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Advertising & Selling

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Drawn by Earl Blossom for Hargratt & Sons.

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In this issue:

"What Does the 'Eating Out' Habit Mean to the Food Advertiser"? By RAY GILES; "How National Gypsum Salesmen Sold Their Company's Stock" By JOHN ALLEN MURPHY; "Qualifying a 'Foreign' Corporation" By H. A. HARING; "Communities Are Advertising;" "The News Digest" on Page 90

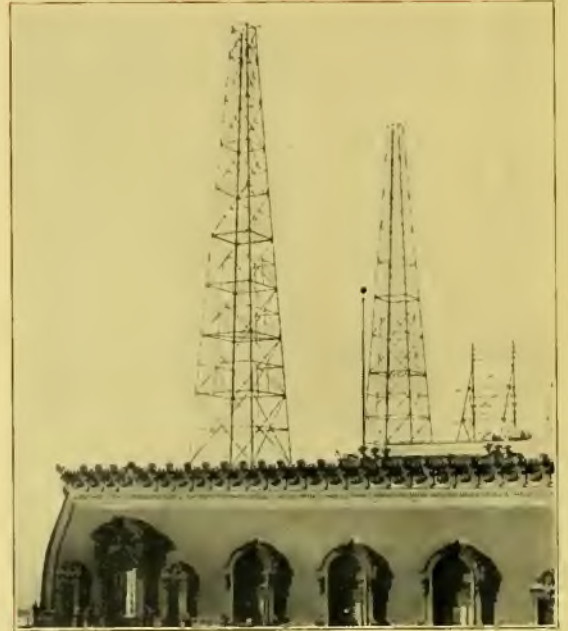
All-Day Broadcasting—Finer Programs Leadership in National Radio Advertising

THE CHICAGO DAILY NEWS has taken over the complete management of station WQJ, owned by the Calumet Baking Powder Company, and now operates this station in conjunction with The Daily News station WMAQ, with exclusive 24-hour rights to the wave length 447.5 meters.

The operation of two of America's foremost stations with a unified all-day program is welcomed by Chicago people and the radio public generally as another great advance typical of the five-year record of The Daily News in promoting the interests of radio.

WMAQ, the first newspaper-owned radio station in Chicago, equipped now with its *third* sending apparatus, has earned a reputation for fine programs that will be richly enhanced by the added facilities of station WQJ. The two stations are members of the chain of the National Broadcasting Company. The program scheduled throughout will be one of highest quality and interest.

By advancing every interest of radio, on the air and in its columns, The Daily News has attained a popularity



with Chicago fans reflected in its leadership six days a week in national radio advertising—it is the most effective daily medium for radio manufacturers and dealers in reaching the Chicago public.

Bound
Periodical

Arrangements to participate in the broadcasting schedule of The Chicago Daily News may be made by addressing Director, WMAQ, The Chicago Daily News, 15 North Wells St., Chicago, Ill.

583689

WMA 26 '28

THE CHICAGO DAILY NEWS

Member of The 100,000 Group of American Cities

Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42nd 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 March, 1927—440,448

Published every other Wednesday by Advertising Fortnightly, Inc., 9 East 38th St., New York, N. Y. Subscription price \$3.00 per Volume 9, No. 1. Entered as second class matter May 7, 1923, at Post Office at New York under Act of March 3, 1879.



New home of the Pittsburgh Press, "literally the finest newspaper plant in the world."

The Pittsburgh *Press* has overwhelming leadership. More linage in 1926 than any other two Pittsburgh newspapers *combined*—more than 37,000 more daily and more than 23,000 more Sunday circulation in Pittsburgh than other two evening newspapers and other two Sunday newspapers *combined*.

Daily
198,126



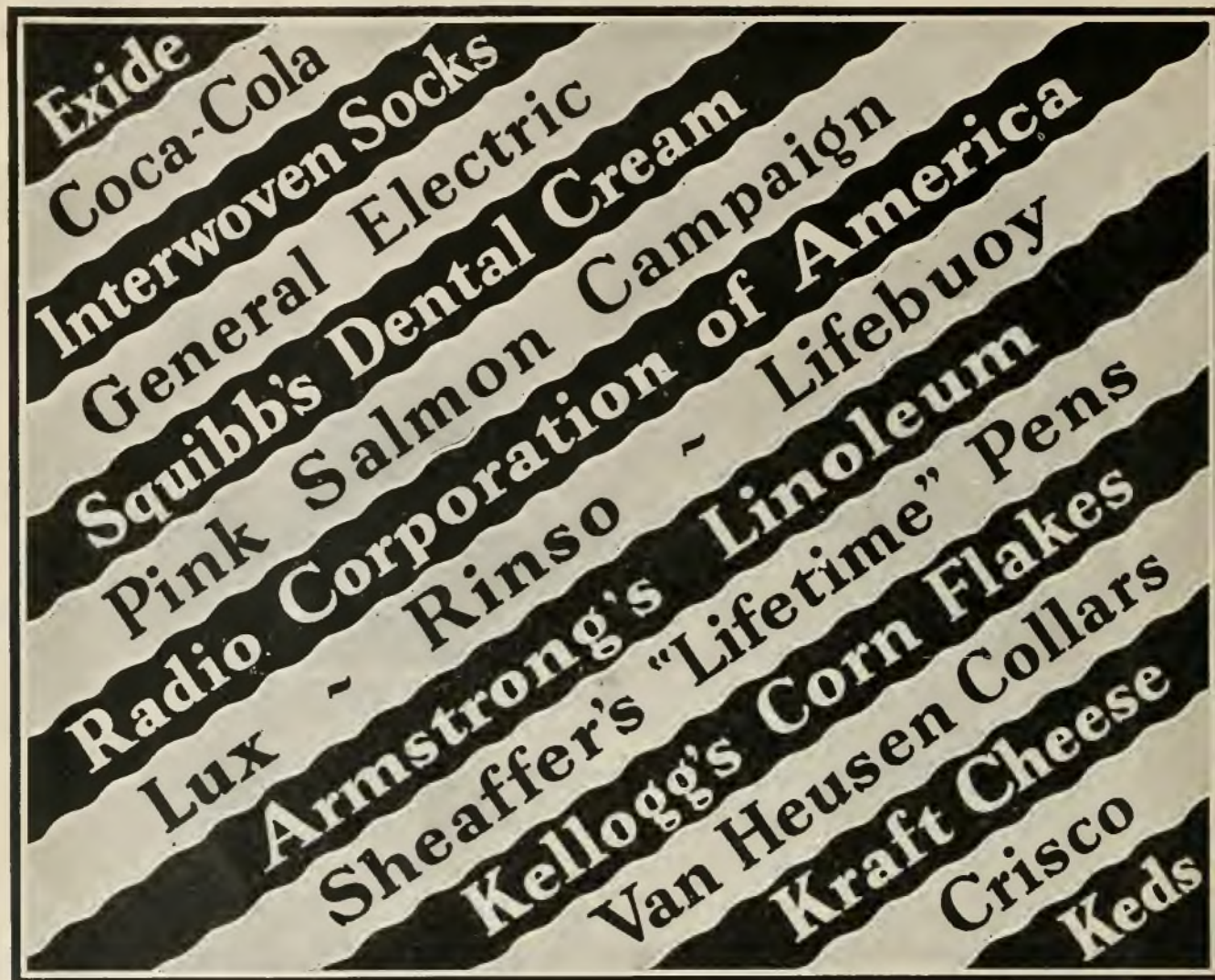
SCRIPPS-HOWARD

Sunday
259,163

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Ave., New York
Chicago Detroit San Francisco Los Angeles Seattle



Just a few of the 434 Exclusive NEWS advertisers.

434 National Advertisers*

Used The NEWS Exclusively in 1926

IN INDIANAPOLIS, The NEWS *alone* can carry full responsibility for delivering your advertising message. The NEWS coverage is so complete that any schedule in a secondary medium involves costly and unnecessary duplication. Experienced advertising space buyers readi-

ly realize that The NEWS breaks space buying precedents. What are normal morning paper schedules, split schedules, or Sunday paper schedules in *other* cities usually are *exclusive* NEWS schedules in Indianapolis . . . unless the rigid advertising censorship of The NEWS forbids.

* Non-medical.



The INDIANAPOLIS NEWS

sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

Solar Radiation and World Affairs

THE greatest stumbling block in the progress of man has been what we call the natural forces. Included in this category are various forms of unharnessed energy, nearly all of them being either direct or indirect products of the action of the sun. It is for this reason that when we seek the causation of tornadoes, floods, abnormal weather variations, crop failures or static, we always end up with eyes and minds focused on the blazing star around which our earth revolves.

The ancient astrologers were not far wrong in their belief that the violence or inactivity of the sun's radiation has a profound influence on human health and well-being. An eminent astronomer at a recent congress of scientists said that the extra dose of radiation that reaches us from the sun near the end of each sunspot

cycle stirs the nervous system and fosters unrest throughout the earth. The Russian upheaval of 1917, the French Revolution in 1789, and a long series of earlier insurrections all coincided with times of maximum sunspot activity.

We no longer believe that the positions of the planets and the moon in the signs of the zodiac—the twelve constellations that appear to circle around the Polar Star—determine the fate of the new-born child. We have got away from the notion that the same medicine is good or bad according to the position of the stars above. And, thank Heaven, we no longer wait for a sign from the astrologer that it is now safe to proceed with the ceremonial of an annual tub bath after a winter of bodily abstinence from soap and water. But the facts at hand do clearly indicate that something causes the machinery of man to alter its speed at more or less regular intervals of time.

We smile at the belief of our forefathers that the sun controlled the heart; Saturn, the spleen; Venus, the ears; Jupiter, the liver; Mercury, the lights; Mars, the gall; and the Moon, the head. But science no longer sneers at the notion that electro-magnetic bombardments of the earth by the sun vitally affect human actions. Tens of thousands of evil germs succumb to sunlight exposure, so that periods of plague and pesti-



lence are favored by a reduction in radiation and the simultaneous lowering of body resistance due to nervous relaxation.

We have developed a working knowledge of the atmosphere above us for 10 or 12 miles. It is clear that the warm air rises in the tropics, returning to the Arctic where it descends and starts once more on its journey to the equator. But as to the secrets of the upper air, not much do we know except that the air is thinner, oxygen and nitrogen have practically disappeared and hydrogen, helium and

free electrons probably reign supreme. As we go up, the temperature drops, reaching 60 degrees below zero at an altitude of 10 miles. Studies of shooting stars and other phenomena have resulted in great differences of opinion concerning the "electric roof" of the atmosphere and the temperature and density of the upper air. In this virgin field of research lies the key to many prob-

lems such as the aurorae, magnetic storms and "skip distance" or silent areas in radio broadcasting.

Milliken and Bowen, wizards of the infinite, tell us of electric winds that whistle past the earth's atmosphere at the speed of light—186,000 miles a second. These strange winds are really masses of radiation, for according to the new conception, light is not merely wave lines in ether, but comes in lumps of assorted sizes which have both mass and inertia. These "winds of space" blow ceaselessly from those sources of light and life which we call the sun and the stars. By virtue of their mass and speed they exert a pressure on the surfaces of all planets and whatever else they touch. Such cosmic rays are developed by the destruction of matter in far-off stars, some of them so distant that although light travels at such an incredible speed, the rays that reach the earth tonight started toward the earth hundreds of thousands of years ago.

If we reduce the heavens to a scale in which the earth is no larger than the tiniest germ visible under a microscope, then the sun would be only a dust speck three-hundredths of an inch away, and our entire solar system would be less than an inch across. On this scale, the nearest star would be 1500 feet away and

[CONTINUED ON PAGE 74]

YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD



*T*HE skillful work of Photo-Engravers has been indispensable in the working out of our campaign on style and design. The problem of presenting a style idea is a subtle and difficult thing and we have found the intelligent use of newer methods of Photo-Engraving extremely useful in successfully putting across this campaign. You will notice an effect obtained in this illustration which could hardly be reproduced by another means. We compliment the members of the Photo-Engraving craft on their constantly improving technique.

WILSON BROTHERS



AMERICAN PHOTO-ENGRAVERS
ASSOCIATION

GENERAL OFFICES ♦ 863 MONADNOCK BLOCK ♦ CHICAGO

Still *Panning* for Gold?

IN the pioneer days of '49, adventurers scooped golden wealth from the *surface* of old Mother Earth. In course of time, however, as the "dust" gave out, the pick and shovel had to give way to powerful machinery specially designed to reach pay ore beneath masses of hard granite.

The same changes are taking place in marketing. Back in the pioneering days of advertising, wealth lay on the surface and was got by surface methods. Those days have passed. Those eager to mine wealth advertisingly must shatter the rocks of inatten-

tion. The vein of riches must be dug from the hard granite of skepticism and indifference.

As a result *methods* and *tools* must be used today which were virtually unknown to advertisers of a few years past. Forces which were once potent when used alone must now be combined. Campaigns which even ten years ago would have called for but one type of selling effort now require three or more.

Advertisers who are overlooking these changed conditions are missing the real opportunities that lie in present-day advertising.

We have published an interesting book, "*The Third Ingredient in Selling*," which discusses in detail the changing requirements of advertising as a force in marketing. This book will be sent to executives who ask for it on their business stationery.

JAMES F. NEWCOMB & Co. INC.

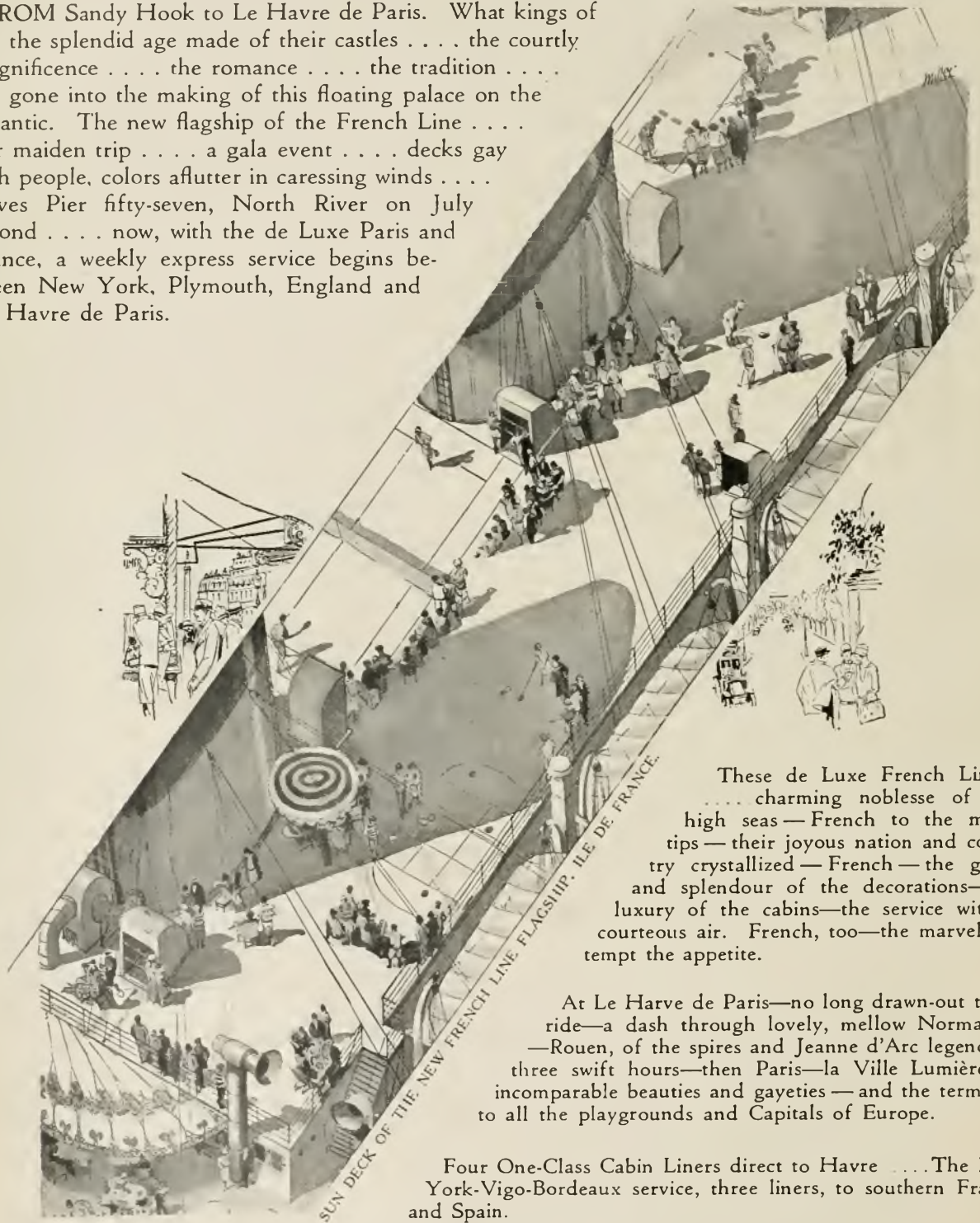
Direct Advertising :: *Merchandising Counsel*

330 SEVENTH AVENUE, NEW YORK, N. Y.

Ile De France

—The Boulevard of the Atlantic

FROM Sandy Hook to Le Havre de Paris. What kings of the splendid age made of their castles . . . the courtly magnificence . . . the romance . . . the tradition . . . has gone into the making of this floating palace on the Atlantic. The new flagship of the French Line . . . her maiden trip . . . a gala event . . . decks gay with people, colors aflutter in caressing winds . . . leaves Pier fifty-seven, North River on July second . . . now, with the de Luxe Paris and France, a weekly express service begins between New York, Plymouth, England and Le Havre de Paris.



These de Luxe French Liners . . . charming noblesse of the high seas—French to the mast-tips—their joyous nation and country crystallized—French—the grace and splendour of the decorations—the luxury of the cabins—the service with a courteous air. French, too—the marvels to tempt the appetite.

At Le Harve de Paris—no long drawn-out train ride—a dash through lovely, mellow Normandy—Rouen, of the spires and Jeanne d'Arc legends—three swift hours—then Paris—la Ville Lumière of incomparable beauties and gayeties—and the terminus to all the playgrounds and Capitals of Europe.

Four One-Class Cabin Liners direct to Havre . . . The New York-Vigo-Bordeaux service, three liners, to southern France and Spain.

Our illustrated booklets are a trip in themselves.

French Line

19 STATE STREET, NEW YORK CITY. OR ANY FRENCH LINE AGENT OR TOURIST OFFICE

A COMPLETE SURVEY OF BRITISH ADVERTISING FOR \$4.00

Now Ready—the 1927 Advertiser's Annual and Convention Year Book
6 Complete Books—More Than 500 Pages
150,000 Facts



HERE, in one volume—neat, compact, easy to use—is all the information and data needed by all American advertising men and women who are in any way interested in British Advertising, British markets, and British Empire Trade. You can turn to its pages with your thousand and one questions concerning any phase of British advertising, media and methods—and know that you will immediately find accurate and up-to-date answers.

The ADVERTISER'S ANNUAL has grown from four to six complete books in one. This expansion has been made possible by the phenomenal success of the 1925-1926 Edition. For the past twelve months the Editors have been engaged in col-

lecting and collating data, facts and figures, for the compilation of an even more ambitious and helpful volume than the old ANNUAL. The result is the 1927 ADVERTISER'S ANNUAL.

85% New—Twice the Value—Price the Same!

The new ANNUAL is far wider in scope and much more exhaustive in its survey of everything that enters into advertising, merchandising, and selling. 85 per cent of the information contained in the 1927 Edition is new—the remaining 15 per cent has been completely and thoroughly revised and brought up to date. The new ANNUAL, therefore, gives you twice the service value of the 1925-1926 Edition—without any increase in cost.

A brief study of the Outline of Contents will show you how the ADVERTISER'S ANNUAL has grown. Book No. 3 is an entirely new section dealing with the law in Great Britain in relation to Advertising in all its branches. To American Advertising Men interested in advertising in Great Britain, this Section will prove even more valuable than to their British colleagues.

If you are planning an international campaign you will need answers to hundreds of questions on printing in Great Britain. In the 1927 ADVERTISER'S ANNUAL you will find them, clearly and concisely tabulated for your immediate reference.

In the 12 Directory Sections you will find the names of all the leading newspapers, magazines and periodicals, throughout Great Britain and her Dominions, together with their addresses, telephone numbers, telegraphic addresses; page and column sizes; a complete schedule of advertisement rates; publishing and closing dates, circulations, etc. British advertisers consider these Sections alone are worth far more than the total cost of the complete ANNUAL. American advertising men and women will find them simply invaluable.

There is also an entirely new collection of statistics and analyses on British markets—the result of intensive market research; and, in addition, a complete Advertising Man's Vade Mecum.

150,000 Facts In One Big Volume!

The value of the ADVERTISER'S ANNUAL can only rightly be appreciated when in use. We have received hundreds of glowing testimonials to the utility of this handy volume from the more than 2,500 buyers. One of these men said that he got from his copy more than it cost him the very first day he used it.

Another said, "I would not sell my copy for £50 if I could not get another." Yet again, a third calls it "The Greatest Reference Work on British Advertising ever issued."

To all American Advertising Agents, International Advertisers, newspapers and magazines, interested in Great Britain; in her own and Colonial markets; or in securing advertising from Great Britain, this announcement is of paramount importance. The 1927 ADVERTISER'S ANNUAL is one of the most complete, comprehensive, and exhaustive treatises on advertising facts and figures ever produced in any country.

The price of this remarkable volume is only \$4.00—a mere trifle. Just fill in the coupon and attach your cheque or money-order NOW. Your copy will be sent, postpaid, and ready for your immediate use, by return. The Edition is limited—to delay posting your order may mean disappointment.

How the 1927 ANNUAL has grown to Six Complete Books in One.

1st—A Complete Advertising Man's Vade Mecum—on methods, men, media, and advertising developments and events of the year.

2nd—A Complete Series of Directories—12 Distinct Sections, covering every branch of British advertising, 8,000 separate entries (more than 80 per cent new and revisions) with complete lists and all relevant facts about each.

3rd—A Guide to the Laws and Regulations Affecting Advertising—an entirely new Section of legal decisions and acts relating to selling and advertising; trade marks and patents; hoardings and municipal bylaws; law of copyright, etc.

4th—A Complete Text Book on Printing and Engraving Technique—(another new book) giving the exact detailed information on a thousand and one points in the advertising man's daily work.

5th—A Market Survey and Research Data—an entirely new collection of statistics and analyses on British markets.

6th—An Official Report of the World's Advertising Conventions—for the year, and the Manufacturers' Selling Conference.

Sign and Mail this Coupon Today—

To the Publishers of "British Advertiser's Annual and Convention Year Book, 1927,"
Bangor House, 66 and 67 Shoe Lane,
London, E. C. 4., England.

Please send me one copy of the "BRITISH ADVERTISER'S ANNUAL AND CONVENTION YEAR BOOK, 1927," postpaid by return. I enclose herewith \$4.00 in full payment.

Name

Address



It's the same D & C Superb

DILL & COLLINS Co's. Distributors

ATLANTA—The Chatfield & Woods Co.
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 Co.
CLEVELAND—The Union Paper & Twine Co.
COLUMBUS, OHIO—Scioto Paper 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.
HOUSTON, TEX.—The Paper Supply Co.
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—Raymond & McNutt Co.
PHILADELPHIA—Riegel & Co., Inc.
PITTSBURGH—The Chatfield & Woods Co.
PORTLAND, ORE.—Carter, Rice & Co.
PROVIDENCE—John Carter & Co., Inc.
RICHMOND—Virginia Paper Co.
ROCHESTER, N. Y.—Geo. E. Doyle Company
SAN ANTONIO, TEX.—San Antonio Paper Co.
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
SAN FRANCISCO—General Paper Co.
SPRINGFIELD, MASS.—John Carter & Co., Inc.
TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Co.
WASHINGTON, D. C.—Virginia Paper Co.

FIFTEEN YEARS—and the whole world may turn a somersault! Fashions, styles of dress, modes of travel—all may change.

But quality remains unchanged. For quality is *demonstrated* usefulness.

Fifteen years ago the Corday & Gross Company, of Cleveland, selected D & C SUPERB as the paper most appropriately reflecting the excellence of Alco Motor Cars.

Today, the same D & C SUPERB is chosen by the Hollenbeck Press, of Indianapolis, to tell the story of Marmon.

Printers and advertisers are quick to appreciate the special *appropriateness* of this paper—superb indeed!—for printing that produces results. The peculiar adaptability of its smooth, dull-coated surface for clean type impressions and striking color presentations has never varied. Its quality means time saved on the press, and messages saved from the waste basket.

Whatever your printing requirements, the D & C line has a paper that meets them. Your paper distributor knows the possibilities of D & C papers, and is willing to assist you in selecting the right paper for the job. Consult him freely.

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



. . . profusely illustrated . . .

What price Sex-ationalism?

NEWSPAPER sensationalism has developed into sex-ationalism. The three "big stories" * of the past three years were dominated by sex. A new school of journalism has risen and flourished largely through its emphasis upon sex-stories, profusely illustrated.

No keyholes

But TIME squints through no keyholes. The very opposite of the prudish, the Victorian, it enjoys calling a spade a spade, presenting truths plain and unvarnished. But sex is treated without being mistreated — related without being exploited. TIME retains its sense of proportion even when dealing with the "blushful mystery."†

"What people like"

For though sex-stuff may be "what people like," it is not what TIME readers like. They do not read TIME to be shocked or to be excited. They behold in it no photographs, composite

or otherwise, of high-notes in the newest sex-discord. Indeed, they value TIME chiefly because it gives them a weekly world-picture in which the trivial and insignificant are not exalted because they may be also sinful.

Apparent to advertisers

That TIME readers, sane, balanced, intelligent, are especially responsive to advertising has been apparent to advertisers themselves. For TIME carries more advertising than any other national weekly with less than a million circulation.** And for every 1924 dollar of advertising revenue, TIME received \$5.40 in 1926. Alive to the world they live in, alive to the advertised products that make it a better world to live in, the TIME reader-group constitute a court in which the advertiser's appeal will not go unheard.

ROBERT L. JOHNSON, *Advertising Manager*
25 W. 45th St., New York City
Main Office: Penton Bldg., Cleveland, O.

*Three big stories: Leopold-Loeb; Hall-Mills; Browning-Browning.

†"Blushful mystery" — acknowledgment to H. L. Mencken.

**Circulation — TIME guarantees plus 135,000 for 1927 average.

TIME

To Press Tuesday — THE WEEKLY NEWSMAGAZINE — To Readers Friday



Women's Wear

The Journal had a big lead over *all* Portland papers in "women's wear" in national advertising, local advertising and total advertising in 1926!

Q If you want to reach Portland women, advertise in the Journal!

The JOURNAL Portland-Oregon

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



BUSINESS IS TRAVELING LIGHT— BUT FAST

The modern retailer buys only what he knows he can sell, and buys it shortly before he sells it, smaller quantities at more frequent intervals. Production and consumption are brought closer together. The manufacturer is more acutely conscious of his real customer—our old friend, the ultimate consumer. He measures his sales by what the public has actually bought, not by what his salesmen have succeeded in loading the dealer up with. Thus greater elasticity is given to the machinery for making and selling goods. This is one more instance of the alert condition of business. It is traveling light, ready to change its course on short notice. It increases speed, but it equally increases control—eighty horsepower, but four-wheel brakes.

The manufacturer who is also a national advertiser* need not worry over this new method of distributing and selling. He uses advertising as the controlling factor in the situation, and indeed, has been thoroughly adjusted to the new era for the last five years or so. But let all others beware the dog.

Today the situation of a whole industry changes overnight. The business world is formless—almost fluid—and with a plasticity to the touch which suggests—and commands—that we should take it up and mould it to a better pattern.

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK CITY

**A national advertiser is not defined in the revised lexicon as one who simply puts ads in the magazines. Being a national advertiser involves a state of mind about selling goods which accepts the new order and has faith in the power of words and pictures to control the consumer.*



President Coolidge meets with business paper publishers and editors at the March Washington meeting of the National Conference of Business Paper Editors

DURING the last six years, publishers and editors have met regularly in Washington to discuss with the Cabinet officials, department heads and congressional committee chairmen, at the invitation of the National Conference of Business Paper Editors, the economic problems of government and business.

Leaders of Washington economic thought and opinion welcome the representatives of the business press not alone because they represent a great audience of business men, but because they bring to the conference intimate knowledge of the trend and opinion in each field.

Business is as sound as its press. One of the measures of business progress is the vitality and power of the business press.

The business journals maintain this vitality and power as a great medium of exchange

of progressive business thought by intimate daily contact with their fields.

When you buy advertising space in a business paper, you buy not merely the circulation of so many thousands of the 1,110,000 paid subscribers of the A.B.P. publications—you buy an intimate section of trade goodwill and understanding.

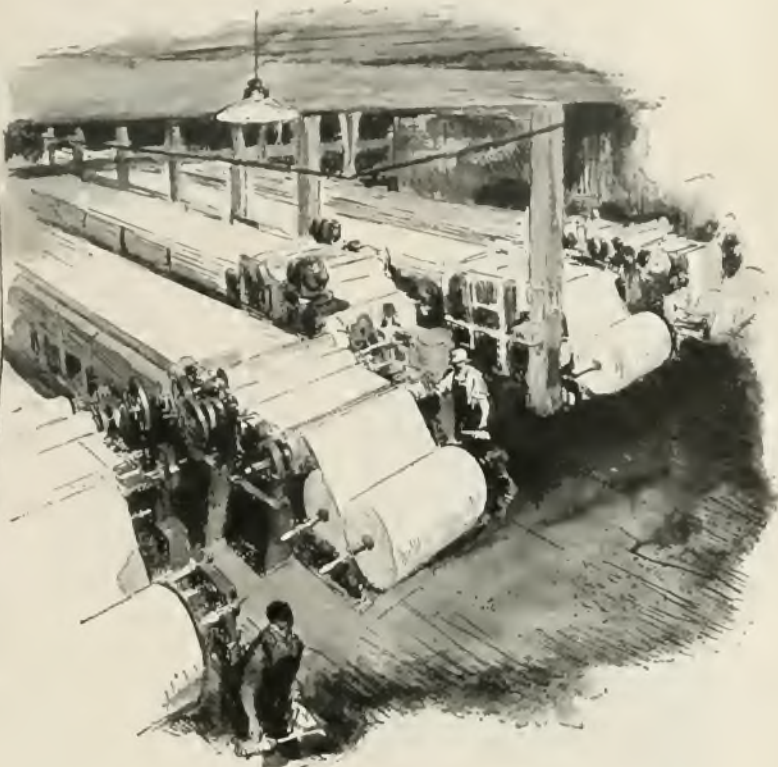
The reason why advertisers are turning more and more to the business paper, the reason why the volume of business paper advertising is growing, is found in the fact that business paper advertising is fast developing as the only economical way to reach the intimate needs of classified buying groups.

Business papers enable the advertiser to specialize his advertising just as he is specializing his selling today.

ASSOCIATED BUSINESS PAPERS, INC.
52 Vanderbilt Avenue, New York

The A.B.P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.





BEAUTIFUL SURFACES

In paper, as in marble, the perfection of a work of art depends upon the surface.

A BLOCK of stone roughly cut may be a work of art. But perfection is never attained until the last touches finish up the surface. This principle from the arts is successfully applied to business matters—printing, for example.

Printing to be commercially successful must please the eye; and printing has reached its highest plane of quality through the use of "coated" papers—that is, papers specially surfaced, whether with high or dull finish, to give perfect reproductions from plates of paintings, drawings or photographs.

That the finest coated papers come from the Martin Cantine Mills is evidenced by the fact

that these mills, which have been devoted exclusively to coating papers for nearly forty years, are the world's largest producers of coated papers today.

Always specify Cantine Coated Papers. Samples, together with name of nearest supply house, will gladly be sent upon request. Address Dept. 336.

A handsome engraved certificate is awarded each quarter to the producers of the most meritorious printing on a Cantine paper. For this purpose send us samples of all work you produce on any Cantine paper. The Martin Cantine Company, Saugerties, N. Y.

SPECIALISTS IN COATED PAPERS SINCE 1880

Cantine's

COATED PAPERS

CANFOLD
SURREPT FOLDING
AND PRINTING QUALITY

ASHOKAN
NO 1 ENAMEL BOOK

ESOPUS
REGULAR
NO 2 ENAMEL BOOK

VELVETONE
SEM DULL - Easy to Print

LITHO C. I. S.
COATED ONE SIDE



The one Thing
about a Woman's Magazine
that



a Man Can Understand

To the average man most of a woman's magazine remains a closed book—

The one thing he can understand is the appeal of *food*. He is just as responsive as his wife to such suggestions as "Crunchy Brown Toast"—"Varied Hors-d'oeuvres"—"Sunday Night Suppers and Snacks" (Recent titles from Delineator pages.)

At the same time fashions, scientific household management,

interior decoration, fiction, the care and training of children, have just as much appeal to the woman as food has to both the man and the woman. It is a well-balanced editorial program that Delineator offers the woman of today.

For its purpose, to further the Art of Gracious Living, is simply an answer to the present day demands of hundreds of thousands of American women.

And every month more and more advertisers are cooperating with Delineator in this purpose

Delineator

Established 1868

BUTTERICK PUBLISHING CO.

Advertising & Selling

VOLUME NINE—NUMBER ONE

May 4, 1927

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WITH this issue of ADVERTISING AND SELLING we are proud to announce the addition to our staff of contributing editors of Ray Giles, account executive of The Blackman Company, New York advertising agency. Mr. Giles has written constructive articles upon various phases of advertising and sales subjects and is the author of several books which are highly regarded. Henceforth his writing in these fields will appear exclusively in this publication.

In the current issue he is represented by the lead article, "What Does the 'Eating Out' Habit Mean to the Food Advertiser?" a forward-looking and important contribution upon a growing tendency which may have far-reaching effects upon a wide market.

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

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Reaching the New Buying Power

Our national income has risen spectacularly in a ten-year period from twenty-seven billions of dollars to ninety billions.

Wage scales have risen to new peaks and continued their advance in the face of a declining price level for commodities.

All of which means more families with higher purchasing power.

Several billions of dollars of this increased purchasing power have gone into improving the standard of living of the average American family. The family of today takes as a matter of course many of the comforts and conveniences that a few years ago would have ranked as out and out luxuries.

Automobiles (more than 20,000,000), radios, automatic refrigeration, automatic heat, electricity, gas, telephones, new homes to the extent of two and a half billion dollars per year!

What is the significance of this to the advertiser?

Both wants and expenditures to satisfy these wants continue to increase with increased purchasing power. Never will the saturation point for the better things of life be reached.

Each year additional thousands of families step up into the class group. This class audience formerly comprised of thousands of families now numbers hundreds of thousands.

Cosmopolitan is the one class magazine which has kept up with the trend of the times. It has constantly improved, both in editorial content and in physical appearance to appeal to the kind of families who seek the better things and who have the buying power to satisfy their growing wants.

And now reaches more than a million and a half such families—the best prospects for quality merchandise—and living, 90% of them, in the larger cities and towns where it is easiest to sell them and where most of the best dealers are located.



Invite a Cosmopolitan representative to give you additional facts about its influence and show you how it can fit into your own advertising program.

Advertising Offices

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CHICAGO, ILLINOIS

119 West 40th Street
NEW YORK CITY

5 Winthrop Square
BOSTON, MASS.

General Motors Building
DETROIT, MICHIGAN

625 Market Street
SAN FRANCISCO, CAL.

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
 RAY GILES N. S. GREENSFELDER JAMES M. CAMPBELL FRANK HOUGH, *Associate Editor*

What Does the "Eating Out" Habit Mean to the Food Advertiser?

By Ray Giles

THE calculation is made that about 21 per cent of the nation's meals are consumed outside the home. With this point reached, and the trend of food consumption still growing away from the home, the manufacturer in this biggest division of advertising may well ask himself a few serious questions, such as:

Is eating out a menace to the advertised brand?

Is it a condition which calls for special sales or advertising measures?

Is it a condition which may cause the women at home to be more careless about the purchase of the foods bought for home consumption?

Can restaurant keepers be interested in advertised foods to the point of mentioning them on their menus?

In the city of New York there were about 7500 restaurants in 1915. By 1925, the number had grown to 17,000. The greater part of this expansion occurred during the latter part of the decade, as indicated by the fact that only 10,688 restaurant



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permits existed in the year 1920.

The number of restaurants does not begin to indicate the extent of the eating-out habit, for, according to the 1924 report of the Board of Health, there were 93,861 food and drug stores where hunger might be sated on the spot. The count included 4634 delicatessen stores, 10,521 candy stores, and 4832 food stands purveying such dainties as the rosy "hot dog" and lemonade which was extracted more or less from the lemon itself.

During this period when the number of restaurants increased over 100 per cent, the population increase was only 13 per cent.

The growth in New York of the habit of eating out is reflected all over the country. According to the census of 1910, there were 60,832 restaurant keepers in the country, as compared with 87,987 in 1920. It is estimated that by this time the number has grown to over 100,000.

More specific still are the figures compiled a year ago by Kirk Taylor of the Management Magazines, Inc., Chicago:

No. of Units	Classes	Daily Average Each	Total Meals Served Daily
Restaurant Service			
*41,000	Public	500	23,000,000
800	Industrial ...	50	40,000
24,000	Hotel	500	12,000,000
5,600	Hospital ...	200	1,120,000
1,500	School	500	750,000
9,000	Club	200	1,800,000
1,000	Dining Car..	75	75,000
300	Steamships ..	600	180,000
83,200			38,965,000
Cafeteria Service			
15,000	Public	1,500	22,500,000
4,200	Industrial ...	500	2,100,000
2,000	Hotel	1,500	3,000,000
2,000	Hospital ...	500	1,000,000
13,500	School	400	5,400,000
800	Club	200	160,000
1,100	YM's—YW's..	300	330,000
38,600			34,490,000

Hospital Patients' Service			
6,900	Bed Side Service	230	1,587,000
SUMMARY			
Types of Service	Number of Outlets	Number of Meals Served Daily	
Restaurant Service	83,200	38,965,000	
Cafeteria Service	38,600	34,490,000	
Hospital Patients' Service	6,900	1,587,000	
Total	128,700	75,042,000	

*Including only those serving over 300 meals per day.

To understand better how this

change has come about, there are other statistics quite as worthy of examination.

The servant problem, for one thing, has been a factor in sending a great many people to the restaurants for their meals. In 1910, there were 20,255,555 families and 2,531,222 domestics. In 1920, for 24,351,673 families, there were 2,186,924 domestics — more families, fewer servants. Hence the endemic change to servantless homes, apartments

with kitchenettes, apartments with no kitchens at all, homes without dining rooms.

The drastic cuts in emmigration from the countries which formerly supplied us with servants offers the best of evidence that the number of domestics will probably drop still further downward.

In 1920 there were almost three times as many women in clerical positions as there had been back in the

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On the Subject of Names

By Earnest Elmo Calkins

WHEN I was at Aix, I stayed at a hotel which bore the formidable name of Splendide-Royal-Excelsior, and it was almost as magnificent as its name. This triptych patronymic was not the result of an idiotic attempt to gather in one phrase all the most luxurious adjectives, but was really the result of a combination of three hotels, retaining the best features of each, including the names. It is safe to say that no one ever calls the hotel that, not even the proprietor. But the perverted impulse which leads the controllers of enterprises that appeal to the public for their support to use awkward names to handle them by, is one of the mysteries of business psychology.

It is especially virulent in New York City just at present. That magnificent apartment hotel which advertised itself in so spectacular a manner the other night by burning off the scaffolding with which it was enclosed, is to be called the Sherry-Netherland. Why I do not know, but certainly the reason cannot overbalance the fact that Netherland is a much better name for it, or, for that matter, Sherry. Netherland is the name associated with that site. It goes back to the Dutch origin of New York. It has that aristocratic connotation which should inhere in a hotel the door-knobs of which are to be gold-plated. And lugging in Sherry simply gives the public a longer and more difficult name which it will promptly shorten to either Netherland or Sherry.

Across the street is another palatial hotel built on the site of the old Savoy and christened the Savoy-Plaza, to indicate, I suppose, that it is managed by the old Plaza across the square. And here again, why double the burden of carrying the name in the memory, in advertisements, on bills and in the bookkeeping? Savoy alone is an excellent name. It is the name of the hotel in London that is best known to the kind of Americans who would patronize the Savoy-Plaza in New York. The Plaza name, which is a good one, is already identified with the older house.

Some time ago I commented on the Ritz Tower. I wondered why a man who has such command of words as Arthur Brisbane would allow a building belonging to him to be given a name that showed so little imagination and so much slavish imitation. Surely there are enough good names without having two buildings with the same name in one city, because the public has promptly called the Ritz Carlton the Ritz. It will with equal promptness call the Ritz Tower the Ritz.

Some years ago the public gratuitously presented the George A. Fuller Company with a magnificent name for its three-cornered building at Twenty-third Street, but the Fuller Company would have none of it. It insisted that its building was the Fuller Building, and the public insisted that it was the Flatiron Building, and I leave it to any advertising man which is the better name.

It would never occur to the promoters of such enterprises to doubt their ability to name them. They would never dream of consulting an expert. If I were looking for a name, I would want to consult such men as A. A. Milne, or Dr. Doolittle, since Lewis Carroll, that perfect namer, is no longer accessible. Such men know how to give names that stick and linger in the memory and seem to express the soul of the article christened.

There is a healthy tendency on the part of manufacturers to cut down the burden on the public's memory. Many of them are changing the corporate names of their companies to the advertised names of their products. The old Southern Cotton Oil Company is now the Wesson Oil and Snowdrift Company. The National Biscuit Company has introduced the name Uneeda Bakers. All this is because the public has shown very plainly what it will remember and what it will not. And yet every day someone insists on going against the grain and unnecessarily adding to his future advertising troubles by creating a name which merely flatters his vanity and insists on forcing that name down the throats of the public.

How National Gypsum Salesmen Sold Their Company's Stock

Describing a Unique Method by Which a New Concern Provided Its Capital

By John Allen Murphy

WHEN the National Gypsum Co. was organized in 1925, it faced, like all new businesses, the problem of building an adequate financial structure. The organizers showed their faith in the enterprise by backing it with all of the money they could command personally. But since a business of considerable magnitude was being planned, it was not expected that the organizers would furnish all the capital required.

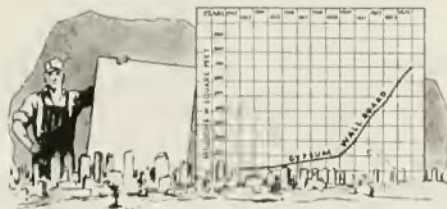
It was the intention of the management to float a stock issue and to market it through an investment house in the usual manner. There was no reason why the company should not have followed the customary procedure. The enterprise was soundly conceived. The men backing it had an extensive experience in the gypsum field and in the wallboard industry. The company owned a valuable gypsum deposit which had recently been discovered at Clarence, New York. The most modern plant that the industry had ever known was being erected on the site of the deposit. An inexhaustible market was waiting the company's product.

The set-up was ideal for a stock flotation. With such a property behind the issue, any investment banker would have found it easy to raise all the capital needed.

"We had no thought of selling our stock except through an investment house," explained J. F. Haggerty, president of the company, when I talked to him recently. "No doubt we would have raised our capital in that manner, had not a different plan presented itself just as we were about ready to complete the financial end of our structure. Our executive and sales personnel is built along somewhat radical lines. Every man in the organization is thoroughly ex-

THE BURIED TREASURE OF WESTERN NEW YORK

A series of advertisements revealing the story of a great natural resource—its discovery—its utility and its possibilities



The Growth of the Gypsum Wall Board Industry

American industrial progress has been said to be based largely on the development of "ideas." The Gypsum Wall Board "idea" was needed by American builders. So quickly did the product become of national importance that even builders themselves had only a meager knowledge of the huge quantities which the nation was absorbing.

Gypsum Wall Board has never caught up with its demand. With present building shortages it is doubtful whether it will, within the next several years—if at all. Authoritative figures reveal a significant fact. For six years the demand for Gypsum Wall Board has shown an average yearly increase in excess of 30%.

A slight indication of the future demands can be gleaned from a statement of the conservative Chicago Tribune, which estimates building shortage at the beginning of the current year as four billion dollars.

In the face of this situation if certainty requires but little foresight to estimate the possibilities of the new strata of Gypsum uncovered in the great Western New York field, within a few miles of Buffalo's city line, which is being converted into Gypsum Wall Board by men whose lives have been spent in the business.

The Industrial Romance of Gypsum has been told in a story by J. Jay Fuller. We will gladly mail a copy to interested Builders.

NATIONAL GYPSUM COMPANY
JACKSON BUILDING, BUFFALO, N. Y.

perienced in the gypsum or wallboard industries, or in some kindred line. Men of the caliber we wanted cannot be picked up every day. So we engaged them as we had the opportunity to get them. By following this plan we had several salesmen in our employ a long time before we were ready to operate.

"THE question arose what we should do with these men in the meantime. One of our officers suggested that it might not be a bad idea to have them sell our stock. The more we thought about the suggestion, the better it seemed. The men themselves liked the idea. They were so enthusiastic about their new jobs and the prospects of the company that they were anxious to share their enthusiasm with others."

So the men were allowed to try their hands at stock selling. And they succeeded handsomely. The National Gypsum Co. was incorporated on Aug. 29, 1925. The first salesman was hired in October of that year. Gradually, other salesmen were engaged until there were twelve salesmen on the payroll. By June 15, 1926, when the company started to manufacture, these twelve men had sold most of the stock issue and had started a momentum which subsequently sold the rest of it. The company now has a capital of \$2,350,000 from the sale of this stock, which has a net value in excess of \$3,000,000.

Even more significant is the fact that these men sold the stock at a total cost of less than 8 per cent. To sell the stock of a new company through customary investment channels often costs up to 40 per cent. Even an established company, with a successful business, usually has to pay as high as 15 per cent to secure additional capital.

Remember that the salesmen who accomplished this feat were hired primarily because of their ability to sell gypsum products. None of them had any experience in selling securities.

What these men did is so remarkable that I am sure business men in other fields will be glad to learn the details of just how the National Gypsum financial plan was carried out. It is one of the few instances on record where a reputable, high-grade organization succeeded in financing itself in this manner.

The company confined its security drive to Buffalo, N. Y., and environs. It secured a list of all the automobile registrations in Erie County, down to and including Buick registrations. It was assumed that people who can afford to own high-grade automom-

Qualifying a "Foreign Corporation" Cost and Requirements

By H. A. Haring

A BULLETIN of the National Association of Manufacturers makes this statement: "Often one of the most annoying problems confronting an executive, in the regular conduct of his business, is the determination of when and under what circumstances he will subject his company to the laws of a particular state by the course of operations he has in mind or in practice."

So many corporations have fallen into the pitfalls of "foreign corporation" laws that it is trite to assert that any corporation "doing business" in a state should protect itself. Then there emerges the question of how to do it.

It is simple for a management to qualify the corporation in a neighboring state. Let, however, the one be multiplied into forty-seven and the task looks staggering. Without verifying first impressions, any business man knows that about forty-seven varieties of procedure will be encountered. They are as varied as the theories of different states in their corporation laws: Maine, as everyone knows, follows one idea of corporate organization; New York

has another, quite different from that of Maine. Delaware shows wide variation from Wisconsin.

Trade associations, through committee reports, are hopeful of uniform legislation over "foreign corporations"; but it is incredible when one remembers that more than half the states, as a preliminary step, would be obliged to alter the whole conception of their business law." This matter of uniform enactment has repeatedly been considered by the National Conference on Uniform State Laws. At the 1924 meeting of that association, the president's address dismissed the question with this brief statement:

It will never be possible to get all the states to agree upon the theory of an incorporation act, as some of the states will always adhere to the conservative policy of encouraging corporate management, other states will always incline toward a strict regulation of corporations, while a third group will regard incorporations as a mere revenue-producing procedure.

Such a sentiment is discouraging to those who hope for uniformity. Ut-

tered, as it was, by the president of a national organization whose aim is to promote uniform enactment, the statement that it will never be possible forces a corporation to the conclusion that it must, somehow, contrive to get along with the errors of omission and commission of the states.

The situation is complicated by unfortunate nomenclature. The very sound of the phrase, "foreign corporations" in the title of a bill before any legislature commands instant support. No measure is more popular than one with this alien-sounding phrase. If it proposes harsh measures, or levies a new tax, it needs the protection of a self-

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STATE laws vary as much as State legislatures or State capitol, and it is these laws that a corporation must take into account when it proposes to do business outside of its home state. With forty-seven varieties of procedure facing him, the business man's task appears, to say the least, staggering.

When Does the "Stunt" Earn Its Place in Marketing Plans?

By Frank L. Scott

AN advertising agent was trying to find out what the average person's thoughts are when buying shoes. He formulated a questionnaire which he circulated among about 200 persons. One question was, "what shoe advertising stands out strongest in your memory?" The answer given most frequently was "the Regal buzz-saw test." No other shoe advertising was commented on half as much as this ancient exploitation of Regal's.

I don't remember just what year it was when the windows of Regal Shoe Stores were filled with buzz-saws blithely cutting Regal Shoes in two. It must have been about twenty years ago. But the memory of that "stunt" in merchandising is fairly clear to me still, as it evidently is to many others. Half shoes by the dozens littering Regal windows. The buzz-saw there at work or resting up before tackling a new bunch of shoes. And with it all a conviction that Regal shoes must have been made of honest materials throughout for the manufacturer to perform such a major operation right out in the open highways.

When does the stunt earn its way? What kind of stunts are really worthwhile? Do stunts ever result in more harm than good to the product that uses them?

At the tender age of twenty-two I found myself advertising manager of a motor truck company. The heads of the business had, up to that time, been engaged in selling passenger cars only. Evidently the publicity schemes then used in the pleasure vehicle field seemed to them appropriate as well for motor-truck promotion work. In all seriousness, one of the directors proposed that a five-ton



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truck be loaded with six tons of anthracite and speeded down Broadway from Columbus Circle to Times Square at the rate of thirty miles an hour. More! The wild adventure was to be timed so that it would be witnessed by the mobs emerging from theaters.

This test was urged on these

grounds: (1) It would result in the driver's arrest, which would probably get publicity in all the newspapers; (2) the news item would bring out the fact that although the truck was overloaded, it was speeding along at thirty miles an hour, thus demonstrating the carrying ability of the vehicle under adverse conditions. Better judgment prevailed, however, and this stunt was talked down. But it illustrates how easy it is for thinking to run wild when the mind once gets churning away in the quest of the bizarre.

One of the first questions that ought to be asked of any proposed stunt is the very obvious one as to whether it attracts favorable attention to the goods, or whether it is merely an eye-catching device which has little relation to the product.

Only a few days ago the Rogers Peet window on Forty-second Street near Fifth Avenue again carried the device by which a stream of water flows over a piece of the woolen used for their Scotch Mist coats. Here, surely, is a "stunt" that is right to the point. It arouses curiosity. It proves the fabric impervious to moisture.

An airplane flew over Manhattan, spelling in smoke the name of a popular cigarette. It is said that sales jumped during the period of the flight. But ask a group of smokers to name the cigarette so advertised and you may be surprised at the few who remember. A little later another cigarette was advertised by another plane that flew at night, carrying the name of the product in electric light bulbs on the under wings. How many who saw that flyer can recall the product which was advertised?



© Herbert Photos.

The value of the stunt is most apparent where a dramatic demonstration is needed to prove the superiority of a new product. Thus the Rogers Peet test proves an ordinary woolen to be water-proof. The Regal Buzz Saw proved that the insides of those shoes were of good quality.

A driving rain may interfere with the perfect functioning of an automobile engine. So it was an interesting sight to motorists when Buick show rooms displayed stripped chassis with overhead piping dropping water enthusiastically over the mechanism beneath. That was at least ten times as expressive as the same story could possibly have been in mere words.

When four-wheel brakes were first applied to automobiles several questions popped up. Among them: What about skidding? Will the braking be even on all four wheels? So one of the popular cars hired a skating rink in a big city. A car

was set out on the ice and the public invited in to see the fun. She ran on ice. She stopped on ice. They stopped her gradually. They stopped her suddenly. She didn't skid or swerve. A mere "stunt" thus answered objections with celerity and dispatch.

Another car, some years ago, claimed unusually low gasoline consumption. The validity of that claim was strikingly emphasized when a special one-gallon tank of gasoline was hitched up to the engine but mounted outside the hood. The regular gas tank was disconnected. Demonstrators drove about under outside inspection and proved through this stunt that fuel consumption was unusually low.

Some time ago the rotogravure sections showed pictures of a linoleum covered piece of street in a busy section of a Pennsylvania city. For a week or more the traffic thumped over the linoleum, and I

suppose that after that no one in town had to guess very hard where to go if he wanted good linoleum.

A clothing manufacturer wanted to prove the durability of the lightweight woolens which he was going to use for his featherweight summer clothing. He tacked a few square feet of the cloth down across the entrance to his private office. To the buyers who visited him there this stunt apparently had a lot of selling value.

The stunt may sometimes be worked out so that it carries advertising into places where it stands out even more effectively than in magazines, in newspapers or among the posters and painted signs.

The winter of 1925-26 is remembered by many of us as the year when we tried to get reconciled to soft coal and coke in our furnaces, or at least attempted to learn how to burn these substitutes so that

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Bureau of Advertising Banquet Closes Publishers' Convention



THE fourteenth annual banquet of the Bureau of Advertising, which was held on Thursday night, April 28, brought to a close the convention of the American Newspaper Publishers' Association. The election of officers for the coming year proved to be a re-election, for the men who will guide the course of the A.N.P.A. are, as last year: President, John Stewart Bryan, of the *Richmond (Va.) News Leader*; vice-president, E. H. Butler, of the *Buffalo Evening News*; secretary, George Rogers, of the *Cleveland Plain Dealer*; treasurer, Howard Davis, of the *New York Herald Tribune*. The report of the Bureau, which was agreed upon behind closed doors, as is the custom, stuck to two themes: namely, progress and increased business. A digest of the report will be found elsewhere in this issue.

The Romance of the Magazine

By G. Lynn Sumner

IRECOGNIZE no common ground of conflict between the newspaper and the magazine. The newspaper is and always has been primarily a medium of news. The magazine is and always has been primarily a medium of information, inspiration and entertainment. One potent factor has had its influence upon both—the altered character of the time in which we live—the accelerated speed of living, the acceptance of new habits, new mental attitudes, new enjoyments, new comforts, new luxuries, new diversions, new modes and manners. The newspaper, because it is the veritable mirror of our daily doings, must of necessity reflect them as they are. It is as current as what we think and do today. The magazine takes the same elements, contemplates them with a bit more leisure and caution and portrays them also, but with a deeper and more deliberate reflection. There may be a no man's land where functions overlap and lose their clarity of definition. But the fact that the newspaper and the magazine serve two separate and distinct purposes for the reader and for the advertiser is best proved by the fact that four of our greatest publishing units are successful producers of both.

In those instances in which magazines have grown lean and hungry and in their emaciation have accused the newspapers of having foraged their fields, it will be found that those very magazines have gone on nibbling in the barren lands of tradition, blind to the green pastures of new interests and new diversions.

As a matter of fact the altered character of the newspaper has in itself created new opportunities for the magazine. The newspaper as the mouthpiece of great individual leaders of thought—the Horace Greeleys and the Henry Wattersons and the William R. Nelsons—of other days, has passed on. The public takes its news straight. And it is impatient at two o'clock this afternoon to know what happened as



late as ten o'clock this morning.

But just as eating all your meals at the lunch counter induces indigestion, so absorbing all your information from red hot extras makes too heavy a demand upon the gastric juices of intelligence. There are hours of relaxation when men and women, modern as they may be, like to contemplate even motives for murder at least one degree removed from the scene of the crime. In other words, the newspaper has not displaced the magazine; it has simply stimulated an interest in life and living that has made the magazine the more essential.

IT is an obvious and oft-stated fact that the magazine is an American institution. Circulations of two and three million for a weekly or monthly periodical are unknown in England or on the Continent. One of the most characteristic bits of landscape which an alien takes back from a visit to our shores is the news stand ablaze with a display of some two hundred riotously colored covers. Some of these periodicals are extremely transient. Any one of us can go to a subway or stationer's stand today and find magazines we never knew existed. Next month some of them will be gone and others

will take their place. They are examples of the high courage of those who, with an envious eye on Mr. Curtis, rush into print where even angels would be appalled by union wages and the price of white paper. But among the maze of hopeful tempters of disaster there are fifteen or twenty or twenty-five great periodicals which represent the best traditions and the best examples of current practice in magazine editing and publishing, and it is of these that we think in any consideration of the magazine.

What is their significance? Are they a cause or an effect? Are they leaders or followers of thought? How large a place do they occupy among the essentials to life, liberty and the pursuit of happiness? It is not for me to answer those questions—or at least I sensed my own incompetence for the task and so I did what seemed to me a logical thing to do. I asked the editors of those publications. Not the advertising managers, who would have had their answers all in printed form or at least on the tips of ready tongues—but the editors. I asked them this question:

"Every successful magazine is successful because its editor has sensed the reader interest of his audience and has built his magazine editorially for that reader interest. What has been the policy that has helped most in *your* success? When was it formed, how was it discovered?"

First of all I want to acknowledge now publicly, as I already have done personally by letter, the interest evidenced by various editors in giving me an honest reply to this inquiry.

First, every able magazine editor recognizes that every individual has two sides to his or her nature. The personal interest side and what the Greenwich villagers call the "escape" side. To put it differently, the occupation and the diversion. Some of our magazines seek to serve the individual in both capacities, some only in the role of diversion and entertainment. But it can be said at once that every magazine that has been

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Portions of an address before the Magazine Group of the Advertising Club of New York.



WHEN Rogers, Lunt and Bowland of Greenfield, Mass., decided to put atmosphere into their flat silver, they retained Samuel Otis to do their advertising illustrations. The result achieved quality—and something more. The silverware has been given a distinct character, and hence a strong appeal. Mr. Otis' technique involves the skillful blending of photograph and air brush in proportions not immediately clear to the casual observer, but which culminate in illustrations quite characteristic of the spirit of our time. The copy carries out the atmosphere of the pictures, and a series of well balanced advertisements results

Lightening the Retail Grocer's Load

A Plan for Financing Futures That Will Distribute Seasonal Burdens Correctly

By Paul Findlay

SINCE Jan. 1, the private label goods of Sussman-Wormser & Co., wholesale grocers of San Francisco, have been sold on a new plan which provides that the purchasing retailer shall accept a minimum of ten per cent of his order when any of the goods are ready for delivery, and ten per cent per month thereafter until his entire contract is fulfilled. The retailer may draw his quota faster than this if, when, and as he needs supplies.

Each installment is billed when shipped, subject to customary time discount terms. The seller guarantees his customers against his own declines on a basis which protects them in a peculiarly equitable way, ingeniously devised to conform to economic law.

This is the merest outline of a departure in business practice little short of revolutionary. It is the first step that most certainly will mark the beginning of the end of the jug-handled plan hitherto in vogue, under which purchasers of futures operated on a heads-you-win-and-tails-I-lose system, with the packers primarily and wholesalers secondarily sitting pretty on all the advantages.

For the effect of this new deal—which distributes the trump cards evenly to the two principal players—is that the retailer's position is precisely what it would be were he to buy from month to month, plus the advantages that: (1) he is sure of having a supply of high grade specialties, carefully gauged to his probable requirements; and (2) his costs are guaranteed beyond actual or theoretical current stocks.

Under this new plan the retail grocer can devote himself to his proper business of selling goods. He need not watch the market closely. He need not feel anxious about how he is coming out on goods he knows he needs for the foundation—also the superstructure—of really

profitable trade. He now uses his energy working for turnovers, free from anxiety about leftovers. Overload, idle capital and other familiar tribulations of the old style system of distributing futures are eliminated, so far as high grade goods are concerned.

It remains to put staples onto a similar footing; and, because of this demonstration that the "impossible" can be done, I venture to predict that a way to handle staples on about the same basis will be devised rather soon.

Primarily, the new system will come into the distribution of staples for precisely the reason that lies back of the present departure from old time ways. It is often called the revolt of the buyer, the buyers' strike; and there has been something of a revolt about the change.

But basically, the change has resulted from the conviction which has grown steadily, cumulatively during the past eight years or so that the system under which the financial burden of carrying seasonal products throughout the year was saddled on the retailer was wrong. It was not merely morally and ethically wrong; it was commercially and economically wrong. That is why it has had to begin to give way before a better system.

AS 'the idea of rapidity in stock turn took firm lodgment, the question naturally presented itself: Why should any retailer carry anybody's goods for a single seasonal or annual turn of capital? To begin with, the packers simply shrugged their shoulders. As the question gained insistency, packers began to argue.

"It really can't be done," they said; "and if it could be done, it would not be a good thing for anybody—except the big, strongly-financed concerns. This is because,

you see, small packers have insufficient capital. They can operate only by taking future contracts. Their customers—the jobbers—know they are weak financially, so they buy close to cost. Those packers then have to pledge their contracts with their banks for capital to run through the season; and when their products are ready, they ship, get their money, pay the banks, and shut down until next season.

"Now, if you eliminate those little fellows, there simply will not be sufficient packing capacity in the country. The effect will be to make it pretty soft for canners who are amply financed. They can get rather nice prices. Both grocers and consumers will pay more."

BUT more and more grocers departed from the habit of buying long lines of futures. Then packers began to ask how a new plan might be devised—more or less putting it up to the grocer to point the way. But grocers had troubles of their own; they were not planning anything for anybody else. But at that some of us used to retort like this:

"If the town of Peewaukee, Wis., say, wants a pea cannery, it must feel that such a cannery will be good for the town. Therefore, let Peewaukee find its own funds in the Peewaukee banks. Why should I, a grocer of Kokomo, put my funds behind such an enterprise? I know I have to finance a grocery store if I expect to run one; and I suggest that the canner finance his business himself."

Maybe the final impetus came from the large chain grocery buyers. I know they declared they had quit buying futures for the reason that "it is a game at which we cannot win." If the pack is heavy—which means that the market will sag—we get a hundred per cent delivery. If the pack is short, and we might ex-

[CONTINUED ON PAGE 51]

Recollections and Reflections—II

A Pioneer of Magazinedom Was Cyrus H. K. Curtis

By John Adams Thayer

FEW men of ideas get anywhere in this world unless they harness power to their originality. Any number of good ideas that publishers have tried in the past have come to lame and impotent conclusions. This, however, is not on account of the ideas themselves being inane, for the same conceptions, tried later with proficient and skilful determination, achieved remarkable successes.

In 1892 Cyrus Curtis conceived a great idea which was to have a far-reaching effect, not only with the *Ladies' Home Journal*, which was his sole publication at that time, but with all other magazines and periodicals. This idea was so to improve the typography of the pages containing advertising that the *Journal* would be artistic from cover to cover.

It was a simple plan, you may say; but it was not as simple as it looked. Each and every advertiser of that day was primarily interested in forcing the attention of the readers of the publication in which he advertised to his particular announcement by some "unique" display, or with heavy type, borders and cuts.

When Mr. Curtis gets an idea he explains it briefly to an employee and instructs him to work it out in all its detail. If, after a fair trial, the idea proves futile and he decides that its failure was due to the lack of perspicacity of the man, he gets another man. If, however, he decides that the idea was not feasible, he immediately discards and forgets it. Years after he will have only a hazy remembrance of the matter; sufficient, however, to recall that the idea had been tried, but had failed.

As there was no one in Mr. Curtis' employ at the time of which I write who had the knowledge and ability to carry out the plan, he ad-



CYRUS H. K. CURTIS (above) is the subject of Mr. Thayer's second installment of reflections from the publishing world of the era we have just left. Mr. Thayer was associated with him in those days when Mr. Curtis was something of a Don Quixote with the *Ladies' Home Journal* for his steed. The windmill he fought—and subdued—was a difficult thing, with advertisers protesting loudly when he changed their ideas to suit his conception of an artistic magazine. This picture was taken thirty years ago

vertised for such a man in the *Boston Herald*. It was not a "want ad," so called. Displayed in large type and occupying three inches of space next to reading matter, it seemed to speak to me as emphatically as if it called me by name.

WANTED
A FIRST-CLASS MAN

To take charge of the advertising pages, make up and direct artistic composition, etc. Must be familiar with the whole range of advertising business, and something of an expert at devising artistic display. —*"The Ladies' Home Journal,"* Boston Office, Temple Place.

I read and reread that advertisement, revolving in my mind the experiences that had come my way as a job compositor and foreman in various printing offices in Chicago, Boston and New Bedford; the expert knowledge of type acquired in the Boston Type Foundry as manager of the specimen department; the various announcements written and displayed. The conviction grew with every reading of the *Herald* advertisement that here was the field for which all my varied experiences had been a preparation.

Many answered the advertisement, but I was the fortunate one who got the job. Years later, after my salary had been increased many times from the initial stipend of \$30 a week, the "job" automatically became a "position."

This is not the place to mention what I did to secure it; the written application, made at the time, is still in my possession. After a number of years' service in the *Journal* offices the advertising files were being emptied one day, and it came to light. Mr. Curtis smilingly handed it to me, saying that perhaps I would like to preserve the document from destruction.

Curious to know at this time why a Boston paper was used, I made the inquiry. Six months before the advertisement appeared in the *Herald*, a young man from that city had called upon Mr. Curtis and made application for a position in the advertising department. There was

[CONTINUED ON PAGE 52]

THE · EDITORIAL · PAGE

Another Opportunity for Cooperative Censorship

THE movement among the manufacturers of infants' wear to define the trade terms in their industry in order to overcome the tendency on the part of some manufacturers and retailers to describe garments as "silk and wool" that are neither silk nor wool, nor yet a combination of these two, is another step in the direction of more honest and believable advertising.

The infants' wear manufacturers might make this step even more effective by going one step farther and handing their agreement to newspaper and magazine publishers and asking that they enforce it against all of those inside the association and those outside, censoring all advertisements that do not conform.

This cooperative censorship by industries as advocated a year ago in this publication (issue of May 19, 1926) still stands, we believe, as the most practical and promising form of advertising censorship. It gives the industry the right to say what shall be censored in the way of trade terms and claims, and furnishes the publisher with practical standards of censorship and with the backing of the industry in applying them.



Thinking from Across the Fence

A PHRASE from a letter from a prominent Eastern banker deserves broad dissemination. Writing of the present business situation and the need for better brainwork in the period just ahead, this banker writes: "We need to do more and better thinking, and more of it from the consumer's side of the fence."

In particular, advertising and sales executives need to do more of their thinking from across the fence. People's ideas are changing, as are their needs and tastes, and unless the executives whose job it is to relate a business to the public by means of sales and advertising are in close touch with the public, that business is bound to suffer. It is more important than ever before for these executives to keep close tabs on the newspapers and mass circulation periodicals that quickly reflect the interests of the average citizens, and either reflect his thoughts or supply them.

The banker mentioned in the opening paragraph reads several papers every day, with rather more care than most business men do, and it is reflected in his knowledge of what is in the popular mind.



Brass Tacks About Farm Buying Power

SO much that is purely political is being spread about concerning the farmer's "plight" that the net result is to throw gloom over the entire picture, when the facts do not warrant it.

It is refreshing, therefore, to get a calm, cold business light on the subject from a source which surely must know the farm buying power, if anybody does. Sears, Roebuck & Co., famous mail order house, has completed, through its "Agricultural Foundation," a survey of the purchasing power of farm products.

These facts show that the low peak of the farmer's purchasing dollar was in 1921, when it was sixty-nine cents compared to the pre-war dollar. Progress has been moderate but steady since then, with further progress in sight for 1927. Some farm commodities today buy more per unit than before the war: potatoes, hogs, eggs, butter and wool. Cotton, wheat, corn, hay and beef cattle buy less. Potatoes fetch 55 per cent, hogs 10 per cent, eggs 9 per cent, butter 7 per cent and wool 26 per cent more than before the war. Cotton is down 38½ per cent less, corn 25 per cent, wheat 5 per cent, hay 25 per cent and beef cattle 15 per cent.

Here is a measure of a practical kind, and it lets in a welcome clear light on the mixed-up farm situation. It is far from being a thoroughly discouraging situation.



Advertising's Library

THE announcement of the proposed "advertising library" at the New York Public Library, under the direction of Harry M. Lydenberg, Chief Reference Librarian, is significant recognition of the important place advertising has come to occupy in the world of business and in the world of books.

The "library" will consist of a permanent collection of advertising books, exhibits and data, and will form a valuable center of advertising intelligence.

Our congratulations to the sponsors.



Team Work by Big Advertisers

WE are so familiar with cooperative advertising in many forms that some very unusual, and perhaps even more striking, forms of cooperation are likely to be overlooked.

The Sunland raisin people have arranged a very novel plan for 1927 in conjunction with a number of the leading breakfast food advertisers—Kelloggs, Cream of Wheat, Wheatena, etc. Starting this spring these cereal advertisers will have store displays supplemental to the Sunland raisin displays, linking up their cereals with a "raisins with cereals" campaign. Advertising leaflets will be enclosed in the same packages; window strips for retailers' windows and various other advertising will be undertaken for mutual benefit.

This plan transcends in scope the methods of the Three-in-One Oil, for instance, of including sample bottles in packages of rifles and guns, etc. It is a much more aggressive form of cooperation than has been generally known, although the idea appears to be growing, and has had various lesser manifestations.

It does not take much imagination to realize that there is a very considerable community of interest among various general advertisers—shaving soap, shaving brushes and safety razors, to select but one instance; and there is no doubt that more cooperation will naturally result, sooner or later, in an era when the idea of cooperation is receiving such marked plaudits and successful applications.



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Communities Are Advertising

—and Here Is the Way They Are Doing It. See Complete Tabulation on Page 32

By Donald Jones

Advertising Manager, Honeywell Heating Specialties Company, Wabash, Ind.

SIX years ago representatives of the St. Louis Advertising Club called at the office of Festus J. Wade, president of the Mercantile Trust Company of that city. Two years previously, the City of St. Louis had placed \$25,000 at the disposal of the Advertising Club to be used to advertise the city, providing the club would secure an additional \$25,000 from the business men of St. Louis. The club had been unable to raise the money.

Mr. Wade said, "Well, gentlemen, you represent the advertising talent of the city. You say you can produce \$50,000 worth of returns from this publicity? Here, invite these men to be my guests at a dinner at the St. Louis Club." He wrote down several names. A few nights later, after the invited guests had heard addresses by John Ring, Jr., and other advertising men of the city, Mr. Wade requested contributions. Being a banker, he would accept no promises. "Checks only," he said; "use the back of the menu if you have to." Thus St. Louis was started on the way to a development campaign that has paid for itself many times over. Since 1922, bank deposits alone have increased \$176,201,420, or 39.41 per cent.

This story set me thinking. One

of my jobs at *The Bankers' Monthly*, with which I was connected until the first of March, was collecting data that would help our subscribers attract new business for their banks. The thought was driven home to me that the development of bank business that is healthiest—and most lasting—is the development caused by an increase of the wealth of the community served, rather than by a mere juggling of accounts from one bank to another.

I spent an interesting morning figuring from *The Bankers' Directory* the extent to which certain communities have increased their total bank deposits since they started advertising extensively, in a national way. I found that since 1924, Seattle, Wash., has increased deposits \$23,254,840, or 14.16 per cent; Salt Lake City, \$8,316,040, 12.64 per cent; Tampa, Fla., \$45,828,760, 137.08 per cent, and Norfolk and Portsmouth, Va., \$3,550,550, 5.16 per cent. Since 1923, Savannah, Ga., has increased deposits \$6,669,410, or 8.72 per cent, and in a little more than a year Atlanta, Ga., has increased deposits over seven millions, or about 4.20 per cent. But, to me, the most surprising indication of what community advertising can do over a period of years, is on the

records of the little town of St. Petersburg, Fla. (it used to be a little town!). It has increased its deposits since 1916 by \$30,834,653, or 1,376.15 per cent.

Of course, each of these communities, in the natural course of events, happily situated as they are, would have secured increases in bank deposits without advertising. But a comparison of percentages with the average increase in deposits in similar communities that have not advertised, tells a convincing story.

ON the face of things, it appeared that communities that were talking the loudest were getting the most attention. I secured from records of the United States Chamber of Commerce a list of some sixty-odd community organizations which were believed to be advertising nationally, or contemplating advertising. Mr. Don E. Mowry, Chairman of the Extension Committee of the Community Advertising Department of the Associated Advertising Clubs of America, checked this list for me and added a few names.

To this list of secretaries of community organizations I sent letters explaining that bankers are continually being consulted by their fel-

[CONTINUED ON PAGE 64]

BRUCE BARTON

ROY S. DURSTINE



ALEX. F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

of about two hundred and fifty people among whom are these
account executives and department heads

James Adams	G. G. Flory	Frank J. McCullough
Mary L. Alexander	K. D. Frankenstein	Frank W. McGuirk
Joseph Alger	B. E. Giffen	Allyn B. McIntire
John D. Anderson	Geo. F. Gouge	Walter G. Miller
Kenneth Andrews	Louis F. Grant	Loretta V. O'Neill
J. A. Archbald, jr.	Gilson B. Gray	A. M. Orme
R. P. Bagg	E. Dorothy Greig	Alex F. Osborn
W. R. Baker, jr.	Girard Hammond	Leslie S. Pearl
F. T. Baldwin	Mabel P. Hanford	Grace A. Pearson
Bruce Barton	Chester E. Haring	T. Arnold Rau
Carl Burger	F. W. Hatch	James Rorty
H. G. Canda	Boynton Hayward	Mary Scanlan
A. D. Chiquoine, jr.	Roland Hintermeister	Paul J. Senft
Thoreau Cronyn	P. M. Hollister	Irene Smith
J. Davis Danforth	F. G. Hubbard	J. Burton Stevens
Webster David	Matthew Hufnagel	William M. Strong
Clarence Davis	Gustave E. Hult	A. A. Trenchard
Rowland Davis	S. P. Irvin	Anne M. Vesely
A. H. Deute	R. N. King	Charles Wadsworth
Ernest Donohue	D. P. Kingston	D. B. Wheeler
B. C. Duffy	Wm. C. Magee	George W. Winter
Roy S. Durstine	Carolyn T. March	C. S. Woolley
Harriet Elias	Elmer Mason	J. H. Wright
George O. Everett	Thomas E. Maythen	

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

How 32 Communities Administer Their Appropriations (See Page 30).

Name of Organization	Address	Fund Raised By				Amount of Appropriation	To Be Spent In	Purpose of Advertising to Attract			*Percent Spent In					Organization Officers in Charge of Campaign	Advertising Agency
		Private Subscription	Subscription from Business Houses	Taxation	Combination of These Methods			Industries	Tourists	Farmers	Local News-papers	Other News papers	National Magazines	Farm Journals	Trade Papers		
Phoenix-Arizona Club	Phoenix, Ariz.	x	\$76,000	2 yrs.	x	x	2	30	30	10	Pres., 2nd Vice Pres., and Sec'y and Treas.	H. K. McCann Co., Los Angeles, Cal.
Tucson Sunshine Climate Club	Tucson, Ariz.	x	\$30,000	Each Year	x	100	Pres., 3rd Vice-Pres., Sec., Treas. and Mgr.	H. K. McCann Co., Los Angeles, Cal.
Los Angeles Chamber of Commerce	Los Angeles, Cal.	x	\$20,000	6 mos.	x	100	Secretary	Smith & Ferris and Dan B. Miner Co., Los Angeles, Cal.
Oakland Chamber of Commerce	Oakland, Cal.	x	\$25,000	1 yr.	x	100	Publicity Committee	K. L. Hamman Adv. Agency, Oakland, Cal.
Californians, Inc.	San Francisco, Cal.	x	\$400,000	1 yr.	x	x	x	Un-	decid-	ed	Secretary	H. K. McCann Co., Los Angeles, Cal.
Lakeland Chamber of Commerce	Lakeland, Fla.	x	\$116,000	1 yr.	x	x	x	2	8	30	36	24	Pub. Dir., Chr. Adv. and Pub. Comm., Mgr. and Pres.	The Caples Co., Tampa, Fla.
Miami Chamber of Commerce	Miami, Fla.	x	\$100,000	1 yr.	x	x	x	80	6	2	Dir. of Pub. and Sec. Pub. Dept.	Dorland Adv. Agency, Atlantic City, N. J.
Orlando Chamber of Commerce	Orlando, Fla.	x	\$130,000	1 yr.	x	x	x	3	15	40	15	27	Advertising Committee of Three	Lesan-Carr Adv. Agency, St. Petersburg, Fla.
Orlando and Orange County Chamber of Commerce	Orlando, Fla.	x	\$42,000	1 yr.	x	x	x	20	20	10	General Manager	Lesan-Carr Adv. Agency, St. Petersburg, Fla.
Greater Palm Beach Chamber of Commerce	West Palm Beach, Fla.	x	\$34,852	1 yr.	x	x	x	33	65	2	Sec'y and Dir. Public information	Lesan-Carr Adv. Agency, St. Petersburg, Fla.
St. Petersburg Chamber of Commerce	St. Petersburg, Fla.	x	\$60,000	1 yr.	x	30	35	12	Vice President	Lesan-Carr Adv. Agency, St. Petersburg, Fla.
Sarasota County Chamber of Commerce	Sarasota, Fla.	x	\$83,400	1 yr.	x	x	x	15	†	†	General Secretary	The Caples Co., Tampa, Fla.
Tampa Board of Trade	Tampa, Fla.	x	\$24,000	1 yr.	x	x	x	35	45	10	9	Vice President	Lesan-Carr Adv. Agency, St. Petersburg, Fla.
Atlanta Chamber of Commerce	Atlanta, Ga.	x	x	\$1,000,000	3 yrs.	x	†	†	†	Industrial Bureau	Eastman, Scott & Co. Atlanta, Ga.
Macon Chamber of Commerce	Macon, Ga.	x	\$15,000	15 mos.	x	x	13	80	Committee of Five	Gottschalk-Humphrey Adv. Agency, Atlanta, Ga.
Savannah Board of Trade	Savannah, Ga.	x	\$50,000	1 yr.	x	x	75	some	small	Committee of Three	Dorland Adv. Agency, Atlantic City, N. J.
Hawaii Tourist Bureau	Honolulu, T. H.	x	\$200,000	1 yr.	x	100	Executive Secretary	H. K. McCann Co., San Francisco, Cal.
Detroit Convention and Tourist Bureau	Detroit, Mich.	x	x	x	\$150,000	1 yr.	Con-	ventions	5	95	Vice President	Campbell-Ewald Co., Detroit, Mich.
Kansas City Chamber of Commerce	Kansas City, Mo.	x	x	\$160,000	Each year for 5 yrs.	x	Un-	decid-	ed	President	(To be appointed)
Ocean City Chamber of Commerce	Ocean City, N. J.	x	x	\$49,000	1 yr.	x	40	President	(To be appointed)
Albuquerque Civic Council	Albuquerque, N. M.	x	\$50,000	2 yrs.	x	100	Manager	G. Ruehl Adv. Agency, Albuquerque, N. M.
Portland Chamber of Commerce	Portland, Ore.	x	x	\$85,000	Each year	x	x	x	60	40	Manager Publicity Department	Crossley & Failing, Inc., Portland, Ore.
Erie Chamber of Commerce	Erie, Pa.	x	\$50,000	3 yrs.	x	75	25	Publicity Bureau Committee of Eight	H. K. McCann Co., Cleveland, Ohio
Spartanburg Chamber of Commerce	Spartanburg, S. C.	x	x	\$26,000	1 yr.	x	x	x	10	85	Committee of Eleven	Green & Van Sant Co., Baltimore, Md.
Chattanooga Community Advertising Ass'n	Chattanooga, Tenn.	x	x	\$250,000	5 yrs.	x	x	x	†	†	†	Chairman, Treasurer and President	Nelson-Chesmao Co., Chattanooga, Tenn.
Gateway Club	El Paso Tex.	x	x	\$50,000	1 yr.	x	x	x	100	Pres., Vice-Pres., Sec'y and Treas., and Pub. Mgr.	H. K. McCann Co., Los Angeles, Cal.
Salt Lake City Chamber of Commerce	Salt Lake City, Utah	x	x	\$25,000	1 yr.	x	x	25	50	25	General Secretary	L. S. Gillham, Inc., Salt Lake City, Utah
Norfolk-Portsmouth Chamber of Commerce	Norfolk, Va.	x	x	x	\$300,000	3 yrs.	x	x	x	3	†	†	†	Manager	J. Walter Thompson Co., New York City
Puget Sounders & British Columbians, Associated	Seattle, Wash.	x	\$40,000	1 yr.	x	100	Committee	Botsford-Constantine Co., Seattle, Wash.
Madison Association of Commerce	Madison, Wis.	x	x	\$2,000	Each Year	x	x	15	60	5	15	Secretary	Miller - Rendall - Towell, Inc. and W. A. Walker Co., Madison, Wis.

*In those communities where the entire percentage is not shown, the remainder is spent for other purposes—direct mail, salaries, etc.
 †Exact percentage to be spent in indicated media not yet determined.

What Does a Railway Buy And How Much?

TAKE the Pennsylvania Railroad, for instance. This road, which operates approximately five per cent of the railway mileage in this country, expended in 1926, \$24,000,000 for new cars and engines; \$57,647,206 for iron and steel products; \$13,352,981 for forest products; \$7,867,366 for electrical materials and equipment; \$2,859,447 for lubricating oils and greases, and \$2,844,263 for air brake materials. And this is only one of the railways that constitute the more than two billion dollar railway market.

In reaching this market there are two important problems to solve. First—selecting the railway men who can specify and influence the purchases of your products. Secondly—placing the merits of your products before these men in an effective manner. In solving both problems the five departmental publications that comprise the *Railway Service Unit* can aid you materially—for each one 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 specify and influence the purchases of your products.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago
New Orleans, Mandeville, La.

6007 Euclid Ave., Cleveland
San Francisco Washington, D. C.
London

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

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste



Don't Say England; Say Britain

By Amos Stote

A PROMINENT British advertiser, or rather, the managing director of a well known company producing an even better known brand of products, recently returned an elaborate program of advertising to his advertising agency with but one critical comment.

"Don't say *England*; say *Britain*. As from this date please eliminate the words *England* and *English* from all of our copy.

In any reference made to the manufacture or sale of our goods use *Great Britain*, *Britain* or *British*. This also applies to our stock phrase which has in the past read 'Made in *England*.' We request that it now be given as 'British Made.'"

This seems to be a trifling point, until you know something of the background of the situation. At first pause you might imagine such a ruling had no more significance than had those obvious plays for local patronage and popularity which spread over the States a few years ago, when a number of ambitious citizens endeavored to boost their home towns, curry favor with their boards of trade or chambers of commerce, and impress their pride in their communities by using "Made in *Kansas City*," "Made in *Grand Rapids*," or wherever was the seat of their plant, in their advertising.

No experienced advertiser ever thought there was any great sales merit for his products, so far as the national market was concerned, in the use of such a phrase. He may have achieved a local prominence, perhaps helped to get himself elected mayor, secured a little more recognition at municipal functions, a friendlier reception at his bank, but as a real national sales force—*No*.

For the sake of emphasizing the peculiar situation in *Britain* we might carry the American illustration a step farther. There seems to be no real reason why an Amer-



British Empire Poster painted by Fred Taylor, R. I.

ican manufacturer should, or should not, mention the fact that his goods are produced in *Pennsylvania*, or *Michigan*, or *Minnesota*, as the case may be. Also it would hardly occur to a manufacturer to feature the fact that his factory was located in *New England*, the *Middle States* or any other of the larger divisions of the *States*.

Considering the fact that the island which most of the *English* speaking world, and probably most of the other tribes and races, think of as *England* is in its entirety no larger than some of the largest *States* it might seem there was no harm in holding to the use of the word *England*, when referring to the place of production of a *British-made* article. But there is.

IF you get out the old geography you will find that the island of *Great Britain* has three principal subdivisions: *Scotland*, *Wales*, and *England*. Geographically and officially *Great Britain* also includes *Ireland*, or perhaps we should say in *British* opinion, though *Ireland* would hardly accept that statement.

Most of the world outside of *Great Britain* has little understanding of the present significance of its geographic divisions; which are also divisions, if not of race, at least of temperament and, to a remarkable degree, of speech, but most of all of pride.

These divisions have very great

and very active sentimental values. I am not going to attempt an outline of history, even as it relates to advertising and selling in this territory; but it is important to anyone trading in *Great Britain* that he be aware of the differences which history has set down on a variety of occasions.

England is not *Great Britain*. *England* is not *Scotland*, or *Wales*, or *Ireland*. Taken all together, the four comprise *Great Britain*. They all ac-

cept that term, though they all speak of themselves according to their "nationality" or "country." No *Englishman* ever calls himself a *Britisher*, nor does a *Scotchman* or *Welshman*. And no one would dare call an *Irishman* a *Britisher*, unless he were looking for trouble. Yet the fact remains they are all *Britishers*. It is the only inclusive term one can use, and the only one which, applied to the whole group, is not positively offensive. For it does not indicate subjugation, but amalgamation. True, the amalgamation was a rather forced affair, somewhat after the manner in which the *Southern States* were continued in the *Union*.

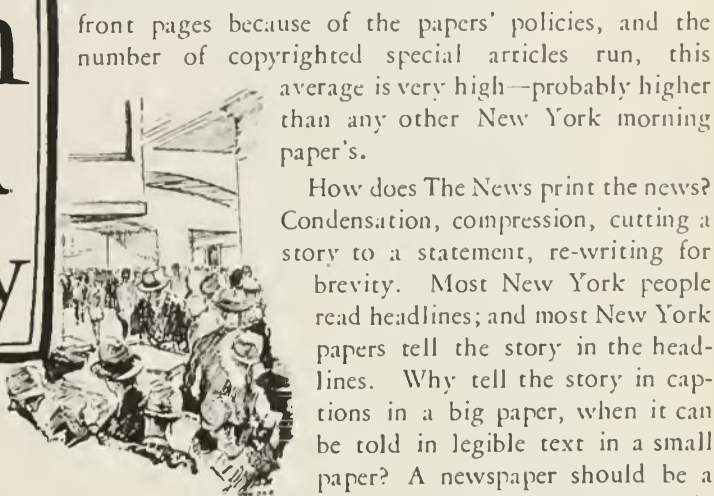
As a matter of fact, the most parallel situation in the *States* is that represented by the *North* and *South*. It is hardly likely that a proud old *Kentucky Colonel* would thank you for calling him a *Yankee*. And there you have the meat of the situation in *Great Britain*.

While *Gaelic* is being revived in *Ireland* to some extent, among a few of the more pronounced fanatics, political and literary, language is not usually a great barrier, even among the common people, when it comes to the distribution of advertising and selling matter in any part of *Great Britain*. We must except *rural Wales* in this connection, where there are six hundred thousand who do not speak *English*.

What does offend outside of actual,

[CONTINUED ON PAGE 67]

1
 the largest
 circulation
 in America
 daily and Sunday



front pages because of the papers' policies, and the number of copyrighted special articles run, this average is very high—probably higher than any other New York morning paper's.

How does The News print the news? Condensation, compression, cutting a story to a statement, re-writing for brevity. Most New York people read headlines; and most New York papers tell the story in the headlines. Why tell the story in captions in a big paper, when it can be told in legible text in a small paper? A newspaper should be a record, not a history. Most people

nowadays are too busy making history to have much time to read it.

MORE than 1,100,000 people in and around New York buy The News every morning—in preference to five other morning papers. Every paper has news. Most papers have the same news. Most papers have most of the news. Why do more than a million people buy and read The News?

Every restaurant has food, all kinds of food. One is an obscure hole in the wall. Another is favored by thousands. It isn't food that makes the successful restaurant but cooks and service. It isn't news that makes a newspaper, but the editors, the presentation.

NEWS comes to every newspaper in great quantities; is gathered by the bucket, but served by the drop. The News has all the news sources of other newspapers; The Associated Press, whose reports and writers cover the world; The United Press, independent, enterprising, ubiquitous; Standard News, covering suburbs, the City News, which watches New York like a police force; the Chicago Tribune wire services, pouring in special correspondence by wire from thirty large cities in the United States, by cable from a score of offices abroad; hundreds of our own special correspondents, who flash every happening New York may want to know; and our own staff of reporters, experienced men and women whose abilities any paper would be glad to have.

The News gets all the news. And The News prints all the news. Day in and day out for the past four years, The News has carried better than 80% of all front page stories in all New York morning papers. When you consider the number of stories that find their way to the

ONE thing more—selectivity! The News editors print the news most interesting to most people. After all, real news is only what interests and concerns you. You want to know about other things, but you don't want to know much; a statement, a paragraph, or a headline will do. And by keeping stories short, and the paper small, we have a newspaper that people can really read in the time they have to read it.

Such, in brief, is the news policy of The News. If you don't think that The News carries all the news, make this test—as thousands of News readers already have: read The News first every day for fifteen minutes; then see how much *new* news is left in the other papers.



COULD any newspaper have the largest circulation in America if it wasn't a real newspaper? Would more than a million people be satisfied with a paper that wasn't a real newspaper. And when a paper satisfies so many people, mustn't it be a good advertising medium? We leave the answers to you.

THE  NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

Entire advertisement copyrighted by The News: Reproduction prohibited

What of the Lists?

A Frank Discussion of Some of the Problems Surrounding the Compilation and Use of Mailing Lists

By Truman G. Brooke

THIS mailing list business puzzles me! I've bought them and I've sold them and naturally I've "been on" hundreds of them. Nearly every day some enterprising but unwise advertiser proves to me, by the looks of the envelope when it finally arrives, that he is still trying to establish my residence at an address all the way from a year to ten years old.

I have heard dozens upon dozens of eloquent speakers emphasize the importance of the list in the direct mail campaign, and they are right, in every sense of the word. It stands to reason that a direct mail campaign to be 100 per cent efficient must do three things, speaking from the "mailing list point of view": It must go to all the individuals or the firms who are logical recipients of such mail matter. It must *not* go to those who are liable to be but very vaguely or not at all interested in the proposition broached; and it must talk to the one addressed in his own language.

Direct advertising has come into its own in the last five years, and today an almost unbelievable sum is expended in the preparation and mailing of matter of this kind. Whither it goes is dependent largely on whether those who compile the lists, on order from the customer, or for their own use, send it! My feeling is that the preparation of mailing lists has by no means kept pace with the preparation of the printed matter to go to such lists. Names continue to be just names; lists are just lists; but direct mail advertising matter has steadily progressed in the general character of its appeal, in the paper stock on which it is printed, in the line of engravings, and inks, and in a dozen other things.

I have talked to scores of advertisers who have purchased, or have themselves compiled, lists. I have some recommendations to make. They may start merely an argument, but of course I should like to feel that they will work toward the good

of the direct mail advertising fraternity.

First, mailing list "counts" must be somewhat standardized. It is at once inconceivable, amusing and perplexing that so many of what may be called "staple lists" vary so much in size throughout the United States.

Here is what I mean. Below you will find some figures representing the counts on mailing lists of dentists in five states picked at random. The latest catalogs of five different firms were consulted. Now, it happens that these five firms, A, B, C, D and E, are among the leaders in this field. They are all nationally known and are in the business of selling national lists. And if you can tell me by what other name a dentist could be known or classified, to account for the difference in the various columns, then "you're a better man than I am."

	DENTISTS					Average of 5
	A	B	C	D	E	
California	3,943	3,230	2,399	3,739	3,026	3,267
Minnesota	1,833	1,670	1,003	1,814	1,410	1,546
Maine	502	418	397	506	422	449
Montana	342	288	227	317	251	285
Texas	1,511	833	800	1,537	1,099	1,156

Total list 8,131 6,439 4,826 7,913 6,208 6,703

And the strange part of it all is that the same holds true of the butchers and bakers and candlestick makers!

YES, of course, there's a reason. The discrepancy lies mainly in the source of the list and perhaps in the interpretation of the classification. For example, the number of names of retail hardware dealers in Iowa that can be garnered from a 1926 *Bradstreet's* will vary from the number secured by taking all that show up in a *State Gazetteer* dated 1924. And again, some list company may have taken the easiest way out and copied the membership roster of the Iowa Retail Hardware Dealers Association, "kidding" itself into believing that *that* covered the ground. Do you wonder that the counts "don't jibe"?

Second, the purchaser of a mailing list should *know* from whence it sprang. Is there any good reason

why the animal's pedigree should be so mysteriously kept from its lifetime owner? In other words, would it not increase confidence in the completeness and the accuracy of a list, if the nature and date of the reference book, directory, records, or what not, were placed upon it in a conspicuous place, along with the now well known "guarantee"?

THIRD, mailing lists should be sold unqualifiedly, on a "yearly service" basis. Like the very teeth in our mouths, mailing lists just naturally decay while we use them. True, we "brush them up"—perhaps every day—but for efficiency's sake let us get in the habit of taking the list as purchased, and occasionally corrected, right back to the place from whence it came, with the request that it be carefully checked over and brought right up-to-the-minute. Naturally such service should be paid for generously, for the vital point in the success of direct mail advertising is being dealt with. And if necessary the mailing list company should follow up at desirable intervals—say every year—to make sure that the "general overhauling" actually takes place.

Fourth, we must, like the Royal Mounted, "get our man." This point has been stressed before, but I know that it cannot be carried too far. I have concluded, after a number of years of observation, that the piece of mail addressed to some individual in the firm sought out, gets a lot further than that piece sent merely to the bank, or the store, or the manufacturing firm, as such. It *can* be done, you know, for the advertiser who is willing to pay for the information. But in the eagerness to "get something out" we are, alas and alack, penny wise and pound foolish. Just a list of banks in Massachusetts will do. How much more efficient is the list bearing in addition, the name of the president, or the cashier, to whom the mail may be personally addressed?

"Return postage guarantees" I

[CONTINUED ON PAGE 67]

INDUSTRIAL

ADVERTISING
and
SELLING

How We Employ Direct Mail

Edwin J. Heimer

Secretary of the Barrett-
Cravens Company

OUR advertising appropriation is based on five per cent of the gross volume of business that we expect to do the coming year. If we have done a million dollars this year and expect to do two million next year, we base it on five per cent of two million dollars. That appropriation is then split up among the direct-by-mail, magazine and printed matter.

Direct-by-mail gets sixty per cent. Thirty per cent is spent in magazines and the remaining ten per cent goes for catalogs, enclosures, and so forth.

We have various lists, but our most important one is our own list built up from the salesmen's reports and our list that contains the names of the individuals who are directly responsible for requisitioning equipment of our manufacture.

Here are some figures taken from last month's business produced by our direct-by-mail:

List	Number of Letters	Cost	Business	Gravy	Per Cent
125M	15,000	\$626	\$4,000	\$115	15.5
B-D	50,000	1,904	8,300	400	23.0
Users'	17,000	770	7,000	345	11.0
Ours	50,000	2,000	16,700	743	12.3
Total	138,000	\$5,600	\$38,200	\$1,700	13.4

The first list is a list that we call our "125,000 or over." There are 3100 names on that list. We sent them 15,000 letters, or five mailings, at a cost of \$626, and received \$4,000 worth of business. "Gravy" in our business comes from commissions accruing on orders emanating from territories where there are no salesmen. If we get an order where there is no sales commission to pay, we credit it to gravy, when it is traceable to some direct-by-mail campaign. So we deduct our gravy account from our cost and then we take that as the basic cost of that particular mailing. On this list of 125,000 rating, our cost is fifteen and a half per cent to get business.

That "B-D" means Buckley-Dement—a purchased list. On this list 50,000 letters were mailed out, at a cost of \$1,904, and produced \$8,300 worth of business with only \$400 worth of gravy. The cost goes up very sharply here, twenty-three per cent. One of the reasons is that on this purchased list ratings are considerably lower than on the "125,000" list. Poorly rated concerns do less buying than highly rated concerns.

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.



Next is a list of our own users. We are constantly trying to get repeat business. On mailings totaling 17,000 letters we have \$7,000 worth of business and have dropped the cost down to eleven per cent, which shows that your users are even better prospects (if you have a product that is a repeat proposition) than the prospects you get off of any purchased list.

The last list is our "own" mailing list. That is the one where we are sending our letters to the individuals. When we send a letter to Mr. Gregory, care of Barber-Greene Company, we like to believe that our letter is going to get on Mr. Gregory's desk unopened.

It costs us only twelve and three-tenths per cent to secure business from a list of that sort.

Until last year whenever we wanted to send a letter to some list I sat down and knocked it off on the typewriter and sent it out to be multigraphed; paid \$8.75 a thousand to address envelopes, \$8.75 a thousand to fill them in, and \$2.50 a thousand to sign them, etc.—the flat rate all the way through.

Late last year it occurred to me that

I could write better letters and have a more balanced campaign, and consequently get better results, if I tried to lay it out for the

entire year in advance. I went over my lists very carefully, wrote up my letters, took some of the old letters I wrote last year that proved very good, and selected some—others were entirely new, but tested before used. After I had them all ready, I called in all the men from the letter shops and said, "Here are 660,000 letters. What is your price?"

Before we make a mailing of any size, we conduct tests. The letter that pulls the best is the letter that we will send out to the list. If none of the five pulls well, we start all over again. We consider a letter worth using again when its cost is only ten per cent of the gross business produced.

Annual Election by T. P. A.

The Technical Publicity Association announces the following officers for the ensuing year:

President, R. W. Bacon, U. T. Hungerford Brass and Copper Company; first vice-president, T. H. Bissell, The International Nickel Company; second vice-president, B. H. Miller, The Permutit Company; secretary-treasurer, Louis J. Galbreath, American Brown Boveri Electrical Corporation. The Executive Committee will be made up of J. N. McDonald, Anaconda Copper Mining Company, and Allan Brown, The Bakelite Corporation—active members—and A. J. Fehrenback, *Class*, associate member.

Harold Paul Sigwalt

Briefly Discussed



MY father is a carpenter—a cabinet-maker—but he has a great capacity for reading. He has read nearly everything I have ever written. And he says that I would

have made a fine carpenter!

Contests have constituted one of my hobbies. Early in life I started peddling papers and the only reason I found it so much fun was that it

Business Analysis and Forecast

BY DR. LEWIS H. HANEY
DIRECTOR, NEW YORK UNIVERSITY BUREAU OF BUSINESS RESEARCH

Favorable and Unfavorable Factors Affecting Business
May Be Summarized as Follows:

Favorable Factors

1. Easy money and National Reserve

Unfavorable Factors

1. Declining building activity.
 2. Declining commodity prices.
 3. Less favorable automobile outlook.
- low farm prices and poor agricultural power.
mail order sales.
cut in factories.
inventories.

Watched with Keen Interest by Sales Manager Foresight

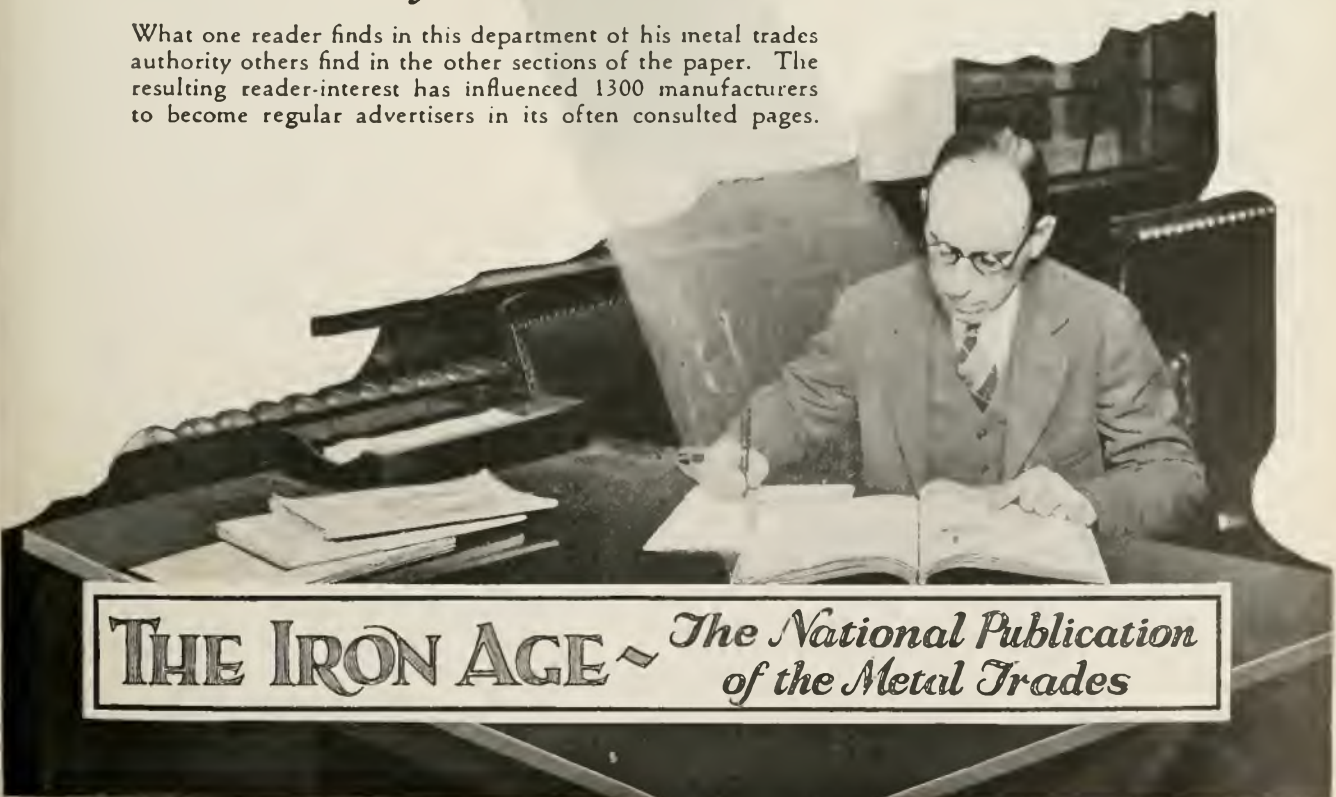
An outsider often gets a particularly valuable view of business trends. This is especially true when he brings into the analysis such experience and keenness of perception as are revealed by the series of articles written by Dr. Haney, Director of the New York University Bureau of Business Research.

The conciseness with which he surveys the broad field of business and applies his findings to the metal trades is a source of pleasure to anyone who has despaired of getting this information quickly and accurately.

Readable graphs lay before the reader in a few minutes, information scarcely attainable in similar form elsewhere.

That's why he reads THE IRON AGE

What one reader finds in this department of his metal trades authority others find in the other sections of the paper. The resulting reader-interest has influenced 1300 manufacturers to become regular advertisers in its often consulted pages.



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

threw me into a lot of contests, daily and Sunday. Since then I have labored in about 10,498 contests and have won about six, including my wife; which I consider a most remarkable record of achievement.

When I got into high school I worked every afternoon in a circular letter shop and found myself more interested in multi-graphing letters than in studying school books. The result was a mark of 50 one month in English Literature and an unavoidable invitation to "stay after school." Instead of the bawling-out which I expected, and deserved, my English instructor convinced me that I was avoiding something I liked better than anything else and that I should start thinking in terms of journalism or advertising. That's what led me astray.

I finished high school, but after working nights in a steel foundry during vacation period, I fell in with an advertising agency, and with the exception of a 20-month enlistment during the war, I have been working ever since. In spite of the fact that Bill Wolff, our worthy NIAA president, introduced me as an engineer to the Advertising Commission, when I told that august body, in January, how to improve schools and colleges throughout the country, I must confess that I have never been inside a college.

I have done my best to uphold the turnover reputation enjoyed by the advertising profession. My first job as an advertising manager, at the age of twenty-one, was with the Federal Motor Truck Co., Detroit; then with the American Optical Co., Southbridge, Mass.; then Jefferson Barracks, Mo., and other coal-shoveling, potato-peeling, floor scrubbing and drilling posts before going abroad (with exactly 85 cents in my O. D.'s) where I wore out three Fords on the roads of France and Germany, helping to put over *The Stars and Stripes*, the army newspaper. Don't ask Fehrenbach! After the war, a couple of more turnovers, with the T. L. Smith Co. (concrete mixers) and an electric drill manufacturer, who went broke; then finally with the Milwaukee Corrugating Co., where, in addition to my NIAA duties, I have been so sunk with work that I simply can't turn over.

My father will be eighty-four in October. He has all his faculties and refuses to be kidded. During the past year I have tried to show him that by working fifteen hours or more every day I can hold down three positions—first, my Milcor job; second, the presidency of the Milwaukee Association of Industrial Advertisers, and, third, the secretary's post in the National Industrial Advertisers Association, which makes it necessary for me to enjoy several days this June in convention

with three or four hundred earnest industrial advertising men (or more, I hope). Still my father, who *knows* me, is convinced that I should have been a carpenter in spite of everything.

Verity, president of the American Rolling Mill Company.

The regular business meeting of the association will be held on the morning of the thirteenth, and the usual reports and nominations will be made. Following that there will be a general session on the subject, "Advertising Today and Tomorrow." Other general sessions will discuss, "What Advertisers Want in Media," and "Proving the Case of Industrial Advertising." Speakers at these sessions will include: Ezra W. Clark, H. P. Sigwalt, Fred Suhr, W. J. Chardler, J. A. Capron, D. W. Henderson, Bennet Chapple, Allard Smith, Arthur G. Hopcraft, A. B. Greenleaf and numerous others.

Simultaneous group meetings will be held during the afternoons of the thirteenth and fourteenth, whereat the following groups will meet separately for their own discussions: Group 1, Advertisers; Group 2, Publishers; Group 3, Advertising and Marketing Agencies, and Group 4, Graphic Arts. Each group will have its own leaders and speakers who will be announced later. In addition there will be three luncheon meetings with appropriate speakers, and two round table breakfasts. The convention will come to its final

close in the luncheon meeting on June 15, at which winners of the various prizes will be announced, new officers will be elected and inducted into office, and a summary of the convention will be made by A. R. MacDonald, editor of *System*.

A. N. A. Industrial Features

The program of the semi-annual meeting of the Association of National Advertisers, Hotel Statler, Detroit, May 9-10-11, indicates the increasing attention accorded to industrial advertising by that organization.

The convention will open with an industrial advertising session. The first speaker, Malcom Muir of the McGraw Hill Publishing Company, will speak on "Principles of Industrial Advertising." He will be followed by C. F. Beatty, advertising manager of the New Jersey Zinc Company, on "Fitting Industrial Advertising Into a General Advertising Plan." Mr. Beatty is chairman of the Industrial Advertisers Committee of the A. N. A. W. S. Lockwood, advertising manager of Johns Manville, Inc., will present "An Inquiry Into Business Paper Rates."

Another address that should be of particular interest to industrial advertisers will be delivered on Tuesday, May 10, by C. F. Kettering, president, General Motors Research Corporation, on the subject, "Can Engineering Principles Be Applied to Advertising?"

One of the group meetings on Tuesday afternoon will be devoted entirely to discussion on industrial advertising and business papers.

The Chicago Belting News FINAL EDITION

GROUP DRIVES A BIG SAVING

The New Improved Flextan
Three Vital Improvements

Better Power Factor -
Lowers Costs

SEARCHER AND DEALER THE WORLD OVER

NEW CATALOG ON LEATHER BELTING READY ISSUED EVERY 50 YEARS

COUPON
Chicago Belting Company
115 N. Green St. Chicago



THE CHICAGO BELTING NEWS

THE CHICAGO BELTING NEWS

Chicago Belting Company Uses Newsy Copy

"A thing we are doing right now, in which you might be interested," writes J. R. Hopkins, advertising manager of the Chicago Belting Co., "is our newspaper style of advertisements. Each one is written in its entirety for exclusive use in the magazine that it goes into."

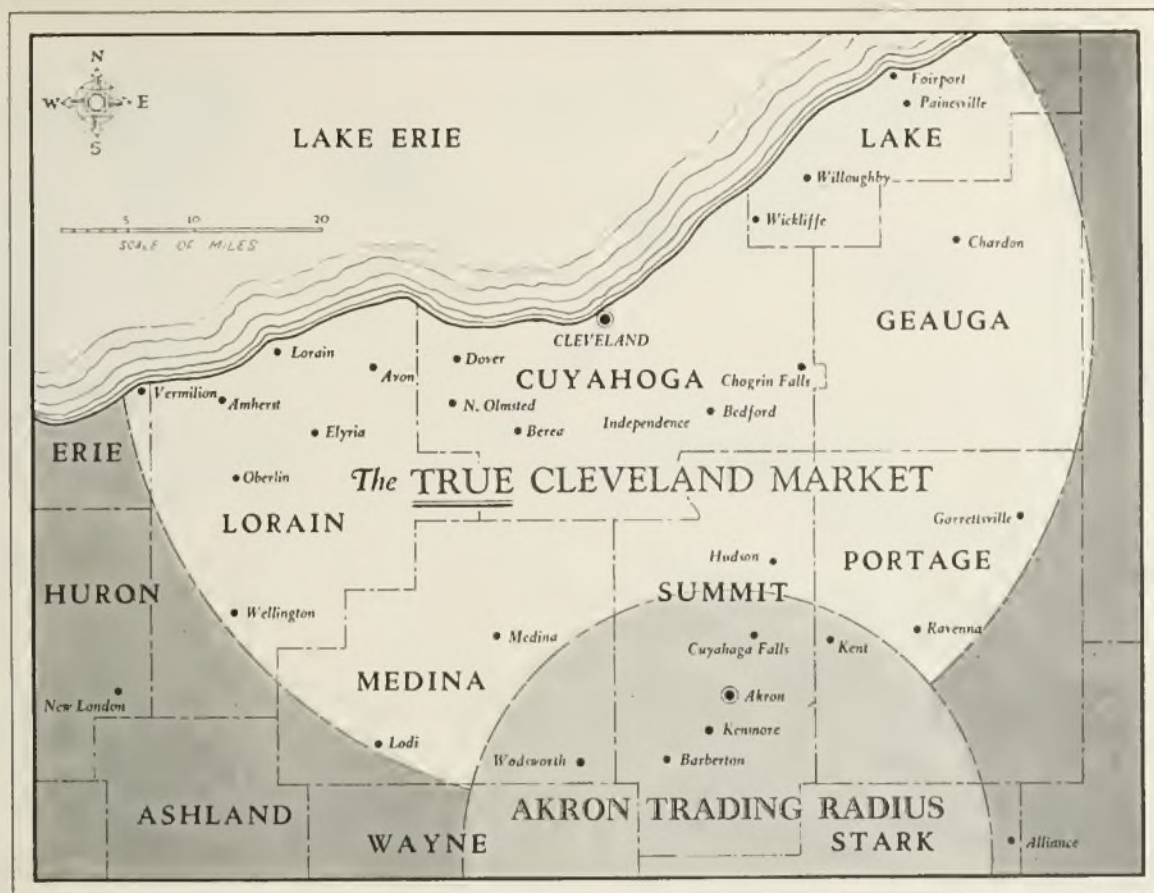
The advertisement reproduced here appeared in the December issue of *Dodge Idea*.

Plans Announced for N. I.

A. A. Convention

"CAN Advertising Underwrite Prosperity?" will be the general theme of the Sixth Annual Convention of the National Industrial Advertisers Association, to be held at the Hotel Statler, Cleveland, Ohio, June 13-15 inclusive.

A most elaborate program, general and specialized, has been arranged by George H. Corey of the Cleveland Twist Drill Company, general convention chairman, who will preside as toastmaster at the opening luncheon on June 13. Here a half hour will be devoted to short messages by various men prominent in allied advertising activities, to be followed by addresses by Glenn Frank, president of the University of Wisconsin, and George M.



THE PRESS IS THE FIRST ADVERTISING BUY IN THE TRUE CLEVELAND MARKET!

THE Press holds that the TRUE Cleveland Market, pictured above, is that territory within 35 miles of Public Square. "Editor and Publisher," The Audit Bureau of Circulations, the Ohio Bell Telephone Co., 22 leading Cleveland retailers, 45 leading Cleveland distributors and jobbers of nationally advertised products, 206 Northern Ohio Grocers, "Cosmopolitan" and the J. Walter Thompson Co., agree that *The Press is right.*

Recent surveys prove

96.1% of the retail business of Cleveland comes from the TRUE Cleveland Market as defined by The Press. 81.7% of the business of the 45 leading distributing concerns located in Cleveland comes from this same territory. 21 leading retail establishments on Euclid Avenue derive 95% of their patronage from within 21 miles of their stores—91% from Cuyahoga county alone.

Every survey and every unbiased authority bears out this contention of The Press—that Cleveland

newspaper advertising does NOT and cannot influence buying outside of the TRUE Cleveland Market—the 35 mile radius of Public Square.

In this area The Press now has 212,215 average daily circulation—a gain of 8,811 new subscribers in six months, and the largest city and suburban circulation ever attained by any daily newspaper in the state of Ohio.

Ask for "They All Say It's True"—a folder brim full of interesting facts about Cleveland marketing conditions.

The Cleveland Press

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



SCRIPPS HOWARD

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

FIRST IN CLEVELAND

LARGEST IN OHIO

The 8 pt. Page

by

Odds Bodkins

PERUSING Charles Edward Russell's life of Julia Marlowe last evening, I came across this paragraph in a chapter dealing with Sarah Bernhardt:

A little later when she (Sarah Bernhardt) has counseled young actors to study attentively the work of Lucien Guitry because he is faultless in utterance, she says that they will then understand "how the time devoted to the preparing of a single phrase is often the touchstone of an entire state of mind, and of that phrase they will find that the tonic accent on a single word is the power that lights up all for the audience."

The time devoted to the preparing of a single phrase is often the touchstone of an entire state of the mass mind about an advertised product or service, also.

In fact, if we as advertising men and women would devote most of our time to thinking out single phrases instead of to writing copy, our power to influence the masses would be doubled or trebled, I believe.

Consider the forcefulness of the phrase—for it was hardly more than that—which Macy's ran in full-page space in the New York newspapers the first of January: "No one is in debt to Macy's."

There was a small block of "copy" down in the lower right-hand corner of the page. But it wasn't necessary; the phrase said it all.

—8 pt.—

It is really amazing how difficult it is to keep anything simple. It is so difficult that I have found myself wondering of late if about seven-tenths of genius, whether in art, advertising or administration, isn't the courage to keep simple.

How often, when we meet a really big man, our first reaction is, "How simple he is, for all his greatness." Whereas we probably should be thinking, "How great he is because of his simplicity."

An artist creates a picture that flashes its story—even in sketch form. But by the time it is finished, the "suggestions" of the client and everybody around the agency who happens to see it, fill it up so completely that it turns from a picture into an illustration, characterized by mediocrity.

A piece of copy is written that tells the simple truth in a simple way. Short, sharp, picturesque, of a length to be set in 12-pt leaded. But by the

time the extra ideas are added, to bring out this, that or the other point, it has lost all of its simple spontaneity and is reduced to the commonplaceness of 10-pt solid.

The president develops a new policy—simple, clean cut, understandable. But before the purchasing agent and the sales manager and the treasurer and the advertising manager and the vice-president and the president's secretary and a few of his well-meaning business friends get through adding refinement and embroidering it with system and complexity, it has lost half of its appeal and two-thirds of its effectiveness.

Yet in each of these three cases it is the "practical considerations" that work the ruin. It takes a big man to look "practical considerations" in the face and refuse to be frightened by them.

Write it down on your desk blotter: The courage to keep simple is the courage that leads to greatness.

—8 pt.—

What memories come rushing from those dim recesses of the mind where yesterday's events are stored at sight of this trolley car from a recent Bridgeport Brass Company advertisement.

The picnic at Orange Lake. . . . Stanley Hull falling out of the row boat before lunch. . . . Hard-boiled eggs, pickles, sandwiches, watermelon.



. . . Root-beer . . . Merry-go-round. . . Swings. . . The skinned knee. . . One band concert. . . Home at dusk, riding on the running-board—for the first time. . . Putting the trolley back on the wire for the conductor while everybody giggled in the



dark. . . . Probably the trolley wheel was of Bridgeport Brass. Anyway, it sparked something wonderful.

—8 pt.—

Even the theatrical stars are turning to direct mail these days! I am in receipt of a note, printed in typewriter type in blue, and bearing a facsimile signature:

Dear Friend:

I am opening at the Winter Garden, March 21st, for a short engagement. Drop in and hear some great songs. Haven't been on Broadway for a long time. Will be happy to know you are there.

Sincerely,

Sophie Tucker.

With a 5.50 unit of sale, I wonder why the theaters don't use direct mail more.

—8 pt.—

In comment on Earnest Elmo Calkins' article mentioning the failure of retailers to take advantage of manufacturers' advertising, E. Melville Price of the national advertising department of *The New Yorker* relates an interesting incident.

When he was living at Cambridge, Mass., Mrs. Price called at our neighborhood grocery and asked for a can of Del Monte spinach. The grocer said he was sorry but he was out of it, that he carried it in stock but for some reason he had experienced a regular run on Del Monte spinach for several days.

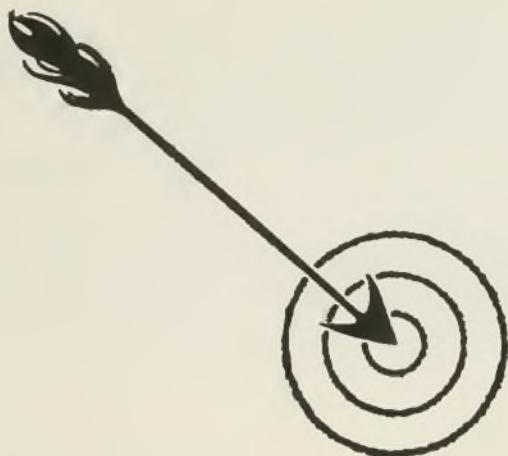
"Don't you know why?" asked Mrs. Price.

"No," said the grocer.

"Because there is a color page in the *Ladies' Home Journal* advertising a new recipe."

"The grocer was very much surprised," commented Mr. Price, "as in previous talks I had had with him he had assured me he never could trace any results from manufacturers' advertising."

What a simple object lesson! Add: Triumph of the specific in advertising.



FORCEFUL EDITORIALS

Deal in one subject only.
They state the premise—the facts—the deductions.

SUCCINCT — CONCISE — CONCLUSIVE

THE HOUSE BEAUTIFUL

Deals in one subject only.
The house—its construction—appointment—orientation.

Complete — Helpful — Authoritative

The advertising of building equipment, furnishing decorative and garden materials in a medium so directed towards a single objective—a beautiful home—produces the highest possible return in proportion to total circulation.

Advertising rates are based on 80,000 circulation Net Paid (ABC) with a bonus in excess of 10,000 more.

BUY ON A RISING TIDE

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

What Does the "Eating Out" Habit Mean to the Food Advertiser?

[CONTINUED FROM PAGE 20]

dark ages of 1910. And, since 1910, there have been hosts of women who have entered other vocations.

It is obvious that thousands of these women have found that the extra cost of meals out can be more than covered by their own earnings in time formerly given over to cooking and housework. But it is claimed by some that many of the women who still stay at home are convinced that eating out is about as cheap as eating at home. It is so simple! There is no marketing, no left-overs to be considered, no waste of food due to spoilage or injudicious ordering. On top of these all it hardly seems as though the restaurant charges grew quite so strikingly as the cost of food when bought from the grocer. If the food prices in New York City on January 1, 1915, be rated at 100, it will be found that by the first of 1916 the figure had risen to 109; in 1917, 142; in 1918, 164; in 1919, 181; in 1920, 198.

During 1920 we noted the marked acceleration in the establishment of new eating places. Perhaps buying food in the groceries had become too discouraging! Since then the prices for food have been coming down, but eating out increases.

Prohibition is also credited with its share in the change. No less an authority than Dr. Frank J. Monaghan, Health Commissioner of New York, has said: "In my opinion the great growth of the number of popular-priced restaurants in New York City and, in fact, of restaurants of all kinds, is that they furnish places of resort as substitutes for the saloon. The people must go somewhere, and the saloon was a meeting place. Many persons got into the habit of frequenting saloons because of their desire to see friends and to find some phase of life which stirred and interested them. They are now getting into the habit of going to restaurants and tea rooms and such places, not for alcohol, but for good food and pleasant surroundings. Many of the restaurants are very elaborately fitted up and are attractive to all classes and certainly they have no objectionable features. The number of such places where excellent food is served in surroundings healthful and pleasing is increasing and, of course, there is considerable competition among them to make themselves attractive to the general public.

The belief that prohibition boosted eating out is verified in part by the growth of the variety and quantities of sweets served in many of the newer eating places. The soda-fountain lunch counter has become a pyramid of carbohydrates. It may be significant that French and Danish pastries are foods most prominently displayed. Prohibition is said to have developed the "sweet tooth" far beyond its former capacity.

When the various types of eating places are set down in front of us, it is apparent at once that here is diversity far beyond that met in the easy classification of homes as rural or urban—low class, middle class, and high class. Notice the different pictures that flash in your mind's eye as you read over this list:

Dining cars	Wagon lunch
Tea rooms	College dormitories,
Drug stores	fraternity houses,
Y. W. C. A.'s	eating clubs
Golf Clubs	Steamboats
City Clubs	Bars
Candy stores	Cafeterias in Public
Houses where motor	Schools
tourists are ac-	Y. M. C. A.'s
commodated	Country Clubs
Hole-in-the-wall food	Fraternal Organiza-
stands in cities	tions
Railroad stations	Wayside eating
Arm-chair lunches	stands
Cafeterias in manu-	Railroad sandwich-
facturing plants	men
Fruit stores	Hospitals
Camps	Oyster Bars
Boarding houses	Vegetarian restau-
Fish market restau-	rant
rants	Hotels
Bakeries with lunch	Armenian restau-
counters	rant
Chinese restaurants	Insane Asylums
Cafes	Boarding Schools

THIS list tells in its own way how eating out has spread, for twenty years ago many of the types of eating places on the list were not in existence, or had not yet added the serving of food to their other retailing functions. To hand such a list over to the average grocery salesman is to put him up against types of buyers whose outlook and requirements are different indeed from the retail grocers on whom he has been calling.

The consumption of food in many of these outlets, however, is so great that it is worthwhile to send some one to call on them. The grocer cannot always do it. The task falls on the wholesaler or the manufacturer.

The factors which come up in approaching this diversified market are numerous. This is obvious from their differences in menu, patronage, prices, management, and other variations.

There are several points to be considered:

(1) *Fitting the sales talk to the outlet.* If the salesman is to call on all types of eating places he will need a nimble mind and an understanding of the different requirements encountered.

For example, dietetic values, cleanliness, and purity may be major factors with the food buyer in the hospital, while they are only incidental with the stand-up lunch counter in the drug store. The druggist will ask if the product will store easily in his limited space. Can his fountain men prepare it properly and instantly?

The druggist, a great handler of advertised goods, may warm up to any plans for advertising which promise to help bring demand to him, while the

hospital buyer would not find such talk at all interesting.

I was talking recently with a salesman who specialized in selling to club stewards. According to his experience, one of the easiest approaches to this buyer lay in the direction of suggesting new dishes, practical innovations in the menu. This salesman had a product which could not be utilized as an ingredient to make various dishes. There was no reason why the club stewards should prefer his brand to any one of several others. But the salesman had collected menus from hundreds of clubs and had otherwise equipped himself to help out the steward who had the same old problem as the woman at home, namely, "With a thousand different meals to prepare during the year, what will I give them next?"

Suggestions as to menu and new dishes will help the salesman with many types of eating places. On the other hand, he must be careful not to suggest innovations of a too radical nature. The food purveyor will not welcome him on the next trip if the experimental dishes have failed to please customers. Since waiters cannot always describe the new dish, the name of it should explain itself or be described to the waiters in a few easily remembered words, before it is actually put on the menu.

TALK about profit will be more important to the middle-class restaurant than to the exclusive country club. Cost may be quite a consideration to the penal institution but nothing at all to discuss with the high-grade hotel. The requirements of a home for the aged may differ greatly from those of an orphan asylum.

The salesman who must call on many types of eating places can soon find out the different approaches to use. His own common sense and reasoning powers ought to be enough to get him off to a fairly good start.

(2) *Have appropriate units of sale.* Some types of eating places can use large quantities quickly. In some cases a cheaper form of container may be used, the buyer to get the saving. Or he may buy in bulk in the barrel a commodity which ordinarily is sold in more expensive containers.

In many cases the "keeping" qualities of the large quantity must be carefully considered.

(3) *The method of selling should be clean cut.* The manufacturer may sell direct, disregarding the wholesaler, or splitting the profit with him. The wholesaler may sell direct, disregarding the retailer, or giving him some or all of his normal profit. And, of course, the grocer may do the selling himself. In any event, the method to be followed should be settled and car-



American Machinist

“When a new job comes up—”

“When a new job comes up in the shop requiring new machinery, it is always customary for us to go through the advertising pages of the ‘American Machinist’ for names of machines that we feel might do the work.”

That is what the Works Manager of a large manufacturer of railways equipment states in a recent letter.

“It is from your advertising section with its fine illustrations that we get most of our ideas for new equipment,” remarks the Mechanical Engineer of a leading automobile manufacturer.

Such comments as these define and emphasize a fact well-known in the metal-working fields—

That the American Machinist is the leading authority for the men who plan and buy.

We have specific data showing how the American Machinist can extend the boundaries of your market and facilitate your selling.

May we send details?

American Machinist
A McGraw-Hill
Publication—ABC ABP

Tenth Avenue at 36th
Street—New York



THE NEW TEST

We wouldn't need to run this column if you had been "in" on a recent discussion. The sales manager of the Russian Oil Company of Boston was attempting to hire a certain salesman. "Do you advertise in DRUG TOPICS?" inquired the salesman. "I know from past experience in selling the trade that I will be able to roll up a much better volume for you, if you do!"

MAC SAYS: "ADV. DON'T PAY!" Here's why: We went and said a lot of nice things about that Rio Rita show in this column on February 9th, and the net result was a "Thank you" note from the press agent—nary a complimentary paste-board. Mac is sore—says A & S doesn't bring results.

THE LINE-UP

DRUG TOPICS	52,796
RETAIL DRUGGIST	41,833
DRUGGISTS' CIRCULAR	17,583
PHARMACEUTICAL ERA	15,000
BULLETIN OF PHARMACY	14,785
AMERICAN DRUGGIST	14,200

And DRUG TOPICS rates are based on a circulation of 43,562—a bargain buy that won't last forever.

DRUG TOPICS "WORKS WHILE YOU SLEEP"

Here's one we got the other day—

"Would you please advise who the distributors are on the Pacific Coast for the following articles:—Ansonia Square Clox, page 12, March DRUG TOPICS; New Haven True Time Tellers, page 224, March DRUG TOPICS; WDC Thorobred Pipes, page 253, March DRUG TOPICS" Ambassador Drug Co., 3188 W. 8th St., Los Angeles, California.

Can advertising do more?

UNSCALABLE HEIGHTS

A manicurist's knowledge of life.
Babe Ruth's idea of distance.
A press agent's candor.
A perpetually tardy employee's supply of explanations.
A stamp-selling, telephone-obliging druggist's tolerance.
A chorus man's estimate of his importance.
An office boy's supply of brink-of-the-grave relatives.

DRUG TOPICS dominance in the drug field

WHAT'S THE USE

Apparently we let down our guard when we published a story in April DRUG TOPICS about a Pittsburgh druggist who sells canary birds in his store.

"That's nothing" writes in a hard working pill roller.

"I've been selling birds in my drug store for years—and Solomon in all his glory was not arrayed," as some of them!"

PRETTY NICE, EH?

Here's an excerpt from the "SUNDRY CHANGE SHEET" dated March 18th—a mimeographed bulletin issued to their salesmen by the J. W. Crowds Drug Co., Dallas, Texas:

"DRUG TOPICS for March is out. It is a very interesting edition and trust that you will take time to go through it carefully. The outstanding feature is the SODA FOUNTAIN, and you will note several articles upon the different phases starting with one by McQuade on the soda fountain as a "Sales Builder," page 35. Others will be found on pages 58, 72, 80, 83, 91, 102, 109 and on page 3A of our own copy we are featuring Goldenmoon Famous Chocolate.

"Pages 170 and 171 illustrate the Arnold Disher, and note the point of superiority over other dishes in the short shank, giving

greater leverage and strength. This is a new number which we now have in stock at \$2.25.

"Other items featured that we are giving attention to are, Djerkiss Talc Deal, page two—Osborn Brushes, page 21—Amity Key Chain, page 25—(many items mentioned) and Miller Bathing Caps, page 136. Concentrating on these items and merchandising the ads in DRUG TOPICS for the next two weeks would result in some nice business. Let us go after it."

POOR GIRLS!

The feminine members of the TOPICS family suffer great temptation. Just imagine being expected to do an efficient job of checking proofs, indexing pages, and filing advertising copy, with beauty hints abounding in every printed and typewritten line. Never were love and duty involved in a more heart-rending struggle than in our own office.

CUT RATE?

Clarence Darrow says the stuff that man is made of can be purchased at any drug store for about 95 cents, but he failed to stipulate the kind of drug store . . . cut rate or regular?

GLAD THAT'S SETTLED

So many of our friends have asked from time to time about the number of druggists located in the larger cities that we made a statistical compilation. Here are the figures:

The average number of druggists in towns of 50,000 or over is 424.

TELL YOUR NEIGHBORS

50% of the Nation's drug stores are located in towns of ten thousand or less.

POSSIBLE ADDITION

Whether or not the Federal Food and Drugs Act is to be revised to inflict a penalty on the drug clerk who swipes his boss' copy of DRUG TOPICS, is yet to be decided—we're receiving lots of complaints.

PATIENCE, PLEASE!

That druggist who fails to appear behind the counter the very instant a customer appears before the counter, is undoubtedly in the back of the store reading his direct mail literature. Investigation shows he receives 103 pieces every two weeks.

EIGHTEEN SIXTY-SEVEN

What we consider to be the most accurate list of chain drug stores in existence, just completed and verified by our Research and Marketing Department, totals 1867.

BIGGER 'N' BETTER

—saying which, we proudly send to press the May issue of DRUG TOPICS with over 200 pages of advertising from the leading firms selling the drug field, every page of which has some bearing on "life, liberty and the pursuit of happiness!"

Drug Topics

The National Magazine of the Drug Trade
TOPICS PUBLISHING CO., Inc.

Also Publishers of
WHOLESALE DRUGGIST,
DISPLAY TOPICS,
DRUG TRADE NEWS

291 Broadway, New York
Atlanta Chicago St. Louis
Boston Cleveland San Francisco

ried out on a clear-cut basis, avoiding exceptions.

(4) *Special price or other concessions.* A waiter told me one day that the restaurant proprietor got a certain ginger ale and a certain mineral water at prices which apparently did not cover the manufacturing costs. The advertising value of having these beverages on the menu was highly valued by the manufacturer.

The manufacturer who sends salesmen to call on restaurants will soon find out what the general practice is in his line. He will get his own answers to such questions as: Should the restaurant be given wholesale prices? Are there customs in his field which make the usual terms seem unfavorable and a major obstacle to effecting sales?

(5) *Consider individual packages.* There are now many single-serving packages. They are used for such products as Wheatsworth Crackers, Kellogg's Corn Flakes and for tea balls. Such packages are convenient for the restaurant, they keep the goods fresh, they have advertising value both for the manufacturer and the eating place which uses them.

(6) *Apply advertising.* The restaurant keeper's problem is, in a certain sense, the same as the grocer's. He must provide acceptable foods for his customers. The advertised foods which the grocer finds so salable should, in many cases, prove an equal attraction for the restaurant man. Certain foods have got their names on the menus; there seems to be no reason why even more brand names should not greet us as we sit down in a strange place to order a meal.

WHICH would the average customer order quicker: "Bacon and Eggs" or "Beechnut Bacon and Eggs"; "Coffee" or "Maxwell House Coffee"; "Baked Beans" or "Heinz Baked Beans." Few brand names now adorn menu. It would be an interesting experiment for a restaurant to supply well-known brand names wherever possible.

Most of us have seen the restaurant act as a popularizer of a certain brand of food. The Sanka Restaurant must have greatly accelerated the sale of Sanka Coffee. In other cases restaurants have been established or subsidized by the food manufacturer to introduce new products which he has added to his line.

This matter of brand protection in restaurants is something for the food manufacturer to think about. If one-fifth of America's meals are eaten away from home in places where brand identity is lost, the unconscious feeling may be built up that good dishes of all types may be made from almost any kind of raw material which may come to hand.

It is asking too much of a hotel manager to request that he mention the brand of flavoring he uses, but there are other cases where the mention of an advertised brand name on the menu would help both the eating place and the manufacturer. For people who eat outside are reading food advertisements every week. The foods which are most acceptable to people in their own homes should prove most acceptable in the restaurant as well when they happen to eat out.

K N O W N M E R I T



ANNE
RITTENHOUSE

Fashions



Here's
an
Easy
One

THE EXPLOSIVES
ENGINEER

MEMBER A. B. C.

Question:

What will be the best
buy for Industrial Ad-
vertisers in June?

FORERUNNER
OF PROGRESS

Answer:

A Ticket
to
*Cleveland**

IN MINING
QUARRYING &
CONSTRUCTION

*The Sixth Annual Convention and Exhibit of the National Industrial Advertisers Association will be held in Cleveland, June 13, 14 and 15. The convention program, on page 40 of this issue of Advertising and Selling proves beyond peradventure that the above answer is correct.

Qualifying a "Foreign Corporation"

[CONTINUED FROM PAGE 22]

liant governor with veto power. Usually the result is that we have one more regulation over foreign corporations getting, too, one step farther from uniformity.

The first purpose of foreign corporation laws was to protect citizens from unlawful and dishonest companies. The old law was that a corporation could be reached by the process server only at its head office. A state's court could not acquire jurisdiction or render a judgment against a corporation of another state. This was a strange perversion of justice. A creditor could not bring suit in his home state! This condition was the first to be righted by the foreign corporation laws. It was, in fact, the original reason for all our present complexity of laws on this subject.

THIS wrong was corrected by requiring every foreign corporation to appoint a "legal agent for service of process" within the state. Such a provision has now been adopted by every state except Tennessee (and Tennessee requires an office within the state). As a next step, the foreign corporation was obliged to file a copy of its articles of incorporation; many states demand by-laws and similar papers. The corporation was obliged to make formal application for domestication, included with which was an assent to the state's laws. To this extent, uniformity prevails. There is not, however, uniformity as to the details of the application. In some states formal assent to the laws is demanded in the form of a resolution from the directors. Annual reports next developed. Originally, and for many years, these were nothing but a bringing up-to-date of the application—an annual correction of directory-like information.

So long as these simple requirements prevailed, it mattered not greatly whether a corporation qualified or not. Neglect was not serious, except for common carriers.

The revenue-raising concept had not emerged. There were filing fees of \$1 to \$5, with occasionally fees as high as \$50. These filing fees became the perquisite of the Secretary of State (or his equivalent). The purpose of regulation was to obtain justice; the fees were light. Laws were loosely drawn; enforcement was lax.

All of that was before the day of the revenue concept. When corporations of the "trust" type appeared in industry, their huge capitalization tempted taxation. Law-makers had been indifferent to the corporations that might victimize their citizens and slip out of the state when trouble was threatening, but when those same corporations offered a chance for big fees, efforts to protect the dear public took on new fervor.

Development was swift, urged by the growing need of the states for revenue. Today the regulation of foreign cor-

porations is intertwined with taxes. For the corporation obliged to comply, the tax looms larger than the regulation—although with most states, regulation has become more stringent and the requirements more detailed; so numerous that corporations must be eternally vigilant over trivial formalities.

The requirements for qualifying in the states fall into two groups: the initial and the annual. Originally, before fees became the chief item, the initial requirements were almost the whole story. In those days, the annual report was little more than a certificate of the corporation's officers for the new year. The fees seldom exceeded \$10 per year. At present, however, the initial requirements have grown; but their burden is as nothing compared to the annual. The latter demands complete analysis of the previous year's business volume, schedules of property changes during the year, and in about a dozen states, it includes a state income tax report.

The initial requirements begin with formal filing of the corporation's charter. Often the by-laws must accompany this; certain resolutions or affidavits are demanded by a few states, chief of which are a formal assent to the laws of the state and anti-trust covenants. Occasionally an agreement not to shift the venue of any suit from state to Federal courts.

In most states, the next requirement is a detailed report of the corporation's capital structure, plus estimates of the volume to be done within the state, or the amount of property to be owned therein. Coupled with these are similar schedules for the corporation's entire activities, for the reason that many states base their fees on the proportion of business done, property used, capital stock employed, etc., within the state. They are maddening in their insistence on complete details. The computation of their ratios is a complicated problem in algebra—they demand as many "unknown quantities" as possible. Probably no other item causes corporations to hesitate before domesticating much as this one does.

CERTIFIED lists of directors and officers are demanded. To this there is not much objection. A couple of states require names of all stockholders living within the state and the amount of their holdings.

The corporation must make formal application for admission. It must appoint within the state a statutory agent for service of legal process. It must also, in nearly every state, file an "irrevocable appointment" of some state official (usually the Secretary of State) as statutory agent for emergency service of legal papers. This appointment, in effect, provides that if the corporation's agent cannot be found the process server may leave his papers with the Secretary of State.

Park Av. Spends \$280,000,000 on Luxury Yearly

From New York Herald Tribune Jan. 27th, 1927

The association has just completed a statistical research into the resources of Park Avenue and has come to the conclusion that the 4,000 families living between Thirty-fourth and Ninety-sixth Streets spend \$1,096,107 a day and approximately \$280,000,000 a year for comparative luxuries.

To the heads of one thousand of these families whose incomes are shown to average \$75,000 a year, we wrote simply "Do you read Judge?" Of all who have replied thus far

55.3% read Judge

A letter to five thousand men listed in the Social Registers of New York, Chicago, Philadelphia, Boston and Detroit, as leading club members, showed

58.7% reading Judge

This merely confirms a number of similar tests. For example, a letter to a thousand directors of ten or more corporations showed

58.1% reading Judge

A letter to twenty-five hundred members of the Yale, Harvard, Racquet, Union, and Bankers' Clubs of New York showed

68.7% reading Judge

Has your article the qualities for this kind of an audience?

Judge

Advertising Management of
E. R. Crowe and Company, Inc.
New York Chicago

A newspaper's obligation to its advertisers is to present the advertiser's message to the Buyer.

The Brooklyn Times delivers eighty percent of its circulation directly into the home by its own carriers.

Largest net paid
circulation of any
Brooklyn newspaper
Largest lineage gain
of any Brooklyn
newspaper for 1926

The Brooklyn Daily Times

Member A.B.C.

Present Net Paid
First Week in
April Over
90,000

Representatives

Lorenzen & Thompson
NEW YORK CHICAGO
SAN FRANCISCO SEATTLE

that service constituting full service on the corporation. In effect, this means that a corporation, once domesticated in a state, can never escape the courts; even if it withdraws from the state, the irrevocable appointment continues.

No mercy is given the corporation that omits this primary protection to the claimant. A discomfiting (for corporation managers) case arose recently. A corporation was doing business without having appointed a "statutory agent" within the state. A citizen claimed to have been injured by one of the company's employees and brought suit for damages. The corporation, having made no provision for service of process, received no notice of the claim and judgment for the sum claimed was rendered against it by default. The corporation afterward alleged that it knew nothing of the claim or the suit. Yet, when it sued in a higher court for a re-opening of the case, the court held that the corporation was utterly defenseless; that it "could easily have protected itself against such judgment being rendered against it without notice, by complying with the laws . . . but this court cannot relieve it from the consequences of its own neglect."

THUS, for failure to appoint a statutory agent the penalties are severe. The corporation's contracts are usually invalid. Nor can they be enforced, for the corporation's benefit, in the state courts. Fines, mounting into thousands of dollars, are levied, these often accruing cumulatively for each business transaction and for each day or each month of non-compliance. Fines, furthermore, are laid on the officers responsible for not complying; and also on each employee who transacts, or tries to transact, business for the defaulting corporation. Stock-holders (sometimes directors and officers) are made personally liable for debts and contracts. All these dire things flow from a matter so innocent, on its face, as failing to name a resident agent for the convenience of a deputy sheriff. Close to a dozen methods for calculating this initial tax are found. Its amount runs from \$2 to \$5,000. It is impossible, however, in a brief space to make any estimate of the amount a particular corporation must pay without knowing many facts about it—the fee is based on capital stock, annual business volume, value of property, net income, corporate excess. Some states levy on the corporation's total of such items; others only on the proportion thereof within their own borders; others, still, name a flat fee regardless of size.

The annual requirements follow rather closely the initial. Fundamentally, the annual is a device to keep up-to-date the initial. If the initial is simple, as with Georgia, the annual is similar; that state demands only the name and address, with the names of officers. Its fee is also simple. Another group (as California, Massachusetts, New York, Ohio, Pennsylvania) demand most elaborate schedules and most voluminous supporting data.

Annual fees are imposed for filing these reports. These, originally, were nominal. With some states, today, they mount into thousands of dollars for a large corporation, or for one doing a real volume of business. Like

all taxing of today, the levy has a habit of making repeated approaches. For foreign corporations, accordingly, the filing fee of each year is but the beginning. It is followed by an annual franchise, or license fee, or excise tax, that may run to equal size; then comes a state income tax, ordinary local property taxes, etc.

With the annual report, delay or neglect is more serious than the exactions. The states, as a rule, provide penalties of fines. Not contented with these sanctions, it is customary to provide that failure to report at the stated time, or pay the tax when due, works an automatic forfeiture of the right to do business; subsequent contracts are invalid benefit, arbitrary taxes are levied; etc.

In California, for instance, some 36,000 corporations are liable to render these annual reports. In the present year, the due date was Feb. 5, at 6 p. m. On the following Monday morning, as provided by law, forfeiture of the right to do business in California was certified against 4500 corporations. This is rather more than usual, but over a period of years the average has run to 3000.

Nor is forfeiture a light matter.

A fruit company sold 330 boxes of grapefruit for \$1,171. The purchaser did not pay; suit was brought for the price. The jury brought in a verdict for that sum. The Supreme Court, however, calmly set aside the verdict. It held that the contract of sale was unlawful and the account not collectible, simply because the fruit company had been eleven days late in filing its annual report with the Secretary of State.

AN extreme case arose in Illinois, where a Minnesota corporation (The International Lumber Co.), with \$4,000,000 capital stock, was doing a small proportion of its business in Illinois. The lumber company had properly domesticated in Illinois, but one year, neglected the filing of its report at the right time. The Illinois statute provides that such a failure adds a penalty of ten per cent to the tax due, plus a flat fine of \$1,000. The law, furthermore, requires the Illinois Secretary of State to arbitrarily set the assessment for such a delinquent, that assessment to be final unless the corporation itself files a proper report within 75 days of the original due date.

This second option, also, the Minnesota corporation neglected to exercise. The State of Illinois, therefore (this is usually the custom in such cases; sometimes even the law's provision), fixed the assessment on the entire \$4,000,000 of authorized capital stock.

Had the corporation filed its report when due or when permitted under the optional date, the assessment would have applied only to "the proportion of its capital employed within Illinois," which, in this instance, was about eight per cent of the total. The resulting annual franchise tax to Illinois, which should rightfully have been only \$86.65, was, with the penalties and fines and with the ninety-two per cent additional assessment, \$2,620. It fought the levy in the courts; but, in the end, it paid the \$2,620 with costs. Again the courts told the delinquent that courts are not established to "relieve corporations from the penalties of their own neglect."

WESTVACO M. F.



The Poster

A WESTVACO SURFACE FOR
EVERY PRINTING NEED

The Mill Price List *Distributors of* WESTVACO MILL BRAND PAPERS

The Chatfield & Woods
Company
20 W. Glenn Street, *Atlanta, Ga.*

The Arnold-Roberts Company
Augusta, Me.

Bradley-Reese Company
308 W. Pratt Street, *Baltimore, Md.*

Graham Paper Company
1726 Avenue B, *Birmingham, Ala.*

The Arnold-Roberts Company
180 Congress Street, *Boston, Mass.*

The Union Paper & Twine
Company
Larkin Terminal Building,
Buffalo, N. Y.

Bradner Smith & Company
333 S. Desplains Street, *Chicago, Ill.*

West Virginia Pulp & Paper
Company
732 Sherman Street, *Chicago, Ill.*

The Chatfield & Woods
Company
3rd, Plum & Pearl Streets,
Cincinnati, O.

The Union Paper & Twine
Company
116-128 St. Clair Avenue, N. W.
Cleveland, O.

Graham Paper Company
1001-1007 Broom Street, *Dallas, Texas*

Carpenter Paper Company
of Iowa
106-112 Seventh Street Viaduct,
Des Moines, Ia.

The Union Paper & Twine
Company
551 E. Fort Street, *Detroit, Mich.*

Graham Paper Company
201 Anthony Street, *El Paso, Texas*

Graham Paper Company
1002-1008 Washington Avenue,
Houston, Texas

Graham Paper Company
332-336 W. 6th Street, Traffic Way,
Kansas City, Mo.

West Virginia Pulp & Paper Co.
122 East 7th Street, *Los Angeles, Cal.*



The E. A. Bouer Company
175-185 Hanover Street,
Milwaukee, Wis.

Graham Paper Company
607 Washington Avenue, South,
Minneapolis, Minn.

Graham Paper Company
222 Second Avenue, North
Nashville, Tenn.

The Arnold-Roberts Company
511 Chapel Street, *New Haven, Conn.*

Graham Paper Company
S. Peters, Gravier & Fulton Streets,
New Orleans, La.

Beekman Paper and Card
Company, Inc.
137-141 Varick Street
New York, N. Y.

West Virginia Pulp & Paper
Company
200 Fifth Avenue, *New York, N. Y.*

Carpenter Paper Company
9th & Harney Streets, *Omaha, Neb.*

Lindsay Bros., Inc.
419 S. Front Street, *Philadelphia, Pa.*

The Chatfield & Woods
Company
2nd & Liberty Avenues,
Pittsburgh, Pa.

The Arnold-Roberts Company
86 Weybosset Street, *Providence, R. I.*

Richmond Paper Company,
Inc.
201 Governor Street, *Richmond, Va.*

The Union Paper & Twine
Company
25 Spencer Street, *Rochester, N. Y.*

Graham Paper Company
1014 Spruce Street, *St. Louis, Mo.*

Graham Paper Company
16 East 4th Street, *St. Paul, Minn.*

West Virginia Pulp & Paper
Company
503 Market Street, *San Francisco, Cal.*

R. P. Andrews Paper
Company
704 1st Street, S. E., *Washington, D. C.*

R. P. Andrews Paper
Company
York, Pa.

Manufactured by
WEST VIRGINIA PULP
& PAPER COMPANY

Lightening the Grocer's Load

[CONTINUED FROM PAGE 27]

pect to gain something on our cost, we get sixty per cent delivery. We find it much more profitable to open new stores, than to tie up our funds in futures."

Translating part of that statement into individual-grocer language, this reads: "We find it more profitable to enlarge our sales than to pay so much attention to buying." But the crucial point and nub of all this was that packers might worry. We certainly were not going to do it for them.

And so, shortly after that, one high in inner circles among canners said to me: "Well, you fellows have got us where we have to refinance our industry. But you may be sure the goods will cost you more." "All right," was the answer. "Let them cost more provided we know how much more they cost. Under the old system we have carried a load of little known, undefined and therefore dangerous costs. Probably we shall pay less than we have been paying unawares. Further, if you get your costs too high, we have confidence that you will have competition which will restore the correct economic balance."

BUT the chain buyers revealed something else that was exceedingly interesting. That was that they would buy high grade products—Number Four peas, for example—where suitable quality could be obtained, either futures or spot, on contract, shipments to be spread over six, eight or ten months, each shipment to be billed when it moved. Moreover, they were doing that very thing right then.

All right. Then the packer of those peas must finance the goods, pay storage and insurance on them, borrow if need be from his banks against his contracts. And if the packer does that, he must figure such items into his cost and the chain prices must cover all those items, or the packer will not care to do business. Further, the chain buyers must know just how much extra they were paying to cover these services; and they must be willing to pay such enhanced percentage on cost because they found the freed capital useful and profitable—at its cost—for other business purposes. Chain merchants are not fools. They know that two plus two make four. You can state that truism frankly to them. There is no need to beat around any bush in dealing with chain buyers. And if such a system can be worked with chains, why not with individual grocers?

Well, there was one answer: Grocers whose signatures were good could buy that way on contract, too. Those whose signatures were not good have awakened to the value of their own good names or are already in or verging on being in the discard. The day of the good contract as a commonplace in business seems to be at hand; for we are becoming aware of the fact that today there are plenty of grocers whose signatures can be relied on, and that we can be just as frank with such men as we can with any chain buyer.

This evolutionary development in the

**the latest
P. O. statement
of The Detroit Times
showed
326,875 Sundays
and 294,183
evenings*—but
in spite of that in a
territory as big as
Greater Detroit the
"one paper buy"
is bad economics.**

*except Saturday



picture readers
~ all!

“DOWN ON THE FARM” has become an important market for luxuries as well as necessities. The days when the barn was better appointed than the home have gone into the discard.

What is the quickest, the most *lasting* way to tell him your story? Picturize!

And the picture reaches the whole farm family. But remember you can kill the life of a picture by a poor photo engraving.

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.*
P H I L A D E L P H I A

distribution of high grade specialties, which are protected from drastic declines by their own scarcity, has come about, too, by reason of the fact that grocers can think. Packers hardly believed they could, but they can. They have been thinking about all of these things; and general, though not concerted nor organized, pressure has helped to bring about what has already happened.

Because the same forces are at work in relation to the carrying of staple products around the various seasons, I feel that suitable and effective plans will shortly be developed whereby such loads will be distributed among the packer, the banker and the wholesaler, leaving the retailer free to attend to his proper function: the increased *selling* of merchandise in his own business.

A Swashbuckler of Magazinedom

[CONTINUED FROM PAGE 28]

no opening at the time, but Mr. Curtis remembered that he had been favorably impressed with the young man's appearance, and tried to reach him through advertising.

Many years after I happened to discover him—through a chance remark he made to me. An able man of strong personality, he lived successfully up to his death some years ago. If the detail of name and address had been card-indexed at the time of his call, as it would be in these efficiency days, the *Boston Herald's* advertising income the day the announcement appeared would have been less. My lucky star had been with me.

It is quite impossible to imagine how much greater or how much less would have been the success of the *Ladies' Home Journal* if the opportunity to serve had not been mine. Between failure and success there is often only an infinitesimal barrier.

With my expert knowledge of typography I was well qualified to undertake Mr. Curtis' plan, new at the time, of making his publication artistic throughout. This meant that he must not only use better illustrations, but replace all the black and heavy types, then used for advertising with the lighter faces just coming into vogue. To carry out this revolution was my task, and to me, knowing little of advertising, it seemed to present no great difficulty. But my cheery optimism struck an immediate snag in the simple fact that advertisers prepared and electrotyped their own announcements, and having in many cases used the same advertisements for years, had come to reverence their crude features as the cause and mascot of their prosperity. Yet here we came with the impious proposal that the sacred fetish must change and purify its face, if they wished to advertise with us.

We had to make our own precedent in this matter. In the newspaper field, the *New York Herald* had laid down arbitrary rules forbidding display type altogether, and was forming its larger letters by combinations of the capitals of usual reading size. But there was no instance of such action on the part of a magazine publisher, and our

TYPICAL SUBSCRIBERS to The American Printer

The Eddy Press, Pittsburgh, Pa.



Home of the Eddy Press, printers of booklets and catalogues, where the entire organization reads The American Printer

Says W. H. Frederick, President:

"We regard THE AMERICAN PRINTER as an extremely important influence for the betterment of printing. We route the copies through our office into the shop because we find that it is helpful to our apprentices, to our printers, and to our executives, and we believe it would be equally helpful to any other organization engaged in designing advertising literature.

"THE AMERICAN PRINTER would be sadly missed if it failed to reach us."

Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers.

The American Printer, Inc. Telephone Caledonia 9770 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg.
Telephone Wabash 4000

CLEVELAND: 405 Sweetland Bldg.
Telephone Superior 1817

How a Manufacturer Removed "OR EQUAL" from Specifications Embodying Standard Products

Exit Order Taking—ENTER

THROUGH years of outstanding service and effective Industrial Advertising, countless products are so thoroughly established that buyers will have no substitute. But even in this day too many products used by Industry are still on a John Doe "or equal" basis.

In such a case it is hard for any one company to get a real preference. No particular make is specified; extra quality isn't respected; price cutting saps profits; repeat orders are elusive and volume of business uncertain; buyers do not regard salesmen seriously enough as engineering advisors.

Handicapped to the brink of failure by just such a "nobody cares" situation, a manufacturer of a product in general use in the electrical industry determined to make buyers know that his salesmen were qualified to render helpful engineering service and to establish definite preference for his product.

This difficult task was begun eleven years ago and another "tough nut" in industrial marketing has been cracked by Industrial Advertising.

Cracking the Shell of Disinterest

Regularly appearing in McGraw-Hill Publications, Industrial Advertising presented this manufacturer's story in terms so interesting that his copy became a feature looked forward to by Industrial Buyers. Woven into the novel presentation of each message was logic so sound that it gradually wrought a complete change in buying habits.

The interest stimulated put the advertiser's representatives on an entirely new basis. Friendly arguments aroused by advertising paved the way

for the much desired engineering service relationship. Gradually recognition of the product became so general that its name is now first in mind with the majority of Industrial Buyers.

Holding the Advantage

After the transition was achieved this manufacturer took no chances of losing the ground he had gained. Industrial Advertising that marked the beginning of his success has now become a vital factor in perpetuating the engineering service relationship between his sales staff and industrial buyers and it is keeping his product out of the "or equal" class.

Although the McGraw-Hill Four Principles of Industrial Marketing were not codified when this manufacturer started out, he actually followed their logic. His Industrial Advertising was nothing more or less than an intelligent application of these principles:

1. Determination of worthwhile markets.
2. Analysis of their buying habits.
3. Determination of direct channels of approach.
4. Study of effective sales appeals.

These Four Principles chart a clear course for the producer who is hampered by inadequate industrial recognition.

Any manufacturer or his advertising agency who wishes to study the possibilities of applying the Four Principles to his particular industrial marketing problem will find valuable assistance in the newly published book, "Industrial Marketing at Work," which the nearest McGraw-Hill office will deliver on request.

McGRAW-HILL PUBLISHING COMPANY, INC.

McGRAW-HILL

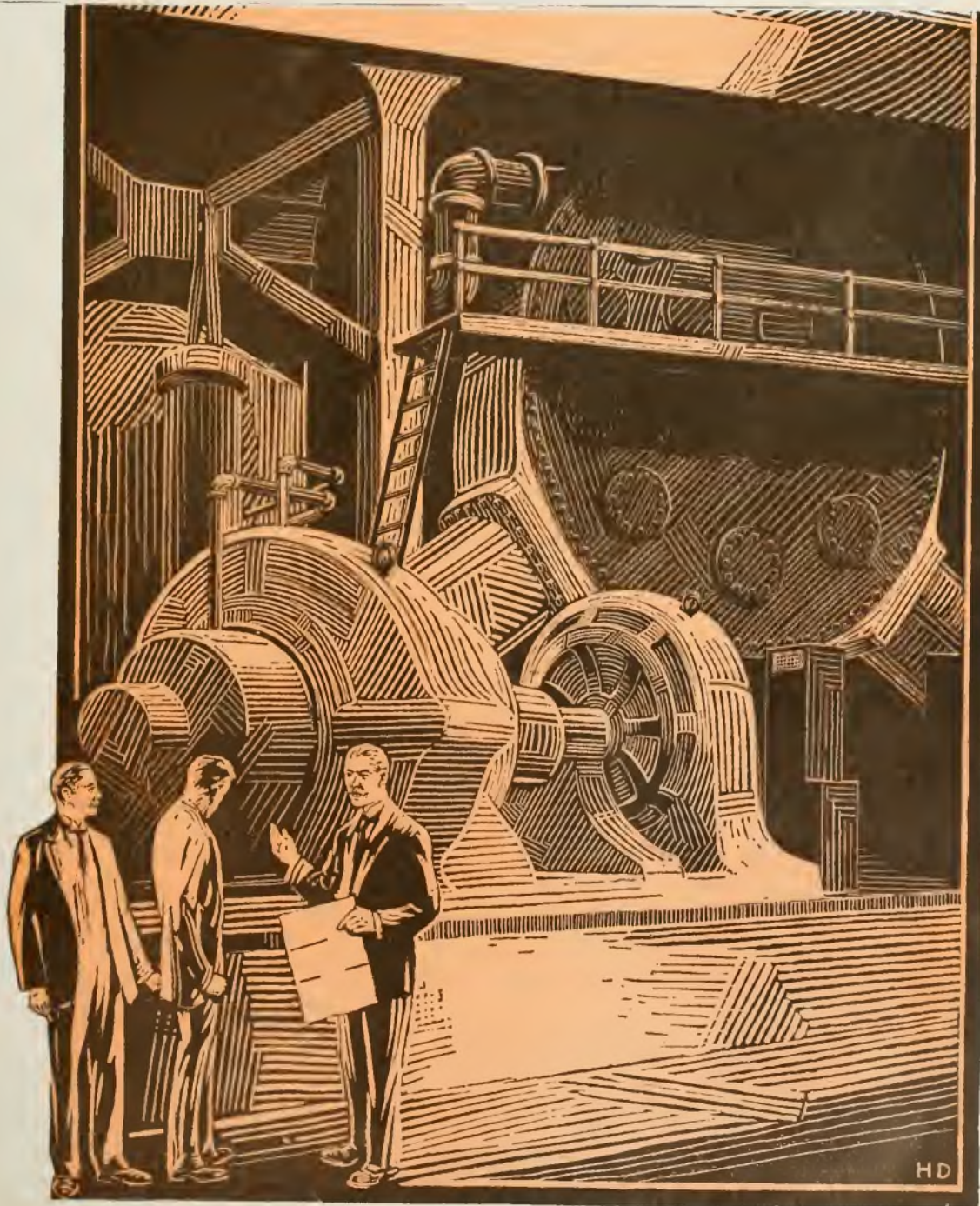
Publications

NEW YORK
CHICAGO
CLEVELAND
PHILADELPHIA

ST. LOUIS
SAN FRANCISCO
LONDON



ENGINEERING SALESMANSHIP





of the population
read English in

Bridgeport
Connecticut

even though 32 per
cent are foreign born.

There are 32 public schools; 4 high schools; 1 normal school; 14 evening schools and 11 parochial schools where 33,667 pupils attend.

Bridgeport is primarily a home town. Most of the people own their own homes or live in two-family dwellings.

Because of its diversity of manufacture, steady employment and high wages, Bridgeport has gained rapidly in population. From 1910 to 1920 it increased its population 41,000 inhabitants. In the last five years, it has jumped from 143,555 to 167,000. Bridgeport is still growing. It is a real market for the advertiser because its people are real boosters and patronize home trade, as shown by the 3,628 retailers who serve 236,000 consumers living within its 13-mile radius.

The POST - TELEGRAM with an A. B. C. daily circulation of 41,446 copies covers this market thoroughly and economically. 98 per cent of its circulation is concentrated in the 13-mile trading radius where Bridgeport's people do their shopping and patronize their local merchants.

BRIDGEPORT
*The City of
Diversified Industry*

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco

clients rebelled vigorously against the innovation. Accustomed to deal with publishers who would accept any copy, they would frequently hold back an advertisement until the last moment in the hope that it would slip into our pages unrevised. But, intuitively sure of my employer's backing, I tried the drastic remedy of leaving these late-comers out.

This, though effective in some cases, had its financial drawbacks, and I resorted to the gentle expedient of a registered letter to all advertisers, acquainting them with our rules of display. To insure the better printing of the magazine, I explained, all advertisements must be reset in our own type. We could use no electrotypes sent us, but if sufficient time were given, we ourselves would be glad to submit proofs for approval; otherwise advertising matter must undergo such modifications as would permit its insertion under our rules.

OPEN war followed. Taking the offensive themselves, they flatly refused to pay for advertisements thus inserted. But they fought in an out-of-date cause. A valuable medium, steadily growing in favor, the *Journal* could not be ignored, and as its appearance improved and its circulation increased, their desire to make use of it strengthened. Inevitably they came to our way of thinking, settled their unpaid bills, and continued with us on our own terms.

In this general housecleaning black cuts naturally had to go. This reform was, in its way, more difficult than the change of type, because it often necessitated a new engraving at our own expense. But in this work, too, the support of my chief was sure. It is often said of Mr. Curtis that once he has the right man in the right place, he gives him full sway. Certainly I could not complain on this score. I was given sufficient rope to make or hang myself. Only once in all my typographical changes did I consult him. A full-page advertisement of Mellin's Food, the price of which was then \$3,000 for the single issue, had put me in a quandary. Arriving just before we went to press, the proof bore the warning: "Will not accept any changes in this advertisement," yet its top line, "How to Feed the Baby," was displayed in as flagrant disregard of our new rules as big black type could make it. To leave out a full page now was a serious matter, for beyond the money loss loomed the necessity for alteration of the magazine's makeup. Hoping to get permission to reset the line in lighter type, or to "stipple" it, I set the long distance telephone humming. But it was a Boston client, and in the Massachusetts calendar that particular day stood consecrated to Bunker Hill. Hanging up the receiver, I decided to leave the decision to headquarters, and taking my way in some trepidation to Mr. Curtis, I showed him the proof. He gave it a brief glance.

"Well, what about it?"

"It doesn't come within our rules of display," I answered.

To my relief he did not ask me to define them.

"You're the doctor," he said tersely, and handed the proof back.

I felt that explanations were due, however, and pointed out that the page must either go in as it was or be left

out altogether and reading matter be found to take its place. Its money value being what it was, I had hesitated to act without consulting him. At this he turned in his chair and delivered some axiomatic truths about weak-kneed publishers who went to the wall because they did not adhere to their rates, gave out inflated circulation statements, formulated policies and broke them, and committed other sins common at the time. But of the page in hand, he never said a single word!

Our mail a few days afterwards contained a letter from the advertising manager who had sent me the omitted advertisement. One paragraph ran: "As we have never been favored with a copy of your rules of display, would it not be well to send us either a framed or unframed impression of these impediments to business, to hang in our outer office for our own reference, and as an awful example to the many representatives of other publications who call upon us?" We retained this particular advertiser's business notwithstanding.

The improvement in the typographical appearance of *The Ladies' Home Journal*, begun by me in 1892, has been continuous for more than a third of a century.

Out of the endeavor to make the pages attractive grew a policy, which, as far as I personally was concerned, came to wear the aspect of a crusade. The weeding out of all patent medicine and other objectionable advertisements from the publications with which I have been connected, modestly begun at this time, proved to have consequences more far-reaching than I dreamed. It is quite another story and cannot be told here.

SOON after my departure from the Curtis Company to take employment with Mr. Munsey, it must have become evident to Mr. Curtis that he needed a man who possessed a greater knowledge of typography than any job compositor or foreman in his printing department, for he again went to Boston and to another type foundry for such a man. He found him in Mr. John B. Williams, who at a later date became mechanical superintendent of the entire plant, one of the most responsible positions in a magazinedom. Mr. Williams is now a director in the Curtis Publishing Company.

When, less than two years later, I went to the Butterick Company as its advertising manager, the first important thing started after establishing a fixed advertising rate was the typographical improvement of the pages containing advertising. To help me in this line I hired a compositor or foreman who had worked under my direction for a number of years in the Curtis establishment.

As mentioned in the second paragraph of this narrative, Mr. Curtis' idea had a far-reaching result: All of the leading magazines and periodicals were forced to follow his lead to keep up with the procession.

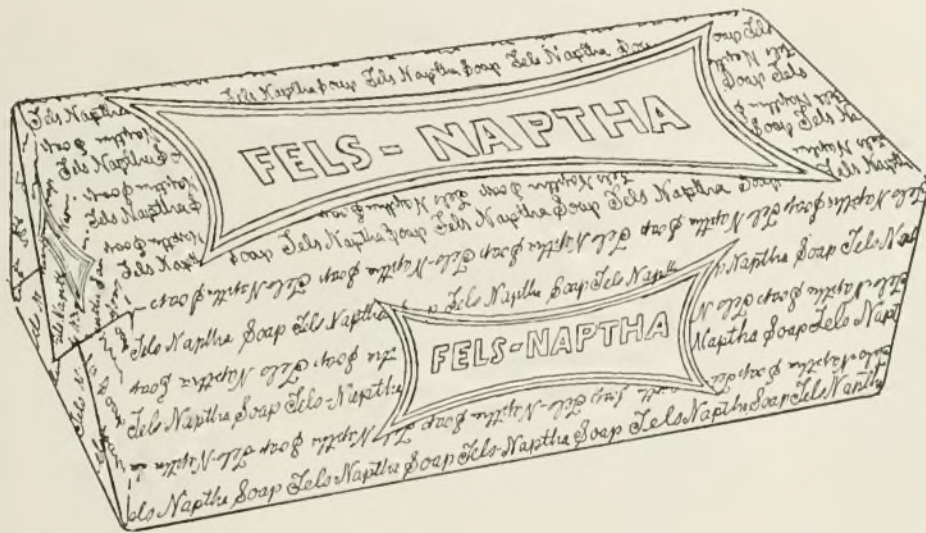
The result is that America has today the best-looking publications in all the world, the mechanical cost of production often being from two to eight times the subscription price. Typographically and artistically beautiful, the attractive advertising pages often exceed in number the literary content.

Query to DR. J. S. GOLDBAUM, Sales and Advertising Manager, Fels & Co.

“What would you give for *extra* selling help?”

Isn't extra opportunity for the Golden Bar worth considering?

Millions of women have been getting the *extra* help of Fels-Naptha for years in washing clothes. But only 12.16% of the Comfort million use the Golden



Bar with the clean Naptha odor. So the Comfort circle offers you a new market of nearly a million homes. Quite a market, isn't it?

You can't break into this circle with your advertising in the usual—shall we say the orthodox?—women's publications. The metropolitan magazines don't go into these comfortable homes we reach—but these homes are great consumers of soap. They ought to be called your *primary* market, for they are large, roomy homes and the amount of washing and house-work they represent is tremendous.

We would like to cover buying power and duplication in detail if you will give us the opportunity.

COMFORT—THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES—AUGUSTA, ME.
 JULIUS MATHEWS SPECIAL AGENCY · BOSTON · NEW YORK · DETROIT · CHICAGO

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

Gypsum Salesmen Sold Company's Stock

[CONTINUED FROM PAGE 21]

biles would have money to invest in an unusually promising local industry.

A series of mailings was sent to these car owners. The purpose of these mailings was to stimulate interest in the National Gypsum Company and to pave the way for the call of its salesmen. Prospective investors were not bothered with solicitations unless they in some way indicated that they were interested.

For several months, while the stock was being offered to Buffalonians, a long series of advertisements was inserted in two Buffalo newspapers. "The Buried Treasure of Western New York" is the heading that each of these advertisements bore. A subheading, "A series of advertisements revealing the story of a great natural resource—its discovery, its utility and its possibilities," explained the series further. Except for these headings, the copy and illustration was changed with each advertisement.

One of the objects of this newspaper advertising was to arouse local pride in the business being started. "Unfolding the plans for another great Buffalo industry," "A new giant among Buffalo's industries," and "Appraising the Buried Treasure of Western New York" are some of the captions which played up the local pride appeal.

Another point that was strongly stressed in the series was the fact that all of the organizers of the company were men who had done things in the wall board industry. One piece of copy, headed "A veteran organization under a new name," developed this argument in the following forceful way:

A new corporation does not always mean a new organization. There are occasions when veterans seek new fields. A very old company may have at its head very new men. The management of a new concern may wisely have at its head the veterans of an industry.

The National Gypsum Company is manned by many of the veterans of the wall board industry. Their knowledge, experience and research was responsible for the early success of many concerns in the business. Their association with the National Gypsum Company comes as a broader opportunity to further develop this industry under conditions and with facilities unequalled in gypsum trades.

The largest and most modern wall board unit ever constructed has been put at the service of these veterans.

STILL another interesting feature of these advertisements is the information they presented to the people of Buffalo about the rich gypsum deposits that lie at their doors. The chances were that the average citizen of Buffalo knew nothing about this natural resource of western New York. Here is the way this information is presented in one piece of copy:

A few months ago the National Gypsum Company announced the discovery of a great deposit of Gypsum at Clarence, N. Y. The event indicated a new chapter in the industrial progress of the city.

A few weeks later the vision of the men who determined the location of this deposit was confirmed by the American Appraisal

Company which placed a valuation on the Gypsum proved at \$1,100,875.

The tests for quality subsequently made by the Babcock Testing Company were simply a further confirmation as to the value of this great natural resource at Buffalo's city gate. The National Gypsum tests 98.16 per cent, which is the finest quality known in the Western New York fields.

READERS are told further that the acreage which the company owns is undoubtedly the last available deposit of high-grade gypsum in western New York, but that this deposit is so extensive that it will last for at least seventy-five years.

Another argument that was brought out in most of the advertisements concerns that market that exists for gypsum products and of the company's ability to reach this market. The following paragraphs explain this point so effectively that I am quoting them in full:

America has always been a nation of salesmen. We sell our products effectively to the world when desirable, and efficiently to each other continually.

Not only has American business successfully sold its basic products but we have never lacked for the ingenuity to create new products and new uses for them.

The most valuable single commodity in America is an effective sales organization.

The National Gypsum Company will make a line of Gypsum products. It already has at its command a sales organization with a background of years of successful selling in this field. The individual sales performances of these men in years past probably exceeds what will be required of them in the marketing of National Wall Board and other Gypsum products.

But the Gypsum products now in the hands of the building trades only indicate and in no way measure the future probabilities of other Gypsum products demanded by American builders and possible for a concern whose Gypsum properties are adequate in quantity and quality.

In the laboratories of the National Gypsum Company several dramatically new uses for Gypsum have been perfected to the admiration of the technical experts who have been privileged to examine them. The Market for National Gypsum products is secured.

The advertisements did not mention the sale of stock. Two or three of them suggested that an opportunity was being given to Buffalo investors to share in the profits that would accrue from the development of the Clarence Gypsum deposits. All of the advertisements offered a booklet, "Gypsum: An Industrial Romance."

The inquiries received for this booklet were followed up by the salesmen. Of course, many of these inquiries came from persons who were interested in gypsum as a commodity rather than as an investment. Nevertheless, these advertisements, regardless of the number of direct inquiries they produced, did succeed in making the new company thoroughly known locally. Hence they were a powerful accessory in the campaign.

I have referred to these advertisements somewhat in detail because it happens that the salesmen in their talks with investors presented their proposition in the spirit of the news-

Because
The Columbus Dispatch
is continuously
FIRST

- in amount of local news, telegraph news, cable news
- in sports news, society news, women's news, radio news
- in number of entertaining and informative features
- in sane, sound, unbiased editorials
- in inimitable cartoons
- in fiction, in children's stories, in comics, in illustrations
- in paid advertising
- in all the extraordinary services a great newspaper gives its readers
- in everything that makes a newspaper great, interest for the reader, pulling power for the advertiser

**it is today, even more than ever, dominant
in circulation**

The Average Net Paid Daily Circulation for the 6 Months Ending March 31, 1927—Being

113,678

FIRST IN CITY CIRCULATION

*60,216

FIRST IN SUBURBAN CIRCULATION

*28,937

FIRST IN COUNTRY CIRCULATION

*24,525

*Territory included as city represents news stands, street sales and all that is within city carriers' delivery.

*All that is within an average radius of thirty-five miles and includes the counties of Delaware, Union, Madison, Fayette, Pickaway, Knox, Fairfield, Perry, Licking and Morrow.

*All circulation other than city or suburban—delivered by agents, dealers or by mail.

OHIO'S GREATEST HOME DAILY

an event
of importance in
the advertising
world
The Detroit Times
has pleasure
in announcing the
appointment of
Harold
A.
Stretch
as advertising
director effective
now—all of our
mutual friends will
surely be glad to
hear of it

paper copy. They talked the gypsum industry, its future, the prospects of the National Gypsum Company, and the history of the men who were behind it. They told why they had cast their fortunes with this new company. They explained that they were merchandise salesmen and not security salesmen. They obviously knew little about finance or selling stock, but quite clearly they did know a great deal about the industry with which they were associated. As was to be expected, they won the confidence of the investors to whom they talked and so imbued them with their enthusiasm that the stock of the company was very quickly marketed.

On June 15, 1926, the salesmen stopped selling the company's stock and started to sell its regular product. They are still at it. The number of salesmen has since been increased to thirty. The marketing plan was in complete readiness by the time the company was ready to operate. For months meetings were held every Saturday, in which the salesmen and the company's sales department executives participated. At these meetings, which were held in a spirit of good fellowship, sales policies and sales methods were established.

THUS the company's marketing plan was carefully prepared by men who had spent the better part of their business lives in the building supply industry. It is no wonder, then, that the National Gypsum Company's marketing schedule bears none of the earmarks of immaturity so commonly found in sales plans that are hurriedly made to order while the salesmen are packing their trunks and waiting for their tickets.

It is also not surprising that the company, in view of the thoroughness of its preparation, has been running up records since it started operation less than a year ago. It already has splendid distribution throughout the East and is rapidly extending its distribution throughout other sections of the country. It has acquired another valuable gypsum deposit at National City, Mich., where a second plant is being put in operation.

The company's principal product is gypsum wall board. Wall board has been on the market since 1906, and the present volume is estimated to be one billion feet a year of which 700,000,000 feet is gypsum wall board and 300,000,000 fiber wall board. Gypsum wall board is fast taking the place of fiber wall board because it is twice as thick, is fireproof, does not warp, and can be used as a smooth wall and papered over. Gypsum wall board has grown from about 150,000,000 feet in 1920, to 700,000,000 feet in 1925.

To sum up, it would seem as though the National Gypsum Company has established a precedent in financing which any legitimate business might emulate. After all, who is better able to present the merits of a proposition to an investor than the salesmen who are selling the product? Salesmen play a large part in the success of any manufacturing business. Its success is due, in a big measure, to their selling ability. Is it not logical, therefore, to suppose that those same salesmen would be able to sell other things that their house may have to offer, such as a stock issue?

SPECIFY
LINOTYPE FACES
 AND YOU SPEAK
 THE UNIVERSAL LANGUAGE
 OF PRINTERDOM

WHEN you write your typographic specifications in Linotype terms, you are using the one universal language of printerdom.

The Linotype is the standard composing machine of the World. Linotypes and Linotype specimen books are in almost every newspaper and commercial printing plant from New York to Singapore.

Linotype specimen books should be a part of the working equipment of every man who plans advertising or printed matter of any kind. If they aren't on your desk now, the coupon will bring them.

THE LINOTYPE MAGAZINE gives you the latest news of typographic developments the world over. Your name will be added to the mailing list on request.

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO CHICAGO NEW ORLEANS

CANADIAN LINOTYPE LIMITED TORONTO

Representatives in the Principal Cities of the World

PLEASE SEND ME THE FOLLOWING WITHOUT CHARGE:

- Specimen Book of Linotype Faces.
- Put my name on the MAGAZINE list.

Name _____
 Firm _____
 Address _____

COMPOSED ENTIRELY

ON THE LINOTYPE

The OPEN FORUM

Individual Views Frankly Expressed

Mr. Percy Takes Issue

SINCE the days of "Obvious Adams" I have been an admirer of Mr. Updegraff and have read a considerable portion of his writings, and if I take issue with the article "Tomorrow's Business and the Stream of Life" appearing in the April 20 issue of *Advertising and Selling*, it is not a personal matter but rather an issue with the publication for printing a story that on the surface seems to be rather constructive in tone but leads to no real understanding of the change that has been and is taking place.

The net of this article is very much like the ending of Mr. Updegraff's first story, "Obvious Adams," where the schoolboy, in writing his essay on the mountains of Holland, simply states that there are no mountains in Holland.

The picturesque figure of speech, "The stream of life," which seems to be so intriguing to Mr. Updegraff, indicates to him that this stream is flowing forward turbulently with disastrous results to business and that the whirlpools and eddies created mean certain death to some industries.

Let me go over a few of the illustrations that are employed in this article: Quick-drying paint; two-car families; radios; oil burners; electric refrigerators and telephone communication.

The purpose of all these new inventions which, according to the viewpoint expressed in the article, speeds up the stream of life is, after all, to give the individual more time and more leisure. This process has been going on for some time. The first great step in giving individuals greater leisure was the shortening of hours of labor. Simultaneously has come a great interest in sports. Crowds undreamed of indulge in various forms of outdoor activity as participants or observers.

There has been a greater sale of religious books in the last decade than ever before, which might be looked upon as a by-product of greater leisure and less manual labor by the individual family in the maintenance of the family unit.

Mr. Updegraff must agree, I am sure, that all of the things which he cites that have changed the speed of the current are the products of a comparatively few individuals, working quietly in experimental laboratories of large institutions.

Big business has seemed to sense the necessity of making individual life easier. I cannot see the wisdom of leading business executives up to the

banks of this stream and saying to them, "Look at that for speed. If you want to get in that stream, jazz it up; step on the gas; move fast."

I think the trouble with most large businesses is that there are not more men who have nothing to do but to study the sales and production problems in relation to the trend of the time. In effect, Mr. Updegraff cries out in despair and so did Samuel Pepys. He didn't know what it was all coming to. He offered no solution. Neither does Mr. Updegraff.

Viewing the world at large from the long-pull viewpoint, either from the business or spiritual angle, even the pessimist can note nothing but splendid progress. The dangers from sudden upsets to business conditions from the financial point of view are less today than they have been at almost any other time in the history of the world.

There seems to be less reason for getting excited about present conditions than there ever has been. Generally speaking, there seems to be more time now to weigh and consider things carefully, and certainly from an advertising point of view there is a much richer background of experience than has ever before existed.

I think that business men should take a hint from the individuals who have developed the various articles of merchandise which have speeded up the stream, to Mr. Updegraff's consternation, and put more individuals into sales and advertising laboratories where they may work quietly and serenely in determining what should be done in their individual cases.

CARL PERCY, *President*,
Carl Percy, Inc.,
New York City.

Help the Poor Laundryowner!

A FEW years ago my company awoke to the realization that it had become a benevolent association as well as a manufacturer. We found that we were spending hundreds of dollars a year in advertising—or at least they called it advertising—in dance programs, college annuals, year books, union publications, directories and other media that had absolutely no advertising value.

We soon found that we were spending so much money in this worthless advertising that there was little left for worth-while legitimate advertising. From that day on we have refused to donate our good, hard-earned money to charity. Somehow we have managed to stay in business, despite this policy.

But now comes a new one which is insidious, like halitosis.

The laundry industry of the country has decided to invest a million a year for four years in advertising. Excellent! The campaign is fostered by the Laundryowners' National Association. They are asking the laundries to contribute according to their means. Excellent!

Then somebody at the L. N. A. got an idea. "Why not ask the suppliers of the laundry industry to contribute?" he asked. "They'll be benefited by anything that benefits the industry. If we do more washing, we'll need more soap, more boilers, more washers, more delivery wagons, more everything. Let's ask the manufacturers to help foot the bills." And so they have—and how!

Their letter is very friendly—but firm. In part, it reads:

"Subscriptions are to be adequate. The man who should put in \$5,000 will not be allowed to get credit for being an investor when he offers a hundred dollars a year. This policy has not been adopted with the slightest spirit of arrogance.

"We urge you to sign the blanks and return them to us at once in the enclosed special delivery stamped envelope to make certain you get on the first HONOR ROLL." (Ah, ha, enter the honor roll.)

"The first HONOR ROLL will go to every laundry owner in the country. You will agree that carrying as it will the name of every subscriber it will be read and checked carefully. The HONOR ROLL will give an enormous amount of good-will building advertising to the firms who get their names on it." (Of course, they don't want to seem insistent, but—)

We ask the readers of ADVERTISING AND SELLING if there is much difference between a stunt like this when operated by the L. N. A. and when it is worked by the Nurses Guild of the Hospital for Stray Cats and Dogs. Can we consider our "investment" in the laundry industry a judicious advertising expenditure, instead of a charitable contribution?

We pay our own advertising bills. The laundry industry ought to be just as willing to pay theirs.

It is just as logical that we should start a campaign among our suppliers for the raising of money for our advertising. The plan might work. He who supplies us with raw material may donate. So may our suppliers of factory machinery, electric current, coal, oil and other needs. We'll spend the money in advertising which will increase our business and which will in turn increase our need for the supplies or materials we buy from them. Logical, isn't it?

No, it's not! And neither is this campaign. We are going to say "no" to the L. N. A.

AN ADVERTISING MANAGER.

Yours for the Asking!

Your dealer's window, the most valuable advertising space in the world—but how will you ask?

WINDOW DISPLAY differs from every other proven advertising medium in that you pay only for the display but rarely for the space it occupies. Yet that space is the most valuable of all places for your advertisement.

A national chain of tobacco shops reports that of every \$10,000.00 it spends in store rentals, \$7,000.00 is figured as representing store window value.

The competition for the dealer's window is keen. Not merely do you compete with similar products but with every other item in the store. When you ask the dealer for the use of his window, you must give a reason—the most potent of which is a sales producing idea—one that will actually bring more people into his store.

Advertisers no longer consider window displays as mere dealer helps, but as an actual producing advertising medium measuring its effectiveness largely by their success in getting

displays into windows of stores selling their products.

In this day of keen merchandising, when every medium must produce results, Window Display advertising on actual checking and investigation, is daily proving itself one of the strongest sales stimulants. But it must be handled with the same skill and experience as the other proven media.

The Einson-Freeman organization with its quarter-century experience in window display advertising is daily helping manufacturers and advertisers to successfully ask for this valuable space. Einson-Freeman's knowledge of window display as a medium—as a profit-producing medium—makes a story that every manufacturer whose sales outlet is through

the retail store should hear at first hand. *When are you going to ask for the story?*

THERE are still a few copies of "Creating a Successful Window and Counter Display" available. *Send for yours today.*

EINSON-FREEMAN CO. INC

Lithographers

OFFICES AND COMPLETE MANUFACTURING PLANT
511-519 East 72nd Street · New York City



Communities Are Advertising

[CONTINUED FROM PAGE 30]

low townsmen about ways and means of popularizing their community. I enclosed a questionnaire asking the purpose of their advertising, the amount of their appropriation, how the fund was raised, and how and by whom it is being spent.

As in all mailings of this sort, I had no reply to some of the questionnaires, in spite of several follow-ups. But a careful check-up of the questionnaires returned to me, and of information I secured from other sources, showed that with the exception of three or four, I had secured complete data about the plans of those communities now advertising extensively to attract industries. These data are shown in the accompanying chart.

A PARTICULARLY interesting report came from Eastman, Scott & Company, advertising agency for the City of Atlanta, Ga. Their experience seems to indicate that business men are as susceptible to advertising as tourists or home-seekers, providing the inquiries are properly followed up. The report follows:

"Before a line of copy was written on the 1926 campaign, a careful survey was made to find out what Atlanta had to offer industry and which industries were the most logical to approach.

"It was discovered that certain so-called trunk industries needed what Atlanta had to offer and that these trunk industries, in turn, would attract so-called foliage industries to serve them or to consume raw material they might produce. And it was determined to put the emphasis upon these particular industries.

"But, the survey showed, practically every industry should be interested in Atlanta; some from a manufacturing standpoint, others from a distribution standpoint and still others simply as a particularly economical place from which their salesmen might operate to cover the South.

"Working from these facts, a list of publications was selected to reach, specifically, the executives of the logical industries, and these business papers were used to tell the specific story to each particular industry.

"In order to reach horizontally the executives of industry and business in general, a group of business papers and management papers was added to this. For general coverage, and in order to influence executives indirectly through their families and through their juniors, consumer media of national circulation were placed on the list. In addition to this, in selecting cities where financial domination or local conditions placed Atlanta's logical prospects, the strong daily newspapers were used.

"Thus, because Atlanta's story was wholly an industrial story, the coverage was as complete as was possible within the limits of the appropriation.

"No effort whatever was made to attract people as such, except as they might be attracted because of a demand for labor or for clerical help, the theory being that it is far more profitable to a

Order from
N. W. AYER & SON
 Advertising Headquarters
 308 CHESTNUT STREET
 Philadelphia, 5/2/27

W. A. Schreyer,
 Publisher Dairymen's League News, New York, N.Y.

Please insert the advertising of
DR. HESS & CLARK, INC. DR. HESS' IMPROVED STOCK TONIC
 in your WEEKLY EDITION, as follows:
 SCHEDULE: One page (182 x 4) 7 times - Insert March 11-18-25,
 April 8-15-22-28, 1927

AND
 POSITION: Binding - Back Cover
 One page (182 x 4) 3 times - Insert April 1, May 6, 13, 1927
 Binding - Third Cover.

COPY: Copy to be furnished
 PAPERS: Please mail papers containing the insertions to Dr. Hess
 & Clark, Inc., Ashland, Ohio
 For this service charge our agency
 ----- 00/100 Dollars

Thirty-six hundred forty

10 full pages
 scheduled in
 Special Dairy Campaign

DR. HESS & CLARK, Inc., are developing important data as the results of experiments conducted with their well-known stock tonic. The manufacturers wished to place these findings forcefully before the dairy farmers of the "New York City Milk Shed." After a conference with the agency executives, Dairymen's League News was selected individually as the medium suited to their purpose.

When an experienced advertiser and a leading advertising agency decide to schedule 10 full pages in consecutive issues in a single medium, there must be cogent reasons back of such a decision. The advertising manager of the Dairymen's League News welcomes an opportunity to explain these compelling reasons.

Sample Copy and Rate Card Sent on Request

The Dairymen's League Members, living in this area, market milk through their own organization.

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

**FILL IN THIS COUPON CORRECTLY AND
 GET THE NEXT 26 ISSUES OF A & S**

A a S

9 E 38 S

N Y , N. Y.

P E M S F O Y A \$3.00

S B
 C A

N P

C

A C S

More than 60,000—

That is the circulation of the Akron Beacon Journal in a market of more than 300,000 people. If the regular figures of five people to the family are taken, there is an Akron Beacon Journal sold for every family in the Akron Market.

In the Akron Market—

Akron ranked 2nd in amount of wages and 2nd in the value of manufactured products in Ohio, although it was 5th in population. Corresponding cities were as much as \$100,000,000 behind in the value of manufactured products and similarly lower in wages.

With Such High Per Capita Wealth—

These high wages per man make a tremendous buying power and a market that will stand intensive cultivation. That is the reason why the Akron Beacon Journal carried enough advertising in 1926 to rank 1st in Ohio and 6th in the U. S. in advertising lineage among six-day newspapers.

AKRON BEACON JOURNAL

Member of The 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives
Chicago New York Philadelphia Los Angeles San Francisco



Sales Maps

Mounted on Multiplex Are Always at Your Fingers' Tips

Every sales executive appreciates the value of map systems in planning sales campaigns, locating prospects, routing salesmen, analyzing buying tendencies and developing new territories. Because of the numerous advantages they offer, Multiplex Map Systems are everywhere preferred. Mail coupon below for catalog describing the various types and sizes of Multiplex Map Systems.

Instantly Available

Maps mounted on the page-like wings of Multiplex are easily swung into view at the touch of a finger. No stooping or stretching or searching through dusty files. Salesmanagers everywhere prefer this method.

Special Mounting

Maps are permanently mounted on special composition board permitting the repeated use of map tacks without damage to maps. Where desired, a protective coating can be given map surfaces so that crayon, ink or water colors used in tinting maps to indicate salesmen's territories, routes or such data, can be easily removed with a damp cloth.

Complete or Partial Systems

Complete state map systems are furnished, including fixtures, maps, mounting and surfacing. Or, any number of maps can be purchased and the number added to as expanding needs require.

Write for Catalog

All makes and sizes of maps are available thus offering a wide range from which to make selection. Mail coupon below for catalog and price list. No obligation.



CLIP THIS COUPON

MULTIPLEX MULTIPLEX DISPLAY
FIXTURE COMPANY

917-927 North Tenth Street, St. Louis, Mo.

Please send me, without obligation, your catalog and price list of Multiplex Map Equipment.

Name
Firm Name
Address
City State

city to attract jobs than to attempt to attract people and then find jobs for them.

"It was determined in the beginning that no community in itself can be expected to move an industry, or even to move branch offices, and the Industrial Bureau of Atlanta was expanded and reorganized to meet the need for a source of data, and for the same selling effort which would be expended on a commodity with a national campaign of advertising. The fundamental of the Industrial Bureau is its confidential relation with the enquirer, and the fact that it issues nothing but the truth, and the whole truth. There is no effort at evading any weak spots that may develop. In fact, these are frankly put before the interested executive on the theory that Atlanta cannot profit if business is not successful here.

"These two factors, sales and advertising, were thoroughly coordinated throughout the campaign by a series of follow-up folders covering the main advantages of the city and its surrounding industrial territory. This material was mailed out at regular intervals to a carefully combed list of live prospects.

"It became evident early in the campaign that this plan was a successful one. The incoming concerns increased steadily from month to month, reaching for the year a total of 169. This may be compared with the 1925 figures, which show a total of only eighty-three concerns attracted, and demonstrates the remarkable power of advertising in this field.

"The campaign has resulted in the attraction of \$7,723,750 in payrolls and in the employment of nearly 5000 people. It is felt that this campaign has been profitable to all. A considerable number of concerns sent to Atlanta executives whose spending power is high and who are, therefore, good customers for the retail stores, buyers of real estate and good accounts for the banks, and many other factors.

"The concerns themselves also contribute materially to the city's annual expenditure of various kinds and, therefore, return a tremendous dividend on the investment in the fund.

"FEELING that many more such concerns can be attracted, and actually need what Atlanta has to offer, the citizens determined to raise \$1,000,000 to be expended over a three-year period and to continue the campaign for that long. The money was raised without difficulty in a season when such campaigns are usually difficult, just before Christmas, and at a time when the cotton situation had given other sections an impression that the South was a poor market. The fact that this money was so easily raised and a careful study of the actual facts of the cotton situation demonstrates that it has had practically no influence on business conditions. A survey of concerns in Atlanta, particularly of those covering from ten to fourteen States, indicates that 1927 will be an excellent year for all who have goods to sell to the South."

In 1925, 851 different firms and individuals in the vicinity of El Paso, Texas, raised \$150,000 for national publicity. The El Paso Gateway Club was organized and incorporated. The actual money spent for display and classified advertising was:

1923.....	\$50,594.48
1924.....	33,407.54
1925.....	20,798.44

In 1923, 14,793 inquiries, traceable to magazines, were secured; in 1924, 12,124, and in 1925, 13,096. In addition to these, there were 7,230 not traceable to magazines. It is interesting that in each year the cost per inquiry was reduced, from \$3.42 in 1923 to \$2.75 in 1924, and to \$1.59 in 1925. The significant fact about El Paso's advertising is that, although their advertising message was principally "climate," tourists were not the only people attracted. The local Real Estate Board reports as follows:

"In 1923, a survey showed that there were approximately 1,500 vacant houses in El Paso. Now there are practically no vacant houses and it is difficult for a renter to secure a really desirable home."

The Project Superintendent of the U. S. Reclamation Service reports that, "During the past three years the acreage farmed (in the Rio Grande Federal Irrigation Project) has increased 50 per cent."

OF course, the most pleasing result of community advertising, to those who are paying the bills, is their actual increase in business. Since Salt Lake City advertising, four years ago, the business in the thirteen principal factories of the city has increased 55.5 per cent, or 11.1 per cent per year. Population has increased 25.2 per cent, bank clearings 36 per cent, and the value of agricultural products 79.3 per cent. From the \$300,000 spent since the campaign started, the returns from tourist trade alone can be estimated at \$21,742,000, or over 72 times the amount invested.

Leo P. Bott, Jr., president of the Bott Advertising Agency, Little Rock, Ark., has been conducting at his own expense a campaign to awaken the people of his State to the advantages of advertising Arkansas. He sets an example in raising community funds. A series of medium-sized advertisements captioned, "Arkansas—The Wonder State," were run in the newspapers of the State over the name of his company. The copy, among other things, explained that the Ozark Mountains, usually thought of as being in Missouri, are highest and most beautiful where they extend into Arkansas. On account of Arkansas' richness, the copy explained, in scenic attractions, oil, rice, bauxite, peaches, apples, diamonds, pearls, coal; in advantageous locations for factories; in cotton, lumber, strawberries, sweet potatoes, grapes, melons, and so on, the world should be told about it. Another campaign prepared by this agency for the Union Trust Company of Little Rock explained, over the bank's signature, the advantages of diversified farming. The result of this advertising is that the people of Arkansas are aware of the value of community advertising.

Mr. Bott states, "The State Legislature just defeated the State Income Tax Law and, with our new road work, the defeat of the Anti-Evolution bill, etc., things are looking very good. Keep your eye on Arkansas."

It is foolish to suppose that what Atlanta, El Paso or Salt Lake have done can be done in exactly the same way in, say, Savannah, Waco or Phoenix. Each community must study



ROTOGRAVURE

Prints *Perfect Pictures* - the Universal Language

Because of the very fine screen used in the etching of the copper cylinder for rotogravure, a wealth of detail is retained in an illustration, which makes this process a very profitable advertising medium . . . People just naturally want to see a suit, chair, lamp or anything else before they buy. A photographic reproduction in rotogravure is the next thing to it . . . Carefully planned rotogravure advertisements are like miniature display windows going right into the homes of the people you want to sell.



ROTOGRAVURE sections are published every week in fifty-one cities of North America by these seventy-seven newspapers:

- *The Knickerbocker Press, Albany
- *The Atlanta Constitution
- *The Atlanta Journal
- *The Sun, Baltimore
- *The Birmingham News
- *The Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *The Buffalo Sunday Times
- The Chicago Daily News
- *Chicago Sunday Tribune
- *The Cincinnati Enquirer
- *The Cleveland News
- *Cleveland Plain Dealer
- *The Rocky Mountain News, Denver
- *Des Moines Sunday Register
- *The Detroit Free Press
- *The News-Sun, News Fort Wayne
- *The Fresno Bee
- *Diario De La Marina, Habana, Cuba
- *The Hartford Courant
- *The Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *The Kansas City Star
- *The Press Telegram, Long Beach, Calif.
- *Los Angeles Sunday Times
- *The Courier Journal, Louisville
- *Sunday Herald Post, Louisville
- *The Commercial Appeal, Memphis
- *El Universal, Mexico City, Mexico
- *Miami Daily News
- *The Milwaukee Journal
- *Minneapolis Journal
- *The Minneapolis Tribune
- *La Patrie, Montreal
- *The Standard, Montreal
- *Nashville Banner
- *Newark Sunday Call
- *The Sunday Standard, New Bedford
- *The Times Picayune, New Orleans
- *Corriere D'America, New York
- *Evening Graphic, New York
- *Forward, New York
- *The Morning Telegraph, New York
- Il Progresso Italo Americano, New York
- *New York Evening Post
- New York Herald Tribune
- *The New York Times
- *Sunday News, New York
- *The World, New York
- *The Omaha Sunday Bee
- *Peoria Journal Transcript
- *L'Opinion, Philadelphia
- *The Philadelphia Inquirer
- *Public Ledger & North American, Philadelphia
- *The Providence Sunday Journal
- *Richmond Times-Dispatch
- *Democrat Chronicle, Rochester
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *The St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *The Springfield Union-Republican
- *Syracuse Herald
- *The Post Standard, Syracuse
- *The Toledo Sunday Times
- *The Toronto Star Weekly
- *The Washington Post
- *The Sunday Star, Washington, D. C.
- *The Sunday Republican, Waterbury, Conn.
- *The Wichita Sunday Eagle

Reg. U. S. PAT. OFF. ROTOPLATE Pat. Off.

the perfect paper for rotogravure printing, is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company

Established 1872

Neenah, Wis.

NEW YORK 51 Chambers Street
 CHICAGO 208 S. La Salle Street
 LOS ANGELES 716 Sun Finance Bldg.

Illustrations of various scenes and figures, including a person at a desk, a person with a hat, and a person with a rifle, all within decorative frames.

itself to discover first, what should be advertised, to whom it should be advertised, how and when it should be done and how the inquiries should be followed up.

Don E. Mowry has written an interesting book, "Community Advertising," recently published by the Cantwell Press. Complete information about establishing a community organization may be secured from the Manager of Organization Service, Chamber of Commerce of the United States of America, Washington, D. C.

What of the Lists?

[CONTINUED FROM PAGE 36]

shall not attempt to comment upon. There is a tendency on the part of practically all list companies to guarantee their lists ninety-five, ninety, all the way up to 100 per cent correct. It is a splendid idea, and a very necessary one for self-protection, but that alone is not enough. It is but one step in gaining and retaining the confidence of the purchaser.

Surely it is time that those who profess an interest in the development of direct mail advertising devote more thought to the solution of problems confronting the whole mailing list industry.

Don't Say England; Say Britain

[CONTINUED FROM PAGE 34]

official England is the repeated use of the words, England, English made, or, made in England, as displayed on goods and advertisements distributed in other sections of the country. These phrases still appear in connection with many goods made in England, and will continue to appear. The continuance is partly due to pride, partly to human stubbornness, but mostly to habit, or precedent.

On the other hand, many concerns have changed their old habits and now label their wares and their advertisements of their wares, "British Made," or words to that effect.

An understanding of this situation was useful in the past. It is far more useful today. Perhaps you read of the Imperial Conference which was held in London for several weeks during the Autumn of 1926. Perhaps you read that decisions were arrived at which placed all the divisions of the Empire on a plane of equality, each having independent government as relating to all domestic affairs.

Perhaps you did not, however, read the statements which appeared in a number of London papers to the effect that this was the most important, momentous and significant event that has occurred in British history for a century or two.

What actually happened was the establishment of each of the great colonies as independent countries, each having King George as their King, but none of them having the British Parliament, Cabinet officials, as their Par-

Bernhard Cursive

This beautiful new Type face designed by Lucian Bernhard is now available on the American point body system

The BAUER TYPE FOUNDRY inc.

New York · 239 W 43rd Street

ASK FOR OUR PORTFOLIO OF SPECIMENS AND INSPIRATIONAL PRINTS



NOW we're BIG enough to have a whole floor to ourselves

The *Forum* has been growing. The editorial staff likes the business staff very much, but they are a bit weary of hearing the adding machines and typewriters clicking so loudly in their ears.

And the business staff feels that although the writers are awfully swell people, business is business and after all there's no use getting too literary.

SO—the Editor, himself, decided that what the *Forum* needed was larger offices . . . a whole floor to ourselves . . . and here we are, 411 Lexington Avenue, 7th Floor (all of it), Railroad Building & Loan Bldg., New York, N. Y.

The circulation of the *Forum* in January, 1925, was 15,000. In December, 1926, it was 71,135 ABC and now 75,000. That's growth! The *Forum* is read by the best type of people in this country. They are alert, responsive and interested. They've got their thinking caps on. They're telling their friends about the *Forum*.

When do you begin reaching this growing market through the advertising pages of the *Forum*? Why not begin now?

FORUM

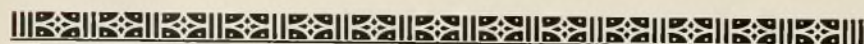
Edited by HENRY GODDARD LEACH

441 Lexington Ave., New York

**WE REFUSE TO ACCEPT
A THING AS RIGHT
JUST BECAUSE
OTHER PEOPLE DO IT
THAT WAY**



**THE MARCHBANKS PRESS
PRINTERS
114 EAST 13TH STREET, NEW YORK**



**A New 300 Room Hotel
and a
22 Story Skyscraper**

Two of the many evidences
of Unusual Prosperity in

**ALLENTOWN
PA.**

75% of its 250,000
Trading Area
Read The

**Allentown Morning
Call**

Story, Brooks & Finley
National Representatives

"Ask Us About
Advertisers Cooperation"

Kenilworth Inn

ASHEVILLE, N. C.

Special Weekly Rates

Spend your spring vaca-
tion with the wild flowers
of the Smoky Mountains

The famous Kenilworth Inn offers
you a special weekly rate for your
family—which includes a marvelous
program of entertainment.

Listen in on *WWNC* any evening

AMERICAN PLAN with Meals

Single Room—Hot & Cold Water	\$42.00 Up.
Double Room—Hot & Cold Water	80.00 Up.
Single Room—Private Bath	60.00 Up.
Double Room—Private Bath	90.00 Up.
Double & Single—Private Bath	126.00 Up.

Delightful, dignified surroundings
FURTHER INFORMATION UPON REQUEST

**ROSCOE A. MARVEL
MANAGER**

Sawmills Buy

power plant equipment, motors, belting,
motor trucks, locomotives, rails, cranes,
wire rope.

American Lumberman

Est. 1873 CHICAGO A.B.C.

liament or Cabinet officials. While this is little more than recognition of what actually existed, and will to some extent tend to hold the dominions more in sympathy with the home country, it is also acceptance of the fact that the children have grown up, have come of age, have gone from home, are able to take care of themselves and, having made homes of their own, can not be expected to maintain the same whole-hearted devotion to the old folks that they did before.

It also means that the old folks are apt to feel a little bit lonely and will—in fact have begun to, though they hardly know it—instinctively draw closer together. This does not apply to Ireland. But then very little ever applies to Ireland, where England is concerned. But it will apply with increasing force where England, Scotland and Wales are concerned.

The Scotchman and the Welshman seem fairly content to be included in the blanket title of Britishers, when they are not personally addressed as such; but they will not be considered Englishmen, nor should they, for they are not Englishmen.

There is much talk in Great Britain these days about the support of national industries and the need to keep British labor employed. The effect of this talk is most certainly making the British public aware of the fact that many goods displayed and bought are not home products. And it is doing more than that. It is a force drawing England, Scotland and Wales closer together, causing them to band together for mutual support and closer mutual understanding.

They can readily see how self interest is served by such cooperation. They realize their dependence upon each other for support and prosperity through the fact of their physical oneness. They are becoming keenly awake to the truth that they cannot succeed separately. Their interests are common and inseparable.

And there you have the reason for the great increase in the commercial importance of British made for British trade; and the reason why so many American concerns have factories and assembling plants in Great Britain—not to mention their British corporate titles.

It pays to be British in Great Britain.

Honor Britisher

ALUNCHEON in honor of Thomas McDougall, publisher of *Advertising World*, London, was held at the Advertising Club of New York on April 26. The friends and admirers who sponsored the affair included among others:

Frank LeRoy Blanchard, James Wright Brown, Hugh Burke, H. H. Charles, Charles Edwards, George French, Hector Fuller, Carl Getz, Albert J. Gibney, Colver Gordon, Charles C. Green, Gilbert T. Hodges, Frederic W. Hume, Clifton D. Jackson, G. R. Katz, Charles McGowan, D. Morris-Jones, William J. Morton, Earle Pearson, William H. Rankin, Stanley Resor, F. St. John Richards, M. C. Robbins, J. K. W. Trueman.



"How I made \$5,000,000"

BY CLAUDE C. HOPKINS

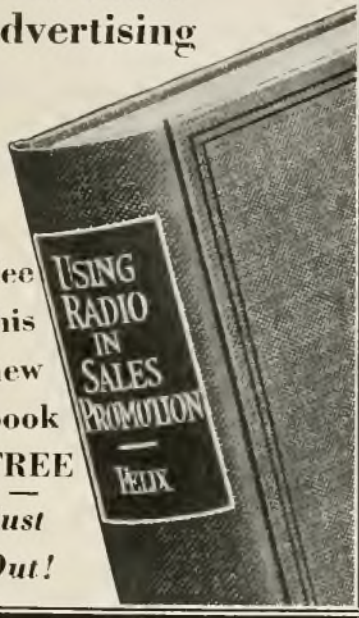
Beginning with the June 1st issue of Advertising & Selling, Claude C. Hopkins, formerly President Lord & Thomas and now Copy Counsellor for Kling-Gibson Company, writes his advertising autobiography. It gives intimate details concerning the humble beginnings and early struggles of such successful advertisers as Pepsodent, Palmolive, Quaker Puffed Grains, Hudson Automobiles, etc. The manuscript runs more than 50,000 words and will appear serially for six months—an installment in every issue. At its conclusion Harper and Brothers will publish "How I Made \$5,000,000", in book form. If you are not already a subscriber send in your order to start with the June 1st issue.

What you can do

—and what you
can't do—

with radio
advertising

See
this
new
book
FREE
—
Just
Out!



You will want to see this new book on the use of the radio in sales promotion. It covers every angle of commercial radio broadcasting.

FELIX

USING RADIO IN SALES PROMOTION

386 pages. 6 x 9. \$5.00

This new book gives the gist of the author's experience of active participation in commercial radio broadcasting from the day that the first commercial program was put "on the air." It shows how to determine what makes a successful broadcaster, what constitutes a successful feature, its management and the capitalization of the broadcast effort so that it will bring a suitable return. The experience of many users is given—actual cases of success and failure are cited and the probable reasons for success and failure analyzed.

SEE YOUR COPY FREE

You may have this book for ten days' free examination by merely sending the coupon to us. We believe that this is the book you will want to have. Send for your free examination copy now.

MAIL THE COUPON NOW

Examine this book
for 10 days FREE

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

Send me Felix—Using Radio in Sales Promotion, \$5.00, for 10 days' free examination. I will return the book, postpaid, in 10 days or remit for it then.

Name

Address

City..... State

Position

Company

A.F.5-4-27

The "Stunt's" Place in Marketing Plans

[CONTINUED FROM PAGE 24]

they would approximate our absent anthracite. It was a great opportunity for anyone who had clean and dependable heat for sale. A big truck went about the crowded streets of one city. Its load was a huge electric heater. From the barred-over copper face of the device came glorious rays of warmth. You could feel them many feet away, even on the coldest days. As the electric truck rolled quietly along the street the heat radiators warmed the cheeks of pedestrians on the sidewalk. That stunt was pretty hard to beat.

A coffee merchant put some very effective advertising out on the sidewalks by rigging up a blower which carried the coffee fragrance from inside the store to the strangers outside. Not a bad way, that, to sell more coffee.

WHILE on a vacation on Nantucket Island, I ran across a book which contained the story of a man who many years ago sailed around the world in a thirty-foot boat, named Sapolio. Perhaps the newspapers of the day carried frequent items about the good ship Sapolio. A stunt of this kind no doubt has a certain amount of advertising value, particularly in the case of an inexpensive item where no great incentive is needed to create an impulse to buy.

These more dramatic, pure stunts are often effective in the foreign sections of our cities. In the Italian section of one town a picturesque figure appeared one day on the back of a big white stallion. The rider was gorgeously dressed as a medieval trumpeter. With the solemn dignity which only a horse can exhibit, the animal stepped deliberately down the street. Every now and then the rider would put the trumpet to his mouth and blow a few impressive bars. Did the sons and daughters and babes and dogs of Italy follow him? They did!

Arriving at last in front of one of the largest grocery stores in the district, the gentleman on horseback reined up, dismounted, walked to the entrance of the store and with a flourish filled the air with brazen melody. Then he pointed grandly to the big window display of cheap soap. Next he beckoned the crowd into the store. In the universal language of signs, he had delivered his message, "Fine soap—buy here!"

Another soap, seeking to popularize itself among the foreigners and the negroes appeared with a nice new safety pin stuck in each cake. The colored ladies simply couldn't resist that!

A nice high-hat sort of stunt was that of one of the biggest manufacturers of writing paper. A special box of paper was sold for \$1. The purchaser was invited to tear off the end of the box and send it together with another dollar to a famous graphologist who on behalf of the manufacturer, would

give a character reading from any sample of handwriting that might be submitted.

The stunt element may at times be added to advertising in a way to arouse curiosity. Thus a series of car cards carried samples of a fabric washed many times with a certain soap. The many washings had not faded the color. The samples dangled from the card giving it quite an advantage over the fellow cards which had no such device to provoke curiosity.

A painted sign some years ago had its design topped by a dirigible. When it was up, it was all right, but static. The advertising man who thought the matter over worked out a glorified pin-wheel to hitch on the end of the dirigible. This served as a propeller. A light breeze would move it. This simple stunt gave the whole sign more of that much-desired attention value.

A Weed Chain advertisement of years gone by had the chains printed over the wheels of an automobile in invisible ink. The text invited the reader to rub a coin over the tires and see "what every car needs," or words to that effect. And as you rubbed, the invisible ink turned black and the chains showed up plainly.

Of course all sorts of stunts can be used to get attention to window displays. A historical collection of shoes would certainly stop more people than the average shoe display. Windows containing exhibits showing how a product is made seem to have great drawing power, even when we are sure that half the beholders have only a vague conception of what it is all about.

A HAT store drew crowds by displaying the gloves used in the Carpenter-Dempsey fight, and later by showing a baseball autographed by Babe Ruth. Did the display sell hats? I don't know. In fact, I don't know the actual selling value of any of the stunts discussed here. But at times the stunt is worth considering. At its best it is simply dramatic or perhaps melodramatic advertising. At its worst it is like one drug-store window I saw, where a girl was demonstrating make-up with rouge and eyebrow pencils and everything. The girls were ashamed to stop and watch her, but the men and boys thought the show was fine! The stunt attracted the wrong market.

But stunts at times are worth a great deal. Their value will no doubt continue for the reason that people are still human, and a stunt is one of the most human forms of advertising in the whole arsenal of advertising weapons.

Nobody can deny that stunt selling is a valuable means of increasing sales. What progressive firm hasn't used it at some time or other? The successes have been varied, sometimes hardly discernible, sometimes far-reaching. Probably no method of advertising has been reviled so much.

Girders, — Beams — Blue Prints — and
 we call it the tallest building in the world.

Agents are renting space for 1928. Firms are anxious to use this building
 as a mark of identification.

What makes any project great?

The idea behind it; — the plan; — the ability to execute the plan.

With its first issue the new American Druggist is a good medium!

It has a great future.

It has a great present.

The American Druggist has back of it the resources of a great publishing
 house. It is affiliated with the company that publishes such magazines
 as Good Housekeeping, MoToR, Cosmopolitan, Harper's Bazar, and
 other leaders.

Forms for the first issue of the new American Druggist close June tenth.

Founded 1876
American Druggist

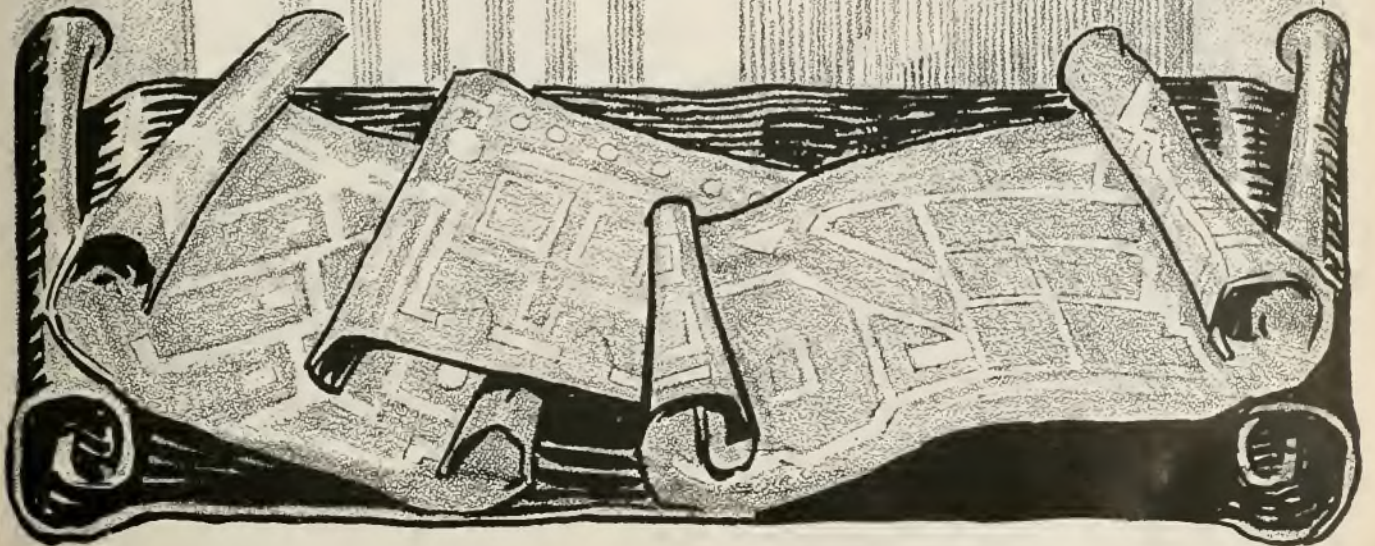
The Pharmaceutical Business Paper

119 WEST 40TH STREET

NEW YORK

HEARST BUILDING
 CHICAGO

WINTHROP SQUARE
 BOSTON





Communication for a Growing Nation

*An Advertisement of
the American Telephone and Telegraph Company*



THE first telephone call was made from one room to another in the same building. The first advance in telephony made possible conversations from one point to another in the same town or community. The dream of the founders of the Bell Telephone System, however, was that through it, all the separate communities might some day be interconnected to form a nation-wide community.

Such a community for speech by telephone has now become a reality, and the year-by-year growth in the number of long distance telephone calls shows how rapidly it is developing. This super-neighborhood, extending from town to town and state to state,

has grown as the means of communication have been provided to serve its business and social needs.

This growth is strikingly shown by the extension of long distance telephone facilities. In 1925, for additions to the long distance telephone lines, there was expended thirty-seven million dollars. In 1926 sixty-one million dollars. During 1927 and the three following years, extensions are planned on a still greater scale, including each year about two thousand miles of long distance cable. These millions will be expended on long distance telephone lines to meet the nation's growth and their use will help to further growth.

SINCE the date of our first issue, May 9, 1923, Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title, author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. Use our reference library for prompt and accurate information. It is always at your service. Address REFERENCE LIBRARY, ADVERTISING AND SELLING, 9 E. 38th Street, New York

Bureau of Advertising Makes Its Report

A PROUD report was given official utterance last week by the Bureau of advertising of the American Newspaper Publishers' Association, at the annual convention of the A. N.P.A. at New York City. It led off with:

"Estimates prepared by the Bureau indicate that newspaper national advertising in 1926 totaled \$235,000,000, compared with \$220,000,000 in 1925. This is an increase of 6.7 per cent."

Lineage figures on the monthly volume of national advertising, which were reported by 60 per cent of the membership, disclosed an advance of 10 per cent for 1926. Estimating the amounts spent in newspapers by national advertisers, the Bureau announced estimates covering expenditures of 329 national advertisers, as compared with a list of 240 compiled in 1925. This, the report said, was the result of three years' work. A study of 141 accounts on which existed a record of Bureau solicitation, disclosed that seventy-one of these newspaper advertisers used \$37,826,000 worth of advertising in 1926, as compared with \$22,830,000 in 1925. This was a gain of \$14,996,000.

Drawing fine lines about the nature of its work, the Bureau outlined its job in the report as one of "Pure promotion," with an idea of helping advertisers use the medium of newspaper advertising with success. . . . Helping to correct advertising failures.

"Its work," says the report, "does not conflict with or duplicate the work of any other organization in the field, because its work is different from that of any other organization. In a word, it is selling the idea of the newspaper as a great advertising medium, leaving to the other factors in the field the job of selling the space in the papers."

The Bureau slaps indignantly at the practice called, usually, "press agenting." Advertisers who employ the press agent, and city editors who accept his "free advertising," according to the Bureau, are inciting competition between the publicity and the advertising solicitor. The wily "press relations counsel" is accused of working damage to the newspaper advertising field by persuading advertisers to place their money solely in magazines, while they pay the free-advertising-getter a fee for placing news items.

Advertisers have come to have a great deal of confidence in their press agents, the Bureau laments; so much, in fact, that complaints have been received that illustrations accompanying press material were not printing well.

Obituary

BYRON C. GOULD, a partner in the M. P. Gould Company, New York advertising agency, died during a motor trip in Harrisburg, Pa., on April 24. Mr. Gould was 56 years old, and was a partner in the firm since 1901. He was a director of the United States Bond & Mortgage Corporation and was active in civic affairs as well.



Your Salesmen will sell more

A PATHY turned to interest! Wandering attention focused on your product, your sales message. Your story visualized before your prospect's eyes. And, above all, a sales presentation that follows in logical sequence, with all points hammered home by picture and text.

Your newest representative tells your story with the confidence and logic of the star salesman. He opens his portfolio in 10 seconds—and the sale is in the making.

Pyramid Double Visual Portfolios have opened the way to better business in many fields. They are a distinct contribution to the science of salesmanship.

It is sturdily built, light weight, neat and easy to handle. All sheets are firmly supported and do not bend. Both upper and lower displays are in the same plane when open and can be easily read from the same point of view without eye strain.

This portfolio can be set up in 10 seconds of unexerted effort. It is attractive, simple and sturdy of construction.

Write today for our 16-page book describing in detail both the single and double visual Pyramid Sales Portfolio. Your copy is waiting for you

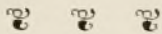
MICHIGAN BOOK BINDING COMPANY

Schmidt Power Bldg.

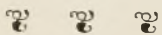
DETROIT

An unusual
publication with
an audience of
100,000 bank
officers!

Send for a copy
and you'll
understand why
bankers read it
and why scores
of national
advertisers
include it
in their lists!



We'll send you
a copy of the
*Journal and the
facts without
comment—and
we won't follow
it with a personal
solicitation until
you request one.*



American Bankers Association Journal

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALDEN R. BAXTER, 110 East 42nd St.,
New York City.

CHARLES H. RAVELL, 332 S. La Salle
St., Chicago, Ill.

GEORGE WIGHT, 25 Kearny St., San
Francisco, Cal.

(MEMBER A.B.C.)

Everybody's Business

[CONTINUED FROM PAGE 5]

our private universe or star cloud would have a diameter of about 9000 miles. Continuing our assumption on the same scale of measurements, the vastness of space is indicated by the statement that while the sun is only a fraction of an inch away, the most remote nebula, or island universe, so far disclosed is 300,000 miles distant.

Searching the heavens for the secrets of life is far from being a waste of time. The astronomer is just as likely to discover the clue to infinity as the physicist. On every hand are puzzling questions. Are there living organisms on other planets? Have our own planets been thrown off from a central orb, or have they been picked up by the sun in its whirl through space, as the earth picks up meteorites? Is our solar system cooling off or heating up? Are the spots on the sun immense volcanoes thousands of miles in diameter and shooting great geysers of super-heated gases tens of thousands of miles into space, bombarding the earth with electrical bullets, or are they gigantic whirlpools set up between the moving layers of gases within the sun?

Each scrap of new knowledge helps in our search for the master key of the universe. Evolution really begins with the formation of the atom. But for the origin of matter we may look to the stars as the source of the electrons and protons necessary to the construction of atoms. It is for such reasons, as well as its close proximity that the sun must become an object of ever-increasing interest to man. It is our power-plant—the source of all the energy that sustains life. From it we get the vital ultra-violet rays that build health, and from it come the variable forces that create destructive hurricanes and manufacture weather. Eventually a better knowledge of the sun and its changing spots will make long-distance weather forecasting a valuable and dependable science. Droughts, floods and abnormal temperature changes will be anticipated and losses of life and property avoided.

WE are now coming to a period of sunspot maxima which combines with another cycle having to do with the relative position of the sun, moon and earth. Famines and weather calamities throughout the world in the past seem to have come in coincident cycles and appear to have been caused by variations in solar radiations. Since 1922 we have been getting less than normal heat from the sun and there has been an expansion of the cold water areas of the oceans producing abnormal climatic changes. It is for this reason that the present year has been heralded as a repetition of 1816 when the food supplies of the world were seriously damaged.

This makes it interesting to review the weather that prevailed in that so-called "Year Without A Summer." According to Pierce's "Weather Records" which extend from 1790 to 1847, and which covered primarily the region




around Philadelphia, the weather of the last quarter of 1815 bore a close resemblance to the same months of 1926. January, February and March of 1816 were also quite similar to the first three months of the present year. There was one deep snow the middle of January, but otherwise the weather was mild, foggy and wet, with an average temperature of 32. The mean temperature of February was 28, and that of March 36. The Delaware River was frozen over in February for only a few days. The first half of March was quite cold, but the last two weeks brought mild weather and heavy floods in the Ohio River.

REAL disaster only commenced in April of 1816. The temperature of that month averaged 47, May 57 and June 64. April brought heavy frosts and snow squalls more appropriate for January. Ice formed on several nights and all buds were destroyed. According to the forecaster, "May's frowns were many and her smiles few." Northerly winds with frosty nights caused green things to wither. Corn was replanted two or three times and very little came to perfection. June brought several frosts and cold spells that killed practically every green herb. From six to ten inches of snow fell in various parts of Vermont; three inches in the interior of New York; and several inches in New Hampshire and Maine.

As for 1927, there has been freakish weather in most parts of the world in recent months. Severe storms in the Mediterranean; gales across Great Britain; a record snow storm and destructive freeze in Portugal and southern Spain; the heaviest snow in the Sahara in four centuries, extending into Palestine; the greatest flood in the history of the Mississippi Valley; the lowest temperatures ever recorded in late April in the Yellowstone and Western Montana. All of which, coupled with damage to fruits and destruction by hurricanes, lends credence to the thought that we may be in for a repetition of a year of adverse conditions in the northern United States.

At least it is clear that mere man, with all of his boasted intelligence, is hardly more than a plaything in the hands of the mighty forces of nature. We average more than 90 tornadoes a year and no section is free from visitation. The common notion that the East is safe is fallacious. In 25 years, Pennsylvania has had 42 hurricanes, New York 33 and Massachusetts 10. Even hail does \$200,000,000 of damage annually in America.

Back of this whole problem is a mass of vapor 865,000 miles in diameter, with an average density 1.4 times that of water, and having a temperature running from several million degrees Centigrade at the center down to about 7,000 degrees on its glowing surface. This mass we call the sun and we can make it our loyal friend and servant if we will only put forth the effort necessary to get well acquainted.

What New York  is to the East
 Chicago  to the West and
 San Francisco  to the Pacific

ATLANTA

is to the
South

(America's Fastest Growing Market)

AMERICA'S great producers are finding extra volume and profit in the South where buying power has trebled in the past few years.

Convincing proof is the fact that more than 800 of America's largest corporations have found it profitable to establish Southern headquarters, branch factories, warehouses and sales offices in Atlanta. The record of these Atlanta branches is one of constantly exceeded sales quotas—in many cases leading the entire country either in percentage of increase or in total volume.

The South is an eager market and a tremendously expanding market for merchandise of every description.

Steel girders or office clips, automobiles or pencils, machinery or perfume, soaps, food, clothing—whatever you make, you can sell profitably in this great market.

The days of long range merchandising have passed. Modern conditions demand that you establish a base close to your market. In the South, Atlanta is the one strategic location for production and distribution.

You will find here conditions which will lower your manufacturing costs: An ample supply of Anglo-Saxon-labor. Low building costs. Raw materials at your finger tips. Abundant hydro-electric power. Low taxes. Ideal climate. A warm welcome and an abiding spirit of friendliness and cooperation.

Fifteen main lines of eight great railroad systems provide the most efficient routing of merchandise and men.

You cannot afford to overlook the prosperous Southern market. Investigation and comparison will prove that Atlanta is the one logical location for your Southern Headquarters. Without charge or obligation, the Atlanta Industrial Bureau will present the full facts relating to market opportunities and production costs as they apply to your business. Such a report may be the answer to your question "How can I increase net profits?" Write today!

INDUSTRIAL BUREAU
 111 Chamber of Commerce



ATLANTA

Industrial Headquarters of the South



Facts vs. Propaganda

Many prosperous rural markets have been fenced off from the consideration of enterprising advertisers by false propaganda concerning the supposed "decadence of agriculture." In some cases this propaganda happens to coincide with the facts, but such cases are in insignificant minority.

If your product will sell to farmers, estimate the market awaiting it in the four-state territory of North Carolina, Maryland, and the two Virginias. Crop values in this region are the highest in the country, and the farmers produce 79% of what they use for living purposes. Seventy per cent of the farms are owned outright, the mortgage rate being 16½% less than that for the rest of the country. In final refutation to all propaganda, there have been 25,000 new farms started in the last five years.

Your merchandise can make no more effective entrance into this rich market than through the advertising columns of the Southern Planter, the oldest agricultural journal in America. This fortnightly paper, with a circulation of more than 180,000, goes twice a month to one farm in every three, and its influence extends far beyond the number of subscribers. It assures the consistent advertiser of certain success.

The Southern Planter Richmond, Va.

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



Every Woman Has Her Own Idea

Look at the feet of the women sitting opposite you in the subway or surface car and you will understand why women's shoes are so expensive. No two pairs are alike—or anywhere near alike.

Mass production has been applied to the manufacture of tens of thousands of articles of everyday use, but it has not been carried very far in the matter of feminine footwear. Every woman seems to have her own idea as to what she should have. The manufacturer gives her what she wants—at a price.

Think of It

The Wardman Park Hotel in Washington probably houses under its roof more congressmen, senators and Government officials than any other building in that city. Even when Congress is not in session, it is crowded to capacity. At the moment, a lady who makes her home there tells me, it has 3000 guests, of whom 489 are widows!

She did not enlighten me as to whether these ladies are of the "sod" or "grass" variety. Nor did I particularly want information on that point. The mere fact that nearly five hundred women without husbands were gathered together was quite enough.

He Still Holds His \$5,000 Job

A couple of years ago, you may recall, several of the New York newspapers published the names of a great many men and women whose income-tax payments were notably large. In this list was the name of a man with whom I have been acquainted for many years.

\$28,000! That was the amount of his tax—a surprising figure in view of the fact that he held a salaried position which paid him not more than \$5,000 a year.

"He must have made a killing in Wall Street," said I to myself. "Or, maybe, he has been dabbling in Florida real estate."

Both surmises were wrong. Recently, quite by accident, I got the inside dope—that is, I learned how it has come about that Blank, who, by the

way, still holds his modestly-paid position, pays an income tax which indicates that his yearly income is around \$125,000.

More than twenty years ago, when Blank was living in Boston, he numbered among his intimates, a man who had invented a device the name of which is now a household word. This man was in desperate need of money with which to develop his invention. Blank let him have \$2,500 and was given a substantial stock interest in the enterprise. It is the dividends on this stock which have put Blank on Easy Street.

An Interest in Life

I once heard a physician say that he believed it is a good thing for people to speculate—"it gives them an interest in life."

He may be right. Indeed, I believe he is right if the idea is not carried to extremes.

I am not a speculator. Years ago, I found that I lacked the qualifications which a successful speculator must have. Nevertheless, like every man who has got together a few thousand dollars, I find that some of the "securities" I bought, thinking they were investments, are speculations. And I'll say, frankly, that I get a lot more fun out of them than I do from my gilt-edge bonds and preferred stocks of the sort which John Moody classifies as AAA. If I sold them—as I should—I would feel that I had parted with old (but troublesome) friends. It is because I hold on to them that the financial page still interests me.

Not very sound reasoning, I admit, but entirely human.

He "Had a Feeling"

The man who addressed us in regard to a phase of modern life which is very much in people's minds nowadays had a vast array of facts and figures to support his arguments; and he put them before us in a most convincing manner. Yet, when he came to the "question and answer" part of his lecture he took refuge, time and again, in the simple but not very logical statement, "I have a feeling" that so-and-so is the case.

Most of us are like that. We rely on facts—until they are challenged. Then, as often as not, we fall back on our "feelings." The funny part of it is that these same feelings are frequently as good a guide as anything else.

JAMOC.



Five Million Dollars worth of Preference

During 1926 readers of evening newspapers in Chicago paid \$5,530,688 for 163,345,557 copies of the EVENING AMERICAN.

Think of it!

More Than Five Million Dollars paid by the public for ONE newspaper; or nearly twice as much as was paid by readers of the second evening paper.

The EVENING AMERICAN sells at a 50% higher price than does the second evening newspaper. This *preference*, as expressed by the public, is an eloquent trib-

ute to the EVENING AMERICAN. A higher price always indicates a *preferential*. No product under the sun can command leadership in its field when it *costs more*, unless it has the merit to justify that *higher price*.

Because it is clean and wholesome; fearless and fair in all things; because it publishes the news as it finds it and caters to no class or creed, the EVENING AMERICAN today has by far the largest circulation of any Chicago evening newspaper and the second largest evening paper circulation in *all America*.

CHICAGO EVENING AMERICAN
a good newspaper



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 Valet and Checking service—the Florist's Shop—the Humidor—and the Gift Shop.

A. B. RILEY, *Managing Director*

SAVOY
Hotel
Detroit

Mr. Payne's Grateful Electuary

By Edward Pousland

HAS it ever happened in the course of your business dealings that you have unwittingly offended one of your dependable customers—so much so that the prognosis of your formerly agreeable business relationship with him becomes, of a sudden, extremely bad?

Under such circumstances the average business man usually prefers to avoid the embarrassment of a personal interview and writes a letter. But the type of letter which the average business man prepares when he wishes to regain the favor of a customer is composed of an incoherent flow of stupid platitudes, which only make matters worse. His method of attempting to shift the responsibility may be outwardly mild—even polite—but his efforts are bound to fail unless he is willing to take his part of the blame and be perfectly frank and sincere in his discussion of the matter.

Let us take a definite case: Mr. R. C. D., sales manager of the F. Company, recently wrote an unnecessarily harsh collection letter to a customer whose credit was perfectly good—of the best, in fact—but who was habitually easy-going with respect to the prompt settling of his obligations. Upon receipt of the discourteous collection letter, the customer, who really had intended to pay his debts, was greatly displeased. However, he paid his bill immediately, but said in his accompanying letter that he wished to have his name withdrawn from the "customer list" as he was not in the habit of being insulted on account of a little carelessness in attending to his outstanding debts. The sales manager realized his mistake, and wrote a bromidic letter of apology, but received no reply. He wrote a second letter of the same variety; still no response was forthcoming. Finally he asked a friend to analyze the situation for him, and proffer a solution. It was decided that what was needed was a letter which would attract attention, arouse interest, and amuse the recipient in the highest degree, in such a manner, however, as to avoid any suggestion of "freshness" or "smartness." So, as can be seen, the task was not an easy one.

The friend had in his collection a curious old advertisement taken from a copy of an issue of the *Spectator*, which had appeared in 1711. This advertisement, attached, formed the basis of the letter. It was set up in type as though it were a reprint.

Here is the text of Mr. Payne's advertisement in the *Spectator*:

Loss of Memory cured or the Spirit of Kindliness, certainly restored by a grateful electuary peculiarly adapted for that end; it strikes at the primary source, which few apprehend, of many ills, makes the head clear and easy, the spirits free, active, and undisturbed, corroborates and revives all the noble faculties of the soul, such as thought, judgment, reason, memory, and a benevolent spirit, which last in particular it so strengthens as to render that faculty exceedingly quick and good beyond imagination; thereby enabling those who have become harsh and unmitigating to regain their lost good nature. Price 2s. 6d. a pot. Sold only at Mr. Payne's, at the Angel and Crown in St. Paul's churchyard, with directions.

And here is the letter to which the reprint was attached. It at once brought the "better self" of the displeased customer to the surface:

January 28, 1926.

Mr. Francis Pitman,
The Hollister Associates,
Boston, Mass.

My dear Mr. Pitman:

Mr. Payne's advertisement, attached to this letter, appeared in the *Spectator* (London) in 1711—215 years ago.

We are seriously thinking of sending to London to see if it is not still possible to find two pots of Mr. Payne's specific—one for *ourselves* and one for *you!*

It would be well worth two shillings six pence a pot if this wonderful recipe could, with a certainty, reestablish the pleasant relations which existed between us before certain wholly insignificant little difficulties arose to spoil the setting.

Shall we try a pot apiece—or shall we simply avail ourselves of Emile Coué's auto-suggestive method—wishing away all rancor and ill-feeling, and starting to "pull together" again as good, understanding friends?

Hopefully yours,

F. Company.

R. C. D., Sales Manager.

The customer called on the phone the following day to compliment the sales manager on his dextrous handling of a delicate situation and to ask if he might obtain some of the reprints of Mr. Payne's advertisement to use himself in his own busi-

IDLE MONEY

How shall it be put to work?

LARGE surpluses have been earned by expanding business and the prospects are that the year 1927 will produce further surplus funds.

¶ How shall they be invested?

¶ The present low interest rates for money indicate that as far as established products are concerned, industry can readily secure funds with which to enlarge its plant capacity, improve its equipment and increase its rate of production.

¶ It is to be expected, however, that still greater amounts will be invested in producing new lines and in methods of increasing *consumption* of established lines. It is indeed probable that the most profitable employment of available funds will be in the intensification of sales and advertising effort for products, new and old.

¶ It has been said that there is essentially no such thing as over-production. There are periods in which the stock of goods is greater than can be sold, because of high price, faulty distribution or the inability or unwillingness of the consumer to buy. Broadly, however, we have a chronic *under-consumption*. For there always are millions of families who have not yet been accustomed to the purchase and use of many of the most ordinary commodities, and besides these, millions more who have not quite reached the point

of using the newer conveniences and luxuries.

¶ The vast production of recent years has been readily consumed and high wages, steady employment and the economies of mass distribution have made favorable preparation for increased consumption of goods of every variety and every scale of cost.

¶ As Mr. John J. Raskob of the General Motors Corporation has said: "Consumption requires production, production requires work, work demands wages, wages mean consumption, and so the circle of prosperity is completed."

¶ Manufacturers who are also sound advertisers contribute powerfully to the completion of this circle of prosperity, because they are applying their resources not only to increasing *production* but also to increasing *consumption*.

¶ Surplus money has permitted industry to experiment with and to perfect new products and it is one of the romances of modern business that the new product of today often becomes the staple commodity of tomorrow.

¶ Manufacturers with idle money at their command will in the next twelve months find themselves increasingly occupied with investing it in these two directions:

First, in bringing their products more forcefully to the public attention.

Second, in manufacturing new things that the public will want.

The Literary Digest



A symbol of direct editorial appeal to women through the pages of a magazine subscribed for by men ~

THE results of this unique publishing experiment prove a definite *family interest* in The Shrine Magazine. May we tell you about them?

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. *A distribution statement, by states, will be mailed upon request.*

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON

ness. The request was, of course, granted; and the former agreeable relations at once reestablished.

New Market Analysis Published

“A STUDY of All American Markets,” a volume of 600 pages designed particularly to simplify the problems of advertising and sales executives, has recently been published by the One Hundred Thousand Group of American Cities.

The volume is divided into two main sections, with sub-sections. The first half is given over to lists of the key cities to all sections of the country, with descriptive material about the markets. The second part is full of terse analyses of the markets of all cities and towns of a population of 1000 or more.

The cost of newspaper advertising in the individual markets, the gravure advertising rates and correlated information is given in succinct detail. Recorded among “population characteristics” are the circulation figures of the leading newspapers in the key market cities.

Not only are population figures given, but the number of homes, families, males and females are estimated. The figures were compiled from the 1920 Government census figures and revised to fit estimates based thereon, bringing the census up to 1927. A compilation of the number of bank deposits, automobile registrations (Fords separated from other makes) and even the number of telephones, gas meters and electric light installations are compiled. The volume teems with statistics, lists and statistical charts too numerous to mention.

Retailers and wholesalers are divided into six groups of financial ratings. The actual number of each in every town is given, along with a market summary for each group.

This handsomely bound tome is obtainable only when application for it is approved by one of the member newspapers of the seventy-six journals that make up the organization. With an approved application, it can be had for fifty cents, the cost of packing and mailing. Accompanying each copy is a specially drawn merchandising map of the United States.

Hart, Schaffner & Marx Ad Wins Award

The Continental Clothing Company of Boston won the prize in the fourth weekly advertising contest conducted by the *Boston Evening American*. The winner was a humorous advertisement for Hart, Schaffner & Marx clothes embodying novel illustrations and clear, precise copy. It was selected as the outstanding merchandising message published in the *American* during the week of April 18—the prize being free insertion of the advertisement. Captioned “The Primer of Spring Color for Men,” it impressed the judges, not only because of its copy and typography, but also because of the advan-

The newest, most luxuriously furnished and conveniently situated hotel in the metropolis. The town home of many distinguished authors, producers and stars of the stage & screen

The
BELVEDERE
New York

48 1/2 STREET WEST OF BROADWAY, (Near Times Square)
Large room, private bath for one - Four Dollars - for Two
Five Dollars (serving pantry optional) ~ ~ ~ Restaurant
CURTIS A. HALE, Managing Director BOOKLET FREE



QUALIFICATIONS

When it takes a new organization less than a year to entrench itself securely in a sharply competitive field, the achievement bespeaks unusual qualifications.

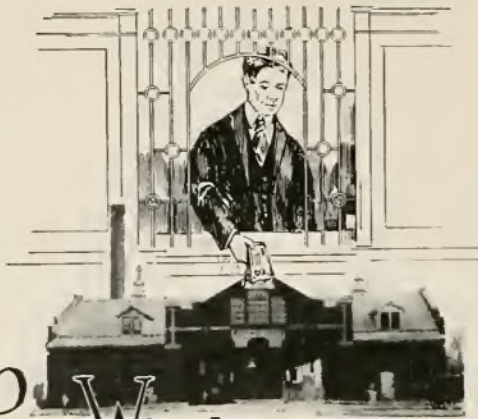
And Gotham's qualifications as your engraver truly are unusual. There is at your disposal a comprehensive service, not only in photo-engraving, but in all of its allied arts. You may assign any manner of work to us at any time of the day or night, and we will despatch it to you, punctually, at the time of your own specification. The craftsmen who will carry out your assignment are all of the master class which does not vary in quality of work under pressure of even the closest limitations of time.

GOTHAM PHOTO-ENGRAVING CO., INC.

229 West 28th St.

New York City

Telephone: Longacre 3595



The Pay Window for NORTHWESTERN FARMERS

Every two weeks 825 creameries like this hand out fat checks to 162,952 dairy farmers in Minnesota.

Butter production last year increased *ten million pounds*. The price increased nearly four cents a pound. Nine out of every ten Minnesota farmers have insured dependable and regular income by balancing other sources with productive dairy herds.

Twenty-four pay days a year mean year around sales for your dealers in the 14,000 small towns that get their major business from the 51.2 per cent farm population.

Farm paper advertising is obviously necessary in the Northwest. The farmer with a dairy herd markets frequently and must have a farm paper of frequent issue.

THE FARMER, being the only weekly farm paper in the Northwest, holds the attention of the 90 per cent who get the twice-a-month cream check.

THE FARMER
Webb Publishing Co. St. Paul, Minnesota
The Northwest's Only Weekly Farm Paper

Wallace C. Richardson, Inc.,
 250 Park Avenue,
 New York



Standard Farm Papers, Inc.,
 307 No. Michigan Ave.,
 Chicago, Ill.

Northwest Member Standard Farm Paper Unit

tageous tie-up of the Continental Clothing Company with Hart, Schaffner & Marx. The contest, which is sponsored by the Advertising Club of Boston, is now in its fifth week. All advertising placed in the *Boston Evening American* is eligible, and is reviewed by a committee appointed by Major P. F. O'Keefe, president of the Advertising Club of Boston.

Semi-Annual Meeting of the A. N. A.

THIS year, the semi-annual convention of the Association of National Advertisers will be held on May 9, 10 and 11 at the Hotel Statler, Detroit. Aside from the regular convention routine, this meeting will mark the seventeenth anniversary of the association's inception. The keynote of the convention will be "Laying the Foundation of an Advertising Campaign," under which will be discussed market analysis, copy research, media dealer cooperation, and the place of advertised products in the department store. There will also be an important session devoted to industrial advertising in relation to a general advertising plan.

The program of addresses is as follows:

Monday, May 9

PRINCIPLES OF INDUSTRIAL ADVERTISING—Malcolm Muir, *Vice-President*, McGraw-Hill Publishing Company.

EDUCATIONAL ADVERTISING AND INDUSTRIAL MARKETING—W. L. Towne, *General Electric Company*.

AN INQUIRY INTO BUSINESS PAPER RATES—W. S. Lockwood, *Advertising Manager*, Johns-Manville, Inc.

THE NATIONALLY ADVERTISED PRODUCT IN THE DEPARTMENT STORE—Ralph Yonkers, *Advertising Manager*, The J. L. Hudson Company.

THE A. N. A. NEWSPAPER PROGRAM—A MEMBERS' FORUM. Discussion led by Verne Burnett, *Secretary*, Advertising Committee, General Motors Corporation; Chairman, A. N. A. Newspaper Committee.

Tuesday, May 10

CAN ENGINEERING PRINCIPLES BE APPLIED TO ADVERTISING?—C. F. Kettering, *President*, General Motors Research Corporation, *Vice-President*, General Motors Corporation.

TRADING AREAS AS A BASIS FOR MARKET ANALYSIS—T. O. Grissell, *George Batten Company*.

STALKING THE PROSPECT—Professor John L. Brumm, *University of Michigan*.

TESTING THE COPY APPEAL—Claude C. Hopkins, *Advertising Counselor*.

LUNCHEON: 12:30 p. m. with Detroit Ad-craft Club.

KNOWN FACTS ABOUT CIRCULATION AND HOW TO USE THEM—O. C. Harr, *Managing Director*, Audit Bureau of Circulations.

MAGAZINES AS A PRIMARY MEDIUM—Lee H. Bristol, *Secretary*, Bristol-Myers Co.

GROUP MEETINGS on agency matters, dealer cooperation, outdoor advertising, magazines, and industrial advertising and business papers.

FORMAL DINNER at 7 p. m. to be addressed by Theodore F. MacManus, *MacManus, Inc.*, and James Schermerhorn, both of Detroit.

Wednesday, May 11

NEWSPAPERS AS A PRIMARY MEDIUM—J. C. McQuiston, *Advertising Manager*, Westinghouse Electric & Mfg. Co.

RADIO AS AN ADVERTISING MEDIUM—Melvin H. Aylesworth, *President*, National Broadcasting Company.

MEMBERS' EXPERIENCES WITH RADIO ADVERTISING—W. Russell Green, *Advertising Manager*, The Charles E. Hires Co.; J. A. Taylor, *General Sales Manager*, W. S. Quinby Company.

SELLING ADVERTISING MATERIAL TO THE DEALER—Marshall B. Cutler, *Advertising Manager*, J. P. Smith Shoe Company.

3 AN ADVERTISEMENT BY
RAY GILES, THE BLACKMAN COMPANY



A VERY HARD BUSINESS MADE SO MUCH EASIER

ADVERTISING is a hard business. It takes things out of you. You must put your heart in your work. You must give out ideas. (See sketch above.)

At night you often wonder where it all will end. If you have done a full day's work you are pretty sure to feel quite empty.

Very much like this:



BUT the next day's work stares you in the face. Wanted: More ideas. Wanted: More enthusiasm. You simply *must* fill up again. How?

Of course there's golf. Some bowl. Others dance. Still others make ship models. I like to recreate with a Graflex. Or play a banjo. Sometimes my soul overflows its banks and I make lovely little sketches like the ones on this page.

However, hobbies aren't enough. They relax you. But they don't fill you up again.

What will? That's just what I wanted you to ask me. *I know.* Advertising & Selling.



Advertising & Selling puts things back again. *Really.* That's why *I* like Advertising & Selling.

THE second picture gives a rough general idea of how Advertising & Selling puts things back again. All kinds of things. Ideas. Schemes. Plans. News. Inspirations.

It offers more ideas to the square inch. Even the physical make-up stimulates you. If the editor catches contributors padding their articles he strips off the fat and leaves only the red meat with just enough cushioning to keep the ribs from showing. You never feel like skipping paragraphs when you read Advertising & Selling.

But I know something more.



ADVERTISING & SELLING stirs you up! The above picture proves it. You can actually *see* the man's mind effervescing. (Those little round things are carbonic bubbles.)

Fancy that!

Sometimes Advertising & Selling prints things that are usually only *talked about*. Almost forbidden things. Sometimes reverses itself—changes its mind—lets itself in for the controversial.

Has many of the faults of youth—God bless it!

* * *

SOME read to read themselves *asleep*. With Advertising & Selling you read yourself *awake*. It's a bracer to take along in the train in the morning, not a bed-time glass of hot milk.

"ARLINGTON OPERATED"

Hotel Ansonia



Broadway, 73rd to 74th Sts.
NEW YORK CITY

12 minutes from Penn. and
Grand Central Stations.

5 minutes to Theatres and
Shopping District.

1260 ROOMS

(ALL OUTSIDE)

New York's most complete hotel.
Everything for comfort and convenience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until midnight

Music—Dancing
2 Radio Orchestras
Ladies' Turkish Bath
Beauty Parlor—Drug Store
Barber Shop
Stock Broker's Office
All in the Ansonia Hotel

TRANSIENT RATES

300 Rooms and Bath,
\$3.50 per day
Large double Rooms, twin beds, Bath,
\$6.00 per day
Parlor, Bedroom and Bath (2 persons),
\$7.00 per day

Special Weekly and Monthly Rates

A restful hotel—away from all the noise and "dirt" of the "Roaring Forties." No coal smoke, our steam plant equipped oil fuel. Coolest hotel in New York in Summer.

The Ansonia

IN CONJUNCTION WITH
The Hotels Marseilles, Anderson
Richmond and Cosmopolitan

"ARLINGTON OPERATED"

Romance of the Magazine

[CONTINUED FROM PAGE 25]

notably successful has taken measure of the new outlook, the more liberal thought, the new "tempo" of American life.

I do not mean that all have cast tradition to the winds and launched a new ship on the high tide of modernism. In fact, the greatest virtue of some editorial policies has been that they have retained a deep respect for the time-honored institutions on which their original prosperity was reared and have handled modern impulses with a rare degree of discrimination. This refusal to be stamped into sensationalism has justified the firm belief that great revolutions move slowly, and that sometimes the symptom passes away and proves to have been only strawberry rash before chicken pox really sets in. There are at least a few editors who stoutly maintain that not every old lady of Dubuque is smoking cigarettes at the Ritz, and what is more—most of them have no desire to. And the sturdy success of magazines edited on that premise have proved them more or less correct in their judgment. But on the other hand they have taken full cognizance of the revised ideas of modern youth and have not utterly condemned the vogue of legs and lip sticks.

Let me for purposes of illustration consider *The Ladies' Home Journal*, the *Woman's Home Companion* and *Good Housekeeping*. All have traditions. All have served in their time and served well the conservative minded, conservative living woman in the home. It might have been easy for any one or all of these publications to say, "off with the old, on with the new; we hereby devote ourselves to the delectations of the modern maid and her modernized mother." But it is a hazardous undertaking to let go of the armchair and strike out with uncertain step for the window sill. And just possibly the armchair may still be there when the tempting light that pours in at the window may have proved a snare and a delusion. It has been the policy of such magazines to bring the light into that room without abandoning the armchair to the museum.

I MIGHT reach out and bring into this group *Pictorial Review* and *McCall's*, because they typify in slightly different manner the publication in which the new has been blended with the basic ingredients of woman appeal. The one great change that has characterized all these publications in varying degrees has been the sheer interest that has been infused into their pages. Fifteen years ago all these magazines were, by present standards of judgment, dull. Arthur Vance, editor of *Pictorial Review*, says that in those days there were two kinds of short fiction—"good short stories and short stories in women's magazines." It took effort as well as money to get the best authors to write for a woman's magazine. They thought it beneath them.

In this same classification, yet in a more general sense, go the revered

Saturday Evening Post and the *American Magazine*. Apparently unconcerned by the sudden bursting to full bloom of revolutionary new ideas, they have chosen the path of more deliberate treatment of changing thought. Yet both have been pioneers—the *Post* in presenting the romance of business through fiction and in its popular treatment of scientific, industrial and economic subjects. The *American* has shaped its policy more definitely in terms of the individual—the inherent desire for personal success, for happiness in business and in life. It is significant that both founded their appeal on factors that remain constant, regardless of change in habits or customs or thought.

THERE is one periodical that I want to mention specifically just here, because its policy is deep seated in an unchanging interest and because it typifies so well the service performed by one class of magazine. That is *Vogue*. Mrs. Chase has epitomized a definition of its purpose, "To hold the mirror up to fashion, but to hold it at such an angle that only the truly fashionable are reflected." Here is distinctly the function of a magazine, to choose with deliberation and discrimination. Mrs. Chase, though she speaks of *Vogue's* policy only, might have been speaking for many magazine editors when she says "Ours must be a policy of accepting new verdicts with an eye to old traditions; of advocating common sense in the midst of reproducing wild fancies, and keeping the head clear above surrounding froth."

All the magazines I have spoken of have served the double natures of their readers, the personal and the escape. There are, of course, many which seek only to entertain, the fiction magazines such as *Red Book* and *Cosmopolitan*. They have sensed the changing public taste in fiction demonstrated by what people come to the newsstand to buy and they have held great audiences with stories that reflect the interest of modern life.

There is, too, a group of review publications, such as the *Literary Digest*, *Review of Reviews* and *World's Work*, which have preserved their traditional manner of presentation but by their very character reflect the recently current through a weekly or monthly summary of the news. They have justified their place in the sun by the adherence of a large group of faithful followers.

And now I want to speak of a distinct group of magazines, utterly different in character, yet having one thing in common—they sprang full fledged into being during the jazz age. I am not a devotee of astrology, but I believe that a magazine or a newspaper carries on its shield the mark of the sign under which it was born.

There is *Liberty*, for example, created by a great and successful newspaper publishing organization, unfettered by tradition, free to find its policy in current thought and current tendencies. In the words of its editor,

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.

-----USE THIS COUPON-----

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 NameStreet Address

CityState

Individual Signing Order.....Official Position



**Naturalness
Permanence
Third
Dimension**

(Our List of Customers Is An Advertising Blue Book.)

**OLD KING COLE
Inc.**
Canton, Ohio

Eastern Representative
R. E. McKimney Co., Inc.
389 5th Ave., at 36th St., New York City
Caledonia 8776-8779



PAPERS
WE
SERVE
No. 1

We have contributed space-selling ideas to this publication since August, 1926.

LE ROY P. WIGHT, Inc.
SALES ADVERTISING
25 WEST 43rd STREET, NEW YORK CITY

**HOTEL
EMPIRE**

New York's newest and most beautifully furnished hotel - accomodating 1034 guests
Broadway at 63rd Street.

ROOM WITH PRIVATE TOILET. **\$250**
ROOM WITH PRIVATE BATH. **\$350**

Established 1887
BAKERS' HELPER
Chicago

A.B.P. and A.B.C. Published Twice-a-month

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The fact that over 75 per cent of its readers renew their subscriptions by mail shows they want it.

New York Office 431 S. DEARBORN ST.
17 E. 42nd St. CHICAGO, ILL.

"Liberty does for the world of popular ideas, customs and opinions what the newspaper does for the world of daily happenings."

There is *Time*, whose editors leaped from Yale classrooms to handle the news of the world with smartness and sophistication. And its readers follow their pranks with the same mixture of pride and impatience with which a parent regards an incorrigible young son.

And there is the *New Yorker*, as smart in dress as a Fifth Avenue window and equally as smart in its comment on the fads and fancies of the town it represents.

And there is *The American Mercury*—where Mr. Mencken exposes the morons and flays the wowsers with such literary skill that merely to be seen with it is a mark of distinction.

It is a brazen and daring thing to do, to group these magazines together, when all they have in common is paper and ink. And yet they are commonly and uncommonly significant in that they are built of ultra modern materials, with no sturdy old foundations on which ever to rest their tired feet. Each with its own audience is in full bloom and high favor. Only the passage of the years will tell how firm is the foundation they have set upon fresh ground and how solidly their editors will build them to positions of permanent influence.

One thing is certain—times have changed. And times will change again. And magazines reflecting those times will change with them. The newspapers of a generation hence will be reporting in a dozen daily extras the swift occurrences between each rising and setting sun, and the dark and daring deeds of the intervening night. And the magazines will be informing, inspiring, entertaining families in millions of homes with fiction and feature and contemplative discussion, both of those deep rooted interests that are eternally close to all of us, and to the influence upon them of the customs of that day.

THERE is one point of significance brought out in letters from editors which I must mention before I close. For some years now I have been talking and writing on the subject of advertising copy, and at every opportunity I have made my plea for copy as attractive and as interesting as the stories and articles in the publication in which it is to appear. In that appeal I was, of course, no pioneer but only one of those who hoped to see advertising lifted in its art and copy treatment to the level of editorial pages.

I beg leave to report that this campaign has been signally successful. Some of the editors who replied to my inquiry on their policy stated that one of their aims was to make their stories and special articles as interesting and appealing as first class advertisements. Glance through the more modern magazines today and you will see how this very thing is being done. At the beginning of each story or feature there must be, by editorial decree, a striking illustration, a tempting title, an enticing sub-head, and all that follows must be presented so attractively that the reader will be led at once into the reading of that feature instead of yielding

Bakers Weekly A.B.C. - A.B.P.
New York City
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 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

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.

Topeka Daily Capital

The only Kansas daily with circulation throuout 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 any 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. Ferrel, Manager

**Folded Edge Duckine and Fibre Signs
Cloth and Paraffine Signs
Lithographed Outdoor and Indoor
Displays**

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

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

KEEP YOUR COPIES!

At the conclusion of each volume an index will be published and mailed to you.

to the stronger pull of modern art and pungent prose and poetry in the advertising pages. Some of the magazines are even running advertising opposite every editorial page as added temptation.

Advertising has not merely provided through revenue the sinews of publishing progress; advertising has developed its understanding of people, it has refined its manner of speech, it is so mastering the art of catching and holding interest, that it has won the respect of those whom it has long sought to imitate. The romance of the magazine and the romance of advertising are one.

Installment Buying a Peril

By Senator James Couzens

YOUNG people, and particularly young men, tie themselves up with these installment payments so that their future is absolutely mortgaged. What position will they be in when the opportunity presents itself to go into business or to make a small investment in some enterprise?

Several of the original investors in the Ford Motor Company, among them myself, had saved a few hundred dollars, which they had available when the Ford Motor Company was organized and which they invested in the business with well known results. Suppose we had purchased bicycles, pianos and other articles on the installment plan we would certainly not be availed to grasp that opportunity.

Hundreds and hundreds of thousands of working people are now bound with these installment payments so that they dare not even take a reasonable risk in a new venture, either of employment or investment. I believe more harm is being done to the development of our country through widespread installment buying than any other one way. I believe it is stultifying initiative, ambition and energy to an extent as yet unrealized.

Competition through high pressure selling methods has used up the consumer's dollar, and is now fighting for the dollar of next week, next month and next year. When the proponents of these selling plans have secured these dollars, how much farther are they going to reach out? What if there is no consumer's dollar to receive? What if illness, loss of employment, disaster, or what not, occurs? What is then going to be done about the dollars anticipated, but not obtainable?

We have been so prosperous during the last few years that we have not had to face the problem of what to do with repossessed goods—goods on which the installments are not paid. If the time comes that repossession goes on rapidly, these goods will interfere with the flow of new goods from maker to user, and we shall have a real problem for salesmanship. They will mean frozen

67 advertising agencies placed an aggregate of nearly 1000 pages of space in Gas Age-Record during the year of 1926. The volume of agency-placed advertising is an infallible index to the strength of any publication in its particular field, for agencies thoroughly investigate every business paper reaching the industries in which their various accounts are active, before contracting for space.

Agencies serving advertisers whose messages are directed to the gas industry know that it is possible to cover this gigantic market thoroughly, at one cost. Gas Age-Record offers to advertisers and advertising agents a 99.47% coverage of the gas industry.

Inquiries will receive prompt attention

Gas Age-Record

A. B. C.

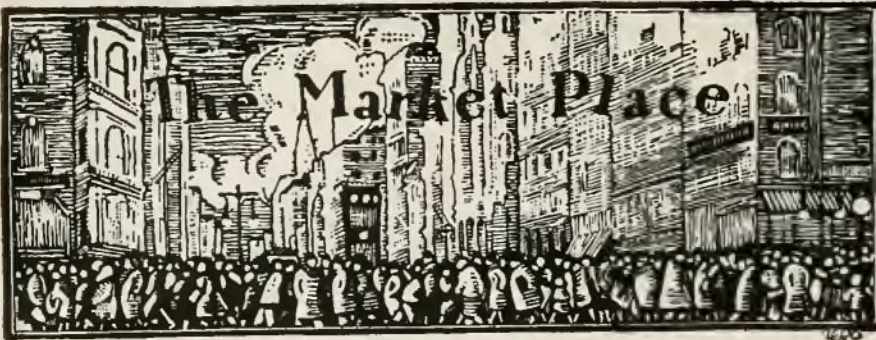
A. B. P.

9 East 38th Street

New York

*We also publish Brown's Directory of American Gas Companies
and the Gas Engineering and Appliance Catalogue.*

Gas Age-Record
"Spokesman for the gas industry"



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

Position Wanted

We know a man who will be a valuable addition to the staff of some agency or advertiser, and who will bring to the new connection that he now seeks these qualifications: Seven years' training with nationally-known corporation, as executive in purchasing department and later as head of packaging department. Experienced in purchase of art work, engraving, typography, printing and lithography, and in copy and layout work. Thorough knowledge of paper stock, envelopes, bags, shipping cases, containers, etc. He is a native American, age 29; university graduate, Protestant, married. He will go wherever opportunity warrants. If you know who might profit by the services of this man, fuller details may be had by addressing Box 463, Advertising & Selling, 9 East 38th St., New York, N. Y.

Young man, married, wishes position as assistant to busy advertising executive. Recently with DeLaval Separator Co. as production manager. Work embodied lay-out, writing sales promotion, purchasing and production of an enormous amount of advertising. Address Box 464, Advertising & Selling, 9 East 38th St., New York, N. Y.

SALES executive who has successfully organized and trained numerous selling forces desires congenial, permanent connection; thoroughly experienced in high grade specialty selling using the one-call method, merchandising and advertising; age 36. Christian, married; bank, character and business references. W. S., care McKenna-Muller, 44 Court St., Brooklyn, N. Y.

YOUNG WOMAN ARTIST

Young woman artist recently returned from Paris seeks full time position in agency or publication office. Close student of styles and style illustrations. Box 457, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING SALESMAN

with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458, Advertising & Selling, 9 East 38th St., New York, N. Y.

Help Wanted

Wanted: Sales representative in eastern territory for practical, popular, nationally advertised salesmen's portfolios. Our product is being purchased by thousands among firms with large sales forces. To a reputable man calling on such firms we will give an exclusive territory on a profitable commission basis. Leads furnished. All correspondence held in strict confidence. Box A, Advertising and Selling, 1328 Peoples Gas Bldg., Chicago, Ill.

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

For Sale

For Sale: A complete set of Round Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 464, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

Opportunity for agency contact man with some worth while accounts to obtain working interest in small middlewestern advertising agency. No local competitor, and fast growing field. Write Box 462, Advertising & Selling, 9 East 38th St., New York, N. Y.

NEW PRODUCTS WANTED

One of our clients, an old established organization with ample manufacturing and financial facilities, desires to add a few new products to their line. Will take over manufacturing, selling and distribution problems. If you have a product of proved merit, write to Shelby Syndicate, 1153 Southwestern Bell Telephone Bldg., St. Louis, Mo. All letters will be given strict confidence.

Press Clippings

BUFFALO CLIPPING BUREAUS offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices, One Terrace, Buffalo, N. Y.

Multigraphing

Quality and Quantity Multigraphing. Addressing, Filing In, Folding, Etc. DEHAAN CIRCULAR LETTER CO. INC. 120 W. 42nd St., New York City Telephone Wis. 5483

FOR SERVICE Telephone Barclay 3355
MULTIGRAPHING MIMEOGRAPHING BUREAU
 Addressing
 19 Park Place, New York City
 JOHN F. FITZPATRICK, Proprietor

assets and will raise a question for financiers with which they will have not yet had to deal.

Business men, bankers and manufacturers, I hope, will see the handwriting on the wall in time at least to curb this expansion of installment sales. Above all, I hope that the buyer will wake up to what is really happening before it is too late, before we encounter a great crisis. It will come. It is simply a question of how soon, and in my judgment is not very far off. We have yet time to help ourselves to some extent, even although we have gone too far to prevent all trouble.

If the normal, average business man would consider such abstractions as the economic welfare of the country he would refuse to engage in such an economically unsound program. The weakest of these business men (and I mean the weakest in character—not so much the weakest in finance) will go ahead with it, because he will satisfy himself that he is forced into it by competition. But you will find thousands, yes hundreds of thousands, of manufacturers and merchants throughout the country who refuse to engage in this unsound practice.—*Nation's Business Magazine.*

The Department Store and the Goods It Buys

By W. J. McDonough

AT a recent convention one of the speakers made an unchallenged statement that the department store sold 300 per cent more than its possibilities. According to that speaker twenty-five per cent of all the merchandise sold in the department store is purchased through necessity. The remaining seventy-five per cent, he declared, was sold through the initiative of the store, which includes personal selling, advertising and display on the part of the department store management.

Now it is evident that to sell 300 per cent more than its possibilities a store necessarily must build up an element of good will. This good will must be carefully guarded and continuously augmented and preserved, that the great investment in real estate, building, equipment, and merchandise be protected. The only protection possible is a complete satisfaction of the purchasing public. Increased sales depend upon the building up of this good will. So the retailer necessarily must carefully guard its reputation in every particular.

Department stores spend from one third to one half of the net profit in advertising. And of all the money invested in advertising eighty-nine per cent is spent in the daily newspapers of the community.

When merchandise is offered by such stores as a special value, this merchandise in a great majority of instances represents the market value at retail at a date very close to the time when that merchandise is offered to the public.

Frequently such merchandise is that offered by a manufacturer to the larger department store because of the manu-

"GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

facturer's inability to find a market for his output at that particular time. Again it may represent markdown from the average retail price for the clearance of stocks. In extremely few instances does it represent merchandise especially made for the retailer for this purpose.

At the present time the department store is not inclined toward buying merchandise from the standpoint of deteriorated quality. For instance, an item which may be sold to the public at \$1.85 is bought by the store at \$14.25 a dozen. And in the average department the buyer would prefer to buy this merchandise on the basis of \$14.25 based on factory inspection rejecting twenty per cent of the mill production, than to take a mill run including material he would ordinarily reject, at a price of \$12.50 a dozen.

THIS trend was well expressed recently by a buyer for a large chain of department stores. He said: "If an item offered at \$14.25 by the average manufacturer were offered by one particular maker at \$13.75, we are morally certain that the seventy-five cents a dozen would be taken out of the quality of the merchandise."

The question may be approached from another angle. In maintaining good will the retailer has an entirely selfish interest. If merchandise bought by him and sold to the public is below the average standard that his public has been accustomed to buy, the merchant is morally certain that the amount of such merchandise returned for credit will increase; and the retailer views with a great deal of concern the question of returned merchandise. Of course, in many instances the manufacturer will redeem unsatisfactory merchandise which the retailer has accepted from a dissatisfied customer. But the retailer appreciates that putting the customer to the inconvenience of making exchanges and creating a suspicion in this customer's mind about the merchandise offered by his store will not build good will. He is painfully aware of the fact that on every exchange which he makes he has performed all the service of making a sale. So upon the return of the merchandise he has suffered a loss of the entire markup, which includes overhead and net profit.

Exchanges are the bane of merchants. They make them with a smile for the customer, but behind the smile is a malediction for the manufacturer. Of course, exchanges are often due to some mistake on the part of the merchant.

A variety of methods of distributing merchandise have been developed and powerful influences have been brought to bear on the retail trade to induce them to stock certain merchandise on the possible or probable retail market. The retailer, however, continues firmly to maintain the position that he has established in his community and thereby guards the good will of his customers. Under all circumstances, in order to conduct his business with the greatest degree of efficiency, he must have freedom of action in the purchase of merchandise. And from my experience through many years and by reason of my knowledge of the present situation, it is my opinion that the merchant will continue to maintain that freedom of action regardless of all other conditions.

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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—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
Ellis T. Morris	Niagara Wall Paper Co., Niagara, N. Y., Adv. Mgr.	American Rubber & Tire Adv. Mgr Co., Akron, Ohio	
Robert H. Bennett	Devoe & Reynolds Co., Inc., New York, Ass't Adv. Mgr.	Postum Co., Inc., New York	In Charge of Export Adv.
J. A. Cullinson	National Fireproofing Co., Pittsburgh, Pa., Adv. Mgr.	Same Company	Mgr. of Sales Pro.
J. E. Hahn	De Forest Radio Corp. of Canada, Pres.	The Amrad Corp., Med- ford, Mass.	Pres.
A. B. Ayers	Eagle Radio Corp., Newark, N. J., Sales Mgr.	The Amrad Corp., Med- ford, Mass.	Gen. Sales Mgr.
Kimball Stark	Charles Freshman Co., Inc., New York, In Charge of Purchase and Production Control.	The Amrad Corp., Med- ford, Mass.	Adv. Mgr.
W. T. Young, Jr.	Marmen Motor Car Co., Indianapolis, Sales Promotion Mgr.	Same Company	Ass't Gen. Sales Mgr.
W. L. Houghton	Luxite Silk Products Co., Milwaukee, Gen. Mgr.	H. E. Verran Co., New York Office	Dir. of Sales
F. E. Hough	Hirsh, Wickwire Co., Chicago.	Same Company	Pres.
C. R. Palmer	Cluett, Peabody & Co., Inc., Troy, N. Y.	Same Company	Vice-Pres. In Charge of Sales, Chicago
E. E. Hildebrand	Nebraska Buick Auto Co., Omaha, Neb., Sales Pro. Mgr.	Same Company	Adv. Dir.
Paul Zens	Jordan Motor Car Co., Cleveland, Ohio, Sec'y & Treas.	Same Company	Vice-Pres. in Charge of Sales
Horace H. Clark	The Peoples Gas Light & Coke Co., Chicago.	The United Public Ser- vice Co., Chicago	Vice-Pres. in Charge of Sales

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Heyworth Campbell	Condé Nast Publications, New York, Art Dir.	Barton, Durstine & Os- born, Inc., New York	Executive, effective May 15
C. A. Reece	Brown Advertising Agency, Akron, Ohio, Acc't Executive	Paul Teas, Inc., Cleve- land, Ohio	Acc't Executive
C. F. Beatty	New Jersey Zinc Co., New York Adv. Mgr.	F. J. Ross Co., Inc., New York	Acc't Executive
W. T. Marquis	American Press Ass'n, New York	Evans, Kip & Hackett, Inc., New York	Space Buyer
L. M. Clark	McCall's Magazine, New York, Adv. Dept.	F. J. Ross Co., Inc., New York	Dir. of the Dept. of Mar- kets & Media
F. S. Browning	Greenfield Tap & Die Corp., Greenfield, Mass., Ass't to Sales Pro. Mgr.	Wm. B. Remington, Inc., Springfield, Mass.	Copy
G. V. Rockey	Daven Radio Corp., Newark, N. J., Adv. Mgr.	The Dauchy Co., New York	Acc't Executive
Charles H. Bradley, Jr.	Bradley, Inc., Boston	Cleveland A. Chandler & Co., Boston	Acc't Executive
C. D. Pruzman	Associated Farm Papers, New York, Ass't to Eastern Mgr.	Rickard & Co., Inc., New York	Copy
B. H. Bramble	American Chicle Co., Long Island City, N. Y., Sales and Adv. Mgr.	Baker Adv. Agency, Ltd., Toronto, Can.	Acc't Executive
Charles E. Townsend	The Advertisers' Weekly, New Rochelle, N. Y., Associate Editor	Barron G. Collier, Inc., New York	Editor Promotional Maga- zine
C. W. Macfarlane	Albertson Motor Co., Los Angeles, Cal., Dir. of Publicity	George Harrison Phelps, Inc., San Francisco	Manager San Francisco Office

Uncle Sam Knows



that The Detroit News made the greatest circulation gains of all Detroit newspapers for the six months ending April 1st.

THE statement of The Detroit News to the United States Post Office on April 1st shows it with an average of 353,989 Sunday circulation, and 320,970 weekday circulation

A Gain Over the Previous Six Months of

24,754 Sundays
9,138 Weekdays

No other Detroit newspaper equalled this increase in circulation.

The character of Detroit News circulation and its ability to cover 90% of the English reading homes of its market give the advertiser an opportunity to sell the whole field with most impressive copy through the use of one medium. That is why Detroit is known in advertising circles as a one-paper city, while the News leads all other newspapers in America in advertising patronage.

Average Net Paid Circulation for 6 Months Ending April 1st
Sundays 353,989; Weekdays 320,970

The Detroit News

The HOME newspaper

Greatest Circulation Weekdays or Sundays in Michigan


Advertising & Selling • **The NEWS DIGEST** • Issue of May 4, 1927


CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
J. M. Trittenbach...	Rolfe C. Spinning, Inc., Detroit, In Charge of Research	Trittenbach, Inc., Detroit.	Partner
H. C. Auer, Jr.....	Rolfe C. Spinning, Inc., Detroit, Copy	Trittenbach, Inc., Detroit.	Partner
Karl A. Frederick ..	Buick Motor Co., Flint, Mich.	Green, Fulton, Cunnigham Co., Chicago...	Member of the Staff
R. W. Criddle	Newell-Emmett Co., New York, Art Dept.	F. J. Ross Co., Inc., New York	Associate Art Dir.
C. S. Beatty.....	Sun-Maid Raisin Growers Ass'n, Fresno, Cal., Gen. Mgr. in the Orient	Lord & Thomas & Logan, San Francisco	Member of the Staff
George Powell	California Fruit Growers Exchange, Los Angeles, Cal., Service Dept.	Lord & Thomas & Logan, San Francisco	Member of the Staff
J. N. Brown	Moser & Cotins, Utica, N. Y., Space Buyer for Magazines	Same Company	Acc't Mgr.
C. V. Welch	Moser & Cotins, Utica, N. Y., Space Buyer for Newspapers & Business Papers.	Same Company	Space Buyer for Magazines

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Jason Rogers	The Advertiser's Weekly, New Rochelle, N. Y. Publisher	Journal & Post, Kansas City, Mo.	Gen. Mgr.
H. A. Strech	Rodney E. Boone, New York, Mgr. New York Office	Detroit Times	Adv. Mgr.
H. W. Beyea.....	Rodney E. Boone, New York	Same Company	Manager New York Office
Fred S. Clark	Radio World, New York, Adv. Mgr.	Resigned	
C. L. Baum.....	The Journal, Portland, Ore., Ass't Pro. Mgr.	Same Company	Pro. Mgr.
S. S. Reckefus	Public Ledger, Phila., Adv. Mgr.	Resigned	
J. S. Hurlbur.....	The Butterick Quarterlies, Chicago, Western Mgr.	The Kellogg Group, Inc., Chicago	Adv. Sales Dir.
Irving Parsons	New York Telegram, Adv. Mgr.	Philadelphia Public Ledger	Adv. Mgr.
E. C. Conover	William H. Rankin Co., New York	Topics Publishing Co., Inc., New York	Sales Staff

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Potter Drug & Chemical Corp....	Boston, Mass.	Cuticura Soap, Ointment and Shaving Stick	Atherton & Currier, Inc., New York
V. D. Anderson Co.	Cleveland, Ohio	Oil Expellers	The Henry P. Boynton Adv. Agcy., Cleveland, Ohio
United Electric Co.	Canton, Ohio	Vacuum Cleaners	Edwin A. Machen Co., Cleveland, Ohio
Enoch Morgan's Sons	New York	Sapolio	Atherton & Currier, Inc., New York
Allen Auto Specialty Co.	New York	Shutter Fronts and Tire Cases	Atherton & Currier, Inc., New York
The Reichart Cocoa & Chocolate Co.	New York	Food Products	Dorrance, Sullivan & Co., New York
No-Draft Ventilator Co.....	Trenton, N. J.	Ventilators	J. X. Netter, Inc., New York
The Louden Knitting Corp.....	New York	Lingerie	J. X. Netter, Inc., New York
The David Underwear Co.....	New York	Underwear	J. X. Netter, Inc., New York
Aviation Institute of U. S. A....	New York	Aviation Instruction	Reimers & Osborn, Inc., New York
Lehn & Fink, Inc.	New York	Dorothy Gray Studios and Toilet Preparations	Barton, Durstine & Osborn, Inc., New York
The Wheatena Co.	Rahway, N. J.	Cereals	McKee & Albright, Philadelphia
Otto Eisenlohr & Bros., Inc.....	Philadelphia	Cigars	Donovan-Armstrong, Philadelphia
The Auto-Grams Co.....	Chicago	Auto-Grams	Reincke-Ellis Co., Chicago
Service Station Equipment Company	Bryan, Ohio	Garage Equipment	T. H. Ball & Staff, Cleveland, Ohio
Marvel Products Co.	Cleveland, Ohio	Automobile Accessories	T. H. Ball & Staff, Cleveland, Ohio



Complete Convention and Exhibit at the Hotel Statler

Ideal accommodations—everything under one roof—your choice of 1000 excellent rooms—Statler's best service—fair prices! Exhibit and meeting room on same floor. Two luncheons and Banquet, and access to Exhibit and Meetings, included in Registration Fee. A great business-conference—a new type of convention. Three wonderful days! Cordial Cleveland invites you.



Don't Miss This Immense Exhibit

Among the 400 to 500 panels (3' x 6'), packed with complete campaigns, methods of procedure and IDEAS galore, will be the campaign that won the Harvard Awards. The opportunity of studying all these exhibits will, in itself, more than justify your trip to Cleveland. The educational value of this feature of the NIAA Convention cannot be over-emphasized.

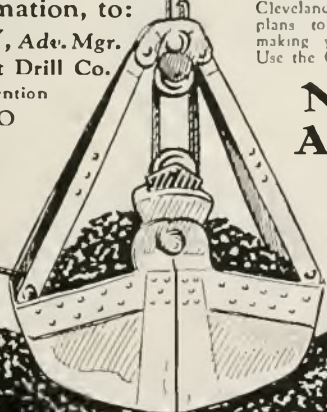
A Powerful Program of Famous Speakers

Dr. Glenn Frank, President of the University of Wisconsin, formerly editor of Century Magazine; Messrs. Surface and Rastall, of the U. S. Department of Commerce; Geo. M. Verity, President American Rolling Mill Company; O. C. Harn; G. K. Woodbridge; Bennett Chapple; F. M. Feiker; and other famous men.

Round-Table discussions, analyses of markets, standardized methods of procedure and other features you cannot afford to miss.

Mail the Coupon or further information, to:
GEO. H. COREY, Adv. Mgr.
 The Cleveland Twist Drill Co.
 10000 Chalmers Bldg., NIAA Convention
 CLEVELAND, OHIO

Dig in at Cleveland



INDUSTRIAL ADVERTISING AND MARKETING IDEAS

SIXTH ANNUAL N.I.A.A. CONVENTION and Exhibit CLEVELAND June 13, 14 & 15

WITH the opening of this 3-day Business Conference and Clinic on Monday morning, June 13th, industrial advertisers will introduce a new type of convention. This is an opportunity—a privilege of tremendous value to you and your Company. **BE THERE!**

At the Monday noon luncheon, Dr. Glenn Frank will speak. To hear him will be one of the most memorable events of your life. **BE THERE!**

General Theme of Convention: "Can Advertising Underwrite Prosperity?" Valuable Round-Table Discussions, led by eminent authorities on industrial advertising. A vitally important Business Meeting. You will miss a great step in industrial advertising progress if you fail to attend. **BE THERE—**even if you have to take these three days out of your regular vacation period this year. **BE THERE!**

500 or more are expected. Whether or not you are an NIAA member, you will be welcomed heartily. Please help the Cleveland Committee to complete its plans to your entire satisfaction, by making your reservations **AT ONCE.** Use the Coupon below.



Entries in the Exhibit may be made by any industrial advertisers, publishers and agencies. For complete details and a list of the 20 or more trophies, write to Paul Teas, care of Paul Teas, Inc., Guardian Bldg., Cleveland, Ohio, Chairman of the Exhibit Committee.

NATIONAL ORGANIZED 1922 INDUSTRIAL ADVERTISERS ASSOCIATION

Geo. H. Corey, Adv. Mgr., Cleveland Twist Drill Co., General Chairman, NIAA Convention, CLEVELAND, OHIO.

Yes! I'm planning to BE THERE! Tell me more!

Name Company

Address



Advertising
& Selling

The NEWS DIGEST

Issue of
May 4, 1927

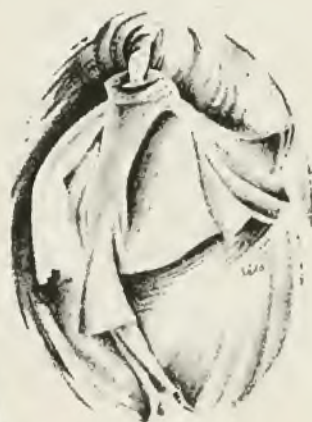


CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

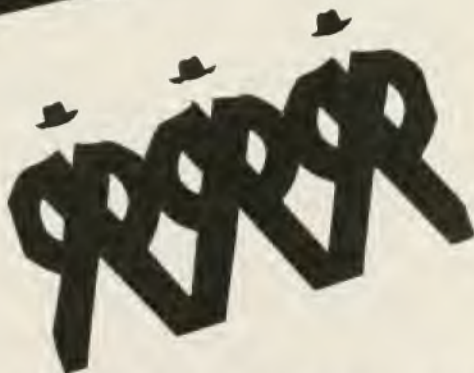
Name	Address	Product	Now Advertising Through
F. L. Smith Machine Co., Inc.	New York	Stowitt Electric Washing Machine	J. X. Netter, Inc., New York
The Milton Co.	New York	Linens	J. X. Netter, Inc., New York
John H. Woodbury Laboratories, Inc.	New York	Toilet Preparations	J. X. Netter, Inc., New York
The Frank F. Pasch Co.	Milwaukee	Water Filters, Flavoring Extracts and Bottlers' Supplies	The Koch Co., Milwaukee
Sunlight Lamp Co.	Newton Falls, Ohio	Radio Tubes	S. M. Masse Co., Cleveland
Mid-West Millinery Co., Inc.	Cleveland	Ladies' Hats	S. M. Masse Co., Cleveland
Cleveland Rubber Clearing House	Cleveland	Tire Distributors	S. M. Masse Co., Cleveland
Tappan Stove Co.	Mansfield, Ohio	Gas Ranges	McJunkin Adv. Co., Chicago
John Bond Tailoring Co.	Chicago	Clothing	Arthur Rosenberg Co., Inc., New York
Rapid Addressing Machine Co.	Roselle, N. J.	Addressing Machines	Albert Frank & Co., New York
J. Lesquendieu, Inc.	New York	Cosmetics	Albert Frank & Co., New York
Andes Range & Furnace Co.	Geneva, N. Y.	Andes Ranges	Peck Adv. Agcy., Inc., New York
Commonwealth Shoe & Leather Co.	Whitman, Mass.	Men's Shoes	F. J. Ross Co., Inc., New York
The Arkansas, Louisiana and Mississippi Power & Light Companies	Pine Bluff, Ark.	Power	W. A. Joplin Adv. Agcy., Little Rock, Ark.
The Bush Terminal Co.	New York	Warehouse and Distribution	Reimers & Osborn, Inc., New York
New Jersey United States Bond & Mortgage Corp.	Newark, N. J.	Finance	M. P. Gould Co., New York
Yeomans Bros.	Chicago	Pumping Machinery	Hurja-Johnson-Huwen, Inc., Chicago
Chas. M. Higgins & Co.	Brooklyn, N. Y.	Inks and Adhesives	La Porte & Austin, Inc., New York
Roberts Numbering Machine Co.	Brooklyn, N. Y.	Numbering Machines	La Porte & Austin, Inc., New York
The Reading Maid Hosiery Mills, Inc.	Reading, Pa.	Silk Hosiery	Charles C. Green Adv. Agcy., Inc., New York
Albert Ehlers, Inc.	Brooklyn, N. Y.	Coffee, Teas & Spices	Dorrance, Sullivan & Co., New York
The Solvent Co.	New York	Solvent	The Lawrence Fertig Co., Inc., New York
The National Clamp Co.	New York	Clamps	O. S. Tyson & Co., Inc., New York
Safety Car Heating and Lighting Co.	New Haven, Conn.	Lighting Equipment	Frances Buente, Inc., New York
Spark-Lin-Ale, Inc.	New York	Ginger Ale	Frances Buente, Inc., New York
The Frank A. Holby Corp.	New York	Oil Burners	Cutajar & Provost, Inc., New York
The J. R. Whipple Corp.	Boston	Hotels	Doremus & Co., Boston
The Trav-Ler Mfg. Corp.	Chicago	Portable Radios	Maurice H. Needham Co., Chicago
The Moore Co.	Muncie, Ind.	Folding Camp Beds	Hurja-Johnson-Huwen, Inc., Chicago
Erie Rubber Corp.	Sandusky, Ohio	Rubber	Atherton & Currier, Inc., New York
North American Dye Corp.	Mt. Vernon, N. Y.	Dyes	Atherton & Currier, Inc., New York
Packard Commercial School	New York	School	Atherton & Currier, Inc., New York
Solvay Sales Corp.	Syracuse, N. Y.	Chemicals	Atherton & Currier, Inc., New York
Yglesias & Co.	New York	Importations	Atherton & Currier, Inc., New York
The Superior Hat Co.	St. Louis	Harvest Hats	Britt-Gibbs Adv. Co., St. Louis
The Auto Laundry System Co.	St. Louis	Auto Laundry System of Car Washing	Britt-Gibbs Adv. Co., St. Louis
The Wash-Rits Auto Mop Co.	St. Louis	Auto Mops	Britt-Gibbs Adv. Co., St. Louis
Chas. Hollenbach Co.	Chicago	Meat Products	Pickus-Weiss, Inc., Chicago
Berkova Productions, Inc.	Hollywood, Cal.	Motion Pictures	Wolf-Gurwit Adv. Agcy., Chicago
Barker Furniture Co.	Indiana Harbor, Ind.	Furniture	Wolf-Gurwit Adv. Agcy., Chicago
*G. Polysius Corp.	Bethlehem, Pa.	Cement Mill Machinery	Shankweiler Adv. Agcy., Inc.
Balsa Wood Reproducer Corp.	New York	Balsa Wood Loud Speaker	L. H. Waldron Adv. Agcy., New York
Green-Haas-Schwartz Co.	Cleveland, Ohio	Knitted Outerwear	Kohorn Adv. Agcy., Cleveland, Ohio
Industrial Fiber Co.	Cleveland, Ohio	Rayons	Kohorn Adv. Agcy., Cleveland, Ohio

*This agency has been appointed to handle the American advertising only.

Ask Me Another!



Belding's





ZERO

An ADVERTISING Artist

270 MADISON AVENUE CALEDONIA 7315
N * Y * C



MCCALL'S

	<i>Advertising & Selling</i>	<h1 style="margin: 0;">The NEWS DIGEST</h1>	<i>Issue of May 4, 1927</i>	
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NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Trittenbach Incorporated.. 5057 Woodward Ave., Detroit.....	Advertising J. M. Trittenbach and H. C. Auer, Jr.
Leon L. Booth	Washington Hotel, Shreveport, La... Advertising Leon L. Booth
Groves-Keen, Inc.	Atlanta, Ga. Advertising J. L. Groves, Pres., and C. Keen, Sec'y & Treas.
Trade Promotion Bureau	Newark, N. J. Advertising James E. Serven

PUBLICATION CHANGES AND APPOINTMENTS

Courier-News, Plainfield, N. J.	Has been sold to Frank E. Gannett, Chauncey F. Stout and William Morrison, by the estate of the late Charles H. Frost.
Times-Leader, New Haven, Conn.....	Has purchased the New Haven Union. These two papers have been merged and will be published as the Times-Leader.
Tribune, Healdsburg, Cal.	Has appointed M. C. Mogensen & Co., Inc., San Francisco, as its national advertising representative.
Fire Protection, and Hotel Management, New York	Have been admitted to membership in the Associated Business Papers, Inc., New York.
Current Ideas, New York	Will change its type page size, beginning with the June issue, to 5½ x 8.
The Gazette, Cedar Rapids	Has been merged with the Republican, Cedar Rapids.
The Midland Druggist, Columbus, Ohio....	Name changed to the Inter-State Druggist.

MISCELLANEOUS

The Prest-O-Lite Co., Inc., Indianapolis, Ind.	Announces the sale of the storage battery branch of its business to The Prest-O-Lite Storage Battery Corp., a new company whose entire capital stock is owned by the Automotive Battery Corp. of New York.
George Harrison Phelps, Inc., Detroit Ad- vertising Agency	Has opened an office at San Francisco. C. W. Macfarlane is manager.
The Marx-Flarsheim Co., New York.....	Has opened an hotel and travel department at 565 Fifth Ave. Mortimer Heine- man is in charge.
William B. Remington, Springfield, Mass...	Has been incorporated and its name has been changed to Wm. B. Remington, Inc.

NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
The Advertising Manager	Progressive Publish- ers	1417 Chapline St., Wheeling, W. Va.	May 1	Monthly	6½ x 9½

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
The Henry P. Boynton Advertising Agency	Advertising	703 Union Mortgage Bldg., Cleveland, Ohio	Engineers Bank Bldg., Cleve- land, Ohio
McJunkin Adv. Co.	Advertising	5 So. Wabash Ave., Chicago...	Builders Bldg., Wacker Drive & La Salle St., Chicago
Hommann & Tarcher, Inc....	Advertising	25 W. 45th St., New York....	551 Fifth Ave., New York
Michaels & Heath, Inc.....	Advertising	113 Lexington Ave., New York.	Graybar Bldg., 420 Lexington Ave., New York
Educational Advertising Co., Inc.	Advertising	1133 Broadway, New York....	55 West 42d St., New York
Dorland Agency, Inc.	Advertising	244 Madison Ave., New York..	101 Park Ave., New York
Picard-Sohn, Inc.	Advertising	25 West 45th St., New York...	551 Fifth Ave., New York
Frances Buente, Inc.	Advertising	19 West 44th St., New York...	Graybar Bldg., 420 Lexington Ave., New York
Butterick Publishing Co., Uptown Offices	Publishers	Butterick Bldg., Sixth Ave. & 41st St., New York.....	Graybar Bldg., 420 Lexington Ave., New York
Edwards, Ewing & Jones, Inc.	Advertising	328 Chestnut St., Philadelphia.	North American Bldg., Broad & Sansome Streets, Philadelphia
Hughes, Wolff & Co., Inc....	Advertising	133 East Ave., Rochester, N. Y.	Taylor Bldg., Suite 500, Roches- ter, N. Y.
Christian Science Monitor, Paris Offices	Publication	56 Rue du Faubourg Saint Honore, Paris ..	3. Avenue de l'Opera, corner Rue de l'Echelle, Paris



When the Customer Takes Your Catalog—

DOES it start selling before the book is ever opened? Does the cover inspire enthusiastic admiration—respect—a keen desire to see what's inside? As the jeweler hands this International Silverplate Catalog to his customers, its beautiful appearance, the very feel of its cover—richly embossed—conveys an unmistakable impression of the exquisite creations portrayed within.

As with silverplate, so with automobiles or furniture or hardware or hosiery—a Molloy Made Cover can be created to add tremendous selling power to your catalog, no matter what you have to sell. There is scarcely a line of merchandise manufactured which has not tested—and profited by—the sales value of Molloy Made Covers.

Our full co-operation awaits you when next you plan a book, whether it be a catalog, sales manual, advertising portfolio, or market survey. Write to us for samples and suggestions.

Caution!

Be Sure It's Molloy Made

Molloy Made Covers are made only by the David J. Molloy Company, in Chicago. Only by specifying Molloy Made Covers can you be sure of the uniformly high quality which has built their reputation. It has come to our notice that the phrase "Molloy Type Covers" is being used promiscuously in connection with covers produced by other manufacturers. Look for the "Molloy Made" trademark.

Commercial Covers for Every Purpose

THE DAVID J. MOLLOY COMPANY

2863 N. Western Ave.
Chicago, Illinois



Sales Offices in
Principal Cities

MOLLOY MADE

MILWAUKEE—First City in Diversity of Industry!



They Have Jobs and Money Too—in Milwaukee!

MILWAUKEE is working overtime! Vast mills and factories—pushed to capacity—are earning the highest incomes for workers in the post-war history of this great industrial center.

\$1,551, recorded during 1926, tends to be still further increased by the growing demand for labor in this rich and stable market. Advertisers in all lines are profiting by the remarkably high average buying power thus created.

Steady Work — Greater Buying Power

As first city in America in diversity of industries, prosperous Milwaukee consistently provides a higher than average income for labor. But under the present peak production the municipal employment office reports a demand for skilled labor far in excess of the supply—especially in the metal trades which alone produce more than \$350,000,000 worth of goods annually. The high average individual wage of

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