

84

Advertising & Selling

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In this issue:

"What Price Brains in Copy?" By W. R. HOTCHKIN; "Solving the Price Maintenance Problem" By D. F. VLIET; "What Has Art to Do with Advertising?" By EARNEST ELMO CALKINS; "What Do Advertisers Want to Know About Business Papers?" By C. F. BEATTY; "The News Digest" on Page 91

Chicago's Business Men Read The Daily News

An invaluable asset of a great newspaper is the fact that business men read it.

The news of business, the analyses of business, the voice of



business—these unfailingly interest the executive.

To Chicagoans The Daily News is the newspaper of outstanding interest to the business man; the business man's paper in his home life and in his business.

Chicago business is reflected—represented—in The Daily News as in no other Chicago daily newspaper. In its columns is concen-

trated the major selling effort of business.

To The Daily News the business man of Chicago looks for the complete and verified news of business; for the full report of the day's financial news, the closing quotations of all Chicago and New York markets and the volume of trading in each security. This complete information is published in the Final Markets edition, on the street at 3:10 p. m. **It is not available in any other Chicago afternoon newspaper. It appears in The Daily News more than 12 hours before the same reports may be obtained in next morning's papers.**

If you ride homeward with Chicago's business people you know from observation that The Daily News is the newspaper read by business men.



THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

Average Daily Net Paid Circulation for December, 1926, 426,855

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**Furniture design
influences wall papers and draperies**

THE constant demand for authentic backgrounds to go with furniture of different styles has produced a wide variety of design in wall papers. Today in Thibaut's selections you can find wall papers in patterns which graced the houses of American Colonial days. And there are delightfully delicate motifs of the Louis XV period in France—or rugged but beautiful designs to go with your Italian or English furniture.

And yet Thibaut Correct Style Wall Papers and Draperies cost no more than ordinary, less interesting kinds.

More than 13,000 decorators and paper hangers can now supply you with Thibaut Wall Papers. Richard E. Thibaut, Inc.

Thibaut
Correct Style WALL PAPERS and DRAPERIES
Madison Avenue at 40th Street
BROOKLYN · BRONX · NEWARK · NEW HAVEN · BOSTON · UTICA



Quicker shaves! Sharper blades! Smoother skin!

WILLIAMS SHAVING CREAM has won its eminent popularity for a very good reason. It simply does a shaving soap's job twice as better for better than any other shaving soap we know.

First, it is a measure of such soft white foam, it washes out of the face in the hand.

Then, the precious, instant of shaving, held in Williams' lather, you do not feel the razor's touch.

It is so recognized through **Farthermore**, Williams lubricates the skin for easy shaving—keeps it pliant, smooth—gives you that best of shaving feeling.

A Real Job! The distinctive taste of Williams Shaving Cream is not in a real sense. It holds more in touch as the razor is kept on the skin.

Four Trial Tube
We want you to try Williams Shaving Cream FREE. Send the coupon below or a payment, and we'll send you a free trial tube.

Williams Shaving Cream

For J. B. Williams Company, Dept. 41
110 Broadway, N. Y. C. Please leave unopened
If you wish to buy Williams Shaving Cream
Name _____
Address _____
City _____

QUA VELVA reverts to the original name of the product.

Two advertisements of widely different products that have produced definite results.

Advertising "hunches" mean nothing . . . unless they affect sales sheets

You can think advertising good or bad. You can say copy is too long or too short. You can state logotypes should be used—or throw them out entirely. Opinions on advertising are endless—and useless. Only results count. And results are based on facts—not opinions.

In this agency the facts behind a product dictate advertising methods. But this does not mean that facts need ever be dull. This organization recognizes that a successful advertisement must compete, not only with other advertisements in the publication in which it appears, but also with absorbing articles and stories.

The proof that advertising prepared by this agency does win general attention, reading, and action is shown by the sales sheets of our clients.

We shall be glad to discuss the unusual results obtained by this policy, with interested executives. Joseph Richards Company, 255 Park Avenue, New York.

JOSEPH RICHARDS COMPANY

FACTS FIRST . . . THEN ADVERTISING

THE INDIANAPOLIS RADIUS—ONE OF 1927'S GREATEST SELLING OPPORTUNITIES



After 10 Years

TEN years ago we first directed the attention of national advertisers to the fact that the Indianapolis Radius was not just a city and a loosely defined "trading territory" but a single, unified, compact market, worthy of a prominent place in any national selling program.

We said then, and we say now, that this market of 2,000,000 consumers is an actual unit, easily and economically merchandised as *one* market, with *one* selling and advertising cost and with *one* medium.

In ten years, the national advertising volume of The Indianapolis News has increased from 1,687,695 lines (1917) to 3,934,419 lines (1926), and the sales and profits of manufacturers, who have recognized the essential unity of this market

and cultivated it intensively, have multiplied many times.

After ten years the Indianapolis Radius has been PROVED—in uncounted millions of profits. If there had been any fallacy in this conception of the unity of the Indianapolis Radius market, or any weakness in it as a consumer market, or even the slightest loophole in The News' claim of adequate coverage—it would have been found out long ago. If this market hadn't lived up to expectations, if it hadn't produced record results at low cost, we would never have written a new chapter in the advertising history of America by publishing 3,934,419 lines of national advertising in 1926, in a six-day newspaper, in a city of 367,000 (a mark for any newspaper in any city to shoot at!)—a gain of 901,419 lines, or 30%, over the tremendous volume of 1925!

THE INDIANAPOLIS NEWS

New York, DAN A. CARROLL
110 East 42nd Street

FRANK T. CARROLL, Advertising Director

Chicago, J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

EIGHTY men who occupy the important executive positions in the General Motors Corporation will get something like \$12,000,000 to divide among themselves as a reward for their individual efforts during the year just closed. This causes me to say that the problem of absentee ownership is becoming just as important as the problem of absentee management. The elder Rockefeller found that he had to work with partners, not with hired men. Carnegie and other great successes early discovered the same thing.

What was true in their time is ten times more so today. No business in a highly competitive field at present can succeed when operated as a one-man affair. The great financiers who invested tens of millions of dollars in the General Motors Corporation realized this fact and organized the "Managers Securities Company," which is nothing more or less than a plan on the part of very rich men to safeguard their investment. It is merely a glorified bonus scheme that recognizes the intense nature of industrial war today. It proves how clearly we recognize the truth that salaried employees cannot compete with those who are partners in the business and share the profits. The supreme realization of initiative and originality of thought comes only when a man is working for himself.

Henry Ford does not seem to believe in the partnership system. His continued growth would more or less prove the fallacy of the conclusions just set forth. But whereas two years ago Mr. Ford was producing half of the automobiles manufactured, he is now turning out less than one-third. The General Motors scheme seems to be working. The offices of the executives of this company are veritable factories for ideas that are not only unique but also practical.

New inventions and discoveries are coming from the four corners of the earth. Not a day passes without some important change in style or habit. When American women decided to stop wearing corsets the manufacturers soon found themselves floundering in a rough sea with no land in sight. They had not thought ahead, and most of them tried to stave off defeat by crying out against feminine degeneracy and the moral dangers accompanying the corsetless waist. Only failure could result from such an absurd effort to force the issue rather than to meet it by building a new article that would conform with the latest thought on health and hygiene.

The introduction of bobbed hair brought ruin to entire industries. It put a serious crimp into the businesses of companies manufacturing hair nets, ribbons, hairpins and hair ornaments. The decline in the market



© Herbert Photos, Inc.

for hair nets caused unemployment and brought distress to labor circles in certain parts of China. This innovation even changed the whole character of the millinery industry. Such is the influence of nothing more serious than a mere change of style.

Success in industry now entails not only outthinking your competitor, but also outseeing him. The boss who wins is the one who comes nearest to guessing what is coming. A flour manufacturer may find his business jeopardized by the effects of a discovery in a packing plant. Industries are no longer separated by fences. I can point to a dozen synthetic products that have come near upsetting entire industries during the past two years.

So puzzling are current developments that very often the thing we fear is a blessing in disguise. Bread and milk were purchased in accordance with our current needs, but no one dreamed that the same thing could be done with such a basic material as steel. Now we know it can, and the proof of the pudding is that hand-to-mouth buying has spread to the ends of our country and is without doubt the biggest factor in the maintenance of prosperity through reducing the peaks and valleys in employment.

The managers who first saw the wisdom of meeting a slack operating schedule by continuing operations with the same personnel on a four or five-day week instead of firing a lot of men and working their plants six days were rewarded for their judgment. Where could there have been a greater folly than that of bringing together a large human organization and then promptly scrapping it at the first unfavorable turn?

The old-time executive believed in the empty dinner-pail as an effective means of disciplining refractory workers. Compare that with the common utterance of great leaders today that "if the wage does not supply adequate support to the worker's family under economic management, plus a saving, it is not high enough." Hundreds of industrial executives now regard wages that are too low as an industrial menace.

For the moment, at least, political spellbinders have largely lost their influence. Workmen believe that it is to their interest that capital shall have a fair return on its investment. The highest judicial tribunal in the land declares that invested capital is entitled to at least a seven per cent return. At the same time the Supreme Court stresses the fact that company officers will be held responsible for any mistake in predetermining the future trends of commodity prices and wages. In the face of all this, there are those who still believe that the right kind of executive talent can be secured at a fixed salary of so much a week.



From an uninteresting couch to subtle tones of natural settings, linked with distinctive booklets in color, mark an epic in furniture advertising.

Photo-Engraving Keeps Pace with Taste

From the early Pullman period to the American Renaissance in interior decoration was the greatest advance in the history of good taste.

Members of the American Photo-Engravers Association have initiated and nourished every improvement in the art of illustrating furniture and objects of art—emphasizing the fact that "Your Story in Picture Leaves Nothing Untold."

J. H. Tralley

WITHOUT Photo-Engraving processes it would be practically impossible for us to bring to the American public an adequate concept of our product. Particularly so, when we are intent not only upon showing individual pieces or groupings of furniture, but above all the environment in which this furniture finds a setting. This involves room scene photography, wherein the particular style-period of the room must be harmonized with the style of the furniture, the furniture in turn grouped in accordance with best usage, and, above all, the picture must convey beauty, order, correctness, and good taste.

Our belief in Photo-Engraving is best reflected perhaps in the fact that practically two-thirds of our advertising pages are devoted to the picture itself.

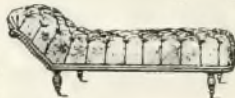
Very truly yours,

BERKEY & GAY FURNITURE COMPANY

E. A. Wallace
President



SPECIAL.



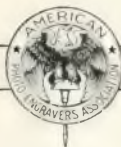
TURKISH COUCH.

All hair filling, and *Extra* long springs. Covered in the best plain Mohair, Plush, or Leather of any color. Oak or Cherry frame.

\$50.00.

Berkey & Gay Furniture Co.,

Grand Rapids, Mich., U. S. A.



YOUR STORY IN PICTURES LEAVES NOTHING UNTOLD

The booklet "The Relighted Lamp of Paul Revere" will be sent you with the Association's good will.

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO



Pirate the Gold of Southern Skies

French Line Cruise to the Caribbean from February 5th to March 6th

CORAL isles looped with jewelled foam—spiced fragrant winds that stir the fancy—ports flaunting exotic color—all while the North is bleak and grey. Down toward the Southern Cross, where the Spanish Main rolls in its haunting beauty. Thrill to its spell—hold it to dream of—through the thirty magic days of this eventful cruise.

THE S. S. LAFAYETTE

sails to this clime of palms and bougainvillea—out of the cold Atlantic into the Gulf Stream—where golden seaweed floats lazily in sapphire waters. Throughout the cruise,

the ship is your home—its comfort and luxury welcome you back from each joyous shore trip—with continuous gaiety—parties—dances aboard. Stops at Nassau, Bermuda, Kingston, so smartly British, Havana, La Guaira, a touch of old Spain, Curacao, Colon—No passports required.

Sailing from Philadelphia, February 5th

Just at the season's rawest—a few hours—the decks blossom out with light summery frocks—gone is the winter—left far behind. Fares \$325 to \$1200, including shore excursions.

French Line

COMPAGNIE GENERALE TRANSATLANTIQUE, 19 STATE ST., NEW YORK
OFFICES AND AGENCIES IN PRINCIPAL CITIES OF EUROPE, CANADA AND UNITED STATES.
OR ASK ANY TRAVEL OR TOURIST AGENT.

WANTED:

An Advertising Manager

THE company which offers this position is one of the largest of its kind in the world, capitalized at considerably over a million dollars. Its product is one of every day consumption, sold in packages to retail stores. Its distribution is not merely national—it is international. The position it offers is one of the utmost responsibility and one which offers almost unlimited possibilities for development. The salary will be entirely commensurate with the requirements and responsibilities.

The man who qualifies here must possess ripe experience, mature judgment, and pleasing personality. He must be old enough to have a comprehensive background, yet young enough to retain the full force of his aggressiveness. Versatility is a prime requirement. Furthermore, his family arrangements must be such that there will be no objection to his traveling extensively for at least the first few years in order to study at first hand marketing conditions throughout a large portion of the world.

The headquarters of this company are in London. The Chairman of the Board will be in New York late in January, and has asked me to cooperate with him in considering eligible candidates. All letters on this matter will be regarded in strictest confidence. No personal interviews, please!

FREDERICK C. KENDALL,
Editor, Advertising and Selling,
9 East 38th Street, New York

When Time Is Money

A BOAT that carries a man across the Atlantic in three weeks cannot be classed as a *total* failure as a means of transportation.

If, however, that man wants to get to Europe in a hurry, he can hardly justify the use of the slow boat on the ground that it is sure to land him there *eventually*.

Almost any kind of selling effort—used long enough and persistently enough—will eventually land a manufacturer in the port of bigger business. But many types of selling effort are

decidedly prodigal with time and money.

And *time*—because it represents money to most businesses—is an all important factor in the average marketing plan. Therefore, why should a manufacturer use marketing methods that take many years to accomplish what different methods can accomplish in two or three years?

Yet, when we examine the sales programs of many manufacturers, we find this vital element of *time* has been overlooked or ignored entirely.

Manufacturers interested in eliminating time-wasting marketing methods should read "*The Third Ingredient in Selling*"—a book that frankly and fearlessly discusses this vital subject. A copy of this book will be sent, with our compliments, to executives who request it.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: Merchandising Counsel

330 SEVENTH AVENUE, NEW YORK, N. Y.

When Planning 1927 Advertising

Do you know the real facts regarding Kansas City—market conditions, sale preferences, etc., that may greatly affect the success of your sales and advertising program?

Your sales representative may not realize where your product stands in this market, or what the consumer prefers.

Our Merchandising & Promotion Department will gladly help you analyze your problem. We know what Kansas City Men smoke and why; what candy bars children prefer; what insecticide the housewife has found the most effective; what toilet preparations she uses, etc.

REMEMBER—you can use either edition you desire, or the combination is flexible (morning and evening or morning and Sunday or evening and Sunday).

Forced Combinations Are Wasteful

Optional Combinations Make for Efficiency

Kansas City Journal Post

National Representatives

LORENZEN & THOMPSON, Inc.

Chicago : New York : San Francisco : Seattle



Leadership in Portland Oregon

In circulation, take the local daily figures (40-mile radius):

JOURNAL—afternoon	66,407
Second paper—morning	63,661
Third paper—afternoon	40,359
Fourth paper—afternoon	38,702

Portland is an afternoon newspaper town.

The local daily circulation of the three afternoon papers is over twice as great as the local daily morning circulation.

Of the local daily afternoon circulation the Journal has 45%.

* * *

Local lineage figures offer similar comparisons.

The Journal leads and has led in total local display for the last five years.

The Journal leads in department store advertising.

The Journal leads in advertising to the housewife.

Complete analysis of the actual figures will be furnished by any office of the Benjamin & Kentnor Company—or directly from the Journal National Advertising Department.



BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO
900 Mallers Bldg.

NEW YORK
2 West 45th Street

LOS ANGELES
401 Van Nuys Bldg.

SAN FRANCISCO
58 Sutter Street

PHILADELPHIA
1524 Chestnut Street

The Northern 9 Counties of New Jersey—Ace High in Purchasing Power

THE Northern Nine Counties of New Jersey comprise a market rarely worth while.



It is a market great and important in itself; a community of two and a half million people unified, homogeneous in habits of thought and habits of living—which are of the highest.

It is moreover, the major market of the Metropolitan District—greater in population and buying power than any other section of metropolitan New York.

Incomes in the Northern Nine Counties show a proportion of the population reporting incomes above \$3,000 exceeded by only one other state in the Union.

In per capita expenditures for dwelling construction, it is exceeded by only three other states. In percentage of dwellings wired for electricity by but two. In automobiles, it comprises 38.7 per cent of the Metropolitan market, itself the greatest and most desirable market of all.

In this territory, Charm, The Magazine of New Jersey Home Interests, is all powerful. Its circulation of 81,237 is the largest of any magazine.

Interest in Charm is surpassing: because it is a local magazine dealing with the community for which it is published; because it is a service magazine applying itself specifically to the problems which present themselves in home-making in this section.

If it is a cardinal object in selling to apportion selling effort to sales opportunity, isn't it logical to add extra, added selling effort in the Northern Nine Counties through the use of



CHARM

*The Magazine of
New Jersey Home Interests*

Office of the Advertising Manager, 28 West 44th Street, New York



THE TIMES-STAR

Shatters All Records for Advertising in Cincinnati

- 12,979,281** lines of paid display advertising in 1926!
- 2,505,475** lines more than the second Cincinnati newspaper, published seven days against the Times-Star's six!
- 5,578,090** lines more than the third newspaper in this field!
- 10,507,889** lines more than the fourth!

Here Are the Comparative Figures for 1926

	DAILY	SUNDAY
Times-Star (Evening)	12,979,281	
Post (Evening)	7,401,191	
Enquirer (Morning)	4,580,996	5,892,810
Commercial Tribune (Morning).....	1,823,724	647,668

Times-Star's Excess Over Other Papers

Post—(Evening)	5,578,090
Enquirer—(Morning)	8,398,285 (Including Sunday) 2,505,475
Commercial Tribune—(Morning) . . .	11,155,557 (Including Sunday) 10,507,889

THIS IS THE RECORD

of Cincinnati's leading newspaper. It was the nineteenth consecutive year of Times-Star unchallenged leadership in Greater Cincinnati. It was also the most overwhelming, the most decisive, the most unanswerable demonstration of the superior advertising efficiency of the Times-Star.

THE CINCINNATI TIMES-STAR

Eastern Representative
 Martin L. Marsh
 927 Brunswick Bldg.
 New York

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

Western Representative
 Kellogg M. Patterson
 901 Union Trust Bldg.
 Chicago

No matter how cleverly

you prepare an advertisement, it cannot fulfill its function unless

- 1—It is read.
- 2—The people reading it are financially able to act on its suggestion.
- 3—They have the inclination to buy!

We believe we hit nearer to 100% on the above three requirements than any magazine published! *Here's why!*

- 1—We operate on the pocket-nerve—the most sensitive nerve there is, and our Magazine is, therefore, read from cover to cover.
- 2—Our book is dry reading to anyone not possessing surplus funds, and ALL OF OUR READERS are in a position to buy the things they desire.
- 3—People who make money in securities are easy spenders and have the urge to fulfill the desires of themselves and family.

This Magazine will help your "schedule" make good, and should be on your next list!

Victor E. Graham, Advertising Director

The **MAGAZINE** *of* **WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

*Largest Paid circulation of any financial
or banking publication in the world*

Boston Market More Confused than Confusing

MUCH has been said about Boston being "different" and "confusing."

The difference is due to an artificially created confusion that has been injected into the method of comparing newspaper advertising values.

In other cities morning papers are compared with morning papers and evening with evening papers. This is difficult in Boston because national advertisers are forced to buy the combined circulations of the last paper in the morning field and the last paper in the evening field. They cannot be bought separately.

The same method is employed in the case of another Boston newspaper with a morning and evening edition. These combinations were planned to create values comparable to that of the first morning paper and that of the first evening paper in Boston.

Hence the confusion—and the *compulsory* and *optional* combinations in Boston. However, the confusion disappears if the same rule is applied to all Boston newspapers—if the first paper in the evening field is added to the first paper in the morning field—if *combinations are compared with combinations and not with individual newspapers.*

Here are the combinations:

1st combination (<i>optional</i>)	655,300
2nd combination (<i>optional</i>)	415,584
3rd combination (<i>compulsory</i>)	273,240
4th combination (<i>compulsory</i>)	250,998

Boston American - Boston Advertiser



Drawn for the JANUARY DELINEATOR
by LESLIE SAALBURG

And that Subtle Something Else—

ALL the tested, immemorial appeals, that have inevitably interested women, appear in the new Delineator.

Fiction by well-known authors; smart fashions that are entirely practical; tempting new dishes; charming interiors—

There is, to be brief, everything in which the alert American woman of today is most interested.

But—paradoxically enough, you can't make a good magazine simply by putting good things together.

And Delineator has become a good magazine, an important magazine, because it has these features, yes, but also because it has a subtle something else. The new Delineator has *personality*.

And it is a personality completely devoted to help the modern woman in her own constant purpose—

to further the Art of Gracious Living

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

A very pointed business reminder—While the circulation of the new Delineator is guaranteed at 1,250,000, and the rate is based on that figure, we are still fulfilling subscriptions to both the Designer and Delineator (combined in November) with the one magazine. The result is the advertiser is receiving at present an actual bonus circulation of from 300,000 to 400,000.

Advertising & Selling

VOLUME EIGHT—NUMBER SIX

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Courtesy The New Yorker

WHAT is the real value of "art" to an advertisement? Recent years have seen an increasing use by advertisers of drawings, etchings, photographs, oil paintings, art work of all kinds.

In the December 29 issue of *ADVERTISING AND SELLING* E. T. Gundlach wrote "Art versus Advertising" in depreciation of this apparent emphasis on the picture used rather than on the article to be sold. In "What Has Art to Do with Advertising?" in this issue Ernest Elmo Calkins makes a direct reply to Mr. Gundlach. Both men are prominent in their respective fields of advertising and their views are consequently as important as they are interesting.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK:
F. K. KRETSCHMAR
CHESTER L. RICE

CHICAGO:
JUSTIN F. BARBOUR
Peoples Gas Bldg.: Wabash 4000

NEW ORLEANS:
H. H. MARSH
Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Sweetland Bldg.: Superior 1817

LONDON:
66 and 67 Shoe Lane, E. C. 4
Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publisher's Guide*. Industrial Selling absorbed 1925.

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1927, By Advertising Fortnightly, Inc.

Advertise to Sell Goods

This is the object of advertising.

Yet all advertising is not equally effective in bringing about this result. Nor are all media equally suitable for the advertising of a given product.

Cosmopolitan is an exceptional medium for the advertising of most high grade, quality products.

For it reaches a class audience, those who appreciate the difference in character and value between mediocrity and the best.

And who are able and willing to pay the higher price to get the higher quality. (Cosmopolitan retails for 35 cents in competition with other magazines selling for from ten to thirty cents less.)

Furthermore, unlike other class magazines, Cosmopolitan has a large circulation, well over a million and a half, reaching an average of one out of every six literate native white families in every one of the 2787 urban places of the United States where 80% of the nation's business is done.

In short, Cosmopolitan will carry your advertising message to the *top sixth families* in every important market place, and at a most reasonable cost.



For the complete *Cosmopolitan* story refer to "The *Cosmopolitan Market — A Merchandising Atlas of the United States*" or, better still, invite a *Cosmopolitan* representative to call.

Advertising Offices

326 West Madison Street
CHICAGO, ILLINOIS

General Motors Building
DETROIT, MICHIGAN

119 West 40th Street
NEW YORK CITY

625 Market Street
SAN FRANCISCO, CAL.

5 Winthrop Square
BOSTON, MASS.

JANUARY 12, 1927

Advertising & Selling

FREDERICK C. KENDALL, *Editor*

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF MARSH K. POWERS
CHARLES AUSTIN BATES FLOYD W. PARSONS KENNETH M. GOODE G. LYNN SUMNER
N. S. GREENSFELDER JAMES M. CAMPBELL FRANK HOUGH, *Associate Editor*

What Price Brains in Copy?

Four-Dollar Messages in Fifty Thousand Dollar Space

By *W. R. Hotchkiss*

HOW many copy writers, national and local, are there in the United States who are paid more than \$10,000 a year? How many are paid more than \$5,000?

You might be amazed to learn how small the numbers are.

Of course, advertising managers are paid more. But how many are paid more than \$12,000 a year?

A few weeks ago a friend wrote to me, asking this very question. He was able to list six names of men in retail stores that were paid more than \$12,000; but he could not extend the list. The best I could do was to add six more names—and be sure that all of the dozen men were being paid \$15,000 or near it. This list was, of course, confined to retail advertising managers.

And yet there must be at least seventy-five retail stores in the United States spending a half million or more annually in advertising. Many of these stores pay only \$75 to \$100 a week for the directing brains that create the messages and guide the promotion, to broadcast which a half million dollars worth of space is purchased.

Now, if we go into the national field, the condition is better; but not enough better. Of course, the national advertiser pays fifteen per cent of his appropriation to his agency. Many agencies do a splendid job in earning this commission, but they would do a vastly better



job and gain much larger results for the same expenditure for space if brains worth \$10,000 more were being employed to live in the throbbing heart of the business, to know the daily activities and ambitions of the owners, to see the daily striving for excellence by all who work on the product, and to be daily familiar with the opinions and desires of the customers who bought and finally consumed the goods.

It is amazing how good much of the national advertising is when we know that it is produced under the customary handicaps.

Even in the best agency, how much of the inner life of the makers of the

goods, how much of the inner excellences of the goods, how much of the opinions and desires of the ultimate consumers are fully known and understood by the young man or young woman who writes the copy?

And what are the salaries commanded by those copy writers whose words are to be set in thousand-dollar drawings and expensive typography, and then exploited in a million dollars worth of space?

It would seem that three pieces of copy a day were as little as a copy chief would employ a writer to produce. That would make 1500 pieces a year as a minimum. The well-paid copy writer may get as much as \$6,000 a year. Any schoolboy will tell you that the copy writer's average emolument does not usually exceed four whole dollars for each gem of advertising. Of course, the copy writer writes twenty or more pieces of copy, from which the copy chief, the account manager, the agency owner and the advertiser will select the three pieces to be used. A mass of costly brains may spend a day in selection, but the four-dollar brains have to create the idea—the heart of the message!

Then the four-dollar piece of copy must have a hundred-dollar drawing, at least, to frame it—and twenty-four dollars worth of typography—maybe another hundred dollars worth of typographical art, and a thousand-dollar drawing. Who

knows? Yes, they *must* catch the readers' eyes and impress them with the class and tone of the advertisement; and then print it in \$50,000 worth of space—to say four dollars worth of words!

A Woolworth diamond in a Tiffany dinner ring, worn by a hundred-million dowager at a Metropolitan Opera House reception to H. R. H. the Prince of Wales!

After all, what is the object of advertising?

Why does the liberal manufacturer authorize his agent to buy a hundred thousand or a million dollars worth of magazine space?

Certainly the presumption must be that he expects that many millions of people will be impelled to read some very vital statements about the products he has to sell. He certainly must expect that the messages that are printed about his goods will be such as will arouse a compelling emo-

tion in the minds of readers to possess the goods advertised.

The purchase of all the costly space, the use of the costly drawings, the employment of artistic typography, all are secured for the single object of luring people to read the message.

So the advertiser is lavish in his expenditures for space, for drawings, for typography and even for color; but he is miserly and cheese-paring when employing the brains that will write the messages that he is prodigal in printing.

And why?

First, perhaps, because it is an old idea that truly literary people are not supposed to be paid real money. They don't demand it—and besides anybody can write the stuff. And mighty few readers know the difference between good writing and the kind that anybody can write.

And the first reason is the second

in reverse; which is that practically no manufacturers understand the psychology of words. They don't understand that words used in a certain way will awaken compelling desires for the goods written about, while other words that look much the same, sound much the same, and occupy the same gloriously-illustrated space, will fail to awaken a single thought in the person who browses over the bright page.

The advertiser knows when a picture is pretty. He can appreciate good typography. He likes to see his name on big pages of famous periodicals. He understands those things. He may enjoy hearing his goods called the best in the world—famous for fifty years—factories in twenty cities—worn by fashionable women everywhere. But he knows nothing about the words that will cause heart-burnings of desire for

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On the Fragility of Advertising

By *T. L. L. Ryan*

Vice-President, Pedlar and Ryan, Inc.

TOO much has been shouted from the housetops about the power, the might and the glory of advertising.

Its loudest converts have often been its poorest friends. And their faith in its invincibility seems too often pinned upon the mere act of advertising.

I have heard many stories of how advertising "won the day" against tremendous odds, and even in those histories where the advertising did bear a major part, I have noted the absence of emphasis upon the fineness of plan, the manner of the copy and the winning freshness of the selling.

Often an advertisement or a campaign wins people as Helen Hayes does, by its repression. Others do it as Charles Hughes does, by the sheer force of its reasoning; still others do it by rousing the mob spirit much as Jolson does.

But Miss Hayes might be out of place before the Supreme Court, Hughes might be a flat failure in a Mammy Song and Jolson could only burlesque the pathos of Barrie.

A printed page is a weak thing no matter if it is written in words of honey and lighted with pictures of gold.

Its personality is far from the bull-like thing I might believe if I believed most things I read and have been told about it.

Its personality is a very delicate thing, its part should be cast for its purpose. The difference between belief and sympathy, and distrust and suspicion, is not really so very wide after all.

The human mind is a delicate thing and any one advertisement has only one chance—for good or for evil—to make an impression on that soft but retentive issue.

Yes, one advertisement is a weak and fragile thing—but—

"One man with a dream, at pleasure
Shall go forth and conquer a crown;
And three with a new song's measure
Can trample an empire down."



Germany Advertises Its Police

ABOUT two years ago New Yorkers saw with mingled feelings the inception of what proved to be a most extraordinary advertising campaign. It consisted of two series of car cards appearing in the subways, elevated and street car lines of the city, and was of such a nature as to arouse immediate attention.

The first series was intended to show to criminals the futility of law-breaking, and each card bore simply the memorable headline, "You CAN'T Win." The other series, which ran simultaneously, was addressed to the public and designed to "sell" the New York police force to the citizens. It showed the police in their daily round of duty and stressed their reliability and efficiency. The headline, "YOUR New

York Police," drove home its message forcibly. Both campaigns were merchandised with the care of the most exacting commercial drive. They were sponsored, investigation revealed, by Barron Collier, head of the company controlling practically all the car card space in the city, and donated by him to the interest of law and order.

It is interesting to note in connection with this somewhat out of date campaign that the idea has taken pretty widely. The New York campaigns were repeated in other cities in this country, and now there comes to our attention a curious German campaign which follows lines quite similar, although its inception is somewhat different in nature.

The illustrations on this page show the steps which are being taken to

"sell" the German police to the German citizens. Ostensibly these posters are for the purpose of advertising the big police exposition which was held recently in Berlin, but the parallel of their spirit and message to that of the Barron Collier campaign of two years ago must be plainly evident to the most casual observer.

Done in the typical brutal impressionistic style of the Germans, these posters lose little force through a lack of knowledge of the language in which they are couched. This one campaign would appear to combine the objectives of both the Collier campaigns, inasmuch as the negative appeal addressed to the criminal is there, together with the appeal to the people to support the efforts of their highly efficient police in their

"Cigaretteless" Kansas

The Sales Channels of Contraband Goods

By H. A. Haring

KANSAS is one of the four or five States having a statute against cigarettes. In Kansas, furthermore, the statute is so far enforced as to make that State stand out from its neighbors.

It is unlawful in Kansas to sell or to offer for sale, to give away or to advertise the "unholy" cigarette. No one will, of course, from this statement, rush to the conclusion that cigarette smoking is unknown within the State, or that it is impossible to buy a cigarette in it. In fact, a person coming into Kansas who knew nothing of the law against cigarettes might spend a number of days without noting any difference in cigarette habits, and, should he limit his experience to the four largest cities, he might never suspect the existence of a statute against selling them.

A recent stay in the State revealed some interesting situations. Not only were the important centers visited, but also more than twenty county seats, and twice that number of hamlets and villages, with a considerable amount of time in the distinctly rural sections.

First of these impressions is that among the men the use of cigarettes does not differ noticeably from what one sees in neighboring States. The same impression applies to the women; it being remembered that smoking among that sex has nowhere in the West advanced so far or so openly as in the East. That the law is regularly disregarded was one day forcibly brought to my attention when, as a spectator, it was possible to attend a court session in a rural county seat of West Kansas. During the intermissions both the sheriff and the judge, with all the informality of habit, proffered me (a stranger met by chance) cigarettes. It so happened that similar offers came from the prosecuting attorney and the defendant's counsel. Yet, nowhere in that county are ciga-



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IN Kansas there is a ban on cigarettes. A commodity elsewhere openly bought, sold, advertised and consumed is there smuggled from pocket to pocket. But not always! In some places they can be purchased easily, but are never displayed on counters or advertised

rettes to be seen openly on sale.

This condition is about what one would anticipate.

A second observation is the effect on dealers. The corner cigar store is conspicuously missing. Only in a few instances in the larger cities are choice corners given up to tobacco shops. In the drug stores, too, the counter is notably small, almost tiny in the eyes of a stranger. Even in hotel lobbies it is dwarfed.

TO obtain cigarettes, one follows about the same procedure as with other contraband articles the world over. The larger towns are likely to be free and easy. Unless one is suspected, the clerk will hand over a package without hesitation; always, however, at the full price of twenty-five cents. In smaller places, enforcement varies; and, with that variation, comes more or less reluctance with strangers. In one mid-State city of 5000, during two days I was repeatedly told that an unvouched person cannot purchase a cigarette in the town from an established dealer.

At that same place, however,

twice within a five minutes' wait at a filling station, boys, each with a package in hand, solicited me to buy. Local enforcement has boosted cigarette bootlegging to such an extent that the high school principal told me that "probably one-fourth of my boys are in the business," and a common remark about town is that any man out of work turns first to cigarette selling because "he can clean up a few dollars a day dead easy." Just so soon as one of these builds up a substantial volume, law enforcement (in strict counties) ends the profits. A fine of \$25 directs his attention to the risks as well as to the easy profits.

Salesmen for the tobacco makers carry no samples of cigarettes. It is unlawful to "give away," and the manufacturers insist on their men

observing this feature of the law. "It's this way," explained a salesman whose territory covers five counties. "I sell *cigars* for my company. I don't sell cigarettes, but I take orders for them and they are shipped from out of the State. That's interstate commerce, and Kansas can't lay a hand on me."

A third observation relates to price. At retail, from such dealers as sell at all, the price is twenty-five cents. Cartons yield no quantity price. Indeed, few dealers willingly part with a carton because their stocks are purposely small so as to reduce the temptation to a raid. Bootlegged goods are regularly twenty-five cents. These are offered in quantity at the same price.

Smokers who are forehanded enough to "buy direct," as they term it, obtain large price concessions. It is necessary to place orders with dealers outside the State for interstate shipment. Naturally, dealers in the bordering States (especially Missouri, Colorado and Oklahoma) make a specialty of this business, often using it as a "bargain counter" feature to attract other mail-order

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Solving the Price Maintenance Problem

By Donald F. Vliet

IT is not claimed that this is a panacea which will immediately wipe out all the ills of distribution or all the evils of cut price, but it is a plan which, if followed step by step, should benefit all parties concerned—manufacturer, wholesaler, retailer and consumer, and eventually bring order out of the chaotic distributing and merchandising conditions that face us. In order to save time and make clear to the reader just exactly what the different steps of this plan are, the writer will put a brief outline of it in the first paragraph and then take up and discuss each point in detail; that is, the reason for it and the fairness to all parties concerned. Inasmuch as no improvement can be made from cut-price conditions either with the present law or with new laws without the whole-hearted cooperation and staunch backing of the manufacturer, our first point is:

- I. Awakening and educating of manufacturers to the fact that price maintenance is not only an altruistic effort to protect the independent retailers and service jobbers, but that it is necessary for the stability of distribution and the future prosperity and permanence of his (the manufacturer's) business.
 - a. Education of the retailer to the fact that if he does not by his increased support at least replace, if not increase the business lost by the manufacturer in his efforts to maintain prices, the manufacturer not only will have no incentive to aid him but will be forced out of business by the lack of appreciation of the very people he was trying to protect.
- II. Clarification of the Sherman Act by putting a law upon the statute books in black and white stating clearly the rights of the manufacturer to control his products. So far we have only inferences, opinions and decisions, but no definite law.

Passage of a law to permit the right of contract between manufacturers and distributors as to re-sale prices. Reasons for arguments and full detail will follow later.
- III. Steps that can be taken under present laws to insure price maintenance in case legislation proposed under paragraph II is not passed or is not upheld after being passed:

Editor's Note

THE Price Peace Plan competition carried on by the Lehn & Fink Products Company between May 1 and November 1 of the past year has aroused widespread interest throughout the advertising field. The question of price maintenance is becoming more and more a vital one as the issue has been clarified and those interested on either side have forced it into the open. With the Capper-Kelly Bill up before Congress and the American Fair Trade Association bending every effort to organize the opposition to the price pirates, this offering of a valuable series of prizes by an independent manufacturer comes as a step whose interest is scarcely second to its potential value.

The prizes offered by the above company, totalling \$10,000 in cash, were awarded to the best proposed solutions of the price maintenance problem as it exists today. The judges for the awards were carefully chosen to be as representative as possible of the interests involved, the following men functioning in this capacity: Senator Arthur Capper, chairman of the Jury; Frank T. Stone, G. Barret Moxley, A. W. Shaw, Nelson B. Gaskill, Professor Melvin T. Copeland, Herbert J. Tily and Mrs. J. Borden Harriman. This Jury met recently in Washington to select the thirty-eight prize winners from among the 561 entrants. The article reproduced herewith consists of the manuscript which was awarded the first prize of \$3,000. It is the work of Donald Vliet of the Kiefer-Stewart Company of Indianapolis, Indiana

- a. Readjustments of margins of all concerned: basing compensation of each party upon the service rendered and the cost of those services. Upon this basis everyone will have enough advantage in the matter of margins to undersell the other.
- b. Placing of responsibility upon distributors to prevent price cutting.
- c. Different methods of distribution.
- IV. Advantages of all parties concerned, including the consumer, and general summary of entire plan.

I. EDUCATION OF MANUFACTURER AND RETAILER

The educational feature is put first, as there will be no price maintenance until the manufacturer is convinced that it is the best thing for him and until the retailer is

taught that he must take an active instead of a passive part in the battle and cooperate with the earnest manufacturer who is trying to procure for him (the retailer) a living return upon his products.

We will start by pointing out that 84 per cent of the retail business in the United States was done by individual stores and only 16 per cent of the volume by chain stores. It is clearly to be seen, then, that the manufacturer cannot afford to allow such a small minority to interfere with and obtain for him the antagonism of the great majority by cutting prices upon his goods.

The second point is, that where the price of a certain item is being cut by one firm or chain of firms that the independent retailers are beginning to push the sale of competitive items on which they can make a profit. Unless the item has a very strong consumer demand they will eventually drop it altogether. When this occurs it leaves the manufacturer at the tender mercy of the price cutter who, realizing that he is the sole outlet of this particular manufacturer, will then demand further concessions to which the manufacturer, realizing his weak position, must willingly accede or see his product vanish from that market.

The third thing the manufacturer must realize is that even when the cut price artist is apparently featuring his merchandise at a cut price in his advertisements (generally paid for by the manufacturer) he is really not trying to sell that item. It is simply bait and his clerks are generally instructed to "switch" all the sales possible from the items advertised to a longer profit item, as the price cutter, like any retailer, cannot live on cut price items alone.

So those manufacturers who can

see no further than the large volume of business they are receiving from the price cutters and are therefore playing up to them, are not really receiving the full cooperation they believe they are getting.

The last danger to the manufacturer of trade-marked items is, that consumers begin to doubt the real value and quality of that item when advertised at such varying prices.

The independent retailer is not altogether blameless in the matter; he has been shamefully indifferent to and unappreciative of the efforts of certain manufacturers to aid him. He has followed the line of least resistance; even going so far at times as to feature the line of the manufacturer who is aiding their cut-price competitor to undersell them. Such a proceeding, naturally, takes

away the incentive of the well meaning manufacturer who is antagonizing powerful distributing organizations and foregoing a large volume of business in their defense.

This apathy is disappearing and the retailers are beginning to classify in their own minds those manufacturers who are their friends and those who are not. This is a neces-

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How to Write Copy

By R. M. Blankenbaker

Jamoc suggested in a recent issue that ADVERTISING & SELLING offer a prize of \$100 for the best article on "How I Write Copy." Jamoc sticks to the belief, he says, that most successful copy writers have a method of going about their work which is essentially formulaistic.



ONCE upon a time—not lately—a girl who had written some things which were quite bright and sparkling came into my office. Suppose we call this girl Meteoric Mary. She had written some copy which I thought made very pleasant reading and displayed a smart touch which would be desirable for a certain series I had in hand. I wanted her to write three advertisements for this series and gave her all the information she needed. She waxed enthusiastic at once and asked if she could use one of our offices that very afternoon. She said she was "all het up" about the opportunity, so I, of course, gave her the use of the office. She was back at my desk in forty-five minutes by the watch with three pieces of copy. One of the pieces of copy was a surprisingly good one of its kind and I needed that kind. The other two were artificial mush. None of the headlines was worth printing.

And then I asked this young lady questions which were equivalent to Jamoc's inquiry of "How I write copy?" I found that she writes copy by the lightning flash system. When she gets an assignment to write she sits down and dashes off

the first thing that comes into her head. She admitted it. She does not know why the few good things she does are good, nor why the many bad things she does are bad. She cannot build up a mediocre piece of her copy into a good one. She confessed that she "gets it" the first time or not at all. She cannot recast or polish. And no matter how impatient you may be with her you cannot forget that sometimes she produces happy results. Maybe Jamoc will object that Meteoric Mary is not successful, but she is making a good living and having a good time doing it.

For the sake of contrast, let us turn now to consideration of Honest John. Honest John does an honest day's work of copywriting every working day of the year, grinding it out steadily from 9 to 12:30 and from 2 to 5:30 in one of the copy stalls of a large, successful agency.

Honest John never wrote a brilliant headline, or sentence, or paragraph, or piece in his life—and never will. His agency does produce some brilliant copy, but it's not of Honest John's doing. Yet Honest John is the most profitable writer that his employers have on the staff because he turns out slathers and slathers of copy and all of it is fairish to good.

Honest John wears rubbers when

it looks like rain and eats lunch in a cafeteria where filling foods are dished out with a generous spoon. He never gets his hair cut during business hours, but patronizes the neighborhood barber.

It doesn't matter to Honest John whether the copy you ask him

to write is to be used for a color page in the *Post* or as a form letter to the cutting-up trade. He simply puts the assignment on the hook until its turn, and then he pounds it out. Honest John won't hurry and he never stalls. If you asked Honest John what system he uses you probably would be rewarded by a somewhat puzzled grin and the question, "What are you trying to get at?" I understand that Honest John, in his younger days, collected local items for a paper in a small county seat.

And then I know Geometric George, a slim fellow who makes carefully thought-out notes and labels them 1, 2, 3 in the order of their importance. He fiddles and fusses, and fits and fixes and when he finally gets the thing together it is as sharp and hard and as efficient as a nickel-plated shingling hatchet—and just about as inspiring. You need but look at Geometric George to know he has a system. I wouldn't be surprised to learn that he uses a theodolite and a plumb bob.

I am neither Meteoric Mary, nor Honest John, nor Geometric George. And yet, it may be that I am each of them in turn. The answer to Jamoc's question, "How I Write Copy?" is the answer to most of the questions about advertising. That answer is this: It all depends

How the South is Handling the Cotton Situation

By Bruce Hall

Advertising Manager, *Southern Ruralist*

THE article, "Why Don't the Cotton Growers Combine and Advertise?" by W. R. Hotchkin, in the December 1 issue of ADVERTISING & SELLING, deserves an answer to clear up the false impressions it is likely to create as to the economic situation produced in the South by the present enormous cotton crop, and to record the progress that is being made along the very lines Mr. Hotchkin suggests.

The sudden decline in the price of cotton this fall following the Government's forecast of an 18-million bale crop has not caused a panic, either among the growers or the business interests. The first effect was somewhat of a shock to those who did not believe a crop of such size could be raised under "boll weevil conditions." Ghosts of the eight-cent cotton era loomed up. Blazing headlines in newspapers told of the "impending disaster in the cotton belt." It was but logical that there should have been a slowing down of business. But before any condition bordering on a panic developed, the agricultural and business leaders got together to find out what, if anything, could be done to improve the cotton situation.

At a conference of growers, bankers and others held in Memphis, Tennessee, plans were formulated for financing the orderly marketing of the present crop and for bringing about a reduction of acreage next year. The conference also recommended withdrawing from the market four million bales to be held for better prices. In some States new machinery was set up for financing withdrawal and holding of their quotas. In other States the cooperative marketing organizations undertook to handle it. How well the



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plans of the conference will be carried out remains to be seen.

But in the stock-taking of the agricultural resources of the South, incident to the discussion of the cotton situation, it was discovered that food and feed crops in this section this year were the largest in recent years. It was found that in spite of the low price of cotton, crop values as a whole were about \$100,000,000 in excess of values a year ago. By adding to this sum the substantial revenues derived from dairy and poultry products and livestock, it became apparent that Southern agriculture was pretty well off. With this realization business picked up and soon was running along at just about normal.

OF course, the individual growers who depended entirely upon cotton and who didn't get it ginned and sold before the market declined, will suffer to some extent. But thousands of growers disposed of their crop at from fifteen to eighteen or twenty cents.

Much of the cotton in the southern portion of the belt had been marketed in mid-summer, before the decline in price.

If Mr. Hotchkin really thinks it possible to get a cotton farmer to burn part of his crop on the theory that the balance of it thereby will bring more money, he does not understand the viewpoint of the farmer in this part of the country. On the other hand, it is a common sight now to see cotton stored in outbuildings on farms and in some instances on the front porches of the homes of small growers.

The holding movement has been strongly advocated. A concerted effort is being made by agricultural leaders, bankers and

others interested in agriculture, to reduce the cotton acreage next year. This is sound business. Hasn't the farmer the same right to withhold his product from the channels of trade and curtail production (by decreased acreage) as has the manufacturer who accomplishes both purposes by laying off employees and closing down his factory?

Now, as to the cotton growers combining and advertising. As suggested in the article, organization is absolutely essential in carrying out an effective advertising campaign on farm products. Cotton growers already have taken the first step. They are organized as co-operative marketing associations in practically every Southern cotton-growing State. These organizations doubtless have been of some influence, too, in holding the price up to even its present level in the face of the present crop prospects. It's very easy to prescribe "Combine and Advertise," but, when just one or two of the obstacles confronting the leaders are taken into consideration, the carrying out of it is quite a large order.

For instance, what is regarded as the "cotton belt" comprises close to

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Gifts

AN Ovington gift is an unspoken epigram, pleasant to utter and even more seductive to receive. And the proportion of cost to value is always, always low.

OVINGTON'S
The Gift Shop of 20th Century
2108 Avenue of 20th Street



The line may linger, the line may falter, but the admiration of the gifts from Ovington's will linger long and falter never!

Embarrassed Guest
How to handle you are surprised and give much lovely gifts.

What a lot of Receiving the Bride does!

As the guests snake up to the receiving line, they talk of every subject in the world from how Aunt Nellie is, to the exquisite collection of the bridal gifts, and how many of them came from Ovington's.

OVINGTON'S
The Gift Shop of 20th Century
2108 Avenue of 20th Street

In the Silver Shop and Ovington's you will find a gallant array of sterling, plate and pewter—in a thousand different shapes and forms. Table flatware shines especially, all these lovely things are subject for the period of Lent, to discounts of 10% to 33 1/3%.

OVINGTON'S
The Gift Shop of 20th Century
2108 Avenue of 20th Street




There goes the Bride!

THE smarter the Wedding, the more likely you are to discover a multitude of Ovington's gifts in the goods of the bride.

For when one person of good taste seeks gifts for another, then does the name of Ovington's fly quickly to the mind and to the lips.

And yet, the lips will testify and the mind will perceive that the prices are always very low.

OVINGTON'S
The Gift Shop of 20th Century
2108 Avenue of 20th Street




Ovington's the Hope Chest of the Modern Bride.

THE hope chest of which every married woman has dreamed a store of practical and useful things, a host of boxes and drawers, as free upon us as flowers.

Though the hope chest has gone the road of the fashion chair, the modern makes. And, as a matter of fact, its price has been fixed by Ovington's.

For, whether you really are, and have of things, gifts, sewing practical presents such as christening gifts, and christening sets, but all with the indispensable element of 20th century and beauty! For Ovington's is the hope chest of the modern bride!

OVINGTON'S
The Gift Shop of 20th Century
2108 Avenue of 20th Street

MOST advertisers have regarded the single column space as an awkward blank that somehow or other must be filled. Ovington has adroitly seized the opportunity for using the strange shape to form a rich, colorful design; one that is all the more effective because the other advertisers have been afraid of it. It is doubtful if these strips passed very many newspaper readers unnoticed

The Origin of the Species

"Where Do All These Advertising Managers Come From, and How Do They Get That Way?"

By Gilbert H. Durston

Advertising Manager, Mohawk Carpet Mills

THE Big Man was inclined to be loquacious. After impressing the cub space-solicitor with tales of his publicity exploits, which were received with gratifying attention, he remarked: "And how do you think I came to be an advertising manager in the first place?" To which the cub, with the memory of many wrongs suffered, replied brightly: "I don't know; I've often wondered."

Advertising is the new "profession." Until very recently, little provision was made in our universities for training aimed directly at the efficient administration of the position of advertising manager. Hence, advertisers have had to call on men from a wide range of former activities for those who were to direct their publicity. Nor has advertising suffered greatly thereby; for the result has been the introduction into advertising of many different types of minds, and divergent points of view, which have kept the "profession" fresh and resourceful.

"There is too much theory in advertising," growls the man who has fought his way up from behind a retail counter.

" $\frac{A}{R} = S$," retorts the ex-engineer.

"The coefficient of jobber-resistance is expressed in the modified averages of consumer-consciousness."

"Nothing like news-value!" cries the old newspaper man. "If the consumer gets into the soup, that's not news; but if the soup gets into the consumer, that is news. And put it in the head-lines!"

Some conception of the variety of vocational backgrounds possessed by leaders in the advertising field today may be gained from an inspection of the following list of former vocations reported by over one hundred of the best-known advertising managers in the country; men who supervise annually the expenditure

of upward of twenty millions of dollars for national advertising:

Advertising agency executive	Newspaper editor
Agricultural field agent	Newspaper reporter
Attorney	Pharmacist
Author	Photographer
Automobile salesman	Physician
Aviator	Piano tuner
Bacteriologist	Poet
Banker	Plumber
Baseball player	Poultry salesman
Bond salesman	Press agent
Book agent	Printer
Bookkeeper	Private secretary
Chamber of Commerce secretary	Public accountant
Chemical engineer	Public relations counsel
Chemist	Purchasing agent
Civil engineer	Professor of economics
Cowboy	Retail salesman
Credit manager	Sales manager
Custom house broker	Shipping clerk
Electrical engineer	Steamship agent
Farmer	Stenographer
Forester	Submarine boat expert
Librarian	Surveyor
Magazine editor	Travelling salesman
Marine insurance underwriter	Vandeville actor
	Violinist
	War correspondent

Probably the most peculiar "background" reported was by the director of advertising of a very well-known food product, who gave as one of his early vocations that of fish-feeder to the sea-lions in a circus!

Of the group reporting, thirty-three per cent had attended college, and of these, seventy-four per cent had attained degrees. Bachelor of Arts was the degree attained by the majority, with a number holding the degree of Bachelor of Science, and one each of Bachelor of Philosophy, Bachelor of Journalism, Master of Commercial Science, Doctor of Medicine, and Doctor of Laws.

Twenty-three colleges and universities were reported; Harvard and the University of Michigan ranking as the favorites. There were two foreign universities represented, and there was one graduate of Annapolis.

It appears from an inspection of the reports that the men reporting fall into four main classifications as to former training, and that this former training is in large measure responsible for the viewpoints with which they regard the "profession" in which they are now engaged.

These four groups may be styled, first, the "Professional" group, consisting of those men who have been in advertising work during practically all of their business lives, or who have come into the work after years of service in their present organizations. The second group is composed largely of those men who have come into advertising from the selling end, and to whom may be assigned the title of the "Practical" group. The third group consists of former newspaper and magazine writers and editors who fall into the "Literary" group; while the fourth group is made up of persons who have received scientific training, and these may be termed the "Scientific" group.

The "Professional" group is not large, but it contains some of the best-known names among advertising managers. For example, H. F. Jones, advertising manager of the Campbell Soup Company, reports: "Practically my entire business life has been spent with this company. A stenographic training followed my departure from school about twenty years ago and I just 'took a job' with the secretary of this company, who had charge of the sales and advertising end of the business. I have been here ever since."

H. G. Hersh, advertising manager of the Auburn Automobile Company, finds his general knowledge of the work of the other departments of the business, through actual experience, of great value to him in the advertising department, as it gives him a better idea of advertising in relation to the balance of the business.

H. L. Hancock, advertising manager of The Corticelli Silk Company, states that practically all of his training has been in advertising. He entered an agency shortly after graduation from the University of Missouri.

George W. Vos, of The Texas Company, has been in his present position for sixteen years.

C. B. Nash, advertising manager of the Standard Sanitary Manufacturing Company, has been connected with the advertising department of his company for nearly twenty-five years.

R. J. Rehwinkel has been associated with the advertising department of McCray Refrigerators for eighteen years, the last ten as advertising manager.

[CONTINUED ON PAGE 76]

What Has Art to Do with Advertising?

Very Little, if You Leave it to Mr. Gundlach,
But if You Leave it to Me . . .

By Earnest Elmo Calkins

E. T. GUNDLACH, in the previous issue of **ADVERTISING & SELLING**, advances the sufficiently startling proposal that art and advertising are opposed to one another. Much depends, naturally, on what he means by "art." He does not propose to do away with illustrations altogether. A fifty-dollar cut will do the work, so why pay two hundred and fifty dollars? Only an expert in mail order copy, trained to say a great deal in a small space, could cram so many mistaken points of view in such a short article. A good deal of art applied to advertising is worthless and useless, he says, and it is foolish to pay for art work an amount of money out of proportion to the total appropriation. With these two simple declarations we will all agree, but beyond that something disproves everything Mr. Gundlach says. And I have a strong suspicion that he knows it and wrote what he did only to draw my, or some other man's, fire, and thus start one of those controversies which enliven the pages of **ADVERTISING & SELLING**.

He says the advertiser is after the reader's money, which is true, and that every reader knows it, which I doubt. The success of advertising, and all selling, is due to the successful disguising of the desire to sell. No argument is so weak as "I want to sell you this radio set." No argument is stronger than "What a lot of pleasure you will get out of this radio set!" Very few goods are sold because the purchaser knows the seller wants to sell them. They are sold because the seller makes the buyer believe that the goods are worth more than the money it will take to buy them. A buyer never thinks of the seller's state of mind. If he did he wouldn't buy. No selling strategy is more elementary than disguising eagerness to sell.



Even his example of the butcher selling a goose is wrong. The literary stuff in the advertisement should emphatically not be the kind of talk an intelligent butcher hands out when he is trying to sell a goose. His talk would be as bad copy as the proposed picture of the corpse of the goose would be bad art. It is to offer something better than the butcher's talk and the picture of a corpse that advertising exists. Not one butcher in a thousand knows how to sell a goose—or anything else. He is there to hand out geese to people who buy them. And every housewife sees in her mind's eye, as she bargains for her goose, not the pale, white corpse with a bloody neck, hanging from the market hook, but a crisp, brown, roasted goose, stuffed, garnished

and dressed, ready to serve, the triumph of her culinary skill. And that is the picture the advertising artist is expected to make. And the better he is as an artist, the more appetizing his picture will look.

I am afraid Mr. Gundlach belongs with the old guard in his unwillingness to use any new device which makes advertising more effective in selling goods. I had a dentist like that once. I had a bad time with my teeth, and diffidently suggested the advisability of having some X-ray pictures made. "All right," said the D. D. S., "I can have those fancy pictures taken for you just as well as anybody, and charge you five or ten dollars apiece for them, but it won't do you any good. That's just all a fad. I've been a dentist too long to believe in all those new-fangled notions." So I changed my dentist, consulted a pyorrhea specialist, and had five teeth in a row taken out (you see it was five out of every five in this instance) and the rest were saved by thorough and drastic treatment, and my general health was greatly improved. This reactionary state of mind is just as fatal in advertising as it is in dentistry. Good pictures are merely another method of making advertising sell more goods, just as careful market investigation, wise selection of media or good copy are. Because some advertisers abuse pictures or overplay them, or sacrifice selling to art, is no more an argument against their use than Mr. Gundlach's extreme position on the right wing.

He alludes feelingly to mail order copy. Mr. Gundlach is an expert on mail order copy. "The mail order houses," he says, "can present ample evidence in cold figures." They surely can. Compare a mail order advertisement or a mail order catalog of twenty years ago with one of today,

[CONTINUED ON PAGE 84]

THE · EDITORIAL · PAGE

Millions for Installment Financing

LAST week newspapers announced the formation of the American Rediscunt Corporation, with a capitalization of \$31,500,000. The purpose of this vast organization will be the rediscounting of time-payment paper. In its function it will follow the lines of the Federal Reserve System, although bearing no relationship to that organization. Thus it should act as a general stabilizer and safeguard. With Lawrence H. Hendricks, controller of the Federal Reserve Bank of New York, at its head, and with Morgan J. O'Brien of the Metropolitan Life Insurance Company as chairman of its Advisory Committee, there seems little doubt but that it will live up to expectations.

This giant corporation will undoubtedly end many of the existing evils of installment selling, and assuage, at least partially, many of the worst fears of the calamity howlers. Nevertheless, it is not looked upon as a panacea for all partial-payment ills. Its greatest importance at the moment is simply this: It marks the official recognition by the leading financial authorities of the fact that installment selling as a system is here to stay and must be regarded in that light by all those concerned, no matter what may be their personal opinions of its advisability. It has become an American business institution, rather than the temporary fly-by-night trend as which many of the conservatives have persisted in regarding it. As such it must be taken into consideration in determining future sales policies.



\$1,800 Farm Income Equals \$3,000 City Income

THE United States Department of Agriculture has recently made a survey, the results of which prove that an \$1,800 cash income on the farm is as good as a \$3,000 income in the city.

A study of the living expenses of 2886 typical farm families in several widely separated States was made. It was found that these expenses averaged about \$1,600 per family. This \$1,600 included \$684 worth of goods raised on the farm, or provided by the farm, such as food, fuel, and housing. In other words, about two-fifths of the expenses of each farm family are secured from the farm in the form of goods. To pay their expenses, these typical farm families had to have a cash income of only about \$900.

This is a fact about the farm market that is steadily overlooked. We are always comparing city incomes with farm incomes, to the disadvantage of the latter. We forget that the urban family with an income of \$3,000, which is a typical city income, is no better off than the farmer whose cash income is only three-fifths of that figure. The city man's income is gross. From it must be deducted food, rent, fuel and other items, for a large part of which the farmer does not have to make a cash outlay.

It may, therefore, be inferred from the Department of Agriculture's figures that if a farmer has a cash income of \$1,800, it gives him the same buying power that the city man has with a \$3,000 income. With his

elemental necessities largely provided directly from the farm, the farmer's family can use most of its cash income to buy conveniences, comforts, and luxuries.

To live on the same standard as the farmer, the city family must have an income that is two-thirds larger than that of the farmer's.



An Unusual Agency Service

A NEWS article in a recent issue of the New York *Herald Tribune* gave Bruce Barton, of Barton, Durstine & Osborn, Inc., credit for initiating a series of conferences among certain stockholders of the General Baking Company, W. B. Ward, and others, which have peacefully terminated litigation that had hampered the company for a year and threatened to impair its efficiency for a long time to come.

It will be recalled that in 1925 the General Baking Corporation was organized for the purpose of taking over the common stock of the General Baking Company. At this juncture the United States Government stepped in, alleging that the General Baking Corporation, the Ward Food Products Company and other affiliated organizations were planning to violate the anti-trust laws. The companies involved accepted a "consent" decree, thus agreeing to the Government's prohibitions.

Dissension then arose among the stockholders. Three different suits were started. Fortunately, because of Mr. Barton's enterprise, these suits will not come to trial. A good will destroying legal battle has been prevented and harmony has been restored.

The incident illustrates how many-sided are the services of the well-equipped advertising agency. In getting these litigants to settle their grievances outside of the courts, Mr. Barton has rendered a service of incalculable value to all parties concerned.

Though this is not one of the regular functions of an advertising agency, just the same it is in a fine position to perform such a service. Holding, as it does, a professional relationship with its clients, it not only enjoys their confidence but it also possesses an intimate knowledge about their business that ideally equips it to act as an intermediary in case of disputes.



Newspaper Week

THE week of Benjamin Franklin's birthday, January 17, has been designated as Newspaper Week. The sponsors of the "week" state as its aim giving national and local advertisers a better conception of the constructive work the newspapers are doing in the promotion and sale of advertised commodities both locally and nationally.

It strikes us that of all the "weeks" in the past year there have been none with more point or pertinency than this one. The newspapers have a story to tell, but ordinarily the majority of them, with the exception of the journals in the larger cities which have well-manned advertising promotion departments, are so busy serving the news six or seven days a week that they have little time to stop and think about doing an educational job on their own account.

Introducing the Mustard Club

The British Mustard Industry Does Something
New in Association Campaigns

By John L. Love

GIVEN a product in universal demand, enjoying one hundred per cent distribution, and an amalgamation of all its producers, is advertising necessary?

That summary accurately describes the problem of the British mustard industry, whose answer to the query is a very decided "Aye!" For generations mustard has always been widely and intensively advertised in the British Isles, and for a long time it has been a cherished institution there. During the War an amalgamation was effected of the large British mustard producers, but the elimination of competition did not lead to any let-up in advertising. Rather, it intensified it. Everybody ate mustard; but only with beef. Of recent years its use with fish, flesh and fowl—and in the bath—has been persistently taught, with the result that a "saturated" market expanded wonderfully. More recently the Mustard Trust, encouraged by the demonstrated elasticity of its market, has successfully widened it still further with a most unusual advertising campaign that became literally the table talk of the British Isles.

The campaign began on hoardings, in motor buses, in large space and page displays in newspapers and magazines. The first barrage consisted of teasers shooting the mysterious question, in large black let-



ters: "Have You Joined the Mustard Club?" Following came an urgent summons in quality magazines and elsewhere: "Join the Mustard Club!" Below was the italicized announcement: "Opening Day of the Mustard Club, October 29th." Simultaneously some of the best-known restaurants in London displayed cards with the legend: "This is a branch of the Mustard Club." A few days later newspapers announced the formation of the club. This was followed by large space reports of a fictitious

court case in which the directors of the club were charged in a writ, issued by "Messrs. Sausage and Mash," of undue mystification, the defendants being ordered to make public announcement of their intentions by Oct. 29. Accordingly, on or near that date generous displays explained the mystery.

It is unnecessary to state that the entire series was of a semi-humorous nature, or that the copy was thickly interlarded with the puns and near-puns which are as typically English as mustard itself, although—many of them—hardly so pungent. It appeared that "The Mustard Club (1926) had been founded by one Baron de Beef, of Porterhouse College, Cambridge." According to the copy, "It is a Sporting Club because its members are always there for the meat." (N. B. Joke here! "Meat," in sporting parlance, is the quarry.) "It is a Political Club because members find that the *liberal* use of Mustard saves *labour* in digestion and is *conservative* of health. It is a Card Club, but members are only allowed to play for *small steaks*." (The italics are ours—introduced to guide the uninitiated to the subtle British humor.)

For its motto the club took "Mustard Makyth Methuselahs," and its "rules" provided that mustard should be eaten "on all proper occasions to



OFFICERS OF THE MUSTARD CLUB.

THE BARON DE BEEF
(President)
Porterhouse College, Cambridge

MISS DE GESTER
(Secretary)
308, Cannon St., E.C.4

LORD BACON,
The Rubbers,
Cooks.

SIGNOR SPAGHETTI,
Patron
Sausage Doce.

LADY HARTY,
Treasurer
Mustard, Mayfair.

MASTER
MUSTARD,
Falcon, Halls.

BRUCE BARTON

ROY S. DURSTINE

ALEX F. OSBORN

Barton, Durstine & Osborn

INCORPORATED

*A*N advertising agency of about two hundred people among whom are these account executives and department heads

James Adams
 Mary L. Alexander
 Joseph Alger
 John D. Anderson
 Kenneth Andrews
 J. A. Archbald, jr.
 R. P. Bagg
 W. R. Baker, jr.
 F. T. Baldwin
 Bruce Barton
 Robert Barton
 Carl Burger
 H. G. Canda
 A. D. Chiquoine, jr.
 Margaret Crane
 Thoreau Cronyn
 J. Davis Danforth
 Webster David
 C. L. Davis
 Rowland Davis
 Ernest Donohue
 B. C. Duffy
 Roy S. Durstine
 Harriet Elias
 George O. Everett
 G. G. Flory
 K. D. Frankenstein
 R. C. Gellert
 B. E. Giffen
 Geo. F. Gouge
 Louis F. Grant
 Gilson Gray
 E. Dorothy Greig
 Girard Hammond

Mabel P. Hanford
 Chester E. Haring
 F. W. Hatch
 Boynton Hayward
 Roland Hintermeister
 P. M. Hollister
 F. G. Hubbard
 Matthew Hufnagel
 Gustave E. Hult
 S. P. Irvin
 Charles D. Kaiser
 R. N. King
 D. P. Kingston
 Wm. C. Magee
 Carolyn T. March
 Elmer Mason
 Frank J. McCullough
 Frank W. McGuirk
 Allyn B. McIntire
 Walter G. Miller
 Alex F. Osborn
 Leslie S. Pearl
 T. Arnold Rau
 James Rorty
 Paul J. Senft
 Irene Smith
 J. Burton Stevens
 William M. Strong
 A. A. Trenchard
 Charles Wadsworth
 D. B. Wheeler
 George W. Winter
 C. S. Woolley
 J. H. Wright



NEW YORK
 383 MADISON AVENUE

BOSTON
 30 NEWBURY STREET

BUFFALO
 220 DELAWARE AVENUE

Member American Association of Advertising Agencies
 Member Audit Bureau of Circulations
 Member National Outdoor Advertising Bureau

promote appetite and strengthen digestion," and used in the bath when "physically exhausted or threatened with a cold"; that each member should at least once during every meal make the secret sign of the club by placing the mustard pot six inches from his neighbor's plate; that sandwiches without mustard should be repudiated with contumely; that members should insist on freshly-made mustard and refuse to tip waiters who forget it.

The objects of the club were stated to be "To enrol all Grumblers, Curmudgeons, and such other persons who, by omitting the use of mustard, have suffered in their digestions; and to bring such persons to a joyous frame of mind and healthy habit of body by the liberal use of mustard; to encourage the use of mustard not only with beef and bacon, but to show how it improves the flavour of mutton, fish, cheese and macaroni; to teach the younger generation that the true foundation of health is the mustard pot, and that its regular use enables one to 'keep that school-boy digestion.'"

In addition to the president, Baron de Beef, the officers of the club were given as Miss Di Gester, secretary; Lord Bacon (The Rashers, Cookham), Signor Spaghetti (Parmesan

AFTER RUGGER--



A MUSTARD BATH

Some may play footer and some may play hockey, but the real tiring of riggers comes from the Mustard Bath at the end of the day's eating.

Place), Lady Hearty and Master Mustard (Eaton, Bucks). These individuals, forming a group of trade characters, were featured in each advertisement. That there were more than ten million branches of the Mustard Club—"in fact, wherever a few people are mustered together at dinner"—was another point made.

These opening announcements

were quickly followed by novel advertisements designed to keep alive and augment the interest that had been created. One display showed Baron de Beef, accompanied by his executive, reading the rules of the club to all and sundry. One hundred per cent English, faultlessly dressed—as were all the officers—debonair, genial and hearty, the Baron appealed as a thoroughly typical president of a social club. He dominated each of the series which dealt with "The Adventures of the Mustard Club." One display described the arrest and trial of the genial president on the charge of ordering "one railway sandwich and refusing to pay for same." Pleading that "the sandwich contained no mustard and therefore it was not a true sandwich within the meaning of the Act," the Baron gets away with it without a stain on his character. "An Auction at the Mustard Club" is another topic in which the manifold merits of mustard are ingeniously played up.

Apart from brief passing mention of mustard as a tonic for the tub, this use of the condiment was not stressed in the Mustard Club series. Mustard for the toilet was given a campaign of its own, which was run

[CONTINUED ON PAGE 88]



ARREST of THE BARON DE BEEF

"What is a Sandwich?"

The Baron de Beef, who gave the Mustard Club, Him Court as his address, was charged at Bow Street this morning with ordering one Railway Sandwich (Exhibit A) and refusing to pay for same.

THE MAGISTRATE (sternly): "What have you to say in your defence?"

BARON DE BEEF: "This is a protest in the public interest. The sandwich contained no mustard."

therefore that it was not a true sandwich within the meaning of the Act."

At this stage Dr. Wiseman was called in a witness for the defence. He contended that ham, the material contained in the sandwich, was of a fairly nature and needed mustard for its digest on. He agreed with the defendant that his, the defendant's act, was a proper measure to take in safeguarding the national digestion.

The Magistrate here called

for the sandwich (produced). He said he would not follow judicial precedent and ask "What is a sandwich?" since the evidence of the defence was conclusive. Two layers of bread with ham between, but without mustard, did not make a true sandwich. He discharged the prisoner without assist on his character (*laugh from the lady of the court*), and in view of the importance of the issue, would order the papers in the case to be sent to the Minister of Health (*loud and prolonged cheers*).



The Reading of the Rules at the Mustard Club

Illustration: Reading of the Mustard Club Rules. From the Paper of the Mustard Club, Every Dinner, Last Week.

The President (to the Baron de Beef) —

"Ladies and Gentlemen: A lot of people are puzzled about the Mustard Club. After the Secretary, Mr. P. has been commissioned with writing up a list of rules, to take their opportunity of explaining to a few typical guests."

The Baron de Beef (to a second lady): "The language of the members of the Mustard Club is very plain, and very simple."

The President (to the Baron de Beef): "I am glad to hear that."

Lord Bacon (to the Baron de Beef): "I am glad to hear that."

Signor Spaghetti (to the Baron de Beef): "I am glad to hear that."

The President (to the Baron de Beef): "I am glad to hear that."

The President (to the Baron de Beef): "I am glad to hear that."

RULES of the Mustard Club

- 1. Every Member shall at all times be ready to defend the Mustard Club.
- 2. Every Member shall at all times be ready to defend the Mustard Club.
- 3. Every Member shall at all times be ready to defend the Mustard Club.
- 4. Every Member shall at all times be ready to defend the Mustard Club.
- 5. Every Member shall at all times be ready to defend the Mustard Club.
- 6. Every Member shall at all times be ready to defend the Mustard Club.
- 7. Every Member shall at all times be ready to defend the Mustard Club.
- 8. Every Member shall at all times be ready to defend the Mustard Club.
- 9. Every Member shall at all times be ready to defend the Mustard Club.
- 10. Every Member shall at all times be ready to defend the Mustard Club.

The Password of the Mustard Club is "Pass the Mustard, please!"

JOIN THE MUSTARD CLUB!

The Railway Service Unit

Railway Improvements in 1927 \$750,000,000 to \$900,000,000

THE railways of the United States and Canada will probably spend somewhere between \$750,000,000 and \$900,000,000 of new capital for equipment and other additions and improvements to their properties, exclusive of current repairs and maintenance, in 1927. This conclusion is based on studies of traffic, statements of railway and industrial executives in letters to the *Railway Age* and the budgets furnished by 27 representative roads with an aggregate of nearly 90,000 miles of lines.

In reaching this important market effectively the five departmental railway publications that comprise the *Railway Service Unit* can aid you materially. They select the railway men you want to reach—for each publication is devoted exclusively to the interests of one of the five branches of railway service.

Our Research Department will gladly cooperate with you in determining your railway market and the particular railway officers who influence the purchases of your products.

A. B. C.
and
A. B. P.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

Chicago: 608 S. Dearborn St.
Mandeville, Louisiana

Cleveland: 6007 Euclid Ave.
San Francisco: 74 Montgomery St

New York, N. Y.

Washington: 1714 and H Sts., N. W.
London: 34 Victoria St., S. W. 1

What Do Advertisers Want to Know about Business Papers?

By C. F. Beatty

Chairman, Business Paper Committee, Association of National Advertisers

THE action of The Sherwin-Williams Co. in referring all publication representatives to its advertising agents has aroused so much comment that one might pardonably believe some Great God of Advertising had decreed that no advertiser might listen to a space salesman's story henceforth and forever more.

We all sympathize with Mr. Lemperly, particularly those of us who use much business paper space. Perhaps we feel that calls from sellers of space interfere with the work of our advertising departments;

others of us undoubtedly feel that it is part of our department's job to interview intelligent callers. No blanket solution to the problem seems possible as long as we are what we are. May I venture to say no authoritative "technique" can be developed in the relation between space salesman and space buyer as long as they remain human beings? It is a matter of individual relationships.

A number of advertising problems are involved in this whole subject, chief of which, to my mind, is the increasing cost of advertising. Interviewing multitudes of space sell-

ers is part of the cost of advertising; so is forced circulation. Huge advertising sections are part of it. Unduly multiplied duplication is part of it. Super-advertising and the publishers' anxiety to get a share of the manufacturer's advertising dollar have contributed their share. Danger flags are being waved here and there; decreasing returns and increasing expenses are causing alarm.

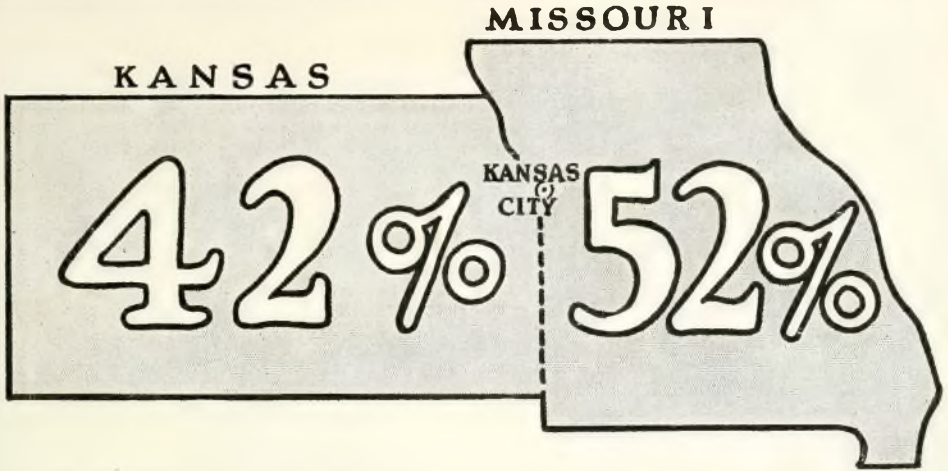
What's to be done about it? Of course, no one knows what can be done about *all* of the factors which are making advertising more and

Thirty-Eight Advertisers Suggest This Form

1. Name of Periodical.....
2. Name of Publisher.....
3. Publication Office Address.....
4. How often and on what day or date is your periodical issued regularly?.....
How does its special editions, if any, differ from its regular issues? (Give dates as well as character or object of special editions).....
5. Publication sizes:
No. pages: advertising?.....editorial?.....
Size trimmed page:.....wide.....high.....
Size type page:.....wide.....high.....
Columns per page...advertising...editorial...
Forms close.....
6. Average total circulation per issue twelve months ending.....net paid?.....
7. Advertising rates from rate card adopted.....
Space 1 time times times times
1/16 Inch.....\$.....\$.....\$.....\$.....
1/8 Page.....\$.....\$.....\$.....\$.....
1/4 Page.....\$.....\$.....\$.....\$.....
1/4 Page.....\$.....\$.....\$.....\$.....
1 Inch or 1 Line.....\$.....\$.....\$.....\$.....
Preferred positions:
Front cover.....\$.....
First page facing editorial page.....
Back cover.....
Second cover.....
Third cover.....
Cover limitations?.....
Cost for colors.....\$.....
What discounts are allowed?.....
- Advertising agency commission?.....cash discount?.....
Are advertising rates quoted the same for all advertisers?.....If not, give reasons.....
8. What distinguishes this periodical in character from others of similar purpose?.....
9. What does the publication provide for its readers which they cannot obtain from any other publication?.....
10. What is your present editorial staff?.....
11. What consulting service does the publication offer its readers which will help them solve problems peculiar to their business?.....
12. What present purpose, and whom does this periodical now serve?.....
13. What determines the limit of number of subscribers obtainable for this periodical, and what is the estimated limit?.....
14. What are its organization and methods for getting and keeping subscribers?.....
15. To whom does this circulation go?.....
(Give occupation or importance of subscribers using such subdivisions as may best describe the subscribers of this periodical, according to the conditions, e.g., an industrial group can be divided into Firms, Officials, Executives, Managers, Engineers, Superintendents, Foremen, Workmen, etc., or in other specific classes to suit the industry or profession covered. If more detailed analysis is available in some other form attach to this data sheet.)

- | | |
|---------|----------|
| 1.....% | 6.....% |
| 2.....% | 7.....% |
| 3.....% | 8.....% |
| 4.....% | 9.....% |
| 5.....% | 10.....% |

[CONTINUED ON NEXT PAGE]



In KANSAS The Kansas City Star is read in 42% of ALL the Homes, Urban and Rural.

In MISSOURI (excluding St. Louis) The Kansas City Star is read in 52% of ALL the Homes, Urban and Rural.

The Kansas City Star DAILY and The Kansas City Star WEEKLY have a combined circulation of more than 1,005,180 copies.

They reach nearly half of ALL the families, both urban and rural, in Kansas and Missouri, exclusive of St. Louis.

Kansas City is the center of the richest productive area in the world—a district that produces annually in basic wealth from the soil three thousand million dollars!

Wheat, corn, cattle, hogs, sheep, lumber, oil, lead, zinc—these things are essential to modern civilization and account for the year-in and year-out prosperity of the Kansas City territory.

See the table of rates for The Daily and Weekly Star and The Sunday and Weekly Star in the box to the left.

Here is the lowest daily newspaper rate in the world combined with the lowest farm paper rate in the world—less a special discount of 25 per cent.

Here is the only city and trade territory in the world where both the urban and rural market—the complete market—can be covered adequately at a low newspaper rate.

25% Discount

DAILY STAR AND WEEKLY STAR COMBINATION

1,005,180 Circulation

Per line (small ads).....\$1.53¾
¼ Pages (532 lines) per line 1.44%
Full Pages (2,128 lines) per line 1.35

SUNDAY STAR AND WEEKLY STAR COMBINATION

791,429 Circulation

Per line (small ads).....\$1.35¾
¼ Pages, per line..... 1.26%
Full Pages, per line..... 1.17

THE KANSAS CITY STAR

The Weekly Kansas City Star.

New York Office: 15 E. 40th St.
Telephone Central 9360

Chicago Office: 1418 Century Bldg.
Telephone Wabash 1067

more expensive if it is to be resultful, but perhaps there are some small, simple matters where savings can be effected, where both publisher and buyer of space may reduce the costs of doing business.

Edward Hall once figured out that each space salesman's call on the Ralston Purina Co. cost between five and ten dollars. In one month he had sixty solicitors call on him. As he says, it was an off month—no lists being made up. Multiply that situation by thousands and it amounts to quite a tidy sum. That adds to publishing costs and to the cost of maintaining an advertising department.

Now, then, what can the publisher do to cut down this selling expense, to help us advertisers save time—and money—and still get his story across, perhaps in more compelling fashion? Isn't the answer to be found in giving the buyer the information that he wants, quickly, and in convenient and authentic form? The real space salesman who brings something constructive will maintain

his place, "alibi calls" will lessen, and more qualitative salesmanship will develop.

What does the advertiser want to know? This article is concerned only with what the advertiser wants to know about business papers.

A few years ago, two large users of business paper space, Western Electric Co. and General Electric Co., developed a form which they required space sellers to fill out before lengthy interviews were granted. These forms, the size of the familiar A. B. C. reports, provided spaces for such information about quantitative circulation as was expected where no A. B. C. report could be furnished by the solicitor, and spaces for rate information. In addition there were some questions to be answered on the qualitative side of circulation. Strangely enough, no publication grasped the opportunity to present its story in this fashion to prospective advertisers.

WITHIN the last year thirty good-sized users* of business paper space were approached on the subject of saving time in interviewing salesmen through the medium of such reports as had been developed by the two companies mentioned. In many cases the idea seemed to be new. Only two advertisers displayed no interest, believing that every salesman of space should have all the time he wished, as often as he wished, to discuss his publication.

In most cases other questions than those embodied in the existent reports suggested themselves. In some cases particular questions concerned with the special requirements of individual businesses were asked. These last were not considered in tabulating replies, but all questions whose answers might conceivably have an interest broad enough to apply to the needs of business paper users in general were recorded. The possibility of having for consideration and filing the essential facts regarding all publications—and having them in black and white—made an instant appeal. Space sellers can be sure that advertisers want information in this form.

Lynn Ellis, commenting on The Sherwin-Williams' policy, had some pertinent suggestions to make in ADVERTISING & SELLING of Dec. 1. Here they are, and they apply to business papers as well as to others:

1. Tell the publishing world to adopt a standard physical form and a standard topical outline for those essential facts about a publication and its market which are not covered by A. B. C. reports and the standard rate card.
2. File these reports as religiously as the architect files building material literature which conforms to the A. I. A. standards in form and indexing.
3. Don't let publication representatives waste their time and yours merely repeating "dope" that should be in print and on file.
4. Confine personal presentations of solicitors to one of two classes:
 - (a) In season, concrete and well organized presentations showing the specific application of given mediums to current problems previously outlined, preferably by the agency.
 - (b) Out of season, equally well organized, once-and-for-all presentations of publication history, aims and excuse for existence

[CONTINUED ON PAGE 82]

[FORM CONTINUED FROM PRECEDING PAGE]

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|---|---|
| <p>16. What is the present paid circulation in each of the geographical divisions below and what is the limit obtainable for this periodical in each? (Give this data as completely and accurately as records of this periodical will permit. By "limit" is meant the publisher's estimate of the total desirable subscribers naturally present in the field).....</p> <p><small>(For lack of space the table that follows has been omitted. It is divided into the major geographical divisions of the United States and then subdivided by States. The headings of the columns to be filled in are "Actual" and "Limit"; members of the Audit Bureau of Circulations are instructed to attach in addition a copy of the latest A. B. C. Report.—EDITOR.)</small></p> <p>17. Do you maintain as a part of your own organization a Service Department to prepare advertising?.....</p> <p>18. What charge, if any, is made for this service?.....</p> <p>19. What is the percentage of renewal of advertisers for one year?..... two years?..... five years?..... ten years?.....</p> <p>20. What advertising do you carry on products similar to ours?.....</p> <p>21. What evidence have you that the publication is actually read by the types of people the advertiser wishes to reach?.....</p> <p>22. Subscription price: Annual?..... Single copy?..... Lowest special?.....</p> | <p>23. What is your average total circulation per issue for the past year?.....</p> <p>24. What percentage of this total circulation is:</p> <p style="padding-left: 20px;">1st—Full price annual subscriptions without premiums?.....%</p> <p style="padding-left: 20px;">2nd—Reduced rate subscriptions without premiums?.....%</p> <p style="padding-left: 20px;">3rd—Paid subscriptions with premiums?.....%</p> <p style="padding-left: 20px;">4th—Paid newsstand?.....%</p> <p style="padding-left: 20px;">5th—Complimentary and otherwise free?.....%</p> <p>25. In the event of the advertiser making an advertising contract with this periodical will its publisher agree to furnish advertiser with reports of annual examinations of circulation records by the Audit Bureau of Circulations or by other approved auditor according to acceptable standards?..... If not, what form of proof of circulation will be furnished?.....</p> <p style="padding-left: 40px;">Signed..... (Business Manager)</p> <p style="padding-left: 40px;">..... (Publisher)</p> <p style="padding-left: 40px;">..... (Periodical)</p> <p style="padding-left: 40px;">Date.....</p> |
|---|---|

Iowa Folks Like It!

One hundred and ninety thousand Iowans call The Des Moines Register and Tribune "my newspaper." They like the way it covers the news of the world and their home state, its metropolitan features and picture service.

"I sell automobiles, and find the road information in *The Register* valuable. I like it because I can read all the news at the breakfast table. I think your sports section is the best of any daily newspaper published." — F. B. McTigue, Emmetsburg, Iowa.



"I think your newspaper a good, clean one for the home. I am especially interested in your farm pages, a feature which no other newspaper in this territory contains." — R. T. Jones, Rolfe, Iowa.

"I have been a reader of your newspaper for 15 years and have never found any newspaper that would serve my family as well. It is certainly the newspaper Iowa depends upon." — M. A. Griffith, Kunnels, Iowa.



"From a business standpoint I like your morning paper because of the movie reviews which I am able to read before I buy films for my house. I like the news from all points of the State and the world. My son can't get along without the comics." — Wayne B. Franke, Manager Strant Theater, Humboldt, Iowa.

Des Moines Register and Tribune

A Thirteen Year Old Boy Looks at Advertising

By Richard Y. Giles

"O H, Skinn-ay! I've brought my new Hole Dupp Arch Support! Isn't it a 'jim-dandy'? Note the finely plated dissectional mid-riff!"

This is what stares out at me from the advertising sections of the boys' magazines. And someone receives part of his monthly stipend for producing that! Fancy something like this in your own adult magazine:

"Oh, Mr. Jones! Just look at my wonderful new cigar lighter. Why, just see how the patented reversible gadget holds the fire!"

But boys do talk that way? No more than you. At least, not about a new hair groom or a tie-clip. Recently "Biles," "Pivot," and "Pop" Morgan, three friends of mine, started saying, "Oh, Skinn-ay! I've brought my new sleeve garters!" This has become a byword among the more humorous—and therefore more-to-be-envied—circles near my home. I should like to see some fellow's face who has written one of those advertisements if he could hear the subtle sarcasm that can be put into such an announcement by a real boy.

"Skinn-ay," "Chick," "Tug"—all husky, healthy boys, perhaps, but certainly they wax a little bit too dumbly enthusiastic when it comes to talking about their new apparel.

This fake enthusiasm is the cause of my loathing the B— Sweater advertisements. Here is part of one from the December *American Boy*:

(Scene: two boys by a Christmas tree.)

"Jiminy, Bill, that sure is a wonderfully fine sweater!"

"You bet! It's the best Christmas present I got this year. It's a B— Wool. Feel it. All wearing parts are reinforced! Did you get one?"

"No, but I'm *goin'* to. Dad gave



me this B— Sports Coat last year to wear to school. It's as good as new. But I've got to have a heavy sweater, too."

This kind of advertising certainly repels me. It leers up like a personal insult. Perhaps it's because of the second boy's saying "All wearing parts are reinforced." Perhaps it's partly that frightful slang. I don't quite understand what the whole cause is. But it's there.

And another thing. "Skinny," "Chick" and "Tug" may be really delightful nicknames for boys—but in all my life of thirteen years, never have I heard of more than one "Skinny," and no "Chicks" or "Tugs." I think that these names must be relics of a bygone generation.

SPEAKING of these relics, the advertiser is not usually all there when it comes to the present-day interjections. Most of those used by the advertiser now were used by some wise prophet of Noah's day when he reflected on the bountiful harvest soon to be gathered by the members of the finny tribe. "Jiminy!" "Boy!" and "Gee!" occurred in seven different ads in a single issue of a boys' magazine. Aged in the wood! I expect to see "Banana oil!" and "Ain't it the bee's knees?"

old as they are, used in the boys' magazines when I am a hoary-haired patriarch—certainly not before.

Don't talk to a boy of this day as you did to the boys of your own. Boys' tastes have changed a great deal; for better or for worse. Look at lead soldiers. Sure, little boys still play with them. But most boys prefer constructional toys such as Erector, Meccano, and Lincoln Logs, or dynamos and radios. Possibly games twenty years from now will be entitled "Playing Wall Street" or "Running the Land Boom."

Then take reading. My father assures me that practically all the boys of his day read Alger and such authors. Now we read a far different type of books, of which I might pick "Beau Geste" as a good example.

All right. And now more about old slang. I saw in a recent shoe advertisement a picture of a fellow out with a girl. He was buying tickets at a dance and overhead was this legend:

"All dressed up and someplace to go!"

Now that, to use a neat phrase I saw recently, was invented even before Willis started to challenge Dempsey.

In the center of a bicycle advertisement I noted this choice little item:

"BOYS—The 1927 models are 'hummers,' the best we've ever made, etc., etc."

This "BOYS! do this" and "BOYS! do that" is terrible. Why shout "BOYS!?" Or yell "FEL-LAWS!?" If, upon settling down to write an ad in a boys' magazine you write to a lot of poor little kids who have to wait from five to ten years before they can even vote, your statements will seem to lack

[CONTINUED ON PAGE 54]

TRUE TALK

by a prominent Ohio merchant,
to the Association of National Advertisers



“If the manufacturer wants the retailer to get behind his advertising, his first care must be to sell the dealer on his goods.”

Note: The department store is purchasing agent for its community, and *always* looks on itself as such. When the store gets its consignment of handbags, hats or whatever—that merchandise belongs to the store, has the store’s own background of prestige and shares the benefits of the store’s investment in publicity. If the manufacturer advertises to the consumer, so much the better—the merchant welcomes constructive cooperation of every kind. But such work is and must be a secondary job, having nothing to do with the progress of goods on their long trip to the point of final sale.

Help yourself! If advertising can be of service, use it, but use the kind that works on the key figure in your success—tell and sell the merchant and he’ll tell and sell the millions.



The **E**conomist Group
 DRY GOODS
 ECONOMIST

DRY GOODS REPORTER — DRYGOODSMAN

〔 The most effective, most economical way to reach
 and influence dry goods and department stores 〕

INDUSTRIAL ADVERTISING and SELLING

AT the December meeting of the Eastern Industrial Advertisers the following were nominated as officers and directors for 1927. They have all been elected by a letter ballot.

FOR PRESIDENT: W. J. Chandler, Lehigh Portland Cement Co., Allentown, Pa.

FOR VICE-PRESIDENT: R. E. Cook, David Lupton's Sons Co., Philadelphia.

FOR SECRETARY: F. C. Weber, Keasby & Mattison, Ambler, Pa.

FOR TREASURER: S. E. Linderman, United States Cast Iron Pipe & Foundry Co., Burlington, N. J.

FOR DIRECTORS—Nine: N. S. Greensfelder, Hercules Powder Co., Wilmington, Del.; R. D. Black, Black & Decker, Towson, Md.; Joseph Rhoads, J. E. Rhoads & Sons, Philadelphia; Ellis E. Brown, Brown Engineering Co., Reading, Pa.; Herman Kumble, Kumble Glass Co., Vineland, N. J.; R. B. Savin, S. S. White Dental Mfg. Co., Philadelphia; C. L. Simon, Aitkin-Kynnett Co., 1216 Chestnut Street, Philadelphia; S. H. Yorks, Bethlehem Steel Co., Bethlehem, Pa.; R. F. Beard, McGraw-Hill Co., Philadelphia.

FOR PROGRAM COMMITTEE: H. J. Benoit, International Chemical Co., Philadelphia; J. M. Combs, American Engineering Co., Philadelphia; E. F. Carley, DuPont Desormours & Co., Wilmington, Del.

FOR MEMBERSHIP COMMITTEE: Anson B. Harvey, J. E. Rhoads & Sons, Philadelphia; R. F. Beard, McGraw-Hill Co., Philadelphia; A. M. Robinson, I. G. Brill, Philadelphia.

Salesmen and the Motion Picture

By J. H. Gregory

Publicity Manager, Barber-Greene Co.

MOTION pictures are used by such a comparatively small number of manufacturers, that their novelty enables a salesman to gain interviews much more quickly than he normally would. This is assuming that he is equipped with a portable outfit that enables him to take his whole show into the prospect's office.

More important than the novelty feature, however, is the educational value. With motion pictures the prospect is conducted into the plants and onto the jobs of competitors, or is shown the machine the salesman is trying to sell, in action in all parts of the country working under varying conditions. In a few minutes the consumer can see things that would otherwise require days or weeks.

Motion pictures can also be used to educate the internal organization on the work of machines in the field, thereby stimulating a pride in craftsmanship. After it is observed in action, a machine ceases to be a combination of bars and bolts to be used for some unknown purpose. So in all Barber-Greene offices and in the offices of most of our sales agents there is at least one Bell & Howell projector and a set of Barber-Greene films.

I find veteran salesmen as enthusias-

This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturer-to-consumer marketing will be found elsewhere in the issue.

and our two traveling assistant sales managers each carry one. The rest are owned by the manufacturers' agents who represent us. Agents and branch offices

are charged one-half the cost of printing the films, on the theory that unless they are sufficiently interested to pay about \$15 for a reel of 400 feet they will not use it. We stand all the expense of making the negative. The charge we make on the prints prevents indiscriminate distribution.

We have one camera which uses the 16 millimeter film. This is usually kept at the home office for the use of the advertising manager and others. Sometimes it is shipped to branch offices and to service men. Occasionally the pictures they take are very satisfactory, and they have never failed to get something that is worth while. Of course, there is a knack about the photography, and after one has had some experience he can do better than on his first trial.

When a new film is ready it is announced in our house magazine. All interested are allowed to order a print on trial.

If they like it they keep it, paying half the cost of printing. Otherwise the film is returned.

Two years ago when we standardized on 16 millimeter films we practically discontinued the use of our standard size, although we have some old prints which we keep on hand for use at conventions where we cannot use our Bell & Howell projectors. We consider the saving and convenience of the smaller size film is worth many times our inability to show the latest films at every convention. The salesmen are glad to carry our small size projector.

George H. Corey
A Hasty Perusal



BORN in New York, 15th Street and 9th Avenue, the summer after the great blizzard of '88. Kept the brewery opposite W. A. Wolff's birthplace going for several years thereafter.

Atrociously miseducated in New York and Brooklyn schools, have devoted the best years of my life toward attempt to



tic about motion pictures as are the beginners. Joe Gurney, our district manager in Pittsburgh, says the "movies" are the best sales help we have ever given his office. Clifford Gould, our Detroit manager, tells how he set the machine up in a prospect's office and then left to make another call. At first this prospect had been "too busy to see him." Before Gould left the office he was careful to explain that the machine could be started by pressing the button; and the prospect could not resist pressing it. What he saw was so interesting that when Gould returned a complete and satisfactory interview was accorded him.

Recently E. H. Cooper, a veteran salesman, opened a Barber-Greene branch office in Kansas City. He declared that the movies only gave the prospect another good excuse for making objections. On the job in Kansas City he saw opportunities for selling many types of Barber-Greene equipment that our previous representatives, not being Barber-Greene trained men, had not considered. Cooper found it impossible to talk satisfactorily with his prospects because there were no machines near at hand of the type he was trying to sell. At this juncture our home office representative judiciously left a motion picture outfit with Cooper. With the aid of the pictures, first interviews, then sales were obtained. Now Cooper carries the movie outfit with him in his car wherever he goes.

We use Bell & Howell equipment exclusively; our present supply consists of 35 projectors and one camera. There is a projector in each of our eight branch offices; one we keep at Aurora,

The Press Is Publishing More Radio Lineage Than All Other Cleveland Newspapers

In the first 11 months of 1926 The Press published—

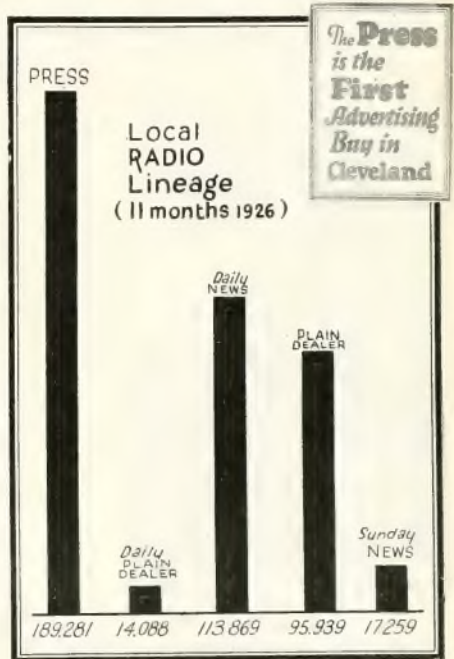
More *local* radio lineage than The Daily News, Daily Plain Dealer and Sunday News combined—

More *national* radio lineage than the Daily News, Daily Plain Dealer and Sunday News combined—

More *total* radio lineage than the Daily and Sunday News combined; more than the Daily News, Daily Plain Dealer and Sunday News combined, 39,000 lines more than the Sunday Plain Dealer.

The Press *gained* more than 85,000 lines of radio advertising, while all other Cleveland morning, evening and Sunday newspapers *lost* 8,008 lines.

The Press gained more local—more national—and more total radio advertising than all other Cleveland newspapers COMBINED.



The Press Leads

- The Daily Plain Dealer by... 175,193 lines
- The Daily News by... 75,412 lines
- The Sunday Plain Dealer by... 93,342 lines
- The Sunday News by... 172,022 lines

Truly a Great Newspaper!

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
DETROIT : SAN FRANCISCO



ALLIED NEWSPAPERS, INC.
410 N. Michigan Blvd., Chicago
SEATTLE : LOS ANGELES

FIRST IN CLEVELAND

LARGEST IN OHIO

repair damages. Expect to report progress about age 60.

At tender age of 21 I acquired a D. L. & W. timetable and started traveling—Scranton and Buffalo. Switched to New York Central, landed in Chicago. Discovered the Nickel Plate and eventually landed in Cleveland. Decided to remain. Still here, as advertising manager, The Cleveland Twist Drill Company.

Last spring the Industrial Advertisers Division of the Cleveland Advertising Club, albeit with many misgivings, elected me president for the 1926-1927 term. The Lord knows what they'll do next May, but I have my suspicions.

Being president of I. A. D., Mr. Wolff just naturally had to ask me to serve as General Chairman of the 1927 N. I. A. A. Convention. How could he help it—hadn't we invited the bunch to come to Cleveland?

Deponent admits possession of one marriage certificate, one charming, and expensive accessory thereof; two coal black cats of assorted sex; one vicious-looking, but soft-eyed, English bulldog; one canary; 14 briar pipes in good condition, though ripe; 87 fancy tropical fish, some ditto; one large flower garden; one bird bath; and one healthy thirst.

Our Domestic and Foreign Business in 1926



By **George M. Verity**

President, American Rolling Mill Co.

In looking over the general business situation one finds commerce, industry and finance soundly entrenched and moving forward steadily, as is evidenced by weekly car loadings.

The line of business is always a curved line as viewed by months, but it works steadily upward in every period of at least two years.

There is certainly nothing now in evidence to check the forward movement of business as a whole during 1927.

By **Julius Klein**

Director U. S. Bureau Foreign and Domestic Commerce

Taking it altogether, therefore, our foreign trade in 1926 was highly satisfactory. The statistics show clearly the further strengthening of our position in world markets for manufactured goods, and the high general prosperity of the country as reflected in increased imports. The only weak spot in the situation is the relatively low price of some of our major agricultural exports.



A departure from the usual cover format of catalogs has been made in a booklet, entitled "Excelsior Fences," recently published by the Wickwire Spencer Steel Company.

The method of regular book publishers in producing novels and other work has been applied. The cover proper, in this case a heavy golden-rod stock, has a simple blue pasted label. Outside of this, however, is a regular book-jacket; a gay, effective, four-color Benday picture, showing a house set in a clump of trees and enclosed in an Excelsior wire fence. The picture is treated in poster style. No effort is made to show the product realistically, and not even the Wickwire Company's name appears on the jacket.

This format was decided upon for the same reason book publishers make use of it—to sell the catalog at first glance.

Muir Addresses Penn. Students

The Principles of Marketing to Industry was discussed by Malcolm Muir, vice-president and director of sales of the McGraw-Hill Publishing Company, before the students of advertising and merchandising in the University of Pennsylvania, on Monday, Jan. 3. Members of the Eastern Industrial Advertisers Association also attended this meeting.

The address of Mr. Muir opened a special two weeks program on Industrial Marketing, being conducted by the Wharton School of the University of Pennsylvania. The special course covers both the fundamentals of Industrial Marketing as distinguished from private Consumer Marketing, and also the practical development of marketing plans for industrial products. This is supplemented by special field work under direction of members of the Eastern Industrial Advertisers Association. In this work the students will visit actual industrial plants to study industrial buying on the ground.

Perry Lectures on Industrial Advertising

Sherman Perry, of the American Rolling Mill Company appeared at the School of Commerce, Ohio University, Athens, Ohio, on December 13 and 14

for a series of three talks on industrial advertising and marketing through the cooperation of Mr. Ezra Clark, chairman of the College Relations Committee of the National Industrial Advertisers Association, and Professor Karl D. Reyer, who has charge of the advertising work at that university. His three addresses were: 1. "Using Trade Papers to Secure Dealer and Manufacturer Cooperation." 2. "Letter Writing as a Factor in Industrial Marketing." 3. "Building Consumer Acceptance to National Advertising."

In addition to these lectures, Mr. Perry conducted a question and answer hour with an advanced class in marketing, and he talked to both the Kiwanis and Rotary Clubs on "Incidents in Industry."

Ohio Takes the Lead

With the formation of the Cincinnati Association of Industrial Advertisers on Dec. 18, Ohio becomes the first State to have within its borders more than one organized chapter of the National Industrial Advertisers Association. Other groups are functioning in the following cities: Cleveland, New York City, Chicago, Milwaukee, Philadelphia, Detroit and St. Louis.

The Cincinnati Association starts with thirty-five members, and judging from the spirit exhibited at the organization meeting, promises to become one of the most active members.


The following officers were elected: President, E. L. Becker, director of publicity, The Newport Rolling Mill Co.; vice-president, F. H. Heitkamp, Cincinnati Milling Machine Co.; secretary-treasurer, F. H. Berling, The Lunkenheimer Company.

Read Mr. Beatty's Article

THE article by C. F. Beatty, advertising manager, New Jersey Zinc Company, which starts on page 34 of this issue, is one which every industrial advertising manager should read very carefully.

As chairman of the Business Papers Committee of the Association of National Advertisers, Mr. Beatty canvassed the members to ascertain what information they really desired from publishers in order to reach a decision regarding the use of space in trade, business or industrial magazines; and also what data should be furnished to the advertiser in advance of the call made by the advertising salesman.

The series of questions to be answered by the publisher, compiled by Mr. Beatty and included in his paper, is based on the replies of nearly 40 large advertisers. It offers a constructive solution to a problem which, following the now famous letter written by Mr. Lemperly of Sherwin-Williams to his advertising agency, aroused a discussion that has filled many columns of this magazine during the past two months.



Simplify your selling to industry

What is there in common among automobiles, steam shovels, railroad locomotives, printing presses, tractors, steam turbines and typewriters? They all come out of the metal-working shop!

And those shops, whatever their product may be, have this in common—that they all cope with common problems of management and equipment, that they all are buyers of machine tools, small tools, machine parts, conveyor systems, electric control systems, sanitary systems, lighting systems, steels, flooring, and the hundred and one necessities of progressive metal-working manufacture.

Further still, the executives of these shops have another thing in common—

That their standard medium of ideas and buying guide is the *American Machinist*.

Do you sell to the machine builder?

Then *American Machinist* is the logical route to wider market and simplified selling.

Ask for specific data applied to your product.

Tenth Avenue & 36th Street
New York

ABC

A MCGRAW-HILL PUBLICATION

ABP

American Machinist

The 8pt. Page

by

Odds Bodkins

A FAVORITE method of securing clients in the early days of the "advertising counsellor" was by means of a letter to an advertiser telling him in what respects his advertising was falling short. At the bottom of page two of the letter it was beginning to develop that it was falling short of everything that advertising should be long on. And by the time, "Very truly yours" at the bottom of page four was reached the hook was bared; the remedy was to employ the services of the "counsellor."

Those days are past. Now no such costly or revolutionary procedure is necessary to straighten out one's advertising and line it up with the great American public's involuntary mental reactions. No; the University of Psychological Research, Top Floor, Lankershim Building, Los Angeles, will do it for a very nominal fee (say \$10 for a half page *Post* ad) and without disturbing your present agency relations.

This University seems positively eager to help. Any day now you may expect to receive one of your advertisements clipped from a periodical, and attached to it a slip reading:

WHAT'S WRONG WITH THIS ADVERTISEMENT?

DEAR SIR:

We venture to suggest that there are elements in the attached advertisement that do not conform to the best requirements of certain "psychological principles," and that the "pulling power" of the appeal is consequently considerably impaired.

Whether or not an advertisement generates the requisite emotions to create desire and impel action depends upon a primary psychological activity known technically as THE FREE-ASSOCIATION OF IDEAS.

This activity is UNCONSCIOUS and operates wholly irrespective of reason or any intellectual considerations.

Tested from this standpoint your advertisement manifests certain very marked defects.

We have recently carried out an extensive series of analyses of advertisements to test their efficiency by this standard and have obtained very illuminating and instructive results.

We will be pleased to place this information at your disposal in a practical way by analyzing your attached advertisement if you will have us do so.

By disclosing the psychological weakness of your announcement from the standpoint of involuntary mental reactions you will have an illustration of the operation of a principle which, we feel sure, will be of inestimable value to you in supervising the construction of future advertisement copy. The fee for this service is nominal, in this instance, \$10.00. No letter is necessary from you. Simply pin cheque to this communication and mail it in the enclosed envelope.

Yours faithfully,

THE UNIVERSITY OF PSYCHOLOGICAL RESEARCH
Dept. of Advertisement Analysis

—8-pt.—

From a circular sent out by Crane & Company, of Dalton, Mass., I take this

quotation, which seems to me to be a gem of expression:

"The yesterday of today was the today of yesterday—so smoothly run the courses of nature that all unnoticed present news merges into past history."

—8-pt—

One sometimes wonders if we Americans are not lacking in trade-mark imagination. We seem not to be sufficiently simple-minded—child-minded, if you please—to design that elemental type of trade-mark that is truly a trade mark.

I am reminded of this by these reproductions of four German trade-marks by Herr Prinz, in the supplement to the *Advertiser's Weekly* (London).



I can recall only one American trade-mark of recent vintage—the Stanley Four-Square, which I regard as excellent—which has the strength and elemental attention and memory values of these curious marks from overseas.

—8-pt—

Just when I get all worked up to a state of righteous indignation about pressagency, and become convinced that this bunk that the professionals



turn out doesn't influence people anyway, Mrs. Bodkins shows me up for an academic theorist, out of touch with the world we live in.

It's this way: a black cat walked out on the stage of the Metropolitan Opera House during a performance of "Turandot" one night last week. The press agent got hold of it and did what even a correspondence school graduate of Pressagency would do with a story of a black cat who stopped an opera: got it smack on the front page of the *New York papers*. Of course, all we commuters read it going in on the train next morning—read it and sniffed, those of us who practice at advertising.

That night at dinner Mrs. Bodkins remarked apropos of nothing, "By the way, Odds, I'd very much like to go to the opera next Saturday. Jeritza is singing in one of the newer operas—'Turandot.' It is to be given for the last time this season on Saturday."

If I had been a character in a comic strip I should have fallen over backwards and said "Plop," or something equally asinine. Not being, I merely said sarcastically, "So you read about the black cat, too! Wasn't it thoughtful of the press agent to add that statement about next Saturday's being the last performance of that opera for the season?"

It was all settled, I knew, that we were going. . . . But that was before it developed that the house was all sold out!

—8-pt—

Milton Towne sends me page 195 torn from the *Ladies Home Journal* for December with three paragraphs circled in blue. These paragraphs, in an article by Raymond P. Ensing, have to do mostly with the contribution business men are making to greater public appreciation of art by the quality of art and lettering they are using in their advertising.

It is an interesting thought, that the business men of America actually are probably doing more to develop America artistically than all the art museums of the country, and their sponsors, combined. Not intentionally, to be sure. Indeed, many of these men have no appreciation of art themselves, yet are paying huge sums for paintings and drawings by artists of note to draw attention to their advertising messages; and in so doing they are educating themselves along with the millions!

And yet they say a man cannot raise himself by his own bootstraps!



IF WE STAGED A GOLF TOURNAMENT—

If we could entertain our subscribers at the good old Scotch game, most of the "Who's Who" in America would tee off.

Meet the above foursome, they're a typical group. Mr. Tom Bradley (on the left) is mayor, Chamber of Commerce member and owner of the largest department store in Bradeyville, Wisconsin. J. Ferguson Meade III (marking the score card) pays an income tax on about \$500,000—a N. Y. bond broker by trade. Judge White (driving) has been on the San Francisco bench for twenty-nine years. N. D. Peck (with the pipe) hails from Dallas, Texas, where he is titled one of the best sales and advertising managers in the South.

In every city, community and hamlet in the country, there is always a certain group of financially independent leaders who direct the business activities, head the committees and run things in general. These executives and directors, these successful captains of industry pay admission by preference twelve times a year to see the pages of *The Atlantic Monthly*.

Surely your product would appeal to this selected market of 110,000 (ABC) leaders.

May We Send You All the Facts?

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

Rebate-backed, guaranteed circulation, 110,000 A. B. C.

Launching a New Company in the Machine Tool Field

By Frederick B. Heitkamp

WHEN Cincinnati Grinders, Inc. succeeded to the grinding machine business of the Heim Grinder Company and of the Cincinnati Milling Machine Co., its products were already well known to users of machine tools. Consequently the primary object of the campaign which is described in this article was to give thorough publicity to the new company.

In organizing it, specialists were brought together so that a new service, using new methods of grinding, was made available, and the company was able to offer a unique service backed by exceptional manufacturing facilities. This combination meant decided savings to industry, and the publicity program adopted was designed to cover those points



CINCINNATI GRINDERS INCORPORATED
CINCINNATI, O. DANBURY, CONN.

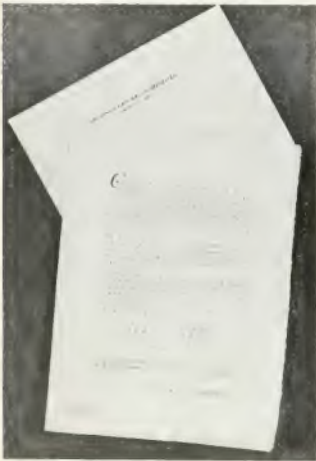
specifically and to lead prospective buyers to turn to the new company for assistance and authoritative advice.

The total number of prospects or users of the product, due to the nature of the field, is limited; that is, it is not difficult to secure the names and addresses of prospective buyers. They can be reached through a number of important trade journals. Consequently the announcement of the new company was contained in advertisements which appeared in the leading trade journals in the field and was supplemented by other trade publications reaching the same field,

although with a slightly different appeal. Consequently prospective buyers were confronted with the announcements in trade papers from several different sources. These advertisements appeared simultaneously with a neatly printed announcement mailed direct and addressed individually to the shop superintendent, factory manager, or executive in control of purchases. Direct mail and trade journal advertising were thus very closely tied together to tell the same story.

The prospective buyer of a grinding machine purchases not only so much iron and steel which has been put together to turn out his work, but he secures at the same time much in valuable experience and advice on the art of grinding. Therefore of primary importance to the prospective buyer was the fact that the men in active control of the company were specialists in grinding. Consequently the prospective buyers who sought the grinding ser-

[CONTINUED ON PAGE 70]



WHEN a new company was organized from two established concerns, in its publicity emphasis was laid on the new and unusual service it had to offer to industry

SPECIALISTS on GRINDING

compose the directorate and management of

CINCINNATI GRINDERS INCORPORATED

CINCINNATI, O. - DANBURY, CONN.



THESE are the great engineers, artists, scientists and craftsmen who are united in spirit and in the art of grinding. They are the specialists who are the backbone of the new company. They are the men who are the backbone of the new company. They are the men who are the backbone of the new company.

“Hand-to-Mouth” Buying First Seen as a Spectre Now Hailed as a Savior

Competition or demands of important wholesalers and large retailers sometimes force a reluctant manufacturer into Newspaper advertising.

He may not recognize progress; he may even resent it.

Then the *results* in increased *sales* do their persuasive work—

—and another advertiser sees the simplicity and effectiveness of advertising where his goods are on sale and where he can sell them at a profit.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

The Powers & House Co.

Advertising

HANNA BUILDING
CLEVELAND, OHIO

LARGE enough to provide the service of specialized departments—small enough to maintain a closely co-ordinated service and the contact of major executives—these two facts are basic reasons for the year-after-year satisfaction of Powers-House clients.



Solving the Price Maintenance Problem

[CONTINUED FROM PAGE 24]

sary step in eradicating price cutting. The writer just saw an open letter from a retail organization to the effect that the "Blank Manufacturing Company was having a battle with a certain chain of stores over further discounts, and that all independent retailers were urged to give the battling manufacturer all the help possible. The independent retailer is rapidly becoming a better merchant and is learning to cooperate more intelligently.

II. PRESENT LEGAL DECISIONS AND FUTURE LEGISLATION

The rights of the manufacturer as interpreted by the Supreme Court decision are as follows: He can sell anyone he wishes and at any price he wishes so long as he does it by himself. He can refuse to sell any one he wishes for any reason or for no reason at all as long as he does it by himself. The Supreme Court decision gives him (acting individually) absolute control over his merchandise, his choice of customers, and scale of prices up to the moment the goods become the legal property of another party. At that point his control ceases, and the purchaser can do absolutely anything he wishes with the merchandise.

The manufacturer can refuse to sell him additional merchandise, but he cannot stop the sale or regulate the price of the shipment which has passed out of his hands. The correction of this situation is absolutely necessary if prices are to be maintained for the following reasons: Price cutting on an item is like the cry of "fire" in a theater; it is a stampede, and when prices have once got out of control it is hard, almost to the point of impossibility, to get them back under present conditions.

Prices on an item can be demoralized over an entire State in a week or ten days by a large organization with an accumulation of merchandise or with one large shipment of goods.

Therefore, our first check must be a law giving the manufacturer the right of contract with his distributors (wholesale and retail) to maintain prices. The law should allow the repurchase of merchandise by the manufacturer or his representative at the price received and should have "teeth" enough to call for an injunction or restraining order from the court if necessary while the matter is being adjusted. In this manner the sale at cut-price can be stopped before the cutting becomes general and the demoralization widespread and complete. If some determined price-cutter, viewing with alarm the successful efforts of certain manufacturers and their distributors toward maintenance tries to break the price and thereby break the retailer's confidence in price maintenance, he will accumulate a stock of that commodity and launch his campaign, and when his original stock is depleted and more merchandise is refused him he immediately buys it in a round-about manner that is hard to trace.

Under the present law the manufac-



COME Hither Stuff—the experience of an American aviator in France, his desperate fight with three Pfaltz scouts, his effort to forget the girl at home, and finally the resumption of the “battle of Paris.”

A powerful story told by Elliott White Springs, a McCLURE'S discovery, one of the authentic characters in the forthcoming book, “War Birds.”

Such stories as this make thousands of regular readers of those who buy McCLURE'S in response to the monthly advertising campaign reaching more than 19,000,000 buyers.

This fast growing circulation brings results. That's why an increasing number of big advertisers—

include McCLURE'S!

The
New **McCLURE'S**
The Magazine of Romance

R. E. BERLIN, Business Manager
119 West 40th St., New York
Chicago Office, 360 N. Michigan Ave.

Do your Signs pay full dividends?



THIS BOOK Tells How to Get a Full Return

WHAT kinds of signs do you use? Where do you use them? How do you use them? How do you get them distributed? Is your distribution method simple, effective, economical? How often do you have to replace your signs?

These and other questions of importance to every sign user are answered in "SIGNS—How to Use & What Kind to Use." This instructive book, the result of a nation-wide survey, has been called the "Sign User's Bible." It gives you information about signs and how to use them, in a form never before available.

Every manufacturer, distributor and merchant, whether he uses signs or not, should have this invaluable book. Written and compiled by experts, it gives a complete and modern picture of this important branch of advertising. A copy is yours for the asking. *Mail the coupon today.*

THE BALTIMORE ENAMEL AND NOVELTY COMPANY

MT. WINANS, BALTIMORE, MD. • 200 FIFTH AVE., NEW YORK, N. Y.

IMPORTANT

All advertising space is valuable. None is more valuable than the space your signs occupy on your dealers' premises. None is more difficult to obtain. None so near the point of sale! It pays to supply

dealers with the best signs the market affords—the best in wear and tear, in readability, visibility, and attractiveness—in other words, with DuraSheen Life Time Porcelain Enamel Signs.

DuraSheen

Porcelain fused into Steel —

Lifetime Signs

MAIL THIS NOW

Baltimore Enamel & Novelty Co. P. O. Box E 4, Baltimore, Md.
Gentlemen: Please send me your book "Signs How to Use and What Kind to Use."

Name _____ Business _____
Address _____ City _____ State _____

turer cannot contract or even exact a promise from the firm or person supplying them that they will not re-sell to him. A manufacturer can try by putting a code mark upon each distributor's shipments to determine whence the contraband merchandise is coming.

The necessary legislation then should contain:

- I. Right of manufacturer to contract with distributors (wholesale and retail) that they will observe the retail prices suggested by him and re-sell to no one who does not observe said re-sale prices.
- II. Right of manufacturer to re-purchase or replevin merchandise sold in violation of said contract.
- III. Right of manufacturer or his local agent or anyone with power of attorney for him to go into court and, upon proof of the violation of this contract, get a restraining order or injunction prohibiting forthwith the further sale of said articles of merchandise at less than the re-sale price as stated in the contract.
- IV. On damaged, discontinued or substandard merchandise it shall be offered to the manufacturer for re-purchase or return for credit and sold at less than the re-sale price only after his refusal of it.
- V. The clarifying law mentioned should simply amount to putting the rights of the manufacturer as defined by court decisions (given at the top of part 2) on the statute books in the form of a law.

III. POSSIBLE STEPS UNDER EXISTING LAWS

The law proposed in Part II would be a great help to price maintenance and the fact of its being on the statute books would have a quieting effect on the activities of the price cutter and when invoked by a determined manufacturer, should be final.

However, it is well to have a plan of action ready in case the proposed legislation is passed or declared unconstitutional after being passed. In fact, it is a good thing to do in conjunction with the law. The first step to be made under the present conditions and laws is a readjustment of margins to all classes of distributors. The character, amount, and cost of the services rendered by each class of distributor, shall be used as a basis when figuring and allotting the margin of profit each should have. In illustration of this, let us run through the series from the consumer to the manufacturer in the drug business, for example.

The cost of doing business for the independent retailer is still 27 per cent. This includes roughly, rent, payroll, advertising and utility bills.

The chain store has the same expense in proportion to gross sales plus a warehousing cost, which should be allowed as it is an economic service to the manufacturer. This warehousing and carrying charge (insurance, interest, and taxes) is approximately 6 per cent, and I believe should be allowed. This stand will probably find favor with few people at first. The rabid enemies of the chain store still say that the chain store and department store should buy no cheaper than the independent store, but that is narrow and attention is called to the fact that the object of this plan is not to discipline anybody but to maintain prices. Even the worst fanatic must admit that little cutting could be done on this extra 6 per cent. Under the legislation (if passed) proposed in Paragraph II it could be specified in the contract that this 6 per cent is to cover warehousing and transportation charges and is to

be allowed only when it is used for that purpose and not regarded as a discount to be used as a basis for price cutting. No one has started cutting on a 6 per cent discount off the list price. It has been the jobbers' discount plus the advertising allowances that has been the basis of cut prices. So it must be admitted, that this extra 6 per cent if fair, is based on an economic service rendered, and will be needed for that service and therefore cannot be diverted to underselling. In case it is used as a means of cutting prices it cannot be summarily cut off by the manufacturer.

Next in line we have the Mutual and the Cash and Carry jobber; they can be discussed as one as their services and costs are similar. They give a buying, warehousing and billing service, the cost of which should not be over 11 per cent and that figure and their fungus-like position should be considered in the margin allowed them.

The service wholesaler gives all the service of the Mutual plus sales, merchandising and financial help. These additional services are a service to the manufacturer, and it is the cost of these additional services rendered that has put the service wholesaler at a disadvantage in meeting the discounts of the Mutuals. The average sales expenses of the wholesaler are approximately 3.6 per cent; the interest on the accounts receivable and losses from bad accounts is about 2.1 per cent, making the cost of these additional services rendered by the wholesaler 5.7 per cent. In order, then, that the service wholesaler shall be able to meet the price competition of the Mutual and be enabled to stay in business, and render these very valuable services to the manufacturer and retailer, there should be a difference of between 5.5 per cent and 6 per cent in the margins allowed them and the Mutuals. It is admitted that the service wholesaler must be kept in business, not only because he is the most economical system of distribution, but because the credit he advances is necessary to the business fabric of today and because he stocks the slow-selling items and keeps them at call for the retailer, thus allowing many manufacturers and retailers to stay in business who would otherwise be forced out.

THE situation in the grocery business, which is in the worst shape of all, could be met in the same manner, viz., giving the chain store a warehousing and transporting discount *only* and stopping all advertising allowances.

The so-called advertising allowances are the most vicious of all aids to price-cutting. They are paid sometimes in free goods or in the shape of a credit memo and deducted from the bill. The clever buyer for a large cut-price organization will get the allowance out of the manufacturer with the argument that his competitor is paying them to advertise his goods and if he does not do likewise his merchandise will be at a disadvantage. If all the extra discount received this way really went to buy space and printer's ink it would not be so dangerous, but the manufacturer is charged back with the foreign rate whereas the local man, due to a yearly contract and the local rate, pays very little. In some cases this difference reaches as high as 17c. per line and this is diverted to give the extra

**there is very
little difference
between the
local circulations
of the two
Detroit afternoon
newspapers
but you'd better use
both of these to
cultivate the
market right.**

Half a Million Young Women (Y W C A)

are looking forward to
the March number of the

Girl Reserve Issue

of the

Women Press

(Official publication Nat'l Y. W. C. A.)

WHY?

*Because all
articles advertised
in it are officially
approved.*

Half a million girls with more than a million wants—what have you to sell them?

They want Girl Reserve outfits—middies, watches, shoes, knickers. They want camp equipment of every description.

They want what all normal American girls want—books and dresses, jewelry, compacts, candy, motor cars, furs and lingerie.

The Y. W. C. A. membership of 600,000 includes 196,000 Girl Reserves from good homes and as closely organized as the Boy Scouts. A compact buying body who look to their advisers and associates for advice as to their needs.

To help them—to open this market to you we have an organized

Special Service to Advertisers

Mailing lists of Y. W. C. A. cafeterias, hotels, schools, new buildings, swimming pools, etc.
Distributing circulars and displaying posters at conventions and conferences. News bulletin on building plans. Addressing of envelopes on our addressograph to those interested in your product. We acquaint the 300 on our staff of your product and ask cooperation in furthering your interests.

Womans Press

Clara Janouch, Adv. Mgr.
600 Lexington Ave.
New York

margin necessary to cut far below the independent retailer.

PRICE demoralization is chiefly noticeable where the number of distributors, wholesale and retail, is large and where the responsibility for this cut price condition is hard to place. Where any line of merchandise is distributed through an exclusive agency or a limited number of agencies and where the franchise is valuable, you will find practically no violation of whatever policy the manufacturer cares to adopt. The threat of no more merchandise which amounts practically to cancellation of a valuable franchise is threat enough, and no further legislation or pressure is necessary. The automobile business, and especially the Ford Motor Car Company, are the best examples of this type. Ford not only dictates the selling price of his cars, but also the price on the replacement of parts, and now has recently given his retailers a flat rate repair schedule which states the definite price to be charged for each operation, thereby doing away with the possibility of a subsidizing in sales by the promise of a cheaper service.

As to the system of distribution to be used, that is, whether sold direct or through all so-called wholesalers, or direct and to wholesalers, or through service wholesalers only, or through an exclusive wholesale account, the writer is not going to specify. Such matters of policy are dependent upon so many different conditions. Merchandise of large units, a stock of which is hard to accumulate and with few retail outlets is generally sold direct, and in these cases, as shown in the preceding paragraph, the cut-price situation is almost unknown and so we must fall back again for our example upon the lines which on account of the number of outlets and number of items are the most affected; food stuffs and drugs. Some manufacturers sell their goods both through the wholesaler and also direct to the large users, claiming that by so doing they can better control the price situation. In this class we have Armand and Colgate in the drug division. Heinz in the food division and the General Cigar Corporation in its field. The latter two are of a class mentioned by Congressman Kelly as "big corporations able to maintain their own selling agencies." In each case it must be admitted they succeeded in maintaining prices. The only criticism of this method of distribution is that it is very expensive and only firms of large capital and a varied line of products like Heinz 57 Varieties, or Colgate's line could get the volume to justify such sales, warehousing and financing expense.

In most territories the service jobs cover the territory 100 per cent. Any further jobbing outlets, therefore, are but a duplication of effort and diversify the responsibility which we found so necessary to price maintenance in Paragraph 4. The more concentrated a manufacturer's wholesale distributors, taking into consideration thorough distribution, the more he can place the responsibility of price maintenance upon them, and the better he can control his product. The great bulk of educational work on the retailer mentioned in Part I must be done by salesmen and so it looks as though selling through the service wholesaler is

How Advertising Men Keep Posted

NO longer is it necessary to consult many sources for the news of advertising.

READ THE NEWS DIGEST

Changes in Personnel
New Advertising Accounts
Publication Appointments
Changes in Advertising Accounts

Changes in Address
Are all reported in
The News Digest

The News Digest bound as a separate section at the back of this issue will keep you up to date on all changes.

If you are not receiving Advertising and Selling regularly the attached coupon makes it an easy matter for you to get each issue.

One Year's Subscription
(Including the News Digest)
\$3.00

ADVERTISING AND SELLING

9 East 38th St., New York

Please enter my subscription for one year at \$3.00.

Check Enclosed Send Bill

Name

Position

Company

Address

City

State

Canada \$3.50 Foreign \$4.00

A-3-1-12



SOME advertisers say New York is a hard market ❖ ❖ We started here in 1919. In the last seven years the people of New York bought forty-two million dollars worth of our product. How much have they bought of yours? ❖ ❖ We can help you sell your goods to the people who buy ours. The largest market in the world, and the largest circulation in America is a working combination that saves time, energy and money in selling more goods. Use both of them. ❖ ❖ We'll tell you how!

December 1926 Averages

DAILY 1,129,653
SUNDAY 1,427,928

These are the largest circulations in America

THE  NEWS

New York's Picture Newspaper

Tribune Tower, Chicago

25 PARK PLACE, NEW YORK



Pathfinders

*An Advertisement of
the American Telephone and Telegraph Company*



CHRISTOPHER COLUMBUS discovered America, thus adding a new world to the old. Alexander Graham Bell discovered the telephone, giving the nations of the earth a new means of communication. Each ventured into the unknown and blazed the way for those who came after him.

The creating of a nation-wide telephone service, like the developing of a new world, opened new fields for the pathfinder and the pioneer. The telephone, as the modern American knows it, has been made possible by the doing of a multitude of things in the realms of research, engineering and business administration. Its continued advancement requires constant effort in working upon a never-ending succession of seemingly unsolvable problems.

Because it leads the way in finding new pathways for telephone development, the Bell System is able to provide America with a nation-wide service that sets the standard for the world.

a good plan of action although not mandatory.

IV. BENEFIT TO EACH CLASS

Under this plan the manufacturer will once more be able to control and protect his products. He will have the increased good will of the wholesaler and retailer. He will have the extra discount and advertising allowances which he has been giving the price cutter at his command for a huge consumer demand campaign. It may be that with his increased advertising and increased volume he may be able to lower the cost of his product clear through to the consumer, thus benefiting the latter and in turn again giving himself still more volume.

The two middlemen, the wholesaler and retailer, will have a fair profit, which is all they ask.

The consumer will have benefited in that there will be less substitution, less "gyp merchandise" and, as has been shown two paragraphs back, the economies and increased business with correspondingly increased profits of the manufacturers should be great enough to allow a reduction in price all along the line until it reached the consumer, and he is the man that really counts in the end.

A Boy Looks at Advertising

[CONTINUED FROM PAGE 38]

sincerity. When you talk to boys through the medium of print, talk to them as you would to a man; leaving out, perhaps, the big words.

And then, returning to our bicycle advertisement, why put the word "hummers" in quotation marks? Oh, sure it's slang—pretty old at that. But when a boy uses slang does he think of it as something mildly amusing, a quaint colloquial expression? He does not. And, by the way, I seem to remember seeing such phrases as "hummer" and "sure as shooting" in a story of the French and Indian Wars.

I would advise some companies to go slow in the way they are saying that their products as gifts make Christmas last the year round. As an example I offer you the Gillette razor; they make that same claim. The first thing I thought of when I saw that advertisement was, "Supposing he cuts himself." One of the things I gladly boost, after all this massaging, is the Smith Brothers' Cough Drops advertisement. Not so much the one that shows the male of the family out hunting in his underclothes as the eight picture cartoon used in the boys' magazines. Let me describe one:

Enter hunter. Enter bear. Hunter realizes he has no cartridges. Loads gun with Smith Brothers' Cough Drops.

Bang!

Exit bear.

After having got your attention in this way the advertisement tells you why you should buy these cough drops.

Now that is a start a bit more arresting to me than a row of exclamation marks. Yet in most big ads you will find an unneeded exclamation. The advertisers think that a boy's emo-



HOTEL ST. JAMES

109-113 West 45th St., New York City
Midway between Fifth Avenue and Broadway
An hotel of quiet dignity, having the atmosphere and appointments of a well-conditioned home.
Much favored by women traveling without escort.
3 minutes' walk to 19 theatres and all best shops.
Rates and booklet on application.
W. JOHNSON QUINN

LAUNDRIES

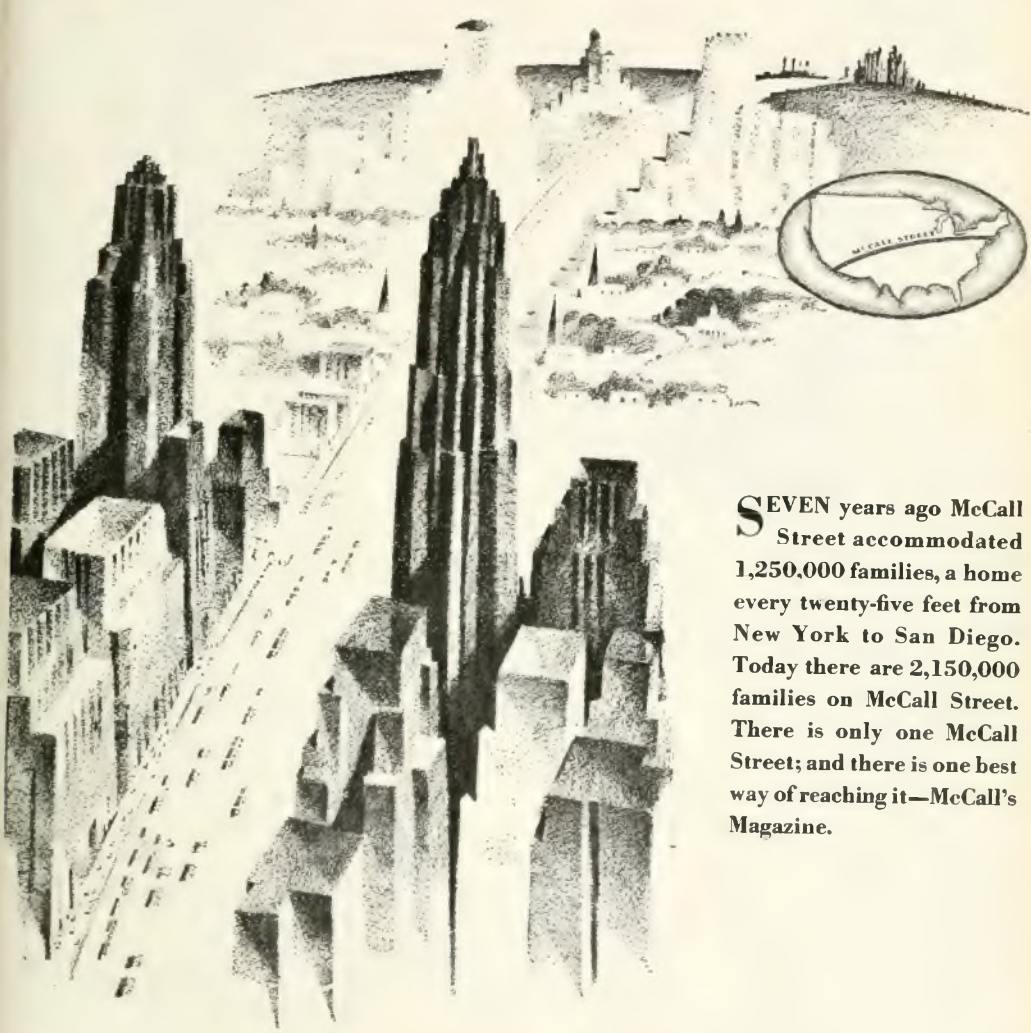
Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

1927 Power Laundry Directory listing 7600 plants with street addresses and names of owners in most cases, Ready Dec. 15. \$15.

The STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry.

The Starchroom Publishing Co.
420 Commercial Square, Cincinnati, Ohio

This is McCall Street



SEVEN years ago McCall Street accommodated 1,250,000 families, a home every twenty-five feet from New York to San Diego. Today there are 2,150,000 families on McCall Street. There is only one McCall Street; and there is one best way of reaching it—McCall's Magazine.

McCALL'S

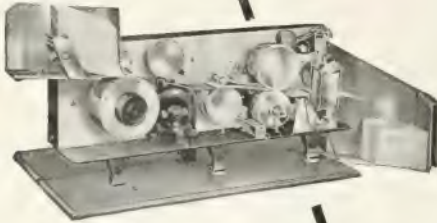
MAGAZINE

The Shortest Distance between Writing and Mailing



Send for free copy of booklet "How to Reduce the Cost of Mailing" which also explains the Standard Postal Permit System, or for folder "Reducing Costs by Modern Mailing Methods" describing all Standard Machines.

Whether your average daily mailing be thousands or scores there is a Standard Mailing Machine to expedite its handling, speed it to its destination and effect other economies. Standard Mailing Machines are models of simplicity and operate with a minimum of time and trouble. They are doing daily work all over the world and are as necessary as a typewriter or telephone



Standard Postal Permit Machine

Automatically stamps, cancels, postmarks, counts, seals, and stacks mail at the rate of 10,000 pieces an hour. It saves labor, time, and postage in your own office and eliminates time for facing, canceling, and postmarking your mail in the Post Office—thus your mail will leave on an earlier mail train. The finest postal service at the least expense—no rentals or royalties!

Standard Envelope Sealers

Various hand and motor driven models—seal mail with maximum efficiency and minimum labor and maintenance expense. New moistening principle, no wicks or rollers.

Standard Stamp Affixers

Affix postage stamps, precanceled stamps, stickers or labels, five times faster than by hand.

tions are to be stirred up by some such legend as this:

"Gee, dad! The new Klik Klak electric engine is sure a 'ripsnorter' of the first water!"

While we are speaking of humor I should like to mention a picture that I recollect which was unconsciously humorous. It was a watch ad that showed a picture of a college boy and his high school brother. College was holding his dollar-and-a-half watch up to High School's ear. High School was in ecstasies because he could hear the watch tick. It seems even funnier in that he held that particular cheap watch all the way up to his ear to hear it tick!

Another type of illustration that gives me an acute pain is the dear old Santa Claus picture. A fountain pen manufacturer has an ad to boys that shows a woman whispering into Kris Kringle's ear. The remark below tells you to make sure that she whispers to Santa Claus that you want that special pen.

Now I think back and another type of advertisement springs up for me to slap soundly. It is the advertisement that says "Boys—tell dad that you want this or that," or sometimes it's mother. Why taunt the boy with the fact that he is dependent on dad and mother for so many things?

But so much for destruction. A company whose advertisements are usually pretty good is the Postum Cereal Company. Let me quote something from an ad on Grape Nuts.

"On its stomach" . . . Napoleon said!

"Napoleon, probably the greatest military genius the world has known, was noted for other things besides his strategic ability. He had the happy knack of expressing great truths in a few pointed words. And he never uttered a more truthful thought than his famous saying—'An army travels on its stomach.'"

This holds more appeal than a lot of slushy ejaculations that slop all over the paper.

Just give the boys the facts about a thing and they'll grab at it.

Mrs. De Koven Objects

IN an article in our issue of July 26, 1926, satirizing the practice of certain women in soliciting advertising for show programs, the author used as a character the fictitious name of Mrs. Reginald deKoven Hothouse. Our attention has been called to the similarity of this name to that of Mrs. Reginald De Koven of New York. Obviously the name of the imaginary person was chosen without thought of Mrs. De Koven and with no reference to her whatever.

Calkins to Speak at Exhibition

Earnest Elmo Calkins will be the speaker at the opening and private view of the Fourth Annual Exhibition of Printing for Commerce, given by the American Institute of Graphic Arts, at the Art Center, New York, on the evening of Feb. 1. Mr. Calkins' subject will be: "Good Printing and Bad—Who Does It and Why."

USE THIS COUPON

STANDARD MAILING MACHINES CO. EVERETT MASSACHUSETTS

Please tell me how Standard Mailing Machines can reduce my mailing costs. I average pieces a day.

Name

Company

Address

How to Reduce
the Cost of
Mailing





It's the same D & C Black and White

DILL & COLLINS Co's.
Distributors

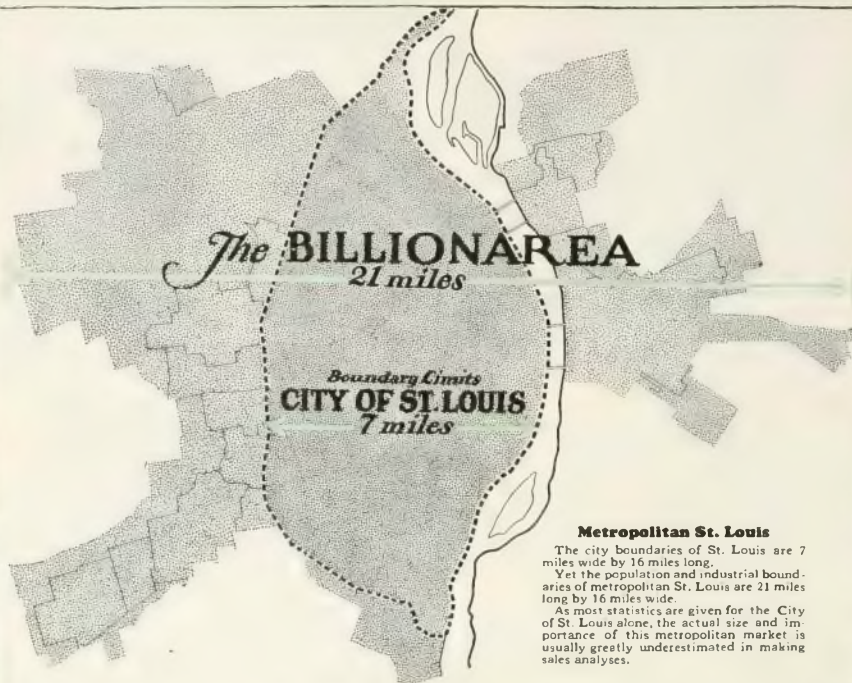
- ATLANTA—The Chatfield & Woods Company
- BALTIMORE—The Baxter Paper Company
- BOSTON—John Carter & Co., Inc.
- BUFFALO—The Union Paper & Twine Co.
- CHICAGO—The Paper Mills Company
- CHICAGO—Swigart Paper Company
- CINCINNATI—The Chatfield & Woods Company
- CLEVELAND—The Union Paper & Twine Co.
- CONCORD, N. H.—John Carter & Co., Inc.
- DES MOINES—Carpenter Paper Company
- DETROIT—The Union Paper & Twine Co.
- GREENSBORO, N. C.—Dillard Paper Co., Inc.
- HARTFORD—John Carter & Co., Inc.
- INDIANAPOLIS—C. P. Lesh Paper Company
- JACKSONVILLE—Knight Bros. Paper Co.
- KANSAS CITY—Birmingham & Prosser Co.
- LOS ANGELES—Blake, Moffitt & Towne
- MILWAUKEE—The E. A. Bouer Company
- MINNEAPOLIS—Minneapolis Paper Co.
- NEW YORK CITY—Marquardt, Blake & Decker, Inc.
- NEW YORK CITY—Miller & Wright Paper Co.
- NEW YORK CITY—M. & F. Schlosser
- OMAHA—Carpenter Paper Co.
- PHILADELPHIA—The Thomas W. Price Co.
- PHILADELPHIA—Riegel & Co., Inc.
- PITTSBURGH—The Chatfield & Woods Company
- PORTLAND, ORE.—Carter, Rice & Co.
- PROVIDENCE—John Carter & Co., Inc.
- RICHMOND—Virginia Paper Co.
- ROCHESTER, N. Y.—Geo. E. Doyle Company
- SEATTLE, WASH.—Carter, Rice & Co.
- ST. LOUIS—Acme Paper Company
- ST. PAUL—E. J. Stilwell Paper Co.
- SALT LAKE CITY—Carpenter Paper Co.
- SAN FRANCISCO—Blake, Moffitt & Towne
- SPRINGFIELD, MASS.—John Carter & Co., Inc.
- TACOMA—Tacoma Paper & Stationery Co.
- TAMPA—Knight Brothers Paper Co.
- WASHINGTON, D. C.—Virginia Paper Co.

TUCKED away in our files are many old automobile catalogs of the "gay nineties" printed on D & C papers—some bearing the names of long-forgotten cars. Some seem quaint, some are truly beautiful—many were printed on Black and White. Recently there came to us that fine book on the Lincoln car printed by the Bartlett Orr Press. It, too, is on Black and White.

Quality is always quality—whether it is yesterday's or today's. Continuously recognized preference for one paper over a thirty-year span cannot be accident nor mere temporary vogue. It must be based on merit.

Dill & Collins trace their paper ideals back to Colonial days—the present organization is simply another generation of paper makers. The variety of finishes has increased to meet modern commercial needs. The D & C line is a complete one that meets every printing requirement of today. But the quality is the same—D & C. For, after all, quality *is* always quality.

DILL & COLLINS
Master Makers  of Printing Papers
P H I L A D E L P H I A



Are you 26 years behind *in your understanding of* **The St. Louis Market ?**

The boundaries of St. Louis were fixed in 1876 by State Legislature. In the last fifty years, repeated efforts to extend the city limits to include the *actual* population of St. Louis have failed.

St. Louis, as a market, far larger and far richer than statistics usually show

Previous to 1900, statistics of population, purchasing power, retail outlets, etc., were substantially correct, because the market itself was then mainly within the city boundaries. But since that

date, and for 26 years, the population has grown far beyond the city limits, while statistics are still generally given for the city only.

It happens that a state line runs through Greater St. Louis. Most statisticians have divided their figures into two parts and have published them in widely separated portions of their books under "I" for Illinois and under "M" for Missouri. In a commercial way, these imaginary boundaries are completely ignored by the people, the industries, the jobbers and the retailers.

The BILLIONAREA

~ the GREATER ST. LOUIS MARKET

The Billionarea is the name given to the true Greater St. Louis, regardless of the state line. The facts and figures of all of Greater St. Louis must be consolidated to get an accurate understanding of this great homogeneous city.

One of the greatest market opportunities in America for advertisers

Any sales manager or advertising executive who makes a thorough analysis will find that The Billionarea is one of the greatest volume consuming markets in America for practically any product. He will find also that its family purchasing power is far

above the average of other metropolitan cities.

And most important, he will find that metropolitan St. Louis offers the greatest accessibility and economy in both selling and advertising—in selling, because this rich market is concentrated in an area of only 16 by 21 miles—in advertising, because The Billionarea is so completely covered by one newspaper without duplication of advertising cost.

That newspaper is the St. Louis Post-Dispatch, because it has by far the largest circulation in Greater St. Louis, and carries by far the greatest volume of advertising—local, national and classified.

ST. LOUIS POST-DISPATCH

The highest ranking P+D+C newspaper of The BILLIONAREA—the Greater St. Louis Market

NEW YORK	CHICAGO	DETROIT	KANSAS CITY	SAN FRANCISCO	LOS ANGELES	SEATTLE
252 Madison Ave.	Tribune Tower	General Motors Bldg.	Coca-Cola Bldg.	364 Market St.	Title Insurance Bldg.	212 Madison St.



The OPEN FORUM

Individual Views Frankly Expressed

Ethical Testimonials

THERE has been much speculation during the past few months on the part of a number of self-appointed judges, concerning some (to them) alarming tendencies in the field of testimonial advertising. Much comment has been published, both seriously and facetiously anent the alleged overdoing of the Queen Maries, the Mrs. Belmonts, the Red Granges, et al, in happy poses designed to advertise well known products used by, or known to, these famous folks. Reference has been made, in support of the criticism, to the newspaper publicity given to Famous Names, Inc., a Chicago agency which is reported as being able to furnish any quantity of these indorsements at so much per indorse.

Critics of this form of advertising do not differentiate between the good and the bad, of which there is plenty of both in all forms of advertising, but unreservedly lambaste all testimonial copy featuring prominent people, and issue dire warnings of the public's inevitable reaction to products advertised in that way.

What utter Bosh!

Instead of sending ripples of apprehension up the backs of those of us who are mortgaging our future by using this sort of copy, it is reassuring us. Why? Because we know something the critics entirely overlook. We know that the balance sheet tells us it pays.

I cannot see where this, or any other successful copy angle needs any defense from me, but I will illustrate from our own experience. We elected this year to advertise Spur Ties in connection with prominent motion picture stars; all well-dressed men and regular fellow types. We have not paid these gentlemen a Buffalo nickel. It would not alter the case if we did. We have never said that they wore Spur Ties, although we know they do. We have not resorted to any "I use this—" blah over their signatures. On the contrary, we have frankly pictured an immediately-recognized, good-looking masculine type of man with a Spur Tie around his neck. We have necessarily had to acknowledge these stars, but have done so in the most inconspicuous manner possible, with no reference to their choice of neckwear. We simply relied on our copy, plus a picture of our product, plus the association with an acknowledged exponent of tasteful dress, to do the job. And it has. Therefore, after a year of it

we have decided, after viewing carefully all angles, that it has been good advertising and are planning to continue with it in 1927.

J. K. MACNEILL, Sales Manager,
Hewes & Potter,
Boston, Mass.

Advertising Advertising

I AGREE with you about the dangerous curves in this business of "advertising advertising."

Unless such campaigns are carried out with extraordinary care, I believe that some undesirable resistance to advertising is likely to be built up.

The difficulty seems to be that few people can explain the true function of advertising without exaggerating the power of advertising and "glorifying" it.

The gist of many of the talks about advertising that the publishers run (for the edification of readers!) seems to be "For Heaven's sake, read the advertisements." This, it seems to me, is an intimation to the thoughtful person that the advertisements are not interesting or helpful enough to command attention through their own sheer merit, or that the publisher needs this coaxed attention from his readers in order to keep the buyer of advertising in his columns.

S. ROLAND HALL,
Easton, Pa.

A Newspaper Man on Cash Discount

THE cash discount is an established custom in business. The *New York Times* has no intention of discarding it.

The debtor to whom the cash discount is allowed profits by taking advantage of an exceedingly liberal discount compared with ordinary interest rates on business loans. The creditor who grants it profits by the orderly cleaning up of his business by monthly settlements of obligations due. The discount is an incentive to prompt business-like dealings and justifies itself.

That all publishers standardize their discount practices should not be obligatory.

I am opposed to joint action on such matters as contrary to the spirit of American business. But the discount in some form should stay.

LOUIS WILEY, Business Manager,
New York Times,
New York.

Broadcast Cooperation

I WAS very much interested in the article, "Broadcasting's Place in the Advertising Spectrum," in your Dec. 15 issue.

My interest is especially keen, because this bureau has been broadcasting from Station WTAM of Cleveland once each week for nearly three years. In our opinion, this is, for our business at least, one of the most effective means of informing the public about work and of protecting them against fakes and frauds.

We are allowed fifteen minutes each Wednesday night between 7 and 7.15 for our talks. The commercial rate for this time is \$75, but it has always been donated by the Willard Storage Battery Company who own Station WTAM. This, you will agree is splendid cooperation and is akin to that also afforded by daily and weekly newspapers and magazines in Cleveland, some eighteen of which donate advertising space to the bureau each week and have for about a period of two years.

DALE BROWN, MANAGER
Cleveland Better Business Bureau, Inc.,
Cleveland, Ohio.

The Prize Follow-Up

A YOUNG man has just called me on the telephone and announced a name which I didn't catch. He asked if I had received a letter from his house. I expressed ignorance. He then said it was their letter of Aug. 31, this year. Again I expressed ignorance and asked him to repeat the name of his house. He did—it didn't stick in my mind—and he told me it was a very reputable bond house. He expressed great surprise that the letter did not remain in my mind if I had seen it—explained in a vague sort of a way that it was a great thing and that he was going to send me a copy of it. I flagged him down for some details and discovered that it is a bond solicitation but is supposed to apply particularly to publishers.

I am now to be honored with a copy of that letter of Aug. 31.

And this excellent and "speedy" follow-up occurred this day of our Lord, Dec. 15, 1926, almost four months after the alleged receipt of this circular letter.

Now maybe one of your readers can tell me one too.

W. C. PLATT, President,
National Petroleum News,
Cleveland.

When does your advertising start to do its work?

In most publications, the work of your advertising does not start until the reader sees it.

As the reader comes to your advertisement in the average magazine, the mind is often "a thousand miles from home." And, before it can do effective work, your advertisement must drag the mind back home.

In *Better Homes and Gardens*, the work of your advertisement starts the minute the reader picks up the magazine.

From the time the magazine is opened, the reader of *Better Homes and Gardens* is thinking about home. When the page opens to your advertisement, the mind is ready for your message. That is why advertising in *Better Homes and Gardens* has such a tremendous influence on the sale of any product to the home market.

National advertisers who keep a check on the work done by their advertising know that these facts are proved by results.

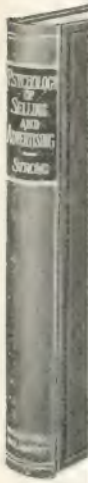
BETTER HOMES *and* GARDENS

E. T. MEREDITH, PUBLISHER

DES MOINES, IOWA

Can ned Experience

Buy
your
books
on
the
Budget
Plan



You
pay
for
your
books
in
small
monthly
pay-
ments
Prices
the
same
as
for
cash

That old saying about experience being the best teacher is absolutely sound in one sense. But most of us realize it without thinking that experience may be of various sorts—the experience of other men as well as our own, "can ned" experience. If you please, realize for why. Just open and serve yourself. Why not take advantage of the experience of other men as far as we can and save not only years of time but many expensive lessons?

Do you know how much of the world's best research in the advertising and selling field is contained in

McGraw-Hill Books?

That single fact or idea may be worth many times the price of the book to you

1 Strong—PSYCHOLOGY OF SELLING AND ADVERTISING
461 pages, 5 x 8, illustrated, \$4.00

How people buy and how they can be sold. A practical explanation of the part psychology plays in selling and advertising—facts you can apply to your own efforts and problems

2 Larned—ILLUSTRATION IN ADVERTISING
319 pages, 6 x 9, illustrated, \$4.00

How illustration can increase the effectiveness of advertising. Practically all treatments are covered in detail

3 Pratt—SELLING BY MAIL

428 pages, 5 x 8, illustrated, \$4.00
Covers every angle of modern mail sales work. Explains principles and shows how they work out in practice. Packed with ideas, suggestions, methods, danger signals—facts you can put to good use.

4 Hall—THEORY AND PRACTICE OF ADVERTISING

686 pages, 6x9, 250 illustrations, \$5.00
A carefully planned treatment of the development of advertising, its fundamental principles and the methods of representative advertisers. The best book on the subject.

5 Lippincott—OUTDOOR ADVERTISING
340 pages, 5 1/2 x 8, 103 illustrations, 32 pages in color \$5.00

The first complete and adequate treatment of outdoor advertising. Discusses the development of outdoor advertising from its beginning to its present advanced stage and shows the part it is playing in modern advertising campaigns.

Free Examination—Small Monthly Payments

Choose any of these McGraw-Hill Books that you would like to see—as many as you wish.
Read them for ten days free—keep those you want—send back those you don't want.

Pay for the books you keep as you use them. If you keep \$15 worth of books, send \$3 in ten days and \$3 monthly.

The smallest monthly payment is \$3. If you keep \$5 worth of books, send \$3 in ten days and \$3 a month later.

The monthly installments must be large enough for the entire amount to be paid in full within six months. Begin to Budget Your Book Buying NOW

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.
370 Seventh Avenue, N. Y.

Send me the books checked for 10 days' free examination:

- Strong—Psychology \$4.00
..... Larned—Illustration, \$4.00
..... Pratt—Selling by Mail \$4.00
..... Hall—Theory and Practice of Advertising, \$5.00
..... Lippincott—Outdoor Advertising, \$5.00

I agree to return such books as I do not wish to keep, instead, within 10 days of receipt and to remit at the same time my first installment and the balance in equal installments each month. Minimum monthly payments, I understand, are \$3 and account is to be paid within six months.

Name
Address
Position
Company P 1-12-27

"Cigaretteless"

Kansas

[CONTINUED FROM PAGE 22]

business. So keen is competition that an individual who is willing to purchase five cartons may receive them at a cost that ranges from ten and a half to thirteen cents, including shipping costs; the variation in price being in accordance with the distance from the State line. This is less than the "cut price" of the chain stores, every intermediate expense between jobber and consumer being eliminated, and all transactions being on a quantity basis. This low price, moreover, is the explanation of the rather large numbers of amateur bootleggers within the State.

BY far the most impressive observation flows from the last item of the Kansas law. It is forbidden to advertise cigarettes.

The State cannot, of course, prevent circulation of periodicals and newspapers published outside its boundaries, but its law throttles cigarette advertising within them.

Most noticeable of all is the absence of billboards with their familiar pictorial copy for cigarettes. The one really striking feature of "cigaretteless Kansas" is this lack of the roadside cigarette advertising—be that roadside the automobile highway or the railway vista. A stranger feels strange. He will miss the boards long before he will observe that cigarettes are not on display at the usual places. The lack is reemphasized with force when he crosses the border into a neighboring State, for with a suddenness that is almost a thrill a flock of boards burst into view. One senses "a whale of a difference" just from the landscape.

Local newspapers especially show the want of cigarette advertising. Said a leading newspaper manager:

"The cigarette law hurts rural Kansas. It cuts off the best national accounts. It keeps the papers poor—poor in pocket, and that makes them poor editorially."

This judgment was reiterated by several small-city publishers. One of them voiced the belief that:

"The easiest money in national advertising is denied us. It's galling. The cigarette makers, and the mail-order dealers, flood the Kansas City and the La Junta newspapers with their ads. It's money we ought by rights to have, and it carries outside papers into Kansas beyond usual trade areas. Their circulation here is forced, but it's here just the same. It's rough on Kansas. The outside papers cut into our rightful local circulation, and then they grab off the cigarette money that ought to be ours.

"We can't blame the cigarette people. They adopt the only media to get local coverage. All we can do is curse our laws. We can't change them because neither party dares stand for abolishing them. It's another case of Volstead, only worse."

"-- a Wonderful Selling help."

Westinghouse Electric



The sales executives of the Westinghouse Electric and Manufacturing Company readily saw the advantages of the double visual Pyramid Sales Portfolio. Now every salesman of their Farm Lighting Division is making sales with its aid. Read what Mr. D. A. Wolff writes about it:

I can truthfully say that the Album of Facts has received an enthusiastic reception from our dealers in all parts of the country. In fact, I learned first hand in my talks with dealers in the middle west last week that now, after having used the album for six months, they value it just as highly if not more highly than when we first presented it last October. It has been a wonderful selling help and we look for it to be a still greater help during the next year and a half."

Ask the Man Who Uses One.

Complete information about the Double Visual will be gladly furnished upon request

Pyramid Sales
Portfolio

U. S. Patent No. 1517697



Timken Detroit Axle Company knows the value of Fabricoid for special sales presentation.

Michigan
Book Binding Company
Schmidt Power Bldg., Detroit, Michigan



More Sales-Power Per Dollar

AFTER all, it's the selling power of a cover that tells whether it has been a good investment, and we could name hundreds of careful advertisers who would tell you that Molloy Made Covers lead the world in sales-power per dollar of cost.

For example, this **BOOK OF FACES**, published by the M & L Typesetting Company of Chicago, represents an investment of more than \$20,000 for an edition of 5,000. Only 500 were bound in Molloy Made Covers. The balance, as a measure of economy, were bound in paper covers. But, as it worked out, there was no economy about the paper covers at all.

Not only were they wanting in sales-power when new, but what little they possessed failed to survive the constant handling which the books received. And so many of these paper-bound books have had to be replaced that the M & L people may Molloy Made Covers on the whole edition would have been more economical as well as more impressive.

More sales-power per dollar will be given your next book if you dress it in the beauty, the dignity, and the strength of a Molloy Made Cover. Tell us about it, and we will gladly submit a suggested design without obligation on your part.

Commercial Covers for Every Purpose

MOLLOY MADE

THE DAVID J. MOLLOY COMPANY

2863 N. Western Ave.
Chicago, Illinois



Sales Offices
in Principal Cities



A New Detroit Hotel With A Definite Purpose!

Equipped in the finest and most modern manner—designed by a firm of world-famous hotel architects—directed by a man thoroughly versed in every phase of hotel management, the function of the new Savoy in Detroit will be to supply first-class hotel accommodation at moderate rates.

The Savoy has 750 rooms with baths, and is situated just six short blocks north of Grand Circus Park, on Woodward Avenue at Adelaide Street.

It was designed by Louis and Paul L. Kamper (architects of the Detroit Book-Cadillac Hotel) and has as its managing director, A. B. Riley, formerly manager of the Bancroft Hotel, Saginaw, Mich. The Savoy's rates are \$2.50, \$3.00 and \$3.50, with suites and sample rooms ranging in price from \$5.00 to \$12.00.

The cuisine of the Savoy is unsurpassed. Outstanding features of the Hotel are the Bohemian Room, the Coffee Shop and the Food Shop—the walled-in Garden Court—the International Suites (each decorated in the national style of some foreign country)—the 20-chair barber-shop and the 18-booth beauty parlor—the Emergency Hospital, with a nurse in constant attendance—the Valer and Checking service—the Florist's Shop—the Humidor—and the Gift Shop. The Savoy opens for business on September 15.

A. B. RILEY, *Managing Director*



In Sharper Focus

George Ethridge

BORN in Rome, N. Y., his primary education was had in that city, from whence, following his graduation from the Rome Academy, he went to



Massachusetts for a four-year course at Phillips Andover. Then military school—and as a lad of sixteen, alone, on a tour of the world which extended over a period of two adventurous, profitable years.

When the California land boom became a matter of great moment, young Ethridge harkened again to the call of the wanderlust and the sage advice of Horace Greeley, and betook himself to the great open spaces. Here he went through the usual experience of the times, leasing a gold mine on the Feather River, prospecting in the hills and so on, but the anticipated riches failed to make their appearance.

He soon found that mere physical activity could not quite satisfy the craving that he was commencing to feel. As a result, circumstances permitting, he followed his new urge to that goal of all-inspiring artistic talent and moved half way across the world to Paris.

At that time the Academy Julien was the most famous of the many art schools of that artistically famous city; the artistic center of the time, and the school which has probably produced more famous artists over its span of years than any other single institution. Here George Ethridge enrolled himself, and for four years it made itself the center of his universe.

Then came London and the Westminster Academy for four years more

and the finishing touches. The leading art circles of that time—the 1890's—welcomed him among their now famous members. First there was the Hogarth Club and later the famous Chelsea Art Club, of which James McNeill Whistler was president. In fact, at that time Whistler, J. J. Shannon, Joseph Pennell and Ethridge were the only Americans in that celebrated group.

Those were the days when the greatest field for commercial artistic endeavor lay in magazine, newspaper and book illustrations, and into this field George Ethridge threw himself upon his return to the United States. For two years he was connected with the *New York World*, but he very soon began to appreciate the future for art in the then infantile advertising business. He found an opening with Charles Austin Bates in the agency which bore his name.

Ethridge's own company, with its developed and specialized service, followed in due course of time and has, over a period of years, won itself a fine name and reputation, growing as its field has grown, but never losing its distinctive character.

The advertising fraternity has honored George Ethridge many times. He is a member of the Sphinx Club and has twice served as president of that organization, as well as being vice-president and a director of the New York Advertising Club.

A. H. Ogle

WHEN I came on the job recently as secretary-treasurer of the A. N. A., one of the warnings I received from older members whom I





THE PLAIN DEALER HAS THE BUYERS

EVERY week,
every month,
every year The Cleveland
Plain Dealer publishes
MORE paid advertising
than any other Cleveland
newspaper.

For the year 1926:

Plain Dealer . . 18,418,713 lines
Press 15,104,534 lines
News 13,059,507 lines

National lineage, 1926

Plain Dealer . . 4,815,247 lines
Press 2,612,564 lines
News 2,501,182 lines

***The* Cleveland Plain Dealer**
in Cleveland and Northern Ohio—ONE Medium ALONE—One Cost Will sell it

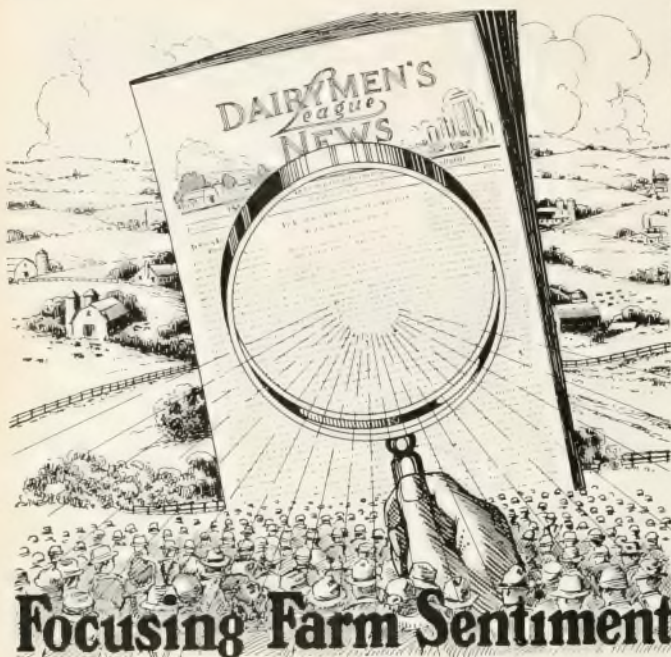
J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
360 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

R. J. BIDWELL CO.
742 Market St., San Francisco, Cal.
Times Building, Los Angeles, Cal.

R. J. BIDWELL CO.
White Henry Stuart Bldg.
Seattle, Wash.





THE editorial office of the Dairymen's League News merely focuses the farm sentiment which originates among its readers. The relation between the readers and the paper is unusually intimate.

Owning this paper themselves, the readers take an active interest in shaping its editorial policy. They write frequently and profusely, keeping the editorial staff informed as to their views and desires.

These letters are supplemented by the reports of Dairymen's League field men and local officials. Then there is the direct contact between the editorial staff and the League directors who are active farmers.

The result is a degree of reader interest not found in farm papers published solely for profit. This interest naturally extends to the advertising columns. Advertisers find our readers unusually responsive; and their interest is backed by adequate buying power.

The Dairymen's League is the outstanding dairy paper of the East, having in its territory a circulation equal to more than three times the circulation of the two largest national dairy papers in the same territory.

To cover Eastern dairy farms, you must use the Dairymen's League News.

A request will bring Sample Copy and Rate Card

Dairy farms of this area supply New York City with fluid milk.

"The Dairy Paper of the New York City Milk Shed"

DAIRYMEN'S
League
NEWS

New York
120 West 42nd Street
W. A. Schreyer, Bus. Mgr.
Phone Wisconsin 6081

Chicago
10 S. La Salle Street
John D. Ross
Phone State 3652

asked for advice was: "Don't talk too much about what you're going to do before you do it; and even then, don't, because it may not be done" or words to that effect.

Therefore, since my advertising career, if any, lies ahead, there is really nothing to talk about.

IHAVE been told that to date my chief claim to fame is that I am probably the only college editor who was ever thrown in jail, or at least got inside the door, for contempt of court. The incident dates back to my undergraduate days at the University of Illinois, and the editorship of that crusading journal, *The Daily Illini*, longer ago than I care to think about.

The episode was responsible for my being weaned away from a journalistic career to the more sordid fields of promotion and advertising, much to the disgust of my former professor of journalism. It was a year or two later, however, that a friend in Chicago decided he wanted an outspoken fellow on his publicity staff, and invited me to desert my chosen field of news gathering in St. Louis to be his assistant in Chicago, with a title and a salary of \$20 per week.

That was in 1915, and a Chicagoan I have remained until very recently, except for two and one-half years as a citizen of the world during the not-so-late war. To those who would prematurely start to applaud that war record, I might say that it included three months at Fort Sheridan, a year at Camp Grant, three weeks at Camp Upton (and New York City), some weeks *en route* on the high seas, seventeen glorious days in Paris, many months at a personnel adjutant's desk, and a sight-seeing trip to the Front after the armistice. Like everyone else I truly wanted to get up where the bullets were singing, but perhaps a kind fate prevented it.

Since the organization which I now have the honor to serve believes in dealing with facts, not with opinions, the editor insists on a few. Chronology: Graduated from Illinois in 1913, before its football teams were as good as they are now; newspaper reporter and near-editor on three St. Louis newspapers in less than that many years; before and after the war with the Portland Cement Association, helping persuade the public to ride on concrete roads; several years in the agency business with Erwin, Wasey & Company as researcher, contactor, and pinch hitter; a year of selling space to advertising managers who didn't want to buy it; two years as advertising manager of Wahl-Eversharp, helping coax the public to buy pens and pencils until it hurt; thence to New York in the closing days of last year to be secretary-treasurer of the A. N. A. And to anticipate the question which I have been asked so many times—"How do you like New York?"—I shall probably shock some of my Chicago friends by saying that I really do, and think the liking will be permanent.

An Institution

ANNUAL REVIEW NUMBER

¶ A record of the Industry's work for the year and a measure of its confidence in tomorrow.



THE IRON AGE ~ *The National Publication
of the Metal Trades*

690 Pages of Advertising

Credibility

I have a habit of long standing (or, perhaps, I should say, long lying, in this case) of reading myself to sleep at night.

Very frequently I read the ads in the magazines instead of the so-called reader pages. And when I do, I not infrequently get "sore" at some ad, because of its asininity. Extravagant claims, illogical arguments, obvious falsehoods and other errors of execution get my royal goat. Not because I rate myself a saint; no, my objection is not wholly on ethical grounds. My objection is to the waste of the advertiser's good money and my time.

The purpose of an ad is to persuade and convince. It must be credible. It must, at least, seem to be telling the truth. When an ad fails in this particular, it fails all over.

Yet advertisers and advertisement writers keep right on making the same old blunders, no matter how often they may have been shown the mistake of it all.

If thou wouldst make thy ads successful by all means make them easy to believe.

A. R. Mayjer

for

INDUSTRIAL POWER

608 So. Dearborn St., Chicago, Ill.

We try very hard to make our claims believable. But, the heck of it is, some of the actual facts about INDUSTRIAL POWER are so unusual that they are hard to believe.



His Specialty Is Mining Stocks

If the truth were known, it would, I am sure, be as clear as daylight that most men are gamblers at heart. One gambles in real estate, another in commodities, another in the stock market. A relative of mine specializes in mining stocks. Every time I meet him he has a new one. Sometimes it is a silver mine, sometimes a gold mine and sometimes a copper mine; but, never, as far as my knowledge goes, has he put money into what might be called a legitimate investment. He likes the excitement of hazarding two or three thousand dollars in a "prospect" in some far-away part of the country: California, Nevada, Colorado, Canada. More than once, he has been on the verge of making what he calls a "killing," but always, for one reason or another, he has failed to "pull it off." Yet, if you point out to him, as I have done, once or twice, that if he had put his money into a savings bank and let it stay there at three per cent, he would be better off, he smiles and says, "Oh, well."

Character Does Count

Two—maybe three—years ago, a wild-eyed prospector located a strip of mineral land which "looked good," not only to him, but also to the hard-headed moneyed men whom he tried to interest in it. It looked so good that one of the aforesaid h. h. moneyed men put \$600,000 in it—just to see if it really was as good as it seemed to be. When he had satisfied himself that it was, he asked some friends to join him in developing the property. In due time, the enterprise was incorporated and capitalized. Stock in it is being traded in on two exchanges. Present price is about \$20 a share and as there are about a million and a half shares, that means that the investing and speculating public has placed a valuation of about \$30,000,000 on the property! Think of it! Thirty million dollars for a "prospect!" For that is all it is, at the moment. True, three or four hundred men are at work opening up the mine; and a railroad is being built to it. But actual production has not yet begun; nor will it for months to come.

Trading on Trade-Names

I am the official grapefruit buyer for my household. That is the one thing Mrs. Jamoc insists that I do: buy grapefruit. And I have many a merry adventure with the bandits who pose as fruit dealers.

Yesterday, I stopped at a fruit stand in my neighborhood where, under a sign which read "Blue Goose, Special, 2 for 25c." were displayed a lot of good-looking grapefruit. "Give me four," said I, "and be sure they're all Blue Gooses." "Sure, mister," the fruit man answered. And, holding one under my nose, he said, "Blue Goose! See?" I saw. Nevertheless, before I left the store I examined the contents of the bag. One—and only one—of the four grapefruit in it was a Blue Goose. I handed the others back and said, "These are not Blue Gooses." "Same thing," said he. But he changed them, just the same.

Rarely do I enter a fruit store without having some such experience. The fine art of substitution isn't dead yet, by a long shot.

"Moderate" Hotel Rates

One of the things which led to a lot of criticism of Florida, last winter, was that the hotels of that State, almost without exception, profiteered abominably. Friends of mine who were in Florida in January and February, told me they had to pay eight, ten and in some cases, twelve dollars a day for a room—not in Miami or Palm Beach, you understand, but in jerk-water towns which did not even pretend to be winter resorts.

It may be that Florida has learned its lesson, as California did, a few years ago. But the information at my disposal does not point that way. For the Florida East Coast Hotel Company announces that, for the 1926-1927 season, rates will be as follows:

Alcazar, St. Augustine—	
Single room with bath.....	\$10 to \$14 a day
Double room with bath.....	\$18 to \$26 a day
Ormond, Ormond-on-the-Halfax—	
Single room with bath.....	\$12 to \$16
Double room with bath.....	\$22 to \$28
The Breakers, Palm Beach—	
Single room with bath.....	\$20 to \$24
Double room with bath.....	\$30 to \$50
Royal Ponciana, Palm Beach—	
Single room with bath.....	\$16 to \$22
Double room with bath.....	\$28 to \$36

Rates at other hotels are lower; but they can hardly be called "moderate." JAMOC.

Something is happening in Chicago

There is, in Chicago, a newspaper achieving circulation and advertising progress almost without parallel in the history of journalism—THE CHICAGO EVENING AMERICAN!

Established twenty-six years ago this newspaper now has by far the largest circulation of any Chicago evening paper and the third largest evening paper cir-

ulation in the United States. Selling at a 50% higher price it leads the second evening paper by more than 125,000 copies daily and goes into more HOMES in Chicago than any other daily paper.

A fair and impartial investigation will prove conclusively that the Evening American is the FIRST BUY in Chicago's daily paper field.

CHICAGO EVENING AMERICAN

A Good Newspaper

**[Attention
Interest
Action]**

DUBL-DUTEE TwinVELOPES

insure all three for your direct mail. Your sales letter and catalog, booklet or sample travel together and reach your prospect in the same mail, under one cover. Your prospect can get his order to you before the other fellow's "under separate cover" mailing arrives.

**[Simplest
Lowest Priced
Most Effective]**

double purpose envelope on the market. Sold by progressive printers everywhere. Ask your printer or write us for samples and special trial offer.



COMMERCIAL
ENVELOPE CORP.
3024-26-28-30 Lemp Ave.
SAINT LOUIS, MO.

ALLENTOWN PA.

Where Wages Are High
and
Everybody's Prosperous

90% of its 100,000
People
Read The
Allentown Morning
Call

Story, Brooks & Finley
National Representatives

"Ask Us About
Advertisers Cooperation"

Subtlety is effective
in its proper place,
but *only* in its place.
If you wish to fill a
vacancy or increase
your staff—don't be
enigmatic, let the
Market Place shout
your wants.

Look at
Page
88

Launching a New Company

[CONTINUED FROM PAGE 46]

vice were assured of expert advice.

Expert advice, however, though given by men of authority, is useless unless the proper products can be utilized in making recommendations. Consequently the second point which was driven home in the campaign, was the fact that the new company rendered *unique* service. The service was unique in view of the fact that it exclusively was able to offer both centerless, and plain and universal grinders. In other words both types of machines were available for experiment and for application of the prospect's work to the grinding machine, and if the job was not the one to go on the cylindrical grinder, the centerless method could be used, or vice versa. This fact was of importance to a buyer, and this service, therefore, a very valuable talking point.

The third point was the fact that no expense was spared to provide a new plant with the most modern equipment. In many cases special machines were used. Specializing in the manufacture of grinding machines alone once more assured the prospective buyers of careful attention to their problems. The plant was not only equipped with modern machines which were accurate and highly productive for the manufacture of the precision and production grinding machines, but workmen of long experience in the industry were engaged to carry on the manufacture of the product. These three main points were driven home with a series of advertisements carried in the leading trade journals.

Again using direct mail as a tie-up with trade journal publicity these advertisements were reprinted in an eight-page circular and sent to the entire mailing list, marked for the attention of the individual in care of the company.

IN addition to the publicity already mentioned, thirty trade journals, most of them directly interested in the field reached and others indirectly effecting the field, carried editorial announcement and comments on the new company and the service which it was prepared to render to industry.

Consequently, the prospective buyer was confronted thus far in the campaign by the announcement of the new company both in trade journals and by direct mail, and by editorial comments in the regular reading pages of his favorite publication.

After the fundamental points enumerated had been put before the prospective users, an intensive direct mail campaign was used in which the service the new company was rendering to industry was carefully set forth. The products of the company were able to effect savings heretofore unthought of in the machine tool field. Some of the



*Probably we can
help you in your*

DISPLAYS
Send for catalogue
OLD KING COLE
Incorporated
Canton, Ohio.

Don't miss an issue of
Advertising & Selling
Send in your old and
new address one week
before the change is to
take effect.

MOVING



Where Is the Buying Activity in the Textile Industry Today? —how to reach it



ARE the buying units of the textile industry in process of radical geographical realignment? Let's review the facts. The relative proportion of each major branch of the textile industry, based on an average of the three main factors—capital invested, value of products, value added by manufacture, is as follows:—

Cotton manufacture	42%	of total textile industry
Wool and Worsted manufacture	26%	" " " "
Knit Goods and Hosiery manufacture	14%	" " " "
Silk manufacture	13%	" " " "
Dyeing and Finishing (Separate establishments)	5%	" " " "

Here is the situation in a nutshell—

COTTON—The cotton branch of the industry is now about evenly divided as to spindles between the North and the South. The Southern mills make principally the heavier and coarser goods; mills of the North average finer quality goods. But in the South the mills run at greater capacity, use more cotton, and run longer working hours.

WOOLENS AND WORSTEDS—98% North—2% South.

SILK—98% North—2% South.

KNIT GOODS—88% North—12% South.

Textile World is the journal of the **WHOLE** industry. It has the largest circulation at the highest subscription price and reaches the key men who control 90% of the purchasing power.

An advertiser in Textile World reaches the buying power not only of the cotton mills in the South, but the cotton mills of the North and the woolen, worsted, silk, knitting, dye, bleach and finishing establishments of the whole country—*complete coverage!*

Member
Audit Bureau of
Circulations

Textile World

*Largest net paid circulation and at the
highest subscription price in the textile field*

Member
Associated Business
Papers, Inc.

334 FOURTH AVE.,



NEW YORK

1927

will see keener sales competition
in many lines. Building materials, for
instance, and automobiles and
radio, perhaps yours.

Sales

records cannot be broken without
more selling pressure. Modern direct mail
methods will be more widely used.

Start

now to meet—and defeat—competition.
A test campaign of Caxton a·d·a costs about
the same as one national advertising page.

Now

is the time to investigate

a·d·a



THE CAXTON COMPANY

CLEVELAND

machines have replaced older machines, replaced operators, cut down wheel cost, increased production and consequently increased profits at a decidedly high rate. It is not unusual to find these machines increasing production from 60 to 600 per cent and more. Millions of dollars actually have been saved in the automobile industry alone in economies effected through the application of the machine now manufactured by this company. For some of the products the centerless grinder has revolutionized grinding methods in certain fields, consequently this machine was the first to receive attention in the new publicity campaign. A post card, sent to the entire mailing list, was used as a "teaser," an announcement of what might be expected to follow. It contained merely the phrase: "Why industry has swung to centerless grinding." In a few days it was followed by the regular direct mail publication known as "Sparks from Cincinnati Grinders." This is issued periodically to keep prospective and former users in touch with methods and new applications, and it shows definite examples of installations where some interesting and new type of operation has been successfully ground. Consequently the latest news on grinding is constantly kept before the prospective users in an interesting and terse fashion.

Color is used in connection with the sheets to add to their attractiveness, and as many detailed technical facts as are deemed advisable are contained in the publication.

While "Sparks" is sent periodically to the users and to the salesmen in the field, special sheets known as data sheets are issued at more frequent intervals and contain a larger variety of jobs.

These are sent at once to the agent's salesmen in the field so that he may immediately get in touch with other buyers of similar products. These data sheets also form the basis of trade journal advertisements and the best of the operations shown in these sheets are selected for use in the direct mail advertising campaign.

Especially satisfactory results have been obtained through the use of blotters of a high grade, which are enclosed with the various issues of "Sparks."

These are sent by first class mail, and there is sufficient room left in the envelope to make it possible to mail the blotter "free."

AS a result of the publicity campaign, and also of the increased activities on the part of the sales force in the field, orders and requests for the service of the company have increased 30 per cent when the general market for machine tools has shown a tendency to decrease.

The new company had a definite method of grinding and a new service to render industry, and this was sold to prospective buyers with unexpected and unusual success.

Are You Paying for "Readers" Who Do Not Read?

MARKS: Do you take many magazines at your house?

PARKS: Three, at a club rate. We get one that I don't want, one my wife doesn't want and one neither of us wants, all for \$7.50.

—Boston Transcript

Every publication that endures owes its existence to the fact that it appeals strongly to some class or type of individual. These individuals buy it, and read it—and because they DO read it, they buy the goods they see advertised in it.

The number of these interested readers is the measure of the value of a publication as an advertising medium.

But, when a publication goes outside its logical field, and by high-pressure selling methods secures a great mass of subscribers who are not interested in it and don't read it, that publication is worth little as an advertising medium.

The best advertising medium is the one which goes ONLY to people who buy it, because they feel that they can't get along without it.

Such a medium is The Country Newspaper. It goes into every home because it is wanted in every home. It is read by every member of the family, because it is of vital interest to every member.

This ideal medium offers you a circulation of 9½ million interested families. You can buy this circulation in whole or in part, as your needs may dictate.

The country newspapers represented by the American Press Association present the only intensive coverage of the largest single population group in the United States—the only 100% coverage of 60% of the entire National Market.



Country newspapers can be selected individually or in any combination; in any market, group of states, counties, or towns. This plan of buying fits in with the program of Governmental Simplification, designed to eliminate waste.

AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street

New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT



When are you hungriest?

We'll venture to say it's before dinner, at night. And doesn't that coincide with the time you usually see your evening newspaper? Food advertising has a special pull at that hour. You can often smell the coffee which you see pictured in a steaming cup, or get the full flavor of good red tomatoes from a black-and-white bottle of catsup.

The Review is glad of these things because it is an evening newspaper and last month carried over 3 times as much national food advertising as any other Decatur paper.

To add still more value to this advertising space, the Review is planning the best cooking school ever conducted in Decatur. It will be held the third week in January, with Mrs. Bertha M. Harris in charge.

DECATUR (ILLINOIS) REVIEW

To Reach

Lumber Manufacturers,
Woodworking Plants
and Building Material
Dealers use the

American Lumberman

A. B. C. Est. 1873 CHICAGO, ILL.

Topeka Daily Capital

The only Kansas daily with circulation through the state. Thoroughly covers Topeka, a midwest primary market. Gives real cooperation. An Arthur Capper publication.

Topeka, Kansas

The Standard Advertising Register

is the best in its field. Ask your user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.
Incorporated

15 Moore St., New York City
R. W. Ferrol, Manager



The Only Denne in Canadian Advertising

We render a complete and intelligent Advertising and Marketing Service for manufacturers who desire maximum results from their efforts in Canada. Correspondence invited.

A. J. DENNE & Company Ltd.
Reford Bldg. TORONTO.

What Price Brains in Copy?

[CONTINUED FROM PAGE 20]

his goods, and he does not realize at all that readers care nothing whatsoever about the size of his factories, the age of his grandfather, or that the genuine is made only by the obvious owner of the trademark.

THE copy writer is not only the most stingily paid unit in the advertising factory, but he is allowed the least use of what brains he has. The drawing and layout are made first, and then the copy writer is told how few words, if any, he dare use. There is scant thought given to the requirements of the advertiser's message. The artist and typographer are given *carte blanche*, and they use it. What do they care about the message? They must express themselves; they must not be annoyed by space limitations or their art will be destroyed. So the hundred dollar a week copy writer, with the inferiority complex, permits the limitation of sixty-five words, and then tries to express the excellencies of the product and the reasons why the readers should desire to possess it in those sixty-five words, in three by five inches of space, smothered under a crushing modernist smear that only the elect realize is art and which the reader is supposed to absorb as giving prestige to the manufacturer who pays for the spree.

And still, advertising pays!

But one should not be too optimistic about this miracle of the times. The pockets and bank accounts of Americans are now bulging painfully with easy money, which has to be spent. Manufacturers can afford to pay any amount for their publicity, because they are so overwhelmingly prosperous. People are buying with such a prodigal hand that advertisers do not need to make their dollars do full work. But times and conditions may change. The time may come when something more than a beautiful drawing around the word "Hoopla!" may be necessary to get the goods sold.

Then the manufacturer may grow "Scotch" and ask, "Why can't my advertising say something that will make people understand that they need and will enjoy my goods?"

When the day comes in which manufacturers require their advertising to say something, the copy writers who can write the words that will create desire for possession of the goods advertised will command more money.

And those advertisers today, who wish at times that they might spend less money, or get better results from the money they do spend, may easily obtain their wishes if they will spend some "real" money for the brains that can put compelling words into the copy before they invest in hundreds of thousands of dollars' worth of space to print a four dollar message smothered under a pencil pusher's dream.

LINOTYPE NARCISS

Narciss, one of the new Linotype faces, is especially suited to advertising display. Its well-placed lights give the face brilliance and sparkle which arrests the eye. Narciss can be effectively combined with any of the accepted body faces such as Caslon Old Face, Bodoni, Benedictine, Cloister, Garamond or Scotch Roman. It will brighten up any page in which it is used and give it character and smartness. Narciss has achieved great popularity in Europe and is brought to America by the International Typographic Council through which the Linotype Company is able to secure rights to the choicest products of the great European typefounders. Through this worldwide organization there is being given to printers and users of print the best of the newly created and the most authentic reproductions of classical types, all available for rapid and economical composition on the Linotype.

This advertisement is composed entirely on the Linotype and shows Narciss in all sizes from 36 point to 10 point. The "stepped-up" heading is obtained by casting each letter overhanging on a separate slug after previously spacing on single line.

LINOTYPE

**MERGENTHALER LINOTYPE
COMPANY, Brooklyn, N. Y.**

SAN FRANCISCO CHICAGO NEW ORLEANS
CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in World's Principal Cities

A Field for Enterprise

Consider the buying power of a wide rural territory, thickly populated with progressive farmers who have a steady supply of money the year 'round, and who produce, themselves, 79% of what they use. The incomes of these farmers are more than enough for all their personal and agricultural needs, and these needs seldom go unsatisfied. In the last five years new farms have been established at the rate of 5,000 a year.

Next, consider the efficiency of an advertising medium that covers this same territory to the extent of 180,000 subscribers. In the states of Maryland, North Carolina, and the two Virginias, this paper—the oldest agricultural journal in America—goes twice a month to one farm in every three, and its influence extends far beyond its circulation tally.

The Southern Planter offers a consistent advertiser domination of a steadily buying market. Here is a field promising rich reward to your enterprise.

The Southern Planter Richmond, Va.

JAMES M. RIDDLE CO.
Chicago New York Atlanta
Kansas City San Francisco

The Origin of the Species

[CONTINUED FROM PAGE 27]

W. C. Garwick, advertising manager of Certain-teed Products Corporation, has just completed his eighteenth consecutive year with that company.

B. H. Rowley, of Joseph Dixon Crucible Company, states that practically all his experience has been in advertising. He is a former agency man, having been associated with N. W. Ayer & Son for several years.

Raymond S. Reed, advertising manager of the Heywood-Wakefield Company, states that practically all of his experience has been in the advertising field, including six years with an agency.

Deana A. Thompson of the Minute Topic Company has been with that company during most of his career. Mr. Thompson, incidentally, is the only advertising manager reporting who holds the degree of Master of Commercial Science.

N. L. Mead, of The B. V. D. Company, has had twelve years training in advertising agencies and eleven years in his present position.

F. H. McKinney, advertising manager of the Packard Motor Car Co., after studying law at the Universities of Michigan and Wisconsin, went to the Packard Company nearly fifteen years ago. Besides his extensive knowledge of the product, gained in many different phases of the business, Mr. McKinney thinks that the study of law has helped him a great deal, as it taught him to analyze and study both sides of every problem. He says however that if he had known in his school days that he was to become an advertising man, he would have taken more work directly connected with writing and speaking.

H. C. Rahm, advertising manager of The Yale & Towne Manufacturing Company, is another typical example of the "Professional" group. He states that: "Having worked up through the various stages, I feel that I had a sound foundation on which to build."

ONE of the largest groups is the "Practical" school, which includes men whose experience has been largely in selling, and who believe that actual sales experience is the most valuable thing an advertising manager can bring to his task.

For instance, E. M. Keeler, advertising manager of The Mallory Hat Company, was a travelling salesman for fifteen years. He says: "I consider my close association with the dealer and his problems over a long period of special value in my present work; as I am better qualified to know his position and requirements, and to work with him with good results."

W. K. Glen, advertising manager of the Crane Company, has been with that organization since 1904.

W. E. Fellows, director of advertising of the Oakland Motor Car Company, thinks that the ability to sell goods, which he did for five years, is a natural training for advertising.

F. R. Kingman was engaged in sales

work before becoming advertising manager of "Onyx" Hosiery, Inc.

George Monroe, Jr., director of advertising for Creol-Dipt, also lays stress on his former sales experience.

K. L. Zimmerman, of Henry Disston & Sons, spent some years as a salesman calling on the retail trade.

Paul Huston, advertising manager of Ipswich Mills, considers the practical experience he has had in selling the most valuable training he has had for his present work.

A. M. Taylor, former advertising manager of the Franklin Automobile Company, finds his previous sales experience of every-day use.

THE third school of thought, the "Literary" group, lays emphasis on literary or journalistic ability, and a strongly developed sense of news values. If the group of approximately one hundred reporting is an indication of the profession as a whole, it would appear that a larger proportion of advertising managers are recruited from "The Fourth Estate" than from any other source.

Wm. H. Baldwin, advertising manager of the Pierce-Arrow Motor Car Company, champions the contention that no training fits a man for the creation of advertising better than newspaper training.

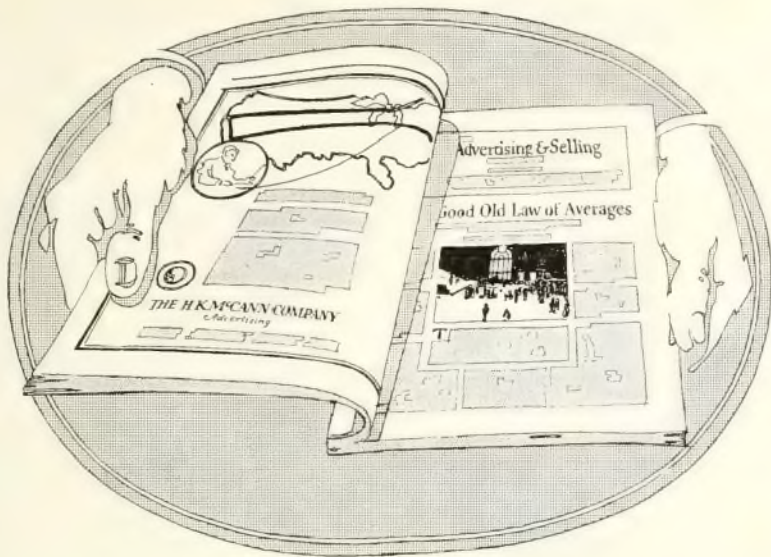
Everett R. Smith, of the Fuller Brush Company, is another ex-reporter and finds his newspaper experience of tremendous value. Mr. Smith has been engaged in the publishing, agency, selling and advertising phases of distribution.

Eben Griffiths, advertising manager of the Vacuum Oil Company, worked his way from cub reporter to city editor of the Brooklyn *Daily Eagle* before he went into advertising. He found his newspaper work of great value as a training ground because of its versatility and demand for analytical consideration.

Walter P. Hanson, advertising manager of the Republic Motor Truck Sales Corporation, is an ex-reporter on the Chicago *Examiner*. Mr. Hanson finds knowledge of English and the reporter's training to seek out the features of attention-value, are useful in his advertising work.

Walter Kiehn, of the Gulbrandsen Company, was a newspaper man for fourteen years. He has always felt, he reports, that the newspaper business is the best background that a man can have who wishes to engage in advertising. He believes that the things one learns in newspaper work that are valuable in advertising are terseness, the faculty of getting things done on scheduled time, a free writing style, and an appreciation of the value of publicity.

H. C. Bursley, advertising manager of the Murphy Varnish Company, looks back on his years as night desk man on the *Washington Post* as having trained him to look for the big point in



Advertising & Selling Offers to Advertisers

A STATE OF MIND!

WHAT is it that distinguishes the advertising pages of *Advertising & Selling* from those of any other publication?

It is what the reader brings to those pages!

For this is what this publication offers to the advertiser who understands that white space plus circulation is not the whole story:

Not mere numbers:

Advertising & Selling has grown more rapidly in point of circulation than any other paper in its field; yet there are circulations larger in point of numbers.

Not merely potential purchasing power:

While *Advertising & Selling's* list of executive-subscribers is the very cream of the advertising world, with purchasing

power in the millions, yet that very power would be of uncertain value to the advertiser were it not coupled with that which is exclusively "*Advertising & Selling's*":

The Inquiring Mind:

Whatever his attitude toward other publications, the reader of *Advertising & Selling* brings to it an inquiring mind, a mind alert to new ideas or to new aspects of old ideas. He has learned to expect frank discussion, fearless inquiry, a sincere dissection of sham. In such a state of mind, quite naturally the message of the advertiser is brought under the focus of that same active, inquiring mind.

Publishers, advertising agents and others are invited to use the advertising pages of *Advertising & Selling* to tell the *truth* about themselves.

THE 1927 EDITION OF THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY IS READY FOR DELIVERY

The 1927 issue of the AMERICAN NEWSPAPER ANNUAL AND DIRECTORY is now ready in two editions. The one, the regular form and size with which the advertising and publishing fraternity is so familiar, at the usual price, \$15. The other, a special limited edition on thin paper stock for the benefit of those who wish a smaller and lighter volume to conserve shelf and desk space.

This special edition will have a brown binding, imitation leather, and will be priced \$20. The contents are identical, comprising all of the information and features of this old-established reference book with complete gazetteer information revised to date and latest population figures, with 378 lists of different classes of publications and over 100 colored maps.



REGULAR
Edition
Size
 $6\frac{3}{4} \times 9\frac{3}{4} \times 3\frac{1}{8}$
Weight
7 pounds
PRICE
\$15.00

SPECIAL
Thin Paper Edition
Size
 $6\frac{3}{4} \times 9\frac{3}{4} \times 1\frac{7}{8}$
Weight
 $3\frac{3}{4}$ pounds
PRICE
\$20.00

Carriage paid in United States and Canada

An early order gives full service of the book and carries with it a copy of the Mid-Year Supplement free of charge. Further particulars on request of the publishers.

N. W. AYER & SON
PHILADELPHIA

the story. Incidentally, Mr. Bursley is one of the two poets listed. H. E. Ising, of the American Surety Company, is the other.

ONE of the best-known advertising managers of the "literary type" is Verne Burnett, secretary of the advertising committee of General Motors. Mr. Burnett expresses the opinion that the variety of experience gained in newspaper and magazine work has been the factor in his former training which has been most valuable to him in advertising matters. Mr. Burnett has served on the editorial staffs of the *Detroit News*, the *Detroit Free Press* and *The American Boy*, and was editor of various farm papers. During the war he was a member of the editorial staff of *The Stars and Stripes*, the A.E.F. periodical published in Paris.

Perhaps the most interesting journalistic background reported is that of William A. Willis, manager of the Copper & Brass Research Association. Mr. Willis started as a reporter on the old *New York Sun* under Charles A. Dana, where he remained for eleven years. Two years on the editorial staff of the *Evening World* were followed by his appointment as executive secretary of the City of New York under Mayor George B. McClellan. His final newspaper work was on the old *New York Herald* under James Gordon Bennett, where he was successively reporter, Sunday editor, news editor, city editor and acting managing editor. Mr. Willis was perhaps best known in journalism as a political writer. He covered for the *Herald* all of the revolutions in Mexico from Madero's outbreak in 1910 until the end of the revolutionary era in 1916.

Frederick A. Van Fleet, advertising manager of the Peerless Motor Car Corporation, has been in the daily newspaper business the greater part of his career and believes it to be true that a man gets a great deal of training in the editorial end along lines very similar to the advertising business. He believes that the most valuable factor is the appreciation, from actual experience, of just what the editorial attitude is likely to be concerning his present business.

Among the other well-known advertising men who are graduates of "The Fourth Estate" are O. E. Sovereign, general manager of The Aladdin Company, and W. F. Hartzell, advertising manager of The Barber Asphalt Company.

The final type of advertising manager, the "Scientific" group, is the scientifically trained man who carries into the profession his former thought-processes.

One of the most interesting of the "scientific" viewpoints reported is from a former electrical engineer, Walter I. Willis, vice-president of the Three-In-One Oil Company. Mr. Willis believes that an engineering or scientific training tends to make anyone think more exactly; avoiding guesswork.

Another electrical engineer is John E. Grimm, Jr., manager of the advertising division of the Chevrolet Motor Company.

W. K. Towers, advertising manager of Paige-Detroit Motor Car Company, started his education as a chemical en-

ELECTRICAL ANIMATED AND STILL **DISPLAYS** for WINDOW, COUNTER, and EXHIBITS

Effective-Dignified Planned Inexpensively

CONSULT WITH EXPERTS

ANIMATED PRODUCTS CORP.
19 WEST 27th ST. NEW YORK

Mechanical
Window Booth **DISPLAYS**

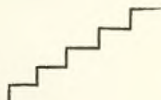
We design and submit suggestions upon request.
Write for circulars of Mechanical Books, Start and Stop Revolving Tables.

CHESTER MECHANICAL ADVERTISING CO., Inc.
430 West 45th St. New York, N. Y.

the net paid circulation
of the current issue of
Advertising and Selling
is 8510* copies

*

Dec. 31	1923	-	-	4824
Dec. 31	1924	-	-	7342
Dec. 31	1925	-	-	8206
Dec. 31	1926	-		8510





THE gas industry, in preparing to meet the demands of new and important customers, is an important customer in itself. In fact, there are but few other industries that rank higher in purchasing power.

The gas industry offers an insatiable market for all types of engineering apparatus, as well as other equipment, of every kind, which has a utility in the manufacture, distribution, and use of gas. It is a market which, in future, will grow to proportions that will dwarf even its huge present capacity, and it is a market to which Gas Age-Record constitutes the direct line of approach.

We would be glad to advise you concerning the applicability of your product to gas. You will incur no obligation.

Gas Age-Record

A. B. C.

A. B. P.

"The Spokesman of the Gas Industry"

9 East 38th Street New York

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

gineer and wound it up as a doctor of laws.

Guy C. Smith, manager of advertising and research of Libby, McNeil & Libby, a Ph.B. from the University of Chicago, and one-time professor of economics at the University of New Hampshire, looks back over a varied career and feels that the training in the fundamentals of economics is the most important experience he brings to his present duties. Dr. Smith values next the marketing experience gained as field agent of the United States Bureau of Markets of the Connecticut College, and as director of the Pennsylvania Bureau of Markets.

R. F. Hammatt of the California Redwood Association, an A.B. from Harvard, is an ex-Chief of Lands, and assistant chief of operations of the United States Forest Service.

M. W. Lansing, advertising manager of The Trenton Potteries, feels that a long apprenticeship in the designing and engineering departments of his company enables him to present his product in such a way that its merits can be readily appreciated by his technical audience.

M. J. Eisler, advertising manager of Huyler's, was formerly a public accountant.

W. Russell Green, in charge of the advertising of The Charles E. Hires Company, is an attorney and a former teacher of economics at the University of Pennsylvania. William B. Akin, advertising manager of The Gulf Refining Company, is another lawyer.

Some unusually interesting comments which do not easily classify under the four groups include one from F. V. Hitch, vice-president of the Royal Baking Powder Company. Mr. Hitch started his career soliciting advertisements for a little newspaper in Billings, Mont. This was followed by some years as copy chief for a large mail order establishment.

CONCERNING this latter work Mr. Hitch says: "I attribute my real experience in the advertising business to this mail order connection, because it was there that I had an opportunity to study the middle class woman consumer. For several years I directed the preparation of considerably over a million dollars worth of direct mail matter each year, aimed at this representative type of American womanhood."

Finally, there may be cited one of the most unusual "backgrounds" in advertising. We quote from the Boston Post of October 3, 1926:

Down through the long ages since the days of Nero there have been many famous fiddlers who have charmed their way to the top. Just add the name of Arthur L. Walsh who fiddled his way into the heart of Thomas A. Edison, the electrical wizard, and in ten years' time, at the age of thirty, landed as vice-president of the Thomas A. Edison Industries, Inc.

Chicago Mail Association Holds Elections

At its recent meeting the Chicago Mail Advertising Service Association elected the following officers: Robert G. Marshall, president; Seymour S. Winberg, vice-president; T. M. Richards, secretary, and Mrs. M. H. Emery, treasurer.



By A. BROWN, New York. "Modern Poster Annual." This is a looseleaf collection, the third of a series of annuals, which contains over a hundred examples of the year's advertising posters. The reproductions are all in color, and are attached in such a manner that they can be easily removed as desired. A number of them are the covers of advertising pamphlets, which appear in their entirety and consequently give an unusually accurate indication of the effect intended by the designer. The compilation includes some foreign as well as American specimens. Price \$6.00.

By THE FARMERS' LOAN AND TRUST COMPANY, New York. "Hand-to-Mouth Buying." A collection of the views on this subject of sixty-six leaders in industrial and economic thought, among whom are Jesse I. Straus, president of R. H. Macy & Co., New York; C. H. Markham, of the Illinois Central System; Prof. F. W. Taussig, of Harvard University, and Prof. E. W. Kemmerer, of Princeton University. "Hand-to-buying," being a radical and comparatively recent change in our economic structure, affects everyone through the banking and business interests of the country. This discussion of the matter is, therefore, both timely and important. There is a foreword by James H. Perkins, president of The Farmers' Loan and Trust Company. Free upon request.

By CODEX BOOK Co., Inc., New York.—"Scientific Advertising," by Harry Dexter Kitson. This book is the outcome of a series of investigations of facts regarding the effectiveness of the various factors in advertising. The technique used is the historical method, which aims to show by means of graphs, diagrams and statistics, the elements that lead to success and to failure. Illustrated. Price \$2.

By THE AMERICAN ARCHITECT. "Advertising and Selling to Architects." Prepared in collaboration with Alfred E. Fountain, Jr. A second and revised edition of a popular and useful brochure. It aims to analyze the character of the average architect and show how best to sell him through advertising. Within the limits of its sixty pages it covers its field in some detail, making its points clear by means of several charts and numerous illustrations. Since the architect is a combination of artist, business man and professional man, and consequently not the usual "prospect" to which the average sales campaign is adapted, this exposition of his characteristics and needs should be of great use to those who desire to sell or advertise to him. Illustrated. Free upon request.

"Come again!"

The *Forum* reprints its leading articles in pamphlet form. These sell at 10 cents a copy. In the first 11 months of 1926 among these pamphlets issued were:

- A Debate on the Ku Klux Klan. Imperial Wizard Evans vs. Representative Pattangall.
- Why I am a Mormon, by Senator Reed Smoot.
- Fifteen Finest Novels, by Arthur Symons.
- Inheritances of Acquired Characters, Prof. H. S. Jennings, Johns Hopkins University.

And 38,692 copies were sold. The *Forum*, a magazine of controversy, is read by people who are our friends. They say, "Come again!" to us. Subscription renewals are also high. "Come again!"—again!

94 per cent of the contract advertisers renewed their contracts for space in 1927. "Come again" from the other side of the fence.

Many advertisers know that the *Forum* is a "live" magazine, read by alert, responsive men and women. 75,000 of them in fact

Are you going to advertise in the *Forum* during 1927?

FORUM

A magazine of controversy

Edited by HENRY GODDARD LEACH

247 Park Ave., New York City

Letters that TALK face to face!

SPARKLING SALES LETTERS, money-pulling collection letters, careful adjustment letters, effective good-will letters.

SELFSAME RULES AND FORMULAS the shrewdest correspondents follow.

TESTED TYPES OF BUSINESS LETTERS—story letters, testimonial, conversational, announcement letters.

EXAMPLES OF LETTERS by line of business—manufacturing, wholesaling, retailing, specialty, services, real estate, insurance, banks.

PSYCHOLOGY IN LETTERS—Description, testimony, persuasion, inducement—the art of expression.

OPENERS, CLOSERS, the body of letters, methods for analyzing the name situation, the effectiveness of letters.

CHARTS AND TABLES for planning letters—of profitable mailing dates, material for letters, letter series, names for mailing lists.

LETTERS THAT TALK face to face with your customers.

Now wouldn't YOU like to write letters that PAY?—Letters that grip and BOLD attention?—Letters that would tease you, intrigue you to the end, and entice you to make SALES and pay PROFITS?—Letters that WON'T LET GO until they have done what you wanted them to do, soothe an irate customer, collect money due you or BUILD UP business and good-will.

There is a way, a proven way to write letters like these—a far easier way than you may imagine—and the "BUSINESS CORRESPONDENCE HANDBOOK," edited by James H. Picken, Counselor in Direct Mail Advertising, will tell you. Known from coast to coast for his successful letters, trained under Munsterberg at Harvard, Picken, who has trained thousands to write letters THAT GET ACTION, sets forth simply, easily, the actual working methods of the MASTER letter writers of America. Mail the handy coupon below—now!

-----Examine FREE-----

A. W. SHAW COMPANY
Cass, Huron and Erie Streets, Chicago
Please send me on approval your new 93¢ name book, "Business Correspondence Handbook," edited by James H. Picken, flexible binding, gold stamped. Within five days after its receipt, I'll send you \$7.50 plus a few cents for mailing charge, or return the book.

AS-11-27

Name

Street and No.

City and State

Firm

(Canada \$8.25 duty prepaid, same terms; U. S. Territories and Colonies \$8.25 cash with order; all countries \$8.25 cash with order.)



You'd Like Returns Like These:

- 35 inquiries, on a list of 600, that resulted in 10 orders
- 97 orders from a mailing of 1,200 names in a second approach
- 1.6% returns with a total of \$5,436 in sales, on a single follow-up
- Better than 12% on a list of 5,000 names with sales totaling \$9,000
- Replies from 25% of a list, securing 500 orders in three weeks
- A 2% return, cash with order
- Over 10,000 prospects, names from a list of 1,800 dealers

Complete reproduction of 225 unusual, result-producing letters that pay

836 pages. Size 5 1/2 x 8 1/2 inches. Illustrated.



picture readers
~ all!

THE day's work over, the little ones tucked safely in bed, the evening before her, *but*—rather fagged out.

You have something to sell her, something she may quite definitely want. Perhaps you can sell it in one sentence, perhaps it will take a thousand words.

But you'll never even have the chance to sell—unless her eye strikes something sufficiently startling to make her mind stop, look and listen—picturize!

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square 230 South 7th St.
PHILADELPHIA

Advertisers and Business Papers

[CONTINUED FROM PAGE 36]

Now I am not advocating a "trick" form which will obviate all interviews. I am not even going to suggest that every user of business paper space should use a form. But there are those that want them, and there are those who want answers to their questions in black and white. In any case, here are the questions which thirty advertisers in business papers suggest as those they would like publishers to answer. This is a compilation of their own questions and not an agreed-upon form. It indicates what advertisers want to know about business papers.

Our Miss Flannigan

By Frederick Hirshbach

THAT second piece of pie *was* too much. I dreamed that I went to Heaven. There was a long waiting line; some Eminent and Virtuous Reformers were crashing the gates. When they had been repelled and sent to their proper destination, we ordinary people were interviewed. Among other countless questions, the Deputy Recorder asked me, "What was your occupation in your former life?"

"Advertising salesman for a magazine," I replied.

"Oh," said he, "we have a special section for advertising men—D 4123 Avenue 65"—and he directed me to it on a blue print.

Arrived there, I learned with joy that my reward for previous comparative virtue would be to run an advertising agency of my own. Lo! It was! Rugs on the floor, several suites of beautifully varnished, frosted-glass-enclosed private offices, a palatial reception room— Well, build your own Heaven. It was perfect.

I had been busily engaged for a long time in planning a gorgeous campaign for the Nibelungen Bottomless Purse Company with four-color double-page spreads in every publication, when certain sounds, repeated at frequent intervals, beat into my consciousness. It was my telephone operator and reception room clerk. She was receiving magazine solicitors.

"Whoda yu want to see, pliz? Not in! We don't handle that account. Nothing doing on that account. See us about January first on that. We're not using magazines for them."

After a short interval of thought I called her, "Miss Flannigan."

They come quickly up there. She was in the doorway.

"Don't you think it would be better to let me see those men myself?"

"What!" she gasped. Then recovering—"Oh, you're new. But this is a Heavenly Agency. No agency account executive ever sees a magazine solicitor. It's Heaven—the ideal, you know."

"Well," I said, "I don't see why I shouldn't interview them. I'm in charge and maybe they have some new thoughts to give me. Advertising is created and maintained by an interchange of ideas, you know."

She smiled at me pityingly. "That sort of stuff was all right when advertising was spelt with a lower case 'a,'" she said. "The boss saw everyone then. Nowadays he's too busy to be bothered with a lot of copy snatchers."

"They're not all copy snatchers or back-slappers," I answered, "and besides, though I am busy and can't always see everyone, it's a duty I owe my clients—"

"Oh, sign off," said she rudely.

"And furthermore, Miss Flannigan, I'm not aware that I've made you my partner in this business. You're a phone operator and reception room girl and I have no doubt a good one. You're probably also a wow at dances, a bear at parties, an expert movie critic—but as a partner, No. And *wieder einmal*, No; and *encore!*"

"Well, what are you gonta do about it?" she said, defiantly. "All the agencies up here have one like me. It's a rule."

"I can change the rule, can't I?" I shouted.

"You cannot," she said.

"Why, who makes the rules?" I asked.

"My dear man," said she, "learn once and for all you're in the Advertising Heaven. This is the Ideal Agency. It is created by the wishes and longings on earth of good agency men. It is as it is and shall be. And any magazine solicitor who gets in to see an account executive does so over my astral body!"

Wearily I turned in my harp and wings at the Celestial Cloak Room.

"Have those Reformers been shipped down yet?" I said. "I'd like to go with 'em, please."

George Batten Elects Directors

AT a meeting of the stockholders of George Batten Company, Inc., New York, Maurice Collette and R. J. Hayward were elected to the directorate of that organization.

SELL IT WITH PICTURES



"took pictures—the kind farmers would understand"

This FIRST PRIZE Campaign

... how GRAFLEX helped build the prize-winning campaign that later turned in phenomenal results

AN advertising organization had the job of selling high priced farm-light plants to farmers . . . at a time when experts said, "The farmer can't be sold." But the men who had to produce the advertising didn't agree with the experts.

They took GRAFLEX cameras, went out to the farms, took pictures—the kind farmers would understand—of actual farm action, farm life.

And when they talked "light plants" to farmers their copy was so graphically illustrated with art work and commercial photographs based on their snapshots, so vivid and true, that their words carried home . . . and sold the farmers thousands of light plants . . . at a real profit! And all during this campaign dealers, salesmen, and

merchandising men were saying, "It can't be done!"

Long before the results were all in, this campaign was awarded first prize at one of the annual Advertising Expositions. The judges knew what such truthful, vividly illustrated copy would do. Any advertising man, any art director, needs a GRAFLEX. One art director—E. W. Whitney—says:

"I was presented with a GRAFLEX for Christmas. For months I used it as a personal camera. Then one day I took it to my office. Just for fun. I snapped two of the boys having an argument. What a picture! A hand descending on the desk. Lips tightly drawn. A flash in the eyes! Such realism and story telling as I had never seen before! From that day on I have used my GRAFLEX to get truthful action and atmosphere—as a working basis for layouts, visuals, and commercial photographs. No more posed-looking art work! And our clients; well those GRAFLEX-made ideas sell not only our layouts and copy but the clients' merchandise as well."

Convention Calendar

JANUARY 18-19, 1927—Executive Board of the American Association of Advertising Agencies, 247 Park Avenue, New York.

FEBRUARY 26-28—Eleventh District Convention of the International Advertising Association, Greeley, Colo.

March 10-12—Mid-Year Conference of the Financial Advertiser Association, New Orleans, La.

MAY 9-11—Semi-Annual Convention of the Association of National Advertisers, Detroit, Mich.

JUNE 26-30—International Advertising Association, Denver, Colo.

OCTOBER 19-21—Direct Mail Advertising Association, Chicago.

Revolving Back
GRAFLEX Series B
\$85

other models up to
\$260

Sold by
Eastman Kodak
Company Dealers

FOLMER GRAFLEX CORP.
ROCHESTER, NEW YORK

Send me your book which tells me how GRAFLEX "sells it with pictures."

Firm _____

Name _____

Address _____ City _____

What Has Art to Do with Advertising?

[CONTINUED FROM PAGE 28]

Arthur Henry Co., Inc.

*Designers and Producers of
Distinctive Direct Advertising*

1482 Broadway, New York

Telephone BRYANT 8078

Leaflets
Folders

Broadsides
Booklets

House Organs
Catalogues

Copy Writing
Illustrating

Engraving
Printing

Send for further information

and note the advance in art, typography, illustration, arrangement. One of the biggest of such houses has used Franklin Booth to express in a picture that vision of a future home which every young couple dreams of and which the mail order house hopes to help become a reality.

"It follows mathematically that the same principle (i. e., that of mail order selling) applies to every other kind of selling." Another error. While, as shown above, the progressive mail order houses have begun to use better pictures to help their selling, the principles of mail order advertising and national advertising for goods to be sold over the counter have little in common, even when the goods are identical. But they do have this in common: that every device of picture or word or arrangement that makes the goods more desirable, that enhances them to the extent of making the reader act, is legitimate and a part of good advertising.

"Art work," says Mr. Gundlach, "when good enough to be clear and reasonably appetizing, cannot improve the pulling power of the average advertisement more than two or three per cent." Why, Mr. Gundlach, good pictures alone have sold goods. I know of one business built up from nothing in twelve years to a concern paying liberal dividends on twenty-four million dollar capitalization, in which from the very beginning pictures have been a large part of the advertising, pictures that are praised by artists as real art, capital "A" art, which have repeatedly received medals and honorable mention at the Art Directors shows. I know of many successful campaigns in which the art work accounts for more than half of the selling. Mr. Gundlach advises to run the pictures of shoes, shirts or furniture alone, without any background, Louis Cinque furniture or silk hangings. How about the window dressers? Isn't that exactly what they do; borrow a King Charles chair, a Chippendale dresser, an Aubusson rug, and drape the stuff over them to show as graphically as possible in what class it belongs? And window dressing has some of the hard-boiled characteristics of mail order advertising. The store knows before nightfall whether the window sold goods or not.

I TOO, can go farther and assert that a shrieking type effect can be made more shrieking and more effective by a trained typographer than by a printer whose effect is merely the result of ignorance and lack of taste. As far as brutal attention arresting is concerned, look at the Fire Fiend of the Hartford. No fifty-dollar artist could have made that figure so menacing, so absolutely dominating. And yet one design in this series earned the reluctant but enthusiastic praise of Joseph

Pennell, a crabbed critic who certainly had no love for advertising.

There are too many attempts to put a period to advertising; to say, "this is the only way." Old Doctor Johnson began it in 1780, when he said that the art of advertising was not susceptible of further improvement, or words to that effect. And even Dr. Johnson is better advertised today than he was in his own time. It is the salvation of advertising that there are so many ways of doing it successfully. Sometimes copy alone is better than any picture. Sometimes a picture alone is better than any copy. There are occasions when a fifty-dollar design is inexcusable extravagance, and times when a two-thousand-dollar picture is an economic investment.

THE first needed quality of every advertisement is visibility, display, that which makes it stand out against its background, against the paper of the magazine or newspaper, against the massed effect of all other advertising, against the technique of its combined competitors, against the state of mind, the ingrained habits, the inertia, the indifference, the jaedness of the readers. It must arrest, attract, penetrate, stimulate. Mr. Gundlach's little catalog of qualities is pitifully inadequate. Before any of them can register, the advertisement must be seen. Display is a matter of contrast. A white dot on a black page is more conspicuous than a black dot on a white page. Sometimes the advertisement that stands out most boldly is one of a paleness and delicacy that in proof form seems anemic. But look at it among its neighbors, like a red-coated fox hunter among the dress suits at a hunt ball. And this distinctive individuality takes art. The artist who can do it is worthy of his hire. The difference between inexpensive art and costly art is the difference between an apprentice and a master. There are many cub ad-writers who are not paid what Mr. Gundlach receives for writing copy. They are not worth it. Mr. Gundlach earns his money by doing it better. He would not advocate cheaper copy. He knows that in copy-writing experience and natural gifts count. The same is true of the artist. If an idea is to be expressed in a picture, the better artist will do a better job. If that means a picture too expensive for that particular campaign, then some other device must be used. There are different kinds of art available. A pen drawing may be just as good of its kind as an oil painting is of its, but it carries a lower price scale. If a line drawing is wanted, it should be a good pen drawing by a good artist. Fortunately there are hundreds of successful ways of advertising. Otherwise the advertising pages would be discouragingly monotonous. Mr.

Gundlach's ways are good ways, but they are not the only ways. No one of us possesses the whole sum of human knowledge about advertising. And nothing is so dangerous as being dogmatic about it. We can say this is a successful method, but not *the* successful method. If we do, someone will come along and overthrow our dogma by doing just the opposite and getting away with it.

Lynn Ellis Compiles "Check-List"

"CHECK-LIST Contracts for Advertising Service," is the title of an extraordinary new book by Lynn Ellis, head of the advisory organization which bears his name, and for ten years previously with the H. K. McCann Company. In its character of a compilation of concrete tangibilities it should prove of great value to many agencies and advertisers who have long been looking for something definite upon which to hang their plans and policies.

This unique volume is the fruit of Mr. Ellis' long and peculiar experience in the advertising agency field. This he outlines in his foreword, tracing the gradual growth of his idea from its inception in the Cleveland office of the H. K. McCann Company some ten years ago to its final crystallization within the past year. One of the first to realize the need for standardization in an earlier, more chaotic day, Mr. Ellis has striven toward that end and has succeeded in bringing about in the organizations which he has served great improvements in methods and procedure.

A sub-title describes the volume as, "A definition of advertising services, a classification of advertising terms and a series of contract and estimate forms for advertisers and their agencies." This sets down its scope about as definitely as it is possible to do. The author does not recommend it as a panacea to all advertising ills. The "contract and estimate forms" which comprise the greater part of it, cover an extremely wide range. These are twenty-five in number. Starting with the "Individual Responsibility Agreement," they range through a long list of agreements, definitions, etc., finally ending with the "General Utility Agreement." They are comprehensive, yet specific in detail.

For those not desiring the entire volume, Mr. Ellis offers copies of the individual forms singly or in lots of ten or one hundred at prices ranging from fifty cents to \$2.50 apiece. The price of the volume is set at \$10.

Association of National Advertisers Elects T. F. Driscoll, Vice-President

T. F. Driscoll, advertising manager, Armour & Company, Chicago, has been elected vice-president of the Association of National Advertisers to succeed A. H. Ogle. Mr. Ogle is now secretary-treasurer.

DISPLAY advertising forms of Advertising and Selling close 12 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the January 26 issue must reach us not later than January 14. Classified advertisements will be accepted up to Saturday, January 22.

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

BAKERS' HELPER CHICAGO

A.B.P. and A.B.C.
Published
Twice-a-month

Bakers' Helper has been of practical service to bakery owners for nearly 40 years. Over 75% of its readers renew their subscriptions by mail.

New York Office 431 S. DEARBORN ST.,
17 E. 42nd St. CHICAGO, ILL.



New York's newest and most beautifully furnished hotel - accommodating 1034 guests
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET \$250
ROOM WITH PRIVATE BATH \$350

Bakers Weekly A.B.C.-A.B.P.
 NEW YORK OFFICE—45 West 45th St.
 CHICAGO OFFICE—343 S. Dearborn St.
 Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

THE JEWELERS' CIRCULAR.
 New York, has for many years published more advertising than have seven other jewelry journals combined.

THE AMERICAN ARCHITECT
 A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available. Your copy will be sent upon request.

243 West 39th St. New York

**Folded Edge Duckine and Fibre Signs
 Cloth and Paraffine Signs
 Lithographed Outdoor and Indoor
 Displays**

THE JOHN IJELSTROEM COMPANY
 Massillon, Ohio Good Salesmen Wanted

If it's sound selling
 and advertising
 it's an
**EINSON-FREEMAN
 WINDOW DISPLAY**

Specializing
 in window and
 store display
 advertising


511 E. 72d St.
 Rfineslander 3960
 New York City

Field Information

There's nothing so vital as field research—but don't use your salesmen or any other biased source to get it! We have 220 trained resident investigators throughout the U. S. and 17 years' experience making field surveys.

The Business Bourse

J. GEORGE FREDERICK, PRES.
 15 W. 37th St. (Wisconsin 5967) New York
 In London, Business Research Services, Ltd.

KEEP YOUR COPIES!

 At the conclusion of each volume an index will be published and mailed to you.

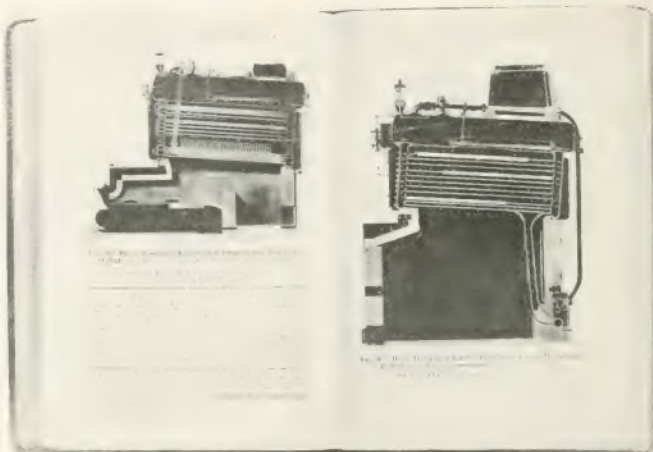
A Technical Handbook as a Selling Aid

By *Leon H. A. Weaver*

Publicity Manager, The Superheater Company, New York

THE subject of steam is well covered by a great mass of data scattered through the technical papers, handbooks and text books. However, so far as we could ascertain no single, handy reference book contained between its covers the data most frequently desired by steam power plant engineers and operators. This condition seemed to call for a steam handbook, and resulted eventually in the "Data Book for Engineers."

the book, but it was prepared to conform to similar publications which engineers are constantly using. There was no endeavor made to have any fancy frills attached to it. The text was set in an easily readable type (monotype 8-A modern face) printed on Warren's Library Text, seventy pound basis. This grade of paper was thought desirable as it is serviceable for the kind of use the book will get and shows half-tones to advantage.



Issued more or less as an experiment, this book was very well received, and passed through five editions; the last containing seventy-nine pages. For the most part it was a compilation of data from various handbooks, and other similar publications, and consequently made a good background for a more comprehensive publication; so when we were confronted with the issue of a sixth edition, we decided to broaden its scope and call it "Superheat Engineering Data."

One of the problems in connection with its production was that of having it printed and bound. It really comes under the classification of a textbook; so we assumed that a printer accustomed to that type of work, whose proof readers had experience along such lines, could handle the contract more efficiently and cheaply than even the best of commercial printers.

Of course there may be some criticism as to the mechanical makeup of

It is bound in convenient pocket size 4½ x 7 inches, with a flexible Keratol cover. There are 208 pages, 85 illustrations and diagrams, and 69 tables. We have put a price of one dollar a copy on the book; a price that does not cover the actual cost of the edition. A large number of the copies are distributed free by members of our organization, so the main purpose of the charge is to enable us to control the circulation. We are in a position to use our discretion as to whether a person will pay the dollar or we will return his money and send him a complimentary copy.

So much for the production of the book. The next problem was its distribution or exploitation. Just as soon as advance copies were available, we sent a copy to the Library of Congress, to ascertain whether they would plan to issue an index card on the book. As they did, we arranged to buy a quantity of the cards for copies that

would be sent to publications, libraries, and schools. We have made it a practice in such cases to insert three index cards in each copy, thus enabling each recipient to enter the book properly in his card index and put it correctly on the shelves of the library.

FREE copies, together with prepared review were sent to practically all of the technical and trade journals in this country, as well as to several in foreign countries, which are likely to have among their readers some who would be interested in superheated steam in one way or another. We have found the publications very generous in their announcements of the book, and while most of them have used our prepared review, many prepared reviews of their own.

Free copies have been sent also to practically all public libraries of 100,000 volumes or over: State libraries, engineering libraries, and miscellaneous libraries in which A. S. M. E. proceedings are on file, which included a few foreign libraries. Several months prior to publication, we sent out a circular letter announcing the book in an endeavor to get libraries to request copies.

We also sent a similar circular letter to a selected list of technical schools, several months in advance, and, as a result, had requests from professors in charge of engineering long before the copies were available. Where actual requests were not received from technical schools in which we decided we wanted to have it placed, we sent copies to the school libraries.

In general the schools have received the book very well, and a number of them are now using it in their classroom work and have requested copies for their students. For this purpose we had a special edition prepared, bound in a stiff, cloth cover. There is no charge for students' copies, but we insist that each student send us his own request, indorsed by his instructor.

You can see that copies have been placed in a large number of strategic positions in this country and abroad. We are not broadcasting it far and wide through the usual media because we are afraid the demands would embarrass us. Of course, when the demands start to fall off, as they undoubtedly will soon, we shall then increase our efforts to advance distribution. Up to the present, only a few advertisements have appeared, and they have been merely of the nature of announcements.

In this connection we prepared a descriptive circular which is distributed at conventions or used occasionally as a stuffer with sets of literature sent out.

Members of our organization and agents have sent out several hundred books to the railroads, to engineers, to public utility and industrial plants, and to members of companies in allied fields. Every boiler manufacturer, his engineers, sales force and representatives are also receiving copies. The

MANY a flapper thinks she is developing individuality when she is only imitating scores of her sisters who think the same thing... Many an advertisement starts out to be different by following a typographic style already being overdone. An advertisement should be like a clever woman:—have a personality and charm all its own, yet always be in good taste

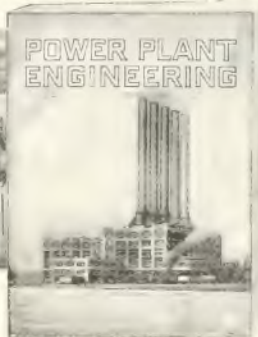


WIENS TYPOGRAPHIC SERVICE · INC

203 West Fortieth Street, New York

Telephone Longacre 7034

OUR OVERNIGHT SERVICE IS VALUABLE TO OUT-OF-TOWN CLIENTS



Chicago Power Show Number

Twenty-three thousand power plant men will look to Power Plant Engineering to guide them to the exhibits and other features of the Chicago Power Show, to be held at the Coliseum, Chicago, February 15 to 19, inclusive.

The Chicago Power Show Number, Feb. 15, will be distributed at the show and visualize it to power plant men in all parts of the country. Reserve space now in this Number which will have extra circulation and great reader interest.

POWER PLANT ENGINEERING

A. B. P.

53 W. Jackson Blvd., Chicago, Ill.

A. B. C.



Rate for advertisements inserted in this department is 36 cents a line—6 pt. type. Minimum charge \$1.80. Forms close Saturday noon before date of issue.

Position Wanted

Thoroughly trained advertising executive is immediately available for position. Has had agency experience, handled complete campaigns, edited successful house organ. Thirty-two years old. Married. Write Box 437, Advertising and Selling, 9 East 38th St., New York City.

A TRADE PAPER SALES EXECUTIVE AVAILABLE

A managing sales executive of an established and highly successful group of Trade Papers is available January 1st. This man has been a successful advertising manager, sales manager and advertising agent—for the last four years he has built up an enviable reputation as a salesman of Business Paper Space. Broad gauged, enthusiastic, experienced, he is looking for a big job, bigger than he has now. Address Box No. 428, Advertising and Selling, 9 East 38th St., New York City.

New England representative for firm of nationally advertised product, desires to discontinue traveling. Familiar with wholesale drug and department store trade. Experienced sales director and advertising manager. Thirty-nine, married and with especially good references. Address Box No. 435, Advertising and Selling, 9 East 38th St., New York City.

THE THIRST OF YOUTH

Most thirsty of human beings for accomplishment is the youth about to convert learning into dollars.

Having entered advertising only after serious thought, this young man for four years studied methods and absorbed ideas.

His layouts are effective, his choice of typography pleasing. With proper environment he will become a good copywriter.

Christian, 28; married. Now conducting manufacturer's advertising department but seeks more exciting connection. Address Box No. 436, Advertising and Selling, 9 East 38th St., New York City.

Help Wanted

ADVERTISING SOLICITOR wanted by trade paper published in New England. We desire a young man of good personality. Give details, including age, education, experience and present earnings. All replies treated confidentially. Address: Box 432, Advertising and Selling, 9 East 38th St., New York City.

Help Wanted—Salesmen

Experienced lumber or building material salesman. Permanent position. Weatherbest Stained Shingle Co., North Tonawanda, N. Y.

Publishers' Representative

CALIFORNIA REPRESENTATION

Trade and business paper publishers desiring complete advertising and editorial service in San Francisco and vicinity may arrange personal interview by addressing Box 439, Advertising and Selling, 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filing In, Folding, Etc.

DEHAN CIRCULAR LETTER CO., INC.
120 W. 42nd St., New York City
Telephone Wis. 5483

F **SERVICE** Telephone
R **BUREAU** Barclay 3355
Multigraphing
Mimeographing
Addressing
19 Park Place, New York City
All Orders Called for and Delivered

Art Service

ADVERTISING ART

Lettering, Line, Figure, Black and White work for Newspapers and Magazines. H. Westphalen, 256 Church St., New York City.

Press Clippings

FOR 1927: Why not let us be your clipping department for a small monthly fee? IDEAL CLIPPING SERVICE, 110 West 40th St., N. Y. C.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filled under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Sniff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues. \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

books are numbered serially and careful records of individuals receiving copies have been kept, largely to enable us to supplement copies with later information as it becomes available for publication. This list also enables us to avoid duplications.

What has "Superheat Engineering Data" accomplished for us? What do we expect it to do? How is it a selling aid? These are questions that cannot be conclusively answered at this time. The book has been out only a year. But even in that short time there has grown up in our industrial department a conviction that it is helping our cause. We get inquiries from sources we have not hitherto heard from or that formerly were difficult to get in touch with. People talk to us more as though they know us. They seem to respect our recommendations a little more. In other words, we have the feeling that the book is doing a great deal to establish our prestige and to put prospective customers in a receptive frame of mind.

Introducing the Mustard Club

[CONTINUED FROM PAGE 32]

separately, and in this way an incongruous association of the dining and bath rooms was avoided. The "Mustard for the Bath" campaign struck both a serious and a humorous note. In magazine color pages a bathroom interior showed a conventional advertising Adonis in his bath-robe, spilling mustard into the tub. Considerable space was devoted to reproducing the "Bath Mustard" container, which is of a decorative nature and entirely divorced from the slightest resemblance to the can used for table mustard. This product was also featured in small space advertisements illustrated with pen and ink cartoons dealing with outdoor sports. One of these—captioned "After Rugger"—said: "Some may play footer and some may play hockey, but the real feeling of fitness comes from the Mustard Bath at the end of the day's exercise." The sketch showed two football players carrying from the field a third who had been rendered *hors de combat*.

The Mustard Club copy was unsigned, but the secondary campaign bore the signature of J. and J. Colman, Ltd., Norwich, the leading firm in the combine, the founder of which maintained that he made his money from the mustard people left on their plates.

C. W. Myers New Speakers' Bureau Head

C. W. Myers, trade relations director, Armour & Co., Chicago, has been appointed chairman of the speakers' bureau of the International Advertising Association. E. D. Gibbs, former chairman, is now heading the program committee for the Denver convention.

"GIBBONS knows CANADA"

A. & J. Gibbons Limited, Advertising Agents
TORONTO MONTREAL WINNIPEG

The South and the Cotton Situation

[CONTINUED FROM PAGE 25]

one-third of the total land area of the United States. There are 2,872,814 theoretical farms in the eleven Southern cotton States, most of which produce some cotton. Getting a sufficient number of these growers into an organization or a group of organizations to have control of the marketing of a sufficient number of bales to control the price, is a task that requires years to accomplish. Quite a different problem from that on the Pacific Coast where organized marketing and advertising of finished farm products has become highly developed. There are only 265,588 farms in the three States, Washington, Oregon and California. What has been accomplished thus far on the Pacific Coast was born of just such a situation as confronts the cotton growers today; production beyond normal consumption.

The present cotton situation doubtless will have a beneficial effect in bringing other unorganized growers into the fold of the cooperative associations. The next step, logically, will be the formation of a council of cotton cooperatives from each State and possibly the advertising of cotton products from the growers' standpoint will follow.

Germany Advertises Its Police

[CONTINUED FROM PAGE 21]

fight against crime and for the protection of law and order.

Although this campaign is backed directly by the police themselves, and although its direct purpose is the advertising of an exposition, there is no mistaking its spirit. That this spirit has spread from the altruistic action of a private individual to the official action of an organized government body, is an interesting sociological commentary upon the tremendous power of advertising.

Agate Club of Chicago Elects Officers

AT the thirty-second annual meeting of the Agate Club of Chicago, the following officers were elected for the year 1927:

President, Richard C. Chapeck, *McCall's Magazine*; vice-president, Robert W. Richardson, The Quality Group; secretary, Frederick P. Ives, The Crowell Publishing Co.; treasurer, Happer Payne, *Good Housekeeping*; assistant secretary, George W. Quigley, *Photoplay Magazine*.

The Agate Club, founded in 1894, is the oldest advertising club in the United States. The membership is limited and includes only representatives of publications of general circulation having offices in Chicago.

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\$453,000,000 Bond Market Reached By Detroit News



APPROXIMATELY 85% of bond purchasers are buying in small lots ranging from \$100 to \$5,000, says Dwight W. Morrow of J. P. Morgan & Co. in a recent issue of Foreign Affairs. This shows a trend that financial advertisers may well consider. The field of the average man is now ready for exploitation. And Detroit is uniquely such a field. 27% of the families live in their own homes. The per family savings in Detroit is \$1,076. Multiply this by 375,000 homes in the Detroit trading area and you have a \$453,000,000 bond market among Detroit News readers.

For all these people can best be reached through the Detroit News which goes into practically every English speaking home at a time when Mr. Average Man has the leisure to decide on financial projects.

The Detroit News

The HOME newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference. The Editor will be glad to receive items of news for inclusion in this department. Address ADVERTISING AND SELLING, Number Nine East Thirty-eighth Street, New York City

CHANGES IN PERSONNEL

Name	Former Company and Position	Now Associated With	Position
S. M. Kinney.....	The Curtis Publishing Co., Philadelphia <i>Adv. & Sales Dept.</i>	Berkey & Gay Furniture Co., Grand Rapids, Mich.	<i>Sales Mgr.</i>
George F. Goldsmith.....	The "Public Ledger" Co., Philadelphia <i>Adv. Dir.</i>	Experimenter Pub. Co., Inc., New York	<i>Adv. Dir.</i>
Chester E. Campbell.....	"Chicago Tribune," Western Rep., Eastern Division	Same Company	<i>Mgr., Eastern Division</i>
Granger C. Lederer.....	Case-Hoyt Corp., Rochester, <i>Vice-Pres.</i>	Resigned	
Shelton P. Hubbard.....	The Quality Group, New York	Topics Pub. Co., New York	<i>Acc't Executive</i>
Robert V. Titus.....	"Brooklyn Daily Eagle," <i>Adv. Dir.</i>	Certified Garages of America Ass'n, Inc., N. Y.	<i>Pres.</i>
John E. Zeltzer.....	The Curtis Co., New York <i>Adv. & Sales Pro. Mgr.</i>	Brown Adv. Agcy., Inc., New York	<i>Co-Director, New Acc'ts Dept.</i>
M. B. Urquhart.....	Keystone Lubricating Co., Philadelphia <i>Northwestern Mgr.</i>	Philadelphia Grease Co., Phila.	<i>Western Mgr.</i>
R. S. Rimanoczy.....	The McMyler Interstate Co., Bedford, Ohio <i>Adv. Mgr.</i>	The Bayless-Kerr Co., Cleveland	<i>Copy</i>
N. H. Boynton.....	Buckeye Div., National Lamp Works, Cleveland, <i>Gen. Mgr.</i>	Same Company	<i>Ass't Gen. Sales Mgr.</i>
Samuel M. Kootz.....	George L. Dyer Co., New York	Reimers & Osborn, Inc., New York	<i>Contact Rep.</i>
C. B. Gray.....	Buckeye Div., National Lamp Works, Cleveland, <i>Ass't Gen. Mgr.</i>	Same Company	<i>Gen. Mgr.</i>
Dorothy M. Williams.....	United Adv. Agcy., Inc., New York <i>Chief of Space Buying Dept.</i>	Same Company	<i>Sec'y</i>
T. K. Quinn.....	National Lamp Works of Gen. Elec. Co., Cleveland, <i>Ass't Gen. Sales Mgr.</i>	Same Company, Electrical Refrigeration Dept.	<i>Mgr.</i>
P. B. Zimmerman.....	National Lamp Works of Gen. Elec. Co., Cleveland, <i>Pub. Mgr.</i>	Same Company, Electrical Refrigeration Dept.	<i>Sales Mgr.</i>
John A. Stiehler.....	Hanf-Metzger, Inc., New York, <i>Ass't Art Dir.</i>	Morgan & Bierwirth, Inc., New York	<i>Illustrator</i>
Norman Kendall.....	"The Scientific American," New York	Butterick Publishing Co., New York	<i>Rep. for "Delineator"</i>
T. W. Towler.....	"Cosmopolitan," New York, <i>Member of Western Staff, Chicago</i>	Ruthrauff & Ryan, Inc., New York	<i>Acc't Executive</i>
R. K. Jorgenson.....	Collins-Kirk, Inc., Chicago	Austin F. Bement, Inc., Detroit	<i>Executive Staff of Chicago Office</i>
B. B. Popell.....	Crosby-Chicago, Inc., Chicago, Ill. <i>Copy Writer</i>	Illinois Tool Works, Chicago	<i>Adv. Mgr.</i>
George J. Healy.....	Onyx Hosiery, Inc., New York, <i>Sales Mgr.</i>	Combine Hosiery Corp., New York	<i>Pres.</i>
E. C. Van Winkle.....	Sweet-Orr & Co., Inc., New York	Same Company	<i>Vice-Pres. in Charge of Purchasing</i>
Royce Martin.....	Amesbury Adv. Agcy., Minneapolis <i>Acc't Executive</i>	W. B. Foshay Co., Minneapolis	<i>Adv. Dept.</i>
J. W. Hays.....	"Commercial Appeal," Memphis, Tenn. <i>Business Mgr.</i>	Resigned	
L. J. Blakely.....	Columbia Gas & Electric Co., New York <i>Ass't Pub. Mgr.</i>	The Cincinnati Art Pub. Co., Cincinnati	<i>Adv. & Sales Pro. Mgr.</i>
Harold Bugbee.....	Walter B. Snow & Staff, Inc., Boston	Same Company	<i>Vice-Pres.</i>
C. Hecker.....	"Rocky Mountain News & Times," Denver, Colo., <i>Adv. Dir.</i>	"Times-Union," Albany	<i>Adv. Dir.</i>
T. W. Burroughs.....	Daken Adv. Agcy., Inc., Seattle, Wash. <i>Art Dept.</i>	"College Humor," Chicago	<i>Art Dir.</i>
G. W. Freeman.....	Doremus & Co., New York, <i>Acc't Executive</i>	Griffin, Johnson & Mann, Inc., New York	<i>Acc't Executive</i>
Norman Markwell.....	Hommann & Tarcher, Inc., New York <i>Acc't Executive</i>	The Paul Cornell Co., Inc., New York	<i>Vice-Pres.</i>
Roy E. Irvin.....	"Sales Management," Chicago, <i>Associate Editor</i>	The F. W. Bond Co., Chicago	<i>Acc't Executive</i>
W. A. Humphrey.....	Massengale Adv. Agcy., Atlanta, Ga. <i>Acc't Executive</i>	Cotton States Adv. Agcy., Atlanta	<i>Vice-Pres.</i>
Basil T. Church.....	The Capper Farm Press, Chicago	"The Nation's Business," Washington, D. C.	<i>Chicago Adv. Staff</i>
Wm. J. Colby.....	The Ass'n Press, New York	"Christian Century," Chicago	<i>Adv. Mgr.</i>
D. F. Sullivan.....	Endicott-Johnson Corp., Endicott, N. Y. <i>Ass't to Adv. Mgr.</i>	Same Company	<i>Adv. Mgr.</i>
Philip H. Hubbard.....	Chemical Catalog Co., Inc. and the Pencil Points Press, Inc., Chicago, <i>Adv. Rep.</i>	"Pencil Points," New York	<i>Adv. Mgr.</i>

THE DEVELOPMENT OF A NEW INDUSTRY

of a series—the SECOND

*Sugar and Rubber—different
but part of one market for you*

BY THEIR fruits ye cannot know them. By their products the Process Industries could never be identified.

For you will find these products as diverse as the ends of the earth—candy and paint, cement and glass, salad oil and leather—yet by identical processes you will find them linked together, speaking the same tongue.

Production problems therefore, are of kindred interest in the Process Industries. Whether in conveying lime or leather, or in heating sugar or soap, equipment, labor, power or any other production factor involved in converting raw materials into finished products is of vital common import to the man responsible for final costs—the Chemical Engineer.

Have you stopped to evaluate this tremendous field as a market for your products?

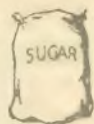
If so, you have found 22.6% of all capital invested in these industries and a production of 17% of all products manufactured. By these yardsticks you'll agree that it's vital to have an entree to these industries, and to the production men who buy the equipment which makes such production total possible.

You can send your sales message straight to your prospects and buyers through the advertising pages of their technical paper—*Chemical & Metallurgical Engineering*.

CHEMICAL & METALLURGICAL ENGINEERING

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York, N. Y.



Advertising
& Selling

The NEWS DIGEST

Issue of
Jan. 12, 1927

CHANGES IN PERSONNEL (Continued)

Name	Former Company and Position	Now Associated With	Position
G. H. Voelker	The Celluloid Co., New York	Primrose House, New York	Sales Mgr.
D. R. Osborne	The Todd Co., Inc., Rochester, N. Y. Adv. Mgr.	The Studebaker Corp. of America, Inc., So. Bend, Ind.	Dir. of Training
John Pearl	The Namm Store, Brooklyn	H. Batterman Co. Brooklyn, N. Y.	Ass't Adv. Mgr.
W. E. Hawkins, Jr.	R. M. Hollingshead Co., Brooklyn Branch	Doyle, Kitchen & McCormick, New York	Merchandising Advisor
E. H. Stewart	Carnation Milk Products Co., Oconomowoc, Wis. Vice-Pres.	Same Company	Executive Vice-Pres.
W. S. Parker	"Press," Memphis, Tenn.	"Post," Birmingham, Ala.	Adv. Mgr.
S. C. Berberick	"Household Magazine," Topeka, Kans.	"Capper's Weekly," Chicago	Western Adv. Mgr.
M. Stanley	Fafnir Bearing Co., New Britain, Conn. Vice-Pres.	Same Company	Pres.
D. M. Linton	The Geyer Co., Dayton, Ohio	O-Cedar Corp., Chicago	Adv. Mgr.
E. H. Cooper	Fafnir Bearing Co., New Britain, Conn.	Same Company	Chairman of the Board
E. R. Carter	Fafnir Bearing Co., New Britain, Conn. Ass't Sec'y	Same Company	Vice-Pres.
R. N. Hemenway	Fafnir Bearing Co., New Britain, Conn. Ass't Sec'y	Same Company	Vice-Pres.
A. B. Dicus	Stewart-Warner Speedometer Corp., Chicago Adv. and Sales Pro. Dept.	Same Company	Adv. Mgr.
H. H. Wright	The Roche Adv. Co., Chicago	Williams & Cunnyngham, Chicago	Copy
G. W. Hasselman	"Tribune," La Salle, Ill., Editor	Williams & Cunnyngham, Chicago	Copy
C. W. Matheson	Oakland Motor Car Co., Pontiac, Mich.	Kelvinator Corp., Detroit, Mich.	Vice-Pres. & Dir. of Sales
W. R. Pollock	The Fairchild Publications, New York	Williams & Saylor, Inc., New York	Vice-Pres.
K. MacIntyre	Williams & Saylor, Inc., New York	Same Company	Treas.
G. Garrison	Tom Jones Co., Grand Rapids, Mich.	C. C. Cargill Co., Grand Rapids	Sales Staff
J. Mills	The American Ammono Co., New York Ass't Sales Mgr.	Three-in-One Oil Co., New York	Sales Pro. Mgr.
Kenneth Collins	R. H. Macy & Co., New York	Fuller & Smith, Cleveland	Service Mgr.
D. F. Wolfe	H. D. Goodwin, Inc., Rochester	Fred'k A. Spolane Co., New York	Copy
M. J. Adler	James J. Rothschild, New York	The Joseph Katz Co., Baltimore	Copy
B. A. Doane	The Walter A. Allen Agcy., Inc., Hartford, Conn.	Same Company	Sec'y
George L. Briggs	Wilkening Manufacturing Co., Phila.	Same Company	Vice-Pres. in Charge of Sales
Robert Lusk	The Blackman Co., New York	Fuller & Smith, Cleveland	Member of Service Dept.
F. R. Schwengel	Lord & Thomas and Logan, Chicago	Carroll Dean Murphy, Inc., Chicago	Vice-Pres.
C. C. Baldwin	Eastman, Scott & Co., Atlanta, Ga.	J. M. Daiger & Co., Inc., Paul	Copy
M. E. Phillips	The Buzza Co., Minneapolis	Brown-Blodgett Co., St. Paul	Adv. Staff
Carolyn E. M. Irwin	The Curtis Publ. Co., Phila.	Cilley & Sims, Inc., Phila.	Copy
Arthur T. Covey	The Richardson Co., Cincinnati	The Richardson Co., Cincinnati	Vice-Pres.
J. E. Middleton	M. C. Mogensen & Co., Inc., Chicago Chicago Mgr.	Lindenstein-Kimball, Inc., New York	Mgr., Chicago Office
Edwin O. Syman	The Chicago "News"	"The Cleveland Press"	Mgr. of Classified Adv.
A. Richard	Ipswich Mills, Ipswich, Mass.	Same Company	Treas.
S. G. Swanberg	Mitchell-Faust Adv. Co., Inc., Chicago Vice-Pres.	Botsford-Constantine Co., Portland, Ore.	Vice-Pres. in Charge of California Acc'ts
George W. Douglas	Onyx Hosiery, Inc., New York	Combine Hosiery Corp., New York	Vice-Pres.
Clifton D. Jackson	Advertising Club, New York	John Wanamaker, New York	Executive Staff of Gen. Mgr.
Francis De Witt	Sherman & LeBair, New York	Reimers & Osborn, Inc., New York	Dir. of Creative Prod.
Corwin C. Armstrong	"The Cleveland Press," Mgr. of Classified Adv.	"American & Evening News," Baltimore	Mgr. of Classified Adv.
J. T. Proctor	Sherman & LeBair, New York	Same Company	Vice-Pres.
Donald L. Parker	Fairview Nurseries, Geneva, N. Y. Sales Mgr.	The Holmes & Edwards Silver Co., Meriden, Conn.	Ass't to Sales Mgr.
G. M. McCulloch	Stewart-Warner Speedometer Corp., Chicago Adv. Mgr.	Charles H. Touzalin Agcy., Chicago	Copy & Contact
Howard H. Imray	United States Adv. Corp., Toledo, Ohio	Eastman Kodak Co., Rochester, N. Y.	Adv. Mgr. (Effective Jan. 17)

The New York Times

1926 RECORDS

	<u>1926</u>	<u>1925</u>
Net Paid Circulation (copies)	144,800,579	140,993,363
<i>Increase</i>	3,807,216	
Average Daily Net Paid Sale (copies)	361,271	352,655
<i>Increase</i>	8,616	
Average Sunday Net Paid Sale (copies)	610,053	588,699
<i>Increase</i>	21,354	
Average Daily and Sunday Net Paid Sale (copies)	396,713	386,284
<i>Increase</i>	10,429	
Present Circulation . . . Daily 375,000 copies; Sunday 650,000 copies		
Advertising Space (agate lines)	29,782,028	28,200,444
<i>Increase</i>	1,581,584	
Pages Printed	11,515,989,216	9,956,841,104
<i>Increase</i>	1,559,148,112	
Paper Consumed (pounds)	185,933,257	160,230,072
<i>Increase</i>	25,703,185	
Ink Consumed (pounds)	3,884,480	3,324,933
<i>Increase</i>	559,547	

The New York Times

THE NEW YORK TIMES accepts no returns of unsold copies from newsdealers.

The record volume of advertising in THE TIMES (nearly 11,000,000 lines greater than any other New York newspaper) was attained despite a censorship which excluded hundreds of thousands of lines of advertising offered.



Advertising
& Selling

The NEWS DIGEST

Issue of
Jan. 12, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Haag Bros. Co.	Peoria, Ill.	"Hang" Electric and Power Washing Mach.	Austin F. Bement, Inc., Detroit and Chicago
Robert Reis & Co.	New York	Knit Goods	Erwin Wasey & Co., New York
Elgin A. Simonds Co.	Syracuse, N. Y.	Furniture	R. E. Sandmeyer & Co., Chicago
Peter Henderson & Co.	New York	Seeds	Scheck Adv. Agcy., Inc., Newark, N. J.
Manual	New York	Beauty Products	T. L. McCready, New York
Alfred A. Kohn, Inc.	New York	Shoes	Brown Adv. Agcy., Inc., New York
I. J. Fox, Inc.	New York	Furs	Brown Adv. Agcy., Inc., New York
Resbilt Furniture Co., Inc.	New York	Upholstered Furniture	Brown Adv. Agcy., Inc., New York
J. L. Clark Mfg. Co.	Rockford, Ill.	Lithographed Tin Cans and Boxes	Hurja-Johnson-Huwen, Inc., Chicago
Abercrombie & Fitch Co.	New York	Sporting Goods	The Frank Presbrey Co., New York
Soap Distributors, Inc.	New York	Conti Castile Soap and Shampoo	Edwards, Ewing & Jones, Inc., New York
Erie Steel Construction Co.	Erie, Pa.	Aggremeter Plants & Buckets	Paul Teas, Inc., Cleveland
The Perrin Glove Co., Inc.	New York	Gloves	Lyddon & Hanford Co., New York
The J. E. Mergott Co.	Newark, N. J.	Handbag Frames	The Lawrence Fertig Co., Inc., New York
Parkway Mfg. Co.	Buffalo, N. Y.	Women's Dresses	Weinstock, Landsheft & Buck, Inc., Buffalo
Central Paper Co.	Menasha, Wis.	Gunmed Tape, Shell & Waxed Household Papers	Hurja-Johnson-Huwen, Inc., Chicago
The Thew Shovel Co.	Lorain, Ohio	Shovels	The Powers-House Co., Cleveland
The Marion R. Gray Co.	Los Angeles	"Grayco" Shirts	Botsford-Constantine Co., San Francisco
The Carriage Machine Co.	Carthage, N. Y.	Paper Mill Machinery	Walter B. Snow & Staff, Inc., Boston
Ames Shovel & Tool Co.	Boston	Machinery	Walter B. Snow & Staff, Inc., Boston
The Spillman Engineering Corp.	No. Tonawanda, N. Y.	Amusement Park Devices	J. Jay Fuller, Buffalo
Cohn-Hall-Marx	New York	Textiles	The Paul Cornell Co., Inc., New York
The A. E. Nettleton Co.	Syracuse, N. Y.	Shoes	Pedlar & Ryan, Inc., New York (Effective Feb. 1)
Globe Ticket Co.	Philadelphia	Tickets	The Eugene McGuckin Co., Philadelphia
Quaker City Cab Co.	Philadelphia	Transportation	The Eugene McGuckin Co., Philadelphia
Lorraine Mfg. Co.	New York	Cotton, Silk & Wool Fabrics	Albert Frank & Co., New York
United Hardware & Tool Corp.	New York	"Pyrometers"	O. S. Tyson & Co., Inc., New York
Benedict Metal Works, Inc.	New York	Metal Caps for Bottles	The Dauchy Co., New York
The Challenge Co.	Batavia, Ill.	Industrial Machinery	Reincke-Ellis Co., Chicago
The Barbour Welting Co.	Brockton, Mass.	Stormwelt for Shoes	John W. Queen Co., Boston
The Briar Hill Stone Co.	Glenmont, Ohio	Sandstone	The Nichols-Evans Co., Cleveland
The Bye-Thompson Co.	Tacoma, Wash.	"Moon" & "Diana" Auto. Distributors	McKay Adv. Co., Seattle
The Timken-Detroit Axle Co.	Detroit	Axles	Williams & Cunningham, Chicago
The Baer & Wilde Co.	Attleboro, Mass.	"Kum-a-Part" Cuff Buttons	N. W. Ayer & Son, Boston
Spaulding Fibre Co., Inc.	New York	Fibre Receptacles	Hazard Adv. Corp., New York
The National Mortar & Supply Co.	Pittsburgh, Pa.	Building Materials	Ketchum, MacLeod & Grove, Inc., Pittsburgh
The Kiskinnetas Spring School	Saltsburg, Pa.	School	Ketchum, MacLeod & Grove, Inc., Pittsburgh

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
"New Textiles"	New Textiles, Inc.	154 Nassau St., New York	Dec. 15, 1926.	Bi-Monthly.	7½ x 10½
"Direct Selling"	Direct Selling Pub. Co.	358 Fifth Ave., New York	Jan. 25, 1927.	Monthly	3¾ x 7

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Warner Advertising	3037 Book Tower, Detroit, Mich.	Advertising	Clifford T. Warner
Henry W. Strotter	721 Lafayette Bldg.	Advertising	Henry W. Strotter
Haptograph, Inc.	Worcester, Mass.	Advertising	Linwood M. Erskine; H. E. Silver, and Ora W. Newell
Potts & Booth	Shreveport, La.	Advertising	Leon L. Booth and Hugh S. Potts

PUBLICATION CHANGES AND APPOINTMENTS

"Independent," Maysville, Ky. Appoint S. C. Theis Co., New York, as their National Advertising Representative.
 "Courier" and "Morning Post," Camden, N. J. Appoint Story, Brooks & Finley, as their National Advertising Representatives.
 "Transcript" and "Telegram," Holyoke, Mass. Have been merged into the Transcript-Telegram."

Published monthly, supplemented with bulletins, and covers daily newspapers, farm papers, general magazines and business papers

To Select the Proper Advertising Mediums you need

STANDARD RATE & DATA SERVICE

It gives up-to-the-minute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate cards and circulation statements are practically duplicated and placed in one convenient volume.

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Special 30-Day Approval Order

STANDARD RATE & DATA SERVICE,
536 Lake Shore Drive,
Chicago, Illinois. 192.....

GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "30 days" use. Unless we return it at the end of thirty days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the tenth of each month. The Service is to be maintained accurately by bulletins issued every other day.

Firm Name Street Address

City State

Individual Signing Order Official Position


 Advertising & Selling • **The NEWS DIGEST** • Issue of Jan. 12, 1927
 

PUBLICATION CHANGES AND APPOINTMENTS (Continued)

- "News-Gazette," Champaign, Ill. Has appointed Alcorn & Seymour Co., Inc., New York, as its Eastern Advertising Representative.
- "Sacramento Union," Sacramento, Cal. Has appointed the Win. J. Morton Co., New York, as its Eastern Advertising Representative.
- "Times-Press," Middletown, N. Y. Has been purchased by E. R. Harriman from the Stivers Printing Co.
- "Daily Tribune," Seymour, Ind. Has been sold by J. C. Smith to John H. Comer
- "Morning Republican," Springfield, Mo. Has been sold by E. E. McJimsey to Edson & Joel Bixby, publishers of the "Musko-gee Phoenix" and "Times Democrat," Muskogee, Okla.
- "Herald," Fremont, Neb. Has been sold by the Perkins Printing and Stationery Company to O. B. Cooper.
- "Times-Enterprise," Union City, Pa. Has been sold by the Times Enterprise Publishing Company to William Rose and Harry Merrit.
- "Gazette," Brookfield, Mo. Has been sold by A. H. Fulton to W. E. Todd.
- "Journal," Garrettsville, Ohio. Has been sold to H. L. Harrington and A. J. Culler by D. G. Myers.
- "Sun," Pittsburg, Kan. Has been sold by John H. and W. G. Strong to Roy F. Bailey and R. J. Laubengayer.

MISCELLANEOUS

- Charles W. Hoyt Co., Inc., New York. Announces the opening of a Metropolitan Department to serve department stores, specialty shops, publishers and real estate houses. Edmund Brooks Dascomb is in charge.
- The Celoron Co., a division of the Diamond State Fibre Co., Bridgeport, Pa. Has been formed for the manufacture and sale of Celoron electrical insulation products.
- The Harry C. Michaels Co., New York. Name changed to Michaels & Heath, Inc. Advertising
- Barney & Co., and Worley & Dietrich, Buffalo. Have merged. advertising agents
- Austin F. Bement, Inc., Detroit, advertising agency. Announces the opening of a Chicago office at 456 Wrigley Bldg. Claire C. Loveless will be in charge.
- The A. J. Reach Co., Philadelphia, and the Wright & Ditson Victor Company, New York. Have merged, the company name being A. J. Reach, Wright & Ditson, Inc. sport goods manufacturers
- William Peterman, Inc., New York. Has purchased the Colonial Chemical Corp., Reading, Pa. Insecticide Manufacturer
- Palmolive Co., Chicago, and Peet Bros. Have merged into the Palmolive-Peet Co. & Co., Kansas City
- James M. Segl, Philadelphia, Advertising. Name changed to Advertising Counsellors, Inc.
- The Globe-Wernicke Co., Cincinnati, and the Rand Kardex Bureau, Inc., Cambridge, Mass. Have assumed separate management, independent of each other.
- Cotton States Advertising Agency, Atlanta, Ga. Name changed to Gottschaldt-Humphrey, Inc.
- The Flintkote Co., Boston. Has acquired the roofing business of the Richardson Company, Cincinnati.
- Old King Cole, Inc., Displays, Canton, Ohio. Has opened a New York office at 1465 Broadway.
- Henri, Hurst & McDonald, Chicago. Will open a Buffalo office on January 12. L. E. Swinhart will be in charge. Advertising Agency

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
"Florida Farmer"	Publication	10 No. Newman St., Jacksonville, Fla.	1451 Forsyth St., Jacksonville, Fla.
"Chemical Engineering Catalog"	Publication	19 West 24th St., New York	119 Fourth Ave., New York (Effective Feb. 1)

DEATHS

Name	Position	Company	Date
Henry Butler Rollinson	Publisher	"The Rahway Record," Rahway, N. J.	Jan. 7, 1927

Read by More Than Four Out of Five Milwaukee Families!

\$35,000,000 to Fill Milwaukee's Stocking

THE thirty-five million dollars spent by the people of Greater Milwaukee during the 1926 Christmas shopping season is proof of the wide-spread prosperity in this market.

Milwaukee's Christmas shopping bill, however, is not out of proportion with purchases made during other seasons of the year. The buying power of the rich and stable Milwaukee-Wisconsin market is maintained at a consistently high level by Milwaukee's leadership in diversity of industry and Wisconsin's leadership in value of dairy products.

National advertisers in all lines have an exceptional opportunity to build profitable new business here in 1927. The Milwaukee Journal *alone* thoroughly covers this market, producing a maximum volume of business at the lowest possible advertising cost per sale.



A \$500,000,000 Annual Pay Roll

The enormous sum of \$500,000,000 is distributed annually among Milwaukee workers engaged in all lines of endeavor.

More than four out of every five of these people read The Milwaukee Journal regularly. This newspaper exerts a powerful influence on their buying habits.

Concentrate your advertising here and get your share of the business which Milwaukee's payroll of \$500,000,000 creates.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

More Than Three Quarters of a Million Wisconsin Readers!

BUILDING SUPPLY NEWS

Member: A. B. C. and A. B. P.

WHETHER you sell something that goes into the construction or maintenance of any kind of a building; or, whether you sell a piece of machinery that can be profitably used in the handling or distribution of building supplies, Building Supply News can help you with your selling problems for it covers the field of building supply dealers.

"Edited for the Merchants of the Building Industry"

INDUSTRIAL PUBLICATIONS, Inc.

407 South Dearborn Street
CHICAGO

New York

Cleveland

NEWS and comment about The Chicago Tribune, zone marketing, advertising and Chicagoland . . . prepared by the Chicago Tribune Business Survey.

World's Greatest

WHAT IS THE GREATEST STABILIZING FORCE IN AMERICAN BUSINESS?

"Advertising is the greatest stabilizing force in American business. It is the power that makes mass production possible. Advertising is a practical form of business insurance. It is rapidly eliminating big fluctuations in sales that have in the past been a dangerous factor in most businesses."

"Reports from many advertisers show that their selling costs are today by far the lowest in their history."

— F. T. HALL
Walston Parina Company

SPEED! The day demands it. Study the crowds, careening through city canyons. Follow the flight of the airman. Time the hurtling train, the salesman, the housewife, the child! Hours are crowded. "The day is so short. So much to do and so little time." . . . The golden hours of leisure and relaxation, the moods of calm speculation, are gone . . . Into our reading the tempo penetrates. Daily, weekly and monthly the floodgates pour out their millions of pages. The reader is lashed to greater speed. . . .

And pictures speak swifter than words! . . . This is the Pictorial Age . . . and Rotogravure is the finest pictorial selling . . . Rotogravure gives greater impetus to the use of pictures. Newspapers adopted the new process, not primarily to sell advertising, but to build circulation. News pictures printed in Rotogravure won and held readers amazingly. The Chicago Tribune, pioneer in newspaper rotogravure, considers it an important factor in doubling Tribune circulation during the past ten years.

What better place for pictorial selling than in the Rotogravure Sections of the Chicago Tribune. Here the advertiser is offered the advantage of preferred position, dignified display, and fine presentation of his copy. . . . AND circulation . . . Chicago Tribune Rotogravure reaches 60% of the families in 1,151 towns and cities in the states of Illinois, Indiana, Iowa, Michigan and Wisconsin!



Here is the new office of The Chicago Tribune in Tokyo, Japan. The entire second floor will be used by The Tribune. Roger Matheson, Tribune correspondent in Japan, will make this his headquarters.



JOHN T. McCUTCHEON
Dean of Advertising
CASE SCHOOL

newspapers trying to eliminate predate and "bulk sale" circulation from ABC figures. And advertising men are admitting some fault in gazing soulfully upon the figure of circulation rather than giving it any credit for its innate purity.

So we find Sunday papers published more than a week in advance and distributed far beyond the boundaries of their natural markets. And predate evening papers, followed by numerous editions throughout the morning and early afternoon. Does anyone know where these newspapers go, or what is the value of this premature circulation?

The Chicago Tribune, believing the quality of its circulation to be a great asset and a great help in selling merchandise, has spent large sums in getting information about its circulation. These Tribune circulation figures are available:

- Circulation in Chicago divided into 48 districts.
- Circulation in Chicago's suburban area—40 mile radius.
- Circulation by states.
- Circulation by counties in the five states of The Chicago Territory.
- Circulation in every city and village in the five states.
- Circulation by mail.
- Circulation in relation to rentals in Chicago.
- Circulation in relation to nationalities in 48 Chicago districts.
- Circulation in relation to retail stores in Chicago.
- Circulation in relation to good, fair and poor counties of Zone 7.

• • •

MID VICTORIAN MONSTROSITIES

THOSE of us who were born before the beginning of the present century, have some recollection of a peculiar looking old place we called our boyhood home. If we were moderately prosperous in some small city, the homestead probably was a Mid-Victorian monstrosity with turrets and towers

Business Insurance . . . Speed and the pictorial age . . . Circulation has something beside figure . . . Mid Victorian Monstrosities . . . Nikko Cheyne . . . A problem solved.

Newspaper

and scrolls and brackets and corner porches. If we were poor the knick nacks were omitted.

Times have changed. The greatest change is now taking place. And The Tribune's competition for designs for homes will have an influence on the beauty of homes in The Chicago Territory greater than anything that has ever happened heretofore. Change in wealth made the change.

Winning designs are being published in The Sunday Tribune. 841 plans have been submitted for five and six room houses. The Tribune's prizes for the best designs total \$7,500.

Space in the section containing these designs will be of extraordinary value to manufacturers of building materials. There never before has been an opportunity to reach so many interested persons in any single market.

• • •

LIEUT. ROLAND PETERWEE—painter at 17, studying in Paris . . . abandoned the canvas for the London stage . . . met with success as an actor . . . started writing backstage . . . continued in this, his favorite occupation, while with the allied armies in France. Author of "The Old Card," "The Singing Wells," "Treasurer Trail," "The Romance of Nikko Cheyne," which began this month in The Tribune, is the latest, and, we think, the greatest novel he has written.



It is no longer a problem in The Chicago Territory

A writer in Sales Management says:

"It is always a problem to get distribution which will give the consumer who is influenced by the advertising, an opportunity to buy the product. But without advertising, it is difficult to obtain distribution. This problem for the inexperienced company may seem as difficult of solution as the old time question as to what happens when an irresistible force strikes an immovable object! It is easy enough to say, 'We can't get distribution before we advertise, and there is no need to advertise unless we have distribution!'"

This problem has been solved so definitely and satisfactorily by The Chicago Tribune that many advertisers have given us stories of their unusual success in getting distribution before advertising starts. If there are any manufacturers who do not know about this basic idea back of all Tribune advertising, a Tribune man will be pleased to give details.

Pop Toop

IS CIRCULATION SIMPLY A FIGURE?

WE notice an unusual amount of discussion of the quality of circulation. Heretofore it has been considered much like the quality of mercy—quite intangible.

But now we see the publishers of the better