Business Amounting to \$10,000

A good salesman can easily earn this extra cash bonus in about six weeks.

Part-time salesmen should have no difficulty in selling \$10,000 worth of business a year.

This extra bonus of \$250, added to the regular commission, is something worth shooting at.



The Sales Kit

This Sales Kit, with Our Working Plan for Your Success, and Your Willingness to Succeed, Are All You Need

The first thing you will need will be this sales kit.

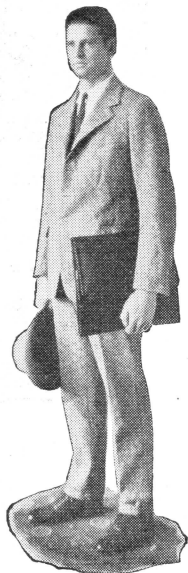
It was designed to get maximum results for our salesmen.

You will find in this outfit everything you need to sell thermometers, including plenty of order blanks and samples. The sample case is made artistically of excellent leatherette material. It contains thirty interesting samples, of metal, wood, and card board. They are printed with sample ads and help you immensely in closing sales. They all fit snugly in the case and when folded take little room.

Notice how compact the kit is when closed. (The salesman in the picture is carrying one. This salesman earned \$3,800 last year, carrying thermometers merely as a side line. He will probably earn \$10,000 this year, as he is now selling thermometers exclusively.)

\$3.00, as a guarantee of good faith, is all the deposit required on this valuable sales kit.

This \$3.00 will be credited on your first order for \$25.00 or more. If anything should happen to prevent you from starting to sell for us you can return the samples and we will return



your \$3.00. (We have nothing to sell to you—only result-getting Advertising Thermometers to sell others through you. We have no territorial rights to sell and unless you make good for yourself our efforts to provide an opportunity for you to succeed will be a dead loss to us.)

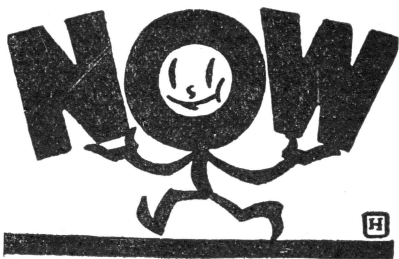
It will be our pleasure to extend to you the best possible encouragement, advice, and help.

We are personally interested in your success, because not until you succeed will we be compensated for our efforts to help you. Should you encounter any difficulties in the beginning, we will be glad to assist you in overcoming them.

If We Were You

If we were in your position, as you're reading this message, we'd arrive at a decision somewhat like this:

"There are certain fixed expenses which I *have* to meet. Therefore, I must use good judgment in selecting the opportunity most likely to produce the most money at the least expenditure of time, effort, and money. This opportunity with The Ohio Thermometer Company requires practically no capital (a small deposit of merely \$3.00, which I can get back by returning the sam-



IS THE TIME TO ACT!

ples.) It shouldn't take me long to make a first sale that will prove to those fellows that I can put it over in great shape.

"There are \$100,000,000 invested in Specialty Advertising, a large part of which goes into Thermometer Advertising. Thermometer Advertising gets better results at less cost than any other kind of specialty advertising. No doubt about that. A big demand exists. Why shouldn't I get my share of the profits in Thermometer Advertising?

"The Ohio Thermometer Company pays an exceptionally liberal commission. If I 'look alive,' use my head and a little shoe leather, I'll make at least \$100.00 a week.

"This has been an active, successful company for over eleven years. They employ over one hundred people. Their thermometers are used by enterprising concerns, large and small, throughout the country. Unquestionably they are rendering a great service to business or they could never have succeeded like that. It is a business I can be *proud of*—mighty proud of. They must be a fine bunch to work with. Why, they've even gone to all the trouble and expense of writing a Working Plan for my success. That shows they are personally interested in me. *By George, I can really succeed with them!*

"I'm going to send for that sales kit right away. Every minute is gilt-edged. Here goes my application for this opportunity and for the sales kit. No delay for me! I know a good thing when I see it! *Here's where I play my ace!* If luck was water, I'd be the Pacific Ocean!

"The sales kit ought to reach me in a very few days. That gives me a good chance to be ready for it when it comes—ready to go out and knock 'em cold! I'll master this Working Plan forwards and backwards, so that I can get right into profitable action the minute my sales outfit arrives, fully equipped to get immediate results. I'll soon have so many greenbacks stuffed in my wallet there won't be room for anything else."

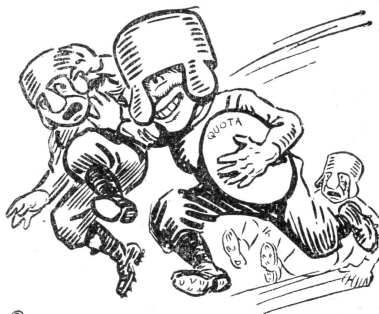
A Practical Working Plan for Your Success

Right now, after you have decided to go into this work and succeed, is an excellent time to profit by our success in this business and to formulate a frame of mind that's going to bring to you both mental and money power.

The principles of success in this business are simple.

After studying this Working Plan the only thing which can keep you from making good is lack of sporting blood—the sportsmanship to give this opportunity the best you have—to give it the cream of your imagination—heart interest—your enthusiasm and fighting blood—your loyalty and your good judgment.

The big thing to get firmly fixed in your mind is that men with no



© C. S.

They hit the line hard

better than average ability have acquired sizable bank accounts by going into this important business with the same spirit they would go into an exciting football game.

They hit the line hard.

Yet they played it according to the rules of the game.

They didn't depend solely on their soles, either. Their soles, souls, and brains functioned with *teamwork!*

Entranced by the fascination of this exciting game of Thermometer Advertising, their heads became something much more useful than to keep their ears apart.

The successful Ohio Thermometer salesman plans his work, conserves his time and energy.

He selects his prospects with care.

Scans the newspapers, billboards, theater programs.

Visits only firms that advertise constantly.

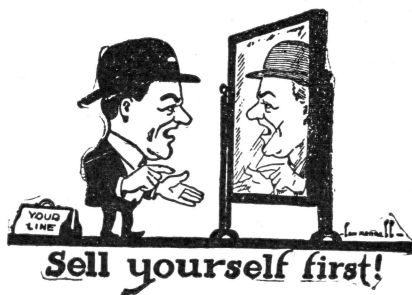
On a 3x5 card he lists each prospect. Jots down a catch phrase, or slogan, or dominant idea which characterizes the prospect's publicity.

In that way, he's able to talk the prospect's language. When Mr. Prospect sees that an Ohio Thermometer salesman is familiar with his advertising, our salesman finds it easy to arouse the prospect's sincere interest.

But the successful Ohio Thermometer salesman doesn't overlook the smaller firms. They may not be represented in the papers always, but they do buy Thermometer Advertising in quantities which make it mighty profitable for our salesmen.

The big thought in selecting prospects is to concentrate on prospects who are most likely to do business with you—those that believe in advertising. The other fellows don't count. They're not worth wasting your time on.

You will be astonished at the number and variety of firms that advertise.



Your Best Prospects

Here is a list of the most likely advertisers. Of course, it is not complete. Keep it always handy, for it may prove useful to you.

Banks,
Real Estate,
Restaurants,
Garages,
Undertakers,
Laundries,
Jewelers,
Ice Cream Companies,
Bakeries,
Dry Cleaners,
Business Colleges,
Tailors,
Flour Mills,
Coal & Ice,
Florists,
Lumber,
Storage Batteries,
Soft Drink Manufacturers,
Moving Picture
Theaters,
Confectioneries,

Opticians,
Photographers,
Music Stores,
Plumbers,
Cigar Makers,
Storage and Moving,
Dentists,
Shoe Repairing,
Drug Stores,
Clothiers,
Milliners,
Electricians,
Candy Stores,
Groceries,
Hardware Stores,
Furnaces,
Chiropractors,
Meat Markets,
Shoe Stores,
Flour and Feed,
Farm Implements,
Sporting Goods.



Getting the Most Out of Your Sales Demonstration

We could write a book on what to say in the presence of your prospects. But that wouldn't do you as much good as these few friendly tips which are the most important principles to practice while in the presence of your prospects.

If you want more money in your pocket:

Put your mind on the other man.

Running a business is interesting—one of the most fascinating games in the world. The smaller the business, the more likely a prospect is to be too near the details of his enterprise to think out ways of increasing his sales. He needs your help. He can profit by your suggestions. You can be a helpful counselor to most of your prospects.

Take an interest in your customers. Show an interest in their business. Win their good will. Above all things *get their point of view.*

Most salesmen make selling twice as difficult as it really is. They get their tongues started and then go 'way and let 'em wag. It pays to listen well, to listen in an alert manner—or, as the gobs would put it, to "look alive."

Most Prospects Will Sell Themselves If You'll Only Let Them and If You Use Tact in Controlling the Interview

If you were to jump on a moving train, you wouldn't think of running straight *at* it, would you? You'd run along side of it, and when you were sure of yourself, you'd jump aboard.

Mr. Prospect's mind is *in motion*. Very much in motion. He has his worries, his prejudices against salesmen (many of whom he suspects as wanting to gyp him out of something), and his hopes and aspirations. He wants his business to succeed. He wants more new customers.

He has only so much money to spend for advertising. Thermometer Advertising exactly fits his needs. It offers the most results for the money. It eliminates repeat expense, for it hangs on the walls of prospect's homes and offices for years, building up good will of immeasurable value.

Most salesmen approach Mr. Prospect and bray out their selfish patter with no more sales sense than a Texas mule.

No wonder, then, that Mr. Prospect is glad when *you* come around. It is refreshing to him to find someone with his point of view and with his interests at heart. Your knowledge of how Thermometer Advertising will help to build up his business makes you a real friend to him. The harmony between you is conducive to splendid results.

You can approach every prospect with the preconceived realization that you are presenting

the prospect with new business, virtually—new sales—if he will but demonstrate his good sense and buy from you.

You are there on a mission of service. You have no cause for timidity. You have nothing to apologize for, or even so much as to look that way. Your business is more important than almost anything the prospect may be doing when you call, although it pays to be tactful and by well-chosen openings, to get your prospect to *realize* that. No prospect would willingly admit that he is "too busy" to accept some new business. You're bringing a practical plan for increasing your prospect's sales. Nobody can, in justice to himself, refuse to give you an interview on the meaningless grounds that he "hasn't time."

Meeting Objections

A banker said, "I'm not interested," when approached by one of our salesmen recently.

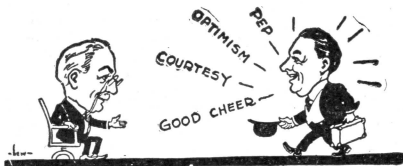
"Of course you're not interested in buying thermometers," our salesman replied, "but you *do* want more accounts, don't you?"

"Certainly," said the banker.

"And if you didn't realize the value of advertising you wouldn't be doing so much of it. Your newspaper ads are read and doubtlessly get good results for you. But nobody clips your ads out of the paper and hangs them up on the wall to look at every day, do they?"

"No."

"But they *will* hang a *thermometer* on the wall, and be glad to. It will hang there for years, building up good will for you all the while and influencing people to deposit their money regularly at your bank! Is it not worth a few cents, today, to get the banking business of an entire



Make them like you!

family for *years* besides the business of the many others who will look at the beautiful thermometers bearing your well-worded advertisements? And think of all the commercial banking business you will get from the offices where your thermometers hang!"

The salesman then asked the banker to select the kind of thermometer which would be likely to get the most new accounts. He co-operated in wording the ad and started settling the details before the banker had consciously decided "Yes."

Of course, every case is different. You'll have to adapt your sales talk to each prospect and use your initiative and imagination. But there's where the fun comes in—the spirit of adventure—the exciting battles of wits—in which you are *out to win* and *will win* if you expect to and keep yourself in the background.

If you're *not* a clever talker you have a much better chance to succeed than the bag-pipe that reels off words a mile-a-minute without consideration of the prospect's point of view, which is all important.

Sell IDEAS—INCREASED SALES—GOOD WILL!

If you'll do that, in your own natural way, you'll sell **THERMOMETERS**—*plenty* of 'em! You'll make big money. You'll succeed.

How to Close the Greatest Number of Sales

Closing sales is an easy matter as long as you control the interview and never give a prospect the chance to say "No." It's mighty easy for him to say "No!" His instinctive antagonism against being sold anything usually rears up and says "NO" whether he really wants to buy or not, if you ASK him to decide, or leave it up to him.

You can easily sense the time when a prospect is in the buying mood—when he has thought enough, with your help, about the results he will get from Thermometer Advertising.

When that time has come, start settling the details. Make up his mind for him. Give him no opportunity to think "yes" or "no."

You have an especially good opportunity to close sales if you are able to suggest the wording of a prospect's ad. That gets his mind off of whether he will buy or not. You both take it for granted that he's going to buy and his attention is diverted to *what sales message he wants his*

A FLAG OF TRUCE NEVER
WON A BATTLE - KEEP
A PLUGGIN'



©
BUSINESS
CARTOON
SERVICE

ad to convey. And right here is your chance to enjoy a universal human weakness: Yes, every business man declares himself a born advertising expert.

When he has explained to you how he wants his ad to appear, he becomes anxious to see it in print, *and the sale is yours.*

Always, always keep that principle in mind. It has made thousands of dollars for our salesmen. It will make big money for YOU.

We have now explained all the fundamentals which anybody needs to know to succeed as an Ohio Thermometer Salesman. We wouldn't have needed to explain as much as we did, for, as you can see, we have told you nothing which you probably didn't already know. We did so to prove to you that you have all the qualifications for succeeding.



Only Action Brings Reward

Yes, the ability is in you. You know that Mr. Prospect will have a tough time to get away from you without signing up once you are well under way in your interview.

You know that, once you get started, nothing can stop you, and that a prospect simply *cannot refuse to give you an order without admitting that he is losing money*, provided you have given him the privilege of thinking about Thermometer Advertising the same way you do.

You Know You Can Get Results, Don't You?

All right! Now that you are convinced beyond a shadow of a doubt that you CAN get results, your urge to better your conditions is going to take you into the business arena and win VICTORY for you, isn't it?

Success is too charming, too irresistible, too alluring to pass up. But, like the girl of your dreams, Success will not accept you if you're not ardently fond of her. You have to *want* Success, *crave* it, expect it, and deserve it. If you go to sleep or are neglectful, you'll never win Success. Only *action* brings reward. Action, attention, imagination, alertness, personality—employ these things and Success can't resist you. You have to get downright passionate over this fascinating work if you want the pleasures of Success. You have to be "on fire" with flaming enthusiasm if you want to succeed.

And even after you're making more than \$100.00 a week as an Ohio Thermometer Salesman, you have to keep right on courting Success,



Never Let Your Enthusiasm Cool

or she'll get a divorce from you, sure as you're born! Your attitude toward this business needs to be that of increasing devotion. But it's mighty hard to be otherwise, for Success has more wiles than Cleopatra herself. She is *irresistible!*—But *elusive*, too, as far as many salesmen are concerned—that is, those salesmen without the opportunities of Ohio Thermometer Salesmen.

Ohio Thermometer Salesmen have the advantages of a tremendous existing demand for thermometer advertising, as well as a much bigger potential demand.

They have the advantages of being in a business which draws out ideas and enthusiasm that they never before realized they possessed.

They get liberal commissions and alluring bonuses.

They get personal, comprehensive sales co-operation from the home office. Salesmen's questions are answered promptly and carefully. The management of The Ohio Thermometer Company takes a personal interest in you. We're always glad to exchange personal letters with you and to help you with whatever problems that seem to stump you.

We have tried to make this booklet genuinely helpful. While waiting for your samples it will pay you to read the whole booklet over several times. Carry it with you always. You'll need to refer to it often.

Things You Need to Know to Get Best Results Out of Your As- sociations With the Home Office and Factory

CONCERNING PRICES

PRICES SUBJECT TO 2% IN 10 DAYS,
30 DAYS NET.

Our price list includes printing, or stamping the advertisement in one place only on each piece. The price includes stamping with regular type in straight lines. If the customer wants his advertisement set up in curves or irregular lines, a special die will be required for which an extra charge is made to cover the cost.

CUTS AND DRAWINGS

There is an additional charge for cuts and drawings if we have to make them. If the customer has his own cut, send it with the order. Always use order book when sending in the order, MAKING THE LETTER SEPARATE.

DELIVERIES

We can make deliveries in two weeks. Paper proofs will be furnished if the customer desires, but it is best not to send them as it holds up the order.

We like all orders for immediate delivery. Thermometers are year around useful articles. However, if a firm wants to place an order for later delivery, we would accept it.

OUR OWN PRINTING PLANT

We have a first class Printing Department. The ads are set by men who do this work every

day and usually the ads look better the way our printing department sets them than the way the customer would have them set.

MAILING CARTONS

When customers desire to mail thermometers to their trade it is best to buy mailing cartons. We do not, however, recommend MAILING thermometers, but if the customer insists, the mailing carton is the best thing we have to offer.

SELL ONLY WELL RATED FIRMS

Sell only firms which have a good standing in their community and are rated in R. G. Dun's or Bradstreet's. We will pay commissions promptly on firms which have a rating second grade or better if the order is acceptable.

Commissions will be paid, ordinarily, ten days after we receive the order. This gives us time to investigate the customer. We usually have a special report made and it takes about that time. We are always willing to co-operate with our salesmen and want them to make money and to work regularly and faithfully for us.

COPY FOR ADVERTISEMENTS

Too much care cannot be exercised in preparing the advertising copy. This is one of the vital parts of our contract. Print out the whole copy plainly, especially name of customer and location; also phone or street number. Always attach a business card or letterhead for correctness of spelling only. The copy must be written in space provided on order blank. Should it be impossible to put all the copy on the order blank, then your customer's signature and O. K. must be on any additional copy.

Make it a point to ascertain whether or not the name of town and state is desired by your

customer as a part of the advertisement. If not, write in the order, "Name of town and state not wanted," or words to that effect. Suggest to your customer the advisability of using as few words in the advertising copy as possible. Use your judgment in such suggestions, for you are in a position to advise your customer in this respect.

SIGNATURE IMPORTANT

Have the customer sign his firm name and his own to the order blank. This saves time and also the trouble of returning same for his signature.

COMPLETE ORDER WHEN SALE IS MADE

Do not agree to send proofs of advertisement unless positively necessary. Do not send us order subject to countermand or changes in quantity. We cannot accept them.

ALL THERMOMETERS SOLD F. O. B. FACTORY

This is also stated in the order blanks so that there can be no misunderstandings.

Under no pretext whatever are salesmen allowed to collect bills or to incur debts on our account, nor will we be responsible for any debts so contracted. Any salesman found violating this rule will be dismissed immediately from our service.

AVOID DUPLICATIONS OF DESIGN

It pays to avoid selling the same kind to two different firms in the same vicinity. This rule can be used as an effective sales argument. Tell your prospect that you came to see him first because he is the banker or baker in town whom you believe is most deserving of all to profit by the advantages of Ohio Thermometer Advertising.

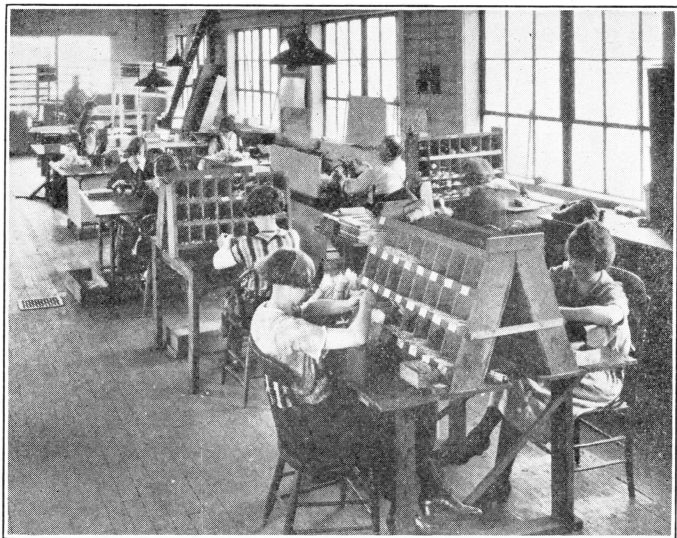
Where and How Ohio Thermometers Are Made



We wish it was possible for you to know each one of the workers who share the responsibilities of manufacturing Ohio Thermometers.

Deeply imbedded in each of them is the passion for perfection—the overwhelming desire to lead all others in the manufacture of thermometers.

The organization has grown during the past eleven years until our factory now employs over a hundred people, some of whom have been with us for a number of years. We have always specialized in thermometers, trying to manufacture thermometers that will give better service than any other kind. If anybody can make a better thermometer we would like to see it. And we would like to see the man who made it, too! We would buy his ideas, for we are going to continue to make the best thermometer.



Making Ohio Thermometers

Thermometers Don't "Just Grow"

Glass and wood alone don't make an Ohio Thermometer. Into it goes the advice of men on the road who were in a position to know what would sell, and good, honest sweat from the brows of engineers in our laboratories. Every part of our thermometers has a story. It is there for a definite reason.

The first operation in the manufacture of Ohio Thermometers is cutting them into the lengths and sizes. After the glass is cut, it is then calibrated carefully, that is, the inside of the tube is measured to determine what size of bulb to blow. The bulb is then blown by a skilled worker. It takes four or five years to learn how to blow these bulbs. They are blown to fit a gauge, so



Mounting

they will always be the same size. They must be blown evenly, with walls of uniform thickness, for later on in testing they must withstand a twenty-five pound pressure. Those that will not stand this pressure are blown over again. In this manner a weak bulb or thin wall thermometer seldom if ever leaves our factory.

The next process is the filling of the thermometers. They are put in a vacuum and washed, which cleans the inside of the glass. They are then filled with our sun-proof colored liquid and sealed in ice to get the thirty-two point.

We then use solutions for testing the thermometers out as low as fifty degrees below zero, as well as heating them to one hundred degrees. The thermometers then go to the scaler, who tests them thoroughly at different points.

They are then ready for the seasoning room, where they are seasoned from six to twelve months. They are then re-tested by a Standard Thermometer, which we have re-tested every six months with the Standard Bureau at Washington.

The thermometers are then ready to be mounted on the backs of wood, metal, paper, or any other kind of back that is decided upon.

Twenty-two skilled workers concentrate on thermometers exclusively. It is a rare thing for a thermometer maker to change his trade. There is a real art in thermometer making—an art to which our loyal workers are devoting their best thoughts and energies.

The Spirit in the Air

Permeating our entire organization is a certain something that gets into the very blood of our salesmen.

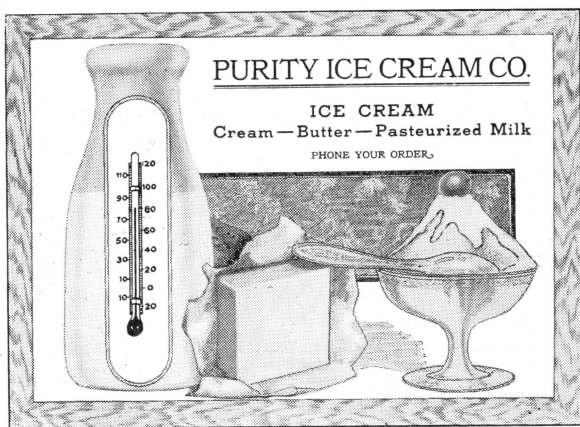
It is too intangible to define. It is that impelling urge which brought out a life's painstaking striving after perfection in Stradivari's violin making, and in the playing of Kreisler and Paderewski. It is the restless urge which gave Edison the strength to toil through thousands of experiments to perfect the incandescent lamp. It is that fire of ambition which knows no defeat. It is the force in YOU which will respond to this exceptional opportunity and make this the most successful and the happiest year you have ever had.

Four Beautiful Art Advertising Thermometers

Nos. 150, 151, 152, 153.

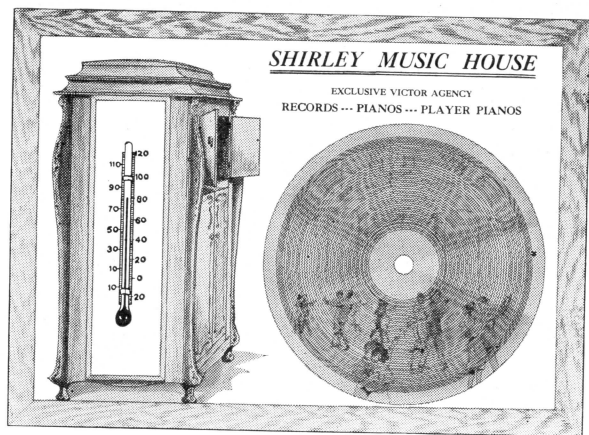
—Lithographed on Metal in Six Colors—
New and Original Designs

The four beautiful designs shown in this circular are new and original drawings made by an artist who specializes in this kind of work. Each illustration is the direct result of much thought and study, to make the strongest impression on the mind.



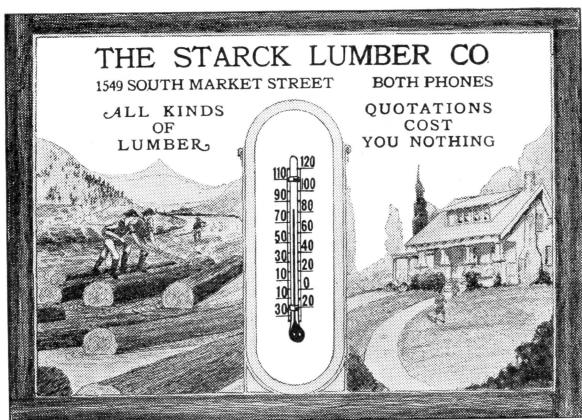
No. 150

Shows in beautiful and tempting colors a bottle of milk, butter, and a dish of fancy ice cream. This subject was designed specially for the Milk and Ice Cream trade. The buying of Ice Cream, as is generally conceded, is largely the result of suggestion. Every time you look at this picture you will want a dish of that good ice cream. If it carries your advertisement you get the business. Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches.



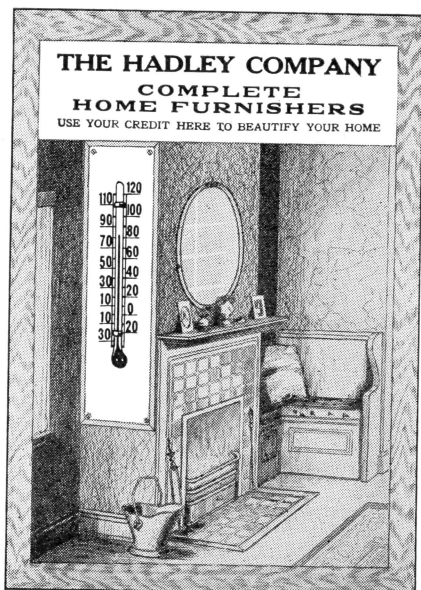
No. 151

Is a thermometer that appeals directly to the Victrola and Music Store Trade. The Victrola, showing highly polished in mahogany and assisted by the suggestion conveyed by the record and dancing figure, turns the mind naturally toward music. Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches.



No. 152

This is a striking design, lithographed in six colors. It is essentially a trade design, suitable for the Lumber, Building Supplies, Contracting, Real Estate, and Architects' line of business. On the left it shows the logging or raw material and on the right the finished product, a lovely residence, implanting in the mind of the beholder a strong desire for a place like it that he can call home. Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches.



No. 153

A pretty picture, representing the cozy interior of a home. This design is adapted for almost any line of business. It can be used very effectively by Furniture Stores, as the thought it conveys implants in the mind thoughts of home comforts. The business man who diverts such thoughts to His Store by his advertising, assures his success. Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches.

No. 168



No. 168

Is a paper cut out thermometer and the average size of same is 4x12 in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.

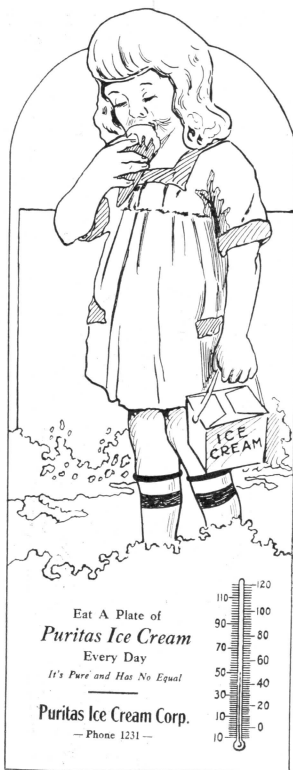
No. 167

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.



No. 167

No. 170

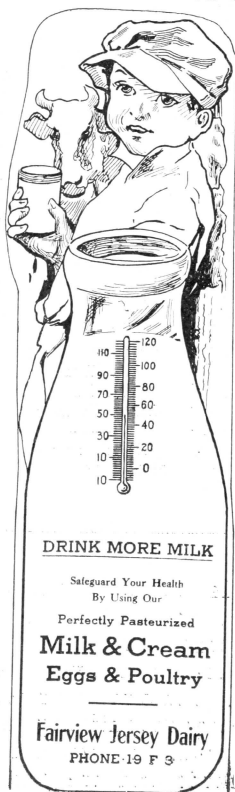


No. 170

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.

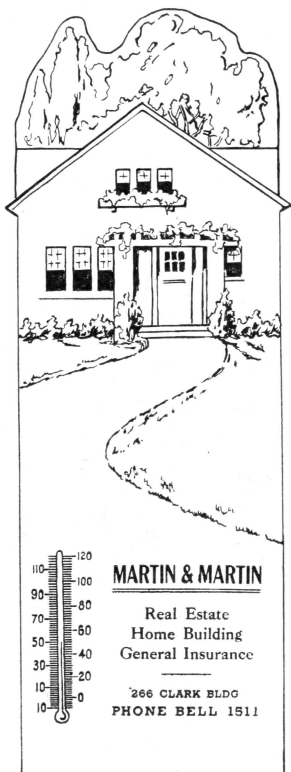
No. 164

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.



No. 164

No. 171

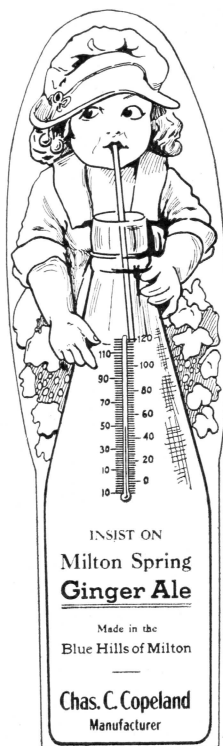


No. 171

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.

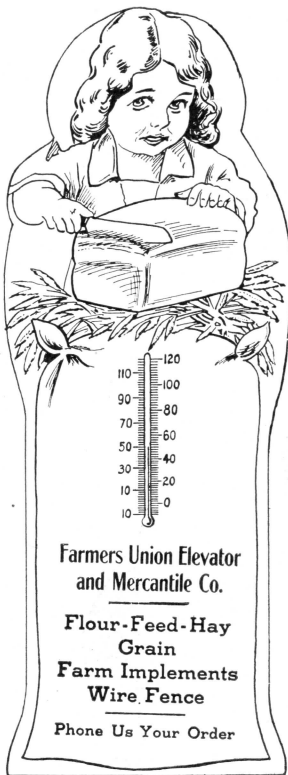
No. 165

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.



No. 165

No. 166

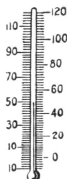


No. 166

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.

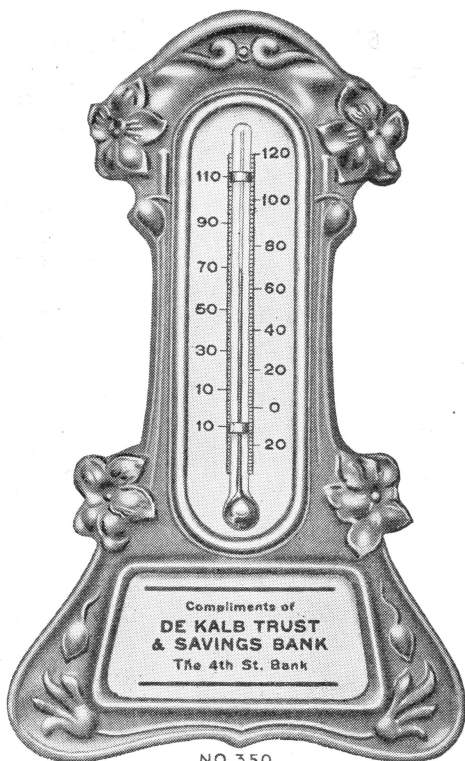
No. 169

Is a paper cut out thermometer and the average size of same is 4x12-in.; have 3-in. thermometer with heavy magnifying lens, as well as wooden guards and are put up in an individual carton.



Compliments of
**Felton-Turner
Heating Company**
Heating Engineers
and Contractors
Repairing — Jobbing
1034 South Warren Street
PHONE ROX 348
ESTIMATES CHEERFULLY FURNISHED

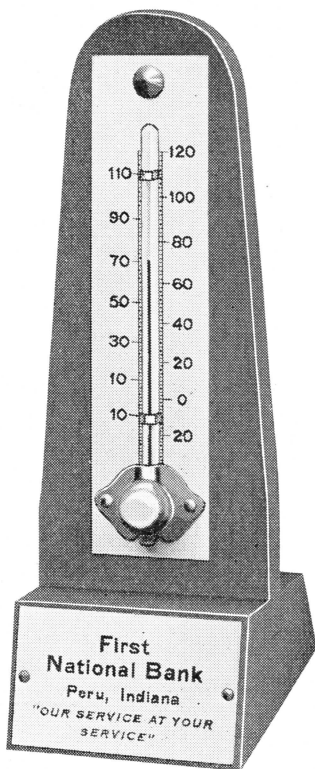
No. 169



NO.350

No. 350—Metal Stand Thermometer

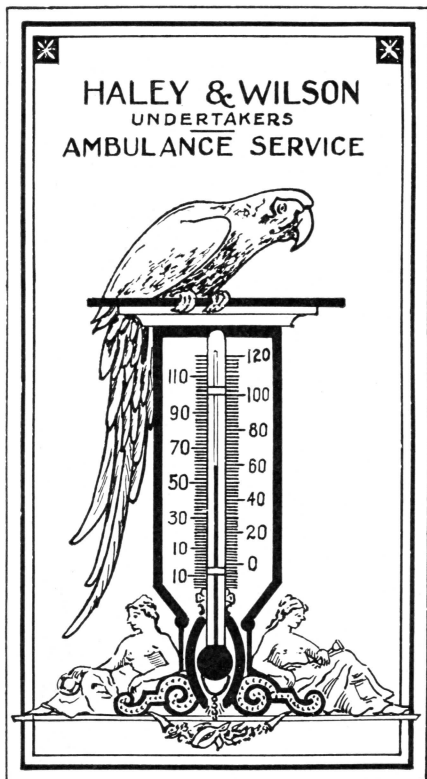
This is a beautiful thermometer both for the office and the home. Polychrome finish. The stand is 6-in. high and $3\frac{1}{2}$ -in. at the base, has a space at the bottom $1 \times 1\frac{3}{4}$ -in. This space can be used for advertising purpose. Has a magnifying lens thermometer, easy to read. Thermometer is packed in a corrugated mailing carton which protects it when same is sent through the mails. It is well built and good looking. The entire thermometer is simple and sturdy and no details are omitted. The price we ask is as low as can be possibly made. The difference between our price and higher prices represent the different selling cost. When you buy our thermometers you pay only a small profit over factory cost, eliminating the middle man's profit. The ad is printed on a silver plated plate.



No. 393

Mission Desk Thermometer

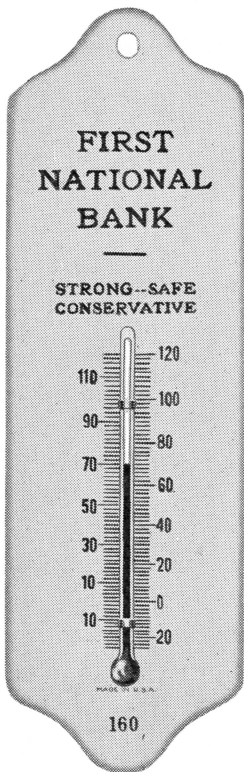
Especially adapted for the desk. It is $5\frac{3}{4}$ -in. high, 2-in. wide, has shot weighted base, magnifying lens thermometer; has silver plated cap as well as silver plated etched scale.



No. 154

No. 154—Brass-plated on Zinc

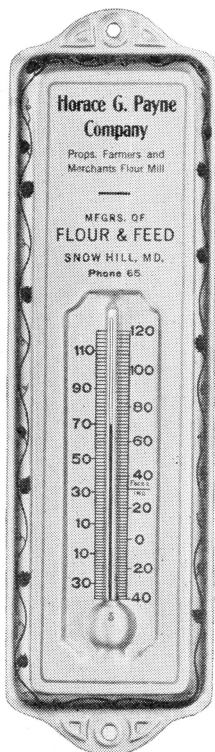
Artistically designed with parrot in bright red. It is handsomely lithographed with brass trimmings. This is an outdoor thermometer as well as an indoor and is suitable for any room in the house. The thermometer is $3\frac{3}{4}$ -in. wide by $6\frac{3}{4}$ -in. long. Each thermometer is packed separately in a box with a wooden protector over the thermometer. The design is new this season. Our price is very low for workmanship of this kind and each one carries a liberal guarantee for satisfaction as to accuracy. This thermometer will be appreciated by anyone who is fortunate enough to receive one.



No. 160

Lithograph Metal Thermometer

Size 2x6 $\frac{3}{4}$ -in. Has 3-in. thermometer, leaving a large space at the top with plenty of room for an ad. Has a high gloss finish and can be used for either inside or outside as it is constructed of heavy metal and plated on both sides. Face of the thermometer is cream and can be only furnished in this one color.



No. 8

No. 8

This is a metal thermometer and the design is patented. It is made of heavy white metal and colored blue border; has a 5-in. tube. The thermometer is very attractive and is furnished only in white enamel. Size is 3 x 11½-in.

No. 36

Is a metal thermometer same design as No. 8. It is 4-in. wide and 14½-in. long. It has a much larger space for the ad at the top than No. 8. Furnished in white enamel, without Blue Border.



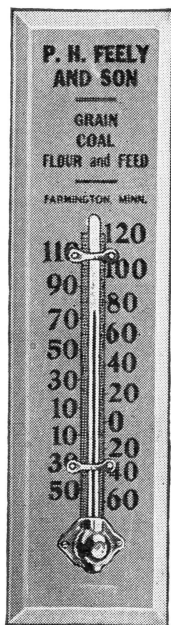
No. 31

No. 31

This thermometer is made of seasoned basswood $\frac{3}{8}$ -in. thick, $3\frac{1}{8}$ -in. wide and $11\frac{1}{2}$ -in. long; has 5 in. thermometer tube with brass straps and cap. Thermometer can be furnished in natural wood, white, red, blue or yellow. This is one of our best sellers and a thermometer that is appreciated.

No. 32

Size of back is 4x15 in.; has a much larger space at the top for an ad than No. 31. Can also be furnished in the same colors and with same thermometer.



No. 76

This thermometer is $9\frac{1}{4}$ -in. long by $2\frac{3}{4}$ -in. wide, is square top and bottom and is finished in the same colors as the No. 31 and has the same thermometer and trimmings.



No. 120

ELECTRIC LIGHT BULB

Made of 10 ply paper and printed to represent an Electric Light Bulb; is $7\frac{1}{2} \times 3\frac{1}{2}$ -in.

No. 121

MILK BOTTLE

Is made of 10 ply cardboard, printed to represent a milk bottle, is 10-in. long by $3\frac{3}{4}$ -in. wide.

No. 122

Paper design to represent a bottle or Soft Drinks. Size 8 x 3-in.

No. 123

Cut out to represent an Electric Fan. Is 9-in. high and $5\frac{1}{2}$ -in. wide. Is very attractive.

These paper cut out thermometers are finished with wood protectors and put in individual paper cartons and printed.



No. 115
MEAL SACK

This is a paper cut out printed to look like a meal sack, it is $4\frac{3}{4}$ -in. wide by $7\frac{3}{4}$ -in. high.

No. 124

This is a paper cut out to represent an Ice Cream Cone with Ice Cream in the top. It is $4\frac{1}{2}$ -in. wide and $9\frac{1}{2}$ -in. long.

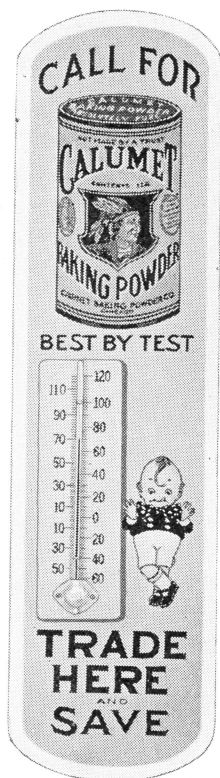
No. 117

Electric Light Bulb cut out, is 9-in. long and $4\frac{1}{2}$ -in. wide, printed to represent an electric light bulb.

No. 140

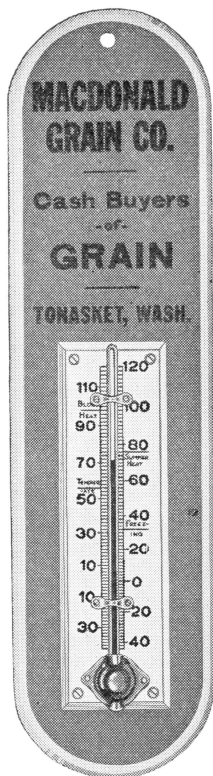
Paper cut out of Victrola or similar cabinets. This is very attractive and is finished and printed in colored mahogany.

These four numbers include wood guards and individual boxes.



No. 34.

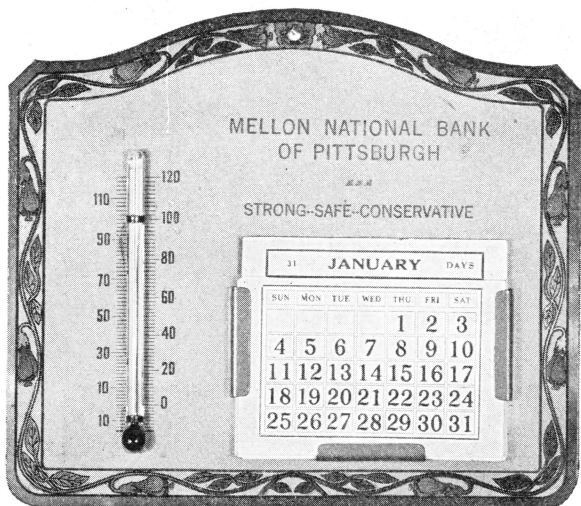
Thermometer is made of 1-in. seasoned bass-wood, size 6 x 22-in. Thermometer of this style can be made up for almost any kind of business.



54

No. 54

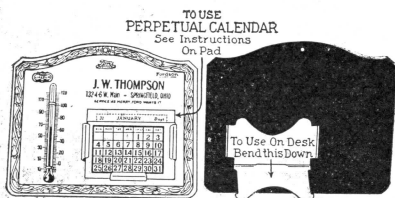
Thermometer is made of dry seasoned bass-wood $\frac{3}{8}$ -in. thick, $3\frac{1}{8}$ -in. wide and $11\frac{1}{2}$ -in. long and has a 5-in. tube. Thermometer is painted white with yellow face and is very attractive. Can only be furnished in white and yellow with black printing. There is no space at the bottom to print an ad, so the copy that goes on this thermometer must be put at the top.

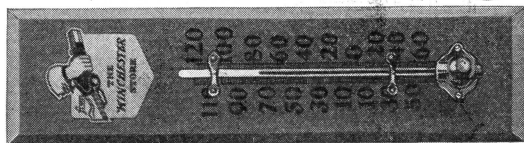


No. 349—Metal Desk Thermometer

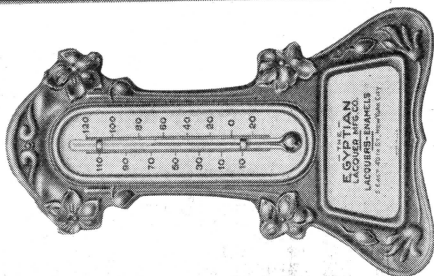
The illustration shown is one of our latest models of Desk or Wall Thermometers, beautifully designed and carefully finished, is a most attractive and useful article.

Polished brass, $5\frac{3}{4}$ inches wide by 5 inches high, has a magnifying lens 3-inch thermometer and perpetual calendar $2\frac{3}{4}$ inches wide by $2\frac{3}{4}$ inches high, leaving a space 3 by $1\frac{1}{2}$ inches for advertisement. Thermometer back is gold bronze with a beautiful border of blue flowers. It is very attractive for the desk or can be used as a wall thermometer.

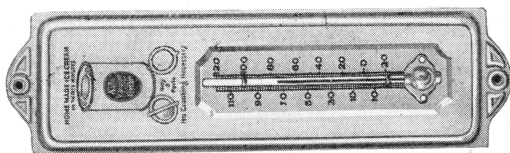




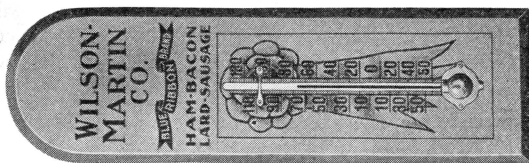
No. 76



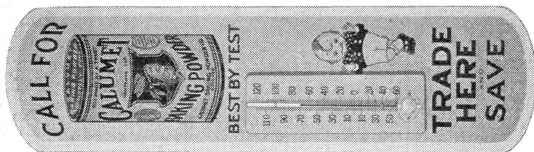
No. 350



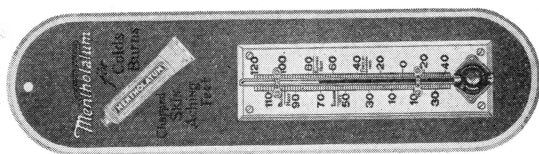
No. 8



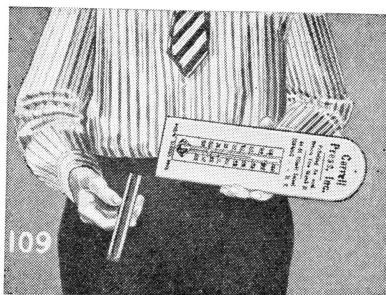
No. 31



No. 34

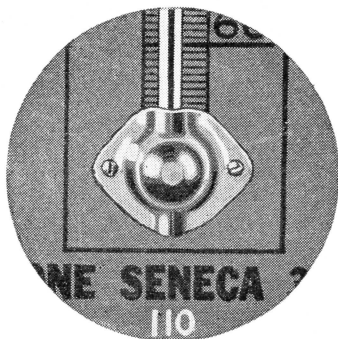


No. 54



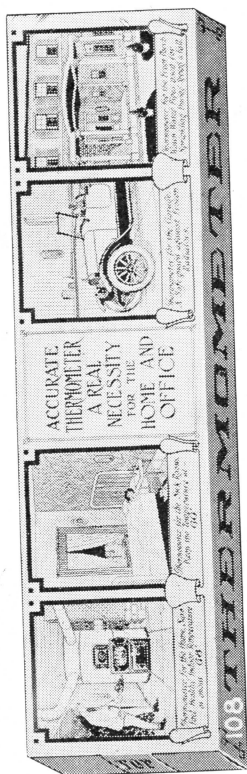
No. 109

Shows the wood guard which protects the thermometer tube. This is held firmly to the thermometer by a rubber band and protects the glass tube from breakage.



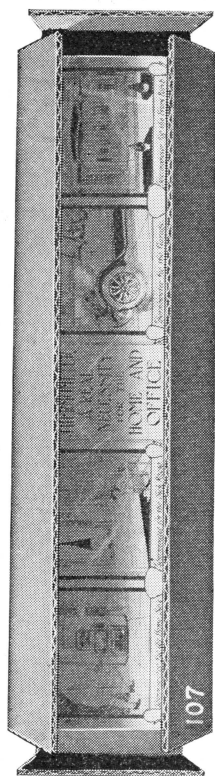
No. 110

This picture shows our patented cap protector for thermometer bulb. This is solid brass nickel-plated and is arranged so that it is impossible for anyone to place a match to the bulb to damage the thermometer. It is very attractive and answers the purpose for which it is meant.



No. 108.

This is the box in which all our thermometers are placed. It is made of good cardboard and is nicely printed on both sides as well as the edges. There is no additional charge for this box, as the price of the box is added to the price of the thermometer.



No. 107

This is a corrugated container which is especially made for placing a thermometer in after it is put in the paper box No. 108. It is then inserted in the mailing carton and sealed, which is the best method we find of mailing thermometers. This is not included in the price of the thermometer and an additional charge is made for same.

Here are a few suggested slogans you can use:

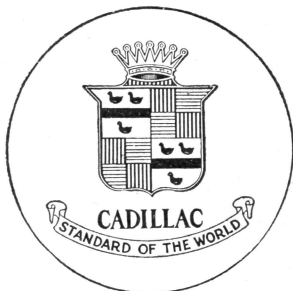
- 1—"We treat you ☐ the year ☐.
- 2—"Our business is black, but we treat you white."
- 3—"——— Furnaces make warm friends."
- 4—"Honor your loved dead with a memorial."
- 5—"We appreciate your patronage."
- 6—"Phone us any time—we never sleep."
- 7—"We want your business."
- 8—"Keeps its high quality in any temperature."
- 9—"No job too large or too small for us."
- 10—"It's pure—that's sure."
- 11—"You value good service, we value your business."
- 12—"For health and happiness eat Ice Cream every day."
- 13—"Best by actual test."
- 14—"Service that satisfies."
- 15—"When you say it with flowers say it with ours."
- 16—"Let our suds clean your duds."
- 17—"Gifts of jewelry are gifts that last."
- 18—"As good as the best and better than the rest."
- 19—"Everything to build anything."
- 20—"Make this bank your bank."
- 21—"No matter what the temperature you will always feel comfortable doing business with us."
- 22—"Where you always get what you want quickly."
- 23—"Quality and fair dealing always."
- 24—"Hardware that will stand hard wear."

- 25—"Safeguard your health by using our pasteurized milk and cream."
- 26—"Our time is yours."
- 27—"If it sells we have it."
- 28—"Everything musical."
- 29—"For service and quality see us."
- 30—"No long waits—no short weights."
- 31—"See ——— and see better."
- 32—"Above or below zero we are at your service."
- 33—"Pleased patrons prove proficiency."
- 34—"There are banks larger but none safer."
- 35—"It is better to have insurance and not need it, than to need it and not have it."
- 36—"Clothes pressed while you wait."
- 37—"A good place to eat."
- 38—"Everything electrical."
- 39—"Drink more milk."
- 40—"Let me be your tire man."
- 41—"A bit of health in every bite."
- 42—"The bank of personal service."
- 43—"This business was built by our friends."
- 44—"The best service all the time."
- 45—"A bank for all the people."
- 46—"The strong bank."
- 47—"Hot or cold we treat you ☐ ."
- 48—"Phone us—we like to hear your voice."
- 49—"Shoes that fit and fit to wear."
- 50—"A savings account is like an umbrella—it often takes a good, hard storm to make you appreciate it."

We can furnish most all standard cuts of manufacturers. We illustrate a few to give you an idea. Special cuts will be charged for extra. There will be no charge for standard cuts, if we have them in stock.



No. 1008



No. 1009

International
MOTOR TRUCKS

No. 1039

Velvet
Ice Cream

No. 1041



No. 1038

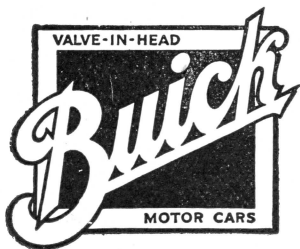
Fordson
THE UNIVERSAL TRACTOR

No. 1037

Ford **Firestone**

No. 1001

No. 1003



No. 1020



No. 1019



No. 1043



No. 1006



No. 1022



No. 1023



No. 1045



No. 1014

No. 1013



DELCO-LIGHT

The complete Electric Light and Power Plant

No. 1040



No. 1012



No. 1025

Studebaker

No. 1042



No. 1024

Packard

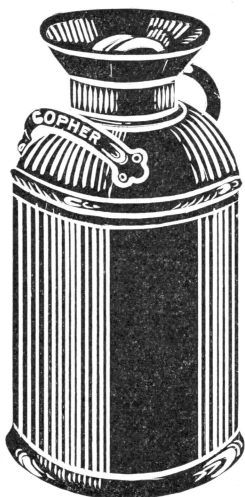
No. 1002



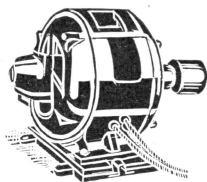
No. 1004



No. 1005



No. 1031



No. 1010



No. 1033



No. 1035



No. 1011

Oakland

No. 1015



No. 1021

"Say it with Flowers"

No. 1026



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GOOD YEAR

No. 1000

Exide

No. 1007

Coca-Cola

No. 1032



No. 1028



No. 1029

Willis

No. 1036



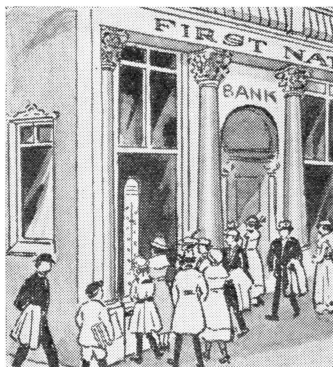
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THE AD THAT ATTRACTS

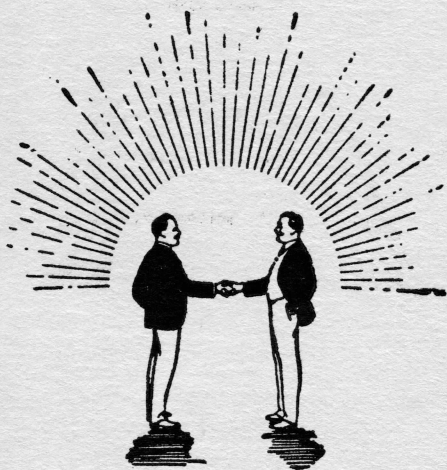
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