

# Advertising & Selling

PUBLISHED FORTNIGHTLY



Drawn by Fred Cole for Fisher Body Corporation

DECEMBER 28, 1927

15 CENTS A COPY

*In this issue:*

"Buying Patent Rights, the Only Legal Monopoly" By EDGAR H. FELIX;  
"Back Home with the County-Seat Newspaper" By H. A. HARING; "The  
Manufacturer's Responsibility in Self-Medication" By J. D. SPURRIER; "My  
Great Mistake" By CLAUDE C. HOPKINS; "The News Digest" on Page 70

W. L. L. L. L. L.  
Kansas City, Mo.

# Reader Interest . . . What Is It?

**A**N active, continuous reader approval of, and confidence in, a newspaper's editorial and news policies.

But more than that. Reader interest in terms of advertising values means a habitual reader reliance upon the advertising columns of a newspaper for information necessary to the economy of the home. Newspapers that lead in retail advertising commonly enjoy this reader interest.



In Chicago no week-day newspaper is so comprehensive and representative a shopping guide as The Daily News; none has so large a volume of local advertising. The larger retailers (department stores in and out of the loop) place more advertising in The Daily News than in the next three Chicago week-day newspapers combined. Retail food advertisers doing business through more than 2,000 stores in Chicago and suburbs place more advertising in The Daily News than in any other Chicago newspaper, daily and Sunday combined.

Shoppers for the Chicago home have learned to rely upon The Daily News as a buying directory as well as a medium of information and entertainment.

Reader interest, in so far as it is important to the space buyer, means interest in and response to all that a newspaper presents . . . advertising as well as news.

In no other Chicago newspaper is the reader interest so complete and effective as in

## THE CHICAGO DAILY NEWS

Publishing More Advertising Than Any Other Chicago Week-Day Newspaper

<i>Advertising Representatives:</i>	<b>NEW YORK</b>	<b>CHICAGO</b>	<b>DETROIT</b>	<b>SAN FRANCISCO</b>
	J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly 408 Fine Arts Bldg.	C. Geo. Kroeges 253 First National Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

**Average Daily Net Paid Circulation for November, 1927—446,803**

**—95% in Chicago and Suburbs**

# THE FUNNY FOLKS WHO LIVE IN AD-LAND

The scene is breakfast. At the table are seated Dad, Mother (who is also known as the Housewife,) young Marion and younger James (who are known as the Kiddies.)

Mother says to Dad, "Dear, won't you have some of these pancakes, cooked with flour that 143 tests conducted by leading dental scientists prove is beneficial for acidhidrolidones, the dread disease that saps all modern gums of those essential vitabones which make for health among people of distinctive taste?"

Dad replies, "Thank you dear, I *will* have some of those delicious delicacies prepared so easily at home and today I shall stop in and look over that magnificent Blah Straight "8", the car that people of superlative taste instinctively know leads the world in beauty and performance, the car that has achieved outstanding leadership among the unique masterpieces of engineering c-r-a-f-t-s-m-a-n-s-h-i-p."

The Kiddies in chorus, "And Father, dear, won't you bring us some of that bone-building, tissue-strengthening chewing gum endorsed by Amyrilla Whoositz—America's most popular endorser?"

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*Many an advertiser today is being made to look ridiculous, not through lack of facts in his advertising but because those facts have been presented in an artificial, unbelievable way. Facts need never be dull. Nor do they have to "go advertising" to be interesting.*

JOSEPH RICHARDS COMPANY, INC.

*"Facts first — then Advertising"*

257 Park Avenue

New York

**The INDIANAPOLIS NEWS**  
has *more*  
home-delivered  
city circulation  
than  
*both* other  
Indianapolis dailies  
*combined.*

*Exclusive Indianapolis Member, 100,000 Group of American Cities*

**The INDIANAPOLIS NEWS**  
*sells The Indianapolis Radius*

DON. BRIDGE, *Advertising Manager*

NEW YORK: DAN A. CARROLL  
110 East 42nd Street

CHICAGO: J. E. LUTZ  
The Tower Building



# Everybody's Business

By Floyd W. Parsons

## Old Yardsticks

**T**HERE is an old saying that the veil of mercy covers the face of futurity. Perhaps it is a good thing we do not know more about tomorrow. How terrible it would be if the famous literary lights of Europe should be right in their dire predictions of what is going to happen to America. It makes one shiver to read the conclusions of Count Keyserling, H. G. Wells, Dr. C. G. Jung and other critical observers of the new civilization

that we are building on this western Continent of ours.

But are they doing more than merely guessing? And is it not possible that they are still using yardsticks which have become worthless for measuring the future?

They say ours is a road leading to a new Dark Age. Human nature never changes, and the primitive will reassert itself. It is the way of nature that after light will come darkness, and humanity being a part of the common order, must conform. Each new civilization only represents a fresh start, and there is no essential difference between a new beginning that took place 10,000 years ago and one that begins today.

As proof that we are following a route that has been traveled before, it is pointed out that the colonization of America has been quite like that of ancient India. Our life has taken the character of a military regime and we are coming more and more to resemble a race of conquerors. In our offensive against foreign countries we use bullets of gold instead of lead, which is in keeping with the spirit of the new industrial age.

Our religion is that of work, and this form of faith will survive only as long as prosperity continues to increase. Eventually technical progress will defeat itself. A congestion of motor cars will make it easier and quicker to walk than to ride. The purely American culture that will soon come into being will be based on leisure, as have all the cultures of the past, and the idle apostles of this new culture will grow in numbers and power until they will repudiate the religion of work. Then it will be disclosed to the world that the road of efficiency is not always the road to happiness.

On and on go the philosophers. They insist that our ideal is becoming purely Indian. Our music and religious revivalism and sense of humor are all showing the influence of the negro. Our rush and bustle express the restlessness of a soul out of harmony with itself. Mother earth is stronger than man and we are being dragged down to the level of the native. As we



Drawn by David Hendrickson for the General Electric Co.

lose our original vitality the spirit of the aborigine will increasingly assert itself.

These are some of the arguments used to support the belief that Europe and America are drifting apart; that Americanization of the world is becoming more remote. It is declared that already we are as far removed from our Pilgrim Fathers as the average European is from the Medieval Knight.

Why should we take these fantastic forecasts seriously? Where in the past was any civilization

constructed on a foundation that bore the least resemblance to that on which we are erecting our present era of industrialism? At no time in history has the population of any country been made up of such a mixture of races as ours. Homogeneous populations are generally static. Our melting pot is turning out a new type of human, a mongrel who has the dynamic power that qualifies for leadership. Blue blood is more of a social than an industrial asset.

Never in any past civilization were technically trained minds available to direct the utilization of the natural resources of the earth. Through all of the centuries of the past the planet on which we live has remained practically virgin. The scientist is a new factor in history. Coal, oil and water-power played no part in the cultures of yesterday. Early man could not substitute machines for the work of his hands, and he knew nothing of modern means of communication and transportation. People in one part of the world were ignorant of what others were doing. It took a thousand years for the secret of silk manufacture to get from China to Spain.

Yesterday is dead and never will the same conditions return. The present preeminence of the United States has not come of accident or resulted from the fortunes of war. Long before 1914 the march of America to a position of world leadership had already commenced. Intelligent investigation of the facts and figures then available would have disclosed to anyone that the old standards of international comparison were on the way to oblivion. The common phrase "back to normal" is nothing more than an empty use of words.

And as for the future, we can no more picture what lies ahead than our forefathers could visualize a day when electricity would enable them to see inside opaque bodies, speak round the world, and look across the widest of oceans. We are commencing to comprehend

[CONTINUED ON PAGE 54]



# The News Is Read by 4 Out of 5 Food Buyers in Detroit

**I**T may be a man's world, as the feminists say, but those who have the job of getting dollars back for goods say that it's the woman who regulates the world's budget. And certainly woman controls the state of the family cupboard: Because this is so and because The Detroit News goes into 4 out of every 5 homes where any English newspaper is read does it carry more grocery and food product advertising than both other Detroit newspapers combined. The esteem in which The Detroit News is held by the directors of the family budget is a matter on which it prides itself and a fact easily ascertained by the tremendous volume of mail received daily from women of every class. More than 200,000 letters are written annually.

In every selling classification of advertising The News leads all other Detroit newspapers—a fact that verifies its ability to cover this market thoroughly and alone.

## The Detroit News

The HOME newspaper

356,000 Sunday Circulation

330,000 Weekday Circulation

# W A R N I N G

## *the Cosmetic Bootlegger*

**O**F LATE reputable manufacturers of toilet requisites and cosmetics have been awakened to the danger of trade-mark pirates and package counterfeiters whose raids on the markets of established brands are a serious threat to prestige and good-will. Says a bulletin of the American Fair Trade Association:



“The women of America, according to figures recently announced by the Department of Labor, are spending \$1,825,000,000.00 a year for artificial aids to beauty. It is no wonder that this enormous outlay attracts buccaneers who make a business of stealing the trade-marks and designs of reputable firms. The products sold under these imitation labels are not only worthless as beautifiers but frequently dangerous since they are compounded without medical supervision and may contain ingredients harmful to the skin.”

At a time like this the Seal of Approval of Good Housekeeping Bureau of Foods, Sanitation and Health is a safeguard to the manufacturers who use it on their packages, as well as a guide to the consumer. All the resources of this organization are pledged to guard against the forgery of this Seal and to protect the widespread good-will established for it by long years of satisfactory service to the public.



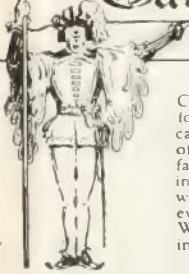
# GOOD HOUSEKEEPING

CHICAGO BOSTON NEW YORK DETROIT SAN FRANCISCO

# Canfold

# Velvetone

# Esopus



CANFOLD is a remarkable folding paper with practically no printing limitations of colors or screen. Its surface, while capable of holding the finest of vignetting, will not crack where folded even when double-folded. Whenever a paper of folding and printing excellence is needed CANFOLD will prove its unusual merit eloquently!

Substance (25 x 38)	70	80	100	120
25 x 38	70	80	100	120
25 x 40	100	120	160	200
28 x 42	87	99	124	...
28 x 44	91	104	130	...
28 1/2 x 45	100	130	160	200 260
29 x 52	112	127	...	...
32 x 44	104	120	148	...
35 x 45	116	133	166	...
38 x 50	140	160	200	240

VELVETONE is an outstanding achievement in semi-dull surface paper coating. Its exceptional and uniformly beautiful surface adapts it ideally to the requirements of de luxe brochure and booklet printing. Whenever an instant impression of quality or prestige must be conveyed, the subdued lustre of Velvetone is usually more effective than the brilliance of an enamel paper. Reproductions of fine-screen, soft-focus copy with colors in line or Ben Day can produce effects on Velvetone quite beyond the scope of the less skilfully surfaced papers.

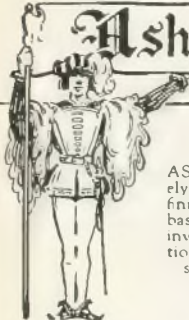
Substance (25 x 38)	70	80	100
WHITE 25 x 38	70	80	100
" 28 x 44	104	119	...
" 32 x 44	104	119	...
" 35 x 45	133	...	...
" 38 x 50	160	...	...
INDIA 25 x 38	70	80	100
" 28 x 44	91	104	...
" 32 x 44	104	119	...
IVORY 25 x 38	80	...	...
BUFF 25 x 38	80	100	...
GRAY 25 x 38	80	100	...
" 28 x 44	104	...	...
" 32 x 44	119	...	...

ESOPUS, our No. 2 Enamel Book, is offered for the many jobs of printing in which the matter of price is an important consideration. With ordinary handling, ESOPUS shows results that compare favorably to work produced on many a higher priced stock. It is highly satisfactory and economical for most run-of-shop jobs in one or two colors.

Substance (25 x 38)	60	70	80	100	120
25 x 38	60	70	80	100	120
28 x 42	86	99	124	...	...
28 x 44	78	91	104	130	156 200
29 x 52	96	112	127	...	...
30 1/2 x 41	92	105	...	...	...
32 x 44	89	104	119	148	...
33 x 46	96	112	128	160	...
35 x 45	116	133	166	...	...
38 x 50	120	140	160	200	240



# Ashokan



ASHOKAN has an extremely high, yet softly-glossed finish. It provides an ideal basis for any printing that involves accurate reproductions, in any screen, of all sharply detailed copy—whether in colors or black and white.

Substance (25 x 38)	70	80	100	120
25 x 38	70	80	100	120
28 x 42	86	99	124	148
28 x 44	91	104	130	156
29 x 52	112	127	...	...
30 1/2 x 41	104	119	...	...
32 x 44	104	119	148	...
33 x 46	112	128	160	...
35 x 45	116	133	166	...
38 x 50	140	160	200	240

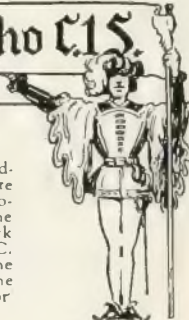
## THE COMPLETE LINE of CANTINE'S COATED PAPERS

WE have received many requests for information relative to our full line of coated papers. For that reason we are listing here, for your convenience and comparison, stock, sizes and substances of Canfold, Velvetone, Esopus, Ashokan and Litho C. 1 S.

Below, you will find the Dealer for your district.

LITHO C. 1 S. (Coated One-Side) is a sound sure foundation for the lithographing of labels. The remarkable presswork possible with LITHO C. 1 S. adds greatly to the productive appeal of the advertising material for which it is used.

Substance (25 x 38)	55	60	70	80
22 x 28	36	39	45	52
25 x 38	55	60	70	80
28 x 44	72	78	91	104



### NEW YORK CITY

- Baldwin Paper Company, Inc.
- Beekman Paper & Card Company, Inc.
- Bulkley, Dunton & Company
- Clement & Stockwell, Inc.
- Empire State Paper Corporation
- Forest Paper Company, Inc.
- Manhattan Card & Paper Company
- Marquardt, Blake & Decker Company
- Geo. W. Millar & Company, Inc.
- Holden & Hawley, Inc., Division
- Miller & Wright Paper Company
- A. W. Pohlman Paper Company, Inc.
- Paul E. Vernon & Company
- Vernon Bros. & Company
- Wm. G. Willmann Paper Company, Inc.

### NEW YORK STATE

- Albany Hudson Valley Paper Company
- Buffalo W. H. Smith Corporation
- Rochester R. H. Thompson Company
- Syracuse R. M. Myers & Company
- Troy J. & F. B. Garrett Company
- Troy Paper Company

### MASSACHUSETTS

- Boston Carter Rice & Company
- Cook Vivian Company, Inc.
- Charles A. Esty Paper Company
- Holyoke Judd Paper Company
- Plymouth Paper Company
- Springfield Meek-Whitney, Inc.
- Worcester Charles A. Esty Paper Company

### CONNECTICUT

- Bridgeport The C. E. Dartt Company
- Hartford Rourke-Eno Paper Company
- New Haven Arnold-Roberts Company
- Chatfield Paper Company

### RHODE ISLAND

- Providence R. L. Greene Paper Company

### PENNSYLVANIA

- Harrisburg Donaldson Paper Company
- Philadelphia Curtis & Bro., Inc.
- Scranton Wilcox-Walter-Furlong Paper Co.
- York Megargee Brothers
- Andrews Paper House

### MARYLAND

- Baltimore Reese and Reese
- Hagerstown O. F. H. Warner & Company
- Antietam Paper Company

### DISTRICT OF COLUMBIA

- Washington R. P. Andrews Paper Company
- Cleveland Central Ohio Paper Company
- Columbus Central Ohio Paper Company
- Toledo Central Ohio Paper Company

### ILLINOIS

- Chicago Import Paper Company
- Forsythe Paper Company
- The Blunden-Lyon Company
- Felsenheld & Daniels Paper Company

### GEORGIA

- Savannah M. S. & D. A. Byck
- Houston L. S. Bosworth Company

### CALIFORNIA

- Los Angeles Western Pacific Paper Company
- San Francisco General Paper Company

### OREGON

- Portland Carter, Rice & Company

### WASHINGTON

- Seattle Carter, Rice & Company
- Tacoma Standard Paper Company

## THE MARTIN CANTINE COMPANY, SAUGERTIES, N. Y.

Since 1888 Manufacturers of Fine Coated Papers Exclusively.

New York Office - 501 Fifth Avenue

# Cantine's

# COATED PAPERS



# The Desire To Gain

stimulates the average American to speculate but The Magazine of Wall Street believes that the average speculator really desires to build up a conservative investment program. To that end we urge our subscribers to speculate with only 15 per cent. of their surplus funds; 35 to 40% to go into gilt-edged securities and 45 to 50% in securities which enjoy stable income and may appreciate in value.

Would you criticise so high an investment standard?

We use the speculative appeal in order to put over our investment schedule.

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

Member A.B.C.

42 BROADWAY

NEW YORK CITY

No. 11 of a Series



# Don't Make An Anemic Thrust At This Vast Market

**M**R. GEORGE KIRKGASSER, in a recent address before the Cincinnati Association of Industrial Advertisers hit the nail on the head when he said "spread shot methods must be eliminated and the best markets selected."

The time is coming when the thinly spread, all-inclusive industrial campaign will be as obsolete as "coal yard gothic."

Take the textile industry. Here is a market of such magnitude and compactness that merely to tap and then wander on in fields afar—is little short of waste. The Second Industry of the land, it represents an invested capitalization of more than six billion dollars.

This tremendous market is not hard to reach. Its units are big. 95% of its production is confined to large plants. It numbers fewer executives per thousand workers than any other industry.

Textile World, the outstanding journal of the industry, covers every branch thoroughly, reaching both North and South. It serves more than 800 advertisers on regular schedule.

Let this proved medium play a substantial part in your cultivation of the industrial market during 1928. A copy of "How to Sell to Textile Mills" will be sent on request.

Member  
Audit Bureau of  
Circulations

## Textile World

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

Member  
Associated Business  
Papers, Inc.

334 FOURTH AVE.,



NEW YORK

# Are you using a shotgun or a rifle to reach the Boston Market?

**W**HERE the Boston market seems to be—and where it *actually is*, are two different things. Boston seems to be a scattered trading area 30 miles wide. Actually Boston's *buying group* is concentrated in a Key Market within 12 miles of Boston's City Hall.

From this area the Boston department stores draw three-quarters of their total business. Here the retail outlets of every description are most numerous and most prosperous.

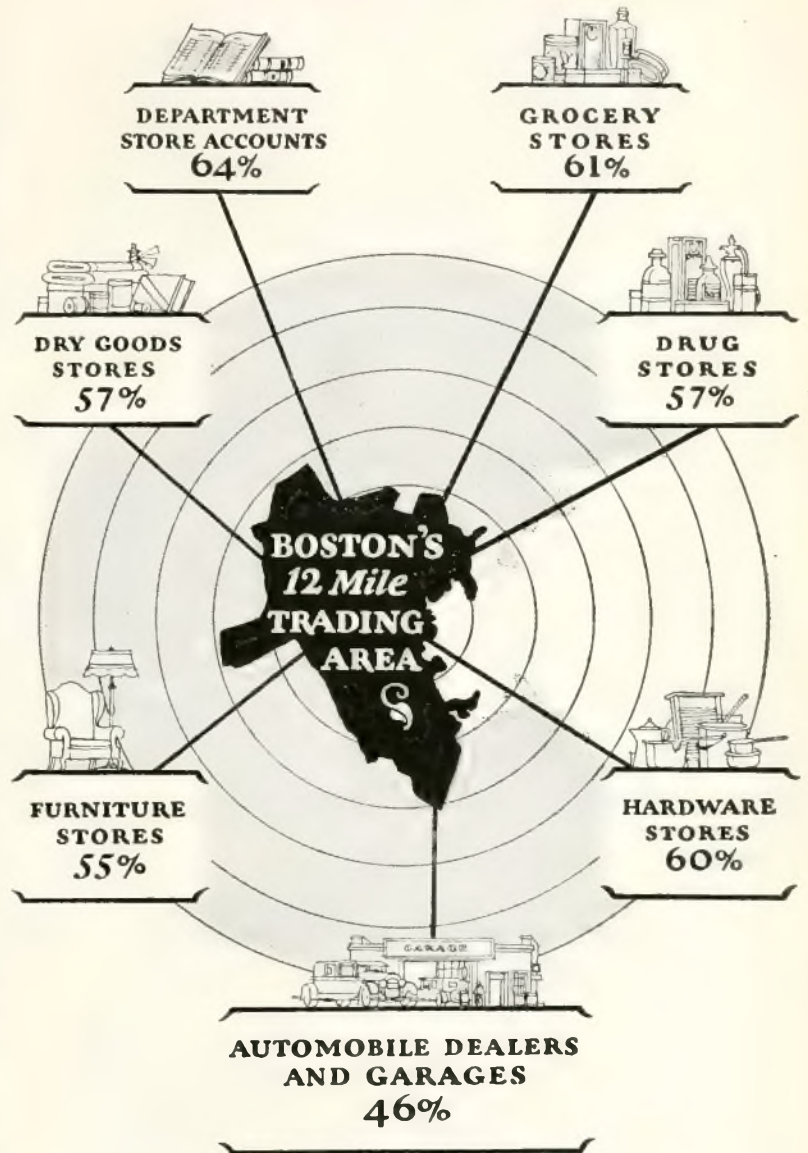
*Here is where  
the Globe concentrates*

To reach this Key Market, advertisers must use the Globe. Here the Sunday Globe leads all other papers in circulation. And the daily Globe's circulation exceeds the Sunday Globe. Uniform seven-day concentration!

Boston's shrewdest merchants, the department stores, recognize this by placing more advertising in the Globe—both daily and Sunday—than in any other Boston paper.

The reason for this day in and day out hold upon its readers is that the Globe appeals to all classes of Boston people—regardless of race, creed or political affiliation.

These people form Boston's buying group. To reach them the Globe must be the backbone of every Boston advertising campaign.



BOSTON'S 12-MILE AREA contains the greatest concentration of people and wealth in New England. Successful sales and advertising efforts concentrate first upon selling this key territory.

## The Boston Globe

*The Globe sells Boston's Buying Group*

# It Surprises Even Us, Sometimes

**W**EEK in and week out, The New Yorker carries a large volume of advertising—the second greatest number of advertising pages this year, in fact, of any magazine. Advertising in The New Yorker is averaging approximately 60 pages to the issue.

With advertising what it is, however, bought on hunch and impression and sold with exhibits of quality, of coverage, of what have you, it generally gets away from us that the real reason for advertising is *to produce business*.

As much as we know about the quality of The New Yorker and its coverage of this richest and most dynamic of markets, we still get, from time to time, an added kick out of the tributes paid by advertisers to the unholy pulling power of this magazine.

**ITEM:** The William F. Wholey Co., Inc., equipment specialists for the furnishing of offices, write us that 27 pages of advertising in The New Yorker have closed sales for them aggregating nearly \$200,000—all traceable to The New Yorker.



**ITEM:** W. W. Winship & Sons, Inc., manufacturers of luxurious luggage, write us, "We ran a page advertisement in your Nov. 26 issue announcing the Migrator, a new kind of hat box which carries women's clothes hung up as a wardrobe trunk does."

"The very finest retailers in New York are handling this new case, and with the exception of one or two of the smaller shops,

practically every New York dealer has re-ordered in the two weeks since this one page appeared.

"One of the best known and most exclusive luggage shops in the country had given us an insignificant sample order for four of these new cases. On the Monday following the appearance of our advertisement, this shop placed with us a re-order for two dozen cases, saying that on Saturday and Monday morning they had had so many inquiries for the case that it was necessary for them to have immediate delivery.



"We are certain from the above experience that we were wise in deciding to spend all our New York appropriation in your publication."

These are not isolated examples. We can produce a score of others establishing an equal responsiveness.

After all, we *shouldn't* be surprised; because week after week New York's finest shops and department stores are represented in the pages of *The New Yorker*—and for just one reason: It brings New York's smartest people into their stores to buy their best merchandise.

No wonder that national manufacturers are discovering, too, what an avenue *The New Yorker* is to the favor of this rich and responsive market in New York.

## THE NEW YORKER

25 WEST 45<sup>TH</sup> STREET / NEW YORK



Underwood &amp; Underwood

"... in Springfield, Mass., all your prospects are reached"

## Advertisers in Industrial Gas Do Not Miss a Single Prospect

**A** PAID circulation of 21,000, covering 300 of the country's leading industrial cities—reaching every responsible official and influential employee in all the industrial plants, located in these cities, which have problems in heat-treating. This is the bid of INDUSTRIAL GAS for any advertising directed at the market for gas equipment and heat-control apparatus.

Your advertising in INDUSTRIAL GAS will get the consideration of every person who can purchase your product or influence its purchase. Your advertising will reach both the firms that are using gas at present, and those that are about to use it for the first time. Wherever there is a chance for you to sell, INDUSTRIAL GAS will give you that chance.

Consider the way in which this medium has been fitted to your exact

*This is the fourth advertisement of a series citing some of the industrial cities in which*

*INDUSTRIAL GAS has 100% coverage of the market for gas equipment and heat-control apparatus.*

needs. In Springfield, Mass., the Springfield Gas Company has singled out 147 industrial concerns in its territory which are immediate prospects for the sale—or increased use—of gas. INDUSTRIAL GAS goes to every one of these concerns, with as many copies to each as there are men who should be reached and sold. Beyond these 147, there is not another prospect, immediate or remote, for you in Springfield. Among the concerns you will reach in this city are Rolls Royce of America, Fisk Rubber Co., Savage Arms Co., Bosch Magneto Corporation, Chapman Valve Co., Smith and Wesson, and the Diamond Match Co.

And in hundreds of other industrial cities your coverage will be just as complete and thorough-going. Your advertising in INDUSTRIAL GAS is bound to pay for itself from the start—which should be made without delay.

# Industrial Gas

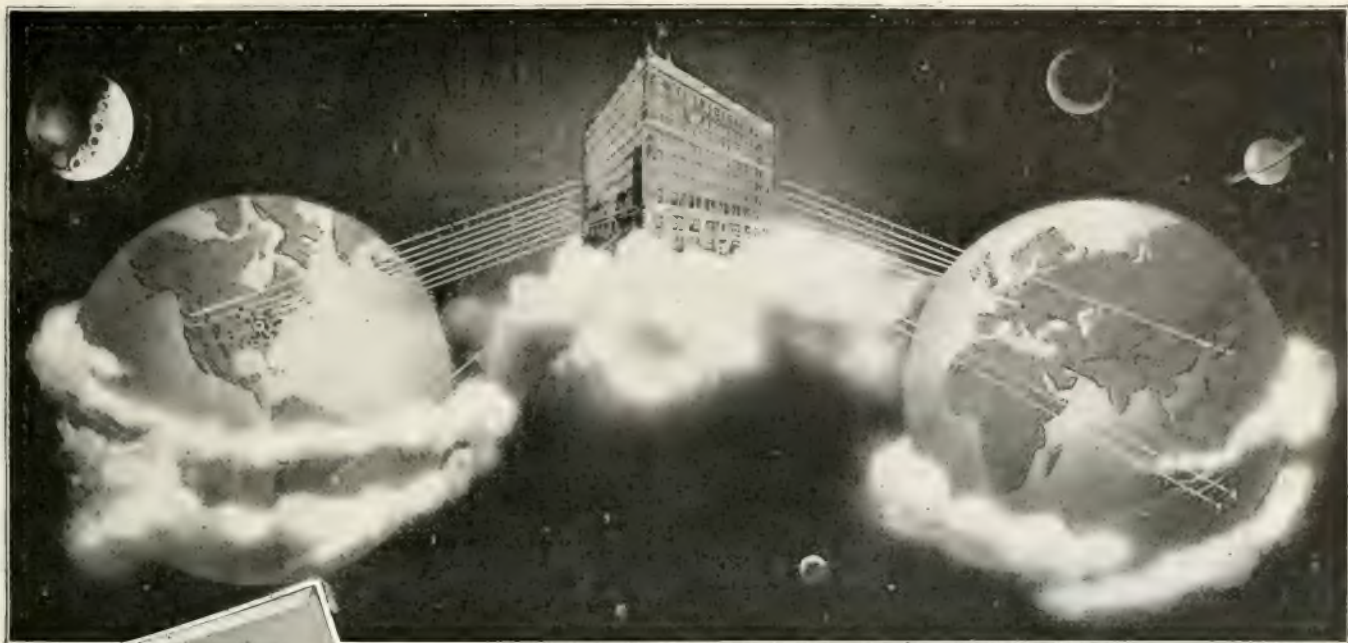
*Published by the Robbins Publishing Co.*

CLEVELAND  
405 Sweetland Bldg.

CHICAGO  
Peoples Gas Bldg.

NEW YORK  
9 East 38th St.

SAN FRANCISCO  
320 Market St.



## The House of Penton

### Headquarters for Industrial Information

**I**N the Penton Building at Cleveland you will find great files of data containing the vital facts, kept up to date, about the iron, steel, metalworking, machinery, foundry, abrasive, heavy engineering, and marine transportation industries of the whole world. Better yet you will find men who are recognized everywhere as real authorities in these important fields of business activity served by the Penton Publications. Consequently the House of Penton has become a headquarters for industrial information.

It contains great reservoirs of data kept constantly in readiness for the 102,000 industrial buyers who are regular readers of the Penton Publications. In addition every hour of every day brings in new facts and vital news by mail, wire and radio from the four corners of the earth. Penton Publications therefore are essential to the activities of America's leading industrial executives, and their advertising pages offer a direct avenue of approach for manufacturers of industrial products.

## The Penton Publishing Co

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations.

Member, Associated Business Papers.



# “MODIFIED SCOTCH”!

## CONTRABAND?

Alas, No—

But Type—

Beautiful, Handsome, Well Groomed Type—

Designed especially for—and strictly peculiar to

## THE ATLANTIC MONTHLY

And found in no other magazine—

Gives The Atlantic that distinguished mien and inimitable caste which makes each issue an irresistible attraction—

An attraction evidenced by steadily mounting circulation—

A bargain in bonus circulation at current rates—

As to the type face and how it came to be—that's a story in itself. Shall we tell you?

## THE ATLANTIC MONTHLY

*A Quality Group Magazine*

8 Arlington St.

Boston, Mass.

DISTINGUISHED POINT No. 9 IN THE GALAXY OF 12 CONTRIBUTING TO THE ATLANTIC'S DOMINATING POSITION.



# Advertising & Selling

VOLUME TEN—NUMBER FIVE

December 28, 1927

Everybody's Business	5
FLOYD W. PARSONS	
Buying Patent Rights, the Only Legal Monopoly	19
EDGAR H. FELIX	
"What About Advertising?"	20
EARNEST ELMO CALKINS	
The Manufacturer's Responsibility in Self-Medication	21
J. D. SPURRIER	
My Adventures As a Yankee Space Salesman in Japan	22
IRWIN A. VLADIMIR	
Back Home with the County-Seat Newspaper	23
H. A. HARING	
Our Stockroom Turns Itself Every Ten Days	24
ROY E. TILLES	
The Price Cutter in the Grocery Store	25
W. F. L. TUTTLE	
My Great Mistake	26
CLAUDE C. HOPKINS	
Try and Do It, Mr. Wilson	27
LYNN ELLIS	
Servicing—A Sales Help or a Sales Hindrance	28
HENRY MOFFETT	
The Editorial Page	29
"Let George Do It"	30
Effective Economies in Preparation Costs	32
WILL HUNTER MORGAN	
Neon Signs, the Aristocrats of the Night	34
H. E. BRAGDON	
Glorifying the Commodity	36
W. R. HOTCHKIN	
A List of Cooperative Advertising Campaigns	38
The Proof of the Pudding	40
R. S. RIMANOCZY	
The 8-Pt. Page by ODDS BODKINS	42
The Open Forum	52
E. O. W.	56



Courtesy N. Y. Evening Post

**F**IFTY years ago *Punch* contained this prophetic drawing, at the time a wildly improbable one, in which the lady of the house is saying to the page "... at a quarter to nine turn on 'Voi che Sapete' from Covent Garden; at ten let in the Stringed Quartet from St. James's Hall . . ."

In the world of business such a prevision of future inventions would be of incalculable value; a knowledge of how to handle those that already exist is in many fields virtually a necessity—and in proportion to its importance relatively infrequent or uncertain.

Consequently the best procedures to follow in dealing with the complications that surround patents has been outlined for the manufacturer in the leading article of this issue—"Buying Patent Rights, the Only Legal Monopoly," by Edgar H. Felix.

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

CLEVELAND:  
A. E. LINDQUIST  
405 Swetland Bldg.; Superior 1817

CHICAGO:  
JUSTIN F. BARBOUR  
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Subscription Prices: U. S. and possessions and Canada \$3.00 a year; foreign \$4.00 a year, payable in advance. 15 cents a copy

Through purchase of *Advertising and Selling*, this publication absorbed *Profitable Advertising*, *Advertising News*, *Selling Magazine*, *The Business World*, *Trade Journal Advertiser* and *The Publishers Guide*. *Industrial Selling* absorbed 1925. Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1927, By Advertising Fortnightly, Inc.



**A**nother year. Another tapestry... twelve months long  
 ...to fashion as we choose... Lay true the pattern  
 and with patience weave till hope and deed are one.  
 December, 1927

THE H · K · M · C · A · N · N · C · O · M · P · A · N · Y

DECEMBER 28, 1927

# Advertising & Selling

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## Buying Patent Rights, the Only Legal Monopoly

How Can a Manufacturer, Desiring to Recognize Patents and Secure Protection Under Them, Avoid the Dangers of Paying for Patents Which May Later Be Proved Invalid?

*By Edgar H. Felix*

**A** PATENT constitutes a legal monopoly, safeguarded by federal laws, so that the inventor may control his discoveries and share in the profits made by them.

Manufacturers in every line of business operate under patent protection, which they obtain by outright purchase or by license on a royalty basis. Practical ideas, when effectively submitted by inventors, are eagerly seized upon and huge sums are spent annually in the purchase of patents and in patent royalties.

So long as inventions are simple and basic, and so long as the art or field of which they are a part is not—or has not been—the subject of intensive research, the patent is a simple



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**M**ORE hopes enter the Patent Office at Washington than issue forth realities; to a large extent it is a morgue of inventors' dreams. And inventors are not the only men disappointed by the vagaries of law and chance that surround with financial hazard the successful exploitation of their discoveries. The purchase of a patent by some manufacturer has a certain element of risk attached to it, says Mr. Felix; so he outlines the forms of procedure that will reduce the chances of loss

right, often of considerable financial value to those who exploit it successfully. But industries which have enjoyed a boom period almost invariably suffer from a deluge of conflicting patented inventions which eventually results in an expensive day of reckoning.

The more desirable the patent and the more competitive the field, the more likely it is that there will be patents of a conflicting nature, and also the more valuable good patent rights become. As a result, the more hazardous the patent is, the more it costs the manufacturer.

The purchase of a patent is, in most cases, a risky venture; but to disregard patents is even more hazardous. The

risk in purchase or license arises out of the many unknown factors which may completely destroy the value of a patent after it has been paid for. Given an honest inventor and an honest manufacturer, fully inclined to respect the claims of other patent holders, most distressing and apparently inescapable situations may arise out of the operation of the patent law.

An example of the situation which may arise will serve to indicate the value of observing precautions.

An inventor demonstrates a new electric typewriter to a manufacturer. He shows patent applications, describing new and exclusive features; offering, to all appearances, liberal protection and security from competition. Thereupon, the manufacturer decides to secure rights under these patents and to manufacture the electric typewriter. The

patent search has revealed no conflicting claims. He proceeds to build the machine, places it on the market, makes substantial profits, and pays the inventor large royalties.

After a year or two of successful business one of the large typewriter manufacturers files a suit, claiming that the manufacturer is infringing on a recently issued patent which covers almost identically the same basic structure. The patent upon which infringement is claimed had not been applied for when the inventor filed his patent application and, consequently, no interference was declared at the time by the Patent Office. Furthermore, minor differences between the structure which the manufacturer uses and that covered by the typewriter manufacturer's patent specifications permit an interpretation that they are different inventions and, conse-

quently, no interference was declared by the Patent Office when the later patent was filed.

The differences between the two contested patents are matters of technical phraseology, but the manufacturer is quite hopeful that, properly presented in the courts, they will form the basis for a good defense in the impending infringement suit.

A court proceeding takes place and the typewriter company shows earlier invention, although its application was filed after the manufacturer's was. The company has complete records of diligent and exhaustive research work and, furthermore, is able to show an experimental laboratory model which is identical with the typewriter made by the manufacturer. The model settles unequivocally any doubt that the two inventions are identical, even though

[CONTINUED ON PAGE 44]

# "What About Advertising?"

By *Earnest Elmo Calkins*

IT was about time that someone wrote a readable book about advertising. It has been done by Kenneth M. Goode and Harford Powel, Jr. "What About Advertising" is as interesting as a novel. Both its authors know how to write. They have the saving grace of humor. They do not take themselves too seriously. They are never dogmatic, but their observations are shrewd and sound and make one think furiously.

This question of readability of business books is an important one. Unfortunately, most of those we have had so far are as dull as a financial statement.

As a counterfoil to the Goode-Powel opus there is a recent book from the Harvard School of Business Administration, which is as sound as a nut and as serious as a funeral. From it one turns with relief to the sparkling pages of this survey of advertising which makes the whole fabric of advertising work seem as interesting as it really is. What one especially enjoys is the absence of positiveness which mars so many books on business. That was particularly the defect of Claude Hopkins' "My Life in Advertising." Not only were his ways the right ways, but they were the only right ways. Everything had been found out, numbered, classified and set down for all time to come. Advertising men know that this is not the way advertising works. Advertising is constantly a fresh adventure, a world made new, and this appeal of novelty, of new opportunities, is what makes "What About Advertising" so stimulating.

Take this, for instance:

For every advertisement has two *active* sides:

1. You write what you want;
2. I read what I want.

Once in a while the twain meet. But not nearly so often as is generally supposed, *because I am as selfishly interested in what I will read as you are in what you will write.*

Has that thought ever been better put? To my mind it sums up the whole case of the present futile and foolish exaggeration which represents always the seller's point of view and never the buyer's.

Not only are some new points of view presented in this book, but the old stereotyped conclusions that we have all arrived at by experience have been dressed up and freshened by the sparkling way in which they are described and discussed.

The very chapter headings suggest a new atmosphere:

Rooster Crows and Results  
Pangolins Free  
From Eve to Edison  
The Almost Perfect Campaign  
Butterflies and Little Blood Hounds

These chapter headings do not belie their chapters. Messrs. Goode and Powel have written a book that will interest the lay reader with no particular concern about advertising, but they have also written a book that the jaded advertising man can read with pleasure and profit. I am not sure but that this is the best book on this much discussed subject that has yet appeared.

# Manufacturer's Responsibility in Self-Medication

The Makers of Proprietary Remedies Must Discourage "Dumb Dosing" and Teach the Public Not to Over-Indulge in Proprietary Remedies Used in Self-Medication

By J. D. Spurrier

President, Drug Store Products, Inc. (Feminex), Toledo

**T**HERE are developments in the proprietary medicine business, plainly evident today, that can be illustrated best by a momentary reference to the motor car industry. Automobile manufacturers advertise how fast their cars will go. In fact, a recent full page magazine advertisement promised "an honest 80 miles an hour." Does this mean that the automobile manufacturer recommends that the public should drive its cars at eighty miles an hour all the time? Not at all. Beyond a certain reasonable speed danger lurks and, knowing that, the manufacturer builds his car close to the ground and equips it with such safety devices as four wheel brakes.

Today four wheel brakes are as much needed in the advertising of medicines as they are on automobiles.

The editors of ADVERTISING AND SELLING have recently had occasion to condemn, for the good of the cause, the abuse by advertisers of their privileges in thoughtless overstatements or in just general "over-doing it." Such practices, while innocuous in themselves, admittedly serve to reduce the public's belief in advertising; and, when carried over an appreciable period of time, to increase the cost of advertising to all advertisers.

Certain tendencies in the selling and advertising of proprietary medicines are becoming exceedingly costly as they grow worse each year. I refer principally to the broad claims (moderately speaking) now being used in the advertising of medicines and in the "directions" accompanying packages of advertised medicine. Before we go any further you will say, "But the Government looks after



Ernie MacDonald

and controls that sort of thing." The practices I refer to are not of the sort in which the Government can generally be interested. They come under the classification of simply over-doing it.

**L**ET us have a little catechism for the sake of brevity. Question: What is a proprietary manufacturer? Answer: In the sense I am speaking of, a proprietary manufacturer is a concern marketing a medicine for public consumption. Question: Does the proprietary manufacturer tell how to take his medicine? Answer: Yes. The proprietary manufacturer always gives full directions as to how his product is to be used in order to accomplish a given result.

Question: Does the proprietary manufacturer know whether his directions will be followed carefully? Answer: Actually, the medicine is

available to be taken in whatever quantities, or under whatever physical conditions, the public sees fit to consume it. Once the advertised medicine leaves the manufacturer's plant, he loses all control over its actual use. Of course, that is true of any manufacturer's product. But in the case of advertised medicines—that are intended to deal with physiological problems of great, potential importance—there is, or should be, a real sense of responsibility on the part of the manufacturer. Question: Does a proprietary manufacturer advertise? Answer: Almost anyone will admit that a medicine cannot be sold in either large or small volume over the druggist's counter unless the manufacturer advertises to build such a public demand. Question: Where does the proprietary manufacturer advertise? Answer:

A large percentage of medicinal advertising appears in newspapers. In fact, a recent survey showed that probably twenty per cent, on an average, of all national advertising lineage in newspapers is medicinal advertising. Question: Why is most medicinal advertising resultful? Answer: Because like all good advertising (according to a famous Detroit Agency head) it is written for a 14-year-old mind—hence is easily understood. Question: Is a great deal of advertised medicine consumed with the care and discretion that you would expect from a 14-year-old mind? Answer: Yes. Question: Well, then, why doesn't the proprietary manufacturer advertise and give his directions with that in mind? Answer: Therein lies the need for four wheel brakes.

Let's take the case of XYZ Com-

[CONTINUED ON PAGE 68]

# My Adventures As a Yankee Space Salesman in Japan

By *Irwin A. Vladimir*

Formerly Advertising Manager of "The Japan Advertiser," Tokio

IT isn't "circulation"; it isn't "reason"; and it isn't "salesmanship" that always sells advertising in Japan. It is often a matter of chance, accident, or blind luck.

Among the necessary qualifications of a good salesman in that far land of wisteria, mosquitoes and malaria is the ability to drink plenty of tea—one cup for every call made—to wear socks that have no holes, and to bow low.

But that is not all. If he possesses a frock coat and some wing collars they should be brought into use. A large supply of name cards are essential, and letters of introduction are extremely useful. Equipped thus, your salesman is ready to begin.

Enter a quaint little curio shop in Tokio where, surrounded by images of Buddha, cloissoné vases, and queerly shaped lamps, sits a Japanese merchant dressed in nothing but a pair of B.V.D.'s. He is squatting on the floor, his hands are extended over a huge bowl containing a charcoal fire, and from his long, thin, oriental pipe he sends off lines of smoke that hover near the low ceiling and fill the air with a purple haze. Mr. Tokugawa's antique shop is well known throughout Japan. His advertisements appear regularly in many periodicals and his customers are numerous.

Mr. Tokugawa was carefully studying a Satsuma incense burner when my official translator and I removed our shoes and entered his store. He was probably wondering whether he should mark the price of the object twenty yen or forty yen. He doesn't possibly hope to get more than fifteen yen for it, unless, of course, the purchaser happens to be an American tourist, but then he must always ask far more than the price he intends to get. That is where the joy in doing business lies. We present our name cards and Mr. Tokugawa bows deeply. There is a polite sucking in of the breath from all parties present, and some more bowing. ". . . Ah, so, the honorable gentle-

men want an advertisement for a foreign language newspaper. . . . Please sit down and drink some tea."

A young girl in a kimono appears promptly with a tray holding a pot of tea and three cups. She bows low, her head almost touching the floor, and after handing us the cups leaves the room. A further exchange of greetings follows and much irrelevant conversation. Finally we

come to the point, and then begins the process of bargaining. We leave Mr. Tokugawa assuring him that yen 3 per inch is our very lowest rate and he tells us to come back again when we can reduce the rate to yen 2 per inch.

But then East is East and West is West, and for an advertising solicitor to try to sell advertising in Tokio in the New York manner is almost a sheer waste of time. Japanese do not respond to high pressure selling. Theirs is a slow process of time and reasoning. One must have a great deal of persistence and patience to do business with them. Contracts are very rarely signed on the first or second call. They must be flattered and coaxed along—concessions in price must be made and many promises of service.

ONCE walked into a men's furnishing store and after exchanging greetings with the Japanese proprietor found that he could talk some English. I then brought out a copy of our newspaper and pointed out to him the advantages of advertising in it. He seemed very much impressed and answered "yes" to all my questions. I asked him whether he agreed with me that our paper would be a valuable advertising medium for his store and he said "yes." When I told him that an advertisement in our paper would bring him many new customers and that the rates were low, he nodded perceptibly. Finally, when I thought the sale clinched and asked him to sign the contract blank, I found that he had not understood more than a sentence or two out of my whole talk and was merely nodding to be polite. I had to bring a translator with me the following day and start at the very beginning.

In many instances I said no more than a half dozen words to the prospect and let the translator do all the talking when the sale did not seem to be particularly hard. The mere fact that a "foreigner" was along helped



© Publishers Photo Service

THE ceremonies essential to an interview between salesman and merchant in Japan seem as strange to Western eyes as the gay streamers that cover the shop itself

# Back Home with the County-Seat Newspaper

By H. A. Haring

**F**OR the smokestack owner who has felt that he is too small to advertise there nevertheless remains the least costly of trial campaigns. His opportunity lies in what we shall denominate the "county-seat" newspaper, including in that term local newspapers of all cities with a population of less than 50,000. At the higher limits of that population, newspapers approach the metropolitan dailies in character and, as such, hardly belong in the present grouping, and yet the phrase "county-seat" possibly describes the type of paper and the sort of community to which I refer as well as any other term would.

County-seat papers are the antithesis of New York dailies. This fact will be pointed out to the manufacturer by any agency to which such a campaign is proposed. The country press sometimes arouses much hilarity among the employees of an agency.

"You're crazy," is apt to be the comment, "to plan a campaign with a lot of sheets at ten dollars a throw! Why, half of them'll never send in the tear-sheets, let alone their invoices." Or, as the report reads, one "4A" agency keeps on hand for the amusement of its intimates:

"We caught the prize backwoods paper in our last campaign. We had so much trouble getting in the invoices that we used a form letter as a follow-up. One paper returned the second follow-up with the question scrawled over its face: 'What's an invoice? Tell us what you want and it's yours.'"

Jesting does not, however, becloud the importance of county-seat papers in the minds of agency executives—a statement amply proved by the



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**I**T is in the local newspaper of the county seat that the small factory can find an excellent—and inexpensive—medium for its advertising. Thoroughly read as such papers are, they can be used to good advantage for trial campaigns. The copy must be adapted to the interests of the rural population, and the space must be handled in a manner that differs from the metropolitan usage, but the slight trouble of studying the requirements of the readers may be amply repaid in the returns

many campaigns for national advertisers that have been carried into local papers to an extent never known before 1927. The reputed 1000-paper schedule of Ivory Soap was eclipsed by the 4800 "on the list" for the General Motors' spring campaign, with repetition in the autumn, and, more recently, by the 7500-paper announcement for the Chevrolet account.

These are county-seat campaigns by seasoned advertisers. The mere fact that these media are used by such concerns should mark them for the consideration of the small factory that is experimenting with its advertising. As a testing ground these less costly papers offer this inestimable advantage—a piece of copy can be run for a month for the cost of a single insertion in a newspaper

in a city of the 100,000 class; and it can be run for three or four months for the cost of one appearance in New York. True, the reader volume is far less; but, for the factory that must feel its way, every reason stands on the side of low-cost try-outs.

Considerations other than cost enter the problem. Chief of these is the place in the reader's life that the local paper fills. New York and possibly four other cities are closely-knit areas, where living is tense. The newspaper is devoured in haste, with feverish scrambling for the latest edition.

But, even in the big city, any woman and nearly any man will drop the newspaper to listen to a bit of idle gossip about some acquaintance, even if that gossip be no more than a report of goings and comings, of golf score, or death. In the county-seat, the newspaper itself tells of these unimportant, personal happenings—an impossibility for the metropolitan daily. This is the one great reason why the county-seat paper fills a niche in life where the city paper never enters. People, after all, are more interested in persons than in world events; the "human interest" touch of the city paper attaches itself to persons never before known to the reader.

**W**ITH the county-seat paper less tragic and less dramatic incidents glue eye to page. In the small community the names are recognized as being at least familiar, often the intimacy is closer, and, therefore, a lesser incident arouses greater interest.

The county-seat paper, accordingly, is read in a manner wholly im-

[CONTINUED ON PAGE 60]

# Our Stockroom Turns Itself Every Ten Days

By Roy E. Tilles

Vice-President, Gotham Silk Hosiery, Inc., New York

**O**VER five years ago our business had grown to 1000 per cent of what it was in 1912 or 1913, but we were not satisfied; we were oversold on our product some six months ahead and had a waiting list of new customers. An investigation soon showed that we were not supplying any of our customers with sufficient merchandise for their needs, and our chronic sold-up condition had dissatisfied many of them.

This was the birth of our complete change of policy and adoption of the "Hand-to-Mouth" method of distribution. The result was that our shipments, in the unit dozens, have increased 541 per cent in these past five years. Today, we take no advance business from anyone. Our day's work is not complete unless every order received between nine in the morning and four in the afternoon is filled and in transit to our customers, and is ready for sale to the consumer as fast as the merchant can place it on his shelves. Now we have not a single back-order carried over from the previous day.

The manufacturer who gages his production from day to day or from month to month on orders placed in advance, sometimes thirty days and often as much as six months in advance, is liable to mistake the trend of demand.

Certainly nothing is more important to a manufacturer than to know that what he is making is being accepted and bought by the consumer. It is only when the buyer who places his orders months in advance is a good guesser that he can hit upon what the consumer is going to want that many months in advance; especially if he is dealing with merchandise that has style appeal.

But if he is able to meet immediate demands, a manufacturer runs no risk of large inventories and ultimate heavy losses.

For several years we have arranged for the large stores in the

more important centers of the country to report to us daily, on a specially provided report sheet, the sales of that day. These reports, coming to us from some eighty to 100 stores, are tabulated, analyzed and consolidated every day in such form that we know today what 14,000 of our customers sold on the day previous, based on the reports of the selected few who guide us; and we are able to determine from these reports the trend of colors and style as it passes from Fifth Avenue to the Pacific Coast.

You will naturally ask why and how we are able to arrange to have this information come to us from these customers so broadly scattered throughout the country. For the service they are giving us, we are able to replace and put back into their stocks today what was sold by them yesterday, and the result of this operation can best be told in the following schedule of stock turn-over made by a few of these merchants on our product through this service:

Volume, 1926	Turn-over	Increase
(A) \$426,500	17.6 times	4,840% in 6 yr.
(B) 354,000	22.8 times	4,635% in 9 yr.
(C) 254,800	18.5 times	16,000% in 12 yr.
(G) 143,100	15.2 times	835% in 4 yr.

These examples cover large and small volumes of sales.

**T**HE average stock turn-over of the retailer in our industry ranges from four to six times, but our customer in Detroit retails \$400,000 worth of our product on an inventory, at retail, of little over \$20,000, thereby making a turn-over, figured on retail against retail, of twenty times. Such customers are not hard to hold as satisfied users and distributors. In reality, these merchants are operating on our capital, not on their own, because our terms are thirty days, and with this turn-over the merchandise is sold long before it is paid for.

The Gotham Silk Hosiery Company, for the past several years, has shown a turn-over on its inventory of fin-

ished merchandise of from twenty-eight to thirty times, or, in other words, our stockroom turns itself about every ten days. There is naturally a certain part of that stock which is slow-moving but must be carried in order to render service to our customers.

Our policy, so far as our stockroom is concerned, and the gospel which we preach to our thousands of customers, is "complete stocks at all times; and it does not mean that to have complete stocks you must have large stocks."

Of course, you will agree with me that large stocks usually spell incomplete stocks.

**A**ND, now, to return to the result of the policy of encouraging our customers to buy from hand to mouth, our manufacturing program for 1924, made in January of that year, showed an estimate of shipments twelve months ahead of us, scheduled at 446,000 dozens. When the year was over we had shipped 39,611 dozens. In January, 1925, we anticipated our sales for the full year of 1925 at 559,000 dozens, and when the year was finished we ended with having shipped 560,817 dozens. In January, 1926, using our same methods of anticipating sales, we arrived at a manufacturing schedule for the year of 781,000 dozens and our actual sales were 774,000 dozens. As the result of estimates made in this manner, we purchased two large mills in each of the two later years. We do not stop with estimating a year's sales in advance, but we have been able, through our use of statistical information, to break down the estimates for the year by months. So you see that there was a great deal more light thrown on our manufacturing program through our policy of replacement of sales to our customers, than was the case formerly when our customers did the guessing and placed their orders with us entire months in advance.



# The Price Cutter in the Grocery Store

## Is the Competition Between Consumer Demand and Dealer Resistance Profitable?

By *W. F. L. Tuttle*

**H**OW strong is consumer advertising? Has it the strength we think it has? Just what is it doing in the grocery field? Every manufacturer should know; for many are gambling on the struggles between their consumer advertising and the sales influence of the retailers and wholesalers.

At the present time the manufacturers are winning. But is their success due to the strength and soundness of their position or is there another variable element, today on the side of the manufacturer but not controlled by him, which holds the balance of power—that is, *price*? And how do these three work together: brand preference, trade influence, and price?

To a certain extent manufacturers know what consumer advertising is doing for them, but do they understand to what extent it is responsible for their sales?

It is known that consumer demand makes some people insist upon certain brands. It makes other people slightly prefer a brand provided that it is offered to them at the retail store—the point of sale. It makes an additional few refuse an unknown brand and ask for the known one.

But how many advertisers know for what percentage of sales their advertising efforts are responsible? How many manufacturers know how many sales have been lost by the dealers' resistance to the advertised brands and the dealers' support of more profitable brands of goods?

Last week I visited twenty grocery stores in order to study the attitude of the trade and the attitude of the consumer toward the largest selling brand of its type in the market. Five of the stores were featuring this brand in their windows at a special, low price.

Here is what I found: One hundred and fifteen people bought the product. Seventeen asked for the largest selling brand by name; nineteen asked for other brands; a total of five different brands being mentioned. Thirty-two customers were sold the largest selling brand. In other words, in fifteen instances the retailers handed out the brand even

though it was not called for. Twenty-one customers were sold the five other brands mentioned; sixty-two customers were sold unknown, unasked for, standard or private brands.

In the case of one of the chains featuring the largest selling brand at a special, low price I noted that whenever the consumer did not mention the brand, the clerk would sell the chain's private brand, at a slightly higher price than the advertised brands were featured at.

Of course this survey proved nothing. It is too incomplete. But it does clearly indicate that consumer advertising is losing influence and, because of dealer resistance, is failing to make its full quota of sales.

Now let us see what the situation is. Advertising is unquestionably better conducted, more forceful and influential than it has ever been in the past. This is evident because the sales of advertised brands are constantly increasing, notwithstanding the fact that trade resistance is also increasing.

It is true that there is more competition in advertising, but advertised brands have demonstrated that they are not suffering from this competition but rather from that of unknown or private brands.

Furthermore, competition in advertising has demonstrated that it stimulates confidence in advertised brands, and this should be a more forceful influence rather than one that weakens the value of advertising.



Courtesy S. D. Warren Co.

**T**HE consumer is unfortunately seldom ideal according to the manufacturer's point of view. There are some paragons who walk into the store and demand in a firm way the advertised brand they want. More often they accept the notorious "substitute": they take what is offered to them. The store clerk is in a strategic position in making sales, and can easily push private brands at will, to the injury of the unsuspecting manufacturer

## My Life in Advertising—XV

# My Great Mistake

By Claude C. Hopkins

THE day before Christmas, in the year I made my initial success in selling carpet sweepers by letters, Mr. M. R. Bissell, president of the company, called me to his office. He said, "I have some advice to give you. You have many of the qualifications which make for success, including the selling instinct. You are too good a man to work for me. You should start out for yourself, as I did."

He told me something of his history. How he had refused every salary offer, every safe anchorage, and had struggled alone. And how as a result he had finally arrived on the road to fortune.

He ended by saying, "I am selfish enough to want to you to stay here. If you do, your salary will be much increased next year. But I am fair enough to advise you not to stay. Don't let someone else glean the chief profits from your hard work and your talents."

My Scotch conservatism led me to stay. It was my great mistake. Soon after that I married, and any venture of my own became increasingly difficult. Thus I tied myself to service as an employee.

I watched some of my co-workers start out for themselves, largely on lines I had taught them. Fred Macey started selling furniture by mail. In a few months he had an office force of ninety to handle the business he developed. Then he founded the Fred Macey Company, which exists today. A. W. Shaw started building office systems. Then he founded the magazine *System*. My roommate, E. H. Stafford, left his position to manufacture school furniture, and built up the E. H. Stafford Company. I feel now, as then, that I was fully as well equipped as they were, save with courage. I have been called on to do bigger things for others than they have done for themselves. But I always envied their independence, which I spent thirty-five years to attain.

I have helped a good many men to wealth and position. In many cases—in most cases—they started practically without money. The advertising had to earn its way. It was the

chief factor in the business, often the only reason for success. In most mail order lines that is evident. It is true in many other lines. It is not difficult to make a breakfast food, a tooth paste, medicine, soap or cleanser. Most advertisers at the start employ others to make them. Salesmen can aid but little. They are usually not employed. About everything depends on the advertising.

I have told how such products are tested, in a very small way at the start. The advertising man does nine-tenths of the work. The owner of the trade-mark ventures little or nothing. If the test fails, the advertising man is the main loser. He has spent his time and talents. If the test succeeds and the advertising extends, the advertising man gets a commission on the expenditures. The profits go to others. The advertising man, because he is anonymous, fails to get even due credit.

THE business grows, and the owners grow with it, in wealth and in pride. As it grows, the advertising man becomes less and less important. The business acquires momentum. The time comes when even mediocre advertising will keep it going upward—advertising which could never have started it.

The advertising man clings to the methods he established. He fears to change. As a matter of fact, it is seldom wise to change. The best way to win new customers is usually the way that won millions. But the advertising becomes monotonous to the men who read every advertisement. They always come to want something new. So the man who builds a big advertising account is pretty sure to lose it, soon or late. To keep up his volume and his earnings he must always be starting new ventures.

I gradually came to specialize on proprietaries and foods, on products which people buy over and over. They offer the great opportunities in advertising. One-sale articles are not very inviting. The profit must be made on that sale. Articles of that kind appeal to the minority. The ad-

vertising man's great profits come from products which appeal to nearly every home, and which must be advertised forever: food products, for instance, which mothers teach their children to use, and which never should go out of favor.

But such products must be developed. The process is often slow. The advertising man has the major share of the work and responsibility. When he works for others, as I worked for thirty-five years, he gets no fair share of the profits. And he rarely becomes a permanent factor, so far as his work is concerned.

I have often figured what I would have made had I invested just my commissions in the stock of enterprises which I fostered. The amount runs into many millions. The real reason that I did not is because I never had sufficient confidence in myself. But I pretended to ignore commercialism. My creative work lay in a higher sphere. So for many years I watched others make money, while I gained mainly a modicum of fame.

An ambitious wife woke me from that lethargy. She had desires for which money counted more than fame. She pointed out how those who employed me always gained the advantage in a monetary way.

Finally I considered her viewpoint, and after many years of working for others I started to work for myself. I have already made more by sharing the profits of my creations than I ever made by working on commission.

ONE of my first ventures was in Pepsodent tooth paste. I bought a share in that for which I paid \$13,000. It paid me some \$200,000 in dividends; then I sold the stock for \$500,000.

Then I decided, at a time in life when most men wish to retire, that I would do what Mr. Bissell advised me to do when I was twenty-one. I would work for myself, start my own enterprises, and win or fail with them.

I had many ideas in mind. The first one I started was a cosmetic business. I had studied statistics on

[CONTINUED ON PAGE 62]



RACHMANINOFF'S "THE ISLE OF THE DEAD," BY ARNOLD BÖCKLIN



DEEMS TAYLOR AND EDNA ST. VINCENT MILLAY'S "THE KING'S HENCHMAN," BY N. C. WYETH

**I**F a piano is a piece of furniture to fill that awkward space where Aunty's happily defunct rubber plan once stood, it is probably satisfactory to advertise it merely as a Chinese pagoda, made of solid rap-on-it sir-and-see-how-solid-it-is wood. But if the Youngest Generation has advanced somewhat beyond the chop-stick stage of virtuosity the piano can be a musical instrument. So Steinway spent this year well by performing the difficult feat of advertising music in pictures; with paintings equally alive in the sensuous melody of Wagner



WAGNER'S "TRISTAN AND ISOLDE," BY HARVEY DUNN



STRAVINSKY'S "THE FIREBIRD," BY ROCKWELL KENT

most emotional opera or in the hard brilliance of Stravinsky's soaring Firebird. The painters were chosen for their sympathy with the mood of each composer; and as a result it is possible for the public to discover through its eyes the potential delights that await an intelligent use of its ears. [The Agency: N. W. Ayer & Son.]

# Try and Do It, Mr. Wilson

By Lynn Ellis

“TWO men are partners in much of today's selling.” With that part of Mr. Wilson's article in your Nov. 16 issue I agree.\* Then I let my voice drop. From 1907, when the gas tractor was still such an experiment that only the Hart-Parr was taken seriously, until 1922, there wasn't a season in which I could have been entirely free from the charge of “manicuring copy” on the very product Mr. Wilson chooses for an illustration.

But it wasn't my fault. Nor is it often the fault of the advertising manager or of the agency that specific selling talk has to be soft-pedaled. That holds for tractors, cook stoves, motor oils and many other commodities. It will always be the case until the conditions under which a given product are to be used can be absolutely standardized.

The sale isn't made until the money is back in the till, with a happy customer at the other end. The collection manager knows it, the service manager knows it, the sales manager knows it, and they all find it out before the ad-crafter does. They all want “punch” in the text, but not one of them wants a line of it printed that can possibly bring a kick-back. There, not in the laundry that starches the advertising manager's cuffs, is the real source of “manicured copy.” Let me prove it.

In 1912, just after the big Rumely merger, I induced the general manager to organize an advisory board for the sole purpose of threshing out performance claims that we in the advertising department could safely make. On this board we had some of our engineers, some practical salesmen, a crack service man, and others. To begin with, I gave the board a comparatively simple problem. “How big a Rumely separator (thresher) will our 20-hp. steamer run?” That was the first and last question I ever asked. Three long



meetings and there was no answer. Then the board flatly dissolved itself and told me I'd have to hedge.

Here was a tractor of known and tested power, used as a stationary power unit, running a stationary machine of our own make. The important factors of grade, forward speed and condition of ground surface were all cut out. Each separator was equipped with an automatic feeder to prevent overloading. Yet eight or ten practical men couldn't agree, in a half dozen hours of debate, on a written statement which I could make and they would stand by.

NOW consider further that in plowing the per-inch resistance of equally dry soil to the same identical moldboard (the part of the plow that does the turning) may run from three pounds or less in sandy land to thirty pounds† in gumbo; that the shape of the moldboard, the sharpness of the share, the depth of plowing, the moisture in the soil, the presence of trash, the type of coulter used to cut the trash, and many other factors can all affect that per-inch resistance, and that the grade, the loading and the footing can all

†The unit of resistance usually used by agricultural engineers is the draft per square inch of cross-section of the furrow slice. Thus four 14-inch plows going 6 inches deep would turn a cross-section of 336 square inches. At 30 pounds the drawbar pull required would be 10,080 pounds, which is some pull for anything less than the tractor giants.

affect the actual drawbar power output.

“She'll scour four 14-in. bottoms in the toughest gumbo in the country,” may be all right for your salesman, but the advertising man couldn't get that line okayed to save his life. Having been through the mill with Rumely, “Caterpillar” and Cletrac for a dozen years, I know exactly what he would be up against.

EVEN actual testimonials have to be used with care, especially in these modern days when courts are inclined to put the burden on the advertiser and make any testimonial a part of his own implied warranty. Things have turned around. The rule now is to let the seller beware, not the buyer. Representations in advertising can be taken literally as part of the contract. Representations made by the salesman beyond what he finds in his printed material are almost always disavowed by a line somewhere that warns the buyer to read carefully as well as listen. The fact that the buyer so often listens and doesn't read gives the salesman a leeway that the advertising man can't hope to obtain.

I know from trying to get specific performance claims into advertising text that it is next to impossible, on technical products at least, for the advertising man to get exaggeration past his own board of censors. Even Stuart Chase, at the recent meeting of the Association of National Advertisers, granted that the personal salesman might be doing more of the exaggerating about which he complains than the advertising man does.

Therefore, I am opposed to Mr. Wilson's line of appeal. In the first place, the advertising man can't hope to say the things a salesman can and will get away with. In the second place, even if he could, he would soon run afoul of this zeal for super-truth that seems to be the advertising passion (or pose) of the month.

I have had a general sales manager selling a \$17,000,000 volume on farm equipment, all specifications out of his general catalogues. I have had a marketing committee selling millions of gallons of motor

[CONTINUED ON PAGE 69]

\*In his article on “manicured copy,” Mr. Wilson pointed out the difference which exists between the written and the spoken word. He told of one dealer in tractors who said that there was not enough “meat and potatoes” in the advertising done by the tractor manufacturer. In Mr. Wilson's opinion, it is advertising written in the language of the rough and ready salesman who understands his customers that will bring in business; not stereotyped catalogue terminology minced with “white collar” talk.

# Servicing—A Sales Help Or a Sales Hindrance?

By Henry Moffett

ONE afternoon of the first week of last April, a man, who summers within thirty miles of Kingston, N. Y., stepped off a train at the union depot in that city, walked across Broadway, and entered the sales room of the Studebaker agency. Without any preliminary other than a greeting, he announced:

"I've come in to buy a Studebaker, but have only an hour in town between trains. It's not a case of trade-in because my old one is sold."

He knew the model he wanted. Other details were quickly arranged. Payment in full was made on the spot, the car to be delivered in a week. To the queries of the dealer, surprised possibly by so easy a sale, this explanation was forthcoming:

"For two summers you've serviced my other Studebaker, which I did not purchase here. I've owned automobiles for twenty-two or twenty-three seasons, many makes in all that time, but never has the servicing been as satisfactory as that which you gave me.

My last car cost me less than six cents a mile for its life, including depreciation on the final sale, and I lay the credit to your servicing. I want another Studebaker. More than that, I want to buy it here."

Nor is it unusual for servicing to sell goods in this way.

"Servicing," declares the Atwater Kent outline of policy, "is designed to insure satisfaction to the ultimate purchaser; it consequently tends to increase sales and build a reputation, the value of which cannot be overestimated."

From The Miller Rubber Company comes the belief: "There are certain factors in successful merchandising that are just as competitive as the product itself; of these the most important are sales policies, advertising methods, means of handling and marketing, and, above all, *service*."

## "Real Service

## Saves Repairs"

The Service we give  
includes:

- 1 Testing each cell.
- 2 Replacing evaporation.
- 3 Cleaning terminals.
- 4 Cleaning top of batteries.
- 5 Tightening hold-downs.



Courtesy of Willard Storage Battery Co.

For its domestic refrigerators, the Copeland Company instructs its men:

"Of course we depend directly upon sales for our prosperity, but sales are dependent to a very large extent on satisfied users. The value of a sale is insignificant when compared with that of a satisfied customer. We feel, therefore, that each sale is responsible for our future success. To this end, each installation must be correct in every detail. The work of repairing or installing is only finished when the customer is fully satisfied. One who is continually criticizing does more damage to us than a poorly operating machine, and is, consequently, a greater detriment to our business."

The Kansas City distributor of Watson Stabilators and other automotive equipment (Mr. W. O. Wide-

ner) speaks thus of "service and its effect on sales":

"I know of no business of selling, where mechanical operation is concerned, that the very foundation of the business does not depend upon the sort of service rendered after the sale is made. To be done with a man after having taken his money in return for your merchandise is equivalent to insulting every second customer who graces your doors."

And the National Cash Register Company, most successful in selling, stresses the importance of servicing when it states:

"A great deal more is expected of the repairman today than ever before. He must attend to installations, often sell users on the different functions of their register system. The repairman must also sell supplies, and straighten out many difficulties with users which are incidental to the conduct of our business. . . . The job of repairman is daily growing more difficult. . . . Inefficient

servicing leads to call-backs, because the work must be corrected; and two or three cases of this kind are usually sufficient to cause the user to lose confidence in both the repairman and the register. When the confidence of the user is lost, it is very difficult to regain it.

"The effects of poor service are not always brought to our attention. The user's experience has been so unsatisfactory that use of the register is discontinued. Nothing further is said to the company or its representatives because the user feels that no good will come of it. . . . The fact that the user is not aggressive makes the situation all the more serious. Others realize that he has some very good reason for his action. An unfavorable impression is for this reason imprinted in their minds and it is difficult for a salesman to

[CONTINUED ON PAGE 63]

# THE · EDITORIAL · PAGE

## The Middle Classes vs. The Four Hundred

**W** & J. SLOANE, the Fifth Avenue furniture store, is evidently suffering from a reputation for being high-priced.

In a booklet which the store has recently issued we find goods repeatedly priced in this way:

"The modern iron mirror pictured to the right is \$250, but you can buy less pretentious pieces for \$10."

"The Spanish side chair costs \$65, but other single chairs start at \$7.50."

Many of New York's famous retail establishments are injured by a prevailing notion that they cater only to those whose names are in the "Social Register." For instance, it is generally supposed that to get into Cartier's, the jewelry store mentioned so often in "Gentlemen Prefer Blondes," it is necessary to make an appointment. While it is true that many of the store's important customers do make appointments with salesmen before calling, still the store is glad to welcome anyone who enters its doors.

No store can exist today on the patronage of the socially élite. Hundred thousand dollar sales are few and far between. If a store is to thrive between such sales it needs the patronage of the middle classes. It is the middle class and not The Four Hundred that has built practically every business of any consequence in this country. Henry Ford has made vastly more money than the manufacturers of the Rolls-Royce.



## When Manufacturing Is Mostly Advertising

**I**N testifying recently before the Federal Trade Commission in one of its advertising-investigation hearings, S. Richardson, president of the Vick Chemical Company, made this statement:

"If I were offered the choice between giving up the rest of the Vick business or giving up the advertising, I would say, let someone else do the manufacturing; let me handle the advertising."

The fact that Mr. Richardson was trying to defend his practice of not using an advertising agency, in no way detracts from the truth of his statement. Where would Vick's Vapo Rub be without advertising?

Mr. Richardson is right when he says that his business is practically all advertising. Anyone who had the formula could manufacture the product, but to market the product requires a combination of qualities that only a comparatively few possess. These qualities may be summed up in the phrase "merchandising ability."

And what is true of the Vick Chemical Company is true of hundreds of other businesses. The production end of manufacturing is each year becoming more simple. It is practically automatic.

However, the selling end of manufacturing is becoming more difficult all the time. It is on this end that business genius has its best chance to demonstrate itself.

## What Trade-Marking Is Doing for Beef

**O**NE of the latest converts to branding are the beef packers. For many years the packers have been branding and advertising pork products, such as ham, bacon, and sausage. Three of the big packers are now also putting these brands on their best grade of beef.

We are told that this plan has materially stimulated the demand for beef. That is understandable. Before a packer can brand his beef, he must be sure of always being able to obtain enough high-grade beef to make possible the continuance of his brand. Of course, it goes without saying that he must religiously maintain his brand standard. The meat he offers under his trade-mark must constantly be of the same unvarying quality.

This being true, it is inevitable that people will eat more meat. If they can always be sure of getting a certain quality of beef they will certainly eat more than if the quality of the product varied with every purchase of it. It was branding and advertising that made ham and bacon a standard article in the nation's diet. These two instrumentalities will do the same for beef.



## Advertising and the Money Market

**T**HERE is scarcely an economic condition or trend of any consequence that does not affect advertising in some way. Take, for example, the money market. We know that the price charged for loans of money varies, in the long run, according to the amount of the available supply of loanable funds in relation to demand for these funds. It's the law of supply and demand at work the same as in the case of wheat or cotton. We know, also, that right now, and for some time past, the supply of loanable money and credit available to business men is very great in relation to the demand, and that interest rates are very low.

What has this to do with advertising?

When business men can find, at reasonable cost, plenty of working capital and capital for expansion, they are much more inclined to go ahead with constructive plans—and such plans in nearly all cases these days include advertising as an essential tool in carrying out constructive programs.

This is true because a constructive program is a business-building program, and this kind of program is always rooted to or built around increased sales. This means the winning of new markets or the selling of new or better products in old markets, or it may be merely the selling of more old products in old markets. In either case, it means more advertising.

Thus when the money market is so favorable as to encourage business enterprises to raise more than \$3,000,000,000 of new capital in six months, as they did during the first half of 1927—capital that will be employed mainly for industrial expansion—there is a lot of encouragement in that fact to all advertising interests.

## GEORGE'S

High Pressure Monthly

Vol. 1 No. 5

Read, but not edited, by The Clark Manufacturing Co.

### George Has the "Lass Laff"

Boy, you oughta been here!

I been gettin the laff for weeks about it being waby im a litel hazy on nautical terms. "Eey skipper, hows youre port this a.m.," they yells at me. "YOU better heave to starbord, theys a revenoo cutter coming!" they says.



Left: the old laborious method of parting piston rod from cross head



With the Smith Multiplex Pressure Jack (right) the operation is put on a quick and efficient basis

### The SMITH Multiplex Pressure Jack

#### saves time

Parting a piston rod by the old method took anywhere from a few minutes to a few hours—even days. With the Smith Jack you know the job will take from 6 to 15 minutes. You can schedule it on that basis.

### Fifty-Six Roads Are Now Usin

I setts up my Jack & parts the piston rod on the port side so quick there no fun in it for eny one. Like this:



the sneektators thought it was a frame up I gess. They then requested a demonstration of the maul and wedge method, just to prove i am a crook and the job could be done as quick the old way.

So some huskey guys with considerable

# "Let George Do It"

## How Humor Has Been Successfully Employed in One Industrial Advertising Campaign

TO what extent laughter can be combined with business has long been a point of contention—with the majority apparently vetoing all thought of official gaiety between the hours of nine and five on weekdays. Of course there is the professional booming noise made by the "hearty" type of salesman; but on the whole the prevailing tone in offices is one of intensity or gravity, and the general feeling that such is the manner both proper and becoming for the man of "affairs" may be one reason for the widely spread doubt as to the commercial value of laughter in advertising. In some fields humor has been used in advertisements with a success that even its most unyielding opponents admit; but on the whole it is still suspect. It is, therefore, of interest that that dangerous quality should have been interjected into an industrial advertising campaign; one selling Smith Multiplex Pressure Jacks.

The Smith Multiplex Pressure Jack is used in parting the piston rod from the crosshead on a railway locomotive. With it one man can handle in from three to fifteen minutes a job which formerly took several men hours and even days to accomplish. Its good features were almost self-evident, and since to advertise it properly raised a number of difficult

problems, it remained undistinguished by noteworthy publicity until by chance a salesman mentioned the fact to the president of the Clark Manufacturing Company, the makers of the jacks.

He was a salesman of printed advertising who, in feeling around for some business, happened to ask why no advertising was being done on the Smith Multiplex Jack. The president replied that he had long wanted to advertise the tool but had so far been unable to find a man who knew railway men and railway operation well enough to write advertising in language which railway men could read and understand, and which would appeal to them as coming from someone who knew what he was talking about.

IN fact, the president did not feel that he himself knew the intricacies of railway operation well enough to pass judgment on such advertising as might be written. He could sell the jack by personal demonstration, and there were several men in the organization who could do the same thing; but he felt that to write the advertising for a product bought and used by railway men would require the touch of one who had worked with railways for years and knew all about them with intimacy.

The salesman left, saying that he would try to find a suitable copy-writer. He did try to find one, but without success. He had to report that such a writer did not seem to be available.

Fortunately, however, in the course of his contacts with the Clark Manufacturing Company he had talked with a man who was demonstrating the jack on railroads all over the country, and he had seen some of the correspondence written by him. The demonstrator, being a mechanic and not a student of the humanities, wrote and talked in a style that was entirely his own. The most common words were misspelled in the most extraordinary manner. In his conversation his grammar was outrageous. The salesman knew, moreover, that when the demonstrator was talking with the railway man his style was not more polished than that which he used when he was in the office.

In spite of his faulty English—or possibly because of it—the demonstrator-salesman was very well liked by railway men. He was known throughout the country, in every railway shop and round-house, as "George." George had a personality which won him warm friendships among railway men wherever he went. He knew railway operation

[CONTINUED ON PAGE 51]



BRUCE BARTON

ROY S. DURSTINE  ALEX F. OSBORN

# BARTON, DURSTINE & OSBORN

INCORPORATED

AN ADVERTISING AGENCY

of about two hundred and seventy-five people among whom are  
these account executives and department heads

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

*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*

# Effective Economies in Preparation Costs

By *Will Hunter Morgan*

**T**WO months before, the appropriation for the year ahead had been set. The advertising manager and the advertising agent had been working on copy and plans. In their search for even better advertising their eyes had turned longingly toward one of the best pen-and-ink artists in the country. When they came to the matter of preparation costs, they found two somewhat disturbing factors. For one thing, a sketch by this artist would cost considerably more than any of the drawings they had ever bought. And the other point that came up was the fact that if the higher-priced man's work was used, expensive electrotypes would have to be used in place of the cheap mats which had amply taken care of the company's newspaper advertising for many years past.

The actual difference in cost was figured up on the assumption that the better artist would be used. As the campaign was a big one in an extensive list of papers the reader of this article will probably not be surprised to hear that this one change promised to increase the year's preparation charges to the extent of \$20,000.

Said the advertising manager to the agency representative: "Both you and I know that this added expense is more than justified. But to the directors it may come as something of a shock. Our advertising has been entirely satisfactory to them and now that the appropriation is fixed they may be slow to vote for another \$20,000." The advertising agency man replied: "Personally, I am so sure that the change will bring added results that I would be willing to cut off \$20,000 worth of space to provide for it." And this was the solution that was adopted.

How can preparation charges be kept low? A man who for many years headed one of the largest agencies in the country once said that preparation charges were one of the items that caused most of the little arguments between the agency

and its clients. He even went so far as to declare that, looking back, disagreement over charges for art, plates, and typography had nearly always been a factor in the loss of accounts that left his shop. To the executive higher up the advertising manager is often put to it to justify preparation charges. The executive who is not sophisticated as to art work fails to see much difference between a one-hundred dollar drawing and one that costs only half that amount. He may be surprised at the charges for expert typography. At the cost of fine color plates he throws up his hands. Since it is trifles that make perfection these explanations involve little differences here and there, that are rather difficult to explain.

Of course budgeting is common today, and such planning ahead includes allowances to cover the different elements that make up preparation charges. But there are often unforeseen elements that play the very dickens with the budget. Some change in the advertiser's manufacturing policy makes it necessary to scrap a whole series of advertisements and prepare new ones. Or a cheap artist gets tied up elsewhere and the most acceptable substitute artist charges far more. Or some happy phrase is found unusually effective and to get it into all of a finished set of advertisements calls for a lot of additional time in the print shop. But the purpose here is not to suggest a budgeting system. It is rather to remind ourselves of some of the economies which can be practised without hurting the quality of the advertising.

**T**URNING first to art work: One of the best known art directors in New York declares that many advertisers do not use their pictures often enough or in as many ways as they might. There are many cases where a picture may be used several times, in several different ways, before it is sent to the advertiser's morgue. This is particularly true

where pictures are incidental decorations rather than unusual, storytelling illustrations. One candy manufacturer used the same set of pictures for three years in succession. This meant no preparation charges for drawings for two years running. In this case the pictures were pen-and-ink sketches of girls holding boxes of chocolates. The copy was different in every one of the three years' lot of advertisements, but for three whirls of the calendar, the same art work was used. It was claimed by the advertising agent that the public would never notice the repetition as the individual drawings were printed a year apart. Actually, not even the manufacturer's own salesmen seemed to notice this repeated use of pictures; at least none of them commented on it.

To buy an expensive drawing or painting and throw it away after once used may be the height of extravagance.

**A** MANUFACTURER of men's clothing makes an ingenious use of his fashion paintings. The originals often contain two and even three separate figures. The picture is used in its original form. Then it is broken up into other pictures. If there are three full-length figures, a pair may be separated and used, while the third single figure is used alone in another advertisement. Then three-quarter figures may be cut out of full-length figures. In this way several different pictures are secured from one large one. In some cases a plate is reversed after the figure drawing has been used as it came from the artist.

In many cases art work used in advertisements may be suitable for house organ illustrations as well. Perhaps a little alteration may be needed, but it is cheaper to alter than buy a new drawing. In laying out envelope stuffers, booklets, catalogues, window stickers and other forms of sale promotion material it is well to look through the illustra-

[CONTINUED ON PAGE 66]



## And This Is No Fairy Tale—

THE shop foreman told the general foreman. The general foreman told the shop superintendent. The shop superintendent told the master mechanic. The master mechanic told the superintendent of motive power. The purchasing agent got a requisition. The manufacturer got an order.

This is no fairy tale but deals with one specific incident. However, in selling car and locomotive appliances, machine tools and other shop

equipment to the steam railways, these men must be recognized as having a direct influence on the purchases of your products.

The *Railway Mechanical Engineer* is the only publication devoted exclusively to the problems of the mechanical department of the steam railways. It is edited for the superintendents of motive power and their staffs—master car builders, mechanical engineers, master mechanics, shop superintendents, general foremen and foremen.

Simmons-Boardman Publishing Co., 30 Church St., New York

*"The House of Transportation"*

Chicago: 105 West Adams St. Cleveland: 6007 Euclid Ave. Washington: 17 & 11 Sts., N. W.  
San Francisco: 74 New Montgomery St.

# The Railway Service Unit

*Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer  
Railway Engineering and Maintenance, Railway Signaling*

A.B.C.

A.B.P.



# Neon Signs, the Aristocrats of the Night

*By H. E. Bragdon*

**T**HE bright, penetrating quality of the neon and mercury signs never fails to attract the eye. Unlike the conventional electric sign, with its many individual bulbs, neon light is distributed evenly throughout the lettering of the sign, presenting a smooth, unbroken appearance. Even in foggy and dull weather, which dims the effectiveness of the conventional electric sign, the cheerful hues of orange and red of neon, and blue and green of mercury, carry through with penetrating visibility.

Scientific facts account for the superior visibility of the neon and mercury sign under all conditions. Consciousness of light is secured by impressions of tiny impulses of very high frequency upon the eye within the range to which the optic nerves respond. Blackness means no such light impulses, white a composite of

the entire scale of frequencies. Disperse white light through a prism and you see all the colors of the rainbow. An ordinary light bulb gives out rays of every shade of color which, combined, give the impression of white light. But, with neon and with mercury, we have monochromatic light, the scientist's term for light of a single, pure color. The eye responds more readily to a monochromatic ray than to a blend of many different light frequencies.

From the economic standpoint, the neon sign faces obstacles. Its first cost is approximately double, or a little more than double, the first cost of a conventional electric sign of equal size. The glass tubes, which constitute it, must be specially blown to the order of the purchaser because the lettering is made by gas-filled glass tubes. There appear, however, to be no practical limita-

tions as to size. In London, there is a neon advertising sign, having 240 feet of tubing, radiating 12,000 candlepower at a current consumption of 7000 watts.

Neon signs overcome the handicap of high first cost by lowered current consumption. A neon sign uses about a third of the current required by an electric sign of approximately equal size. Provided the neon sign serves for three years, it is about on an equal footing, so far as cost is concerned, with the usual electric sign.

Certain shortcomings, however, must be admitted. The larger the sign, the higher the voltages which must be used to actuate it. This involves an element of danger which is overcome only by extra precautions and expense in installation. Signs may be made in sections, in effect a series of signs, but shorter

[CONTINUED ON PAGE 59]



**A**n illustration that expresses a whole volume of selling points. This is the pictorial representation of "*The Singing Shave*"—an Interrupting Idea conceived and executed for the American Safety Razor Corporation by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

# Glorifying the Commodity

By *W. R. Hotchkin*

Associate Director, Amos Parrish & Co., New York

**T**HE enormous value of drama and the spotlight seems to be little known and less understood by most manufacturers and sales managers. Equally unrealized is the vital importance of the "tide in the affairs of commodities."

Perhaps something above ninety per cent of all new commodities are "still born" because of this lack of creative imagination on the part of those responsible for their introduction to the market.

How rarely do manufacturers and their selling agents consider the psychology of the ultimate and intermediate consumers. The human mind has a great many emotions and reactions to go through every day.

Because of this trend, our minds have developed a sub-conscious selective faculty that casts aside tons of dross, while it gathers only the gold among the incidents of the day. It is this fact that spurs the creators of advertising to produce spectacular effects that will command the attention of readers' eyes in spite of the vast areas of competing advertising. And, in this endeavor, it has become a superstition of publicity that large space, bold type and glowing pictures will win the coveted attention. Yet so commonplace has such advertising become that these pages are the surest prey for prompt disposal by the reader's winnowing machine. Their purpose is too obvious, and their manner too blatant.

While advertising designers are today seeking to produce effects that will be unusual and exceptional, sales managers are less awake in this respect. Thousands of new commodities are produced and placed on the market without the blowing of a horn. Everything is left to the salesman who says: "By the way, here is another product I want to show you."

People in general, measure the value of a product by the interest and enthusiasm shown for it by those who introduce it. When the circus lady on the trapeze, far up under the "top," does her sensational act, her performance might not seem any greater than that of the rider who mounts the horse on the



sawdust. The whole value of the big act might be lost on all but a few of the audience, if the people were left to realize its greatness for themselves. But the showman knows human nature and makes no such mistake. He precedes her coming by driving all other performers from the three rings. Then the ring-master with his megaphone announces the act—glorifies the actress—thrills the people with great expectations. Even if their eyes do not quite catch the full impression of what the golden lady does, they know, from the ring-master's speech, that she has risked her life to increase human heart-beats, and they know the act has been wonderful.

**M**ANY a product comes unheralded into the field of sharp competition. Perhaps the manufacturer does not have the capital to finance a spectacular national advertising campaign; but more likely he pours too much of his capital into large, costly and commonplace advertising, and passes out of the picture because his noisy story was smothered in the general hullabaloo.

Thousands of commodities of excellence, that people would have been glad to know about and buy, have passed out of the commercial picture, or are lying dormant because they were "sneaked" into the market. They never reflected any en-

thusiasm on the part of the manufacturer, and, naturally, impelled to enthusiasm on the part of dealers or salespeople. Thus they have failed to be profitable, because they were not dramatically introduced.

This dramatic introduction is not necessarily costly. It may be done in a single key city, where the manufacturer's capital is limited. But the promoter must have imagination. It should be heralded by advertising to the public, and by advance enthusiastic announcements to dealers. If possible, a special appeal should be made to dealers' salespeople. The promoters must express large enthusiasm about the product, for those actual merits and advantages which it possesses. Naturally, the commodity must possess such merits, for only a fool will invest his money in manufacturing and exploiting something new that is not better than products which already possess the market.

The manufacturer who thinks that clever advertising will catch the market for a commodity which is unworthy, is in quite as hazardous a business as the speculator in unknown oil stocks. They do win out sometimes.




The real element, in the preparation for such dramatizing of a new commodity, is the creative brain that shall analyze the commodity and its uses, discover its elements of newness, and develop the ideas that can be made to snap open people's eyes, command their interest, awaken their desire and sell them the goods.

One community and one store may be made the stage for a completely dramatic and most effective introduction of a new commodity. One of the great retail centers should be chosen—not because a try-out might not be successful in a small city, but **because of the valuable influence such prestige would give to the commodity in the minds of dealers in other cities, who watch things that are successful in the large centers.**

Where such a campaign is planned for one city, the local newspapers should be used for the teaser campaign and the campaign's advertising. **The local store being exploited**

[CONTINUED ON PAGE 58]



**Br-r-r** . . . yes, this is the Dry Goods Economist . . .  
 you can get that merchandise at So-and-So's, 1239 Broadway  
 . . . you're quite welcome, goodbye . . .  **Br-r-r** . . .  
 yes, yes . . . we have a lot of data on the subject of Returns  
 . . . come in and we'll talk it over . . . yes, two o'clock is  
 all right, good-bye . . .  And so it goes, *br-r-r*, *br-r-r*, ad  
 infinitum . . . merchant at one end of the wire, Economist at  
 the other . . . with a large order of goods or perhaps an ex-  
 ecutive policy in the balance . . .  last year the best stores  
 in the land asked us 36,421 questions about buying, selling  
 and everything else . . . they received 36,421 helpful an-  
 swers . . . which is why we enjoy merchant-confidence and  
 why we can offer the manufacturer a profitable oppor-  
 tunity to share in it. *Get the facts.*

 **DRY GOODS ECONOMIST**

239 West 39th St., New York. Offices in Principal Cities



# A List of Cooperative Advertising Campaigns

WE are so frequently asked for a list of the associations which are advertising that we finally decided to publish one. The list below is confined, for the most part, to manufacturers' associations. We did not include retail organizations, publishers' groups, horticultural or farming societies, or community campaigns.

The organizations we are cataloging are advertising at the present time, have advertised within the last three years, or have recently announced their intention to advertise. In this list, however, will be found a few organizations whose advertising is only temporarily inactive.

We do not guarantee the list to be altogether accurate or to be complete, but it is as accurate and as complete as it is possible to make it in a field where changes are taking place daily. The list was prepared in cooperation with several of the leading trade association authorities in this country.

- Aluminum Wares Association,  
844 Rush Street, Chicago, Ill.  
Erwin, Wasey & Co., Chicago.
- American Bottlers of Carbonated Beverages,  
726 Bond Building, Washington, D. C.  
Millis Adv. Co., Indianapolis.
- American Face Brick Association,  
1721 Peoples Life Bldg., Chicago, Ill.  
The George L. Dyer Co., Chicago.
- American Institute of Steel Construction  
Inc.,  
285 Madison Avenue, New York,  
N. W. Ayer & Son, New York.
- American Importers of Spanish Green Olives,  
87 Thirty-fourth Street, Brooklyn.
- American Leather Producers, Inc.,  
1 Madison Avenue, New York.  
Frank Seaman, Inc., New York.
- American Walnut Mfr's Ass'n,  
616 South Michigan Avenue, Chicago, Ill.  
The Buchen Co., Chicago.
- The American Malleable Castings Ass'n,  
Cleveland, Ohio.
- Arkansas Soft Pine Bureau,  
Little Rock, Ark.  
Robert H. Brooks, Advertising, Little  
Rock, Ark.
- Associated Tile Manufacturers,  
Graybar Bldg., New York City.  
Fred M. Randall Co., New York.
- Asphalt Shingle & Roofing Association,  
285 Madison Avenue, New York.
- The Asphalt Association,  
441 Lexington Avenue, New York.
- The Birch Manufacturers,  
221 F. R. A. Building, Oshkosh, Wis.  
Crosby-Chicago, Inc., Chicago.
- California White and Sugar Pine Mfr's Ass'n,  
600 Call Building, San Francisco.  
Honig-Cooper Co., San Francisco.
- Chilean Nitrate of Soda Educational Bureau,  
57 William Street, New York.  
The Corman Co., New York.
- California Redwood Association,  
24 California Street, San Francisco.  
Lord & Thomas and Logan, Inc., San  
Francisco.
- Copper & Brass Research Association,  
25 Broadway, New York.  
Frank Presbrey Co., New York.
- Common Brick Mfr's Ass'n of America,  
Guarantee Title Building, Cleveland, Ohio.  
Dunlap-Ward Adv. Co., Cleveland.
- The Cast Iron Pipe Publicity Bureau,  
120 South Michigan Avenue, Chicago, Ill.  
The Buchen Co., Chicago.
- The Cold Finished Steel Bar Industry,  
120 Broadway, New York City.
- Evaporated Milk Association,  
231 South La Salle Street, Chicago.  
Gardner Adv. Co., Chicago.
- Electrical Refrigerator Mfr's Ass'n,  
522 Fifth Avenue, New York.
- Granite City Cooperative Association, Inc.,  
Barre, Vt.
- The American Glycerine Producers' Ass'n,  
120 West Thirty-second Street, New York.  
Newell-Emmett Co., Inc., New York.
- The Greeting Card Association,  
354 Fourth Avenue, New York.  
George Batten Co., New York.
- Gumwood Service Bureau,  
Memphis, Tenn.  
Kling-Gibson Co., Chicago.
- The Hollow Building Tile Association,  
Conway Building, Chicago, Ill.  
H. E. Lesan Adv. Agency, Chicago.
- Hardwood Manufacturers Institute,  
Bank of Commerce Building, Memphis.  
Kling-Gibson Co., Chicago.
- Independent Oil Men of America,  
624 South Michigan Avenue, Chicago, Ill.  
Critchfield & Co., Inc., Chicago.
- The Irish and Scottish Linen Damask Guild,  
Inc.,  
260 West Broadway, New York.  
The Paul Cornell Co., Inc., New York.
- Indiana Limestone Quarrymen's Association,  
Chicago, Ill.  
Lord & Thomas and Logan, Inc., Chicago.
- Jewelers' "Gifts That Last" Campaign,  
239 Springfield Avenue, Newark, N. J.  
Millis Adv. Co., Indianapolis, Ind.
- Louisiana Red Cypress Bureau,  
507 Carondelet Street, New Orleans.  
Crosby-Chicago, Inc., Chicago.
- Laundry Owners National Association,  
La Salle, Ill.  
Millis Adv. Co., Indianapolis.
- Motor Truck Industries, Inc.,  
Detroit, Mich.  
Grace & Holliday, Detroit.
- Maple Flooring Manufacturers' Association,  
30 North La Salle Street, Chicago, Ill.
- The Mahogany Association, Inc.,  
1133 Broadway, New York.  
Carr & Columbia, Inc., New York.
- The Milling Machine Manufacturers of the  
National Machine Tool Builders Asso-  
ciation,  
Cincinnati, Ohio.
- National Warm Air Heating and Ventilating  
Association,  
174 East Long Street, Columbus, Ohio.
- National Association of Marble Dealers,  
Rockefeller Building, Cleveland, Ohio.
- The National Kraut Packers Ass'n, Inc.,  
Clyde, Ohio.  
The Conover-Money Co., Chicago.
- National Association of Ornamental Iron  
and Bronze Manufacturers,  
614 Race Street, Cincinnati, Ohio.
- National Electric Light Association,  
29 West 39 Street, New York.  
Lord & Thomas and Logan, Inc., New  
York.
- National Piano Manufacturers' Association,  
247 Park Avenue, New York.  
Frank Presbrey Co., New York.
- The Northern Hard Maple Manufacturers,  
Oshkosh, Wis.  
Crosby-Chicago, Inc., Chicago.
- The National Joint Committee on Prison  
Labor of the Union-Made Garment  
Manufacturers' Association of America  
and The United Garment Workers of  
America,  
621 Bible House, New York.
- National Association of Ice Industries,  
163 West Washington Street, Chicago.  
Direct.
- National Confectioners Association & Allied  
Industries,  
1627 Locust Street, St. Louis, Mo.  
Fisher-Brown Adv. Agency, St. Louis.
- National Lumber Manufacturers' Ass'n,  
402 Transportation Building, Washington,  
D. C.
- National Paving Brick Mfr's Ass'n,  
802 Engineers Building, Cleveland, Ohio.
- The National Association of Leather Glove  
and Mitten Manufacturers,  
395 Broadway, New York.
- National Knitted Outerwear Association,  
347 Fifth Avenue, New York.  
Direct.
- National Building Granite Quarries Ass'n,  
31 State Street, Boston, Mass.  
Lyddon & Hanford Co., Inc., Rochester.
- Northern Hemlock & Hardwood Association,  
Oshkosh, Wis.  
Crosby-Chicago, Inc., Chicago.
- National Terra Cotta Society,  
19 West Forty-fourth Street, New York.  
Direct.
- The National Council for Better Plastering,  
441 Lexington Avenue, New York.  
Direct.
- National Slate Association,  
791 Drexel Building, Philadelphia, Pa.
- Oak Flooring Bureau,  
828 Hearst Building, Chicago, Ill.  
Kling-Gibson Co., Chicago.
- The Oil Heating Institute,  
350 Madison Avenue, New York.  
Lord & Thomas and Logan, Inc., New  
York.
- Pennsylvania Grade Crude Oil Association,  
Oil City, Pa.  
Young & Rubicam, Philadelphia.
- Plumbago Crucible Manufacturers,  
90 West Street, New York.  
Direct.
- Portland Cement Association,  
111 West Washington Street, Chicago, Ill.  
Austin Bement, Inc., Detroit.
- Quality Bakers of America,  
469 Fifth Avenue, New York.
- Research Council of the Ice Cream Industry,  
Telegraph Building, Harrisburg, Pa.  
Gardner Adv. Co., St. Louis.
- Red Cedar Lumber Manufacturers' Ass'n,  
Stuart Building, Seattle, Wash.  
The Izzard Co., Seattle.
- Red Cedar Shingle Manufacturers' Ass'n,  
Seattle, Wash.
- The Rubber Association of America,  
250 West Fifty-seventh Street, New York.  
Dorland Agency, Inc., New York.
- Sheet Steel Trade Extension Committee,  
Oliver Building, Pittsburgh, Pa.  
Crosby-Chicago, Inc., Chicago.
- The Screen Mfr's Ass'n of America,  
458 East McMillan Street, Cincinnati.
- Save the Surface Campaign,  
18 West Forty-first Street, New York.  
F. J. Ross Co., Inc., New York.
- Society of American Florists and Ornamental  
Horticulturists,  
247 Park Avenue, New York.  
Millis Adv. Co., Indianapolis.
- The Soil Pipe Association,  
Birmingham, Ala.
- Southern Pine Association,  
New Orleans,  
Ferry Hanly Adv. Co., Chicago.
- The Sterling Silversmiths Guild of  
America,  
20 West Forty-seventh Street, New York.
- Southern Cypress Manufacturers' Ass'n,  
507 Carondelet Street, New Orleans, La.  
Crosby-Chicago, Inc., Chicago.
- Turpentine and Resin Producers' Ass'n,  
New Orleans, La.
- United States Fisheries Association, Inc.  
196 Water Street, New York.  
Lyddon & Hanford Co., Inc., New York.
- West Coast Lumber Trade Extension  
Bureau,  
Stuart Building, Seattle, Wash.
- Western Railways' Committee on Public  
Relations,  
740 Transportation Building, Chicago, Ill.  
Critchfield & Co., Inc., Chicago.
- Wallpaper Manufacturers Ass'n of the U. S.,  
461 Eighth Avenue, New York.  
Griffin, Johnson & Mann, Inc., New York.
- Western Pine Manufacturers Association,  
510 Yeon Building, Portland, Ore.  
N. W. Ayer & Son, San Francisco.
- Western Red Cedar Association,  
Pevton Building, Spokane, Wash.  
Botsford-Constantine Co., Portland.





Plant of the Northwestern States Portland Cement Company at Mason City, Iowa.

# Industrial Income from 3500 Factories

*A vital factor in Iowa's Commercial Progress*

**A**NY business man who looks at Iowa as a vast farm, should look again. Since 1921, the output of Iowa factories has been increasing at the rate of nearly sixty million dollars a year. Last year, compared to a near-record agricultural income of \$720,000,000, Iowa's industrial production was almost one hundred million dollars greater.

Iowa has nearly two and one-half million people, but no city over 175,000. Her industrial activity, like her commercial activity, is not confined to any one or two metropolitan districts, but is divided among a score of important cities.

Manufacturers who are taking advantage of the commercial and industrial development of Iowa, find that newspaper advertising in these key centers is necessary in getting their full share of the business.

## IOWA DAILY PRESS ASSOCIATION

### DAVENPORT, IOWA

- |                                   |                              |                             |
|-----------------------------------|------------------------------|-----------------------------|
| Ames . . . . .Tribune             | Davenport . . . . .Times     | Mason City..Globe-Gazette   |
| Boone . . . . .News-Republican    | Dubuque..Telegraph-Herald    | Muscatine . . . . .Journal  |
| Burlington . . . . .Gazette       | and Times-Journal            | & News-Tribune              |
| Burlington . . . . .Hawk-Eye      | Fort Dodge... Messenger      | Oelwein . . . . .Register   |
| Cedar Rapids . . . . .Gazette     | & Chronicle                  | Oskaloosa . . . . .Herald   |
| & Republican                      | Fort Madison... Democrat     | Ottumwa . . . . .Courier    |
| Centerville . . . . .Iowegian &   | Iowa City... Press Citizen   | Sioux City . . . . .Journal |
| Citizen                           | Keokuk . . . . .Gate City    | Sioux City . . . . .Tribune |
| Council Bluffs . . . . .Nonpareil | Marshalltown . . . . .Times- | Washington . . . . .Journal |
| Davenport . . . . .Democrat &     | Republican                   | Waterloo..Evening Courier   |
| Leader                            |                              | Waterloo . . . . .Tribune   |



*Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to executives on request.*

# The Proof of the Pudding

Being One Experience with Scare Copy Applied to  
Industrial Advertising

By *R. S. Rimanoczy*

The Bayless-Kerr Company, Cleveland

**S**CARE copy, which may be more accurately termed dramatic negative suggestion, may be good, bad or indifferent when applied to various products. Mr. Lawrence G. Sherman, in a recent article in *ADVERTISING AND SELLING*, advances it as the logical appeal for insurance. A fellow life-insurance expert, in the same publication, takes issue with him and claims that such an appeal makes it appear to be death-and-miscellaneous-calamity-insurance.

Without attempting to pass upon the merits of scare copy that applies to our physical and personal financial condition, I would like to cite a case of its application to a new field, industrial advertising.

Here we do not have to cope with a possible sharp aversion to a picture of misery or skidding death. Instead of personal calamity, our story is based on the dangers that beset the pocketbook of industry and business.

By way of illustration I cite a recent campaign of The E. F. Hauserman Company, manufacturers of steel partitions. The fundamental arguments in favor of this product are that the partitions eliminate the waste found in immovable walls, inasmuch as they are fireproof, indestructible, and may be moved and used again indefinitely.

The question facing the advertising counsel, at the inception of the campaign, was whether the copy should merely set forth the advantages of steel partitions or accentuate the disadvantages of wood, tile and plaster.

The latter would require the use of dramatic negative suggestion, that much-debated question. Would industry be stirred to action as quickly through an affirmative appeal as it would through scare copy?

A brief survey answered the question for us. Industry is constantly



**HAUSERMAN**  
MOVABLE STEEL PARTITIONS

besieged with appeals of new products setting forth revolutionary improvements. The adoption of even a small percentage of the products would be financially impossible. They are passed over because the present method of handling the particular details for which these products are designed seems to be satisfactory.

**T**O jolt possible users from their complacency as to the partition situation, it was found preferable to set forth dramatically the reasons why a new product should be adopted and why it was costing industry millions to ignore steel partitions.

In a sense, the campaign was pioneering for the competitors of the advertiser, as well as for the advertiser himself. The very copy angle sold steel partitions in general, as well as Hauserman Partitions in particular. The youth of the product and the relative ignorance of partition users in regard to it, made this factor entirely unavoidable.

To dramatize the story, an imaginary figure of Partition Waste was created. Inasmuch as the spectre was not one of personal calamity the artist was given a free rein in the matter of gruesome voraciousness.

This imaginary character appeared in every advertisement of the campaign. He chortled with glee when tile and plaster walls had to be crushed and pounded into worthless rubbish. He rubbed his hands in satisfaction when office efficiency was reduced to a state of demoralization by the dust, dirt and uproar. He encouraged the flames that licked up inflammable partitions and snickered when wooden doors warped and jammed.

Did he create a negative frame of mind in prospects? We cannot speak for each one individually, but the proof of the pudding is in the eating and it was very good eating.

Did he sell steel partitions for competing manufacturers? Again we cannot say, but he certainly "did right" by the company that gave him life.

It must not be thought that the copy appeal was 100 per cent negative. As soon as Partition Waste had driven home his message, the copy set about painting the other side of the story. Quick relief from the undesirable situation was effected by the mechanics of the layouts. Arrows, staggered headlines, and other mechanical agents telegraphed quickly to the reader that Hauserman Steel Partitions were able to correct the difficulty.

"A great deal of Partition Waste's success," said Mr. Davis of The Hauserman Company, "must be attributed to the fact that all of his antics were logical and justified. Scare copy without the background of a quickly accepted justification becomes a Little Red Riding Hood and an object of disastrous ridicule."

## THE GENDER, SIR, IS MASCULINE

People in California, people in Maine, people in North Carolina—they read the magazines comprising the ALL-FICTION FIELD with vast enthusiasm, more and more of them, every month.

And women, being people, read fiction. You can bet your best Stetson on that. But—by and large, in the long run, and all things considered—the gender of All-Fiction readers is predominantly masculine. That's why advertisers in search of a man market that has a stabilizing woman buyer balance invariably select the All-Fiction Field.



# All-Fiction Field

*Magazines of Clean Fiction*

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO

# The 8-pt. Page

by

## Odds Bodkins

THIS morning I put into the mail a copy of "The Kasidah of Haji Abdu El-Yezdi" addressed to—

But hold! This is no way to announce the winner in a contest.

You will recall, gentle readers, that I offered a copy of "The Kasidah" to the 8-Pt. reader who before Christmas submitted what struck me as being the pattest definition of advertising, comparable to Lord Morley's definition of journalism as "literature in a hurry."

Of the numerous entries, these are the most interesting:

From S. Greve, St. Paul, Minnesota: "Literature persuasive."

From Joseph Grossman, Cleveland Ohio: "Premeditated announcements."

From J. M. (whoever and wherever he may be): "Fiction in its most modern form." (Didn't dare give his name and address!)

Wm. A. Mihm, Baltimore, Md., submits: "What's what—in a hurry."

M. V. M., who still hides behind initials and a "New York" address, insists that while he has a book he has read it and would like another, sends in a second entry: "Advertising is the tenor in literature's quartette—hits the high spots."

Eugene Pharo, editor of the *Confessioners Journal*, writes: "Permit me to utter that if 'Journalism is literature in a hurry,' then (*hic jacet*) the garrets of Balzac and Chatterton: Advertising is Art in a Park Avenue apartment."

L. Ristitch, Detroit, Mich., submits that "Advertising is literature of tangible effect."

William Feather opines that Lord Morley would have defined advertising as "The journalism of shopkeepers." He says, he thinks a better definition would be, "The literature of business."

(Incidentally, he does a little defining himself in his letter when he says "The chief difference between an intellectual and a lowbrow is that an intellectual has trained himself not to yawn when he is bored.")

O. A. Owen, 250 West 57th St., New York City, submits this: "Advertising is the cross-roads where business and literature intersect."

As I started to say in the beginning, this morning I put into the mail a copy of "The Kasidah of Haji Abdu El-Yezdi" addressed to O. A. Owen, 250 West 57th St., New York City. He wins. I think his definition is downright good.

I can't figure it out: is George Jessel a practical joker, or an advertiser? Here is his advertisement from a Boston newspaper:

**BARGAIN SALE**  
**FOR SALE—FORD TOURING CAR.** 1904 model; fairly good condition. All it needs is four new tires, windshield, speedometer, left axle, battery, generator and spark plugs. Will take \$500 cash, balance easy payments, or will exchange for downtown real estate. For further particulars apply **GEORGE JESSEL**, Boston Opera House.

—8-pt—

Harking back to the "colorful" objection of one fair reader, as reported recently in this page, R. H. Wilson, of Columbus, Ohio, addresses me:

Yes, Odds: This is my pet aversion—"Now!—you can have this bigger and better What-is-it."

"Now!—Comes a new Gadget. "Now there is a better way to do what-ever-you-are-doing."

Now I hope the poor, overworked, unimaginative copywriter finds a new way of calling my attention to the ever present moment and his momentous message.

—8-pt.—

On this same line, A. Morrison of Toronto, Canada, suggests that "dominates" should have a whiff of chloroform. "When used by one newspaper it sounds undemocratic. When used by two or three it seems ridiculous," he says.

—8-pt.—

*Liberty* publishes this tragic picture of what happened in a smart Park Avenue advertising agency when a foreign artist, unfamiliar with our advertising ways, submitted a painting of a housewife frowning.



E. E. K. of Powers-House, Cleveland, says that in Cleveland the newsboys called "New Ford prices" as the sensational news of the day.

They did in several other cities, too, E. E. K. And actually it was the most sensational news in months, for it took the brakes off the automobile business.

—8-pt.—

The Fashion Department of *Time* publishes these interesting statistics on the rage in typewriter colors.

In recent months one customer out of every five who has bought a Corona Portable typewriter has bought a colored Corona Portable. He purchases either a scarlet, a maroon, a green, a blue, a cream & gold, or lavender & gold. Red is men's choice. Ivory and lavender are unpopular. Scarlet is popular. English & U. S. society women now have typewriters that do not suggest "business." Of the colored typewriters sold to date:

22% are Scarlet	17% are Maroon
18% are Blue	13% are Lavender
18% are Green	12% are Ivory

There is something to ponder in this colored typewriter business. To ponder seriously, Mr. Sales Manager.

—8-pt.—

I see Valentine & Co. is advertising their pet varnish as "Valspar, the varnish that made boiling water famous." Also dining room tables.

—8-pt.—

I have almost decided to invite Will Rogers to become a Contributing Editor to the 8-Pt. Page. He is the fashion. When Mr. Ford wants to attract attention to his new car, he invites Mr. Rogers to go riding with him, and Mr. Rogers thanks him for his buggy ride in his syndicated box in umpty-teen newspapers—all for nothing.

When Mr. Morrow wants to get Mexico onto the front page, he invites Will down there to spend a week or so and help give Lindy a little extra publicity when he flies down to Mexico City for the Christmas holidays.

Truth is, Will is a sort of traveling window display. Crate him up and ship him almost everywhere, and when you open up the crate he bobs up like a jack-in-the-box and draws a crowd that blocks our national Main Street!

# 20,000

## people bought our advertised automotive product —and they can buy yours!

**D**O YOU KNOW that it is almost as hard to make an automobile owner buy a new road guide—as it is to make one buy a new car! The average owner gets fond of his old road maps after he becomes acquainted with all their peculiarities and limitations. He hates to buy a new set of maps. The fact that Whatzis County built a new short cut last fall from Whoozis to Whatchymaycallit, or that state turnpike 86, labeled good in 1925, now looks like an artillery proving ground—doesn't bother him much, unless he gets lost. Usually, however, the family gets along with the 1925 road map until somebody leaves it out in the rain.

In view of this high sales resistance, The News takes justifiable pride in the annual sale of from twenty to twenty-five thousand copies of its Automobile Atlas. Especially considering that we make the Atlas somewhat hard to buy!

It can be secured only from our Readers' Service Bureau. We advertise it infrequently in small space. To be the proud owner of a News Auto Atlas you must watch for one of our small ads, clip the coupon, write down your name, address, make of car and license number, and send or bring it in with thirty-five cents.

In return, we give you for this trifling trouble and sum an amazing map value in the News atlas. It is a stout booklet of 64 pages in covers, size 9 $\frac{3}{8}$  by 12 $\frac{3}{8}$  inches. It contains double page maps of 26 Eastern states, Ontario, Quebec; four pages of Long Island maps; a trans-continental United States; the North Eastern United States; detail vicinity maps of eighteen large cities; mileage chart, customs regulations, traffic



### News Auto Atlas requests from

Jan. 1 to Nov. 30, 1927

Auburn	39
Buick	2579
Cadillac	213
Chandler	252
Chevrolet	2316
Chrysler	602
Diana	16
Dodge	1747
Essex	854
Falcon	10
Fiit	112
Ford	2348
Franklin	72
Gardner	23
Hudson	608
Hupmobile	314
Jordan	63
Kissel	21
LaSalle	13
Lincoln	59
Locomobile	16
Marmon	51
Moon	58
Nash	1445
Oakland	293
Oldsmobile	216
Overland	678
Packard	232
Paige	135
Peerless	88
Pierce-Arrow	37
Pontiac	200
Reo	97
Rolls Royce	6
Star	134
Studebaker	1296
Stutz	26
Velie	41
Willys Knight	493

	17,833
Miscellaneous Cars	1219
Trucks & Motor-	
Cycles	246
All Others	1306
<b>Total</b>	<b>20,601</b>

regulations, ferry schedules. It is compiled especially for us each Spring by Rand McNally & Co. There is also a subsidiary Western States Atlas. And in addition, the Readers' Service Bureau will route you from here to anywhere on the maps. (Three thousand News readers requested route information last year!)

\* \* \*

**W**E think you will be interested in the cars owned by News readers who bought our atlas this year. Buick leads with 2579; Ford is second with 2348, Chevrolet is third with 2316, Dodge is fourth with 1747, Nash is fifth with 1445. Studebaker is sixth with 1296. Six Rolls Royce owners appear among News readers; and there is a proportional representation of all of the high priced cars.

This record of ownership, in fact, very exactly parallels New York City registrations. News readers own all kinds of cars.

—and among the million and a quarter circulation (the largest in America) the maker of automobiles will find more prospects than in any other medium in New York.

If you want to make New York car-conscious (as far as your car is concerned), you need The News. It should be first on your schedule at Show time—and can hold its own at any other time, too.

**THE NEWS**  
New York's Picture Newspaper

25 Park Place, New York  
Tribune Tower, Chicago

# Buying Patents, the Only Legal Monopoly

[CONTINUED FROM PAGE 20]

their similarity is not so established by the wording of the patents. The large typewriter manufacturer thereupon secures a restraining injunction, collects damages, and may even put our manufacturer in bankruptcy. The inventor, however, lives comfortably on the \$300,000 royalty which he collected from the manufacturer. A harsh illustration, but within the range of possibilities.

**I**T sometimes happens that, under pressure of numerous patent applications, similar patents are allowed by the Patent Office. Patent examiners are overworked and underpaid. Sometimes the contest over two issued patents, on which no interference was declared when they were applied for, continues over a period of years at immense cost to the parties involved.

But the risks in matters involving patents are well known. How can a manufacturer, desiring to recognize patents and secure protection under them, avoid the dangers of paying for patents which may later be proved invalid?

This question cannot be considered fairly without taking into account the very important advantages of good patent protection. The patent, it must be remembered, is the only monopoly which is sanctioned and encouraged by law. Huge fortunes have been built up by manufacturers working under patent protection who could not, without its aid, have faced existing competition.

A patent is valuable not only for the protection which it gives, but also as a revenue producing property. A manufacturer, owning a patent, or having an exclusive license with a right to sublicense other concerns, can often derive handsome revenues from his competitors which are, in effect, a share in their profits.

Another advantage of patent ownership lies in the opportunity for bargaining should rival interests own desirable patents. Often an exchange of rights benefits both concerns. But, unless both parties own patent rights, suitable arrangements cannot always be made by the less fortunate or less farsighted. There is no such thing as compulsory licensing, and the owner of valuable patent rights is usually in a position to secure any additional rights he needs by the very nature of his position.

The advertising value of patent ownership is often considerable. There is no better way to emphasize the possession of an exclusive feature in a product than to advertise it as a patented one.

The immense value of good patent protection far outbalances any hazard that a patent may be upset or unfavorably adjudicated. But the fact remains that money can be wasted in the purchase of patent rights. A clear understanding of the four stages in the life of an invention and the principles

upon which the fairest recompense to the inventor can be arranged may be helpful to those who negotiate patents: These stages are: (1) the original invention is made and demonstrated experimentally; (2) a patent is applied for; (3) a patent is issued; and (4) the patent is adjudicated in the courts.

A manufacturer is rarely approached during the first stage. There are cases, however, when inventors approach manufacturers, particularly if they are well known to them personally, with the intention of selling their rights before the patent is applied for. Because of financial handicaps the inventor may not be able to do necessary experimental work or to pay for patent applications. In such cases the prices paid should take into consideration the fact that no patent may ever be granted on the invention.

Section 24 of the rules of practice of the United States Patent Office gives in one paragraph the essential requirements of what constitutes a patentable invention.

A patent may be obtained by any person who has invented or discovered a new or useful art, machine, manufacture or composition of matter, or an improvement thereof, which meets the following requirements: (1) It has not been known or used by others in this country; (2) it has not been described in any printed publication in this or any foreign country before this invention or discovery; (3) it has not been known or used, or described in a printed publication in this or any foreign country more than two years prior to his application; (4) it has not been patented in any foreign country on an application filed by the inventor or his representative, more than twelve months before his application in the United States; and (5) it has not been in public use or on sale in the United States for more than two years prior to his application.

A patent may be upset by anyone who can prove prior invention and who is not guilty of abandonment. One of the most important assets of the inventor, therefore, is an adequate record of the dates upon which he made his inventions, substantiated by affidavits, models, the supporting evidence of associates and evidence that he did not abandon his invention after making it. These records are as important as the patent itself.

**I**T is quite obvious that no inventor can guarantee that his invention or patent cannot be upset. Indeed, all royalty arrangements are merely licenses to manufacture under a patent; they can not guarantee that the patent is good; for to do that the inventor must know what is in every publication in the world and in the mind of every man or woman capable of making an invention. An inventor may be thoroughly conscientious in his statements that he believes his invention to be new, but only time will tell whether he is right.

Before a patent is applied for a search is generally made which is supposed to reveal whether a patent is likely to be issued. A thorough search would require a world-wide investigation. Usually the search is limited to

an examination of patents issued on similar devices. The lawyer making the search has no access to pending applications which have not yet been put through the Patent Office. In a highly competitive field, a search, issued by the most expert legal authority specializing in that particular field, is hardly more than a private opinion and is of little protection. There may be applications in the office, already being considered, which are identical. On the other hand, a prominent inventor may be working in his laboratory on the same device without in any way being guilty of abandonment, but without making any patent application. In due course, before your own patent is issued, he makes application and an interference results. If you have paid a substantial sum for the inventor's rights, before the patent is applied for, you bear the entire risk of such interference proceedings. If the second inventor shows that he made his invention without being guilty of abandonment, prior to the invention which you have purchased, your rights are of no value.

**U**NDER the circumstances the only reasonable course to follow in negotiating for rights, prior to the time a patent is issued, is to secure an option providing for a definite payment for each claim actually issued, proportionate to its value and scope. It frequently happens that a patent is granted, but some of the most important claims made by the inventor are rejected. Therefore, obligation to purchase, if a patent is granted, should not be assumed without a definite understanding which takes into consideration the fact that vital claims may be rejected without actually preventing the issuance of a patent.

From the foregoing it may appear that I consider the purchase of patent rights so hazardous that it is not worth while. On the contrary, I have participated in patent negotiations and arranged for a purchase before patents have been issued. But, in each case, only nominal payments are provided for in advance of the issuance of the patent, with the object of assisting the inventor to continue his development work and to file additional patents. I do not consider the inventor's product as completed, or even well on the way to being completed, until some time after the patents have been issued. Therefore, the major part of the inventor's reward should be withheld until that time. In fact, a royalty scale, based on production, rather than on flat purchase, unless the latter involves a substantial prospective saving, is recommended, because royalty payments cease at once when a patent is invalidated.

The favorite time to approach prospective purchasers is after patents have been applied for. This means that the descriptions have been prepared and filed with the Patent Office and their

# RADIO . . . . .

One of the Great Major Classifications  
of Advertising is only in its infancy

Kansas City is fast becoming one of the important radio centers of the country. Its central location gives it receptivity second to no other great center.

## The Kansas City Journal-Post Is Now a Broadcasting Newspaper

utilizing the facilities of KMBC to provide interesting entertainment and to furnish latest news bulletins to the wide surrounding territory.

The POST'S Saturday (Evening) Radio Tabloid started in September has caught on like wildfire and is producing greater results for advertisers at lower cost than any other medium.

### 500 Per Cent Increase

In October, 1926, the Journal-Post carried 8412 lines of Radio advertising. In October, 1927, the volume was 45,155 lines. It is steadily increasing.

*The Journal-Post will gladly cooperate with advertisers to make their advertising more effective. It is the only Kansas City newspaper providing complete merchandising service.*

#### Kansas City Journal

126,700  
25c per line

#### Kansas City Post

138,035  
25c per line

#### Kansas City Sunday Journal-Post

156,623  
30c per line

Any combination of two editions for 40c per line

## LORENZEN & THOMPSON, INC.

*National Advertising Representatives*

NEW YORK

CHICAGO

SAN FRANCISCO

SEATTLE



"HERE'S *The Three Circles* again, wishing us a Happy New Year," said the sales manager.

"*The Three Circles—E-W-H.*"

"Yes, and that reminds me," recalled the advertising manager. "We were going to get in touch with Evans-Winter-Hebb around the first of the year on our direct advertising for early spring. I might as well write them today and I will have one of their men see us here."

"Fine!"



EVANS-WINTER-HEBB Inc. Detroit

822 Hancock Avenue West

receipt acknowledged. The patent is then "in the office." Thousands of articles are placed on the market with the words "Pat. Pending" upon them. The use of the term is notice to the world in general that the article being manufactured is to be patented. "Patent applied for" confers no rights upon the manufacturer or the article bearing that mystic phrase. Competitors may make a product identical with one marked "patent pending" without being liable for damages under patent statutes until the patent is issued.

IN a highly competitive field, the design features and the principles underlying an article marked "patent pending" are thoroughly investigated by competing manufacturers. They are often able to secure other patent applications which may hedge in the manufacturer of the original article. They may also modify existing patent applications of their own so that they nearly cover the same principles, provided, of course, that they have been working along quite similar lines. Thus the manufacture of an article, while the patent is still pending, may result in the ultimate embarrassment of the manufacturer.

So far as purchase is concerned, while an inventor's work is in the "patent pending" stage, many things must be taken into consideration. In any competitive field, particularly if the invention is not a radically new departure, the danger of prior invention always exists. Purchase at this stage is still dealing in futures and the price paid should take that into consideration. Of course, no definite rule can be set up because the circumstances govern each case. The most practical method of dealing with the situation is to secure an exclusive license from the inventor and to agree upon a low royalty scale, or else upon a liberal royalty which will be paid in full only after the patent is adjudicated. But, prior to adjudication, only a part of the royalty should be paid to the inventor himself, the remainder being impounded to be released after the patent has been adjudicated by a lower court and perhaps a higher court, or, at least, after the patent has been in use four or five years without any interference arising. This is usually sufficient time to bring out any competing patent which may upset the one purchased.

THE third phase, when the patent has been issued, establishes a monopoly, enabling the patent holder or his assigns to prosecute those infringing the patent. So complex is our patent structure that a patent is now considered little more than a right to sue for or defend the priority or scope of an invention. Nevertheless, it is a monopoly, until upset. To make the monopoly more effective, triple damages may be awarded upon infringers by the courts, as well as a share in its profits based upon the degree to which the patented invention contributed to them. Were it not for this provision, infringement would be widely practised, infringers taking their chances upon court decisions. In the case of an adverse decision infringers would pay only a nominal license fee and thus the exclusive rights which a patent should give its holders would be nullified.

Most patents are purchased before they are adjudicated by the courts. The



# What Constitutes Waste-Free Selling in the Civil Engineering and Construction Field?



## The "bread and butter" approach!

The kind of men you must "hit" with your selling in this field are "moving targets."

Their calling takes them frequently from one job to another, and from one *kind* of job to another.

What is more, they expect this. They do their "bread and butter" reading in those papers which give them a picture of the industry *as a whole*. And for the great majority that means either *Engineering News-Record* or *Construction Methods*, depending on the nature of their duties and responsibilities.

Hence this combination offers you a very unusual market place, where you can meet the bulk of the worthwhile buyers and buying interests in this field with assurance of their interest, and with utmost economy in appropriation.

**ENGINEERING  
NEWS-RECORD**

*Weekly to 30,000*

**CONSTRUCTION  
METHODS**

*Monthly to 32,000*

New England's Second Largest Market

# The Providence Journal and The Evening Bulletin

have built up their circulations on a high standard of appeal. Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news—honestly, fairly, completely, and as impartially as it can be given to its readers.

They are *good* newspapers—they are also *good* advertising mediums.

The circulation of these newspapers is now over 114,000 net paid.

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**PROVIDENCE JOURNAL COMPANY**  
PROVIDENCE, R. I.

*Representatives*

CHAS. H. EDDY COMPANY  
New York Boston Chicago

R. J. BIDWELL COMPANY  
San Francisco Los Angeles Seattle

fact that a patent is issued means, or should mean, that no obviously identical patent has been filed or issued. An issuance of a patent does not, however, guarantee that its inventor has not been anticipated, although such anticipation does not affect the validity of a patent unless the rival inventor pursued its development with due diligence. Furthermore, the one who first makes application is presumed to be the first inventor, until convincing evidence is brought to upset the assumption.

Patent licensing, rather than outright purchase, has an advantage in that royalties are paid only so long as the patent holds water. If it is upset in the courts, licenses and their royalty obligations are automatically cancelled. But he who has purchased a patent outright, on the assumption that the patent will not be upset, is in an unfortunate position if a rival inventor succeeds in upsetting the patent in the courts. He has then not only lost the money which he paid the unsuccessful inventor, but is also subject to triple damages and accounting for profits to the second. If the patent holder has been sufficiently wise to secure a license on which only a part of the royalties are paid directly to the inventor and a large percentage is impounded for just such emergencies, he is partly protected against unfavorable adjudication.

**T**HERE are many grounds upon which a patent may be upset.

Once a patent has been adjudicated, particularly after an appeal to a higher court, and all moot points of its validity and scope have been settled by the courts, the licensee or patent holder is in an ideal position. He is enabled to collect damages from infringers with favorable court decisions to support him. He may dictate his own license terms. If the patent is essential to an industry, the patent holder has that industry almost at his mercy. Consequently, too much caution in patent policy is just as hazardous as too little. Many a manufacturer has paid dearly for a stubborn policy in refusing to deal with inventors until their patents are adjudicated.

He who secures a license under a patent—thereby admits its validity. The more widespread the admission of validity, the stronger the evidence to the court that the patent is valid. General acknowledgement of validity by virtue of many licensees strengthens the position of the patent holder. Hence, taking out a license merely to avoid suit, because a license is cheaper than a suit, is an injustice upon all the manufacturers in an industry. Patent licenses should be regarded as just and valid tribute to inventive genius and not as a nuisance fee to avoid trouble.

**T**HE royalty should be based on the extent to which the inventor's idea is used and the degree to which it contributes to the usefulness or saleability of the article. In the radio field, for example, license fees are based largely on selling price rather than upon extent of use, so that one manufacturer may pay three times as much as a second for the use of the same inventions, because the first houses his radio in a more expensive cabinet. This is manifestly unfair.

In the light of these complex factors that determine the value of patent rights it is advisable to consider the various bases upon which patent rights

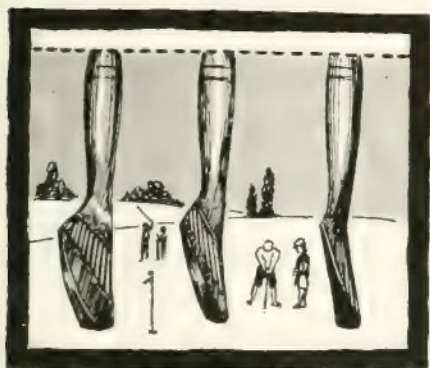
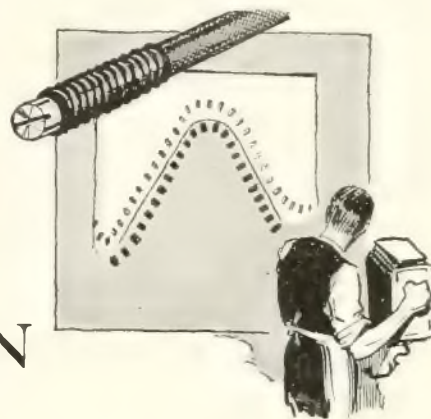
# Serving the Metal-working Industries

in matters of

... DESIGN

... PRODUCTION

... PLANT OPERATION



**T**HE design, the selection of materials and parts, the assembly, the matter of cost of production, whether it be golf clubs, steam shovels, washing machines . . . vacuum cleaners or a host of other items . . . comes under the jurisdiction of readers of *American Machinist*.

**T**HE REASON WHY . . . Editorially, *American Machinist* covers the problems that face the men in the metal working industries. It may be a matter of grinding (*production*) of conveying (*plant operation*) or selection of parts or material (*design*) . . . Then, again, the paper is concerned with the over-all problems of personnel and management. Service of this sort means *courage!*

Over 87% of the readers of *American Machinist* are executives in charge of equipment specifications and material selection. That's buying power!

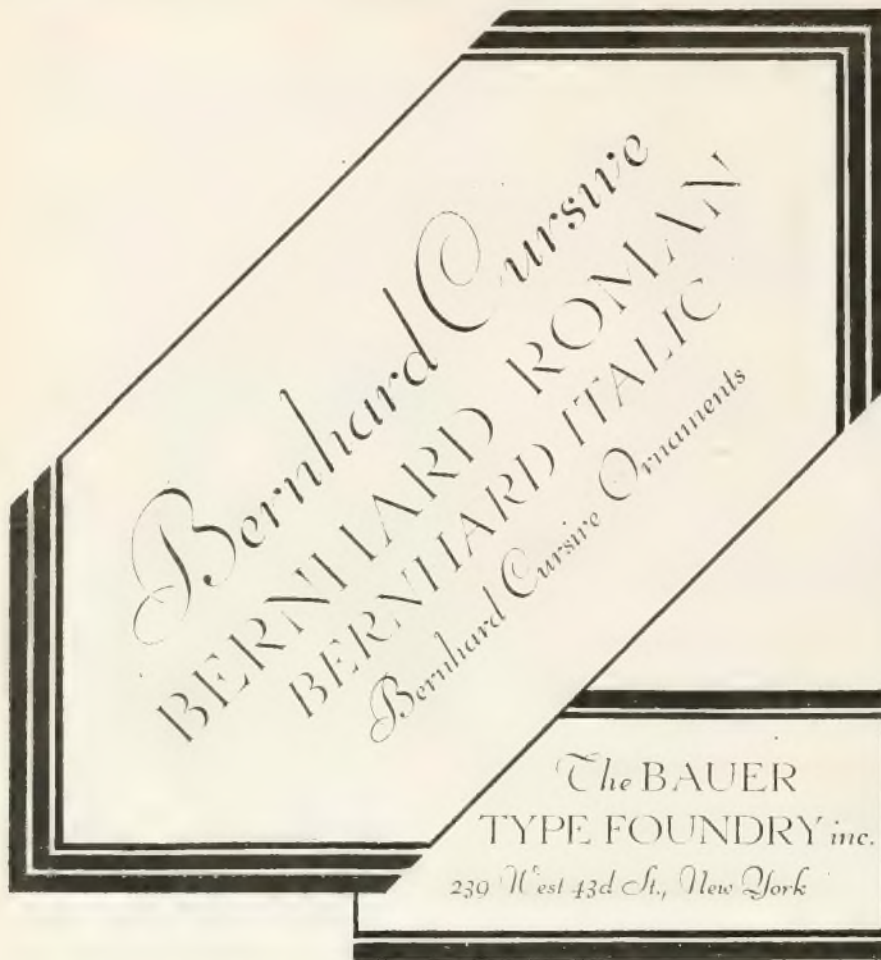
Given an intelligent understanding of the market and the marketing possibilities of *American Machinist* . . . you have a definite advantage in selling to the metal-working industries. Send for further details.



A·B·C **American Machinist** A·B·P

*A McGraw-Hill Publication*

TENTH AVENUE AT 36TH STREET, NEW YORK, N. Y.



## Bigger Than Ever

In four out of eleven months of 1927 The Dallas Morning News, week-days, established new high marks for circulation. Not merely new records for *this year*. New records for *all the years*.

Never has any other Dallas paper, by its own statement or that of the A. B. C., come within 20,000 of The News' present week-day average, while the Sunday News, with its 100,000-odd circulation has a margin of leadership which is **DOUBLE** that of the daily.

Your advertising opportunity has grown with your selling opportunity in this fast-multiplying market.

## The Dallas Morning News

*There is no substitute for the A. B. C.*

may be secured. Whether outright purchase or mere licensing, either on an exclusive or non-exclusive basis, is considered, negotiation is all a matter of bargaining with the inventor or patent holder. Naturally the manufacturer who is thoroughly aware of all the hazards of patent ownership is able to secure a better bargain from the patent holder. The most conservative policy is to ask the inventor to share some of the risk with the patent holder. Prior to the issuance of a patent, only a partial payment should be made with the option to purchase when issued. If the inventor insists upon immediate, outright purchase, he should make a substantial price concession, unless his device is so distinctly novel that there is practically no doubt that the patent will be issued and that no interference of any kind will be discovered.

**A**FTER the issuance of a patent—it is a question of time and the extent to which the patent has been used and become known which determines the danger of unfavorable adjudication. It is usually provided that the whole or a part of the legal expense of establishing the validity of a patent be deducted from royalties.

Non-exclusive licenses permit the inventor to license other manufacturers. An exclusive license does not permit such licensing. An inventor may extend to the exclusive licensee the privilege of sub-licensing other manufacturers upon suitable terms. Royalties upon non-exclusive licenses are naturally lower than on exclusive rights, unless the exclusive licensee makes a substantial minimum guarantee. It is generally provided that the license fees per unit reduce on a sliding scale as the quantity produced increases. A non-exclusive license should provide that royalty fees shall be automatically reduced to the lowest figure granted any later licensees, so that there is no discrimination against the earlier licensees.

When a feature is particularly valuable in a competitive market, it is naturally desirable to secure exclusive rights if the cost is not prohibitive. On the other hand, exclusive rights with sub-licensing rights may enable the license holder to sub-license a few, selected competitors whose distribution is limited to markets in which the exclusive license holder does not compete.

Patent licenses often provide that future inventions and improvements made by the inventor are available to the license holders and that the inventor's engineering services upon specified terms are extended to the license holder upon demand.

**T**HE reader must excuse the negative tone of this article, used in the interests of brevity. The value of patents is so well understood and the fortunes made through their ownership so numerous and immense, that it is safe to confine this consideration to certain negative features of patent negotiation, without the risk of being considered inimical to the interests of inventors. The best, most lasting, and most profitable agreements, both for inventors and manufacturers, have been negotiated by those who know not only the advantages of patent ownership, but also the conditions under which they may be lost.

## "Let George Do It"

[CONTINUED FROM PAGE 30]

thoroughly; he talked with the men as one of them, and he was extremely successful in his contacts.

**P**ONDERING over his problem and thinking of this popular character, the advertising man found the idea for "George's High Pressure Monthly." "We haven't anyone who could write seriously to these railway men," he said to himself. "So why wouldn't it be a good idea to send to our prospects, at regular intervals, an advertising piece written just as George might write it, and signed by him? It is well known that all of the railway men who would have anything to do with the purchase of such a piece of equipment are flooded with advertising literature of the serious sort. It would, therefore, seem possible that a piece of advertising written in a humorous way would get over our story even more effectively than a serious piece would."

The advertising man wrote some sample copy for the first issue of the proposed advertising pamphlet and handed it without comment to the president of the company. As he read it the latter's grin grew broader and broader. "That's good," he said when he had finished it. "How soon can we have the issue ready to mail?"

Four issues of "George's High Pressure Monthly" have now been distributed and the fifth is ready to be mailed. Already railway men have expressed their interest in the novel publication. George's errors in grammar, punctuation, and spelling, along with the generally amateurish appearance of his monthly, are laughed over in many railway shops. But the company that puts the pamphlet out is very far from being disturbed by the chuckles caused by its literature. Beneath the coating of humor there lies a serious and pertinent message; and the man who is looking forward to the sugar is not going to miss the sales talk underneath.

**T**HE irreconcilable opponents of humor in advertising have many a well tried rule to quote. But one suspects that at times they are discussing abstract principles and are forgetting the specific case at hand. It must be granted that because something is merely funny it will not necessarily sell anything. But the fault is not in the presence of humor but in the lack of skill with which it has been employed. The first page of George's publication remarks playfully, "Read, but not edited, by The Clark Manufacturing Co.," which sets the tempo for the text. But the last page is straight selling copy with two half-tones.

People like to be entertained; as modern journalism is rapidly showing. And it is not impossible to be amused and even amusing while one is conducting the weighty affairs of business. That readers of industrial advertising are as willing to be entertained as are readers of fashionable publications is a novel thought, but one that is really obvious. They must read the advertising directed at them, and if the mass of that literature is solemn and dull, how much more striking must be the occasional cheery note—and how much more likely to be carefully read.

## 'Tis hard to be human in a HIGH HAT!"

said Big Tim of "de  
Tent" Ward—

**B**UT it can be done," explained Tim, "if ye keep the hat on yer head—and off yer mind.

"When ye are talkin' from the tail end of a truck, the plain folks is tickled, if ye dress up for them, but God save yer high hat and yer head inside av it, if ye talk DOWN to them!"

This is the shrewd politician's way of saying that the American people have no inferiority complex.

They are well aware that the basis and substance of progress and culture is broader and deeper, higher and stronger, right here in America than it ever has been in any other country under the sun.

They are complimented by copy which assumes their understanding of Art and the Mode. They appreciate sincere and helpful suggestions which promote such understanding. But God help the client of the "copy expert" who talks to Americans with a broad A in his mind.

**WALTER CHESTER, 220 W. 42nd St., New York**

*Writer and Counsellor to Sophisticated Agents and Advertisers*



**The Only Denne in Canadian Advertising**

We give "on the spot" Counsel and Service in your Canadian Advertising based on years of practical experience in this field. Ask our advice on methods and media.

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

**The Taxi Weekly** Covers the Whole Cab Industry

NEW YORK EDITION goes to 10,000 taxicab individual, fleet and company operators. Issued Mondays.

NATIONAL EDITION, ready January 1, 1928, goes to 4,000 fleet and company operators throughout the U. S. Issued Wednesdays.

Published in Its Own Printing Plant at  
54 West 74th Street—New York City



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of THE WILLIAM FEATHER MAGAZINE.

**The William Feather Company**  
605 Caxton Building :: Cleveland, Ohio

## 16% Gain in Circulation

In the last six months Bakers' Helper has gained 16% in circulation. It now has over 9300 net paid in advance subscribers, more than 84% being executives and owners of bakeries.

ABC  ABP

Published Twice a Month  
431 SOUTH DEARBORN St., CHICAGO

# The OPEN FORUM

*Individual Views Frankly Expressed*

## The News Value of Mr. Ford

I DO not think Mr. Calkins is quite accurate in the slant he has given in "The Triumph of Paid Advertising," which appears in your December 14 issue. I will tell why I do not think so, but first I want to say that, in my opinion, readers expect more from Mr. Calkins than from most other writers in the advertising field. I only know him from his writings and from them I judge him to be not only the ablest of all commentators on the subjects to which he usually addresses himself, but also the most honest. Because he does think and write so honestly, it is all the more important that he be accurate.

The sentence which I believe spoils the contribution referred to is this one: "Never in the history of business has so much free publicity been given to a private commercial enterprise."

Publicity is sometimes a loose term and the way in which Mr. Calkins uses it in that sentence would lead a reader to believe that the columns the newspapers printed about the Ford car in advance of its appearance were just so much puffery.

Most editors know their business and do not give anything away. I have been a publicity man a good many years and have long since quit trying to get anything printed which did not have reader-interest as its basis. Everything which I read about the Ford car belonged in the news columns according to a strict editorial measuring stick of reader-interest. I do not believe for a moment that publishers were influenced by expectations of advertising revenue.

Mr. Calkins wrote that it was "significant . . . that at the very moment when the newspapers were giving him the greatest free publicity of his career, Ford was paying for the largest amount of space ever used in the same period by any business."

Maybe he did not mean it so, but the impression one would get from reading that comment would be that the publicity would not have come about but for the certainty that the paid advertising would accompany it.

I am certain this is not the fact and the coincidence should not be termed "significant."

Most newspapers would have printed every bit of news about the Ford car regardless of any advertising effort. The public interest was enormous, just as it would be in any other revolutionary accomplishment. The fact that the accomplishment was dominated by the

name and personality of Henry Ford of course gave it a news value many times over what it would have had with a less well-known figure.

So many advertising men try to make publicity appear as being without value. I never noticed that Mr. Calkins did this—I always think of him as being the best publicity man in the business of advertising—but I do think that in his article, "The Triumph of Paid Advertising," he tried to grab off more credit for his profession than is really deserved.

FRED BAER,  
1441 Broadway, New York.

## Concerning the Lumber Business

I N reference to the editorial comment in your December 14 issue entitled "How to Fight Outside Competition," may I take exception to one statement. You say in reference to the lumber business ". . . the whole industry should collaborate to feature wood as opposed to synthetic products, concrete, brick, stone, etc."

Synthetic means a composition of two or more materials. Brick is merely clay burned hard, stone is stone, and neither is synthetic.

Your remark that the lumber industry should feature wood as opposed to concrete, brick and stone, seems rather unfortunate.

Brick and stone are home building materials that are fireproof, and lasting, neither of which may be said for wood. To increase the use of lumber in home construction means a proportionate increase in insurance rates and taxes.

Three-fourths of the dwellings in this country are of wood. This is not a source of pride when it is considered that the average fire loss is around \$500,000,000.

As an item of interest the city of Lancaster, Pa., is known as a Brick City—and owing to the brick and stone construction of its buildings this city enjoys the lowest insurance rates in this country.

The lumber industry is not faced with the problem of fighting concrete, brick and stone. It faces rather the necessity of readjustment, the seeking of new markets, as have many other major trades of the country.

LANSFORD F. KING,  
R. E. Tweed Company,  
Philadelphia, Pa.

## Powerful Purchasing Agents

ON your editorial page in the issue of Nov. 30, in the article entitled "The Decline of the Purchasing Agent," you make the statement that "the purchasing agent is not so powerful as he once was."

It seems to me that, if anything, the purchasing agent today is really more influential, if not all powerful, than he was some years ago. There was a time when the purchasing agent was a man who sat at his desk and played one salesman against another with the view, simply and solely, to securing the lowest conceivable price for the goods to be bought. It was not essential that the purchasing agent know anything about the goods, sources of supply, market conditions or anything else. If he possessed all of the shrewdest qualities of our Hebraic brothers or the bargaining capacity of an Armenian rug peddler, he was a "buyer."

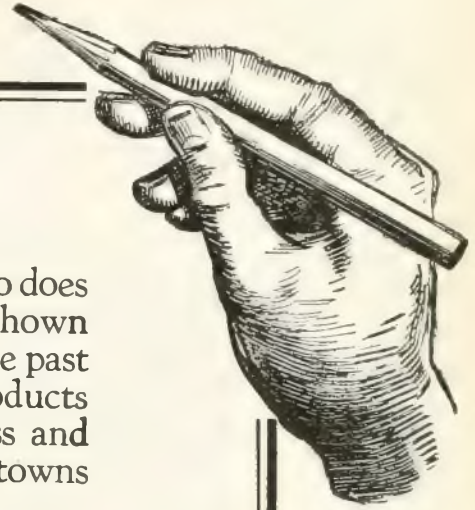
There has been a vast, if gradual, improvement in the past ten or fifteen years. Today your purchasing agent must be a combination of economist, market analyst, encyclopedia and an excellent judge of essential values. If he is a first class man he does not always buy in the cheapest market. He chooses products with high intelligence.

I think it may be said that if one were to chart buying influence of purchasing agents, the chart would show a very gradually ascending line up to a certain point. From that point the line would shoot up suddenly to a peak from which it would again gradually descend. In the first group would be the so-called purchasing agents who actually, like many advertising managers, are only buffers. In the second group, and it is a very much larger one, would come the purchasing agents who exercise a great deal of influence in the purchase of materials. In the third group would come the purchasing agents of extremely large corporations which are so large that purchasing has been reduced pretty much to a routine and the purchasing agent is so hedged in with rules and regulations that he has no chance to exercise initiative. All together I think that while unquestionably a great many other executives must be sold in any establishment, it would be a mistaken policy to minimize the purchasing agent and to take it for granted that he could not block a sale once made to other people.

G. H. COREY, Advertising Manager  
The Cleveland Twist Drill Co.,  
Cleveland, Ohio

# How's Business in Iowa?

## Here Is a Good Barometer



*A*n Iowa manufacturer who does a state wide business has just shown us his gross sales figures for the past six years. This concern's products retail for 10 cents each or less and are widely sold in cities, small towns and rural districts.

Sales in Iowa for year	1922	\$1,345,512.50
	1923	1,422,116.25
	1924	1,611,896.75
	1925	1,648,783.50
	1926	1,808,247.75
	1927	2,142,538.00

(1927 Estimated)

This manufacturer has an aggressive merchandising policy, a strong sales organization and is one of the largest users of newspaper advertising space in this state.

Who is this manufacturer--you ask.

None other than ourselves. The figures given above represent the amount of money which subscribers have paid so that they could read *The Des Moines Register and Tribune* each year. They do not include advertising income.

Who could ask for any better indicator of the opportunity to increase sales on a popular priced meritorious product in the Iowa market?

*The Des Moines Register and Tribune*

# 7 Big reasons why

—this new book  
will help you to train the retail  
clerk to **SELL YOUR PRODUCT!**

1. It shows you how to get your traveling salesmen to give effective talks to retail clerks;
2. It tells you how to get merchants and buyers interested in your educational work;
3. It covers training the retail clerk to know the talking points of your product;
4. It gives methods of insuring intelligent demonstrations of your product by retail salesmen;
5. It explains how to get retail clerks to tie up their efforts with your national advertising;
6. It gives step-by-step directions for preparing educational material for retail clerks;
7. It tells you how and where you can get mailing lists of retail clerks.

## TRAINING THE RETAIL CLERK TO SELL YOUR PRODUCT

By  
**Ruth Leigh**

*Educator and Counsel on Retail Selling and Merchandising for Manufacturers.* 244 pages, 5½x8, illustrated.  
**\$3.00**

The book shows you how you can get merchants' salespeople to push your product ahead of competing lines; furthermore, it tells how you can make such salespeople want to do so.

The book shows why manufacturers are training retail salespeople. It tells what retail sales clerks should know about your product. It gives the principles of retail selling and shows how to get these principles into practice on the part of merchants' salespeople. It shows how to conduct a correspondence course for retail clerks in the demonstration and sale of your product. It gives you the bed-rock facts of effective writing to the retail clerk.

### Examine It for 10 Days

*Let us send you a copy of this book for free examination. Look through it with some problem of your own in mind. Send the coupon now—examination is free.*



**Examine this book  
for 10 days FREE**

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

Send me Leigh's TRAINING THE RETAIL CLERK TO SELL YOUR PRODUCT, \$3.00, 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.P. 12-28-27

# Everybody's Business

[CONTINUED FROM PAGE 5]

the immense amount of time and effort that have been given to uniting mind and matter in a single body, and this makes us believe that the destiny of humanity is beyond our present powers of understanding. It is already apparent that the advances we have made will be as nothing compared to what the future will disclose.

Current changes are so rapid and revolutionary that it is no wonder the lay mind has become confused. Endless difficulties seem to arise when we try to make the old theories fit today's conditions. In the past the farmer was supreme. Land ownership was the one sure evidence of stability. It is only natural, therefore, that a cry of alarm should go up when 600,000 people turn from our farms to our cities in a single year. "Here is early indication of the decay of agriculture," say the critics, "and this marks the first stage of a national decline."

But the truth is that the trend from farm to city is a healthy movement, signifying that machines and factory methods have commenced the big job of releasing millions of farmhands for work that will be more fruitful. In no other way could the food problem of tomorrow be handled. In spite of wars, epidemics and disasters, the population of the world has trebled in a century. In another century the total will probably reach five billions, and then only two and a half acres of arable land will be available to support each person. The present movement toward automatization has come to include farming none too soon.

Let us handle this problem by going ahead with plans to increase our food-producing capacity while others waste their time in trying to regulate birth-rates. Birth-rates decline as education increases. But under such a condition the span of life lengthens in even greater proportion. The old and widely accepted Malthusian theory sets forth the idea that the growth of population is kept on a level with the food supply by such natural checks as moral restraint, vice and misery. The truth is that the increase of population is constantly greatest among that portion of society which is the least educated and nearest to poverty. This shows the danger of accepting the conclusions of early sages. We are fortunate in our selection of a new agricultural policy.

IT is the development of America's resources that has completely destroyed the idea of equality among nations. Ours is the road of destiny. With less than seven per cent of the world's population, we originate and control forty per cent of the world's mineral production. If we measure the effort of man and his machines in terms of horsepower, we perform more than that per cent of the world's work.

Before long we will be subjected to a test more severe than that ever given to any people. Science will have to do for politics what it has already done for industry. In many fields we must prepare for an early day of synthetic substitutes. We have multiplied our per capita consumption of minerals fifteen

times in fifty years. In a few decades our lead, tin and zinc will be exhausted. Six years will probably show a great change in our oil situation. Not only our country, but the earth, has indeed become a small and intimate place. The curve of geographic discovery is declining rapidly. Happily, coal is the basis of this present civilization and we have enough of it to give us a favorable trading position with the rest of the world through the coming century.


THE big discoveries of the future, so far as minerals are concerned, will be in the field of better methods of recovery and use. Intense study is being given to the problem of increasing the durability of copper, steel and other metals. Aircraft and other developments are bringing revolutionary changes in alloys. Before long we will have some particular kind of alloy to meet each form of corrosion. The importance of this line of research is indicated by the fact that in the petroleum industry alone the loss from corrosion totals \$100,000,000 annually, thereby adding about one cent a gallon to the cost of gasoline.

America's prosperity is substantial, but it can be preserved only by unremitting effort and the exercise of eternal vigilance. Competition will soon be coming from unexpected sources. Even the Dead Sea is coming to life. This historical body of water contains recoverable salts having a value of more than a thousand billion dollars. The Sultans of Turkey poured priceless gems into secret rooms in their palaces and thought themselves smart in their display of foresight. But their prejudice against foreign enterprise and scientific knowledge caused them to miss a commercial opportunity probably unsurpassed on the face of the globe.

Soon the Dead Sea under British control will be pouring forth a continuous stream of potash, bromides and chlorides, which will upset some of the best laid plans of chemical companies in America and Germany. Palestine will become a land flowing with gold instead of milk and honey. The primitive pastoral land that gave birth to Christianity will soon buzz with industrial activity. The powerful German-French cartel that has the world by the throat so far as potash is concerned will find its grip broken. A blazing sun will convert the saturated brine into staple chemicals, while the River Jordan, which has a fall of nearly a thousand feet in ninety miles, will supply the electrical energy necessary to transform the Holy Land into an industrial Utopia.

All of which indicates the folly of forecast. While adventurous spirits have been daring the dangers of the far corners of the earth in their search for hidden wealth, the world's greatest storehouse of rich values has lain untouched in the oldest and most traveled of all regions. Life has become a succession of surprises. If we cannot see what lies right under our noses, how can we speak with certainty of developments that lie beyond the horizon.





It adds  
Character, Distinction  
Advantage and Prestige  
to Your Product

It is the modern preservative—the cap possessing real appeal.

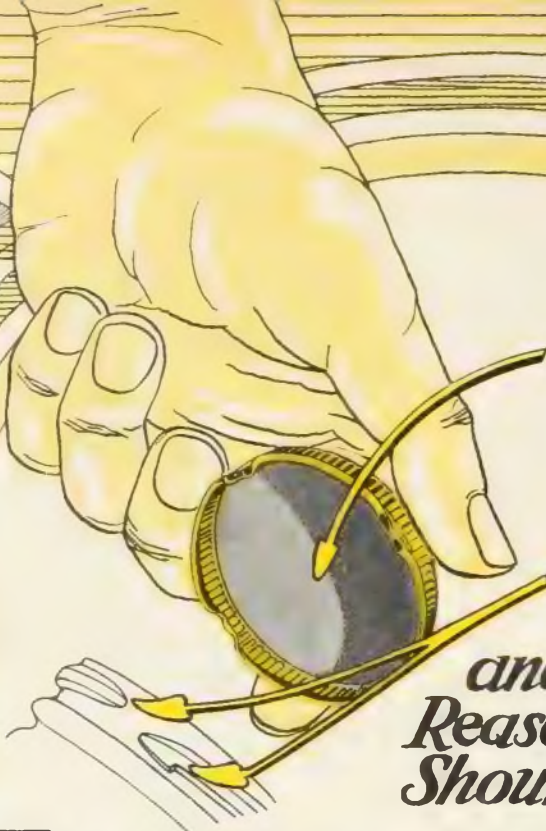
Amerseal glass may be secured at no extra cost from any and all glass container manufacturers.

You will be interested in what is shown on the next page →

American Metal Cap Company  
Brooklyn, N. Y.

THE  
**AMERSEAL**  
CAP

REG. U.S. PAT. OFF.



**LINER**

*These Slightly Inclined  
Multiple Threads Insure  
a Perfect Seal*

*and here are the  
Reasons Why You  
Should Use*

# THE AMERSEAL CAP

A QUARTER TURN SECURELY SEALS RES. U.S. PAT. OFF. A QUARTER TURN QUICKLY UNSEALS

## Low Cost of AMERSEALS

The Amerseal Cap is low in cost. Further you can cut your costs in your capping operation. Permit our quotation to tell the story.

## The Advantages of AMERSEALS

It is a positive and absolutely air-tight seal.

The cap can be removed and securely resealed as often as desired.

It is quickly and easily unsealed.

It absolutely preserves the contents until used up.

The container is invariably used around the house after contents have been used and thereby it becomes a permanent advertisement for you.

The cap improves the appearance of your package—it gives you a selling argument.

## Any Glass House Can Supply Them

Amerseal Glass may be secured at no extra cost from any and all Glass Container Manufacturers.

There is no premium on Amerseal finish.

## AMERSEAL Caps May be Had Beautifully Lithographed

You may secure the caps lithographed or finished in as many colors or special designs as desired.

Send for samples.

## Highly Advertised

The public knows this cap—they recognize, want, and buy the package so equipped.

You can cash in on this demand.

Users of Amerseals are capitalizing the fact that they use the Amerseal Cap.

*Write us—tell us what you have to cap, and we will gladly submit our recommendations, costs, and any other information you may want.*

**American Metal Cap Company**  
Brooklyn, N. Y.

*Branch Offices:*

Chicago  
Cleveland  
Detroit

St. Louis  
Los Angeles  
San Francisco

Portland  
Seattle  
Louisville

5187

# The Price Cutter in the Grocery Store

[CONTINUED FROM PAGE 25]

The price situation is the stumbling block in the field; for it is a lack of profits that is responsible for dealer resistance.

Today a certain percentage of the consumers demand advertised brands in sufficient numbers to force distribution all over the United States.

**B**ECAUSE of this strong demand, and because of steady prices, the approximate value is therefore known and these brands become very popular for use as "leaders." Extreme competition among various types of distribution results in price competition; and so on the average, volume-selling, advertised brand the price is cut to a point where the trade loses money on every sale.

Naturally, the trade turns to other commodities to offset these losses. It tries to sell as few advertised brands as possible and concentrate its efforts on trying to make up these losses through the sale of other commodities.

Bear in mind that it is the distributing trade not the manufacturers that cuts prices. But the trade says that it cannot stop this practice.

For example, how can one wholesaler or retailer raise his prices out of line with other local competitors and still hold his sales volume?

The answer is—"He can not."

Then if any action is to be taken it is up to the manufacturer; and here is the general interpretation of what the law says the manufacturer can do.

The manufacturer, acting alone, may:

- A. Suggest a resale price for his product.
- B. Explain to the trade the fairness of such a price, the value derived from using it, and appeal to it to use that price.
- C. State that he will refuse sales to all who do not use such price and actually refuse to sell to those who do not use it.
- D. Determine independently any firms not selling at the suggested price.
- E. List such firms and refuse to sell them.

On the other hand, the manufacturer may not:

- A. Make sales under any condition or agreement affecting the resale price.
- B. Obtain from the purchaser either promise or assurance that such price will be maintained.
- C. Instruct salesmen or agents to secure from that part of the trade maintaining the suggested price the names of price cutters.

Why doesn't the manufacturer help to eliminate extreme price cutting by the trade?

First of all he may be out of line with other competitive manufacturers. Secondly, the trade may take advantage of the higher price on standard brands to introduce new and more private brands. Take, for example, advertised brands that are packed in forty-eight cartons selling to the jobber for four dollars a case. The jobber sells the case to the retailer for, roughly, four per cent over cost. The retailer sells it to the consumer at approximately four per cent over cost. So the selling cost is often less than eight per cent, or about thirty-two cents a case, on an item of this type. The product sells to the consumer for \$4.32 a case, or at the rate of three packages for twenty-seven cents. (In nearly every market you will find popular selling, advertised

brands offered to the consumer on this basis, or less.)

Now, generally speaking, a private brand in order to sell in a volume that is worth-while must offer the consumer an inducement. One cent a package is usual with an item of this price. That is forty-eight cents a case less than the advertised brand sells for.

Then the jobber wants ten per cent and the retailer about twenty per cent. That is, roughly, another \$1.05 less than the advertised brand sells for. (It costs the jobber approximately ten per cent to do business; the retailer about eighteen per cent.)

Four dollars and thirty-two cents less \$1.53 means that the jobber must be able to buy the private brand for \$2.79 from some manufacturer. Generally speaking, the wholesaler cannot purchase private brands of comparative quality at much less than ten or fifteen per cent under the cost of volume-selling, advertised brands.

Therefore, price cutting by the trade prevents the trade from selling private brands in competition with advertised brands profitably; and so price cutting by the trade enables the manufacturer to reduce private brand competition.

**I**F price cutting is stopped, the difference between the price to the consumer and the cost to the jobber is widened. More profits are therefore provided by private brands, and so private brands make inroads, under these conditions, on the sale of advertised brands.

But would the trade introduce private brands if it could make money on advertised brands? It is not likely.

Roughly, the trade situation is something like this: large, successful, independent service retailers stock advertised brands but sell them only when they are requested. They feature private and unadvertised brands.

Smaller independent retailers—some hundred thousands in number—stock a few of the best known advertised brands in frequently cut prices and use them as leaders; but are pushing, selling, featuring private brands and profitable manufacturers' brands, are even substituting in many cases.

The chain stores are largely featuring advertised brands; stocking those in demand but selling private or unadvertised brands whenever possible.

Pressure is applied to the consumer through the advertising in magazines, newspapers, and billboards to get her to buy some particular brand, and opposite pressure is applied to the consumer when she gets into the store. This is making sales cost a great deal more than the average manufacturer realizes—and it will prove to be still more costly in the future.

It is reducing the efficiency of advertising; it is piling up the cost of distribution and providing for waste.

The wholesale grocer is suffering today. Very few are making a fair return on the capital invested in their businesses. The same is true of the retailers, and the chains on an average are not profiting as they formerly did.

The manufacturer's position is different. The average prominent firm is making an excellent profit today, but the present situation is paving the way for serious upsets in the future.

What is the answer? Every manufacturer should endeavor to adjust the situation in each local market. There can be no doubt that price maintenance could not at this time be generally adopted with safety by manufacturers. Perhaps it never will be needed. But manufacturers must utilize their great influence to stop the extreme, continual price cutting on their products.

Let them, wherever they find local jobbers who will give them adequate support, refuse to sell to the firms which are demoralizing conditions locally. Let them watch drop shipments, establish more carefully a supervision of this policy, stop selling to desk jobbers, supervise their specialty salesmen carefully, and instruct these men to start an upward trend of prices.

Then they will have stopped the trend toward greater and greater trade resistance and will have begun the highly necessary task of providing for a "live and let live" policy insofar as the distributing trade is concerned.

It is all that is necessary to start the ball rolling in the right direction. Jobbers will fall in line; so will chains and so will other manufacturers.

It must be borne in mind that no one thing is wholly dominant, and that it is only through proper balance that the most profitable policy can be found. Keep up consumer advertising, break down dealer resistance by giving the trade a reasonable opportunity to profit; then the manufacturers are safe.

If they continue present methods manufacturers will find that they are breaking down their lines of communication with the consumer. The jobbers control 200,000 retail grocers. If they were to close down on credit this number of retailers would unquestionably go out of business.

**T**HEY also exercise the strongest known influence on the remaining 200,000 retailers. There are only 57,000 retail chain stores. Chains will grow, but they have certain economic limitations, and never in our time—if ever—will they equal the force of the independent merchants. Chain stores handle brands because of consumer demand or because their support is purchased by means of special, low prices or concessions.

If the independents ever cease to handle profitless, advertised brands—and their tendency is in that direction—lack of distribution will weaken the influence of the consumer advertising to a point where consumer demand will no longer force the chains to handle the popular brands. This of course is far fetched. But this is unquestionably the tendency today, and each step traveled in this direction weakens the future of advertised brands.

Let manufacturers use their influence to stop extreme price cutting. That is the only constructive procedure.

## GIVING

**T**HIS is the season of the year when sentiment is at high tide.

All is peace on earth, goodwill.

This is also the season of much giving, ill-advised and otherwise. More unwarranted neckties, leather kits and tin whistles change hands at this time of the year than would founder a couple of Leviathans.

Many of the gifts, probably more than half of those given to adults, are given perfunctorily. Given, because they are expected or because the giver is afraid that if he does not give he will receive something for which he has not given in reciprocation.

"The gift without the giver is bare," quoth James Russell Lowell.

Except for its effect on trade, the practice of giving at Christmas could fairly well be dispensed with, as a means of expressing sentiment.

But, there is another form of giving of which I fain would speak and which can well be practiced more extensively by both rich and poor, great and small. I endorse it because it always benefits the giver as well as the givee.

This is the giving of intangible things, such as: good advice, sympathy, encouragement, good example, moral support, a little better performance than the promise calls for—the list is a thousand items long.

The giver benefits, if for no other reason than that he is uplifted by a sense of having done a good and generous deed. And, most always, he benefits from the goodwill engendered in the recipient of his good act.

Even in prosaic, hard-headed business the intangible counts for much. The Rotarians hit it neatly, "He profits most who serves best."

*A. R. Maujer.*

for  
**INDUSTRIAL POWER**  
608 S. Dearborn St.  
Chicago, Ill.

*Woven into the fabric of "Industrial Power's" business policy are many strands of thought compatible with the above. Not, how little can we give, but how much!*



### Makes One's Mouth Water

The menu card of the Grove Park Inn, Sunset Mountain, Asheville, N. C., is really a sort of glorified advertisement. The first, second and fourth pages are devoted to such matters as the Biltmore Industries—homespun and wood-carving; Mount Mitchell water, used at the Inn; the hotel's medicine chest and the opportunities which Asheville holds out to the investor. On page three is the bill-of-fare. It does not merely list the things which guests may order. It *describes* them—describes them in a way that makes one's mouth water.

Listen!

Consommé Patti. (Freshly extracted from finest marrow bone, clarified with strictly fresh eggs, strained and served with French peas and breast of chicken.)

Baked Sea Trout. (Received by express from Beaufort, N. C., baked in fish broth with cracker crumbs and fresh creamery butter.)

Roast Tennessee Turkey, home-made dressing and cranberry sauce. (Prepared by a formula of our own by which the turkeys are steamed and baked.)

Genuine Sour Milk, Bulgarian. (Not buttermilk, but full rich pure sweet milk soured by old-fashioned method in crock.)

John Wanamaker used to do something of this kind in his Philadelphia store's dining room. There, roast pork was not simply roast pork; it was "Young Jersey roast pork" or something like it. I stopped going there for luncheon—my power to resist the bill-of-fare's appeals wasn't strong enough. I ate so much I was sleepy all afternoon.

### He May Be Right

All sorts of curious things are happening in the restaurant business. For example: One of the largest of the uptown hotels which has—I don't know how many dining rooms of its own, has recently leased space to the Childs' Company. The owner of a famous chop-house will also soon open a branch in this hotel. And the drug-store on the corner is doing a thriving business serving light meals—"lunch-ettes," they call them.

Most of us can recall the time when a hotel resented the idea of a restaurant's opening its doors within two blocks. But not now. Possibly—very likely—the hotel man of today figures that there is more profit in renting space to a chain-restaurant than in operating a restaurant in that same space. He may be right. **JAMOC.**

### Baltimore Honors Herself

On the evening of Nov. 21, the citizens of Baltimore gave a banquet in honor of Daniel Willard, president of the Baltimore & Ohio Railroad—"in recognition of his services to this city."

If ever a man deserved a banquet at the hands of the people of the city where he lives, that man is Daniel Willard. But, in tendering him one, the good people of Baltimore did not honor Mr. Willard. They honored themselves.

Willard is almost unique among railroad executives. He has not been spoiled by power. When he took charge of the B. & O. it wasn't "much" of a railroad. Look at it now! No railroad in the United States is operated more efficiently. No railroad stands higher in the estimation of its patrons. No railroad is blessed with more loyal employees. The credit is Willard's—no one else's.

### The "Strategy" of Advertising

If there is one thing that Claude Hopkins' book on advertising makes crystal-clear, it is that the mere putting together of words, no matter how convincing or highly colored they may be, is only a part, and a small part, of success in advertising. Back of all and dominating all, must be strategy. Some advertising men prefer to use the words "the basic idea" or "the interrupting idea," or the "scheme." To my way of thinking, they do not quite meet the requirements of the situation.

I do not like to think of business as war. But, in a way, it is. In war, men have the thought of victory in their minds—it is the basic idea. But it is strategy which makes victory possible.

### The Patron of Art

"Business," said an artist friend of mine, "is the patron of art, nowadays. It used to be the Church that artists looked to for their bread and butter. Then it was Royalty. Now, it is the World of Business."

FORMS CLOSE FRIDAY JANUARY 13TH!



## 26TH ANNUAL OF THE BUFFALO TIMES AUTO SHOW NUMBER



### DISTINCTION

**I**N the automotive field, one newspaper stands out because of its preminent position in its own market—The Buffalo Times! ¶This paper was singularly chosen, the only one in this country, to publish a special eight-page section for the introduction of the new Ford car. ¶The Buffalo Ford Company authorized this section with a realization of the distinctive resultfulness of The Buffalo Times in selling lower priced cars, as well as models of considerable cost. ¶Automotive advertisers should profit by the judgment of local advertisers!

## THE BUFFALO TIMES

BUFFALO N. Y.

*EVENING*

*SUNDAY*

## Have You Seen the January Number?

The RECORD is now BIGGER—and takes the standard 7 x 10 plate, so that it is no longer necessary to make special cuts to fit the old small size. The new over-all size, 8 $\frac{7}{8}$  x 11 $\frac{3}{4}$  inches, provides carefully proportioned and handsome margins for the advertisements, which will thus be set off to maximum advantage. The "new" RECORD is also BETTER typographically, pictorially and texturally. Long the leading magazine in its field in architect and engineer circulation, now 36% ahead of its nearest competitor, the "new" RECORD will command the considerably enhanced interest and attention of a clientele that constitutes the main specifying and purchase-controlling factor in a market that, in 1927, totaled nearly seven billion dollars. The January—and succeeding—numbers will merit the closest study by those who sell or direct the selling for others, in this enormous field.

On request—sample copy, latest building statistics, our booklet "Selling the Architect," and most recent A. B. C. reports. The RECORD is a member of both A. B. C. and A. B. P. Inc.

### The ARCHITECTURAL RECORD

Division F. W. Dodge Corporation

119 West Fortieth Street, New York, N. Y.

Member A. B. C.

Member A. B. P., Inc.

## Glorifying the Commodity

[CONTINUED FROM PAGE 36]

by name, of course. Where there is sufficient capital, naturally, this introduction should be made simultaneously in as many key cities as the advertiser can afford.

There should also be planned the most dramatic staging possible for the display of the goods in the stores. This should always be in keeping with conditions that exist in the stores, and meet favor on the part of the dealer. Multitudes of ways of arousing large interest in the commodity, right in the store's neighborhood, will be found by the clever promoter.

Stage, glorify and spotlight your commodity at the first blush of its newness. Don't permit it to be thrust into the world like a poor orphan. Show the world that it has parents who are proud of it, and believe it to be the finest in the world.

## Eastern Industrial Advertisers Meet

At the December meeting of the Eastern Industrial Advertisers held at the Sylvania Hotel, Philadelphia, the following officers and directors were elected:

D. J. Benoliel, International Chemical Company, president; H. F. Marshall, Warren Webster & Company, vice-president; A. M. Robinson, The J. G. Brill Company, treasurer; and C. G. Norton, Lehigh Portland Cement Company, secretary.

The remaining directors elected were: F. G. Weber, Asbestos Shingle Slate & Sheet Company; Herman Kimble, Kimble Glass Company; Anson B. Harvey, J. E. Rhoads & Sons; W. J. Chandler, Lehigh Portland Cement Company; R. B. Savin, The S. S. White Company; J. E. Linderman, U. S. Cast Iron Pipe Company; R. B. Cook, David Lupton's Sons Company; J. E. Lovekin, J. E. Lovekin Company; N. S. Greensfelder, Hercules Powder Co.; R. B. Beard, McGraw-Hill Company.

The meeting was devoted to round table discussions of problems presented by members.

Professor Whittaker of the Wharton School of Commerce and Finance, University of Pennsylvania, outlined the cooperative course in industrial merchandising to be conducted during January, by the merchandising department of the Wharton School together with members of the Eastern Industrial Advertisers. The course will be opened with a lecture to the 250 students by Malcolm Muir of the McGraw-Hill Co., and another by N. S. Greensfelder of the Hercules Powder Company. Then the class will be divided into smaller sections, each of which will be addressed on a specific merchandising problem by various members of the Eastern Industrial Advertisers.

There will also be an evening meeting at the Poor Richard Club, attended jointly by all of the Wharton School students and the industrial advertisers. Mr. Cameron of the McGraw-Hill Co. and Dr. Herbert W. Hess of the Wharton School will be the speakers at this meeting.

## LAUNDRIES

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

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Doubled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

THE STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry. For copy rates, etc., address

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

Folded Edge Duckine and Fibre Signs  
Cloth and Paraffin Signs  
Lithographed Outdoor and Indoor Displays

THE JOHN ISELSTROEM COMPANY  
Massillon, Ohio Good Salesmen Wanted

## Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.



# One Color only

So much color is being used in present day advertising that the wonderfully striking effects that can sometimes be gained with black and white are very outstanding.

The  
**Cargill Company**  
Grand Rapids

# Neon Signs, the Aristocrats of the Night

[CONTINUED FROM PAGE 34]

tubes consume more current than long ones. Consequently, in order to gain the fullest advantage of minimum current consumption, individual tubes are blown to the greatest possible length.

Essentially, the neon light is a vacuum tube with an electrode at each end, to which a high voltage is applied. This causes a current flow within the tube, from one end of the tube to the other. A similar phenomenon occurs in the tubes of a radio receiver, when the current flows from the filament through the grid and intervening spaces to the plate. By introducing a small amount of one of the rare gases in the vacuum, the entire space in the tube becomes highly luminous when the space current flows. The character of the gas used determines the color. The colors now available are orange-red, violet-blue and green. It is likely that other colors will be developed as new gases are discovered.

AS long as there is no leakage in the tube, it functions without attention or difficulty. But leakage causes disintegration of the elements and the formation of a deposit upon the surface of the glass, gradually rendering it opaque. Extreme temperature conditions also affect the gas and the radiated color, but usually the return of normal weather conditions restores the tube to its pristine beauty. When a sign shows less than normal illumination not long after it is installed, it can often be repaired by re-evacuation and replacement of the gas. But depreciation, after an appreciable term of service, usually requires replacement of the neon tube, an operation which may cost half as much as the original installation. Where the sign is made in sections, consisting of several separate neon tubes, only one may deteriorate and this serves to reduce replacement cost.

The presence of impurities and the formation of an opaque coating within the tube is largely preventable by care and skill in manufacture. Apparently all the secrets have not yet been learned because, with all the care used, occasional failures do occur. The gamble with the smaller signs is less but, on the other hand, the advantage of the minimum current consumption is not as marked as with larger signs.

Signs are marketed on several bases. One leading company leases the signs, the lessee paying only first cost, installation and current consumed, all repairs and service costs being met by the sign concern. Another company, also making great progress and many important installations, sells its signs outright.

Mr. T. E. Foulke of the Research Laboratories of the Cooper Hewitt Electric Company, has invented an induction type of neon lamp which is not yet applicable commercially to electric signs, but gives promise of new developments in this direction. In its

experimental form, it consists of a glass bulb filled with neon gas. There are no electrodes or filaments to deteriorate. The bulb is placed within a high frequency field, obtained by passing the output of a vacuum tube oscillator of the same general design as that used in broadcasting. When the frequency is properly adjusted, the neon tube glows with great intensity and brilliance. A bulb the size of a tangerine may give as much as 200,000 candlepower. This great intensity, coupled with the extraordinary penetrating power of its pure color, has resulted in its successful employment as a fog penetrating beacon. The same advantages which make neon light a superior aviation beacon also give it superior effectiveness from an advertising standpoint.

The National Carbon Company, for example, has a neon sign over its Long Island City plant, which proclaims Eveready flashlights and radio batteries through the haze of Long Island City factory smoke and the smoke of the east side in New York, to any point of the metropolis' east side where no opaque obstruction intervenes. This sign has as neighbors electric signs of much greater candlepower, but the neon sign still stands out clearly, while the others are obscured by fog and smoke.

The neon sign has the advantage of distinctiveness to commend it, an advantage which will gradually disappear as it is more widely used. Given a good site where its superior visibility contributes to its effectiveness, neon possesses clear advantages over the ordinary electric sign.

ON the other hand, it is not yet possible to build a neon sign with moving figures, since neon can be switched only on and off.

By utilizing neon for borders and fixed elements, however, its attention attracting power and inherent beauty can be used to advantage to focus the eye upon a sign with constantly changing lettering.

Research attention is being concentrated upon the elimination of occluded gases from the electrodes and other factors which sometimes cause unreliability.

Experimentation with mercury lamps, giving the familiar blue violet color, and other developments are promising to eliminate whatever uncertainty exists in this superior type of electric sign.

The slight, but hardly negligible risk of failure, and the higher first cost of the neon sign, are more than counterbalanced by its inherent beauty, markedly superior visibility, continuous smooth lettering and low current consumption.

An investigation of neon signs is worthy of the attention of every kind of business which can use electric signs to advantage.

# 1928 Outlook

## What is the Business and Financial Outlook for 1928?

Our forecast of the probable trend of General Business, Stocks and Bonds, Commodities, Sales, and Labor will be of inestimable value to YOU in determining your policy for 1928.

If you would like our information about 1928 gratis, fill out and return the coupon below.



### Babson Reports

The Babson Statistical Organization,  
Div. 17-94, Babson Park, Mass.

Largest Statistical Community in America

Send me gratis your information about 1928.

Name .....

Street .....

City..... State.....

B

R

# Back Home with the County-Seat Newspaper

[CONTINUED FROM PAGE 23]

possible to the city paper. This angle of reader-interest is not, of course, appreciated in New York, where all of the United States beyond the fifty-mile radius is sometimes as little understood as is Alaska. Failure to grasp this difference has stood in the way of a more general use of county-seat papers for advertising.

THE nervous haste of the city reader gives place in the country to a leisurely reading of the paper. A certain agency executive was detained for three days because of an automobile accident at a town on the Hudson River, in the home of the town's wealthiest family. The evening slipped by in delightful talk, and, as they were retiring, the host remarked to his wife:

"Don't throw away tonight's *Freeman*. I've read only two pages of it."

The professional interest of the agency man was at once on the *qui vive*. To his question there came this response:

"I can read the New York paper in ten minutes, and if I miss it it's all the same to me; but the *Freeman*—I read every column, whether it's eight or ten pages. Even the ads are interesting, because they show what my friends are up to!"

"How do you get the time?" asked the guest.

"Take it, of course. The *Freeman* is as much of my life as meal-time."

That agency executive—if I am to believe his own tale—returned to New York with a new insight into county-seat newspaperdom. This un-metropolitan reader-interest must be grasped by the smokestack owner before his copy will be right for the county-seat press. It must be borne in mind throughout the campaign.

The copy must remember that beyond the Hudson River lies another world. In that land of one hundred million people ideas of living and of merchandising prevail that are different from those that control the ten millions at the mouth of that same river. New York is the headquarters for trade publications and magazines. It has its own newspapers. The farm papers and the non-New York newspapers are, only too often, as little understood as country cousins. Understood, however, they must be if rural copy is to be effective and economical.

The advertiser, in order to succeed, needs a definite picture of what he wants to bring about in the minds of his county-seat readers. More than that, he owes it to his own treasury to investigate reading habits.

One thing that he will learn, with ever so little experience, is that large spaces do not have the value they possess in metropolitan newspapers. In those large centers, owing to the hurried reading and the tremendous competition for reader-attention, full pages are the accepted standard. With the county-seat paper, on the contrary, "the

short splurge is as valueless as a political issue," in the words of one who has tried and tested this matter.

An advertiser who has, within two years, invested heavily in county-seat space, and with wonderful results, reports that those papers are divided into three groups on the basis of the effectiveness of space. It is possible to "own the page" with quarter-page copy of the right sort. Accordingly, county-seat papers are classified as "quarters" and "eighths" and "6-inch." The quarter-page space is scaled downward rather than upward.

"The big thing with rural newspapers," reports another generous user, "is repetition. Once a week with half a column, either one or two wide, beats half-pages all to nothing; an eighth eight times out pulls a page without any exception. In Chicago, it's the other way. Country readers don't respond to big flashes. Maybe the flash scares them off."

Unlike city people, who spend easily and follow whims, the county-seat population is "slowest to move into action but tightest to stick to a thing." The time element, and the dinning of repetition, seem far more necessary with county than with city merchandising.

ANOTHER thing to be learned is the unexpected value of good copy. So much of the local merchant's copy is loaded down with black type faces, with heavy dollar signs, and with poor ideas, that good copy stands out strikingly. "The greatest fault of the small-space buyer is cheap copy," is a remark made to me a dozen times in this connection, usually with the explanation that because the space costs ten or twenty dollars it does not seem to be worth skilled preparation. Here again the distinction between "copy writing" and "merchandise counsel" should be remembered. The copy must be written from the intimate, county-seat viewpoint, and not with the outlook of twenty-story offices.

The county-seat copy, moreover, can contain much more text than city copy can. This does not mean that it should be heavy, or designed with that blackness which we have just been criticizing; but it does indicate that its readers will follow the "story" of the advertiser to an extent unknown in the cities.

This willingness to read details is evidence of interest. It is a part of that hunger for particulars that characterizes the county-seat mind; a result possibly of the greater leisure in country life and the escape from the tensity of city living. Whatever the explanation may be, the fact is undeniable and, for the smokestack owner, bodes only good for his advertising. The campaign will hardly be under way before letters will begin to stray in from the county-seat editors, the letters being in the nature of "requests." They will ask for servicing manuals, descriptive booklets of the product. They will desire to be

put on the mailing list for the factory's house organ; they will ask for the name of the best trade publication.

Why? The answer is most unexpected, and again reveals the county-seat mind.

The editors, or their reporters, perceive in the community a growing interest in the smokestack's product. It is the counterpart of the city paper's departments. But, with the county-seat paper reader-interest is somewhat more concrete: the editor is asked "why the valve in the head?" For reply, he turns to the factory, and, more times than not, will "lift" whole sections from its manual or house organ.

Press agenting? Free publicity? Not for a moment! The editor feeds his readers the pabulum they desire; their demand being awakened by an iteration of 6-inch ads.

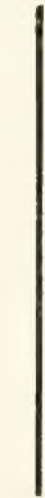
One can see in such editorial comments the equivalent of the merchandising service of the city's daily, not styled by any such high-sounding name but giving the smokestack what it needs most: information about the local market. In precisely this manner one factory has been encountered that stopped its advertising of hoisting machinery and featured hemp rope in the thinly populated but rope-consuming state of Arizona; another that centered its copy in western Texas and Kansas on the dust-resisting qualities of its paint.

The opportunity the county-seat papers offer their own home territories has been curiously overlooked by smokestacks. The home zone is too often not exploited to its buying capacity for the product. The tool maker or the flour mill can serve the home field better than any distant competitor can. This is the zone where customers are close, relations are intimate, and buying should attain the force of tradition. Within that zone the local plant can make shipments promptly; it always has a fresh stock within call; selling costs should be at their lowest.

YET, too often, the lure of the distant induces such a factory to fight for thin and costly distribution far from home, although by intensive use of county-seat papers within the nearest zone of markets, competition could be forestalled and the market corralled. Again it is a case of not having been shown the possibilities of advertising by zones, with the county-seat newspaper as the key to the home market. "Too small to advertise" becomes a ridiculous statement when it is remembered that ten or twenty dollars per issue will start the campaign. It is more true that smokestacks have not been shown the way of small beginnings in advertising. Each is a potential advertiser. Each, however, must be shown the opportunity lying ready at hand, and the task of education falls to the newspapers themselves.



# The RED HEADS of Advertising



GEORGE  
BATTEN  
COMPANY

INC.

*Advertising*

+

NEW YORK  
CHICAGO  
BOSTON

A large taxicab company has turned thumbs down on red-haired drivers. Hereafter no more sorrell-topped operators need apply for jobs.

"It isn't that they lack courtesy, honesty, or ability," explains the president of the gasoline fleet, "but simply that they take too many chances!"

There's small allowance for red-headed daring in a business whose slogans preach "Safety first" . . . "Drive slowly" . . . "Take no chances" . . . but there's a world of work waiting to be done by the red heads in advertising.

The things that most advertising offers are bought largely by reasonably young people. Young folks are sensational. Compare the furious tempo of their busy lives with the irritating placidity of most advertising copy!

Do you realize just how much of the buying in America today is done by people in their twenties and thirties? They're the ones who are busy building houses, furnishing homes, raising families, buying cars — and getting ready to trade them in for next year's model.

They haven't begun to worry about leaving an estate.

They talk a lingo of their own. They think thoughts of their own. They like to talk with folks of their own interesting years.

Red Head, Blonde, or Brunette — our Copy Department is generously sprinkled with young writers. Purposely so. When they start out to sell in print, they are talking to their contemporaries — not the coming generation.

There are activities in our organization where age confers advantages a-plenty — but not so much in the word business, the business of writing advertising.

As we said in a previous advertisement, use young sellers in talking to young buyers.



## "The Red Book"

The Standard Advertising Register  
aims to furnish

**Accurate and Timely Information**  
about National Advertisers and Agencies

### IT HITS THE MARK

Its Listings are the Most Complete, Best Planned,  
and most Accurate of any Service

Put the Register in Your  
Reference Library

**Publishers, Agencies and all serving  
National Advertisers**

Can Use the Register to Create Business

## National Register Pub. Co.

R. W. FERREL, Manager

15 Moore St. . . . . New York  
140 S. Dearborn St. . . . . Chicago  
130 Bush St. . . . . San Francisco  
925 Walnut St. . . . . Philadelphia  
7 Water St. . . . . Boston

## 76% for O. H.

Unknown to ORAL HYGIENE the advertising agent for one of the biggest dental manufacturers queried dental dealers about dental advertising media.

76% of the dealers responding indicated that ORAL HYGIENE should head the manufacturer's schedule. The other 24% was divided among all the other magazines mentioned.

We had absolutely no knowledge that this investigation was on foot, and the whole thing comes as a pleasant surprise.

## ORAL HYGIENE

Every Dentist Every Month

1116 Wolfendale Street, N. S.  
PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg.,  
Harrison 8448.  
NEW YORK: Stuart M. Stanley, 02 West  
45th St., Vanderbilt 3758.  
ST. LOUIS: A. D. McKlenny, Syndicate  
Trust Bldg., Olive 43.  
SAN FRANCISCO: Roger A. Johnstone, 155  
Montgomery St., Kearny 8056.

# My Great Mistake

[CONTINUED FROM PAGE 26]

that line. I learned that women spent \$700,000,000 yearly on cosmetics—more than they spent on all other advertised lines combined. I prepared a line of cosmetics, but I had no theory. The field was overcrowded. Leading dealers in cosmetics had thousands of kinds on their shelves. Scores of new makers came every week to solicit them. No line dominated. When a woman became converted to one product, and went to a store to get it, she faced a dozen demonstrators who tried to sell other lines.

I SENT men to Paris and Vienna to secure something unique, some claims to give me an advantage. But they found none. So I decided to abandon this line.

Just at that time Edna Wallace Hopper played an engagement in Chicago. One morning Mandel Brothers announced in the papers that she would appear in person in their beauty department. I sent an emissary there, and she found the floor crowded. Every other department on the floor had to yield its space to accommodate the women who flocked to see Miss Hopper.

Edna Wallace Hopper had attained a grandmother's age. Many of the older women had seen her in her prime, back in the early nineties. She met them looking like a girl of nineteen, with hair, figure and complexion like a debutante's. Every woman, of course, was anxious to learn the secrets of her youth and beauty.

The manager of Mandels advised her to call on me. He said, "You should capitalize that fame of yours. You should teach other women to do what you have done."

The next day Edna Wallace Hopper called on me. She brought with her countless articles which had been published about her. Also many pages that she had written herself on this subject of youth extension.

That day I found my theory. Here was a woman, one of the most talked-about women in America; a woman who had made herself a famous beauty thirty-five years ago; a woman who had kept that beauty to a grand old age—and all through beauty helps she had searched the whole world to discover.

I made a contract with her. She was to give me her formulas, her name, and prestige. I was to prepare those products for other women, exactly as she used them. She had spent fortunes to secure those formulas. She was the most prominent example living of what beauty helps could do. On those lines we have founded a large cosmetic business.

We have never had a salesman. We have never asked a dealer to buy. We have confined our efforts to the consumer. We have tried to win women's respect for the research Miss Hopper has conducted. Then we have let those women induce dealers to supply them.

Many of the wrecks in advertising come from trying to sell things over and over. One first sells to the jobber, and he demands a large percentage. Then he tries to sell to the retailer. He

wants free goods and extra margins. Yet all the results depend on the consumer. All your wholesale demand, all your retail demand, depends on your influence with the consumer.

Never forget that. Jobbers and retailers have their own brands. What trade they can influence is never directed toward products you control. They are not trying to give you a whip-hold. If they can influence sales, they make four times as much on products of their own.

In that fact lies one of the most pitiful phases in advertising adventures. The advertiser spends his money to convert consumers. Then he pays salesmen to sell his goods to jobbers and to retailers. He gives concessions and inducements, just to get them to supply the demand he creates. As a result, there is little left for himself. And he must pay all the expenses.

One can never win in that way. It is like a man who tries to do business with excessive overhead. He bears the expense, the risk and the effort, and his profits are dissipated.

On the Edna Wallace Hopper line of cosmetics we have never had a salesman. We have never asked a dealer or jobber to buy. Where we had to have supplies, we sent goods on consignment. Every dollar of our money has been spent in winning consumers to this line.

Today the line embraces twenty-three products. Each is a formula Miss Hopper has discovered. When a woman tries one of them she desires to try the rest. The converts to Miss Hopper are converts to her line. So our average in this line is \$1.78 per sale. That as compared with fifty cents for a tooth paste, thirty-five cents for a shaving cream, ten cents for a soap, etc. Our profit on what we sell from our advertising would never pay the cost. But one thing sells another. That is so in many lines. The whole profit comes in auxiliaries.

THIS is one of many enterprises I have started in this new regime. Some will fail, but the failures will cost us a trifle. Had I failed for the other fellow they would have cost just as much. The successes will win millions.

So that is my future. Instead of confining myself to building businesses for others on a temporary commission, I am starting for myself the enterprises which seem to promise profit. If even one turns out as scores have turned out under my direction, it will win me more than I ever won from writing.

But this is not, as I well realize, good advice to the majority. The average man should work under direction. Success depends on many qualities, of which he has but few. My present adventure is made after decades of working in cooperation.

Let those who can deduct from this experience suggestion and direction. I have tried to point out the only ways to success in advertising.

The sixteenth and final chapter of Mr. Hopkins' autobiography will appear in an early issue.



In *February*, 1927, the national gasoline consumption was greater than in *June*, 1924—evidence that America is an outdoor nation in winter as well as summer.



## *Even Winter Has Changed!*

**S**NOW-BOUND houses, impenetrable roads, the family sheltered against the gales—that's the winter of the nineties.

But that kind of winter doesn't suit modern America.

Heated motor-cars, snow-clearing machinery, crowded theaters, busy stores, social life at its peak—that's winter-time today.

Streets and highways are kept open for the ceaseless tides of traffic. The farmer comes to town for theaters and shopping. City residents permit no season to interfere with their travel about town.

Every month in the year is buying time. Every season finds the public on the go—outdoors—seeing Outdoor Advertising.

*Information regarding outdoor advertising in particular markets will be promptly furnished.*

**General Outdoor Advertising Co.**  
INCORPORATED

One Park Avenue  
New York

Sales Offices and Branches in 60 other Cities

Harrison & Loomis Sts.  
Chicago

# Some shots only tickle the elephant . . .

A hunter may be ever so skilled and ambitious, but he can never bag the big game with a shot-gun. It takes a sturdy rifle and a sharp, steel bullet to reach the vulnerability of those moving mountains in the jungle. Scattered fire would make the elephant laugh.

Send today for a complete *new* analysis of the Shelter Market plus a complete description of the *new* National Shelter Group—Color Service. This information—vital to any manufacturer or advertiser of Shelter Products—will come to you *free*, and will bring to you information of exceptional worth about sending your fire to the heart of your market. Every manufacturer of Shelter Products, every sales manager, space buyer and account executive should have at his elbow this *new* information. Send the coupon today.

MAIL COUPON FOR FREE COPY

**NATIONAL SHELTER GROUP**  
*Color Service*

WALTER C. McMILLAN, Inc.  
 565 Fifth Ave., New York

Please send a copy of your "Condensed  
 Analysis of the Shelter Market" to

Name .....

Address .....

City..... State.....

*The National Shelter Group—Color Service reaches the billion dollar market for Shelter Products with deliberate intensity, economy, and directness and with new profit for all.*

# Servicing—A Help or a Hindrance?

[CONTINUED FROM PAGE 28]

overcome it even after he finds the cause."

A product that requires servicing faces limited distribution. The maker of such an article must consider servicing carefully as an element that hinders sales, or, as one maker of domestic refrigerators put it in an interview: "Our 'going national' is not a simple matter; the servicing slams four brakes on the advertising."

All manufacturers of that industry suffer under the handicaps of servicing.

**E**ARLY sales were easy to make. The public clamored to rid its kitchen floors of the iceman's drip, little thinking that the electric refrigerator was any more complicated than a toaster. Early dealers did not trouble to disillusion the customers. They even permitted them to believe that "electricity, in some mysterious way through one of its heretofore undiscovered powers, actually performed the refrigeration—an idea that is almost 100% wrong, for the only part that electricity plays is to run the motor."

As for the dealers, those early models proved to be costly to service. The dealer paid his salesman a commission for his work, but upon the dealer himself, for a year or two to follow, fell the burden of keeping the refrigerator sold. Dealers, therefore, never knew whether they were ahead or behind for handling the product. As each new maker entered the field, established dealers showed a tendency to "flop" to the new manufacturer, chiefly in the hope of making a better bargain by loading upon the factory the costs of servicing.

Nor has the condition as to servicing improved, although it has of course as to manufacturing perfection. It is the opinion of one sales manager (Mr. G. W. Keller of the National Refrigerating Company) that:

"Among the many products with servicing problems, certainly refrigeration may be numbered among those where proper servicing is of prime importance. This cannot be stressed too emphatically. Wherever refrigeration is sold, of whatever make, there must be someone readily available, thoroughly conversant with the equipment, so that installations may be promptly and properly made and adequate and efficient servicing rendered if necessary. Refrigeration is too intimately associated with home comforts to permit of any unnecessary interruption of service. At the moment, I can think of no other product where proper servicing is so vitally important."

One of the makers of domestic refrigerators, the Servel Corporation, is in the hands of receivers. This unsteady of the company has, according to its general service manager (Mr. C. A. Miller), augmented the need of servicing merchandise already in the hands of the public. He makes the interesting statement:

"Every minute of my time is occupied in giving our customers service, because the future of the company depends at

this time largely upon the quality of servicing that we render during the receivership."

Servicing of sold goods on a par with wages for workmen as first claim in a receivership! Nothing less! Debts may be funded, claims may be deferred, stockholders may get nothing—but users of the product must be serviced. Unless they are, it will be useless to continue making the product; for it will have no reputation on the market.

The oil burner is even more tightly restricted in distribution by the need of servicing. To a prospective customer, living in up-state New York, the Baker Oil Burner Corporation contented itself with thanking him for the inquiry, with the explanation:

"We prefer to sell burners only through authorized dealers who can render prompt service. An automatic heat machine is more satisfactory when a nearby distributor is interested in seeing that its performance is perfect and he makes it a point to become thoroughly trained in the work. We hope soon to have a representative in your section."

Another maker, the Socony Burner Corporation, finds its sales so hampered by lack of servicing that it uses a form letter to those who rely on the coupon of the corporation's advertisements and who live beyond established distribution. This form letter lists the "direct sales and service branches" and adds "with other branches in immediate prospect" before detailing this as the reason for making no effort at a sale:

"**T**HE limited selling areas at present are accounted for by our rigid policy which provides that our servicing facilities shall at all times parallel the sales work, and of course our service men must be thoroughly schooled and trained for their duties. This means slower progress, but assured satisfaction to our customers."

Another maker of the same product, the Wayne Tank and Pump Company, is also obliged to "negative" many inquiries that flow from its advertising. To one such this was told:

"While we would like to accommodate everyone desiring a Wayne burner, we do not believe that manufacturers of oil burners should extend their sales faster than they can follow with expert local dealer representation, supervision and servicing; or that any individual should purchase a burner not so represented. We believe that when you have an oil burner installed in your home you would naturally want to feel that dependable servicing was constantly available. . . . As the demand for Wayne oil burners in territory already established is taxing our factory capacity, we have decided to open up no more territory for the present. Of course, we expect to grow in a manner consistent with the above mentioned policy and in the interests of our users, and we believe you will thoroughly appreciate our position."

Yet another, the American Nokol Company, says:

"We consider that servicing is a fun-

damental part of selling, particularly in the oil burner industry, and for this reason we have adopted as our slogan: 'Service First and Sales Afterwards.'"

In fact, the Oil Heating Institute, which is the association of some two dozen makers of oil burners, in its "educational information" cautions the public to the same purport:

"The beginning and the end of oil-heating wisdom is that no heater is better than the skill of the man who installs it (this being printed in italics).

. . . Buy your oil heating equipment from a financially responsible and mechanically competent dealer, so that you may be sure of having the equipment properly installed and maintained. He should be located within a reasonable distance. . . . Choose that make of burner which is handled by a dealer whom you feel sure will properly install and service that heater, and who will be in business ten or twelve years hence."

Thus closely is distribution confined where servicing is available.

Yet more may be set down as to the limitations of "going national" with such a product. The Timken-Detroit Co., one of the prominent makers of oil burners, through its general manager Haldeman Finnie, discussed this very matter before a gathering of the industry. The Timken company finds it necessary to sell oil burners through branches exclusively, from which method certain disadvantages develop. Among these are: (1) "the impossibility of rapid growth; a branch will be only as successful as its manager; it is hazardous to open new branches until men who are thoroughly competent to manage them are available; and this is an effective bar to rapid expansion of business"; and (2) "the inability to market in small cities, because it is obviously impossible for either a dealer or a manufacturer to sell oil burners exclusively in a small town; there is not sufficient potential business to cover the necessary overhead and leave a satisfactory profit; we recognized this fact from the start but have felt that the question of distribution in the smaller centers could well be postponed."

**M**R. FINNIE, at the same meeting, further shed light on the limitations of servicing over selling when he stated:

"A great difference between our product and the usual type of merchandise is the extreme importance of service after installation. This is more serious with us than with any other product that comes to mind; not because the oil burner is in itself more complicated or more unreliable than any other type of automatic machine, but because it is the only one whose uninterrupted operation is so absolutely essential to comfort and health. For example, let us consider for a moment the electric refrigerator, which is so often cited as a product with a sales problem similar to our own. When an electric refrigerator fails to operate, as it sometimes does, and the dealer is called upon for service, he can tell

17 AN ADVERTISEMENT  
BY C. S. BAUR, GENERAL ADVERTISING MANAGER, THE IRON AGE.

— Any publication that tells its readers about their bread and butter will automatically come out of its wrapper.

*Advertising men are no exception.*

— Once out, it becomes an opened letter on their desks—demanding and getting attention.

— They read it, as I do, because it is full of tips, suggestions, experiences of successful advertisers.

— They read its advertising pages for their novelty, news, information.

— They find its pictures full of interest, its articles meaty, its policies broad, its viewpoints refreshing.

*What more does any reader want?*

— If I am the average subscriber, each issue must ring up the curtain to an expectant audience in paid-for seats.

*What more does an advertiser want?*



FOR THE  
STATISTICALLY MINDED

Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In four and a half years its circulation has grown to 9704. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 63 pages per issue in 1927.

*Another*

*Advertisement for Advertising & Selling*

his customer that his serviceman is busy that morning but will call in the afternoon or perhaps the next day. The customer might be slightly irritated at a twelve or twenty-four hour delay in having his service call answered, but, after all, he suffers nothing more than a slight inconvenience and at worst the possible spoilage of a few dollars' worth of food. How different it is with a heating plant! In extreme weather, lack of heat for an hour or two is likely to produce very serious consequences, particularly if there should be illness in the house. Servicing *must* be given promptly, no matter what the hour—day or night, Sundays or holidays. With the exception of certain industrial processes, which depend upon continuous operation and which these industries protect by means of permanent maintenance crews and emergency equipment, I can think of no business in which prompt servicing is so absolutely essential."

**W**HOLESALE distribution of the ordinary type is out of the question where extensive servicing enters. Jobbers are not equipped for it.

The manufacturer of such products is forced into some sort of controlled distribution. It may be through exclusive distributors, through specialty organizations or through his own branches, but, whatever the method, far more attention to the customer is required than is implied in wholesaling. Nor is allowance for servicing included in jobbing margins.

Servicing of the sort we are discussing is quite different from that given to small articles such as clocks or women's coats, where the purchaser returns the goods to the dealer (possibly has them "called" for by the dealer) and where the dealer adjusts minor defects or exchanges one item for another. Any article that requires "servicing" has moved rather far from over-the-counter selling, which is the province of the jobber and the ordinary retail store.

**T**RANSITION may be seen with such a product as radio sets. At one time, installing and servicing was a prerequisite to selling, but as manufacturing has been perfected and as we approach the electrified set, radio has somewhat become an over-the-counter commodity.

Radio makers hold out to their dealers the hope that over-the-counter radio lies ahead, this goal being something of an ideal for manufacturing. It will never be completely attained.

Even further is the servicing commodity from mail-order selling.

Distribution, therefore, where servicing enters, must center about the servicing requirements. The product can not be handled, on close margins of profit, by any middleman who has facilities merely to sell, stock and pack the goods. The distribution agencies must, on the contrary, be built up about the individual product, from a foundation of repairmen who are electricians or plumbers or gas men or carpenters, as the case may be. The major cost of marketing arises not from the initial selling but from the "keeping sold"—which phrase really means "maintaining the article in operating condition." The distribution, viewed from the "national" standpoint, is circumscribed and slowed down by the limitations of training men for proper servicing.

# As advertised in the BOOT and SHOE RECORDER B O S T O N

The B. F. Goodrich Rubber Co. has made the "Zipper" famous, not only with the public but also with the shoe merchants serving that public. The Boot and Shoe Recorder is a medium of this publicity.



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



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

## WHOLESALE

BY THEODORE N. BECKMAN, Ph.D.

Covers everything the man planning merchandising campaigns wants to know about wholesale distribution. Discusses problems of layout, departmentization, sales, merchandise, operating, accounting, buying policy, budgetary control, receiving systems, pricing, increasing turnover, inventories and stock control, advertising, salesmen, traffic management, credit department operation, etc. The first book devoted to the subject—a necessary manual for wholesalers. 606 pages, price \$6.00.

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Write for new, complete catalog of books on advertising and selling. No charge.

THE RONALD PRESS COMPANY  
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## Bakers Weekly

A. B. C. - A. B. P.  
NEW YORK OFFICE—45 West 45th St.  
CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

**Sweater News**  
and  
**Knitted Outerwear**  
May 1928

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*The*  
**Underwear & Hosiery**  
*Review*  
Vol. 6, No. 1  
May 1928

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**Tie-up**

Your Consumer Campaign  
with Trade Publicity

for Sample Copies address:  
**KNIT GOODS PUBLISHING CORP.**  
25 Worth Street New York City

## Economies in Preparation Costs

[CONTINUED FROM PAGE 32]

tions used in current and previous advertisements to see if they are not suitable. A scrap book of proofs, properly numbered, is easy to run through and in it may be found just the drawing for the purpose.

For many years a hosiery manufacturer has secured unusually effective designs for his Christmas gift boxes. He has simply bought up cover designs which in years past have graced December issues of prominent magazines. Getting the second use of these, his cost is far lower than it would be if he had gone to the expense of buying new paintings from the same artists.

**LAYOUTS** may involve heavy expense. The advertising manager can visualize a finished advertisement from a rough layout, but often this is not true of the men higher up who may also pass on the layouts and copy. In such cases it is easy to pile up quite a little preparation expense for layouts that are highly finished. To get around this some advertisers have only one of the layouts finished up in almost-final shape; the rest are roughs. The executive unused to visualizing gets a good idea of the finished advertisement from the one carefully-made layout while the roughs of the others are sufficient to convey an idea of what they will be like.

During the past two years one of the biggest advertisers in the country has been approving miniature layouts of his color pages. These are no larger than ordinary envelopes. He has come to the point where he can visualize a finished page for women's magazines from these inexpensive vest-pocket layouts and this ability saves him hundreds of dollars.

In another case, a famous comic artist illustrates the copy. The texts so strongly suggest the general kind of picture to be used that no layouts are worked out. After the copy is approved it goes direct to the artist for finished illustrations. He is such a sure-fire man at hitting the market that only about one out of every ten of his pictures needs revision. Such revision is cheaper than working out elaborate preliminary layouts.

Any one who uses them knows that color plates are expensive. The common practise where six magazines are used is to make six sets of plates. One advertiser produces only one set of plates. By staggering his use of these, each set of plates serves for all publications. This means that Advertisement No. 1 runs in Magazine A in January, in Magazine B in February, in Magazine C in March, and so on. To him timeliness is no factor; there are no seasonal needs to face.

Where borders are used it is worth while to go through a good type book before ordering ones drawn by hand. The hand-drawn kind may have more character but often they do not serve the purpose any better.

As in every other kind of work, the keeping down of preparation charges is a matter where thorough preliminary thinking is cheaper than rushing into production and then finding it necessary to make a lot of revisions.

## A Yankee Space Salesman in Japan

[CONTINUED FROM PAGE 22]

my Japanese solicitor to get the interview which he otherwise might not have been able to secure. Because in Japan, too, managers are often "out" to advertising salesmen. When, however, a foreigner presents his card they are usually very polite and give him at least a hearing.

When we tackled the "big prospects," the frock coat and wing collar would often help to gain the necessary entrée to the president's office. The best plan, however, was to get a card or letter of introduction from some friend or business acquaintance of the man we wanted to see. The Japanese attach a great deal of importance to friendships, and in a number of instances I know that we secured several contracts not because the head of the firm thought our paper would do him much good but because some classmate of his had recommended me.

Translators are necessary evils to every foreign salesman doing business in Japan. I say evil, because they seldom will interpret literally what you want them to. They all carry their own ideas on the subject and feel that it is their place to modify the language of these Westerners who do not understand Japanese customs and traditions. For instance, when I would like to have my translator say, "May we call to see you again tomorrow?" he would interpret that as, "I hope we will be permitted to see you again sometime." Or else when I wanted to say, "This copy will prove most effective for your product," he might interpret it as, "There is a possibility that this copy may be all right for your product." Very few foreigners can talk Japanese well enough to sell without an interpreter, even though they may have been living in Japan for a long time. Japanese expressions often vary, depending on the person to whom one is talking. That is to say, when he is talking to a laborer, the middle-class Japanese will use a vocabulary different from the one he would use when talking to some one whom he might consider to be his superior.

**SOME** Japanese businessmen can talk English well, and it is then possible to do business with them directly. But even in those cases the usual American approach is often of little value and one must get their native point of view first. Tell a Japanese merchant that there are certain fundamental principles of advertising and selling that have proved to be most successful in America, and that an application of those methods with variations will sell his goods in Japan, and he will say "Blah." He will tell you that American advertising methods are of no use whatsoever in Japan, and that Japanese customs and traditions are different. Then he will probably take another sip of green tea, rub his hands over the fire, and add that you do not understand Japanese psychology.

Japan is intent on being classed as a first rate power in every respect; and to take knowingly lessons in advertising from America, England, or any other place would be to lose "face."

## A. N. A. Members Report

**QUESTIONNAIRE** sent out by the Association of National Advertisers just prior to its annual meeting, the week of Oct. 30, elicited responses which indicated that National Advertisers looked to a considerable increase in business in 1928.

Ninety-six members responded in sufficient detail to warrant inclusion in the report. Of these:

12 were wearing apparel accessory manufacturers  
18 were drug and specialty manufacturers  
10 were foodstuff manufacturers  
20 were household article manufacturers  
16 were building material manufacturers  
6 were motor and accessory manufacturers  
14 were business and industrial product manufacturers

Of these:

39 or 40.65% expect increases in appropriation  
39 or 40.65% expect the same appropriation  
5 or 5.20% expect a decrease, while  
13 or 13.5% have not yet reached a decision.

The fact that, at the time when the big magazines had closed the January issue, 13 could not tell what their appropriations were going to be would imply that several of them might report decreases. Had every one of those 13 reported negatively, however, it would still mean that 81.3 per cent of those reporting expect an increase or at least the same appropriation as in 1927.

Below is a tabulation of the increases, decreases and unchanged appropriations broken down into industries:

Industry	Extraord. Increase (25% or more)	Substantial Increase (10-24%)	Modest Inc. (1-9%)	Same Approp.	Decrease	Don't Know
12 Wear. App. Acc.	6	0	0	3	1	2
18 Drug and Specialty	5	5	1	6	0	1
10 Foodstuffs	2	1	4	3	0	0
20 Household Art.	0	4	4	8	2	2
16 Bldg. Material	0	2	0	10	1	3
6 Automotive	0	0	0	3	0	3
14 Business Indus.	0	3	2	6	1	2

From this it would appear that many advertisers of women's apparel accessories are going to make large increases in appropriations (25 per cent or over) and that nine out of 12 will increase or remain unchanged.

In spite of the extensive present advertising of drugs and specialties, 11 out of 18 will increase, while six of those remaining will have the same appropriation as last year. None say they will decrease; one is uncertain.

Seven out of 10 responding foodstuffs manufacturers will increase, while three will remain the same.

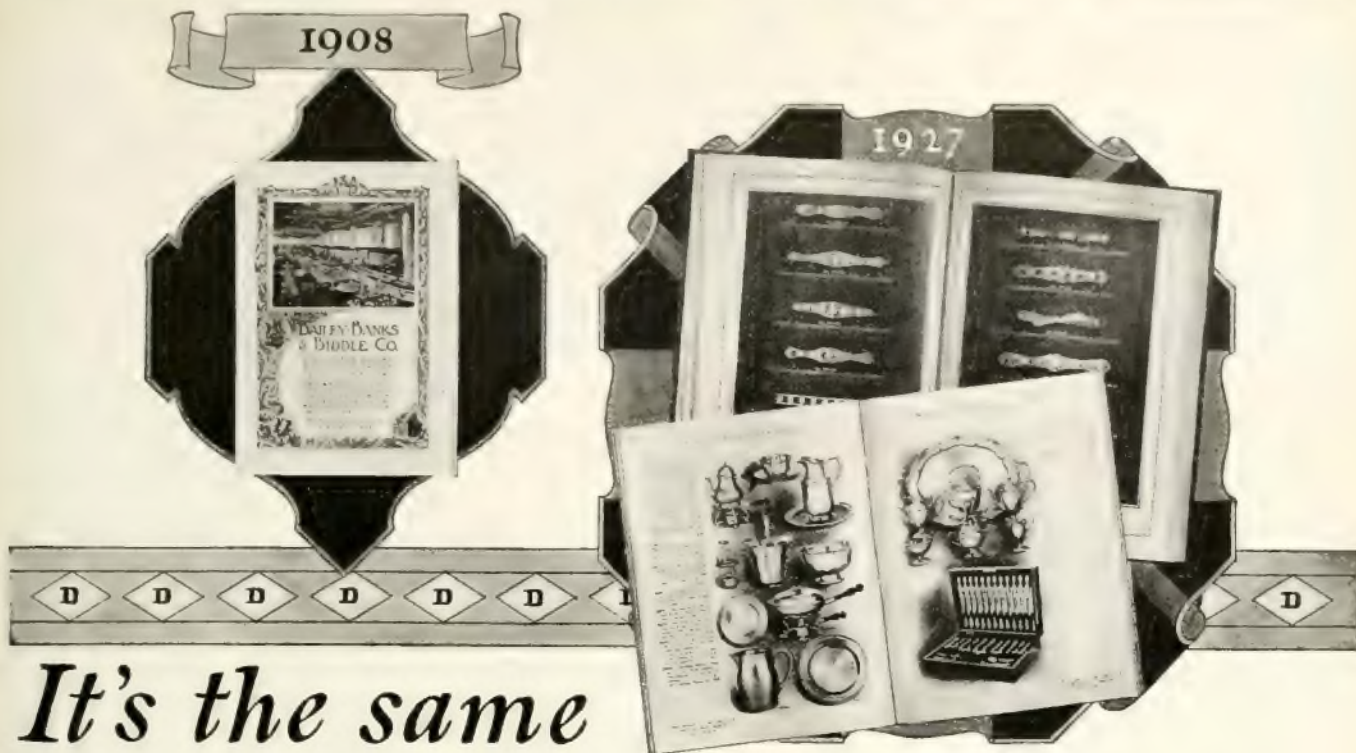
None of the 20 household manufacturers will enjoy a substantial increase, but eight will increase and eight will remain the same. Two will decrease and two do not know.

Building material manufacturers seem to have shown about as much of an increase in recent years as could be expected, hence there are only two reports of increase. Ten out of 16 remain the same, however.

As expressed by six members only, the automotive manufacturers expect to remain the same or seem not to know what they will do in 1928.

Fourteen industrial and business product advertisers show substantial or modest increases, or remain the same with the exception of three, one of whom will decrease his appropriation.





# It's the same D & C Black and White

## DILL & COLLINS Co's.

### Distributors

- ALBANY—W. H. Smith Paper Corp.
- ATLANTA—The Chatfield & Woods Co.
- BALTIMORE—The Baxter Paper Company, Inc.
- BOSTON—John Carter & Co., Inc.
- BUFFALO—The Union Paper & Twine Co.
- CHICAGO—The Paper Mills' Company
- CINCINNATI—The Chatfield & Woods Co.
- CLEVELAND—The Union Paper & Twine Co.
- COLUMBUS, OHIO—Scioto Paper Company
- 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 Company
- INDIANAPOLIS—C. P. Lesh Paper Company
- JACKSONVILLE—Knight Brothers 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 Paper Corporation
- OMAHA—Carpenter Paper Co.
- PHILADELPHIA—The Thomas W. Price Co.
- PHILADELPHIA—Raymond & McNutt Company
- PHILADELPHIA—Riegel & Co., Inc.
- PITTSBURGH—The Chatfield & Woods Co.
- PORTLAND, ORE.—Carter, Rice & Co. Corp.
- PROVIDENCE—John Carter & Co., Incorporated
- RICHMOND—Virginia Paper Company, Inc.
- SACRAMENTO—Blake, Moffitt & Towne
- SALT LAKE CITY—Carpenter Paper Co.
- SAN ANTONIO, TEX.—San Antonio Paper Co.
- SAN FRANCISCO—Blake, Moffitt & Towne
- SAN FRANCISCO—General Paper Company
- SEATTLE, WASH.—Carter, Rice & Co. Corp.
- SPRINGFIELD, MASS.—John Carter & Co., Inc.
- ST. LOUIS—Acme Paper Company
- ST. PAUL—E. J. Stilwell Paper Co.
- TACOMA—Tacoma Paper & Stationery Co.
- TAMPA—Knight Brothers Paper Company
- WASHINGTON, D. C.—Virginia Paper Co., Inc.

**J**EWELS must sparkle from the printed page as they sparkle in the jeweler's trays.

Nineteen years ago—J. B. Haines of Philadelphia produced the annual jewelry catalog for Bailey, Banks and Biddle on Black and White. In 1927 the same man for the same firm on the same job is still using the same paper. On our desk lies an equally fine catalog on jewelry and diamonds, printed for J. R. Wood & Sons of New York and Chicago, by The Caxton Company of Cleveland, also on Black and White.

It is no accident that Black and White is a consistent favorite for halftone work where highlights and sharp contrasts are blended with soft modulations of shading. For there *is no other paper* just like Black and White.

D & C papers are made to carry not only the natural ink impression, but also the very spirit of fine workmanship. There is a D & C paper for every printing need.

**DILL & COLLINS**  
*Master Makers*  *of Printing Papers*

P H I L A D E L P H I A



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum charge \$1.50. Forms close Saturday noon before date of issue.

## Business Opportunities

### TO N. Y. ADVERTISING AGENCY

Unusual copy man, charging premium on agency service, desires arrangement with medium-sized agency. Address Box 497, Advertising and Selling, 9 East 38th Street, New York City.

**N. Y. PUBLICATION ADVERTISING MAN**  
Can secure half profits on exceptional proposition. \$3,000 investment required. Particulars only at interview. Address Box 498, Advertising and Selling, 9 East 38th Street, New York City.

Less than \$50,000 purchases building, stock, good will of long established house on Pacific Coast, selling profitable merchandise direct to consumer. Net profits as high as \$21,000. Plenty room for expansion. Owner retiring; organization can be retained. Information to responsible people only. Address Box 493, Advertising and Selling, 9 East 38th Street, New York City.

## For Sale

### PRINTING FOR SALE

Printing plant, hour from New York, equipped for medium size weeklies, monthlies, house organs, pamphlets, etc.; best work, moderate prices; long cylinder and automatic job press runs; first class shipping facilities. Address Box 501, Advertising and Selling, 9 East 38th Street, New York City.

## Press Clippings

### INTERNATIONAL PRESS CLIPPING SERVICE

Covers fully the Canadian Press, dailies and trade papers. Translation, or rather proper adaptation into French. 552-554 First Avenue, Quebec, Canada

## Stationery and Printing

### STATIONERY AND PRINTING

Save money on Stationery, Printing and Office Supplies. Tell us your requirements and we will be pleased to quote lowest prices. Champion Stationery and Printing Co., 125 Church Street, New York City, Phone Barclay 1295.

## PHOTOSTAT SERVICE

### RAPID—ECONOMICAL

FACSIMILES—ENLARGEMENTS—REDUCTIONS

Commerce Photo-Print Corporation  
42 BROADWAY 80 MAIDEN LANE  
Haver 8893 John 3697

## Positions Wanted

Classified Advertising Manager, married, 30 years of age, 9 years' experience, now employed, desires change. References. Address Box 499, Advertising and Selling, 9 East 38th Street, New York City.

**WANT A JOB—NOT A POSITION**, with a national advertiser, manufacturer, distributor, or Advertising Agency right here in the home town (New York) or Westchester.

A place where hard work, plus original ideas, backed by practical experience will obtain real results.

Am 32 years young, American Christian and all those other nice things that one says about himself. Best fitted for a contact job, sales promotion or marketing.

Experience covers: Advertising and Selling plus Organization.

Automobile Sales—Automobile Accessory Mfg. (Every phase to Asst. Sales Mgr.)

Sales, Sales Promotion and Sales Management (Promotion of four different products—tangibles)

Advertising (Space Solicitation, Market Analysis and Personnel Placement).

Have earned over \$7,500, would start for half if right but—let me demonstrate my worth to you. Address Box 502, Advertising and Selling, 9 East 38th Street, New York City.

Experienced publicity man, now handling all municipal advertising for a large seaport and tourist resort city, will end four year contract in December. Qualifications:

Nationally known illustrator.  
Copywriter of repute.  
Specialist in industrial development and research.

In executive positions since 1913. Formerly located in Washington, D. C., where handled many National accounts.

Extensive travel, as member of port authority, in present position has created many valuable industrial and political contacts.

Only first-class proposition where a skilled and aggressive man can find advancement will be considered.

Address Box 490, Advertising and Selling, 9 East 38th Street, New York City.

## 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

## Miscellaneous

### BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

# The Manufacturer's Responsibility in Self-Medication

[CONTINUED FROM PAGE 21]

pany, a proprietary manufacturer selling a medicine that relieves pain. The product seems to give satisfaction to a majority of the people who buy it, right from the start. Soon he begins to receive, in the mails, all sorts of "testimonial" letters. These encourage him greatly and stimulate his enthusiasm for his product. The next season his advertising reflects this enthusiasm increasingly and he finds his sales growing satisfactorily as a result of his increased enthusiasm.

**B**UT what about the people who bought his product and got relief from pain with the first purchase? Investigation shows that in the case of advertised medicines the old saying "Familiarity breeds contempt" works overtime. A person starts by taking one or two tablets, then he or she takes two or three, then finds that he can take three or four without apparently doing himself any harm. And so in the course of a few months he has been taking it so easily that he is actually, though perhaps unconsciously, overdosing. Obviously, this is not the manufacturer's fault, but with equal obviousness it can be said that it is the manufacturer's responsibility. Isn't there a need to think about four wheel brakes?

The manufacturer says "I can't help it if the public is foolish." The physician says (in a majority of cases) "I don't approve of advertised medicines and I won't have anything to do with them, even though I know that a large percentage of my patients are self-medicating, often excessively." And so four-wheel brakes are left out of the picture, badly needed as they may be.

Three things appear to be self evident as regards the prevailing problems of advertising claims, and directions, for packaged medicines.

1. In order to combat the educational work being done by the Medical Profession against self-medication, the proprietary manufacturer has had to go to extreme limits in telling how safe his product is and why anyone can take his product in generous quantities with out harm or reaction.

2. The brute force of a great many millions of dollars spent annually in advertising medicine, naturally influences the public into buying enormous amounts of advertised medicines.

3. Once the public buys a medicine, the old "Familiarity breeds contempt" problem, stated above, starts functioning. For the fact remains that if people find they have ever obtained results with a certain product, they will expect to obtain the same results everytime. If they don't get results with the same dose as previously taken, they will increase the dosage until they do get results. This is an existing condition among a large percentage of the people who self-medicate. It seems to me that it is solely the responsibility of the manufacturer to protect the public against themselves as far as it is possible. And there is a way to do it.

Now, I propose that the proprietary

manufacturers install four wheel brakes on their industry by placing a recommended limit on the dosage required to obtain effective results. For example:

If the product is to relieve pain, why not say "If two or three tablets do not produce relief, see your physician. there must be a reason, or some other condition present, which our product will not aid in relieving.

"Anyway, taking an unreasonable quantity of our medicine will not produce any greater relief than the right amount will."

If these directions were used, the public would be reminded every time they used an advertised medicine that there is a limit beyond which it is needless to go in taking that product. There is every reason to believe that the public will be just as willing to heed this new and safe kind of direction as they are apparently willing now-a-days to heed or exceed the optimistic claims and directions proprietary manufacturers are now associating with their products.

I sincerely believe that if proprietary manufacturers do not adopt some such method as this, recognizing the present generally accepted public tendency to overdose, they will soon come to find that they are killing the goose that laid the golden egg. For what is basically wrong is not permanent. Your own good sense will tell you that if you ate, for example, too much sugar it would make you sick. If you drink too much coffee you will feel the effect of it. And these are foods, in which the public are every day being encouraged to over-indulge.

Now why should the proprietary manufacturers encourage the public directly or indirectly to over-indulge in a medicine whose sales they are sponsoring? Doesn't it look as if they can afford to add four-wheel brakes to their industry?

## Try and Do It, Mr. Wilson

[CONTINUED FROM PAGE 27]

oil deny me the privilege of mentioning any chemical or physical property of the product.

I have had one of the biggest food packers in the world refuse to let me make comparisons, even with an unadvertised product.

From the advertising of the world's largest manufacturer of oil stoves and heaters I have had to cut out specific statements on oil consumption. I have had to soft-pedal ton-mile figures on what is probably the country's best known motor trucks.

In every one of these cases, and in many more, I have heard the same complaint from the "heman" out yonder that my "copy" didn't have the necessary punch.

Just try to put the punch in, Mr. Wilson. Write your stuff the way the salesman talks. Make all of the unequivocal claims he makes.

But once you've submitted it all, start right in writing another set with the soft-pedal on, because you'll certainly need it.

# Advertisers' Index



## [a]

Advertising and Selling .....	64
All Fiction Field .....	41
American Machinist .....	49
American Metal Cap Co., Insert Bet 54-55	
Architectural Record .....	58
Atlantic Monthly .....	16

## [b]

Babson's Statistical Organization.....	59
Baker's Helper .....	51
Baker's Weekly .....	65
Barton, Durstine & Osborn, Inc.....	31
Batten Co., Geo. ....	61
Bauer Type Foundry, Inc. ....	50
Boot and Shoe Recorder .....	65
Boston Globe .....	11
Buffalo Times .....	57

## [c]

Cantine Co., Martin .....	8
Cargill Co. ....	58
Chester & Associates, Inc., Walter.....	51
Chicago Daily News... Inside Front Cover	
Chicago Tribune .....	78
Commerce Photo-Print Corp. ....	68

## [d]

Dallas Morning News .....	50
Denne & Co., Ltd., A. J. ....	51
Des Moines Register and Tribune- Capital .....	53
Detroit Free Press... Inside Back Cover	
Detroit News .....	6
Dill & Collins Co. ....	67

## [e]

Economist Group .....	37
Engineering News-Record .....	47
Evans-Winter-Hebb, Inc. ....	46

## [f]

Feather Co., Wm. ....	51
Federal Advertising Agency .....	35

## [g]

Gas Age-Record .....	74
General Outdoor Advertising Co. Insert Bet. 62-63	
Good Housekeeping .....	7
Gotham Photo Engraving Co. ....	73

## [i]

Igelstroem Co., John .....	58
Indianapolis News .....	4
Industrial Gas .....	14
Industrial Power .....	56
Iowa Daily Press Ass'n .....	39

## [j]

Jewish Daily Forward .....	58
----------------------------	----

## [k]

Kansas City Journal Post .....	45
Knit Goods Pub. Co. ....	65

## [m]

McCann Co., H. K. ....	18
McGraw-Hill Book Co., Inc. ....	54
Magazine of Business .....	71
Magazine of Wall St. ....	9
Market Place .....	68

## [n]

National Petroleum News.... Back Cover	
National Register Publishing Co., Inc.	62
New York Daily News .....	43
New Yorker .....	12-13

## [o]

Oral Hygiene .....	62
--------------------	----

## [p]

Penton Publishing Co. ....	15
Providence Journal .....	48

## [r]

Richards Co., Inc., Joseph .....	3
Ronald Press Co. ....	65

## [s]

Shaw Co., A. W. ....	71
Simmons Boardman Publishing Co....	33
Standard Rate & Data Service .....	77
Starchroom Publishing Co. ....	58

## [t]

Taxi Weekly .....	51
Textile World .....	10

# 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
Lee Albertson	Owens Staple-tied Brush Co., Toledo, Ohio, Sales Mgr.	Same Company	Gen. Mgr.
Earl M. Wilson	Curtis Publishing Co., New York, Mgr.	Fry Co., Inc., New York	Partner (Effective Feb. 11)
Clinton F. Berry	The Union Trust Co., Detroit, Mich., Ass't Vice-Pres.	Same Company	Vice-Pres.
Zeno C. Wilkenson	Youngstown Pressed Steel Co., Warren, Ohio, Sales Mgr.	Peter Smith Heater & Mfg. Co., Detroit, Mich.	Vice-Pres. in Charge of Mfg. & Sales
Sheldon R. Coons	Gimbel Bros., New York, Dir. of Sales & Adv.	Same Company	Gen. Merchandise & Sales Mgr.
Frank A. Browne	Gimbel Bros., New York, Ass't Dir. of Sales & Adv.	Same Company	Adv. Dir.
Philip Van Doren Stern	Commanday Roth Co., New York, Plan & Copy Dept.	Federal-Brandes, Inc., Newark, N. J.	Adv. Mgr.
Paul S. Weil	Albert Frank & Co., New York, Acc't Executive	Chas. Freshman Co., Inc., New York	Adv. Mgr.
George W. Cushing	American Press Association, Detroit, Mich., Mgr.	Paige-Detroit Motor Car Co., Detroit, Mich.	Adv. Dept.
Norman F. Kimball	Foamite-Childs Corp., Utica, N. Y., Ass't Gen. Sales Mgr.	American La France & Foamite Corp., Utica, N. Y.	Adv. Mgr.
I. H. Mitchell	Federal-Brandes, Inc., Newark, N. J., Adv. Mgr.	Same Company	Ass't to Gen. Mgr.
Fred Kingston	Willamette Equipment Co., Portland, Ore., Sales Mgr.	Same Company	Mgr.
Clinton F. Berry	Union Trust Co., Detroit, Mich., Ass't. Vice-Pres.	Same Company	Vice-Pres.

## CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
A. Raymond Hopper	Sherman & Lebar, Inc., New York, Copy Chief	Same Company	Vice-Pres.
D. Minard Shaw	D. Minard Shaw, Inc., New York, Pres.	Joseph Richards Co., Inc., New York	In Charge of Bus. Dept.
Jere Whitehead	W. O. Floing, Inc., New York, Contact	Martin Ullman Studios, Inc., New York	Contact
Wm. E. Cameron	Advertising Counsellor, New York	Wales Adv. Co., New York	Service Dept.
Jerome E. Masek	Critchfield & Co., Chicago, Ill., Prod. Mgr.	Frank M. Comrie Co., Chicago, Ill.	Prod. Mgr.
Jeanne Brown	Arnold-Kraft, Seattle, Wash.	Honig-Cooper Co., Inc., Seattle, Wash.	Copy
Donald W. Cornell	The Magazine Advertiser, New York, Adv. Mgr.	The Paul Cornell Co., Inc., New York	Service Dept.
Wm. T. Geller	Geo. L. Dyer Co., Inc., New York, Mechanical Prod. Dept.	Frank Seaman, Inc., New York	Prod. Dept.
Wilbur Lewis	Joseph Richards Co., Inc., New York	Calkins & Holden, Inc., New York	Copy
Albert E. Mudkin	Procter & Collier, New York, Acc't Executive	Gardner Adv. Co., Inc., New York	Acc't Executive
W. J. Moll	Procter & Collier Co., New York, Mgr.	Gardner Adv. Co., Inc., New York	Acc't Executive

# The Greatest Strictly Business Circulation

*Devoted Solely to Serving Executive Readers*

## What's ahead for 1928?

**B**USINESS fluctuations during 1927 have conformed with amazing exactness to the outlook signalled last January by the *Business Weather Map*. This year the intensely interesting outlook signalled by the "How's Business?" Map in THE MAGAZINE OF BUSINESS for January will play an even more important part than before in the planning of business leaders.

"net—a term of almost forgotten meaning in our present prosperity—points the way to sound business development in 1928," says Mr. O. H. Cheney, vice-president, American Exchange-Irving Trust Company. And he says a great deal more of importance to business men in "Which Way to Profitable Prosperity," one of the most quotable articles ever published in THE MAGAZINE OF BUSINESS.

## The Airplane Waits on the Community

This month's experience with the Shaw Publications' test ship brings out clearly the biggest drawback to commercial flying today and indicates how business men everywhere—through their local chambers of commerce, or other civic organizations—can take the initiative in overcoming this drawback easily and with slight cost.

WHAT is your business?

To make a certain definite product for a certain definite group of customers. And you pride yourself that you do your job better than anyone else in the world.

In the same way THE MAGAZINE OF BUSINESS prides itself in doing its one job—the serving of business executive readers. And THE MAGAZINE OF BUSINESS does that job best, for that is its sole objective. Pick up any issue of THE MAGAZINE OF BUSINESS and check the topics discussed therein against the most timely business subjects of the day. Note the high type of contributors—outstanding authorities from every line of business—who discuss these topics for THE MAGAZINE OF BUSINESS readers.

Is it then a matter of chance that THE MAGAZINE OF BUSINESS has more net paid circulation than any other \$4 monthly magazine in the world? —That business men buy many more copies of it voluntarily on the newsstands than of any other monthly magazine of its type?

No other magazine with "service to business readers" as its sole appeal ever approached THE MAGAZINE OF BUSINESS 210,000 net paid circulation.

A. W. SHAW COMPANY

NEW YORK

CHICAGO

LONDON



"WHERE BUSINESS LEADERS TALK WITH BUSINESS LEADERS"

Advertising  
& Selling

# The NEWS DIGEST

Issue of  
Dec. 28, 1927

## CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Lawrence H. Warbasse	J. Wiss & Sons Co., Newark, N. J., Adv. Mgr.	Griffin, Johnson & Mann, Inc., New York	Acc't Executive
C. R. May	Frank Seaman, Inc., New York, Service Dept.	Same Company	Dir. of Media
Harry S. Escudier	Frank Seaman, Inc., New York, Ass't Mgr. of Contract Dept.	Same Company	Mgr. of Contract Dept.
Harold J. Potter	Buffalo, Niagara & Eastern Power Corp., Buffalo, N. Y., Publicity Dept.	IDEA Service, Niagara Falls, N. Y.	Managing Partner
H. S. Lett	Faultless Rubber Co., New York, Adv. Mgr. and Ass't Sales Mgr.	M. P. Gould Co., New York	Prod. and Media Dept.
Lawrence Lampher	Larchar-Horton Co., Providence, R. I., Research and Service	Same Company	Space Buyer
Ralph R. Silver	American Cast Iron Pipe Co., Birmingham, Ala., Adv. Mgr.	The Cox Adv. Agency, Birmingham, Ala.	Vice Pres.
Randall Hagerman	The Southern Dry Goods Merchant, St. Louis, Mo., New York Sales Staff	Wales Adv. Co., New York	Prod. Dept.

## CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Joseph Lambert	Reuben H. Donnelley Corp., New York, Sales Rep.	The Outlook, New York	Rep.
David W. Jardine	Town & Country, New York, Adv. Dept.	The Sportsman, Boston, Mass.	New York, Eastern Adv. Staff
M. Evergood	Free Lance Artist, Eng. & U. S.	The Ethridge Co., New York	Solicitor
Slayton La Due	Call, San Francisco, Cal., in Charge of Trans. & Financial Depts.	Veree & Conklin, Inc., San Francisco, Cal.	In Charge of Office
Fred V. Clark	Building Age & National Builder, New York, Adv. Mgr.	Edward Lyman Bill Co., Inc., New York	Draperies, Adv. Dept.
Stanley I. Clark	Joseph Richards Co., New York, Dir. of Research	The Ladies' Home Journal, New York	Sales Staff
Robert A. Wolfe	News, Indianapolis, Ind., Merchandising Rep. of Nat'l Adv.	Same Company	Mgr. of Nat'l Adv.
J. E. Walsh	Frank Seaman, Inc., New York, Space Buyer	The American Weekly, New York	Mgr. of Statistical Dept.
E. M. Harrington	Lenox Textile Corp., New York, Pres.	The Stillson Press, Inc., New York	Salesman Dir. Adv.
Joe Donehue	Frank Van Syckle, Perth Amboy, N. J., Ass't. Gen. Sales Mgr.	The Outlook, New York	Adv. Staff
Harry J. Walsh	George McDevitt & Co., New York, Rep.	H. L. Winer Special Agency, Inc., New York	Adv. Rep.
1 Don K. Wilson	Register, Norristown, Pa., Adv. Dept.	The Christian Science Monitor, Boston, Mass.	New York Adv. Rep.
J. C. Creaver	American Druggist, New York, Adv. Mgr.	Resigned	

1. This is a correction of the item that appeared in the last issue.

## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Continental Baking Corp.	New York	Bread & Cake	George Batten Co., Inc., New York
Sweet-Orr & Company, Inc.	New York	Overalls and Work Clothes	Husband & Thomas Co., Inc., New York
The Lakeside Co.	Hermansville, Mich.	Taylor Piston Aligner	Frank M. Comrie Co., Chicago, Ill.



**It is our hope, also, that  
the New Year will yield  
you all the things for which  
you look to it ¶The Gotham  
Photo-Engraving Company,  
at two hundred and twenty-  
nine west twenty-eighth  
street, New York City.**

Advertising  
& Selling

# The NEWS DIGEST

Issue of  
Dec. 28, 1927

## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Philip Morris & Co., Ltd., Inc.	New York	Marlboro Cigarettes	The Homer McKee Co., Inc., Indianapolis, Ind.
The Packard Electric Co.	Warren, Ohio	Transformers & Automotive Cable Products	The John S. King Co., Inc., Cleveland, Ohio
The E. C. Harley Co.	Dayton, Ohio	Household Extracts, Food Products, Cosmetics & Medicines	The Marx-Flarsheim Co., Cincinnati, Ohio
Mt. Cabin Co.	St. Louis, Mo.	Soft Drink	Fisher-Wilson Adv. Agcy., St. Louis, Mo.
Barnes Mfg. Co.	Mansfield, Ohio	Industrial Pumps	The Fred M. Randall Co., Detroit, Mich.
Komo Chemical Co., Inc.	Philadelphia, Pa.	Insecticide	M. P. Gould Co., New York
Superwear Hosiery Co.	Minneapolis, Minn.	Men's Hosiery	The Max-Flarsheim Co., Cincinnati, Ohio
Waters Genter Co.	Minneapolis, Minn.	Automatic Toaster	Blackett & Sample, Inc., Chicago, Ill.
Agricultural Insurance Co.	Watertown, N. Y.	Insurance	Moser & Cotins, Utica, N. Y.
Baker Extract Co.	Springfield, Mass.	Flavoring Extracts	Manternach Co., Inc., Hartford, Conn.
Black Mfg. Co.	Seattle, Wash.	Shirts	Honig-Cooper Co., Inc., Seattle, Wash.
American Bemberg Corp.	New York	Rayon Yarn	Barrows, Richardson & Alley, New York
Indian Spring Farms, Inc.	Baldwinsville, N. Y.	Floral Farms	E. P. Remington Adv. Agcy., Inc., Buffalo, N. Y.
Pioneer Instrument Co.	Brooklyn, N. Y.	Aeronautical Instruments	Wilson & Bristol, New York
The Julian & Kokenge Co.	Cincinnati, Ohio	Footsaver Shoes	Michaels & Heath, Inc., New York
Brenkert Light Projection Co.	Detroit, Mich.	Light Projectors	Whipple & Black, Inc., Detroit, Mich.
Buffalo Leather Goods Co.	Buffalo, N. Y.	Leather Goods	J. Jay Fuller Adv. Agcy., Inc., Buffalo, N. Y.
Buffalo Abstract & Title Co.	Buffalo, N. Y.	Insurance and Mortgages	J. Jay Fuller Adv., Agcy., Inc., Buffalo, N. Y.
Glade Mfg. Co.	Chicago, Ill.	Automotive Accessories	Hurja, Chase & Hooker, Inc., Chicago, Ill.
Vaughan Novelty Mfg. Co.	Chicago	Hardware Specialties	Hurja, Chase & Hooker, Inc., Chicago, Ill.
Fritts Cabinet Co.	Chicago, Ill.	Radio Cabinets	Hurja, Chase & Hooker, Inc., Chicago, Ill.
Union Pacific System	Los Angeles, Cal.	Railroad	The Caples Co., Chicago, Ill.
Plumbing & Heating Development League	Philadelphia, Pa.	Cooperative Campaign	Edwards, Ewing & Jones, Inc., Philadelphia, Pa.
Warner Quinlan Co.	New York	Motor Fuel	Sherman & Lehair, Inc., New York
American Cement Machine Co.	Keokuk, Iowa	Boss Mixers and Road Building Equipment	Brockland & Moore, Inc., St. Louis, Mo.
Harry L. Hussmann Refrigerator Co.	St. Louis, Mo.	Freezer Display Counters and Butchers' Supplies	Brockland & Moore, Inc., St. Louis, Mo.
Boston Airport Corp.	Boston, Mass.	Commercial Air Transportation	Walter B. Snow & Staff, Inc., Boston, Mass.
The W. B. Rice Shoe Co.	South Braintree, Mass.	Shoes	Walter B. Snow & Staff, Inc., Boston, Mass.
J. A. Migel, Inc.	New York	Silks	M. Spivak Adv. Agency, New York
Marsh & Marsh, Inc.	Omaha, Neb.	Blue River Kraut Juice	The Stanley H. Jack Co., Inc., Omaha, Neb.
Standard Furnace & Supply Co.	Omaha, Neb.	Nesbit Furnace	The Stanley H. Jack Co., Inc., Omaha, Neb.
Double "A" Hair Curler Co.	Philadelphia, Pa.	Hair Waver	Charles C. Green Adv. Agency, Inc., Philadelphia, Pa.
Hatheway & Co., Inc.	New York	Electrical Products	L. H. Waldron Adv. Agcy., New York
Brotherhood Cooperative National Bank	Tacoma, Wash.	Bank	The Condon Co., Inc., Tacoma, Wash.
Red & White Chain Stores	Tacoma, Wash.	Chain Stores	The Condon Co., Inc., Tacoma, Wash.

<sup>1</sup>Not to be confused with the local business on their own rails at Salt Lake City, Portland and Los Angeles.



## PRODUCTS GAS COMPANIES BUY

(Partial List)

Accounting Machines  
 Air Compressors and Tools  
 Automobiles  
 Barometers  
 Blowers  
 Boilers  
 Burners  
 Calorimeters  
 Cement  
 Chemical and Gas Testing Apparatus  
 Coal  
 Coal Handling and Storage Equipment  
 Compressors  
 Condensers  
 Conveyors  
 Cooling Systems  
 Cranes, Hoists and Derricks  
 Cutting and Welding Apparatus  
 Domestic Science Equipment  
 Engines  
 Flashlights  
 Fire Brick  
 Fireplace Heaters  
 Furnaces  
 Gasoline  
 Gauges  
 Governors  
 Holders  
 Industrial Fuel Equipment  
 Instruments (Recording, Indicating, Regulating)  
 Lead  
 Meters, Gas, Air, Oil  
 Motors for every service  
 Oil, Gas and Lubricating  
 Paint  
 Pipe, service and distribution  
 Pipe fittings and tools  
 Power Plant Equipment  
 Pumps  
 Pyrometers  
 Quenching Systems  
 Ranges  
 Refractories  
 Refrigerators (Gas)  
 Scales  
 Scrubbers  
 Shovels  
 Signs  
 Steel  
 Storage Tanks  
 Sulphuric Acid  
 Thermostats  
 Trenching Machinery  
 Trucks  
 Turbines  
 Valves  
 Water Heaters  
 Wheelbarrows

## PRODUCTS YOU CAN SELL to the Gas Industry

**C**CAREFULLY scan the list of products at the left. Whether you are an agency or a manufacturer you may be concerned with the marketing of one of these products. If so, the gas industry offers a logical outlet.

The gas industry becomes more hungry each year for new manufacturing, office and distribution equipment and for more appliances. But few industries rank higher in purchasing. And very few are expanding more rapidly.

A few facts will help you visualize this expansion:

Approximately 1,096,000,000 cubic feet of gas (manufactured and natural) were sold in 1926— an increase of 46,000,000 over 1925.

Over 400,000 new customers were added in 1926—bringing the total to 11,000,000.

There are now 60,000 industrial uses for gas. A few years ago there were less than a thousand.

These facts will give you a partial idea of the expansion taking place in the gas industry. They should also interest you in the possibilities a market of this size and prosperity can offer for any of the products listed.

We suggest that before definitely scheduling your 1928 appropriation that you get in touch with us. We'll gladly supply practical facts and information about the gas industry market.

Note: GAS AGE-RECORD has 99.47% coverage . . . and 67 advertising agencies placed a total of nearly 1000 pages of space in it for 1926.

## GAS AGE-RECORD

9 East 38th Street, New York

A. B. C.

A. B. P.

(We also publish GAS ENGINEERING & APPLIANCE CATALOG)

Advertising  
& Selling

# The NEWS DIGEST

Issue of  
Dec. 28, 1927

## CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
S. Steiner & Son	Asbury Park, N. J.	Pajamas	Alfred J. Silberstein, Inc., New York
Welte-Mignon Corp.	New York	Pianos	Biow Co., Inc., New York
Chamber of Commerce	Asheville, N. C.	Community Adv.	James A. Greene & Co., Atlanta, Ga.
General Oglethorpe Hotel	Savannah, Ga.	Hotel	United Adv. Agcy., Inc., New York
Lawrence Portland Cement Co.	New York	Dragon Super Cement	O. S. Tyson & Co., Inc., New York

## PUBLICATION CHANGES AND APPOINTMENTS

Times, Seattle, Wash.	Has appointed Robert S. Farley, New York, as its eastern financial advertising representative.
The Dakota Farmer, Aberdeen, S. D.	Has appointed James M. Riddle Co., New York, as its advertising representative in all territories except Minnesota and the Dakotas.
The American Golfer, New York	Has purchased The Southern Golf Magazine, Atlanta, Ga. The magazine will continue under the name of The American Golfer, New York.
Messenger, Homestead, Pa.	Has appointed Devine-Wallis Corp., New York, as its national advertising representative.

## MISCELLANEOUS

Kellogg's Toasted Corn Flake Co., Battle Creek, Mich.	Has purchased Kaffee Hag Corp., Cleveland, Ohio.
Smith Endicott Co., Boston, Mass.	Has changed its name to the Barrett Smith Co., Boston, Mass., with the retirement of T. H. Endicott from the organization.
The Wildman Adv. Agency, Inc., New York	Name changed to Walter K. Porzer Associates, Inc., New York.
The Chambers Agcy., Inc., New Orleans, La.	Has opened a new office in Detroit, Mich. The office will be in charge of M. S. Gibson.
Williams-Detroit Outdoor Adv. Agcy., Detroit, Mich.	Name changed to Williams-National Outdoor Adv. Agcy., Detroit, Mich. A new office will be opened at 180 North Mich. Blvd., Chicago, Ill.
Oil Field Engineering, Los Angeles, Cal.	Has been purchased by United Business Publishers, Inc., New York.
Williams & Cunnyngnam, Inc., Chicago, Ill.	Have opened a new office in Toronto, Ont. The office will be in charge of Fred McLaughlin.

## NEW ADVERTISING AGENCIES AND SERVICES, ETC.

IDEAService	Trust Co. Building, Niagara Falls, N. Y.	Advertising	George S. Anderson and Harold J. Potter
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## CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Walter B. Snow & Staff, Inc.	Advertising	60 High St., Boston, Mass.	Statler Bldg., Boston, Mass.
World Wide Adv. Corp.	Advertising	303 Fifth Ave., New York	Salmon Tower Bldg., New York
Walter K. Porzer Associates, Inc.	Advertising	450 Fourth Ave., New York	114 East 32nd St., New York
H. L. Winer Special Agcy., Inc.	Publishers' Rep.	154 Nassau St., New York	Gray Bar Bldg., New York
The Byron G. Moon Co., Inc.	Advertising	395 Broadway, New York	40 Worth Street, New York. (Effective Jan. 3)
Williams-National Outdoor Adv. Agcy.	Advertising	6-254 General Motors Bldg., Detroit, Mich.	Curtis Bldg., Detroit, Mich.
Boys' Life	Publication	200 Fifth Ave., New York	2 Park Ave., New York

# 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.



magazines, business papers, religious and foreign language publications.

### Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

### Published Monthly

—supplemented with bulletins—and covers daily newspapers, farm papers, general

During the short span of eight years STANDARD RATE & DATA SERVICE has done what it has taken other successful institutions many years to accomplish.

(TEAR OFF ON THIS LINE)

### Special 30-Day Approval Order

Standard Rate & Data Service,  
536 Lake Shore Drive,  
Chicago, Illinois.

.....192..

You may send us—prepaid—the current number of Standard Rate & Data Service, together with all bulletins since it was issued, which we are to have the privilege of using 30 days.

If we are not convinced of the value of this Service at the end of that time, we shall return the issue and our obligation is ended. Otherwise, you may consider us subscribers and send a revised copy each month for one year. The Service is to be maintained by bulletins issued every other day.

Firm Name ..... Street Address .....

City ..... State .....

Individual Signing Order ..... Official Position .....

# *By an Overwhelming Preponderance—* **Eastern Advertisers** **Prefer the CHICAGO TRIBUNE**

*And the New York Office of  
 The Tribune has had the  
 greatest volume of fall  
 business in its history*

**O**CTOBER was the greatest month in advertising volume since we opened our New York office many years ago. November lineage was the greatest of any November, a gain of more than 50,000 lines over last year. And this in a year when advertising in general is below last year's peak record. December business is starting with a rush. Such a golden Fall predicts a great 1928.

The entire East is overflowing with evidence that next year will be prosperous—and that Eastern advertisers realize they can best reap the prosperity of the rich Chicago market through The Chicago Tribune.

Follow the lead of these business leaders—cover the world's greatest market with the world's greatest newspaper.

The Tribune is a pervading influence in the Chicago market because its coverage is complete. In Chicago and suburbs, the week-day circulation of The Tribune is greater than the total circulation of any other week-day newspaper. On Sundays, The Tribune reaches nearly a quarter of a million more families in city and

suburbs than any other Chicago newspaper — morning, evening, or Sunday. In total circulation The Tribune leads all other newspapers, both daily and Sunday. Outside Chicago, the Sunday Tribune reaches from 20% to 90% of all the families in 1312 towns in Zone 7.

Western advertisers instinctively use The Tribune in America's second market. Many of these firms have grown up with The Tribune. They know how Tribune advertising influences more buyers. They have watched The Tribune produce more profit for them year after year.

But in New York, and along the Atlantic seaboard, The Tribune as first choice in the rich Chicago territory is a matter of cold calculation. The Chicago Tribune has proved to men whose sound business judgment makes them leaders that their advertising dollars in The Tribune earn more dividends.

A Tribune man is as near as the phone on your desk. Telephone Longacre 8800 now for facts and figures that will bring you more sales and bigger profits from the Chicago market during 1928!

*Two golden months, October and November—the biggest in Tribune history—showed the decided preference of Eastern advertisers for The Chicago Tribune.*

The following Eastern users of 10,000 lines or more in The Chicago Tribune in the first eleven months of 1927 are spending more of their appropriations in The Tribune than in any other Chicago newspaper:

*American Cigar Company  
 American Tobacco Company  
 American Weekly  
 Atwater Kent Manufacturing Co.  
 Beaver Products Company, Inc.  
 Butterick Publishing Company  
 Canada Dry Ginger Ale, Inc.  
 Cohen-Goldman and Company  
 Colgate & Company  
 Congress Cigar Company  
 Consolidated Cigar Corporation  
 Crowell Publishing Company  
 Curtis Publishing Company  
 Fleischmann Company  
 Forhan Company, Inc.  
 Funk & Wagnalls Company  
 General Cigar Company  
 G. H. P. Cigar Company  
 Heinz Company, H. J.  
 International Mag. Corp.  
 Johns-Manville Corp.  
 Liggett & Myers  
 Lovillard Company, P.  
 McCall's Magazine  
 MacFadden Publications  
 National Gypsum Co.  
 New York Herald-Tribune  
 Pictorial Review  
 Ponds Extract Company  
 Postum Cereal Company  
 Reynolds Tobacco Co., R. J.  
 Simmons Company  
 Squibb & Sons, E. R.  
 United States Rubber Company  
 Vacuum Oil Company*

## **Chicago Tribune**

**THE WORLD'S GREATEST NEWSPAPER**

Eastern Advertising Office: 512 Fifth Ave., New York. Phone Longacre 8100

NOVEMBER CIRCULATION: DAILY, 783,850; SUNDAY, 1,186,487